



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Monday, October 21, 2024
6:30 PM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. August Minutes
- 3) Welcome New Festival Committee Member
- 4) Nomination of Chair & Vice Chair
- 5) Redbud Festival
 - a. RedBud History
 - b. Sponsorship Levels
- 6) Taste of Mequon Recap
- 7) Winter Wonderland
 - a. Cookie Quote
 - b. Facepainter Quote
 - c. Area Rental Quote
 - d. Craft Ideas
 - e. Music Line-up
 - f. Food & Beverage
- 8) Next Meeting Date and Time: November 18 at 6:30pm
- 9) Adjourn

Dated: October 21, 2024

/s/ Miranda White, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



11333 N. Cedarburg Road
 Mequon, WI 53092
 Phone: 262-236-2941
 Fax: 262-242-9655

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Monday, August 19, 2024
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Miranda White
 Vice Chair Deanna Conaty
 Committee Member Brett Benson
 Committee Member Jenne Hohn
 Committee Member Lisa Liljegren
 Committee Member Christine McLean
 Committee Member Vanessa Nerbun
 Committee Member Tracy Johnson -- **Absent**
 Committee Member Moshe Luchins -- **Absent**
 Committee Member Laeh McHenry -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. July Meeting Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Committee Member White

SECONDED BY: Member Conaty

AYES:	White, Conaty, Benson, Hohn, Liljegren, McLean, Nerbun
ABSENT:	Johnson, Luchins, McHenry

3) Vendor Updates

Executive Assistant provided an update on vendors, there are a total of 89 vendor spaces. It's pretty much the same footprint as last year except for the proposed addition of the Rock Wall by the bleachers in the Children's Area. Prior to the meeting, Chair White, Vice Chair Conaty, and Executive Assistant reviewed the vendor placements based on requests and ample spacing between similar vendors.

Attachment: Festivals Minutes 081924 (9784 : August Minutes)

4) Adventure Rock Contract Approval

a. Adventure Rock Invoice

RESULT: Approved by Voice Acclamation [Unanimous]**MOVED BY:** Nerbun**SECONDED BY:** Committee Member Hohn**AYES:** White, Conaty, Benson, Hohn, Liljegren, McLean, Nerbun**ABSENT:** Johnson, Luchins, McHenry

5) Pizza Contest Update

There were 10 total submissions and the finalists selected were S'Mores Galore and Blackberries on the Bluff.

6) Preliminary Festival Map

7) Marketing

Yard signs and posters were handed out for distribution , as well as suggested locations to place them.

8) Day-of Logistics & Assignments

The Committee was instructed to arrive at 8:00 AM on September 7. FOBs will be handed out for the Committee to have access to City Hall.

9) Adjourn

Chair White moved to adjourn at 6:57 PM and Committee Member Benson seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant



**CITY OF MEQUON
BOARD, COMMISSION AND/OR COMMITTEE TALENT BANK APPLICATION**

*Please complete and return to the Administration Office, Mequon City Hall,
11333 N. Cedarburg Rd. Mequon, 53092 or email to cenea@ci.mequon.wi.us.*

Name: Brittany Maynard

Address: 11120 N. Weston Drive, Mequon, WI Zip Code: 53092

Home Phone Number: 734-709-1380 Cell Phone Number: 734-709-1380

Years of Residence in Mequon: 5 Occupation: Events Manager, Fromm & Foxtown

Can you be reached during working hours: Yes Work Phone: 262-242-2200ext 1224

E-mail Address (es): brittany.maynard@foxtownbrewing.com

Would you be able to attend scheduled evening meetings on a regular basis: Yes

Qualifications for Appointment:

Over 10 years of experience in event and Festival Planning

I've created my own event planning guides that help the planning an execution process.

I have built many realtionships in the community with people and business that can help make
festivals possible. I also book entertainment, and have lots of band releationships.

Education, Work Experience, Civic Background:

Concordia University of WI: Bachelors of Science:Major in Political and Environmental Science
Minor in Legal Studies

Event Manager: Fromm Family Foods & Foxtown Brewing GBC for 3 years

Events Manager: Elite & Angel Food Catering in Ann Arbor, Mi for 7 years

Public Service and/or Civic Involvement:

I am on the OED Marketing Board

I am a Mequon Thiensville Chamber Member: Representative of Fromm & Foxtown

Why are you seeking appointment to this Board/Commission/Committee?

I would like to improve my involvement in the community, and help build the city in a positive way. With my experience in planning events and festivals, I believe that I could be a good fit for this opportunity.

What is your understanding of the role and responsibility of the Board/Commission/Committee you are seeking appointment to?

My understanding is that I am volunteering my time to help plan and execute events, festivals, gatherings, beer gardens, and other city driven activities. I will

Rate the Board(s), Commission(s) and/or Committee(s) in order of preference with #1 being first choice:

☐ Architectural Board	☐ Joint Mequon-Thiensville Bike & Pedestrian Way Commission
☐ Board of Appeals	☐ Landmarks Commission
☐ Board of Police & Fire Commissioners	☐ Mequon Nature Preserve Advisory Committee
☐ Board of Review	☐ Milwaukee River Advisory Committee
☐ Economic Development Board	☐ Park and Open Space Board
☐ Ethics Board	☐ Planning Commission
☒ Festivals Committee	☐ Southern Ozaukee Fire Department Board
☐ Frank L. Weyenberg Library Board of Trustee	☐ Tree Board
☐ Hiram Schmidt Fund	

The following information will be held in confidence and is for review if considered for the Board of Police and Fire Commission. Have you ever been convicted of a criminal offense? No

Would you be willing to allow the Police Department to conduct a background investigation? Yes

I understand that the information provided to the City of Mequon contained herein becomes public upon submittal of this application.

Brittany Maynard
Signature

6/24/24
Date

Help Beautify Mequon-Thiensville Riverwalk and Town Center

By 2020, help plant 1,000 redbud trees for spectacular spring-time displays of pink blossoms throughout our community.

Sponsored By Mequon-Thiensville Sunrise Rotary

The Rotary Riverwalk is a collaborative community project of the Mequon-Thiensville Sunrise Rotary Club, the Thiensville-Mequon Rotary Club, the City of Mequon, and the Village of Thiensville. The two Rotary Clubs proposed the project, and took on the planning, development, engineering, fundraising and building of the Riverwalk as their signature centennial project in 2004, commemorating Rotary International's 100 years of Service Above Self throughout the world.

Rotary Riverwalk will eventually stretch along the Milwaukee River from Village Park in Thiensville to new park space in Mequon at the intersection of Cedarburg and Mequon roads. Sections already completed include: 1) the Village Park and Molyneaux Park segments in Thiensville, 2) Library loop across from Weyenberg Library, 3) the Civic Center North segment across from Mequon City Hall, behind Settler's Park, and 4) the Civic Center South Segment at Mequon Road Bridge over the Milwaukee River.

In 2011, the Mequon-Thiensville Sunrise Rotary Club developed a vision of future springtime beauty along the Riverwalk and throughout the Town Center that could draw local citizens and visitors alike to enjoy our community and the Riverwalk. Sunrise Rotary proposed to plant 1000 multi-trunked Redbud trees, which could rival the cherry blossoms of Washington D.C. when in bloom each spring. The initial planting of 100 redbud trees was done in May 2011 at Village and Molyneaux Parks in Thiensville. In 2012, Redbuds were planted around Settler's Park, the Community Pool, Library and the Riverwalk Library Loop.

M-T Sunrise Rotary annually sponsors a May Redbud Planting Day, inviting people, businesses and community groups from throughout both communities to donate funds for the purchase of high-quality, hardy Redbuds for planting in public spaces, and to join Rotarians to plant those trees in pre-selected locations along the Riverwalk and throughout the joint community Town Center. Sponsor, Patron and Benefactor donations may also support other Riverwalk improvements.

Amount	Category	Plant(s)
\$60	Friend	3 ft tall multi-stem
\$90	Friend	4 ft tall multi-stem

\$135	Friend	4 -5 ft tall B&B Heavy Branched Plant
\$500	Riverwalk Sponsor	5 small (3 ft.) Plant Grove
\$1,000	Riverwalk Patron	5 medium (4 ft.) Plant Grove
\$2,500	Riverwalk Benefactor	5 large (4 - 5 ft.) B&B Plant Grove

For more information about the Redbud Project or volunteering to help on Redbud Day, contact Rotarians ...

- Connie Pukaite 262-242-2778 pukaite@sbcglobal.net
- Bill Wandsnider 262-255-7882 billw@wandsnider.com

Use the [attached form](#) to send your tax deductible contribution to:

T-M ROTARY FOUNDATION
 Sunrise Rotary
 6079 W Mequon Rd, PMB 123
 Mequon WI 53092

LEVELS OF SPONSORSHIP FOR REDBUD FESTIVAL

PACKAGES	\$400	\$800	\$1,600
Logo acknowledgement in all print; flyers, posters, and other print material.			X
Organization's Banner Hung in Bandshell			X
Name acknowledgement in all print; flyers, posters and other print material.		x	X
Name acknowledgement by designated activity in Children's Tent		x	X
Acknowledgment in web-based marketing	x	x	x
Organization's name acknowledged in press releases	x	x	x
Organization's name acknowledged in letters to editor	x	x	x

LEVELS OF SPONSORSHIP FOR TASTE OF MEQUON

PACKAGES	500	1,000	2,000	2,750	4,000
Acknowledgment in web-based marketing	x	x	x	x	x
Acknowledgement in City of Mequon electronic Bulletin	x	x	x	x	x
Organization's name acknowledged in press releases		x	x	x	x
Organization's name recognized for sponsoring an activity in the Children's Area		x	x	x	x
Name acknowledgement in all print; flyers, posters and other print material			x	x	x
Name & Logo on each main event banner			x	x	x

Attachment: LEVELS OF SPONSORSHIP FOR ALL FESTIVALS (9799 : Sponsorship Levels)

Logo acknowledgement in all print; flyers, posters, and other print material			X	X	X
Recognition for sponsoring children's stage			X	X	X
Recognition for sponsoring fireworks				X	X
Individual Event Banner				X	X
Main Stage Signage as Music Sponsor					X

LEVELS OF SPONSORSHIP FOR WINTER WONDERLAND

PACKAGES	300	600	1,200
Logo acknowledgement in all print; flyers, posters, and other print material			X
Organization's Banner Hung in Choir Bandshell			X
Participation in tree lighting with Mayor			X
Name acknowledgement in all print; flyers, posters and other print material		X	X
Name acknowledgement by designated activity, i.e. cookies, carriage, ornament, etc.		X	X
Acknowledgment in web-based marketing	X	X	X
Organization's name acknowledged in press releases	X	X	X
Organization's name acknowledged in letters to editor	X	X	X

SPONSORSHIP DISCOUNT OPPORTUNITY FOR ALL 3 FESTIVALS

Premier Sponsor for all 3 Festivals as Music Sponsor and Banner hung on Stage	\$5,750
Gold Sponsor for all 3 Festivals- Logo Recognition in all Festival Materials	\$750

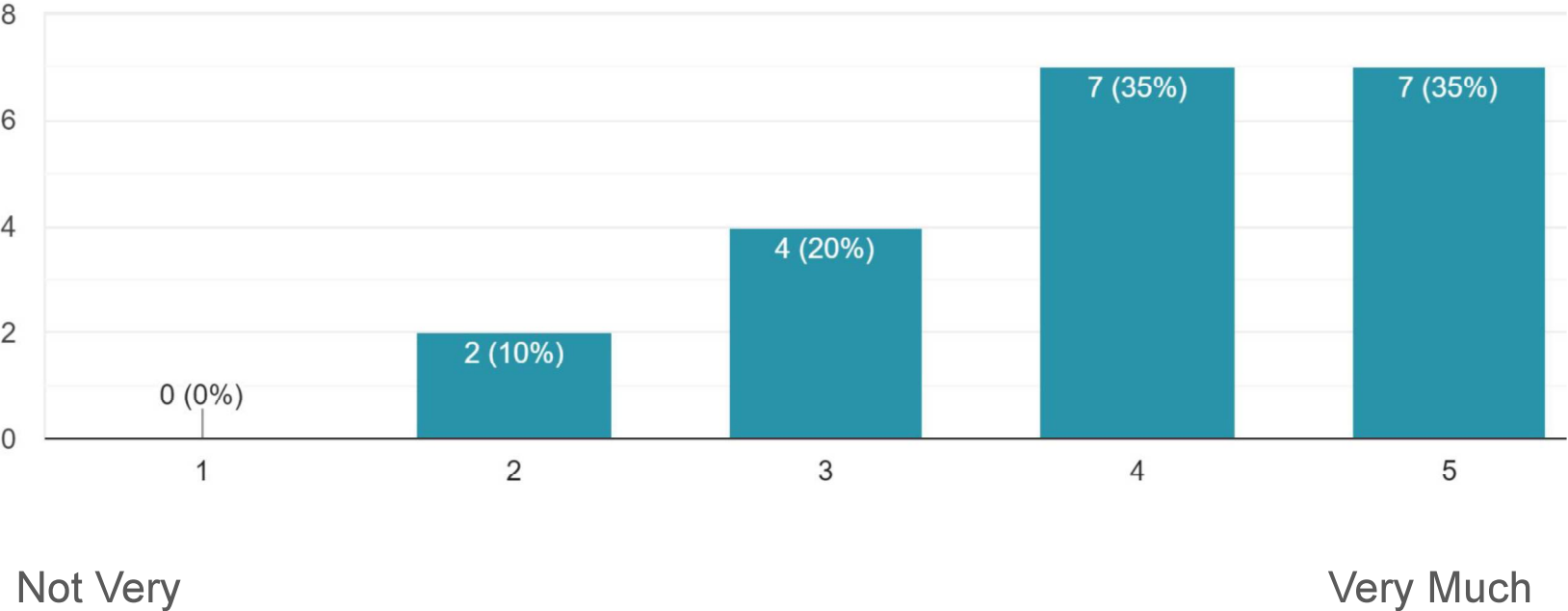


Taste of Mequon Survey Results 2024

20 Responses

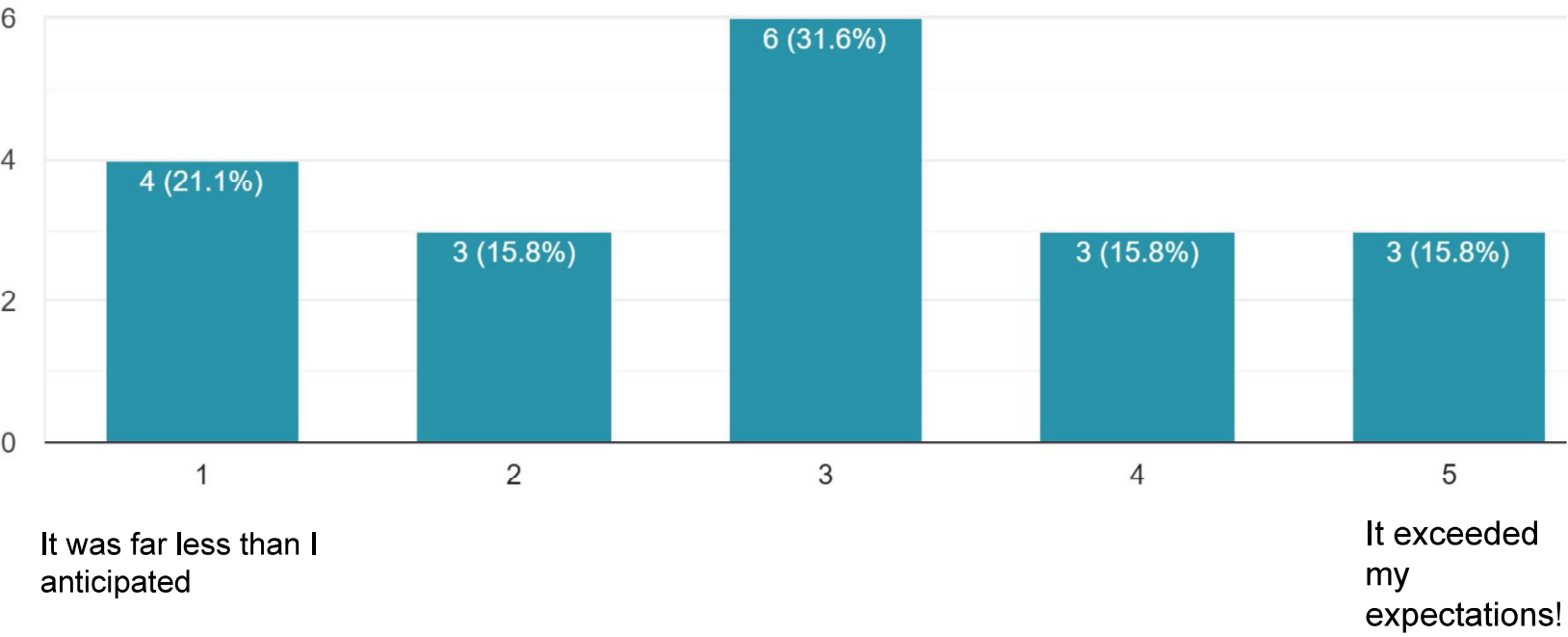
How satisfied were you with the event?

20 responses



If I sold a product, the level of sales was what I anticipated.

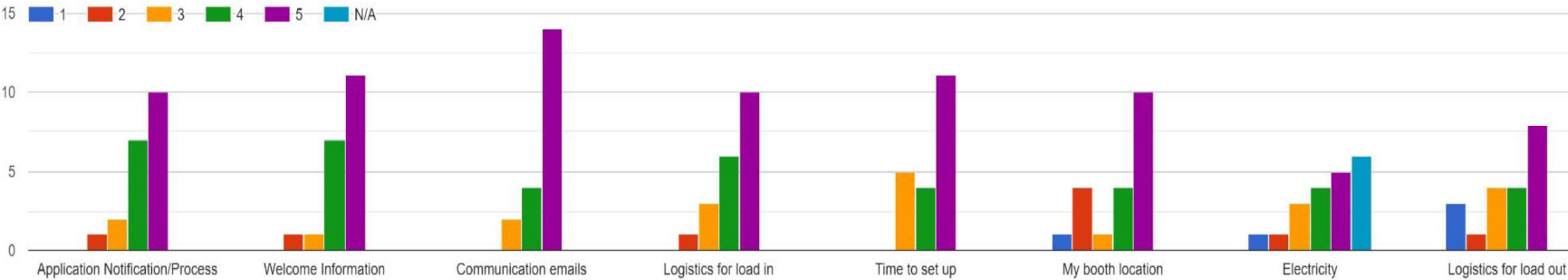
19 responses



Attachment: Taste of Mequon Survey Results 2024 (9791 : Taste of Mequon-

How satisfied were you with the logistics?

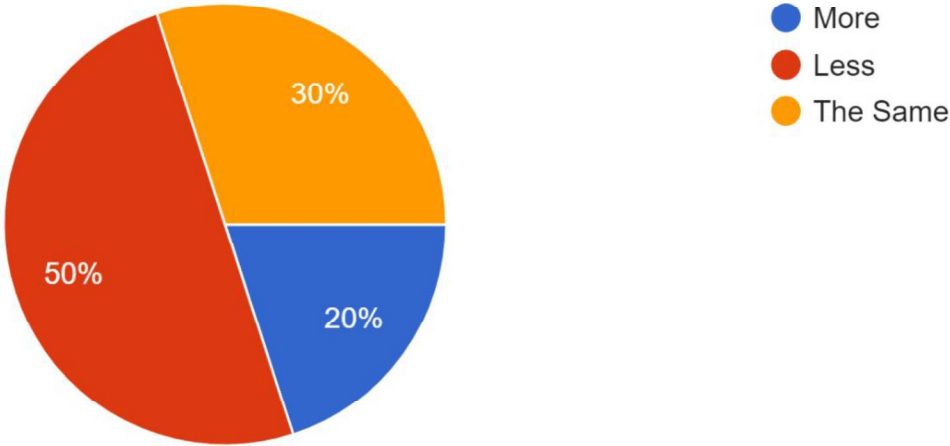
How satisfied were you with the logistics?



1 = Very dissatisfied 5 = Very satisfied

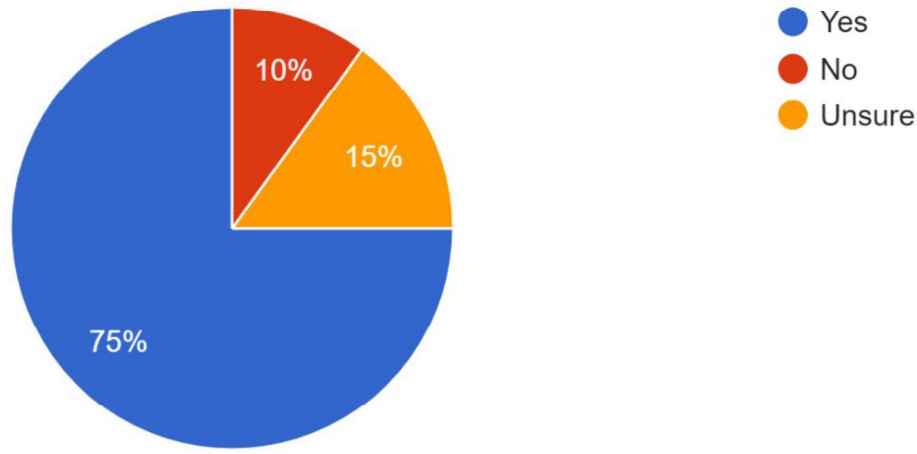
If I attended last year, and sold products, I the quantity I sold was

10 responses



Do you plan on returning in 2025?

20 responses



Additional Feedback on Logistics

- I don't think I would participate again. We do a lot of events and have a very good following. What I sold in 9 hours at the event is normally what I would sell in a 3-4 hour event. I don't know if was the location by the kids stage, but this event was incredibly slow.
- It is disappointing that Ruby Tap only has to pay for one 10x10 space and they are placed right in front of the band with tables surrounding them so they can sell from two sides. There was no space for anyone to stand near my tent and listen to the band and I pay for 20x10 tent to have enough space to sell from to sides. They get that space every year. There is another group that has a beer garden with places to sit around their booth. The rest of us are not offered this opportunity.
- I think we should have seperate times for trucks vs tents
- no power when we arrived and power was cut before staff left leaving the freezer off with product still inside and no lights to see while packing up.
- l0cation could be closer to the other food vendors
- As "newbies" I didn't quite grasp the reality of everything. Sure, I read over the material numerous times, but it didn't make sense until I arrived. The staff was VERY helpful and VERY patient as they guided and directed us; this was much appreciated.

Any additional comments regarding the event

- No
- Looking forward to 2025
- There are so many liquor license issued now making it difficult to compete. Most of them do not hold Mequon liquor licenses in the first place. I know other festivals that only allow current holders to sell at their sponsored event. Then to top it off, Daily Taco was able to sell Aperol which is liquor. The rules need to be clear and equally applied. I am doubtful I will return as it is a lot of prep work to set up and the return is diluted with so many options.
- The event was too long. Many vendors took down thier booths before the take down time. By 6:30 there were teenagers playing football in the street and thowing the ball into booths knocking things over.. If the events hours are different I may return next year.
- We would have liked more traffic before 5:00pm I only sold about half what I came with.
- Love love love this event
- Wondering if vendor parking could be at the school as well instead of closing the lower lot? This greatly reduces and impacts our sales and guests at Cafe Hollander every year and very hard to recoup this loss. If it would be considered as an alternative to have vendors park up at the school and then shuttle back down would make more sense. Also would leave more room for guests to park closer to the event as well.
- It was once again disappointing to see vendors from outside the immediate Mequon area. While having vendors from nearby regions can add variety, it is disheartening to see those with no local ties participating. Local businesses that contribute to the community by paying taxes and supporting local efforts should be the focus. Although attendance was the highest we've ever observed, thanks to the dedication of our volunteers and committee members, sales have not rebounded since the inclusion of non-local vendors. Additionally, some vendors' booth presentations—particularly in terms of cleanliness, signage, and food safety—fell short of the standards we expect. This lack of attention does not reflect well on our community.
- I was in the area with food and had many children running into my booth, disrupting the set up.
- Phil mentioned some very unprofessional venders this year- hand made signs, card tables without coverings. He thought this brought the quality of the event down (sushi/boboa tea place)
- A very fun event.
- Is it possible to adjust the show hours to 10:30/11 a.m. - 7 p.m.? This way, attendees will be more hungry when they first come as it will completely cover the lunch time. Also, if the event ends earlier, vendors won't need to rely on putting up/using lights.

Timestamp	How satisfied	If I sold a pr	How satisfi	How satisfi	How satisfi	How satisfi	How satisfi	How satisfi
2024/09/12	2	2	2	2	3	3	3	2
2024/09/12	4	5	4	4	4	4	4	4
2024/09/12	3	2	5	4	5	5	5	2
2024/09/12	3	1	4	4	4	2	3	2
2024/09/12	2	2	5	5	5	5	3	3
2024/09/12	5	1	5	5	5	5	5	5
2024/09/12	4	3	5	5	5	5	5	5
2024/09/12	5	4	4	4	5	5	5	5
2024/09/12	5	5	5	5	5	5	5	5
2024/09/12	5	4	3	5	5	5	5	5
2024/09/13	4	1	4	4	4	3	4	4
2024/09/13	3	3	4	4	5	4	5	5
2024/09/14	3	1	3	3	3	3	3	1
2024/09/15	4	3	5	5	5	4	4	4
2024/09/15	4	3	5	5	5	4	3	5
2024/09/16	4	3	5	5	5	5	5	4
2024/09/17	5	4	4	4	4	4	4	2
2024/09/19	5		5	5	5	5	5	5
2024/09/19	5	5	5	5	5	4	5	5
2024/09/24	4	3	4	5	5	5	5	5

Attachment: Vendor Feedback (9791 : Taste of Mequon- Vendor Survey Results)

How satisfied	How satisfied If I attended	Additional feedback on logistics
	3	3 I don't think I would participate again. We do a lot of events an
	4	4 More
	5	5 Less It is disappointing that Ruby Tap only has to pay for one 10x10 spa
	3	1
N/A	3	
	5	5 Less
N/A	4	
	5	5 The Same
N/A	5	5 More
	4	3
	4	2
	3	4 The Same I think we should have separate times for trucks vs tents
	2	3
N/A	5	5 Less
	1	1 Less no power when we arrived and power was cut before staff left leav
N/A	5	5 Less
	4	4 location could be closer to the other food vendors
	5	5
N/A	1	1 The Same
	5	5 As "newbies" I didn't quite grasp the reality of everything. Sure, I re

Any additional comments regarding the event?	Do you plan	Name and email
No	No	Sue Felder Lakesidecookieco@yahoo.com
Looking forward to 2025	Yes	Jennifer Randazzo jandysbasecamp@outlook.c
There are so many liquor license issued now making it diff	Unsure	jackie ertl jackie@sipmke.com
	Unsure	Stacy Macholl downtownpizzathiensville@gmai
The event was too long. Many vendors took down thier bo	Unsure	countrykraftboutique@gmail.com
	Yes	kim@letscelebrate.party
We would have liked more traffic before 5:00pm I only sol	Yes	Lacey Pesce laceypesce@gmail.com
	Yes	Faith LeMay- mequon@mathnasium.com
Love love love this event	Yes	Sandy Knutson. theprplswan@gmail.com
Wondering if vendor parking could be at the school as wel	Yes	Jake jhoffman@lowlandsgroup.com
	Yes	David kdconcessions.wi@gmail.com
It was once again disappointing to see vendors from outs	Yes	Barkha Daily - info@thecheel.com
I was in the area with food and had many children running	No	Beth beth@bdivinearoma.com
	Yes	Andrea Acosta eli@thattacoguy.com
Phil mentioned some very unprofessional venders this ye	Yes	glaze- Phil and Kristina Eckert pgkinmaster@gr
	Yes	jill@lakecountrygrowers.com
	Yes	bud schmit
A very fun event.	Yes	fayview@mac.com
	Yes	Kimberly O'Hare sewweirdwi@gmail.com
Is it possible to adjust the show hours to 10:30/11 a.m. - 7	Yes	David Hofer; WisconsinFriedCheeseCurds@yal

:om

il.com

rail.com and chiefbrushcleaner@yahoo.com

hoo.com

From: [J. DELEEUW](#)
To: [Carrie Enea](#)
Subject: QUOTE FOR CHRISTMAS COOKIES & Presentation
Date: Wednesday, October 16, 2024 11:41:48 AM

The Request is for 225 cookies, frosting and sprinkles, I think we had 2 8-foot tables and chairs (that you set up) everything else we provided!

The cost is \$460. Only a slight increase. Thank you

Julie DeLeeuw

Julie's Blue-Ribbon Cookies

720 257 8004

Attachment: QUOTE FOR CHRISTMAS COOKIES & Presentation (9787 : Cookie Quote)

Carrie Enea

From: Christy Ojeda <cksugar7@yahoo.com>
Sent: Thursday, October 17, 2024 1:54 PM
To: Carrie Enea
Subject: RE: Mequon's Winter Wonderland

I'm sorry, I misread your email! \$200 for the one painter.

Yahoo Mail: Search, Organize, Conquer

On Thu, Oct 17, 2024 at 1:48 PM, Carrie Enea
 <cenea@ci.mequon.wi.us> wrote:

Only one painter would be needed, does that change the cost?



Carrie Enea

Executive Assistant - Communications

City of Mequon

11333 N. Cedarburg Rd. | Mequon, WI 53092

262-236-2941 | cenea@ci.mequon.wi.us

[City Website](#)

From: Christy Ojeda <cksugar7@yahoo.com>
Sent: Thursday, October 17, 2024 1:00 PM
To: Carrie Enea <cenea@ci.mequon.wi.us>
Subject: Re: Mequon's Winter Wonderland

Hello Carrie,

Thank you for asking me! For two painter's the cost will be \$400. I can write an invoice if you'd like to proceed :)

17000 W Cleveland Ave.
New Berlin, WI 53151
(262)827-1444
(262)827-4924 (Fax)



3586 Hillside Dr.
Delafield, WI 53018
(262) 646-4444

Status: Quote

Quote #: q18929-1

Event Beg: Sun 12/ 8/2024 1:00PM

Event End: Sun 12/ 8/2024 7:00PM

Operator: Lutze, Mitchell

Terms: On Account

Customer #: 5072

CITY OF MEQUON*

Phone 262-242-3100

11333 N CEDARBURG RD
MEQUON, WI 53092

Delivery Fri 12/ 6/2024 8:00AM - 5:00PM

CARRIE ENEA 262-236-2941
FRONT OF BUILDING
11333 N CEDARBURG RD
MEQUON, WI 53092

Pickup Mon 12/ 9/2024 8:00AM - 5:00PM

CARRIE ENEA 262-236-2941
FRONT OF BUILDING
11333 N CEDARBURG RD
MEQUON, WI 53092

- 1) DEL FRI ANYTIME
2) CALL WHEN ON THE WAY

- 1) PICK UP MON ANYTIME

- 1) BILLING CUSTOMER
2) EVENT WINTER WONDERLAND
3) GRASS, OK TO STAKE
4) CUSTOMER MUST CALL DIGGERS HOTLINE 10 DAYS PRIOR TO INSTALL AT 800-242-8511
5) DELIVERY FEE BASED ON AREA RENTAL TRUCK PARKING WITHIN 50 FEET OF INSTALLATION
6) DAMAGE WAIVER AVAILABLE FOR 10% OF THE RENTAL

** TENT IS NOT DESIGNED FOR SNOW LOAD **

** CUSTOMER IS RESPONSIBLE TO BROOM THE SNOW OFF THE TENT TOP IF IT ACCUMULATES TO AN INCH **

Qty	Key	Items		
TENT				
1	126-1200	BAND SHELL,30X15 NAVI STYLE	Rental	
1	126-8550-1	*30X15W NAVI-TRAC END	Rental	
21	127-0452-1	*STAKES REGULAR	Rental	
7	127-0470-1	* 3-HOLE T-BARS	Rental	
SIDEWALL				
4	128-0220-1	SIDEWALL,30XNAVI,SOLID W/HOLES	Rental	
4	128-0210	SIDEWALL,30XNAVI,SOLID W/ROPES	Rental	
PIPE AND DRAPE				
30	095-0395-1	PIPE AND DRAPE PER FT. 3 - 30'SECTIONS	Rental	
MISC RENTAL ITEMS				
1	095-1040	CARPET,RUNNER 4X25 RED	Rental	
1	IMISC-1	DELIVERY/PICKUP	Delivery	

Quote valid for 5 days.

Attachment: Contract q18929 (9798 : Area Rental Quote)

Attachment: Contract q18929 (9798 : Area Rental Quote)

Quote

I have read all pages associated with this contract. Front and Back.

Area Rental has 5 Business Days to accept or decline the contract after submission of the signed contract based on equipment and staffing availability.

EQUIPMENT DAMAGE WAIVER, 10% of Rental Charge

INITIAL: ACCEPTED _____ DECLINED _____

Signature: _____
CITY OF MEQUON*

Rental:	\$1,534.
Delivery Charge:	\$250.
Subtotal:	\$1,784.
Total:	\$1,784.
Paid:	\$0.
Amount Due:	\$1,784..

1. Lessee understands and agrees that said equipment remains the property of Lessor and that failure of the Lessee to return said equipment to Lessor within the time provided may constitute a crime and subject the Lessee to prosecution, therefore, unless such failure is occasioned through Lessee's required compliance with military orders. Equipment must not be taken more than 150 miles from origin without Lessee approval.
 2. Lessee agrees to pay Lessor for any loss of or damage to said equipment while in his custody or other expenses resulting from Lessee's use of said equipment. Lessee agrees to pay full rental fee of said equipment until payment for such repairs or replacements have been made. Area Rental. If Lessee accepts damage waiver, Lessee is not responsible for damage to equipment not caused through Lessee neglect up to a maximum limit of \$5,000, the Lessee would be responsible for all damages over and above the \$5,000. The Lessee is fully responsible for following regardless if the damage waiver was accepted or declined: damage to tires, cost of cleaning and reconditioning necessary resulting from use in painting, sandblasting or similar use of equipment, cost of repair or replacement from negligent use from misuse or abuse of equipment or unnecessary exposure to the elements, or use for purposes for which the equipment was not designed, or for loading beyond capacity. Tractors, loaders and skid steer loaders are not to be used for the purpose of demolition.
 3. Lessee authorizes Lessor to bill Lessee's credit card for all charges and expenses incurred pursuant to said contract.
 4. Lessee agrees to indemnify and save harmless the Lessor from claims: loss and damage, including costs and attorney's fees arising from occasioned by the operation, use or presence of the leased equipment or any act or default of Lessee, his agents or servant. Lessee assumes all risks, liabilities and costs for all injuries to or death of any person or persons and damage to the property of anyone arising or occasioned by the operation, use or presence of the leased equipment. Lessee shall reimburse Lessor for all attorney fees, court costs and expenses incurred by Lessor to enforce collection to preserve and enforce Lessor's rights under this contract.
 5. Lessee shall assume all liability for any and all damage to personal property from any cause whatsoever while being transported in a trailer and/or equipment including damage caused by water or theft.
 6. For the purpose of enforcing Lessor's ownership of said equipment and to protect Lessor's rights under the contract, Lessee agrees that Lessor may retake possession of equipment at any time and for such purpose to enter upon the premises of Lessee. Lessee hereby waives any right of action against Lessor by reason of such retaking or entry.
- Lessee acknowledges that he has examined said equipment and/or trailer, together with any coupling mechanism and that said equipment and/or trailer and coupling mechanism are in good condition and that said trailer and/or equipment is securely connected to Lessee's automobile. Lessee agrees to assume all liability for any damages to the towing vehicle arising out of the use of said trailer and/or equipment. Lessee agrees to periodically inspect said equipment and/or trailer and coupling mechanism and to maintain the same in a safe, dependable and secure condition while in his custody. Lessee is fully responsible for the suitability of the towing vehicle and hitch assembly's ability to transport the weight of the trailer and load. Regardless of the party at fault, Lessee understands and agrees to be responsible for damage to said trailer or equipment resulting from collision or other accident.
7. Lessee agrees that in the event any of the Property becomes unsafe or in a state of disrepair, Lessee will immediately discontinue the use thereof and promptly notify Lessor. Lessee accepts responsibility for evacuating any tent when wind or gust exceeds 25 MPH or when other unsafe conditions arise. Lessor is not responsible for any damage caused by tents falling regardless of the cause. Grounds must be suitable for the use of installation equipment, Lessor is not responsible for grass, grounds or asphalt damage.
 8. Reservations canceled or significantly altered less than 72 hours before the Property is to be delivered or picked up by Lessee are subject to a cancellation fee equal to the full contract cost. All other reservation cancellations are subject to a cancellation fee of 1/3 of the contract cost. Counts may be reduced by up to 15 percent of the dollar amount of the contract without penalty a minimum of 72 hours before the Property is to be delivered or picked up. Deliveries are tail gate to tail gate. A \$15 per man per 15 minutes is assessed on delays of pick ups or deliveries.
 9. Lessee assumes full responsibility for any additional expenses incurred by Reason of Breakdown of said equipment. Lessee must pay for gas used. Sales tax is added to all rentals. Lessee pays for time out, not time used. There are minimum charges on Lessor's equipment regardless if Lessee used up all of that time. In case of equipment breakdown, it is Lessee's responsibility to return equipment for service or replacement. Time adjustments may be made, however, Lessee is still responsible for rental fees. Any equipment kept overnight is charged on a daily basis. Any rental credits must be used within a 3 week period of the original rental contract. Lessee will be charged for service calls due to Lessee error.
 10. This contract represents the entire agreement between the parties hereto and there are no collateral, oral or other agreements or understandings. Inquiry proposals are null and void if not accepted within 15 days.

Attachment: Contract q18929 (9798 : Area Rental Quote)