



11333 N. Cedarburg Road
Mequon, WI 53092
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www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Thursday, November 11, 2021
6:30 PM
South Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. October Meeting Minutes
- 3) Taste of Mequon Survey Results
- 4) Winter Wonderland
 - a. Approve Photography Invoice
 1. Invoice from VIP
 - b. Choose Backdrop Option
 1. Backdrop Option 1
 2. Backdrop Option 2
 3. Backdrop Option 3
 - c. Photo Sign-ups
 - d. Children's Area
 - e. Cookies
 - f. Food & Beverage
 - g. Publicity
 1. Last Year's flyer
 - h. Committee Assignments
- 5) Next Meeting Date and Time
- 6) Adjourn

Dated: November 11, 2021

/s/ Vanessa Nerbun, 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



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FESTIVALS COMMITTEE
Thursday, October 14, 2021
6:30 PM
South Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Vanessa Nerbun
Committee Member Tracy Johnson
Committee Member Moshe Luchins
Committee Member Christine McLean
Committee Member Miranda White
Vice Chair Kirsten Hildebrand -- **Absent**
Committee Member Janet Fussell -- **Absent**
Committee Member Jenne Hohn -- **Absent**
Committee Member Lisa Liljegren -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. September Meeting Minutes

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

MOVED BY: Committee Member McLean

SECONDED BY: Committee Member White

AYES: Nerbun, Johnson, Luchins, McLean, White

ABSENT: Hildebrand, Fussell, Hohn, Liljegren

3) Recap Taste of Mequon

Committee Chair Nerbun thanked everyone for all their hard work, whether that was ahead of time or day of.

a. Thank you notes

Thank you notes were created with a collage of pictures from the event and a "Save the Date" for next year. These were sent on 9/27 to all sponsors and participants.

b. Feedback Received

A thank you card from the vendor Glaze was read by Executive Assistant Enea. Tropical Pops, a first time vendor, was happy with their experience and only had a few pops left at the

end of the night. He will be back next year if he still has a kitchen to work out of. Cocoa Tree Confectionery, another first-timer, said, "definitely count us in for next year!" D & D Cards said how this is the type of event she would like to attend personally. The Cub Scouts said, "thank you for including us in such a special ceremony." The City's Department of Public Works commented how it was the most organized it has ever been. A resident called on the Monday after the event and thought the bus wasn't running as frequently back to the Homestead parking lot at the beginning of the festival. He also made a recommendation to get the band "Whiskey Belles" next year. Committee Member Johnson commented how Tobin Jewelers were really busy and Hiawatha Woodworks (1st time participant) was very happy with his experience. Committee Chair Nerbun said she heard several comments about people being happy to be back together. Elegant Henna Tattoo was very happy and surprised with how well she did. Committee Member McLean volunteered to send out a survey to all the participants regarding their experience.

c. Strengths

It was a beautiful day and Committee Member Johnson said she would be better prepared when reaching out to people now that she has experienced it. She was proud to be a part of it. The bands were very thankful to be there. Committee Member McLean said her kids had a great time in the Children's area. Because of some cancellations, there was more space for people to spread out and put in more tables/seating. It was nice having the Color Run ending at the festival, but that event might not be happening in the future.

d. Opportunities for Improvement

- Loading in from north and south ends
- Walk-through meeting prior
- QR code to capture attendance and possibly more info
- Oversized maps at check-in
- More formal welcome/check-in at Festivals booth

4) Winter Wonderland

a. Date and Time

Sunday, December 12 from 3:30 P.M. - 5:30 P.M.

b. Isham Day House

Last year, Santa was behind plexi glass inside the Isham Day House for pictures by a professional photographer. Residents could go on-line and download one picture for free and pay for any additional. The Committee decided that we should do something in the middle, not behind plexi glass, but also not full-blown. A wall of presents between Santa and kids might be a good option.

c. Hire Santa/Get Menorah

Santa has been hired because they are in high demand. Committee Member Luchins said the 9-foot Menorah would be available again because Hanukkah falls early this year and will be over by then.

d. Photographer

Committee Chair Nerbun will check and see if last year's photographer is available.

e. Refreshments

We have done several different things in the past: hot chocolate, cider, grilled cheese food truck, cookies. Last year, Hildebrand Law Firm sponsored the bagged sugar cookie to take home. Maybe they can underwrite again this year? Cocoa Tree Confectionery might have good options.

f. Other Things Done in Past Years

The Committee discussed fire pits, heat lamps, showing a movie, coloring station, Santa writing station with mailbox to drop letters, making holiday cards, and carriage rides. The Committee decided singing (getting choirs) might not be safe this year. The Committee will take inventory of what we have and start carving out responsibilities at the next meeting.

5) Next Meeting Date and Time

November 11 at 6:30 P.M.

6) Adjourn

Committee Member Johnson moved to adjourn at 7:23 P.M. and Committee Member Luchins seconded.

Respectfully Submitted,

Carrie Enea


Visual Image Photography, Inc.

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 vipis.com

INVOICE

BILL TO
 Mequon Festivals

INVOICE 9739
 DATE 11/01/2021
 TERMS Net 30
 DUE DATE 12/01/2021

ACTIVITY	QTY	RATE	AMOU
B 2 hours of Photography and digital downloads for 12/12/21	1	400.00	400.

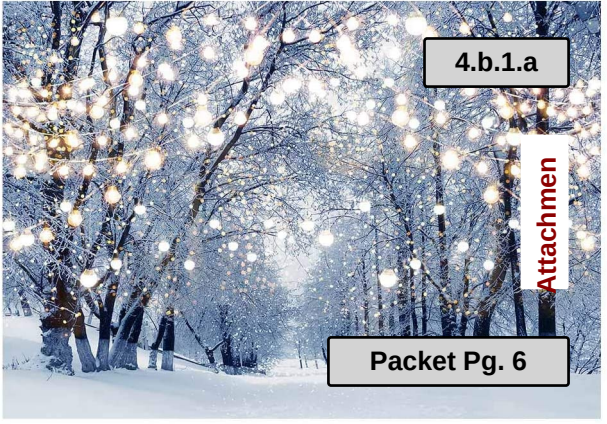
Thank you for your business.

Courtney L

BALANCE DUE

\$400.00

Attachment: VIP invoice (6815 : Invoice from VIP)

A winter scene with snow-covered trees and warm white lights. The image shows a snowy landscape with bare trees covered in snow. Warm white lights are strung across the scene, creating a cozy and festive atmosphere. The lights are out of focus, creating a bokeh effect. The overall color palette is cool, with blues and whites, contrasted by the warm yellow of the lights.

4.b.1.a

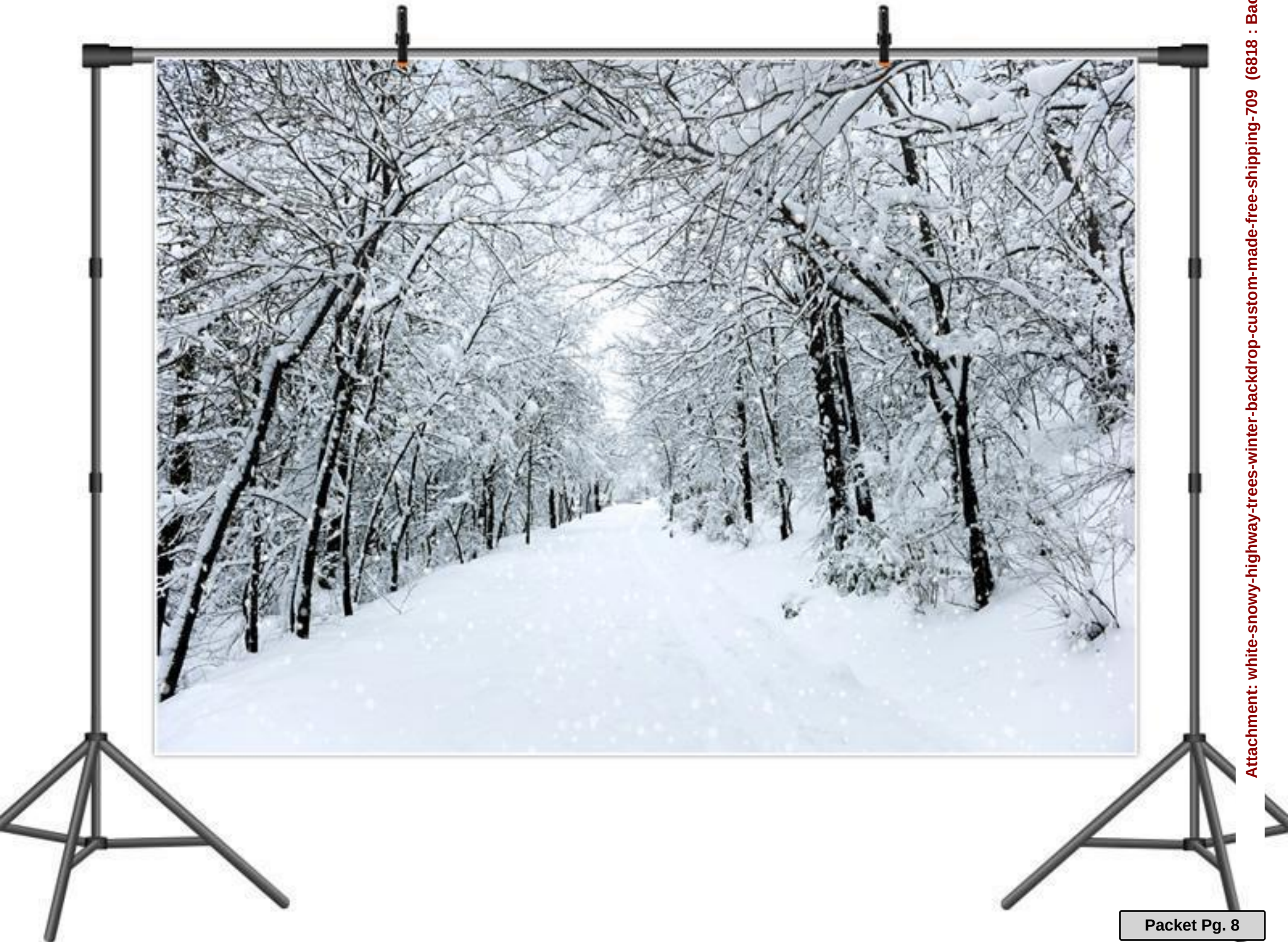
Attachmen

Packet Pg. 6

4.b.2.a

Attachment: 81y-4pD-

Packet Pg. 7



Attachment: white-snowy-highway-trees-winter-backdrop-custom-made-free-shipping-709 (6818 : Backdrop Option 3)

**A SOCIAL DISTANCING EVENT
(5 YEARS OF AGE AND UP MUST
WEAR A MASK)**

HOSTED BY THE MEQUON FESTIVALS COMMITTEE

Click 'N Go Outdoor Holiday Photo Op

**Have your picture taken with Santa or
in front of a lit Menorah!
Photos By Visual Image Photography, Inc.**

**Sunday, December 6
10 A.M. - 4:00 P.M.**

**Mequon River Post Office Museum Doorway
(Across from Mequon City Hall)**

**Santa will wave from the doorway of the
Mequon River Post Office Museum Behind Plexiglass**

PREREGISTRATION REQUIRED

Sign Up at:

www.signupgenius.com/go/holidayphoto

Free Community Event

**DROP YOUR LETTER TO SANTA IN A
SPECIAL MAIL BOX**

**TAKE HOME
SPECIAL TREATS**



**Collecting Non-Perishable
Food Items for Family
Sharing of Ozaukee
County**

