



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

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Monday, November 18, 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. October Minutes
- 3) Winter Wonderland
 - a. Tree, Ornament, & Sponsor Update
 - b. Festival Map
 - c. Flyer Distribution
 - d. Event Assignments
 - e. Arrive at 2:30pm
- 4) Redbud Festival
 - a. Artist Application
 - b. Poster Update
- 5) Next Meeting Date and Time
 - A. January 20 at 6:30pm
- 6) Adjourn

Dated: November 18, 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



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FESTIVALS COMMITTEE
Monday, October 21, 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 Tracy Johnson
 Committee Member Christine McLean
 Committee Member Laeh McHenry
 Committee Member Lisa Liljegren -- **Absent**
 Committee Member Moshe Luchins -- **Absent**
 Committee Member Vanessa Nerbun -- **Absent**

Also Present: Executive Assistant Enea and Connie Pukaite

2) Approval of Meeting Minutes

a. August Minutes

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

MOVED BY: Board Member Johnson

SECONDED BY: Committee Member McHenry

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

3) Welcome New Festival Committee Member

Chair White welcomed new member, Brittany Maynard.

4) Nomination of Chair & Vice Chair

Attachment: Festivals Mins 102124 (9866 : October Minutes)

Committee Member Johnson Nominated Miranda White to continue as Chair and Deanna Conaty to continue as Vice Chair. Committee Member Hohn seconded. The motion passed by Voice Acclamation.

5) Redbud Festival

Connie Pukaite from the Mequon-Thiensville Sunrise Rotary Club provided the Committee with the history of the group's Redbud Project which dated back to 2010-2011. Their initial goal was to plant 100 trees/year to reach 1,000 total. Once Ash trees started dying, planting all one type of tree was rethought. So, moving forward, the Rotary Club might want to ask for donations to plant something that would complement the Redbud trees. The Rotary Club may want to have a booth at the festival showing the history of the project.

The Committee went on to discuss artist vendors and prices for vendors. \$100 was discussed for a 10 X 10 food & beverage vendor and \$50 for a 10 X 10 artist vendor.

a. Sponsorship Levels

1. Sponsorship Levels

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

MOVED BY: Committee Member White

SECONDED BY: Member Conaty

AYES: White, Conaty, Benson, Hohn, Johnson, McLean, McHenry

ABSENT: Liljegren, Luchins, Nerbun

6) Taste of Mequon Recap

The Committee reviewed the survey results from the Taste of Mequon. One vendor suggested changing the times from 11am-8pm to get more lunch patrons. The Committee liked this idea and voted to change the hours. Chair White moved to change the hours and Committee Member Hohn seconded. It was approved by Voice Acclamation. With the festival ending earlier, fireworks would not be an option, which everyone was okay with. The Committee is currently working with M-T Trails to maybe get a bike ride to end at the Taste. The Committee also discussed different pricing for the more prime spots.

7) Winter Wonderland

a. Cookie Quote

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

MOVED BY: Committee Member White

SECONDED BY: Member Conaty

AYES: White, Conaty, Benson, Hohn, Johnson, McLean, McHenry

ABSENT: Liljegren, Luchins, Nerbun

b. Facepainter Quote

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

MOVED BY: Committee Member White

SECONDED BY: Committee Member Hohn

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

c. Area Rental Quote

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

MOVED BY: Committee Member White

SECONDED BY: Committee Member McLean

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

d. Craft Ideas

Bring craft ideas to the next meeting.

e. Music Line-up

The Middle School Orchestra and Middle School Choir have committed, still waiting on others to respond.

f. Food & Beverage

Currently, the line-up might be Flip's Donuts and Ruby Tap.

8) Next Meeting Date and Time

A. November 18 at 6:30pm

9) Adjourn

Chair White moved to adjourn at 7:43 PM and Committee Member Hohn seconded.

Respectfully Submitted,

Carrie Enea

Executive Assistant



SANTA'S HOUSE
Podium



Cookie Decorating



Hot Choc. Bar



Ruby Tap

CARRIAGE RIDES



**Make Cards
for Troops**



30 Chairs



CITY HALL

Santa/Wagon
Staging Area



Photo-Op



Ornament
Decorating

Date: 10/28/2013
Date Saved: 9/11/2013 10:22:13 AM
Path: \\GIS_SERVER\data-work\Projects\Lina\Festival_Area_2\LSCP_ANSI_B.mxd

City of Mequon Winter Wonderland



Come and take pictures with Santa in the Isham Day House or Judah the Maccabee in front of a Menorah, enjoy horse-drawn carriage rides, make an ornament, decorate cookies, get your face painted, and create a holiday card for the troops. A hot chocolate bar will be available for children, parents can enjoy beverages from Ruby Tap, and everyone can partake in snacks from Laura's Popcorn Wagon. Don't forget to bring a non-perishable food item for Ozaukee Food Alliance. Sign-up to have your picture taken with Santa here: <https://tinyurl.com/MequonSanta>

Holiday Event & Music Line-up:

3:30 P.M. - 4:00 P.M. Crossroads Presbyterian Choir

4:00 P.M. - 4:30 P.M. MTSD Middle School Orchestra

4:30 P.M. - 5:00 P.M. Lakeshore & Steffen Choirs

5:00 P.M. Lighting of Tree Courtesy of **MATC**

Sunday, December 8, 2024

3:30 PM - 5:30 PM

In front of Mequon City Hall





**Saturday, May 10, 2025
NOON – 5:00 PM**

**ARTIST/CRAFTSMAN/FARMER'S MARKET
JURY APPLICATION**
Applicaton Deadline: April 10, 2025

VENDOR INFORMATION

Name of Vendor/Business: _____

Name of Contact Person: _____

Phone # of Contact Person: _____

Address: _____

City/State/Zip: _____

(Required)
E-Mail: _____

(Required)
Name of Emergency Contact Person: _____

(Required)
Phone # Emergency Contact Person: _____

VENDOR SPACE FEE

SPACE REQUIREMENT: (✓ appropriate space size)

Space Size	Before February 7	Check Appropriate Box (✓)	After February 7	Check Appropriate Box (✓)
10 x 10	\$50		\$75	
10 x 20	\$75		\$100	

Total Due _____

Total Due _____

The vendor space fee is non-refundable.

- ➔ • **All vendors must be setup by 11:30 AM.**

APPLICATION CHECKLIST

Please review the list below to ensure you have all the required information before submitting the application. (✓)

- _____ Completed application
- _____ Provide 3 pictures of items that applicant will be selling and 1 of booth space setup
- _____ Check for space fee (payable to City of Mequon)
- _____ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- _____ Completed Release and Hold Harmless for Vendor Form

SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall
11333 N. Cedarburg Road
Mequon, WI 53092
Attn: Carrie Enea, Executive Assistant
Fax: 262-242-9819
E-Mail: cenea@ci.mequon.wi.us

Questions? Please call Carrie Enea, Mequon City Hall (262) 236-2941. Applicant will receive an email within 14 business days that their application has been received.

The undersigned applicant agrees:

- 1) To adhere to the **Redbud Festival** guidelines as provided in the artist/craftsman vendor information.
- 2) To agree to bear all risk and expense for any loss, theft or damage to my personal property or injury to my person, regardless of cause.
- 3) I agree to be photographed or videotaped for promotional purposes.

I have read and agree to the **Redbud Festival** event terms and conditions.

Signature: _____ Date: _____

For Office Use Only:

Date Application Received: _____ Date Vendor Space Fee Paid: _____

Date Release and Hold Harmless For Vendor-Participants Form Received: _____

Date Form S-240 Wisconsin Temporary Event Operator and Seller Information Received: _____

Emergency Information Recorded: _____

Approved: November 14, 2024