

CITY OF GLENDALE

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

November 16, 2021, 6:30 pm

2022 4th of July Committee Meeting in Person and via Zoom

Minutes

Present:

Steve Schmelzling	Bethanie Gist	Jessica Ballweg (City of Glendale Liaison)
Marty Hersh	Sarah Acker	Sgt. Miguel Martinez (Glendale PD Liaison)
Amy Barlament (via Zoom)	Brandon Barlament (via Zoom)	
Jesse BaDour (Welcome to Glendale via Zoom)		

The meeting was called to order at 6:35pm with the pledge of allegiance.

Chairman's Report:

Steve welcomed back returning members. Discussed still needing logistics to confirm minutes from the last wrap up meeting. We will not be following Roberts Rules during our meetings. Steve wanted to talk about retrospectives from our 2021 event and discuss any gaps in focus areas.

- Marty thought that the event went well.
- Sgt. Martinez stated that the traffic flow on Green Bay Ave. is still an issue. Transition from already posted officers assigned working the event over to third shift needs to be adjusted to maintain traffic and parking control issues on Green Bay Ave. The area needs to maintain constant patrol. Closing Green Bay Ave. sooner will help in the future, and better communication between the PD and the fireworks crew to help with potential issues. Sgt. Martinez stated a dedicated officer posted with the fireworks crew as a solution. Jessica mentioned that the MKE Parks said that we could use MKE Sheriffs if necessary for our event. Jessica will give the park contact information to Sgt. Martinez to coordinate if we want to investigate that option.
- Better education to committee members and volunteers to be able to provide parking options to the public. Look into other ways to communicate this information better via our event postings and advertising.
- There was no signage for the Handicap Parking lot. Make sure that all signage & barricades are up at next year's event hours prior to event start time for better parking control.

Steve talked about our "Guiding Principles" within the committee. Some of them are:

- Always think about everyone's time, and stay on track
- Continue working on sub committees and come back to the committee meetings ready to talk about and confirm actionable items.

Steve discussed needing to think about who can get more involved with our event, committee and reach out to try and bring them on. We need help on the committee, and we should include reaching out to prior members. Steve is going to try and make some phone calls before the next meeting in January.

We will continue to keep our meeting cadence of the third Tuesday of the month at 6:30pm. Steve will get E-vites set up and out for everyone to get on the calendar.

Start to get sub-committees going in December with Food & Entertainment to be ready to go for discussion at our January 18, 2022, meeting.

Grounds:

Steve talked about highlighted needs in planning. It was stated that Eric may not be around as much for the 2022 event, and we should investigate possibly having a DPW point person to help with the grounds. Eric should be available to train a new person. Jesse suggested Eric should add his information to the Welcome to Glendale Event Binder. Overall option from the committee is the grounds footprint worked out well. Talked about possibly doing a later schedule again in 2022.

Parade:

Jessica said she still needs help with the parade.

Public Safety:

Jessica is going to check and see if the City has any need for more “hard” snow fencing that we could then use on the Green Bay Ave. side of the park rather than the orange plastic fencing that did not hold up well.

Activities:

Discussed the Children’s Parade, Summer Soak, and then adding in other activities based on the 2022 budget and possible Covid restrictions. It was decided that we are going to plan for the return of the Children’s Parade for 2022.

Food and Drink:

Bethanie asked to please send information or anything about food vendors to her. We are going to have the official Food Vendor application available in paper format and online. Specific deadlines will be set for vendors sending in payments. Past vendors will be given immediate past first right of refusal before the committee looks to bring in new vendors. Bethanie talked about switching to food ticket sales dues to 10% of food sales profits coming in low, and possibly incorrect. If we do ticket sales, we can track better. We need to look at the condition of our current ticket booths and if they are usable. There will be new criteria for new vendors, and new templates to see if they met our criteria for tracking purposes. Examples of criteria we are thinking about:

- How long the vendor has been in business?
- Are they a Glendale area business?

Bethanie will work with Jessica to get a better estimate from vendors of their business operations and better contract verbiage. The Brick does not want to do food sales in 2022 and is only interested in doing alcohol sales. The committee will investigate options of the alcohol sales and may consider running the sales ourselves. Work with vendors in 2022 to make sure they are ordering enough product to sell for the duration of our event. Marty discussed logistics for getting the corn roaster and we might need to lock one in early due to Summerfest conflicts.

Fundraising:

50/50 Raffle was discussed. Jesse was going to check and see if we have a license through the City of Glendale, who holds and if it is possible to move it to Welcome to Glendale. Bethanie wanted to know if there were any City sponsored events to set up a fundraising booth. The forecast for fundraising is we can probably get the band covered. Bethanie asked Jesse to call her about possible grants that Welcome to Glendale might qualify for.

Finance:

Jesse met with Rachel from the City. In August 2021 City funding moved to Welcome to Glendale, and they now have the budget. Those funds include \$30,000 to cover both event expenditures and City Staff chargeback for DPW and PD. This year we hope to put on a historically “normal” Fourth of July event, like in 2019. Pessimistic revenue modeling would result in about \$36,000 with minimal sponsorship contribution of 3,500. We had \$39,665 in revenue for 2021 and spent \$32,556 resulting in a fund balance at end of year of about \$7,000. Minimal size event expenses, like 2021, would cost approximately \$39,000 so without significant fund raising we will have an event more like last year than 2019. Fund raising will be key for adding daytime activities, acts, parade acts, etc. Opportunity for revenue from food vendors sales was discussed, along with potential revenue from raffles, and glow stick sales. In 2019 we received about \$13-\$14,000 in sponsorship revenue, but in 2021 we only received \$3,500 plus funds from Welcome to Glendale. Modeled budget at minimal fund raising would be: \$36,150, normal: \$47,650 and possible expanded at: \$58,150, representing event years like 2021, 2019, and larger than 2019.

Technology:

No updates. Let Steve know if you want anything updated.

DPW:

No update

Closing Notes:

Focus on getting our bands and food vendor items ready via the sub-committees and prepared for discussion at the next meeting. Continue working on getting volunteers.

Our next meeting will be Tuesday, January 18, 2022, at 6:30pm in person and via Zoom.

Meeting was adjourned at 7:50pm