

**WAUWATOSA CIVIC CELEBRATION COMMISSION  
MEETING MINUTES  
THURSDAY – JANUARY 27, 2011**

**1. Attendance:**

Present: Bill Berdan, Cheryl Berdan, Don Birschel, Robert Brunow, John Hallanger, Dan Lofy, Patrick McNally, Kevin Mullen, Judy Randall, Brit Swisher, Jamie Swisher, Wendy Venske, and Paul Leist. Excused: Mary Foley, Gay Leigh Mundy, Sherryl Wedel.

**2. Minutes:**

John Hallanger called the meeting to order noting the attendance of Kevin Mullen's sons from Troop 31 who were observing the meeting to earn Merit Badges. Bob Brunow made a Motion to approve the October, 2010 Minutes with correction of the date to October 28, 2010, and the addition of Jeff Farina, Paul Leist and Don Birschel as attendees at the October meeting. Dan Lofy seconded the Motion. Minutes were approved.

**3. Old Business:**

- A. Kevin Mullen presented the 2009-2010 Fiscal Summary for the Civic Celebration Commission itemizing revenues and expenses. Discussion was had as to whether we should go back to the \$15,000 fireworks display. Kevin suggested we table the issue to March to see what the fundraising and parade unit situations look like.
- B. Judy Randall advised the Commission that fellow member Sherryl Wedel is scheduled for hip replacement surgery on February 7, 2011.
- C. John Hallanger has been informed by Mary Foley that she is resigning her Commission. Dan Lofy has delivered the recruitment letter to Mayor Didier in order to build Commission membership. Contact John Hallanger with any volunteer suggestions and he will make personal calls to encourage participation.

**4. New Business:**

- A. **Grand Marshal:** Judy Randall suggested we start thinking about selections for Grand Marshal. A few suggestions were made, including Gary Wetzel, Mark Attanasio and John and Tashia Morgridge who made the large donation for the Hoyt Pool Project. John Hallanger will make calls to Dennis McBride and/or Denise Lidberg for guidance and/or contact information regarding the Morgridge family. Patrick McNally offered to attend the Distinguished Citizen's Award Meeting on February 10, 2011.
- B. Tom Ertl of the Parks Department would like to provide space on their calendar to discuss our program logistics, i.e, time, space, etc.

- C. The Commission welcomed and congratulated Paul Leist on his promotion to Sergeant on the Wauwatosa Police Department. Paul replaces Jeff Farina as an Ex-Officio member of the Commission.

5. **Assignments for 2011:**

**A. Memorial Day** - Gay Leigh Mundy, Bob Brunow & Don Birschel: Don Birschel has been in contact with the St. Andrews Society and they have confirmed their participation. Pastor Ray Stubbe who has a Bronze Star of Valor has also agreed to speak. Bob Brunow will contact Steve Weber of Troop 21 to confirm their ability to be a part of the program.

**B. Parade** - Bob Brunow & Dan Lofy: The Tosa East Band has been secured. Letters for other bands and marching groups have been sent. Calls for information are starting to come in. Judy Randall asked that donation forms be included with all mailings. She also noted that the "Packer" car is a good idea. Everyone agreed.

**C. Afternoon Program** - Steve Birney & Patrick McNally: Pat has called Jo Don Farms for a quote for this year's program.

**D. Committee Assignments:**

**a. Flyers/PR/Advertising** - Brit & Jamie Swisher: Paul Leist suggested providing expanded coverage in the Tosa Watch Newsletter. Forward the appropriate information to him by mid-March for the Jan-March issue and then again for the April-June issue and he will forward to his contact. Dan Lofy brought up the idea of having a website where people could access forms, information and pictures. The possibility of expanding the information on the City's website was suggested. Cheryl Berdan will check on the possibilities. Paul Leist noted that there are opportunities for free promotion on Facebook and YouTube.

**b. New Units** - Entire Commission: Contact Dan Lofy and/or Bob Brunow with new unit ideas.

**c. TV Coverage** – Judy Randall: Judy suggested we consider new faces for TV coverage. She noted, however, that Brian Randall is available and willing to do coverage again. Don Birschel offered to contact Kathy Ehley to see if she might be interested or if she knows anyone who might be interested in doing TV coverage.

**d. Flags** – We have enough flags for 2011. Good position for new member.

**e. Fundraising** – Judy Randall: Reports that she has received a \$10,000 check from Froedtert & The Medical College of Wisconsin and approximately \$900 from other donors. **Important: \*\*\*Froedtert has requested a float with room to hold several children.\*\*\*** Judy asked that Commission members provide her with contact information for fundraising efforts.

**f. Judging/Awards** – In light of Mary Foley’s resignation, John Hallanger will contact Mary Foley to see if she is willing to continue doing the work of this position. It was noted that you can do the work of the Commission without being on the Commission, as long as you follow the Commission’s instructions and report directly to the Commission.

**g. Permits/Support Services (Port-O-Johns, Concessions, Radios)** – John Hallanger will handle Permits. Wendy Venske will secure Port-O-Johns and Radios. Patrick McNally will verify Lions Club and East/West concessions.

**h. Golf Carts** – Bill Berdan: No report.

**i. Volunteer Coordinator** – Wendy Venske: No report.

**j. Mayfair Contacts, Insurance** – John Hallanger. No report.

**k. Signage** – John Hallanger: No report.

**l. Cars** – Don Birschel: Don reports that he will contact the Classic Car Club and car dealers, along with the Corvette Club.

**m. Contacts with Officials** – Cheryl Berdan: Will make contact after the April election.

**n. Floats** – Cheryl Berdan.

**o. Traffic** – Bill Berdan & Don Birschel: No report.

A Motion to adjourn was made by Wendy Venske and seconded by Brit Swisher. Motion passed and the meeting adjourned at 8:15 p.m.

Respectfully submitted,  
Jamie Swisher