

**WAUWATOSA CIVIC CELEBRATION COMMISSION
MEETING MINUTES
THURSDAY MARCH 24, 2011**

1. Attendance:

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

2. Minutes:

Cheryl Berdan called the meeting to order. Judy Randall made note to correct the February, 2011 Minutes to reflect that the Roundy's donation is down to \$750.00. With that correction, Bob Brunow made a Motion to approve the February, 2011 Minutes. Bill Berdan seconded the Motion. Minutes were approved.

3. Old Business:

- A. Grand Marshal: The Mortgridges have received the invite. Dennis McBride is going to contact them to see if they will accept.
- B. Froedtert: Cheryl Berdan has contacted Mark Klemme. The cost of the float will remain at \$650.00. Last year we only had two floats. Currently, we just have Froedtert's. Requests have been sent to Focus and others.
- C. Hotline: If you have information to be listed, contact John Hallanger.

4. New Business: None

5. Assignments for 2011:

A. Memorial Day - Gay Leigh Mundy, Bob Brunow & Don Birschel: Gay Leigh Mundy reports that she has the use permit and insurance in place. She and Bob Brunow will work on the program.

B. Parade - Bob Brunow & Dan Lofy: 40 Units have responded positively. Racine Kiltie Drum & Bugle Corp is a new addition. An invite has been sent to the Milwaukee Harley Owners Group. Dan thinks 12 to 24 riders would be good. This group would replace the Civic Riders. Sgt. Leist suggested the Blue Knights. Dan will see if they are still around. There is interest from Christ King School and Luther Manor. Gay Leigh Mundy will check with American Vets Post 61 to see if they'd like to be in the parade with vintage cars.

C. Afternoon Program - Steve Birney & Patrick McNally: Pat McNally e-mailed Bobby Pantuso and got the contact information for Music on the Move. MOM has a few other parades that day and they will have 6-7 inflatables available; however, they may not be the same as last year. They would like a price increase to \$15 per bracelet.

The Commission discussed this and decided that we don't want to charge that much. It was noted that the lines were long last year. It was suggested that we display schedules of Rec Department activities so that children don't miss things while waiting in lines. Need to check out generator availability. It was agreed that the Milwaukee Theatre Group should be secured again. Last year the cost was \$3,600. They stay the whole day, providing balloons, face painting, juggling, among other things. Pat will find out this year's cost.

D. Committee Assignments:

a. Flyers/PR/Advertising - Brit & Jamie Swisher: The City's website should link at least to the poster. Contact Bob Luedtke for the City website. Sgt. Leist suggested a Facebook page, which is free and easy. E-Blasts should be directed through the NAC.

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

c. TV Coverage – Judy Randall: Judy spoke with Kathy Ehley for leads for new faces.

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

e. Fundraising – Judy Randall: Penzey's came through. Some donations have come through with the Parade Units. Kevin Mullen says that dollars to date are up a little compared to last year. **Important: ***Froedtert has requested a float with room to hold several children.*****

f. Judging/Awards – Mary Foley. Brit Swisher will contact Sendiks regarding use of their lot, time frame, etc.

g. Permits/Support Services (Port-O-Johns, Concessions, Radios) – Wendy Venske has Port-O-Johns contract. Price is the same as last year. Patrick McNally as contacted the Lions Club and they will provide the same venue as last year.

h. Golf Carts – Bill Berdan: OK

i. Volunteer Coordinator – Wendy Venske: Requests for volunteers is going to go in the various Spring Neighborhood Association newsletters. It was determined that the Jelly Belly costume is too dangerous to use. The person who wore it last year is going to help Wendy with Honor Society contacts. Dan Lofy has invites out to various mascots, i.e., Bucks, Admirals and the Wave. Bill Berdan suggested the Mustangs.

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

k. Signage – John Hallanger: No report.

l. Cars – Don Birschel: No report.

m. Contacts with Officials – Cheryl Berdan: Contact will be made after the April elections.

n. Floats – Cheryl Berdan: No report

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

A Motion to adjourn was made by Bob Brunow and seconded by Gay Leigh Mundy. Motion passed and the meeting adjourned at 7:45 p.m.

Respectfully submitted,
Jamie Swisher