

**WAUWATOSA CIVIC CELEBRATION COMMISSION
MEETING MINUTES
THURSDAY JULY 28, 2011**

1. Attendance:

Present: Mike Anich, Bill Berdan, Cheryl Berdan, Don Birschel, Dan Lofy, Kevin Mullen, Judy Randall, Brit Swisher, Jamie Swisher, Wendy Venske, and Paul Leist. Excused: Bob Brunow, John Hallanger and Patrick McNally. Guests: Mary Foley.

2. Minutes:

Sitting in for John Hallanger, Bill Berdan called the meeting to order. Judy Randall made note that Sherryl Wedel's years of Commission service started in 1993. Cheryl Berdan made a Motion to approve the June, 2011 Minutes with that correction. Kevin Mullen seconded the Motion. Minutes were approved.

3. Elections:

A. Chair: Dan Lofy nominated John Hallanger to serve as Commission Chair. Kevin Mullen seconded the Motion. Motion passed. John Hallanger accepted the nomination in absentia through contact with Bill Berdan.

B. Treasurer: Judy Randall nominated Kevin Mullen to serve as Commission Treasurer. Bill Berdan seconded the Motion. Motion passed. Kevin Mullen accepted the nomination.

C. Secretary: Judy Randall nominated Jamie Swisher to serve as Commission Secretary. Cheryl Berdan seconded the Motion. Motion passed. Jamie Swisher accepted the nomination.

4. Old Business:

A. Parade: John Hallanger would like a list from all Commission members detailing the pluses and minuses of the 2011 Parade, along with suggestions for improvement.

B. Discussion was had regarding the judging and TV taping area at Sendiks. Judy Randall suggested that Sendiks designate their chairs to be used by employees with signs. All Commission chairs should be marked, as well. We should designate the area with cones and signs in order to keep people away from camera/judging views. It was noted that many parade participants end up walking back to Mayfair along the North side of North Avenue, sometimes in the street, creating a distraction for people trying to view the Parade. This also hampers TV coverage and judging views. It was suggested that we provide a map with directions back to Mayfair and/or have a

volunteer at the end of the Parade guiding them to the South side of North Avenue, and asking them to walk on the sidewalk behind Parade viewers.

- C. Brit Swisher suggested we use signs along with traffic coordinators at the Cheesecake Factory entrance guiding units to their sections. Bill Berdan noted that the Police Department did a great job controlling traffic.
- D. Judy Randall suggested the Commission present Sherryl Wedel with a gift certificate rather than a plaque thanking her for her service.
- E. Further discussion of the Parade is tabled to the August 2011 meeting.

5. **New Business:**

Parade Theme: Suggestions made: *“Proud to be an American”* and *“Our Flag – Our Freedom”*. Commission members should research other ideas. Tabled to August, 2011 meeting.

6. **Assignments for 2011:**

- A. **Memorial Day** – Bob Brunow, Gay Leigh Mundy and Don Birschel. No Report.
- B. **Parade** – Dan Lofy and Bob Brunow. Tabled to August, 2011
- C. **Afternoon Program** – Patrick McNally and Rick Beattie. Tabled to August, 2011
- D. **Committee Assignments:**
 - a. **Flyers/PR/Advertising** – Brit and Jamie Swisher. No Report
 - b. **New Units** – Dan Lofy suggested that Commission members make note of any units they might see in other parades, get their information, and he will make contact.
 - c. **TV Coverage** – Judy Randall. No report.
 - d. **Flags** – Bob Brunow. No report.
 - e. **Fundraising** – Judy Randall: No report.
 - f. **Judging/Awards** – Mary Foley: No report.
 - g. **Permits/Support Services (Port-O-Johns, Concessions, Radios)** – Wendy Venske. No report.

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: Tabled to August, 2011

l. Cars – Don Birschel: Tabled to August, 2011

m. Contacts with Officials – Cheryl Berdan: Dan Lofy has confirmations.

n. Floats – Cheryl Berdan: No report.

o. Traffic – Bill Berdan & Don Birschel: Tabled to August, 2011

A Motion to adjourn was made by Don Birschel and seconded by Kevin Mullen. Motion passed and the meeting adjourned at 7:45 p.m.

Respectfully submitted,
Jamie Swisher