

**WAUWATOSA CIVIC CELEBRATION COMMISSION
MEETING MINUTES
THURSDAY OCTOBER 27, 2011**

1. Attendance:

Present: Mike Anich, Bill Berdan, Cheryl Berdan, Don Birschel, Bob Brunow, John Hallanger, Dan Lofy, Patrick McNally, Judy Randall, Brit Swisher, and Jamie Swisher. Excused: Rick Beattie, Paul Leist, Kevin Mullen, Gay Leigh Mundy, Lori Murphy, and Wendy Venske.

2. Minutes:

John Hallanger called the meeting to order. Bob Brunow made a Motion to approve the September, 2011 Minutes. Dan Lofy seconded the Motion. Minutes were approved.

3. Old Business:

- a. Judy Randall noted that Sherryl Wedel sent a nice e-mail regarding our “thank you” to her regarding her Commission service. Judy will forward the same to members.
- b. John Hallanger spoke with Mary Foley and she said she is reapplying for membership on the Commission.

4. New Business:

- a. John Hallanger reports that Kevin Mullen received a call from Bartolotta regarding the fireworks. Bartolotta offered to provide 10% more fireworks at the same price of \$13,000 (expenditure already voted in by Commission) if we sign the contract before the end of the year. Bob Brunow will make sure the contract is signed within the time frame. Cheryl Berdan will check on possible changes to payment method.
- b. John Hallanger has a contact for a '57 Bel Aire convertible available for the Parade. He will get that information to Don Birschel. Don says that the Antique Auto Club can supply antique autos for a fee of \$100.00.
- c. John Hallanger would like each Commission member to recruit a new member. Suggestions for increasing Commission: NAC Blast, Facebook, Wauwatosa Patch, Village News, Tosa Now and Wauwatosa Chamber of Commerce.
- d. John Hallanger reports that there has been no affirmative decision from Grand Marshall invitees. He added Steve Smith of Mayfair Mall to the list of suggestions.

5. **Assignments for 2012:**

A. Memorial Day – Bob Brunow and Don Birschel. Don Birschel has a contact who is a counselor to returning vets who is available to speak about returning from Iraq. Discussion was had regarding the promotion of the event, i.e., Neighborhood Association Council NAC blast, Rec guide and City newsletter, along with contacting Geitl Signs to advertise with a sign and flags at Longfellow. Bob Brunow suggested combining our event with West Allis. Mike Anich offered to shepherd the essay program in the middle and high schools. Bill Berdan discussed how he ran the program in the past. Some suggestions for contest winners: I-Pod, have their name announced at the event and/or an offer to ride in the Parade. John Hallanger will get Commission stationery to Mike so that he can reach out to the schools before the Spring semester. Mike will compose the contest program and distribute it through e-mail to members for their input. It was suggested to ask the Kiwanis, VFW and Lions Clubs for donations for the prize. Carmello stopped by the meeting and has offered to tape the Memorial Day program for television.

B. Parade – Dan Lofy and Bob Brunow. Dan Lofy presented an overview map of the Parade area to aide in setting up parade sections and trafficking issues. They are working on simplifying the packet and will e-mail to members once completed. Dan noted that he'd like to include the price we are willing to pay the bands on the forms sent out to them. He suggested going with last year's prices. He'd like to get mailings out before the Christmas break in case there are price negotiations. One goal is to have at least one new band each year.

C. Afternoon Program – Patrick McNally and Rick Beattie. Pat reported that the program ran smoothly in 2011. He will reach out to his contacts in January 2012.

D. Committee Assignments:

a. Flyers/PR/Advertising – Brit and Jamie Swisher. Brit will follow up with City regarding website.

b. New Units – Entire Commission

c. TV Coverage – Judy Randall. No report.

d. Flags – Bob Brunow. We have enough flags for Memorial Day. Count needs to be done for Parade needs. Bob will get pricing.

e. Fundraising – Judy Randall: Froedtert letter has been sent. Judy would like names and addresses from Commission members for donation solicitations. Judy asked if she should include donations for Memorial Day in her request letter. Commission decided not to include Memorial Day.

f. Judging/Awards – Mary Foley: Mary is returning to Commission and will be exploring opportunities for new judges.

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: No report.

l. Cars – Don Birschel: No report.

m. Contacts with Officials – Cheryl Berdan: No report.

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 Brit Swisher. Motion passed and the meeting adjourned at 8:16 p.m.

Respectfully submitted,
Jamie Swisher