

WAUWATOSA CIVIC CELEBRATION COMMISSION
MEETING MINUTES
THURSDAY, January 22, 2015
Your Hometown Parade

1. **Attendance:**

Present: Brad Beckman, Bob Brunow, Jesse Dill, Mary Foley, John Hallanger, Dan Lofy, Kevin Mullen, Brit Swisher,

Excused: Wendy Venske, Pat McNally, Jamie Swisher, Mike Anich, Lory Murphy, Matt Stippich, Michael Walsh

John Hallanger called the meeting to order at 7:00 PM

2. **Minutes:** John Hallanger made a Motion to approve the October, 2014 Minutes. Mary Foley seconded the motion. Minutes were approved.

3. **New Business:**

a. Flags – Cost this year are .15 each at 139 Gross (20,016 Flags). We do not have anymore flags in stock. Bob Brunow made a motion to proceed with purchase and restocking of flags. Mary Foley seconded the motion. Motion approved

4. **Old Business:**

a. Fireworks – Bob Brunow discussed last year's budget of \$13,000 for fireworks. Suggested we launch same place as last year. Dan Lofy made a motion to proceed with contracting Bartollota Fireworks again this year, same budget as last year. Kevin Mullen seconded the motion. Motion approved.

b. Parade Sponsorship – Discussed adding a new benefit for sponsors who gave \$1,000+ could be designated as a Unit Sponsor with a banner identifying the sponsors in the parade. Brit Swisher made a motion to add new Unit Sponsor w/banner designation for donations of \$1,000+ Jesse Dill seconded the motion. Motion approved.

c. TV Coverage – Last meeting Matt Stippich had suggested we look into the historical significance of TV coverage before we decide to eliminate this year. Mike Anich agreed to check with the historical society for their perspective. Neither present at meeting, so discussion tabled until next meeting.

4. **Assignments for 2015:**

A. **Memorial Day** – Mike Anich – Excused , no discussion .

B. **Parade** – Dan Lofy – Tosa West Theatre Group would like to be in the 2015 Parade. Genesis Drum & Bugle Corp ; Music City Drum & Bugle Corp are interested in participating in the parade this year.

Several ideas regarding floats were discussed, i.e., information to neighborhood associations of where they can have floats made; Dan will update donation forms for floats providing a description of what is included.

Dan plans to use post card for parade invitation that will forward prospective participants to the CCC site on the City Web Site to find parade forms and documents. This should save postage costs.

Dan told us of some possible technical problems with City Phone HotLine.

Linda Berg – Little Red Book Store will be 2015 Parade Marshal

C. Afternoon Program – Program eliminated.

D. Evening Program – Tosa Tonight has inquired about having the band “The Brittons” perform at Rotary Stage. Jamie Swisher plans to attend a Tosa Tonight meeting to get more information.

E. Committee Assignments:

- a. **Flyers/PR/Advertising** – Brit Swisher – Will work with Dan to help get postcard produced
- b. **New Units** – Discussed in Parade discussion – *see above*
- c. **TV Coverage** – Dan Lofy suggested we look into hiring photographer to document the parade as a possible replacement for TV coverage. Briefly discussed a possible budget of less than \$2,000.
- d. **Flags** – John will let Lori Murphy know to proceed with purchase
- e. **Fundraising** – Kevin Mullen. We have Fireworks Donation from Froedert and The Medical College of Wisconsin again this year.

Jamie Swisher took a car tour of city with Mayor, Kari from Tosa Chamber, and John Balzer & Kerry Freiberg from Froedert – VP of Community Engagement. Was told Froedert doesn’t usually support parades or fireworks of local communities. But due to being based in Wauwatosa they are continuing to support our activities this year.
- f. **Judging/Awards** – Mary Foley. Will order plaques a little latter this year
- g. **Permits/Support Services (Port-O-Johns, Concessions, Radios)** –
- h. **Golf Carts** – No discussion
- i. **Volunteer Coordinator** – No discussion
- j. **Mayfair Contacts, Insurance** – John Hallanger.
- k. **Signage** – Jesse Dill will work on new banners for Unit Sponsors

- l. Cars – Need someone to volunteer to handle this task.**
- m. Contacts with Officials –** Cheryl Berdan has the old list, Bob Brunow will contact her to get the list we can use to develop updated list.
- n. Floats –** Dan Lofy – Float sponsorship discussed earlier (see above)
- o. Traffic –** Parade will follow same East to West route as last year

A Motion to adjourn was made by Bob Brunow and seconded by Dan Lofy. Motion passed and the meeting adjourned at 8:00 p.m.

Respectfully submitted,
Brit Swisher, filling in for Jamie Swisher