

Fourth of July Committee MEETING AGENDA



May 1, 2024 - 6:00 PM
New Berlin Activity and Recreation Center
Willow Room
15321 W National Ave

Published: April 23, 2024

Agenda Amended: April 24, 2024

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. March 27, 2024
4. **APPROVAL OF FINANCIAL REPORT**
 - A. Monthly Activity and Financial Report
5. **CELEBRATION 2024**
 - A. Discussion and possible action to recommend to Common Council on different Drone Show vendor.
 - B. Discussion and possible action on additional funds for Facebook boosts.
 - C. Discussion and possible action on additional advertising.
 - D. Discussion and possible action on food vendors.
 - E. Discussion and possible action on children's entertainment.
 - F. Discussion and possible action on parade entries.
 - G. Discussion and possible action of traffic cone expense.
6. **COMMUNICATIONS**
 - A. Discussion regarding Beer Capitol marketing support for 2024.
7. **SET NEXT MEETING DATE**
 - A. Next meeting date - Wednesday, May 22nd, 2024 / ARC - Willow Room
8. **ADJOURN**

Supplemental Information:

- The meeting agenda and agenda packet are available online at www.NewBerlin.org. The minutes are published online and are approved at the next regularly scheduled meeting.
- It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order.
- You may provide comments to the City Clerk via email at CitizenComments@NewBerlin.org. Comments will be forwarded to the Mayor and members of the governing body. Emailed comments are not read during the meeting.
- The City of New Berlin strives to host inclusive, accessible meetings that enable all individuals to engage and participate fully. Any person who has a qualifying disability under the Americans with Disabilities Act that requires that the meeting be accessible, please contact City Clerk Rubina R. Medina at (262) 786-8610 or via email at CityClerk@NewBerlinWI.gov at least 48 hours before the scheduled meeting time. Efforts will be made to accommodate the needs of disabled individuals through appropriate aids and/or services.
- It is also possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to in the above notice.

March 27, 2024

CALL MEETING TO ORDER

There being a quorum (10 Commissioners), Ald. Joe Stribl called the meeting to order at 6:01pm

Commissioners Present:

Polly Oldenburg, Krista Heinen, Nancy Perkins, Nancy Bertsch, Marlyene Pfeiffer, Ald. Joe Stribl, Marc Meyer, Joseph Dallman, Sherry Ament

Also in attendance: Katie Roth (Recreation Manager), Mayor Dave Ament and Peggy Ament.

ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

APPROVAL OF MINUTES

MOTION: To approve the minutes from the February 28, 2024 meeting

VOTE: Motion by: Joe Dallman
Seconded by: Nancy Bertch
MOTION PASSED 9-0

Abbie Van Ess (non-voting consultant) arrived 6:03pm

FINANCIAL REPORT

ITEM: Monthly Activity and Financial Report

Wendy Testin arrived 6:04pm

MOTION: To approve the financials as presented

VOTE: Motion by: Marlyene Pfeiffer
Seconded by: Sherry Ament
MOTION PASSED 10-0

CELEBRATION 2024

ITEM: Discussion regarding main parking lot flow as requested by Ojibwa

Renee Grill (Ojibwa Bowhunters of New Berlin) and Paul Shulman (Ojibwa Bowhunters of New Berlin) arrived 6:06pm

There will be a new traffic flow to the parking lot for the 2024 festival. It has been discussed with Justin and New Berlin police and Ojibwa hopes this will make traffic flows safer from the main lot.

ITEM: Discussion and possible vote on 30 additional parking cones.

MOTION: To allocate \$810 for additional parking cones to help with the new traffic flow.

VOTE: Motion by: Joe Dallman
Seconded by: Marlyene Pfeiffer
MOTION PASSED 10-0

Renee & Paul left at 6:14pm

ITEM: Discussion and possible vote on Corn Hole

MOTION: To approve \$1285 for the corn hole WISCO Baggin' as well as the prizes for the winners

VOTE: Motion by: Ald. Joe Stribl
Seconded by: Sherry Ament
MOTION PASSED 10-0

ITEM: Discussion and possible vote on food vendors

MOTION: To approve QT treats, Sweet Caroline and Little's Barbeque to be on grounds

VOTE: Motion by: Ald Joe Stribl
Seconded by: Marlyene Pfeiffer
MOTION PASSED 10-0

MOTION: To approve Elegant Henna Tattoos to return to the grounds

VOTE: Motion by: Joe Dallman
Seconded by: Marlyene Pfeiffer
MOTION PASSED 10-0

ITEM: Discussion and possible vote on special language for specific entertainment/children's activities

MOTION: To approve not requiring liability insurance for certain performance contractors for which the requirement would be financially unaffordable and thus prohibitive to contracting; to include, but not limited to the following:

Barefoot Becky and the Ivanhoe Dutchmen
Allan Hart
Mt. Olive
The Now
Kings of Radio

Cherry Pie
Whiskey Belles
Britins
33 RPM
Almighty Vinyl
Peter Lindasy

VOTE: Motion by: Nancy Bertch
Seconded by: Marc Meyer
MOTION PASSED 10-0

ITEM: Discussion and possible vote regarding entertainment/children's activities

MOTION: To spend no more than \$500 to have Adventure Rock arrive before the grounds open. The extra funds will extend the time so that Adventure Rock is open from 3pm-8pm. If the grass will accommodate put them on the grass of the west side of the east tent. If the grounds are too wet to move them near the frontage road where the game tent was in 2023.

VOTE: Motion by: Nancy Perkins
Seconded by: Wendy Testin
MOTION PASSED 10-0

ITEM: Discussion regarding the blocking/saving of spots along the parade route

The language on the website will be changed. We will not be removing anything placed to reserve spots for the parade.

ITEM: Discussion regarding the need for a Parade Marshall

There was discussion about having the Citizen of the Year be the Parade Marshall each year. The commission will find transportation for the citizen. Rich Neureuther is the 2023 citizen of the year and we will reach out to him about being the Parade Marshall for this year.

ITEM: Discussion and possible vote on parade entries

MOTION: To approve the following parade entries: Jim Madrich Parade Band \$750 5-piece Dixie Land band, Milwaukee Metropolitan Community Concert Band \$935 -20-25 musicians, Rocket Cycle \$600 and New Berlin Community Band \$1000.

VOTE: Motion by: Sherry Ament
Seconded by: Marlyene Pfeiffer
MOTION PASSED 10-0

NEXT COMISSION MEETING DATE

ITEM: The next commission meeting will be on **Wednesday April 24, 2024** at the New Berlin Activity and Recreation Center in the Hemlock Room

ADJOURNMENT

MOTION: To adjourn the meeting at 7:09pm

VOTE: Motion by: Joe Dallman
Seconded by: Sherry Ament

MOTION PASSED 10-0

*Respectfully Submitted,
Krista Heinen, Secretary*

CITY of NEW BERLIN
FOURTH of JULY
Budget Report as of April 19, 2024

	Original Budget	Transfers/ Adjustments	Revised Budget	Year to Date	Encumbered	Available Budget
REVENUES						
Donations/sponsorship	65,000	-	65,000	33,800		(31,200)
Booth/Vendor Fees	10,000	-	10,000	14,800		4,800
Charities	22,000	-	22,000	2,000		(20,000)
Carnival Proceeds	8,000	-	8,000			(8,000)
Parking	4,000	-	4,000			(4,000)
Events	1,500	-	1,500			(1,500)
Tourism Grant	2,500		2,500			(2,500)
Transfer from City	15,000	-	15,000	-	-	(15,000)
Total Revenues	128,000	-	128,000	50,600	-	(77,400)
EXPENDITURES						
Parade	13,000	-	13,000		4,135	8,865
Entertainment	40,000	-	40,000	400	36,400	3,200
Drone Shows	30,000	-	30,000		15,000	15,000
Fireworks	40,000	-	40,000		40,000	-
Salary	10,140	-	10,140	3,072		7,068
FICA	776	-	776	235		541
Advertising	500	-	500		-	500
Electricity/Water	1,000	-	1,000		9,770	(8,770)
Waste Disposal	12,000	-	12,000			12,000
Telephone/Cell Phone	600	-	600	136	-	464
Dues/Memberships	100	-	100		100	-
Tent Rental	20,500	-	20,500		19,763	737
Office Supplies	1,000	-	1,000			1,000
Events	3,000	-	3,000		1,785	1,215
Supplies	6,000	-	6,000	912	810	4,278
Total Expenditures	178,616	-	178,616	4,755	127,763	46,098
Net Change in Fund Balance	(50,616)	-	(50,616)	45,845		(31,302)

Year	Receipt	Amount	Entry Date	Paid By	Check #	CHG DESC 1
2024	1932188	2,000.00	01/19/2024	NEW BERLIN LIONS CLUB FOUNDATION INC	8604	4TH OF JULY DONATION

2,000.00

Year	Receipt	Amount	Entry Date	Paid By	Check #
2024	1947990	600.00	02/13/2024	RAVENSWOOD AUTO CENTER INC	16232
2024	1947991	800.00	02/13/2024	NATIONAL AVE COMPLETE AUTO CARE	14951
2024	1947992	800.00	02/13/2024	WIS LOGISTICS	80898
2024	1947993	600.00	02/13/2024	KC 524 CENTER INC	9440
2024	1947994	600.00	02/13/2024	ABSORB TECH	240108
2024	1947995	600.00	02/13/2024	WENTHE-DAVIDSON	93569
2024	1948129	600.00	02/14/2024	INNOVATION STATION LLC	2485
2024	1948130	200.00	02/14/2024	WISTL SOD FARM INC	17918
2024	1948131	2,000.00	02/14/2024	RADUIS PACKAGING	302646
2024	1948132	200.00	02/14/2024	FRANTZ MACHINE PRODUCTS INC	28622
2024	1948133	100.00	02/14/2024	TOOLRITE MFG	402587
2024	1948134	600.00	02/14/2024	PREFERRED ELECTRICAL CONTRACTORS INC	106324
2024	1948135	100.00	02/14/2024	DONALD KITTEN	30676
2024	1948136	50.00	02/14/2024	ARROWHEAD TOOL & DIE INC	42459
2024	1948137	200.00	02/14/2024	AMERICAN TREE EXPERTS INC	6328
2024	1948668	800.00	02/22/2024	JOHNS DISPOSAL SERVICE INC	19518
2024	1948669	800.00	02/22/2024	WAUKESHA STATE BANK	182856
2024	1948670	200.00	02/22/2024	NEW BERLIN PLASTICS INC	88993
2024	1948671	1,500.00	02/22/2024	SENDIKS FOOD MARKET	9081
2024	1948912	600.00	02/26/2024	WEST-NEW-BROOK ORTHODONTISTS	1049
2024	1948913	5,000.00	02/26/2024	EDUCATORS CREDIT UNION	3820594
2024	1949234	250.00	03/01/2024	ELECTROCHEMICAL PRODUCTS INC	103307
2024	1949776	3,000.00	03/11/2024	NSI ELECTRICAL CONTRACTORS INC	815711
2024	1949777	600.00	03/11/2024	HERC-C-LIFT	335289
2024	1949778	200.00	03/11/2024	HASTINGS	52584
2024	1950188	500.00	03/18/2024	HIPPENMEYER,REILLY,BLUM ATTORNEYS AT LAW	46945
2024	1950189	3,000.00	03/18/2024	PRINCETON CLUB NEW BERLIN LLC	16356
2024	1950190	400.00	03/18/2024	CONTINENTAL TRADE EXCHANGE LTD	61783
2024	1954216	600.00	04/08/2024	MILWAUKEE VALVE	461421
2024	1954217	3,000.00	04/08/2024	BEER CAPITOL DISTRIBUTING LLC	228097
2024	1951501	600.00	03/28/2024	DONOVAN & JORGENSEN INC	24662
2024	1951502	1,000.00	03/28/2024	DENCO	22609
2024	1951503	300.00	03/28/2024	GREENFIELD PLAZA LLC	2522
2024	1951504	600.00	03/28/2024	DESIGN BUILD FIRE PROTECTION OF WI	83682
2024	1951505	600.00	03/28/2024	TOM & GLENNS SERVICE INC	23787
2024	1951508	200.00	03/28/2024	HONEYAGER'S MUDJACK SERVICE INC	7986
2024	1951068	2,000.00	03/26/2024	J W WINCO INC	3349725722
		<u>\$ 33,800.00</u>			

Year	Receipt	Amount	Entry Date	Paid By	Check #	CHG DESC 1
2024	1949871	500.00	03/12/2024	SWEET CAROLINE MKE	1070	FOOD VENDOR/4TH OF JULY
2024	1954215	5,500.00	04/08/2024	SCHOOL DISTRICT OF NEW BERLIN	212669	FOOD VENDOR/4TH OF JULY
2024	1950730	500.00	03/22/2024	QT TREATS /LAQUERA BARNETT	9003	FOOD VENDOR/4TH OF JULY
2024	1951779	550.00	04/01/2024	H & M CONCESSIONS LLP	1082	FOOD VENDOR/4TH OF JULY
2024	1951834	200.00	04/01/2024	VIRAJ V DUDHWALA & KHUSHBU RANDERWALA	1192	FOOD VENDOR/4TH OF JULY
2024	1954213	750.00	04/08/2024	TOP DOG ENTERPRISES	1249	FOOD VENDOR/4TH OF JULY
2024	1954214	900.00	04/08/2024	DANIEL KONIAR	1588	FOOD VENDOR/4TH OF JULY
2024	1958751	400.00	04/18/2024	CLIFFORD BAYER/HEY LICORICE DUDE	1081	FOOD VENDOR/4TH OF JULY
2024	1958398	5,500.00	04/18/2024	PROSPECT LIONS CHARITIES OF NEW BERLIN	1154	FOOD VENDOR/4TH OF JULY

14,800.00

Encumbered

Parade	3,285.00	3,285.00	3/27/2024	Jim Madrich \$750, Milw. Metro \$935, Rocket Cycle \$600, NB Community Band \$1000	
Signage					
Peter Lindsay	850.00	850.00	1/24/2024		
Entertainment					
ANT productions	7,500.00		11/29/2023		
bands-west tent	13,700.00		11/29/2023	army band , the now, cherry pie, almighty vinyl, britins	britins 3k, av 4,550
bands-east tent	13,200.00		11/29/2023	barefoot becky, ivanhoe dutchmen, mt olive, cold sweat, whiskey bells & 33rpm	
Mini Parade					
Schlitz Eagle Show					
Area Rental Tent					
BobbyWat					
The Britians					
King of Radio					
Doo Wop Daddies					
Cold Sweat					
Cherry Pie					
33RPM					
Almighty Vinyl					
Rebel Grace					
Allan Hart	1,500.00		1/24/2024		
Face Painter	500.00		1/24/2024		
American pub quiz					
		36,400.00			
Fireworks -	40,000.00	40,000.00	11/29/2023	chrome fireworks	
drone show	15,000.00	15,000.00	1/24/2024	UAV pro	
Advertising					
Facebook					
Electricity					
Waste Disposal					
Pats disposal	9,770.00	9,770.00	11/29/2023		
Telephone/Cell Phone					
Dues/Memberships	100.00	100.00	11/29/2023		
Tent Rental					
Area Rental	19,763.00	19,763.00	1/24/2024		
Parking	810.00	810.00	3/27/2024		
Office Supplies					
Cornhole Tournament	1,285.00	1,285.00	3/27/2024		
Adventure Rock	500.00	500.00	3/27/2024		
Supplies					
	127,763.00	127,763.00			