



Fourth of July Committee Meeting Agenda

March 26, 2025 - 6:00 PM
15321 W National Avenue

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. February 26, 2025 Meeting Minutes
4. **APPROVAL OF FINANCIAL REPORT**
 - A. Monthly Activity and Financial Report
5. **CELEBRATION 2025**
 - A. Discussion with Beer Capitol regarding beer options the four charities will be offering during festival and what type of marketing support Beer Capitol is able to offer the commission.
 - B. Discussion and possible vote on a Mocktail option on grounds.
 - C. Discussion and possible vote on insurance language pertaining to small businesses participating in the Stars and Stripes Craft Market in 2025.
 - D. Discussion and possible vote regarding bingo options.
 - E. Discussion and possible vote on entertainment.
 - F. Discussion and possible vote on children's entertainment.
 - G. Discussion and possible vote on food and small business vendors.
 - H. Discussion and possible vote on parade.
 - I. Discussion and possible vote to fund the pie contest.
 - J. Discussion and possible vote on new commissioner t-shirts
 - K. Discussion and possible vote on Corn Hole Vendor
6. **COMMUNICATIONS**
7. **SET NEXT MEETING DATE**
 - A. Next meeting date - Wednesday, April 23rd, 2025 at 6:00 pm in the Willow Room of the ARC.
8. **ADJOURN**

- The agenda packet, including supplemental information related to agenda items, is available online at www.NewBerlinWI.gov. Once finalized by the governing body, approved meeting minutes will also be posted online.
- Agenda items may be taken out of order at the governing body's discretion.
- Members, and possibly a quorum, of other municipal governmental bodies may attend this meeting to gather information. However, no action will be taken by any governmental body other than the one referenced in this notice.
- Accommodations will be provided under the Americans with Disabilities Act (ADA) to meet the needs of individuals with disabilities. If you require assistance or appropriate aids and services, please contact the Office of the City Clerk at (262) 786-8610 with reasonable notice.

February 26, 2025

CALL MEETING TO ORDER

There being a quorum (9 Commissioners), Ald. Joe Stribl called the meeting to order at 6:00pm

Commissioners Present: Polly Oldenburg, Krista Heinen, Nancy Perkins, Ald. Joe Stribl, Marlyene Pfeiffer, Marc Meyer, Lori Doyle, Joseph Dallman, and Sherry Ament.

Also in Attendance: Parker Dorothy (Adult Program Specialist), Bobby Reid (New Berlin Lions), Dave Ament (Mayor), Peggy Ament (Citizen)

ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

APPROVAL OF MINUTES

MOTION: To approve the minutes from the January 22, 2025 meeting

VOTE: Motion by: Joseph Dallman
Seconded by: Marlyene Pfeifer
MOTION PASSED 9-0

MOTION: To go out of order of the agenda

VOTE: Motion by: Ald. Joe Stribl
Seconded by: Nancy Perkins
MOTION PASSED 9-0

Polly Introduced Parker Dorothy to the commission he is the adult program specialist at the New Berlin Activity and Recreation Center.

ITEM: Update from the NB Rec Department regarding corn hole tournament, pickleball tournament and sand volleyball tournament

Abby Van Ess (non-voting consultant) & Wendy Testin arrived 6:02pm

FINANCIAL REPORT

John Schober arrived from MD tent at 6:06pm.

ITEM: Monthly Activity and Financial Report

MOTION: To approve the financials as presented.

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

CELEBRATION 2025

ITEM: Discussion and possible vote on a New Berlin 4th of July Festival Mission Statement.

No mission statement was created.

ITEM: Discussion and possible vote on entertainment

ITEM: Discussion and possible vote on children’s entertainment.

MOTION: To approve Twisted City (bubbles) on July 3rd for \$450 from 6:00pm-7:00pm.

VOTE: Motion by: Wendy Testin
Seconded by: Lori Doyle
MOTION PASSED 10-0

MOTION: To approve Adventure Rock from 3:00pm-8:00pm on July 5 for \$1,105.00.

VOTE: Motion by: Joseph Dallman
Seconded by: Lori Doyle
MOTION PASSED 10-0

ITEM: Discussion and possible vote on food and small business vendors.

MOTION: To approve the following returning food vendors: AV Concessions, Hoffman Roasted Nuts, QT treats.

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

MOTION: To approve Toro Tacos and Bowls with a limited menu offering sandwiches and bowls.

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

MOTION: To approve Mastercraft as a small business vendor for the Stars and Stripes Craft Market.

VOTE: Motion by: Ald. Joe Stribl

Seconded by: Lori Doyle
MOTION PASSED 10-0

ITEM: Discussion and possible vote regarding parade.

MOTION: To approve Barbara Horder and Richard Miller \$25 each for their convertibles to be used to carry princesses in the parade (\$50 total)

VOTE: Motion by: Lori Doyle
Seconded by: Marlyene Pfeiffer
MOTION PASSED 10-0

John Schober and Bobby Reid left at 6:35pm.

ITEM: Discussion and possible vote regarding updated language from parking provider.

MOTION: To approve the updated language of the agreement (a cashless QR code was added)

VOTE: Motion by: Marlyene Pfeiffer
Seconded by: Marc Meyer
MOTION PASSED 10-0

ITEM: Discussion and possible vote on “mocktail” option on the ground.

ITEM: Discussion and possible vote on Durham School bus services on July 5th- drone show.

ITEM: Discussion and possible vote on golf cart vendor.

NEXT COMISSION MEETING DATE

ITEM: The next commission meeting will be on Wednesday, March 26th at 6:00pm at the New Berlin Activity and Recreation Center in the Willow Room.

ADJOURNMENT

MOTION: To adjourn the meeting at 6:54pm

VOTE: Motion by: Joseph Dallman
Seconded by: Lori Doyle
MOTION PASSED 13-0

*Respectfully Submitted,
Krista Heinen, Secretary*

CITY of NEW BERLIN
 FOURTH of JULY
 Budget Report as of March 21, 2025

	Original Budget	Transfers/ Adjustments	Revised Budget	Year to Date	Encumbered	Available Budget
REVENUES						
Donations/sponsorship	90,000	-	90,000	45,550		(44,450)
Booth/Vendor Fees	13,000	-	13,000	1,900		(11,100)
Charities	22,000	-	22,000	-		(22,000)
Carnival Proceeds	9,000	-	9,000	-		(9,000)
Parking	7,000	-	7,000	-		(7,000)
Family Games Sponsorship	-	-	-	-		-
Events	-	-	-	-		-
Tourism Grant	4,500	-	4,500			(4,500)
Transfer from City	15,000	-	15,000	-	-	(15,000)
Total Revenues	160,500	-	160,500	47,450	-	(113,050)
EXPENDITURES						
Parade	13,000	-	13,000		2,150	10,850
Entertainment	45,000	-	45,000		17,790	27,210
Drone Shows	25,000	-	25,000		30,000	(5,000)
Fireworks	40,000	-	40,000		40,000	-
Salary	10,140	-	10,140	2,637		7,503
FICA	776	-	776	202		574
Advertising	250	-	250			250
Electricity/Water	-	-	-		500	(500)
Grounds Maintenance	1,000	-	1,000			1,000
Waste Disposal	12,000	-	12,000		10,645	1,355
Telephone/Cell Phone	600	-	600	91	-	509
Dues/Memberships	100	-	100		-	100
Tent Rental	22,000	-	22,000		21,821	179
Office Supplies	1,000	-	1,000	49		951
Events	-	-	-		-	-
Supplies	8,000	-	8,000	300	-	7,700
Total Expenditures	178,866	-	178,866	3,278	122,906	52,682
Net Change in Fund Balance	(18,366)	-	(18,366)	44,172		(60,368)

Year	Receipt	Amount	Entry Date	Paid By	Check #	CHG DESC 1
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Year	Receipt	Amount	Entry Date	Paid By	Check #
2025	2030255	\$1,500.00	01/15/2025	WAUKESHA STATE BANK	185170
2025	2030256	\$600.00	01/15/2025	WEST-NEW-BROOK ORTHODONTISTS SC	1644
2025	2031678	\$2,000.00	01/17/2025	NEW BERLIN LIONS CLUB FOUNDATION INC	8805
2025	2043141	\$5,000.00	02/03/2025	ACRISURE LLC	240909
2025	2043190	\$3,000.00	02/03/2025	PREFERRED ELECTRICAL CONTRACTORS INC	107241
2025	2043197	\$200.00	02/03/2025	FRANTZ MACHINE PRODUCTS INC	28882
2025	2045678	\$3,000.00	02/26/2025	HOMETOWNE WINDOWS AND DOORS INC	8452
2025	2045679	\$2,500.00	02/26/2025	PRINCETON CLUB NEW BERLIN LLC	17315
2025	2045680	\$5,000.00	02/26/2025	EDUCATORS CREDIT UNION	3967797
2025	2045681	\$400.00	02/26/2025	CONTINENTAL TRADE EXCHANGE LTD	64513
2025	2045682	\$250.00	02/26/2025	ELECTROCHEMICAL PRODUCTS, INC.	104277
2025	2045683	\$1,500.00	02/26/2025	SENDIK'S FOOD MARKETS, LLC	9282
2025	2045684	\$600.00	02/26/2025	RADIUS PACKAGING	1568
2025	2046928	\$20,000.00	03/19/2025	FESTIVAL FOODS	563871

\$ 45,550.00

Year	Receipt	Amount	Entry Date	Paid By	Check #	CHG DESC 1
2025	2031670	\$750.00	01/17/2025	THE AZTECA RESTAURANT LLC	1268	4TH OF JULY FOOD VENDOR
2025	2043137	\$850.00	02/03/2025	QUALITY CONCESSIONS/DUANE HICKMAN	5781	4TH OF JULY FOOD VENDOR
2025	2043612	\$200.00	02/04/2025	KHUSHBU RANDEWALA/VIRAJ DUDHWALA	1216	4TH OF JULY VENDOR
2025	2045676	\$50.00	02/26/2025	DANIELLE'S DESIGNS/DANIELLE FRY	346	4TH OF JULY VENDOR
2025	2045677	\$50.00	02/26/2025	AUNTIE A'S SWEET & TREATS	1161	4TH OF JULY VENDOR

\$ 1,900.00

Year	Receipt	Eff. Date	Amount	Paid By-Ref	Comment
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Encumbered

Parade:		
Jim Madrich		
Milw. Metro		
milwaukee flyers	600.00	1/22/2025
Convertible	50.00	2/26/2025
NB Community Band		
Tripoli Shrine long riders	1,500.00	9/25/2024
Green Beret Marching Band		
	2,150.00	
Entertainment:		
ANT productions		
bands-west tent		
bands-east tent		
Prime Country	2,500.00	9/25/2024
Big Top Brass		
Bernie Brewer		
Allen Hart-neil diamond	1,500.00	1/22/2025
Talk of the Town	1,200.00	10/30/2024
Clowns of Waukesha		
double eagle mobile	1,435.00	1/22/2025
Hillbilly Badger Clan		
Jolly Giant Stilt Walkers		
Milw Lutheran		
Simonson Family Bikes		
Tripoli Shrine		
Milw Brewers		
Milw Bucks		
Half Twisted/Half knot	850.00	9/25/2024
Face Painter		
Cirque Du Cham		
Adventure rock	1,105.00	2/26/2025
Whistles on Wheels		
	8,590.00	
Fireworks -	40,000.00	1/22/2025
drone show	30,000.00	1/22/2025
Advertising		
Facebook		
Electricity		
Waste Disposal		
Pats disposal	10,645.00	1/22/2025
Telephone/Cell Phone		
Dues/Memberships		
Tent Rental		
Area Rental	21,821.15	1/22/2025
Parking		
Office Supplies		
Cornhole Tournament		
Adventure Rock		
Supplies		
DPW Lunch		
Banners		
electric cords	500.00	1/22/2025
Speaker System- A.N.T.	9,200.00	1/22/2025
	122,906.15	