



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Monday, February 24, 2020
6:00 PM
South Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. January 2020 Minutes
- 3) Discussion Items
Action requested: discuss and take action as needed
 - a. 2020 Proposed Budget
 - b. 2020 Vendor Application Packages
 - i) **Food/Beverage Vendor**
 - ii) **Artist/Craftsman/Farmer's Market Vendor**
 - iii) **Non-Food/Beverage Vendor**
 - c. Vendor Categories
 - d. Taste of Mequon Music
 - e. 2020 Event Task List
- 4) Information Items
 - a. 2020 Work Plan
- 5) Next Meeting Date and Time
 - a. Monday, March 30, 2020;6:00 P.M.
- 6) Adjourn

Dated: February 24, 2020

/s/ Bridget King, Chair

.....
Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision making responsibility, although they will not take formal action thereto at this meeting. Persons with disabilities requiring accommodations for attendance at this meeting should contact the Deputy City Clerk at 262-236-2914, twenty-four (24) hours in advance of the meeting. Any questions regarding this agenda may be directed to the Administration Office at (262) 236-2941 Monday through Friday, 8:00 a.m. – 4:30 p.m.



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FESTIVALS COMMITTEE
Monday, January 27, 2020
6:00 PM
South Conference Room

Minutes

1) Call to Order, Roll Call

Present:

- Chair Bridget King
- Committee Member Janet Fussell
- Committee Member Carrie Hagerbaumer
- Committee Member Gwen Haynes
- Committee Member Kirsten Hildebrand
- Committee Member Daryn LaBelle
- Committee Member Vanessa Nerbun
- Vice Chair Dynami Al-Anjeri -- **Absent**
- Committee Member Melissa Suring -- **Absent**

Also Present: Executive Assistant Prosser

2) Approval of Meeting Minutes

a. November 2019 Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**
MOVED BY: Committee Member Nerbun
SECONDED BY: Committee Member Hildebrand

AYES:	King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun
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3) Discussion Items

a. Debrief 2019 Winter Wonderland

The Committee reviewed the last two agreements executed between the City and the Mequon Thiensville Historical Society that summarized the terms of use of the Mequon River Post Office by the Festivals Committee. Executive Assistant Prosser pointed out the last agreement dated October 22, 2019 states that following the 2019 winter event, a formalized letter of agreement will be executed between the Mequon Thiensville Historical Society and the City of Mequon outlining the future terms for use of the

Attachment: 1 27 2020 (4908 : January 2020 Minutes)

Mequon River Post Office Museum by the Festivals Committee during the City’s annual winter event. Last year’s agreement further states, as appropriate, such letter of agreement may further become part of the lease agreement dated June 21, 2017 between the Mequon Thiensville Historical Society and the City of Mequon.

Member Hildebrand moved to follow the October 22, 2019 agreement as a template for a formalized agreement between the City of Mequon and the Mequon Thiensville Historical Society for use of the Mequon River Post Office by the Festivals Committee, seconded by Member LaBelle.

RESULT: Approved by Voice Acclamation [Unanimous]
MOVED BY: Committee Member Hildebrand
SECONDED BY: Committee Member LaBelle

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun

After further discussion a motion was made by Member Hildebrand to table the discussion until the next meeting, seconded by Committee Chair King.

RESULT: Motion to Table [Unanimous]
MOVED BY: Committee Member Hildebrand
SECONDED BY: Chair King

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun

Other feedback provided by the Committee included: a) new numbering system worked well b) children’s activities were a hit c) need one more choir d) provide a staging area for people to wait e) increase Santa visits to 2 ½ hours f) better location for food truck g) provide a wagon rather than a carriage h) kickoff event with a 5K run I) better tree and lighting options.

b. Winter Wonderland 2020 - Set Date and Time

Member Nerbun moved to approve the date for Winter Wonderland to be held on Sunday, December 6 from 3:00 PM - 6:00 PM, seconded by Committee Chair King.

RESULT: Approved by Voice Acclamation [Unanimous]
MOVED BY: Committee Member Nerbun
SECONDED BY: Chair King

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun

Attachment: 1 27 2020 (4908 : January 2020 Minutes)

c. 2019 Final Budget

RESULT: **Approved by Voice Acclamation [Unanimous]**
MOVED BY: Committee Member Nerbun
SECONDED BY: Chair King

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun

d. Review Fee Schedule

A motion was made by Committee Chair King to increase the Food/Beverage vendor space fee for 2020 by \$25 and the late fee by \$50, seconded by Member Hagerbaumer.

A motion was made by Member Hildebrand to increase the Feed/Beverage vendor space by \$50 including the late fee, seconded by Member Fussell.

The 2020 space fees for Food/Beverage vendors will be: 10 x 10 \$150; 10 x 20 \$200; Food Truck \$200. After the due date the fee will be: 10 x 10 \$200; 10 x 20 \$250; Food Truck \$250. Fees for the Artist/Craftsman/Farmer's Market vendor and Non-Food/Beverage vendor will remain the same

RESULT: **Approved by Voice Acclamation [6 to 1]**
MOVED BY: Committee Member Hildebrand
SECONDED BY: Committee Member Fussell

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle
NAYS: Nerbun

e. Non-Food/Beverage Vendor Category

The Committee reviewed the Business Policy for Non-Food/Beverage vendors that do not sell or provide festival related goods or services. The Committee agreed to keep the business policy in force.

f. Taste of Mequon Music

A motion was made by Member Nerbun to secure Stray Voltage (6:00 - 9:00 pm) for this year's event, seconded by Member Hildebrand.

RESULT: **Approved by Voice Acclamation [Unanimous]**
MOVED BY: Committee Member Nerbun
SECONDED BY: Committee Member Hildebrand

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun

A motion was made by Member Hildebrand to contact Jay Matthes Band to perform from (3:00 - 5:30 pm) at this year's event, seconded by Member Hagerbaumer.

RESULT: Approved by Voice Acclamation [Unanimous]
MOVED BY: Committee Member Hildebrand
SECONDED BY: Committee Member Hagerbaumer

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun

g. Activities in Children's Area

Member Hildebrand brought up the idea of seeking a sponsor to provide activities in the children's area. The Committee agreed to explore options.

h. Taste of Mequon Artists

Committee Chair King discussed creating a marketplace, a centralized location for the artists/craftsman. The Committee discussed ways in which to reach out to potential vendors. A set of criteria for the vendor will need to be discussed at a future meeting.

i. Assignment of Event Tasks

Committee Chair King asked members to e-mail her with any changes to the event task list.

j. Draft 2020 Meeting Schedule

The March 23 meeting was changed to Monday, March 30.

A motion was made by Member Nerbun to approve the 2020 meeting schedule with the recommended change to the March meeting date, seconded by Committee Chair King.

RESULT: Approved with Amendments [Unanimous]
MOVED BY: Committee Member Nerbun
SECONDED BY: Chair King

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun

4) Information Items

a. Washington Ozaukee Public Health Department Update

Executive Assistant Prosser stated that all licenses for temporary food events and mobile food units will be issued through local health departments. A copy of the letter received from the Washington Ozaukee Public Health Department was provided to the members of the Committee.

Attachment: 1 27 2020 (4908 : January 2020 Minutes)

b. 2020 Work Plan

The following items will be added to the 2020 work plan: 5K Winter Wonderland Run, continued discussion on the Isham Day House letter of agreement, discuss preferred venue for winter wonderland, selection of first band 12-2:30 PM, develop marketplace vendor criteria.

c. 2020 Event Forms

The Committee received copies of the draft 2020 event applications to review for discussion at the February meeting.

5) Motion to adjourn the meeting at 7:30 PM

RESULT: Approved by Voice Acclamation [Unanimous]
MOVED BY: Committee Member Nerbun
SECONDED BY: Chair King

AYES: King, Fussell, Hagerbaumer, Haynes, Hildebrand, LaBelle, Nerbun

Respectfully Submitted,

Lina Prosser

Attachment: 1 27 2020 (4908 : January 2020 Minutes)



11333 N. Cedarburg Road
Mequon, WI 53092-1930
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Office of Administration

TO: Festivals Committee
FROM: Lina Prosser, Executive Assistant
DATE: February 24, 2020
SUBJECT: 2020 Proposed Budget

Attached for the Committee's review and approval is the proposed 2020 budget.

The proposed 2019 and actual 2019 budget are provided for comparison.

Attachments:

2020 Proposed Budget (PDF)

**Festivals Committee
2019 Proposed Actual Budget/2020 Proposed Budget**

PROPOSED 2019 BUDGET	
2018 Balance Forward	\$238
2019 City Appropriated Funds	\$10,000
INCOME AND EXPENSE - YEAR 2017	
Sponsorship	\$10,000
Artist Vendor Space \$50	\$400
Food/Beverage Vendor Space	\$3,200
Non-Food/Beverage Vendor	\$600
Application Fee - N/A	
Less Sales Tax	(\$180)
SUB-TOTAL	\$14,020
PROPOSED INCOME - TASTE OF MEQUON	\$24,258
Expenses Taste of Mequon	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	\$10,000
Venue Site Costs	\$3,020
Marketing Costs (printing)	\$2,300
Transportation Cost-Shuttle	\$290
Misc. Event Supplies	\$400
Volunteer Appreciation	\$450
TOTAL PROPOSED EXPENSES TASTE OF MEQUON	\$16,460
TASTE OF MEQUON (Estimated deficit/surplus)	\$7,798
PROPOSED INCOME AND EXPENSE WWOM - YEAR 2019	
WWOM Sponsorship	\$250
SUB-TOTAL	\$8,048
Expenses Winter Wonderland of Mequon	
Entertainment Costs	\$2,653
Venue Site Costs	\$474
Marketing Costs (printing)	
Misc. Event Supplies	\$300
TOTAL PROPOSED EXPENSES WWOM	\$3,427
ENDING BALANCE	\$4,621

ACTUAL 2019 BUDGET	
2018 Balance Forward	\$238
2019 City Appropriated Funds	\$10,000
INCOME AND EXPENSE - YEAR 2019	
Sponsorship	\$6,650
Artist Vendor Space \$50	\$175
Redeposit Unused Stipend	\$120
Food/Beverage Vendor Space	\$3,100
Non-Food/Beverage Vendor	\$1,100
SUB-TOTAL	\$21,383
Less Sales Tax	(\$236)
ACTUAL INCOME - TASTE OF MEQUON	\$21,147
Expenses Taste of Mequon	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	\$8,854
Venue Site Costs	\$2,722
Marketing Costs (printing)	\$1,444
Transportation Cost-Shuttle	\$290
Misc. Event Supplies	\$2,446
Volunteer Appreciation	\$450
TOTAL ACTUAL EXPENSES TASTE OF MEQUON	\$16,206
TASTE OF MEQUON (Estimated deficit/surplus)	\$4,941
ACTUAL INCOME AND EXPENSE WWOM - YEAR 2019	
WWOM Sponsorship	
SUB-TOTAL	
Expenses Winter Wonderland of Mequon	
Entertainment Costs	\$2,725
Venue Site Costs	\$647
Marketing Costs (printing)	\$24
Misc. Event Supplies	\$357
TOTAL ACTUAL EXPENSES WWOM	\$3,753
ENDING BALANCE	\$1,189

PROPOSED 2020 BUDGET	
2019 Balance Forward	\$1,189
2020 City Appropriated Funds	\$10,000
INCOME AND EXPENSE - YEAR 2020	
Sponsorship	\$10,000
Artist Vendor Space \$50	\$400
Food/Beverage Vendor Space \$150/Food Truck \$200	\$4,200
Non-Food/Beverage Vendor	\$1,100
Application Fee - N/A	
Less Sales Tax	(\$240)
SUB-TOTAL	
PROPOSED INCOME - TASTE OF MEQUON	\$26,649
Expenses Taste of Mequon	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	\$10,000
Venue Site Costs	\$3,000
Marketing Costs (printing)	\$2,300
Transportation Cost-Shuttle	\$290
Misc. Event Supplies	\$2,000
Volunteer Appreciation	\$450
TOTAL PROPOSED EXPENSES TASTE OF MEQUON	\$18,040
TASTE OF MEQUON (Estimated deficit/surplus)	\$8,609
PROPOSED INCOME AND EXPENSE WWOM - YEAR 2020	
WWOM Sponsorship	
SUB-TOTAL	\$8,609
Expenses Winter Wonderland of Mequon	
Entertainment Costs	\$2,700
Venue Site Costs	\$600
Marketing Costs (printing)	\$100
Misc. Event Supplies	\$300
TOTAL PROPOSED EXPENSES WWOM	\$3,700
ENDING BALANCE	\$4,909

Attachment: 2020 Proposed Budget (4917 : 2020 Proposed Budget)



TO: Festivals Committee
FROM: Lina Prosser, Executive Assistant
DATE: February 24, 2020
SUBJECT: TOM 2020 Applications

At the January meeting, the Committee received draft copies of the 2020 Taste of Mequon application packages for the Food/Beverage Vendor, Artist/Craftsman/Farmer's Market Vendor, and Non-Food/Beverage Vendor to review and provide feedback at the February meeting.

Changes to the 2020 application packages are provided below:

Food/Beverage Vendor Application

- Changed Application Deadline to June 5, 2020.
- Changed Space Fees to reflect \$50 increase.
- Updated the *Temporary Restaurant License/Mobile Restaurant License* section according to information received from the Washington Ozaukee Public Health Department.
- Changed liquor license/bartender license due date to June 19, 2020.
- Added: Electricity is not available for food trucks in certain areas of the festival grounds. Food trucks should be prepared to use their own generator.
- Added: Fire Safety Inspection information.

Food/Beverage Vendor Guidelines

- Added: A fire safety inspection is required by the City of Mequon Fire Department.

The Food/Beverage Vendor checklist has been provided to the Committee for review as part of the application package.

Artist/Craftsman/Farmer's Market and Non-Food Beverage Vendor Applications

- Changed Application Deadline to June 5, 2020.

Artist/Craftsman/Farmer's Market and Non-Food Beverage Vendor Guidelines

- No changes were made to the guidelines.

Attachments:

TASTE OF MEQUON FOOD BEVERAGE VENDOR APPLICATION 2019 Revised January 14, 2019 (DOCX)

TASTE OF MEQUON FOOD BEVERAGE VENDOR GUIDELINES 2019 Revised January 14, 2019 (DOCX)

Vendor Checklist 2019 (PDF)

ARTIST CRAFTSMAN FARMERS MARKET APPLICATION 2019 Revised January 14, 2019 (DOCX)

ARTIST CRAFTSMAN GUIDELINES 2019 Revised January 14, 2019 (DOCX)

TASTE OF MEQUON NON FOOD BEVERAGE VENDOR APPLICATION 2019 Revised
January 14, 2019 (DOCX)

TASTE OF MEQUON NON FOOD BEVERAGE VENDOR GUIDELINES 2019 Revised
January 14, 2019 (DOCX)



SATURDAY, SEPTEMBER 12, 2020
NOON – 9:00 PM

FOOD/BEVERAGE VENDOR APPLICATION
Application Deadline: Friday, June 5, 2020

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VENDOR INFORMATION

Name of Vendor/Business:

Name of Contact Person:

Phone # of Contact Person:

Address:

City/State/Zip:

Food Trucks: What window do you use to provide service?

(Required)
E-Mail:

(Required)
Name of Emergency Contact Person:

(Required)
Phone # Emergency Contact Person:

VENDOR SPACE FEE AND SPACE REQUIREMENT (✓ appropriate space size)

Space Size	June 5	Check Appropriate Box (✓)	After June 5	Check Appropriate Box (✓)
10 x 10	\$150		\$200	
10 x 20	\$200		\$250	
Food Truck	\$200		\$250	

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Total Due \$ _____

Total Due \$ _____

The vendor space fee is non-refundable. Please make checks payable to: City of Mequon



All vendors must be setup by 11:30 AM. No vendor will be allowed to setup once the festival ground has been opened to the public.

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

Attachment: TASTE OF MEQUON FOOD BEVERAGE VENDOR APPLICATION 2019 Revised January 14, 2019 (4909 : TOM 2020 Applications)

ITEMS YOU WILL BE SELLING

List pre-packaged items:

Item(s) for Sale	✓
Food	
Wine	
Beer	

EVENT LICENSES

Temporary Restaurant License/Mobile Restaurant License (Food Trucks)

In order to participate, a current *Temporary Restaurant License* is required. For information on obtaining a temporary restaurant license, contact the [Washington Ozaukee Public Health Department](#) at:

[Washington County Office](#)
 333 E. [Washington Street, Suite 1100](#)
 West Bend, WI 53095
 (262) 335-4462

[Ozaukee County Office](#)
 121 W. Main Street
 Room #246
 Port Washington, WI 53074
 (262) 284-8170

Washington or Ozaukee Counties Only

For vendors not traveling outside of Washington or Ozaukee Counties, contact the Washington Ozaukee County Public Health Department for a Temporary Food License.

Contact:

Mark Carlson R.E.H.S.
Environmental Health Specialist

Washington Ozaukee Public Health Department
 121 Main Street Room 246
 Port Washington, WI 53074
 262.284.8170
Mark.Carlson@washozwi.gov
 website: washozwi.gov

Vendors selling pre-packaged items to take home (such as jams, honey, baked goods, sauces, cheese) must provide proof of exemption for sale of pre-packaged non-potentially hazardous foods.

Liquor License/Bartender License

For information about obtaining a liquor and bartender license, please contact Mequon City Hall, City Clerk's office (262) 236-2914. **Deadline to apply for a liquor license/bartender license is June 19, 2020.**

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

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(608) 224-4923¶
E-mail: datcpdfslicensing@wi.gov¶

Deleted: July 19.

ELECTRICAL OUTLETS REQUIRED: (√ required number of outlets)

In an effort to best accommodate the needs of all our food vendors it would be helpful for you to indicate the number of outlets necessary to run your operation. All outlets are 20 amps.

A maximum of three outlets will be available per vendor. Please select (√) the number of outlets you will require below.

1 outlet	
2 outlets	
3 outlets	

New Electricity is not available for food trucks in certain areas of the festival grounds. Food trucks should be prepared to use their own generator.

FIRE SAFETY INSPECTION

New The City of Mequon Fire Department will be inspecting all food vendors that are engaged in cooking operations. All vendors must pass a pre or day of Fire Safety Inspection to participate.

Mobile food preparation facilities such as "Food Trucks or Trailers" may contact Deputy Chief Kurt Zellmann for a pre-event inspection to prevent any day of event issues or answer any questions in advance.

Tent cooking operations (non-vehicle based) may also contact Deputy Chief Zellmann in advance of the event to discuss any operations and ensure pre-determined compliance with equipment, clearances and fire suppression requirements or equipment.

Deputy Chief Kurt Zellmann
kzellman@ci.mequon.wi.us
Phone: 414-254-0369

COOKING EQUIPMENT

Indicate # of LP gas tanks you will use. _____

Will you be using a charcoal grill? Yes _____ No _____

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APPLICATION CHECKLIST

Please review the list below to ensure you have all the required information before submitting the application. (√)

- _____ Completed application
- _____ Check for space fee (payable to City of Mequon)
- _____ Certificate of Insurance
- _____ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- _____ Completed Release and Hold Harmless for Vendor Form
- _____ Copy of Temporary Restaurant License/Mobile Restaurant License (Food Truck)
- _____ A list of menu items

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall
11333 N. Cedarburg Road
Mequon, WI 53092
Attn: Lina Prosser, Executive Assistant
Fax: 262-242-9819
E-Mail: lprosser@ci.mequon.wi.us

Questions? Please call Lina Prosser, Mequon City Hall (262) 236-2941.

The undersigned applicant agrees:

- 1) To adhere to the **Taste of Mequon** guidelines as provided in the food/beverage vendor information.
 - 2) To agree to bear all risk and expense for any loss, theft or damage to my personal property or injury to my person, regardless of cause.
 - 3) I agree to be photographed or videotaped for promotional purposes.
- I have read and agree to the **Taste of Mequon** event terms and conditions.

Signature: _____ Date: _____

For Office Use Only:

Date Application Received: _____ Date Vendor Space Fee Paid: _____

Date Release and Hold Harmless For Vendor-Participants Form Received: _____

Date Certificate of Insurance Received: _____ Date Form S-240 Received: _____

Date Copy of Temporary Restaurant License Received: _____

Emergency Information Recorded: _____

Revised: January 14, 2019

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092



FOOD/BEVERAGE VENDOR GUIDELINES

- ➔ **All vendors must be setup by 11:30 AM. No vendor will be allowed to setup once the festival ground has been opened to the public.**
- A WI Seller's Permit Number is required from vendors selling a product(s).
 - Electricity is limited to certain areas of the festival grounds. No private generators are allowed, unless previously authorized by the Mequon Festivals Committee.
 - A fire safety inspection is required by the City of Mequon Fire Department.
 - Vendors must remain in booth space.
 - Setup is between 9:00 AM – 11:30 AM on Cedarburg Road in front of Mequon City Hall. Detailed instructions for load-in and set-up will be emailed approximately one week prior to the event.
 - Set-up must be completed by 11:30 AM and booths must be staffed from noon to event close at 9:00 PM.
 - At conclusion of the event, all trash must be placed in containers provided and the space left in the same condition as it was prior to setup.
 - No early breakdowns. Breakdown is after 9:00 PM.
 - All vendors are responsible for liability within their space as well as any loss, theft or damage.
 - Vendors are responsible for their own insurance.
 - All licenses must be posted within the vendor's booth during the event.

S-240 Wisconsin Temporary Event Operator and Seller Information

Sellers at Temporary Events

Wis. Stat. § 73.03(38) requires an operator of a temporary event to obtain information from sellers selling merchandise or services at a temporary event, including those whose sales may be exempt from sales tax.

Please complete the "Seller" portion of the enclosed Form S-240 Wisconsin Temporary Event Operator and Seller Information provided, sign and date the form and submit with the event application.

Certificate of Insurance

A valid and in-force **Certificate of Insurance** naming the City of Mequon as additionally insured and evidencing the following coverage must be provided with application in order to participate:

- General Liability in the minimum aggregate amount of \$1,000,000, **and on which certificate is listed the City of Mequon as an additional insured;**
- Automobile liability in the minimum aggregate coverage of \$1,000,000;

- Workers Compensation.

What to Bring to the Event

• **Duct tape to secure electrical cords**

- Fire extinguisher
- Vendor must provide their own tent, table and chairs
- A clamp light with a fluorescent or LED blub for lighting and an extension cord for the light. Electricity will be provided for the light.
- Hand washing setup with hot water
- Paper toweling
- Gloves
- Hair restraints

• **A 10 or 12 gauge extension cord for every outlet you will need. Length of cord (50' or 100') will depend on how far away you are located from an outlet. A common household extension cord is not acceptable.**

Inclement Weather

Mequon Festivals do not provide rain dates for events.

If inclement/severe weather is predicted for the day of the event, a cancellation announcement will be posted on the City of Mequon's website (www.ci.mequon.wi.us) by 6:00 AM on the morning of the event. To hear a recorded message of the event cancellation, call (262) 236-2941.

Revised: January 14, 2019

Taste of Mequon Food Vendor Checklist

Use this helpful checklist to ensure a successful event setup.

3.b.4.c

Events Promotion - What you can do

- _____ Request a lawn sign / event poster
- _____ Add event to your website and/or Facebook page
- _____ Share the Taste of Mequon Facebook Event page

Set Up 9:00 a.m to 11:30 a.m.

- _____ Detailed instructions for load-in (emailed to you one week prior to event)

All vendors must be setup by 11:30 AM. No vendor will be allowed to setup once the festival ground has been opened to the public.

Event Licenses/Cert of Insurance

- _____ Obtain Food License
- _____ Obtain Event-issued beer/wine licenses
- _____ Obtain Certificate of Insurance

Postings

- _____ Display Food License
- _____ Display Event-issued beer/wine licenses
- _____ Restaurant Signage
- _____ Menu Board

Commonly Used Supplies

- _____ Apron
- _____ Cash, card swipes
- _____ Chairs
- _____ Cooking equipment (utensils, tanks, grills, etc.)
- _____ Cooler / ice
- _____ Decorations
- _____ Duct tape
- _____ Fire Extinguisher
- _____ Flatware, napkins, etc.
- _____ Food Supplies - enough to last until 9:00 p.m.
- _____ Garbage bags/can
- _____ Gloves
- _____ Hair restraints
- _____ Hand washing setup with hot water
- _____ Napkins
- _____ Paper towels
- _____ Paper plates
- _____ Pens, paper, business cards
- _____ Tables
- _____ Table cloths
- _____ Tent
- _____ Tent weights (in the event of wind)
- _____ Towels (in the event of rain)

Breakdown 9:00 p.m.

All trash placed in containers provided
Space left in the same condition prior to setup

Power

- _____ Booth lighting. Clamp light with a fluorescent or LED bulb
- _____ Light duty extension cord for lighting. Household extension cords are not permitted.
- _____ **10 or 12 gauge 50' or 100' extension cord for every outlet utilized**
- _____ Generators - private generators are not allowed unless previously authorized by the Mequon Festivals Committee.

Reminders

Walking the grounds to sell merchandise or handouts is prohibited
Vendors must remain in booth space

Revised: January 14, 2019

Attachment: Vendor Checklist 2019 (4909 : TOM 2020 Applications)



SATURDAY, SEPTEMBER,
September 12, 2020
NOON – 9:00 PM

Deleted: 7, 2019

ARTIST/CRAFTSMAN/FARMER'S MARKET APPLICATION
Applicaton Deadline: ~~June 3, 2019~~ Friday, June 5, 2020

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VENDOR INFORMATION

Name of Vendor/Business: _____

Name of Contact Person: _____ Phone # of Contact Person: _____

Address: _____

City/State/Zip: _____

(Required) E-Mail: _____

(Required) Name of Emergency Contact Person: _____ (Required) Phone # Emergency Contact Person: _____

VENDOR SPACE FEE
SPACE REQUIREMENT: (✓ appropriate space size)

Space Size	June 5	Check Appropriate Box (✓)	After June 5	Check Appropriate Box (✓)
10 x 10	\$50		\$75	
10 x 20	\$75		\$100	

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Total Due _____ Total Due _____

The vendor space fee is non-refundable.

➔ **All vendors must be setup by 11:30 AM. No vendor will be allowed to setup once the festival ground has been opened to the public.**

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

Attachment: ARTIST CRAFTSMAN FARMERS MARKET APPLICATION 2019 Revised January 14, 2019 (4909 : TOM 2020 Applications)

APPLICATION CHECKLIST

Please review the list below to ensure you have all the required information before submitting the application. (√)

- _____ Completed application
- _____ Check for space fee (payable to City of Mequon)
- _____ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- _____ Completed Release and Hold Harmless for Vendor Form

SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall
 11333 N. Cedarburg Road
 Mequon, WI 53092
 Attn: Lina Prosser, Executive Assistant
Fax: 262-242-9819
E-Mail: lprosser@ci.mequon.wi.us

Questions? Please call Lina Prosser, Mequon City Hall (262) 236-2941.

The undersigned applicant agrees:

- 1) To adhere to the **Taste of Mequon** guidelines as provided in the artist/craftsman vendor information.
- 2) To agree to bear all risk and expense for any loss, theft or damage to my personal property or injury to my person, regardless of cause.
- 3) I agree to be photographed or videotaped for promotional purposes.

I have read and agree to the **Taste of Mequon** event terms and conditions.

Signature: _____ Date: _____

For Office Use Only:

Date Application Received: _____ Date Vendor Space Fee Paid: _____

Date Release and Hold Harmless For Vendor-Participants Form Received: _____

Date Form S-240 Wisconsin Temporary Event Operator and Seller Information Received: _____

Emergency Information Recorded: _____

Revised: January 14, 2019

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092



ARTIST/CRAFTSMAN/FARMER'S MARKET VENDOR GUIDELINES

- Set up is between 9:00 AM – 11:30 AM on the day of the festival.
- ➔ • **All vendors must be setup by 11:30 AM. No vendor will be allowed to setup once the festival ground has been opened to the public.**
- Vendors will be allowed to breakdown at 6:00 PM.
- Vendors must provide their own tent, tables, and chairs.
- Vendors must bring duct tape to secure electrical cords.
- All vendors are responsible for liability within their space as well as any loss, theft, or damage. Vendors are responsible for their own insurance.
- Payment is due in full at time of application.

S-240 Wisconsin Temporary Event Operator and Seller Information

Sellers at Temporary Events

Wis. Stat. § 73.03(38) requires an operator of a temporary event to obtain information from sellers selling merchandise or services at a temporary event, including those whose sales may be exempt from sales tax.

Please complete the “Seller” portion of the enclosed Form S-240 Wisconsin Temporary Event Operator and Seller Information provided, sign and date the form and submit with the event application.

Inclement Weather

Mequon Festivals do not provide rain dates for events.

If inclement/severe weather is predicted for the day of the event, a cancellation announcement will be posted on the City of Mequon's website (www.ci.mequon.wi.us) by 6:00 AM on the morning of the event. To hear a recorded message of the event cancellation, call (262) 236-2941.



SATURDAY, SEPTEMBER 12, 2020 NOON – 9:00 PM

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NON-FOOD/BEVERAGE VENDOR APPLICATION
Application Deadline: ~~June 3, 2019~~
Friday, June 5, 2020

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VENDOR INFORMATION

Name of Vendor/Business: _____

Name of Contact Person: _____ Phone # of Contact Person: _____

Address: _____ City/State/Zip: _____

(Required) E-Mail: _____

(Required) Name of Emergency Contact Person: _____ (Required) Phone # Emergency Contact Person: _____

VENDOR SPACE FEE AND SPACE REQUIREMENT (✓ appropriate space size)

Space Size	June 5	Check Appropriate Box (✓)	After June 5	Check Appropriate Box (✓)
10 x 10	\$100		\$150	
10 x 20	\$150		\$200	
Total Due \$	_____		Total Due \$	_____

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The vendor space fee is non-refundable. Please make check payable to: City of Mequon

- All vendors must be setup by 11:30 AM. No vendor will be allowed to setup once the festival ground has been opened to the public.

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

Attachment: TASTE OF MEQUON NON FOOD BEVERAGE VENDOR APPLICATION 2019 Revised January 14, 2019 (4909 : TOM 2020

SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall
 11333 N. Cedarburg Road
 Mequon, WI 53092
 Attn: Lina Prosser, Executive Assistant
 Fax: 262-242-9819
 E-Mail: lprosser@ci.mequon.wi.us

Questions? Please call Lina Prosser, Mequon City Hall (262) 236-2941

The undersigned applicant agrees:

- 1) To adhere to the **Taste of Mequon** guidelines as provided in the food/beverage vendor information.
- 2) To agree to bear all risk and expense for any loss, theft or damage to my personal property or injury to my person, regardless of cause.
- 3) I agree to be photographed or videotaped for promotional purposes.

I have read and agree to the **Taste of Mequon** event terms and conditions.

Signature: _____ Date: _____

Revised: January 14, 2019

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

Attachment: TASTE OF MEQUON NON FOOD BEVERAGE VENDOR APPLICATION 2019 Revised January 14, 2019 (4909 : TOM 2020



NON-FOOD/BEVERAGE VENDOR GUIDELINES

- ➔ **All vendors must be setup by 11:30 AM. No vendor will be allowed to setup once the festival ground has been opened to the public.**
- A WI Seller's Permit Number is required from vendors selling a product(s).
 - Electricity is limited to certain areas of the festival grounds. No private generators are allowed, unless previously authorized by the Mequon Festivals Committee.
 - Vendors must remain in booth space.
 - Setup is between 9:00 AM – 11:30 AM on Cedarburg Road in front of Mequon City Hall. Detailed instructions for load-in and set-up will be emailed approximately one week prior to the event.
 - Set-up must be completed by 11:30 AM and booths must be staffed from noon to event close at 9:00 PM.
 - At conclusion of the event, all trash must be placed in containers provided and the space left in the same condition as it was prior to setup.
 - No early breakdowns. Breakdown is after 9:00 PM.
 - All vendors are responsible for liability within their space as well as any loss, theft or damage.
 - Vendors are responsible for their own insurance.

S-240 Wisconsin Temporary Event Operator and Seller Information

Seller at Temporary Events

Wis. Stat. § 73.03(38) requires an operator of a temporary event to obtain information from sellers selling merchandise or services at a temporary event, including those whose sales may be exempt from sales tax.

Please complete the "Seller" portion of the enclosed Form S-240 Wisconsin Temporary Event Operator and Seller Information provided, sign and date the form and submit with the event application.

What to Bring to the Event

- ➔ **Duct tape to secure electrical cords**
- Vendor must provide their own tent, table and chairs
 - A clamp light with a fluorescent or LED blub for lighting and an extension cord for the light. Electricity will be provided for the light.

- 
- **A 10 or 12 gauge extension cord for every outlet you will need. Length of cord (50' or 100') will depend on how far away you are located from an outlet. A common household extension cord is not acceptable.**

Inclement Weather

Mequon Festivals do not provide rain dates for events.

If inclement/severe weather is predicted for the day of the event, a cancellation announcement will be posted on the City of Mequon's website (www.ci.mequon.wi.us) by 6:00 AM on the morning of the event. To hear a recorded message of the event cancellation, call (262) 236-2941.

Revised: January 14, 2019



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Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Administration

TO: Festivals Committee
FROM: Lina Prosser, Executive Assistant
DATE: February 24, 2020
SUBJECT: Vendor Categories

At the January meeting, the Committee voted to keep the Business Policy for the Non-Food Beverage vendor in force.

Staff is seeking approval of the 2020 list of Vendor Categories.

Attachments:

Vendor Categories 2020 (RTF)

MEQUON FESTIVALS COMMITTEE VENDOR CATEGORIES

The Mequon Festivals Committee accepts vendors in the following categories:

FOOD/BEVERAGE VENDOR

A Food/Beverage Vendor prepares and sells food and beverages for human consumption. A Temporary Restaurant License and WI Seller's Permit is required.

The following vendors must apply as a Food/Beverage Vendor:

- *Snack Vendors* (those selling single items or drinks such as popcorn or lemonade.
- Vendors selling *pre-packaged items* to take home (such as jams, honey, baked goods, sauces, cheese) must provide proof of exemption for sale of pre-packaged non-potentially hazardous foods.
 - In some cases, a vendor selling prepackaged foods may be exempt by the State according to: 97.30(2)(b)1. – **Exemption for sale of pre-packaged non-potentially hazardous foods.** A license is not required under this section for any of the following: A retail food establishment that sells only packaged foods or fresh fruits and vegetables, if the establishment does not sell potentially hazardous food and does not engage in food processing. Vendor must provide proof of their exemption.

NON-FOOD/BEVERAGE VENDOR

A vendor that sells a product(s) not for human consumption. A WI Seller's Permit is required.

Non-food/beverage vendors include:

- A local business who offers their service to provide quality children-related activities.
- A local (Mequon-Thiensville) non-profit community-based organization that serves the needs of the community.
- Businesses/non-profit organizations that do not sell or provide festival-related goods/services are required to pay \$200 toward the Committee's cost of a children's entertainer. Said entertainer shall share your tent, with the express purposes of promoting your business/organization and providing interactive entertainment for the festival.

ARTIST/CRAFTSMAN VENDOR/FARMER'S MARKET

A vendor that sells handmade products or farm raised products for resale. A WI Seller's Permit is required for artists and craftsman.

A Farmer's Market is exempt; state law does not require a license to sell farm raised products.



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Office of Administration

TO: Festivals Committee
FROM: Lina Prosser, Executive Assistant
DATE: February 24, 2020
SUBJECT: TOM Music

At the January meeting, the Committee approved moving forward to secure a contract with Stray Voltage to perform at Taste of Mequon 2020. A contract has been received and fully executed with Stray Voltage to perform from 6:00 P.M. to 9:00 P.M.

At the February meeting, the Committee will continue to discuss other available bands to fill the time slots of Noon to 2:30 P.M. and 3:00 P.M. to 5:30 P.M.



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Office of Administration

TO: Festivals Committee
FROM: Lina Prosser, Executive Assistant
DATE: February 24, 2020
SUBJECT: 2020 Task List

At the January meeting, the Committee received a 2020 Event Task List of assignments for the upcoming events.

The draft list is being provided to the Committee for further review and approval.

Attachments:

2020 Event Task List (DOCX)

Festivals Committee 2020 Event Task List

Event Task	Assigned To	Due (Meeting)
Reserve HHS parking lot	Staff	Completed – January 8
Review/Revise 2020 Applications	All	February/March
Review/Revise Vendor Guidelines	All	February/March
Review/Revise Vendor Categories	All	February/March
Review Vendor Checklist	All	February/March
Prepare Proposed 2020 Budget	Bridget/Staff	February
Obtain Shuttle Service Quote	Staff	February
Obtain Main Tent and Stage Quote and Table	Bridget	February
Obtain Main Stage Sound & Lighting	Bridget	February
Obtain children’s area inflatable quote	Bridget	February
Obtain sound and DJ quote for children’s area	Bridget	February
Obtain band list for approval	Bridget/Melissa	March
Review/Revise 2020 Sponsorship Package	Gwen/Vanessa	March
Research entertainment for children’s area	Kirsten/Janet	April
Fundraising	All	April-July
Order (4) light towers	Staff	May/June
Order port-a-johns	Staff	May/June
Order 20-yard waste container	Staff	May/June
Order (2) electronic flashers	Staff	May/June
Update event poster	Vanessa	June/July
Coordinate volunteers – TOM	Janet	June
Update event signs <ul style="list-style-type: none"> • Banners (vendor-Copy Master) • Yard Signs (vendor – Letters & Signs) 	Carrie	Now-June
Obtain ATMs for Event	Janet	June/July
Arrange for Mascots	Daryn	June/July
Event Promotion - TOM <ul style="list-style-type: none"> • News Graphic Article 	Bridget	August
Distribute posters	All	August
Distribute yard signs	All	August
Obtain contracts for WWOM <ul style="list-style-type: none"> • Santa • Horse & Carriage (Cavanaugh’s Carriages) 	Dynami/Bridget	August/September
Coordinate volunteers - WWOM	Janet	August
Arrange for Choirs WWOM	Bridget/Kirsten	September
Obtain quote for WWOM tent	Bridget	September
Obtain quote for sound and lighting WWOM	Bridget	September
Reach out to food vendors for WWOM	Gwen	September/October
Update WWOM flier	Dynami	October
Arrange for WWOM flier to be distributed to school district and preschools	Vanessa/Janet	October
Event Promotion – WWOM <ul style="list-style-type: none"> • News Graphic Article 	Bridget	October
Maintain website for TOM & WWOM	Melissa	On-going
Maintain Facebook page for TOM & WWOM	Bridget	On-going
Research major vendor to oversee children’s area	Kirsten	On-going
Reach out to Artists/Cedarburg Art Guild	Daryn	On-going

**Festivals Committee
2020 Work Plan
Updated: February 20, 2020**

Month	Agenda Topics
February	<ul style="list-style-type: none"> ➤ 2020 Proposed budget ➤ Approve 2020 Vendor Application Packages ➤ Approve Vendor Categories ➤ Continued Discussion on Taste of Mequon Music ➤ Approve 2020 Event Task List ➤ 2020 Work Plan

Future Agenda Topics

<ul style="list-style-type: none"> • Approve 2020 Proposed Budget 	<ul style="list-style-type: none"> • Review Sponsorship Package
<ul style="list-style-type: none"> • Approve 2020 Event Forms: <ul style="list-style-type: none"> ✓ Vendor Applications ✓ Vendor Guidelines ✓ Vendor Categories ✓ Vendor Checklist 	<ul style="list-style-type: none"> • Continue Discussion on Isham Day House Letter of Agreement • Discuss preferred Winter Wonderland venue
<ul style="list-style-type: none"> • Approve Shuttle Service quote 	<ul style="list-style-type: none"> • Approve a Band List
<ul style="list-style-type: none"> • Approve Main Tent and Stage Quote 	<ul style="list-style-type: none"> • Review Emergency Action Plan
<ul style="list-style-type: none"> • Approve Main Stage Sound & Lighting 	<ul style="list-style-type: none"> • Event Manual Updates
<ul style="list-style-type: none"> • Approve Sound and DJ for Children’s Area 	<ul style="list-style-type: none"> • Discuss Electrical Improvements
<ul style="list-style-type: none"> • Approve Inflatable Quote 	<ul style="list-style-type: none"> • Discuss obtaining a major vendor to oversee Children's area
<ul style="list-style-type: none"> • Winter Wonderland 5K run 	

2020 Completed Items

<p>January</p> <ul style="list-style-type: none"> ➤ Debriefed 2019 Winter Wonderland ➤ Reviewed Use of Isham Day House Agreement ➤ Set Date and Time WWOM 2020 ➤ Approved 2019 Final Budget ➤ Approved 2020 Fee Schedule ➤ Discussed Vendor Categories- Non-Food/Beverage Vendor ➤ Began discussion on Taste of Mequon Music ➤ Discussed Activities in Children’s Area ➤ Discussed Taste of Mequon Artists ➤ Assigned of Event Tasks ➤ Approved 2020 Meeting Schedule ➤ Reviewed Washington Ozaukee Public Health Department Update 	
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Attachment: 2020 Work Plan (4918 : 2020 Work Plan)