



11333 N. Cedarburg Road  
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[www.ci.mequon.wi.us](http://www.ci.mequon.wi.us)

**FESTIVALS COMMITTEE**  
**Thursday, July 22, 2021**  
**6:30 PM**  
**South Conference Room**

**Agenda**

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes  
**Action requested: review and approve**
  - a. July 8 Meeting Minutes
- 3) Vendor Updates
  - a. Vendor List
- 4) Sponsor Updates
  - a. Sponsor List
- 5) Other Updates
  - a. 9/11 Tribute
  - b. Logistics
  - c. Budget
    1. 2021 Budget
- 6) Future Agenda Items
- 7) Next Meeting Date and Time
- 8) Adjourn

*Dated: July 22, 2021*

*/s/ Vanessa Nerbun, 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 City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



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**FESTIVALS COMMITTEE**  
**Thursday, July 8, 2021**  
**6:30 PM**  
**South Conference Room**

**Minutes**

1) Call to Order, Roll Call

**Present:**

- Vice Chair Kirsten Hildebrand
- Committee Member Janet Fussell
- Committee Member Jenne Hohn
- Committee Member Moshe Luchins
- Committee Member Christine McLean
- Committee Member Miranda White
- Chair Vanessa Nerbun -- **Absent**
- Committee Member Dynami Al-Anjeri -- **Absent**
- Committee Member Tracy Johnson -- **Absent**
- Committee Member Lisa Liljegren -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. June Minutes

**RESULT:** **Approved by Voice Acclamation [Unanimous]**  
**MOVED BY:** Committee Member Fussell  
**SECONDED BY:** Committee Member Hohn

<b>AYES:</b>	Hildebrand, Fussell, Hohn, Luchins, McLean, White
<b>ABSENT:</b>	Nerbun, Al-Anjeri, Johnson, Liljegren

3) Approval of Festival Contracts

a. Gypsy Geoff

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

<b>AYES:</b>	Hildebrand, Fussell, Hohn, Luchins, McLean, White
<b>ABSENT:</b>	Nerbun, Al-Anjeri, Johnson, Liljegren

b. Johnson School Bus

Attachment: Festival Minutes July 8 2021 (6443 : July 8 Meeting Minutes)

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

**AYES:** Hildebrand, Fussell, Hohn, Luchins, McLean, White  
**ABSENT:** Nerbun, Al-Anjeri, Johnson, Liljegren

c. LO/ST Band

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

**AYES:** Hildebrand, Fussell, Hohn, Luchins, McLean, White  
**ABSENT:** Nerbun, Al-Anjeri, Johnson, Liljegren

d. Stray Voltage Band

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

**AYES:** Hildebrand, Fussell, Hohn, Luchins, McLean, White  
**ABSENT:** Nerbun, Al-Anjeri, Johnson, Liljegren

4) 9/11 Recognition

The Committee discussed having flags at every booth, having a tribute at the start of the Festival and another one between 5:30-6:00 P.M., and giving out stickers. Committee Member White will look into pricing for stickers. Committee Member Hohn will contact the high school about the band performing and a student to sing the anthem. Committee member Fussell will speak with the Mayor about his availability and possibly the American Legion's participation. The Boy Scouts' participation was also an idea. Executive Assistant Enea will check the Police and Fire Departments' availability. For the crafts area, there will be a red, white, and blue option available.

5) Logistics Update

a. Logistics Update

Committee member Fussell will look into ATM options and present at the next meeting.

6) Vendor Update Since Last Meeting

1. Vendor List

We currently have 14 vendors. This is the main focus because the deadline is July 16. Committee members will follow-up with their contacts, Milwaukee food trucks and the vendors at the Thiensville Market that takes place on Tuesdays.

7) Sponsor Update Since Last Meeting

1. Sponsor List

The Sponsor deadline is also on 7/16. We will wait to see who returns their Sponsorship forms by then.

#### 8) Children's Area Updates- Mascots

Still waiting on quote from KC Inflatables. The Fire Department's Sparky the Dog is available. Lakeshore Chinooks' Gil is available. Committee Member Luchins will check with Piggly Wiggly.

#### 9) Marketing/Communications

##### a. Signs- Yard and Banners

Need to confirm sponsors before getting posters printed. Will use current yard signs and banners, just need to order stickers to update with current year.

##### b. Website/Social Media

Committee member White has been working on the website and Facebook page. Requested all members to share her posts on their Facebook pages to get the word out. Executive Assistant will send her 2019 pictures to use.

##### c. News Graphic

Will reach out to Lisa Curtis with the NewsGraphic to check on normal timeline for posting.

##### d. Event Photographer

Committee member Fussell said her husband might be a possibility. The Committee agreed that everyone would take pictures with their cell phones and send to Executive Assistant Enea to save for future use.

##### e. Community Calendars

#### 10) Volunteer Management

The Committee will hone volunteer details in August.

##### a. Recruitment

##### b. Job Descriptions

###### 1. Volunteer Descriptions

##### c. Shifts

###### 1. Volunteer Schedule

#### 11) Future Agenda Items

Review vendor and sponsor submissions.

Approve 3rd band (Sawdust Symphony) contract.

Approve KC Inflatables Contract.

Review volunteer needs.

Review ATM details.

Review sticker proposal.

#### 12) Next Meeting Date and Time

July 22, 2021 at 6:30 P.M.

#### 13) Adjourn

Motion to adjourn the meeting at 7:36 P.M.  
MOVED BY: Vice Chair Hildebrand  
SECONDED BY: Committee Member Hohn  
RESULT: Approved by Voice Acclamation [Unanimous]

Respectfully Submitted,

*Carrie Enea*



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**Office of Festivals Committee**

**TO: Festivals Committee**  
**FROM: Carrie Enea,**  
**DATE: July 16, 2021**  
**SUBJECT: Vendor Update**

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As of July 16, 2021, the Taste of Mequon has received applications for 4 artist/craftsmen, 11 non-food vendors, and 14 food/beverage vendors. 5 of the 14 food/beverage vendors have also applied for a liquor license.

Attachments:

Taste of Mequon 2021 Vendors (XLSX)

Vendor	Participated in 2019	Application Received for 2021	Liquor License
<b>Artist/Craftsman Vendors</b>			
C Squared Wood Products	Yes	Yes	
Lana Voskoboynik	Yes		
JLEE Studio - Wearable Art	Yes	Yes	
Dynami Couture	Yes		
Elegant Henna Tattoo	No	Yes	
Tobin Jewelers	Yes	Yes	
<b>Total Artist/Craftsman Vendors</b>	<b>5</b>	<b>4</b>	
<b>Non-Food Beverage Vendors</b>			
Advanced Wildlife & Pest Control		Yes	
D & D Cards and Gifts		Yes	
Dog Gone Treats		Yes	
Feed Bag Pet Supply Co.	Yes		
Supercuts	Yes	Yes	
Mequon Community Foundation		Interested	
Mequon Nature Preserve		Interested	
Mequon Thiensville Chamber of Commerce	Yes	Yes	
Mequon Thiensville Historical Society	Yes	Yes	
Christ Alone Evangelical Lutheran Church	Yes	Yes	
BE Martial Arts, LLC	Yes		

Attachment: Taste of Mequon 2021 Vendors (6451 : Vendors)

Renewal by Andersen	Yes	Yes	
StretchLab		Yes	
Knowledge Edge	Yes	Yes	
Mathnasium of Mequon	Yes	Yes	
<b>Total Non-Food/Beverage Vendors</b>	<b>8</b>	<b>11</b>	
<b>Food Beverage Vendors</b>			
Appe Thai	Yes	Yes	
Atlas BBQ	Yes		
Bartolotta Mr. B's Steakhouse Mequon	Yes		
Blue Cow Creperie	Yes	Interested	
Bubble Waffle Shoppes	Yes	Yes	
Café Hollander	Yes	Declined	
Corazon (Food Truck)			
Delicately Delicious	Yes		
Dr Dawg	Yes	Yes	
<b>Vendor</b>	<b>Participated in 2019</b>	<b>Application Received for 2021</b>	<b>Liquor License</b>
Drift	Yes		
Falafel Guys, LLC	Yes	Yes	
Foxtown Brewing			
glaze, LLC	Yes	Yes	
Happy Dough Lucky	Yes	No	
Immy's African Cuisine	Yes	Yes	

Attachment: Taste of Mequon 2021 Vendors (6451 : Vendors)



Julie's Blue Ribbon Cookies		Yes	
Leonardo's Pizza	Yes	Yes	Yes
Mequon Chancery	Yes	No	
Mequon Police Association	Yes	No	
Shully's Cuisine	Yes		
SIP MKE		Yes	Yes
Stilt House	Yes	Yes	Yes
T. BEST Kettle Corn Co.	Yes	Unable to Attend	
That Taco Guy	Yes	Unable to Attend	
The Cheel/Baaree/Daily Taco/eeat.us	Yes	Yes	Yes
The Dive	Yes	Yes	
The Nutman Company USA, Inc.	Yes	Yes	
The Ruby Tap	Yes	Yes	Yes
Thiensville-Mequon Lion's Club	Yes	Interested	
<b>Total Food/Beverage Vendors</b>	<b>24</b>	<b>14</b>	<b>5</b>

Attachment: Taste of Mequon 2021 Vendors (6451 : Vendors)



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**Office of Festivals Committee**

**TO: Festivals Committee**  
**FROM: Carrie Enea,**  
**DATE: July 16, 2021**  
**SUBJECT: Sponsor Update**

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As of July 16, 2021, the Taste of Mequon has six sponsors, totaling \$2,900 in contributions.

Attachments:

Taste of Mequon 2021 Sponsors (DOCX)

### Taste of Mequon 2021 Sponsors

NAME	AMOUNT	NOTES
Annex Wealth		
Bank Mutual		
BMO Harris		
Cliff Bergin		
College Nannies + Tutors		
Concord Development Company		
Concordia University	\$1,000	
First Bank		
Fromm Foods		
Hildebrand Law		
Knowledge Studio One	\$200	Towards entertainment
Lakeside Development Company		
Port Washington State Bank	\$500	
Quintessa		
Renewal by Anderson	\$200	
Richmond Investment Services	\$500	
Shaffer Development-Spur 16		
Sommers Automotive		
Spectrum Investment		
StretchLabs	\$500	
Veridian Homes		
Ziegler Wealth		

Total: \$2,900



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**Office of Festivals Committee**

**TO: Festivals Committee**  
**FROM: Carrie Enea,**  
**DATE: July 16, 2021**  
**SUBJECT: Budget Update**

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As of July 16, 2021, the Taste of Mequon Budget has a surplus balance of \$6,693.

Attachments:

Mequon Festivals Committee Budget 07 16 21 (XLSX)

**Festivals Committee Proposed/Actual 2021 Budget**  
**Updated: 7 15 2021**

<b>PROPOSED 2021 BUDGET</b>	
<b>2019 Balance Forward</b>	<b>\$9,713</b>
<b>2020 City Appropriated Funds</b>	<b>\$2,500</b>
<b>INCOME AND EXPENSE - YEAR 2020</b>	
Sponsorship	\$6,000
Artist Vendor Space \$50	\$400
Food/Beverage Vendor Space \$100/Food Truck \$150	\$3,200
Non-Food/Beverage Vendor	\$1,100
Less Sales Tax	(\$240)
<b>SUB-TOTAL</b>	
<b>PROPOSED INCOME - TASTE OF MEQUON</b>	<b>\$22,673</b>
<b><u>Expenses Taste of Mequon</u></b>	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	\$7,500
Venue Site Costs	\$3,000
Marketing Costs (printing)	\$1,000
Transportation Cost-Shuttle	\$350
Misc. Event Supplies	\$2,000
Volunteer Appreciation	\$450
<b>TOTAL PROPOSED EXPENSES TASTE OF MEQUON</b>	<b>\$14,300</b>
<b>TASTE OF MEQUON (Estimated deficit/surplus)</b>	<b>\$8,373</b>
<b>PROPOSED INCOME AND EXPENSE WINTER EVENT - YEAR 2021</b>	
WWOM Sponsorship	
<b>SUB-TOTAL</b>	<b>\$8,373</b>
<b><u>Expenses Winter Wonderland of Mequon</u></b>	
Entertainment Costs	\$2,700
Venue Site Costs	\$600
Marketing Costs (printing)	\$100
Misc. Event Supplies	\$300
<b>TOTAL PROPOSED EXPENSES WINTER EVENT</b>	<b>\$3,700</b>
<b>ENDING BALANCE</b>	<b>\$4,673</b>

Approved: March 11, 2021

<b>ACTUAL 2021 BUDGET</b>	
<b>2019 Balance Forward</b>	<b>\$9,713</b>
<b>2020 City Appropriated Funds</b>	<b>\$2,500</b>
<b>INCOME AND EXPENSE - YEAR 2020</b>	
Sponsorship	\$2,900
Artist Vendor Space \$50	\$150
Food/Beverage Vendor Space \$100/Food Truck \$150	\$1,700
Non-Food/Beverage Vendor	\$700
Less Sales Tax	\$128
<b>SUB-TOTAL</b>	<b>\$5,578</b>
<b>ACTUAL INCOME - TASTE OF MEQUON</b>	<b>\$17,791</b>
<b><u>Expenses Taste of Mequon</u></b>	
Entertainment Costs (includes tent and stage, sound and light system, Children's Activities, Magician, Obstacle Course)	\$5,066
Venue Site Costs- Estimate	\$5,857
Marketing Costs (printing)	
Transportation Cost-Shuttle	\$175
Misc. Event Supplies	
Volunteer Appreciation	
<b>TOTAL ACTUAL EXPENSES TASTE OF MEQUON</b>	<b>\$11,098</b>
<b>TASTE OF MEQUON (Estimated deficit/surplus)</b>	<b>\$6,693</b>
<b>ACTUAL INCOME AND EXPENSE WINTER EVENT - YEAR 2021</b>	
WWOM Sponsorship	
<b>SUB-TOTAL</b>	
<b><u>Expenses Winter Wonderland of Mequon</u></b>	
Entertainment Costs	
Venue Site Costs	
Marketing Costs (printing)	
Misc. Event Supplies	
<b>TOTAL ACTUAL EXPENSES WINTER EVENT</b>	
<b>ENDING BALANCE</b>	

Attachment: Mequon Festivals Committee Budget 07 16 21 (6450 : Budget)