



8040 S. 6TH Street
Oak Creek, WI 53154
(414) 766-7000
Heritage Room
Kyle Kolhouse – Chair
Kristiana Maggard– Secretary

CELEBRATIONS COMMISSION MINUTES

Tuesday, July 18, 2023

6:00 P.M.

The City's Vision

Oak Creek: A dynamic regional leader, connected to our community, driving the future of the south shore.

1. **Roll Call:** Present: Present: Chairperson K. Kolhouse, Commissioner M. Guse, Commissioner T. Rufer, Commissioner K. Maggard, Commissioner C. Kolhouse, Commissioner R. Atwood, Commissioner C. Schaack, Excused Absent: Commissioner C. Francisco, Commissioner R. Maggard. Guests in attendance: District 4 Alderwoman Lisa Marshall, Sergeant Wesley Jerving from the Oak Creek Police Department, Scott Kasten Battalion Chief of Operations from the City of Oak Creek Fire Department, Forman Kevin Archambeau City of Oak Creek Department of Public Works
2. **4th of July Recap Discussion.**
 - a. Lisa Marshall commented, and Commission agreed, that the new parade line-up process was more organized this year.
 - b. Sergeant Wesley Jerving from the Oak Creek Police Department reported that the new parade setup went well from Police perspective.
 - c. Chairperson K. Kolhouse reported that a miscommunication led to missing signs for alderpersons.
 - d. Alderwoman Lisa Marshall stated that she will take responsibility for signage on parade vehicles for next year for the Alderpersons.
 - e. Commissioner M. Guse mentioned that the 'one way' pick up and drop off might have been confusing for some and suggested better signage for next year.
 - f. Sergeant Wesley Jerving mentioned East Middle School was congested following the parade. Residents were driving through the grass. Suggestions were made to help alleviate traffic pressure. Possibly have more Police to help direct traffic.
 - g. Chairperson K. Kolhouse noted that for next year's years parade, there is a need to change the start of the parade route on the city website from Verdev Dr. to Edgewood in order to limit confusion.
 - h. Scott Kasten reported maybe adding signage at Verdev and Edgewood to assist residents in figuring out parade route. Commission will look into that for next year.
 - i. Sergeant Wesley Jerving reported that the City of Oak Creek will continue to allow early set up for parade.
 - j. Commissioner M. Guse to investigate updating City website map.
 - k. Chairperson K. Kolhouse reported that for the line-up vehicles were lined up on both sides of the street on Groveland Ave. and not on Knights Place. This gave enough space and will plan to keep it same for next year.
 - l. Scott Kasten Battalion Chief reported that the parade got sparse near the middle and at the turn to Shepherd, in the home stretch, it became crowded causing more chaos. Will consider an increase Police patrol at the end of the parade for crowd control.

- m. Chairperson K. Kolhouse reported having received comments from residents, including the desire to move the fireworks away from Lake Vista Park. Sergeant Wesley Jerving reported that there is no other usual space in Oak Creek to hold the event and the Commission agrees to not change fireworks location.
- n. No handicap accessible shuttle was available to residents for the fireworks.
- o. Sergeant Wesley Jerving reported that there were not 7 buses at the end of the fireworks to shuttle residents back to the Middle School. There were only 5 buses.
- p. Sergeant Wesley Jerving suggested moving the bus drop off area so residents aren't congested at the corner where the cars are exiting the parking lot. Sergeant Wesley Jerving estimated approximately 7,000 people were in attendance and the last shuttle departed at approximately 11 p.m.
- q. Sergeant Wesley Jerving suggested light towers be available for set-up at the end of the night and are also the ability to close 5th Ave. and allow pedestrians to line up in the street.
- r. Bus drivers thought they were supposed to go down American Ave., but they were supposed to go down to Puetz Ave.
- s. Sergeant Wesley Jerving stopped traffic to allow pedestrians through for the first 10 min.
- t. Sergeant Wesley Jerving noted that one car towed away from a handicap spot at Lake Vista Park.
- u. Sergeant Wesley Jerving reported that one way parking and exit worked well up until the end. Consider dropping the one-way signage at the end of the night so cars are able to exit more efficiently.
- v. Forman Kevin Archambeau wants to be included in the planning meeting for 4th of July set up meeting for 2024.
- w. Chairperson K. Kolhouse asked about parade, how many people attended. Reported that 42 cases of ice cream were ordered. Reported that 3,000 cups of ice cream were order in 2022. 2,016 cups 2023. We ran out of ice cream in 33 minutes this year.
- x. Alderwoman Lisa Marshall stated that the marching band gets ice cream every year. Ice cream was passed out an hour earlier than posted on communication.
- y. Alderwoman Lisa Marshall stated the ice cream goes out right after the parade. For next year will need to communicate more clearly about what time to the ice cream can be passed out.
- z. Alderwoman Lisa Marshall reported that they had about 6 people handing out ice cream which worked well.
- aa. Commissioner R. Atwood reported that there was a large mess in the baseball field and will need to consider clean-up for next year.
- bb. Commissioner R. Atwood reported that New Beginnings Petting Farm came to the Legion but didn't stay with the animals. Will need to clarify this if we consider them to participate in 2024.
- cc. Commissioner R. Atwood says a girl from Oak Creek wanted to interview her for a class project for college.
- dd. New Beginnings Petting Farm was in the parade with walking animals, Commissioner R. Atwood says if they are going to do the parade then stay for the Legion.
- ee. Commissioner C. Kolhouse says we should put emphasis on decorating the vehicles for the parade in our communication for 2024 parade participants.
- ff. Commission considered a float competition for next year's parade.
- gg. Chairperson K. Kolhouse suggested sponsorship for the best float for cash prize.
- hh. Chairperson K. Kolhouse reported that we need to boost social media posts for parade and fireworks in 2024.
- ii. Alderwoman Lisa Marshall suggested a committee of people and get businesses involved in the judging process for a parade float contest.
- jj. Commission to consider the Lions Club being involved in float competition and offer a cash prize.
- kk. Alderwoman Lisa Marshall suggested calling Hand to Traylor to lend out trailers for nonprofits to create parade floats.

- ll. Commissioner C. Schaack suggested simplifying parade prep with new way to submit forms next year and also waive the fee for participation.
- mm. Commission to consider creating a jotform for participants to submit.
- nn. Alderwoman Lisa Marshall noted there was a problem with the water department with launching fireworks at the beacon and then big shells at the same spot. Launch from North Bbluff is a potential possibility when the building comes down in the future.
- oo. Commission to vote in future for removal of parade participation fee.
- pp. Chairperson K. Kolhouse suggested lowering shell size of the fireworks in order to bring the show closer to residents.
- qq. Commissioner K. Maggard suggested that the fireworks start a little later in order for it to be darker and deeper into dusk.
- rr. Commissioner K. Maggard reported that more toilets were needed at the event.
- ss. Chairperson K. Kolhouse reported that the fireworks were wet which is why the show seemed slow.

3. **Adjournment**

- a. Next Meeting Date set for August 3, 2023. Motion by Chairperson K. Kolhouse to adjourn meeting at 7:03 p.m. Motion seconded by Commissioner R. Atwood Guse. All voted aye, vote was unanimous. Motion carried.