



CELEBRATIONS COMMISSION MINUTES

THURSDAY, September 5, 2024

6:00 P.M.

8040 S. 6TH Street
Oak Creek, WI 53154
(414) 766-7000
Tower Conference Room
Ald. Lisa Marshall – Ald. Member
Paula Nevarez – Staff Member
Vacant – Chair
Kristi Maggard - Secretary
Robin Atwood
Colleen Francisco
Mary Guse
Richard Maggard

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: Staff Member P. Nevarez, Commissioner C. Francisco, Commissioner M. Guse, Commissioner R. Atwood, Commissioner R. Maggard, Commissioner K. Maggard, and Alder Member L. Marshall. Guests in Attendance: Joe Rickaby and Marcia Wayer Director of Marketing and Public Relations City of Oak Creek.
2. **Approval June 5, 2024 minutes.**
 - a. Meeting minutes from June 5, 2024, presented by Commissioner K. Maggard. Commissioner R. Maggard moved to approve minutes. Seconded by Commissioner R. Atwood on roll call, all voted aye, vote was unanimous, motion carried.
3. **Treasurers Report.**
 - a. Staff Member P. Nevarez gave update on current funds. With \$3,276.00 remaining balance after the 4th of July celebration. Fund 12 currently with \$6,992.40.
4. **Recap and Discussion on the 2024 4th of July Event - Parade.**
 - a. The bathrooms at Henry Miller Park were not unlocked in a timely manner. Will need to confirm that this happens before parade line up begins.
 - b. Some parade participants expressed frustration at the multiple parade vehicle check points. Increased communication as they enter the parade area will be helpful to alleviate annoyance. Will let participants know that they will be stopped again so they can be directed to the right spot.
 - c. There were a few line-up spots that were not big enough including some of the numbers on Knights Way. Commission to review line-up and identify participants that need a larger spot.
 - d. It will be helpful for the commission to pick up parade stake numbers ahead of time.
 - e. No number 69 in the stake number. Commission will remember to skip skip that number when assigning participants for next year.
 - f. Staff Member P. Nevarez will confirm that three buses were secured for the band transportation after the parade.
 - g. The bus in the parade should be moved next to the band for next year in order to be better utilized for shuttle purposes and decrease wait time for the band.

- h. Knights Way and Verdev didn't have the barriers blocked out all the way to Howell. There was some trouble with Individuals moving the barrier.
- i. Commission to consider more formal identification passes for parade vehicles.
- j. Committee expressed disappointment that the school mascots were not used in the parade. Commission will work in advance to secure volunteers and consider ways to incorporate in the parade for 2025.
- k. There was not a need for additional volunteers for stake pounding.
- l. All in attendance were in agreement that the paid acts were a good addition to the parade.
- m. All signage for parade line up and participant drop off areas was late in arrival. Commission to consider getting signage set up the day before.
- n. Will need to confirm that all volunteers and commission members wear identifying vests for 2025 parade.
- o. Consider moving the parade vehicle check in back away further from Howell Ave.
- p. Commission to email parade participants sooner with line up numbers.
- q. Will use three volunteers to assist in directing both parade participants and parade vehicles.
- r. Consider unbarricading the parking lots next to community center for 2025 parade.
- s. There was a traffic issue at the East Middle School (EMS) parking lot. Commission will consider the need for volunteers at the end of the parade to help direct traffic.
- t. Commission agreed that 6:45AM meet time was appropriate to prepare for parade line up.
- u. Commission to procure walkie talkies to utilize during 2025 parade line up.
- v. Commission all agreed that they received many positive comments about the parade.
- w. The free ice cream will move to a separate tent next to the building for the 2025 parade.
- x. Will consider sending a thank you to the residents on Centennial that give out water to parade participants.
- y. Staff Member P. Nevarez reports the Famous Racing Sausages confirmed for 2025 parade.
- z. Staff Member P. Nevarez Star Wars Storm Troopers tentatively scheduled for 2025 parade.
- aa. Staff Member P. Nevarez reports that the Pirates of the Caribbean pirate confirmed for 2025 parade.

5. Recap and Discussion 4th of July Event - Fireworks

- a. Commission agreed that there is no need for overnight parking signs
- b. Commissioner C. Francisco took 60 minutes to get out of park after the fireworks ended however Alder Member L. Marshall says it took her 7 minutes to exit Lake Vista Park.
- c. Confirmed that the north bluff has plans to create more parking spots over the next several years.
- d. Fireworks timed at 23 minutes.
- e. Commission to consider a the possibility of a drone show for 4th of July 2025.
- f. Commissioner C. Francisco to send forms and documents to P. Nevarez.
- g. Porta potties we're placed wrong. Commission will need a member on site during drop off for 2025.
- h. Commission will need to reserve a WiFi hot spot for next year at least 2 weeks in advance.
- i. Will include promotion for the Discover Church concessions along with food trucks on the web site for 2025.
- j. Families were moving the Picnic tables. Commission to consider signs for 2025.
- k. Consider booking more porta potties for 2025.
- l. Commission to consider a charge for food truck participation for 2025.
- m. Lighting post fireworks was a good addition.
- n. Complaints from the community that accessibility was an issue.
- o. Commission to consider a chalk drawing contest at Lake Vista Park with pictures in the library or Facebook for 2025.
- p. Staff Member P. Nevarez to reach out to some of the food trucks to see a profit from the fireworks.

6. **Information and Discussion: 2025 Sponsorship**

- a. Marcia Wayer Director of Marketing and Public Relations City of Oak Creek presents new department for marketing and public relations and the plan for sponsorship requisition going forward.
- b. Alder Member L. Marshall presents on how sponsorship was obtained in the past.
- c. Our commission is responsible for our own vision and event but the new marketing and public relations department plan to provide assistance with communication and event software support.
- d. Commission is tasked to develop our budget for 2025 parade and fireworks 4th of July event. Commission will consider one or two big ticket items to gain sponsorship support.
- e. Commission will need to submit budget ideas to Marcia Wayer, line items to list early November and will be mailed at Christmas time.
- f. Marcia Wayer will also help with social media and website support.

7. **Adjournment**

- a. Next Meeting Date set for Thursday October 3, 2024, at 6pm. Motion by Commissioner K. Maggard to adjourn meeting at 7:20 p.m. motion seconded by Staff Member P. Nevarez, all voted aye, vote was unanimous, motion carried.