

BROWN DEER SPECIAL EVENTS COMMITTEE
February 16, 2022 MEETING MINUTES
HELD AS A HYBRID IN THE BROWN DEER DPW CONFERENCE ROOM
8950 NORTH ARBON DRIVE

The meeting was called to order at 5:36 p.m.

I. Roll Call

In Person: Donna Zimmer, John Buckley, Lisa Walker, Sandy Jones, Carla Teat, Dorinthia Robinson

Via Zoom: Debbie Woods, Emily Siegrist, Lindsey Vang, Alternate Chandra Cooper

Also in attendance: Danielle Gross, Park and Recreation Director

II. Persons desiring to be heard

III. Consideration of Minutes

A) January 19, 2022

It was moved by Debbie Woods and seconded by John Buckley to approve the minutes of the January 19, 2022 meeting as corrected. The motion passed.

IV. Unfinished Business

A) Discussion about Committee Policies and Procedures and 2022 Timeline

Danielle Gross, the new Park and Recreation Director, introduced herself to the committee. She gave an outline of the responsibilities of the Special Events Committee. This was done in the effort to clarify questions that arose during the absence of a Village staff liaison to the committee. It was noted that at the first Village Board meeting in March, additional clarification to the ordinance which speaks about the Special Events Committee will be presented.

Meetings are called by the Park and Recreation Director, who is also responsible for the agenda and minutes. Questions about event polices including budget proposals and submissions to the Village Board, Communication, Social Media content, and standardized forms were addressed and discussed.

The idea of separating the Special Events Committee officially from the Village Board was raised by Trustee, Emily Siegrist.

B) Discussion of Possible Joint Earth Day/Arbor Day Event

Donna Zimmer spoke with a representative of the Beautification Committee. Our attendance at their events would be greatly appreciated but due to some of the requirements for their committee, further assistance is not needed.

Emily Siegrist suggested committee involvement in the 2022 Milwaukee Riverkeeper's River Clean up event. The Special Events Committee would be co-captains of the Brown Deer team with the YMCA. The event will take place on April 23, 2022 at the YMCA. Action by the committee would be to promote the event and encourage the participation of volunteers. Lindsey Vang, publicity chair, offered her services for promotion.

It was moved by Emily Siegrist and seconded by Dorinthia Robinson to have the Special Events Committee co-captain the Riverkeepers Event on April 23, 2022. The motion carried.

C) Discussion and Possible Approval of Black History Month Dinner/Fundraiser items

Sandy Jones gave an update. Food Vendors were still being contacted and applications to participate are due, February 18. Sandy is working with the North Shore Health Department to make sure all requirements for food vendors are being met. The committee will be running the drink station with a variety of beverages available. Raffle items are being donated, as well as gift cards for the School District Black History Month artwork competition. The artwork will be on display and judged day of. Brown Deer State of Mind T-Shirts will be sold day of any shirts left over will be sold at Village Hall. Sandy discussed the opening program schedule including remarks by the Village President and Manager. The program included a two hour performance by Marcus Adams. Discussion followed.

V. New Business**A) Discussion and Possible Approval of Summer Fun Guide Contract**

Ms. Gross presented the information that she had regarding the current pricing for a similar guide for the summer of 2022. A sample of the past guide was shown to the committee as reference. Discussion followed.

It was moved by John Buckley and seconded by Lisa Walker to once again have the summer program produced and distributed by ExpressNews. The motion carried.

B) Discussion of Kid Activities for the 2022 Fourth of July

There will be no 2022 parade and the committee discussed ways to bring children and families into the park prior to the fireworks show. An opening ceremony to begin the celebration, a bike and wagon contest, and games were suggested.

C) Discussion of Possible Events for 2022

Discussion of 2022 events pursued with ideas like, Brown Deer restaurant week, a Fall/Winter market with local vendors, and help with the Holiday Tree Lighting. No decision on future events was made.

VI. Committee Reports**A) Fundraising**

The fundraising letters were mailed out the end of January with the reminder letters to be mailed in March. Raffle Tickets are planned to be sold at the April 5 election. Remaining Brown Deer State of Mind T-Shirts from the Black History Month Celebration will be sold day at Village Hall.

B) Publicity**C) Entertainment**

Dorinthia Robinson, stated she was working with Zoy from ZandR Entertainment on options for Summer 2022 Community Vibes and the Fourth of July Celebration. The budget for all Fourth of July entertainment is \$3,000. Ms. Gross stated she will review the budget for the Community Vibes and get that information to Dorinthia. Ms. Robinson also discussed getting quotes for sound equipment, that could be used for Community Vibes. This would be to help decrease the cost of the bands.

D) Beer Tent

John Buckley stated that Shelter Two will be used again as the beer tent like it was in 2021. Bids will be put out to beer companies once again, with the hopes that a beer vendor can be approved at the March meeting.

E) Food Trucks

Lisa Walker stated that this time the vendors have been contacted. However, she has received a lot of rejections and others have not responded at all. Feedback by those who rejected were because they were not interested, or they don't work on the Holiday. The committee discussed additional food truck names that could be contacted.

F) Volunteers

VII. Scheduling of Next Meeting

A) March 16, 2022

The committee agreed to meet on Wednesday, March 16, 2022.

VIII. Adjournment

Upon proper motion, the meeting adjourned at 7:53 p.m.

Donna B. Zimmer, Chairperson