



CELEBRATIONS COMMISSION MINUTES

THURSDAY, October 3, 2024

6:00 P.M.

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

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 M. Guse, Commissioner R. Maggard, Commissioner K. Maggard, Alder Member L. Marshall, Commissioner J. Rickaby and Commissioner C. Buchanan. Unexcused absence: Commissioner R. Atwood.
2. **Approval of September meeting minutes.**
 - a. Meeting minutes from September 5, 2024, presented by Commissioner K. Maggard. Commissioner J. Rickaby moved to approve minutes. Seconded by Commissioner R. Maggard on roll call, all voted aye, vote was unanimous, motion carried.
3. **Discussion on the 2025 4th of July Event - Parade.**
 - a. Staff Member P. Nevarez reached back out to the acrobatic acts, stilt walkers, and musical groups from 2024 to book for 2025 parade.
 - b. Alder Member L. Marshall suggests Klemme Floats for 2025 parade.
 - c. Alder Member L. Marshall suggests that the commission consider a theme for the 2025 parade. Possible themes suggested include: Christmas in July, bubbles, from coast to coast (states of the US), red white and blue, independence day, celebrating our heritage, Wisconsin goods, the great outdoors, land of the free, thank you America, serving America.
 - d. Commission considers incorporating water features into floats and parade with spray areas where people can get wet during the parade. Will need to further discussion on logistics i.e.. Areas of water places, smaller sections vs whole streets.
 - e. Commissioner M. Guse suggests bicycle decorating contest to more community and kid involvement in the parade. Possibly placing the bikes right behind the motorcycles. Need to figure out judging and prizes and possibility of levels of groups/competition.
4. **Discussion 4th of July Event 2025- Lake Vista Park**
 - a. Commissioner J. Rickaby proposes charging a fee for the food trucks to participate in lakefront business. Fee of \$100 was proposed.
 - b. Commission to discuss alternate nonprofit organizations to manage the sales of concessions at the Lake Vista Park Pavilion. Possible suggestions include Band boosters, boy scouts, girl scouts, other religious organizations in the community, and school clubs. Commission to decide and reach out to organizations.

- c. Consider opportunities for other nonprofit organizations be involved at the park with passing out bubbles, glow sticks, popcorn etc..
- d. Commission to consider closing Breakwater Boulevard to park food trucks on the road instead of in the parking lot. Commission will discuss at next meeting.
- e. Incorporating a chalk drawing contest at the lakefront. Provide a free sign up for a sidewalk square and go down and decorate a space. Award a prize. Have chalk out for kids to color and play. Consider sponsorship for a prize.
- f. Consider a DJ with dance area or possible concert or live music.
- g. High school jazz band as a possibility for entertainment at Lake Vista Park.
- h. Face painting.
- i. Balloon animals.

5. **Discussion: 2025 Sponsorship Ideas**

- a. Proposed that the fee collected from the food trucks will sponsor the shuttle buses to and from the fireworks. Consider offering free advertisement for the food trucks on the shuttle bus. Will need to discuss this with Riteway.
- b. Have sponsorship for special acts that will be performing in the parade (acrobats, music groups, floats).
- c. Have sponsorship for the Port a potties. Consider reaching out to Sunrise Cleaners.
- d. Sponsorship for balloon animals or face painting for the Lake Vista fireworks.
- e. Have free bubbles or lakefront bubble machine sponsored by a religious organization or other non profit or business who wants to raise awareness of their presence in the Oak Creek Community.
- f. Consider sponsorship for the free ice cream (previous years has been purchased by the City of Oak Creek).

6. **Adjournment**

- a. Next Meeting Date set for Thursday November 7, 2024, at 6pm. Motion by Commissioner R. Maggard to adjourn meeting at 7:12 p.m. motion seconded by Commissioner J. Rickaby, all voted aye, vote was unanimous, motion carried.