



Wauwatosa, WI

Civic Celebration Commission

Meeting Minutes - Final

7725 W. North Avenue
Wauwatosa, WI 53213

Thursday, May 22, 2025

7:00 PM

Committee Room #1

Regular Meeting

CALL TO ORDER

Chairperson Brunow called the meeting to order at 7:02 P.M.

ROLL CALL

Present 7 Member, Chair Robert Brunow
Member Mike Anich
Member Edward Bearden
Member Dan Lofy
Member Brit Swisher
Member Wendy Venske
Member Joseph Makhoulf II

Excused 4 Member Sara Leonhardt
Member Pat Premetz
Member Matt Wicker
Aldersperson Liaison Mike Morgan

APPROVAL OF MINUTES

1. Approval of minutes of the April 24, 2025, regular meeting [25-0764](#)
RESULT: APPROVED
MOVER: Dan Lofy
SECONDER: Brit Swisher

NOMINATION AND ELECTION OF OFFICERS

1. Nomination and Election of Officers [25-0892](#)
Motion by Chairperson Brunow to accept Aldersperson Joseph Makhoulf II as full voting member to the commission and to nominate him to the vacated secretary position. Seconded by Dan Lofy.
RESULT: APPROVED
MOVER: Robert Brunow
SECONDER: Dan Lofy

DIRECTORS REPORTS

1. Committee on Disabilities in Wauwatosa [25-0691](#)
Report by Aldersperson Joseph Makhoulf II acting as Liaison to the Commission for Persons with Disabilities.
The Commission for Persons with Disabilities is planning to have the 2 specialty areas (Mobility Area &

Sensory Zone) like they did in last year's parade. The mobility area will have accessible parking at the Bell Tower Office building and a viewing area at the corners of Swan Blvd. & North Ave. The sensory zone will be at the end of the parade route blocks of 81st to 80th and North Ave. This area will have reduced sound volume and no sirens, loud booms or flashing lights.

A request was made for use of a golf cart during the parade. Discussion of who will all need a golf cart and how many were needed took place. Suggestion to order 7 golf carts made.

2. Memorial Day update [25-0816](#)

Report from member Michael Anich regarding Memorial Day Celebration.

An email with the program was sent to commission members. The celebration will begin at 9:00 a.m..

Lineup includes the Commander of the 128th Air Refueling Wing, Colonel Charles Merkel who will give the keynote address. He has flown F-18's for the Marine Corp. and F-16's for the Air Force. New this year will be an invocation from a Chaplin with the VA. The Mayor will speak again.

Walter's Veterans Memorial Group has raised enough money to break ground on the memorial. Work is to continue through the summer with plans to have it open for Veterans Day November 11th.

3. Parade update [25-0765](#)

Report by parade chair Edward (Alexander) Bearden.

So far there are 56 confirmed units for the parade, another 10 have said they will join or are units that are in the parade every year. Continued registration through the end of May with a soft deadline at that time.

All units will be staged along the parkway to the east of Swan Blvd.

Received an email from Milwaukee County that a permit is needed even though Hoyt Park is not being used for staging, just because the parkway is being used.

Discussion on the use of cones and getting them put out along the staging area so units know where to go.

Member Dan Lofy said he would take care of getting the cones put out at the appropriate locations.

Discussion on what roads will be blocked off by the Police Department and flow of traffic for the parade units as well as area residents.

Updates at next meeting.

4. Afternoon program update [25-0697](#)

Report by Robert Brunow on behalf of member Pat Premetz.

Everything is set for the balloon artist, face painter & character artist.

Dog Patrol is ready to go for the Pup Parade.

According to the City, all dogs must be on a leash no longer than 6 feet long.

Will have ice cream at the event.

Pat is working with Eva Ennamorato, Communications Manager, to get publicity out regarding the afternoon program.

5. Drone program update and discussions of story board [25-0751](#)

Report by member Robert Brunow.

The drone program is scheduled for 9:15 p.m. on July 2nd at Hart Park.

He spoke with the drone company this week and everything besides the music is in place.

The company is working on the music and it should be finalized by the next meeting. We will get a copy before then. We need to confirm use of the sound system at Hart Park band shelter with Tosa Tonight.

The drone show will last 15 minutes because that is the extent of the battery life of the drones.

6. Discussion on all vendor services for events [25-0750](#)

Report by member Wendy Venske.

PARADE - Radios are ordered and can be picked up Thursday before the parade. Portable toilets are going to be delivered on Thursday before the parade. Proposed location for the portable toilets include 90th & Menomonee River Pkwy (4 units), premises at Rays & Sendik's (1 unit each), and 2 at the end of the parade route (80th & Meinecke)

DRONE SHOW - Working with Tosa Tonight as to discussion of how many units are needed and how cost

- is being split to pay for them. They had suggested getting 18 units with Civic Celebration paying for 12 of them. Normally Tosa Tonight orders and pays for 8 units for their other events. Continued discussion is ongoing with Tosa Tonight.*
7. Financial report [25-0845](#)
No report.
8. Fund raising report [25-0879](#)
*Report by member William (Brit) Swisher.
Member Robert Brunow said he got a call from the City Administrator and that he is concerned about the \$30,000 for the drone show. Asked where the money is coming from.
Member Swisher stated that fundraising began in earnest at the beginning of May as has always been done in prior years. If fundraising emails/ letters get sent out much before that they usually get forgotten or ignored. So officially no collections so far but in the process of collecting fundraising right now. He is hopeful that Penzey's Spices will be a \$15,000 sponsor as they had been in the past up until last year. Last year they did not donate because fireworks were not on the 4th of July but were in August instead. This year the parade and drone show are only 2 days apart so he is hopeful that Penzey's Spices will consider donating again. He received an email regarding Penzey's possible donation that the request was forwarded. The City needs to take some responsibility for this. The City was the ones requesting the change from fireworks to the drone show. Last year's fireworks show cost \$25,000 while this year's drone show cost \$30,000. The Mayor and City Administrator had previously indicated that they would be able to help and at least cover the \$5000.00 differential. Tourism helps cover some of the parade costs but a request to help cover some of the drone show expenses was denied. An updated fundraising report will be given at the next meeting.*
9. Marketing the Civic Celebration Commission update [25-0893](#)
*Report by member William (Brit) Swisher.
Member Matt Wicker was going to be handling a lot of the promotional activities for the parade and the drone show however he has been traveling a lot for work making that difficult. Member Swisher is taking over a lot of it. Is currently working on a poster that will be given out to businesses in Wauwatosa to promote the events.
Discussion on other options for promotion. Many options require working with the City Communications Department as we are not allowed to have our own social media accounts or do press releases without permission from the City. Will work with Eva and Ashlyn Weber, Communications Specialist from the City in that regard. Discussion about taking out an advertisement in the Journal/ Sentinel publications and its value.*
10. Boy Scouts Troop report [25-0894](#)
No report.

ADJOURNMENT

Meeting adjourned at 8:07 P.M.