



Wauwatosa, WI

Civic Celebration Commission

Meeting Minutes - Final

7725 W. North Avenue
Wauwatosa, WI 53213

Monday, June 16, 2025

7:00 PM

Committee Room #1

Special Meeting

CALL TO ORDER

Chairperson Brunow called the meeting to order at 7:00 P.M.

ROLL CALL

Present 10 Member, Chair Robert Brunow

Member Mike Anich

Member Edward Bearden

Member Sara Leonhardt

Member Dan Lofy

Member Pat Premetz

Member Brit Swisher

Member Wendy Venske

Member Matt Wicker

Member Joseph Makhlof II

Excused 1 Alderperson Liaison Mike Morgan

DIRECTORS REPORTS

1. Drone Show update

[25-0996](#)

Report by member Robert Brunow.

Drone company is still working on coordinating the music for the show but should have a final version of the program before our next scheduled meeting on June 26, 2025. Everything else is in place.

2. Discussion about promoting Independence Day activities

[25-1005](#)

Report by member William (Brit) Swisher.

He has been taking over a lot of the promotion activities. A poster was created and was sent to all members for review. The final version is essentially like the one that was sent out with a few corrections caught by members. These will be distributed to businesses in Wauwatosa.

(Discussion on proper protocol for sending stuff out to members with violating walking quorum protocols for open meetings requirements took place, member Joe Makhlof mentioned use of blind carbon copy (BCC) as a method to disseminate information without allowing actual discussion and therefore not causing walking quorum).

Discussion on if it is worth it to spend \$1200.00 on advertising in the Journal/ Sentinel NOW publications. Decision that it was probably not worth it, especially this year considering financial constraints.

Additional suggestions by member Matt Wicker included City Website and NAC E-mail blast. Ashlyn Weber, Communications Specialist with the City Communications Department is taking care of most of this.

3. Parade update

[25-1006](#)

Report by parade chair Edward (Alexander) Bearden.

There are now 78 confirmed units for the parade, and adding a few more. Emails to be sent to all units with unit number and staging locations. He will get the required permit from Milwaukee County.

Member Dan Lofy reports that the new cones were located and that he will take them and put some reflective tape on them and then print unit numbers on them so that they are ready to be placed on parade day.

Member Lofy also reports that Brian Cramp of Wake Up 6 Milwaukee is looking to run 5 segments on the parade. Looking for 5 people/ groups to interview. Suggestions were:

1. Member Edward (Alexander) Bearden as Parade Chair
2. Mayor McBride
3. Member Pat Permetz with the Afternoon Program
4. Commission for Persons with Disabilities member regarding the mobility area and Sensory Zone
5. (open)

4. Afternoon program

25-1007

- Report on the entertaining of children during the afternoon program
- What are the current expenses for the afternoon program
- Update on the dog walk parade

Report by member Pat Premetz.

Everything is set and ready to go. All contracts have been confirmed. Dog parade is also ready to go. Bentley's and Bark & Scratch have agreed to provide water bowls and treats for the dogs. Contract with Cedar Crest for ice cream.

5. Golf carts

25-1013

Report by member Robert Brunow.

7 golf carts have been reserved. We will need a car in front and a car behind the golf carts as they are being transported to the parade site from Blue Mound Country Club. All those picking up a golf cart need to be at Blue Mound Country Club at 6 a.m. on the 4th, they should bring driver's licenses although copies have not been requested this year.

6. Services for Independence Day celebration

25-1008

- Two-Way radios
- Arnold's Services
- Fourth of July early morning meeting

Report by member Pat Premetz.

Contracts for two-way radios and portable toilets have been confirmed. Need to verify that the City made payment for the radio contract.

Discussion with Tosa Tonight regarding the drone show on the 2nd is that 18 portable toilets would be ordered, Civic Celebration would pay for 10 and Tosa Tonight pays for 8.

Colectivo has agreed to host our Commission for breakfast again. Members wishing to join in should be at Colectivo at 6 a.m. on parade day.

7. Menomonee River Parkway permit

25-1009

Parade Chair member Edward (Alexander) Bearden is working to secure the required permit.

8. Police department July 2nd and 4th update

25-1010

Report by Lieutenant Brad Beckman.

Police Department will be fully staffing both events. Both events will be a Level 5 declaration so that they are able to call in and mobilize everyone needed to make sure they are at full capacity.

For the parade, officers will be dispatched to the parade right after roll call and will go about shutting down streets as needed so the parade route should be fully shut down no later than 7:30 a.m.

For the drone show, they are anticipating that it will be a bit of a later arriving crowd due to the change in

format so officer numbers will grow as it gets closer to show time.

Will work to make sure that the safety ring for the drone show will be cordoned off early to avoid people camping out in the area.

9. Fundraising report

25-1011

Report by member William (Brit) Swisher.

Have collected about \$11,000.00 in donations so far. Penzey's Spices so far has hesitated on donating, but hopeful they would still donate at least \$2500.00. So far therefore we have nobody at the "Drone or Parade sponsor" level. Highest donation so far is \$5000.00 from Froedtert/Medical College. Noted that fundraising has fallen off and become more difficult as companies have more options of different events to give their fundraising dollars to and are therefore spreading out donations instead of making the one larger donation.

10. Financial report

25-1012

No Report - postponed until next regularly scheduled meeting on June 26, 2025.

ADJOURNMENT

Meeting adjourned at 7:45 P.M.