

**NOTICE OF MEETING
VILLAGE OF FOX POINT
CENTENNIAL COMMITTEE**

**SCHWEMER HALL – MUNICIPAL BUILDING
7200 N. SANTA MONICA BLVD
FOX POINT, WI 53217**

**TUESDAY
APRIL 22, 2025
6:00 P.M.**

NOTE: THE COMMITTEE WILL BE MEETING IN PERSON AT VILLAGE HALL, WITH A REMOTE ATTENDANCE OPTION, PER THE HYBRID MEETING PROCEDURES FURTHER DESCRIBED IN SECTION 19-32 D. OF THE VILLAGE CODE. THIS MEETING IS OPEN TO ALL CITIZENS IN PERSON AT VILLAGE HALL, OR THROUGH THE ZOOM PARTICIPANT INFORMATION SHOWN BELOW, SUBJECT TO THE FOLLOWING: NO ASSURANCE IS PROVIDED TO THOSE GOVERNING BODY MEMBERS AND CITIZENS INTENDING TO ATTEND REMOTELY THAT THE TECHNOLOGY WILL PERFORM SUFFICIENTLY TO ALLOW FOR THEIR PARTICIPATION AND THE MEETING WILL PROCEED REGARDLESS. PUBLIC OFFICIALS AND CITIZENS WISHING TO ENSURE THEY CAN PARTICIPATE ARE ENCOURAGED TO ATTEND IN PERSON.

Zoom Participant Information

<https://us02web.zoom.us/j/85638513800>

Meeting ID: 856 3851 3800

Dial: (312) 626-6799

AGENDA

- 1. Roll Call**
- 2. Review and approval of the minutes of the March 17, 2024 meeting.**
- 3. Update regarding Village Board Approval of Centennial Plan**
- 4. Review of Upcoming Work**

The Committee will discuss actions to be taken by members.

- a. Logo
 - b. Marketing pamphlet
 - c. Arcadia Publishing book
 - d. Sponsorship Outreach
 - e. Run/walk route coordination
 - f. Governor/County Exec Proclamations
 - g. Fall Showcase outreach
 - h. Volunteers
- 5. Next Meeting**
 - 6. Adjourn**

**VILLAGE OF FOX POINT
CENTENNIAL COMMITTEE**

**SCHWEMER HALL – MUNICIPAL BUILDING
7200 N. SANTA MONICA BLVD
FOX POINT, WI 53217**

**MONDAY
March 17, 2025
6:00 P.M.**

Minutes

Meeting was brought to order at 6:02p.m.

1. Roll Call

Attending in person:

Chair: Emily Silverson, Jack Hearst, Mike West,

Attending via Zoom:

Ann D'Arienzo, Elizabeth Elser, Doug Frazer

Absent:

Marilyn Franklin, Scott Brandmeier

Staff Present:

Kevin Ausman, Sue Reynolds

2. Minutes from the February 5, 2024 meeting were approved without changes.

3. Discussion of Centennial Plan and Budget

Emily met with Christine to review the committees events proposal and budget over view. She felt that the committee was on the right track for the three different celebrations but Christine had the following concerns:

1. Sale of merchandise and history books

Due to a number of things including the software the Village uses and sales tax issues, the Village cannot offer things for sale but the committee could offer other groups such as the Fox Point Foundation, Farmers Market, etc to take on selling Centennial items.

Kevin stated the Village does not have space for storing items and the Village Manager voiced a concern that time to handle items could take Village staff away form the core duties and responsibilities.

Jack talked about the Foundation's experience with stocking hat sales and the length of time it took to sell all the items.

Discussion continued with other options for fund raising but there are barriers to collection of money for items (merchandise, historical books, cocktail party, etc)

Discussion of Foundation taking on sale of merchandise but Jack has concerns about taking on tasks due to manpower limitations

Continued discussion of other groups who would be interested in taking on, who pays, who takes the profit, storage., etc.

Jack will present to the Foundation the topic of merchandise sales

2. Mailings

Christine questioned the effectiveness related to the cost of printing and mailing vs. electronic communications.

Mike mentioned other businesses marketing with a refrigerator magnet, something more likely to be kept in a visual space.

Jack disagreed and felt that the Foundation has had success with mailing with a "Save the Date" tear off. Conversations with residents that attend Foundation events was how they concluded this strategy worked.

Question raised: Could flyer be included in water or tax bill? That question would need to go back to Village Staff and possibly the Board.

3. June event entertainment

Christine felt the amount in the budgeted \$8,000 for the June entertainments was too high.

The group outlined experience and estimates they had received from calls to vendors:

Band – around \$1,800

Inflatables- Obstacle course, bounce house - \$1,500

Face painting - \$425

Balloon shape bender - \$425

Rock Wall - \$1,200 to \$1,500

Additional discussion on private vs. Village events related to cost of the event and a registration fee, break even or profit level, etc.

Questions about where the DPW staff time would be paid from.

4. Booklets

Sale of historical booklets same issue as with merchandise

Doug would be able to put articles together but recommends going forward with the Arcadia Publisher to organize, edit and publish the material. This cost is quoted at less than \$4000 for 300 copies of the book.

Question posed to print booklets and give to the Foundation to sell.

Continued discussion about issues with storage, man power to sell, who pays for editing and printing, who holds any profit.

Discussion electronic availability of articles vs. printing

5. Doug gave an update on contacting both a bus company directly and company owners who are residents, neither attempted communication generated a response.

6. Volunteer recruitment

Brief conversation about needing to start recruitment of volunteers for the events.
Different possible options discussed

7. Questions were raised about: What would companies get from a sponsorship? Would there be only Fox Point Companies invited? Would any company doing business or offering as a good will gesture be included?
8. Emily will update the budget proposal based on the meeting discussion and will present to the Board on April 8.

4. Next Meeting

Village staff will send out a Doodle survey for the next meeting which will be after the April 8th Village Board meeting.

5. Adjourn

Motion to adjourn made by Mike, seconded by Emily. Meeting adjourned at 7:30 PM.

	Proposed Cost	FY25 Cost	FY26 Cost	Workgroup
Pre-Promotional Work in 2025				
Logo Design				
Graphics work for final logo design	\$ 500	\$ 500	\$ -	Elizabeth Elser (lead), Ann D'Arienzo
Marketing Plan				
Print Media & E-materials				
*Design announcements/materials	\$ 500	\$ 500	\$ -	
*Photographer	\$ 1,000	\$ 1,000	\$ -	
*Printed pieces for mailing/handing out (Summer 2025 & Winter 2025/2026) ~3500 pieces each	\$ 4,000	\$ 4,000	\$ -	
Mailings (use direct mail list, bulk (\$0.30ea x 2800 residences x 2 mailings)	\$ 1,680	\$ 1,680	\$ -	
Northshore Now - use Village page	\$ -	\$ -	\$ -	
MJS Now Section North Edition	\$ -	\$ -	\$ -	
*Nicolet 2025/26 Winter/Spring Recreation Bulletin (1/2 page \$260/3 issues)	\$ 260	\$ 260	\$ -	
Printed Signage				Jack Hearst (lead), Elizabeth Elser, Marilyn Franklin
Magnetic Signs for DPW Vehicles (Vistaprint \$18/unit x 40)	\$ 720	\$ -	\$ 720	
Banners (Vistaprint \$50/unit x 8) - use for promoting multiple events	\$ 400	\$ -	\$ 400	
Yard Signs (Vistaprint \$4.60/unit x 100) - use for promoting multiple events	\$ 460	\$ 460	\$ -	
Events News Blasts via Village	\$ -	\$ -	\$ -	
Add special Village Centennial Email Distribution List for specific Centennial alerts	\$ -	\$ -	\$ -	
Post Events on Village Webpage (acquire easy URL to direct to Village web (domain \$29.95/2yrs)	\$ 30	\$ 30	\$ -	
Other outlets: FPPD, Fox Point Foundation, schools/churches/synagogues bulletins, local media stations, social media	\$ -	\$ -	\$ -	
Reach out to local businesses/orgs for partnering opportunities (ie, Farmers Market booth, Garden Club, FP Artists, etc.)	\$ -	\$ -	\$ -	
	\$9,550	\$8,430	\$1,120	

Centennial Mementos				
Fox Point landmarks & historical materials (for general info, self-guided & organized tours)				
Content development (in-house)	\$ -	\$ -	\$ -	Douglas Frazer (lead), Michael West, Elizabeth Elser
*Voice recording of historic sites (use QR codes to listen to brief description)	\$ 500	\$ 500		
Post on Village webpage	\$ -	\$ -	\$ -	
Published Historical booklet				Emily Silverson (lead), Elizabeth Elser
Content development (in-house & Publisher - Frazer articles & 1st 50 yrs booklet)	\$ -	\$ -	\$ -	
*Design & Printing - Arcadia Publishing (min. 300 copies)	\$ 3,897	\$ 3,897	\$ -	
	\$ 4,397	\$ 4,397	\$ -	

February 13, 2026 - 100th Day of School / 100th Anniversary Event				
Coordinate with locals schools 100th Day of school / 100th Anniversary				
(Approx. calculation of 25/26 Fox Point/Bayside district calendar, 100th day is Friday 2/13/26)				Marilyn Franklin (lead), Ann D'Arienzo
Provide coloring page with logo/FP facts for schools (electronic, schools can print)	\$ -	\$ -	\$ -	
Giveaway sticker w/logo to schools & Event handouts (Vistaprint 2"x2" 10,000 \$0.05/unit)	\$ 500	\$ -	\$ 500	
	\$500	\$0	\$500	

February 15, 2026 - 100th Anniversary Celebration at Longacre Pavilion				
Time Capsule purchase & engraving	\$ 500	\$ -	\$ 500	Michael West (lead), Emily Silverson
Governor Proclamation (45-120 days prior) - drafted in-house	\$ -	\$ -	\$ -	Ann D'Arienzo (lead), Scott Brandmeier
County Executive Proclamation	\$ -	\$ -	\$ -	Michael West (lead)
Village tours by bus (45-90min tours) - free, limited spots				Douglas Frazer (lead)
Daily Bus Rental (Lamers deluxe motor coach, 55 persons)	\$ 1,300	\$ -	\$ 1,300	
Centennial Ceremony 1PM - dignitaries, proclamations, food/bev trucks				Ann D'Arienzo (lead), Emily Silverson
Hot Chocolate & Treats, AV, Photographer	\$ 1,000	\$ -	\$ 1,000	
Printed Poster display & brochures - used for multiple events	\$ 500	\$ -	\$ 500	
Portable Toilet Rental (\$150/unit x 2 units)	\$ 300	\$ -	\$ 300	
Food/Beverage Trucks	\$ -	\$ -	\$ -	
Ice Rink (seasonal weather permitting)	\$ -	\$ -	\$ -	
	\$ 3,600	\$ -	\$ 3,600	

Saturday in June 13, 2026 Village Open House, Centennial Celebration, Freedom Run/Walk				
Run/Walk 8AM-10AM - showcase key locations around Fox Point on special centennial 10K running route				Jack Hearst (lead), Emily Silverson
Freedom PT organizes registration/event costs	\$ -	\$ -	\$ -	
Law Enforcement involvement	\$ 2,000	\$ -	\$ 2,000	
Permit fees	\$ 150	\$ -	\$ 150	
Village Open House 10AM-12PM - showcase village services & community groups				Scott Brandmeier
Treats & trinkets	\$ 500	\$ -	\$ 500	
DPW Costs (traffic control set up, attendance, etc.) \$110/hr x 8 staff x 4hrs	\$ 3,520	\$ -	\$ 3,520	
Centennial Tree/Plaque Dedication Ceremony at E. Community Place 12PM-12:30PM				Emily Silverson (lead), Ann D'Arienzo
Tree	\$ 300	\$ -	\$ 300	
Engraved bronze plaque	\$ 200	\$ -	\$ 200	
Microphone System Daily Rental	\$ 100	\$ -	\$ 100	
Afternoon Celebration at Longacre Pavilion 12PM-3PM - music & family activities similar to Rock the Fox events (Options TBD)				Jack Hearst (lead), Marilyn Franklin
Band	\$ 1,500	\$ -	\$ 1,500	
Inflatable Obstacle Course	\$ 1,500	\$ -	\$ 1,500	
Rock Climbing Wall	\$ 1,500	\$ -	\$ 1,500	
Petting Zoo (\$1500)	\$ 1,500	\$ -	\$ 1,500	
Balloon Artists (2 x \$450)	\$ 900	\$ -	\$ 900	
Facepaint Artists (2 x \$450)	\$ 900	\$ -	\$ 900	
Portable Toilet Rental (\$150/unit x 4 units)	\$ 600	\$ -	\$ 600	
	\$ 15,170	\$ -	\$ 15,170	

Fall Event (tentative October 17, 2026, 10AM-2PM) - "Doors Open Fox Point"				
Showcase Event of Fox Point's architecture, history, neighborhoods and businesses. Open House style locations and exclusive/ticketed locations for smaller guided tours. Option: Align with FPF Fall Bonfire Event in evening				Emily Silverson (lead), Elizabeth Elser
Location coordination with residents/businesses	\$ -	\$ -	\$ -	
Design & Printing of Signing & Materials - continue to use yardsigns & historical pamphlet	\$ 500	\$ -	\$ 500	
	\$500	\$0	\$500	

	Proposed Cost	FY25 Cost	FY26 Cost
TOTAL PROPOSED COST + 10% Contingency	\$37,089	\$14,110	\$22,979

Potential Sponsorships - DRAFT		
Reach out to businesses and residents	Goal	Revenue
Platinum - \$2500 sponsor specific event (value \$2500)/large logo on printed material/recognition at events	2	\$ 5,000
Gold - \$1000 sponsor activity/item (value \$1000)/medium logo on printed material/recognition at events	3	\$ 3,000
Silver - \$500 sponsor activity/item (value \$500)/small logo on printed material/recognition at events	5	\$ 2,500
Bronze - \$250 small logo on printed material/recognition at events	10	\$ 2,500
Fox Point Friend <\$250 receive historical book	10	\$ 2,500
		\$ 15,500