Thursday, May 18, 2023

Council President Hirsh:

Thank you for guidance to make this **request for $1000** from the City of Stoughton in support of the 4th *Stoughton Juneteenth* event scheduled to occur on Sunday, June 18 1-4p at Rotary Park on Main Street. Our event/programming is in alignment with Stoughton's DEI goals of increasing civic engagement of our diverse neighbors.

This year's program is being planned for by a dozen neighbors, and activities are still being shaped. We have support and guidance from Mayor Swadley as well as the directors of two local non profits – Eyes of Hope and Mosaicos Cultural Enrichment – who have led this programming in past years.

Oregon and McFarland neighbors are collaborating with messaging and we're continuing our partnership with the Undivided student club at Stoughton High School to grow teen youth involvement. Activity stations will provide arts and crafts and a bouncy house is being explored. Refreshments will be provided by diverse local food purveyors. We'll also have representatives from the WI Veteran's Museum sharing information about Juneteenth and connections to WI.

This week we will launch our fundraising campaign; we have ~$500 pledged from Eyes of Hope, and a local church. Yolibeth (Mosaicos) is arranging food vendors and of course providing proof of insurance. It would be great to point to the city as a key sponsor in 2023.

Below reflects a breakdown of current event categories and estimated expenses.
Please advise if more needed?

Sarah Esmond
118 N Forrest Street

Kangeroo Hop bouncy house	$200
Refreshments (meal/drink/themed cookies)	$1000
Art Supplies (face painting, ink/paint pens, cloth for community quilt)	$200
Printing (full sheet event posters, fundraising letters, handbills; event banners)	$350
Postage for fundraising letters	$200
Honoria (student artist/designed of logo	$ 50
PA system for music/presentation from Gazebo	(TBD)
TOTAL	$2000

Dave Ehlinger

From: Regina Hirsch
Sent: Thursday, May 18, 2023 9:30 PM
To: Dave Ehlinger; Brett Schumacher; Tim Swadley; Candee Christen
Subject: FW: ARPA funds for DEI-Stoughton Juneteenth
Attachments: Request to City.docx

Dave and Brett,
Please, see the attached letter. Is it possible to put this on the Finance Committee's agenda for Tuesday? It is a time sensitive item.

They are requesting some of the money reserved for ARPA DEI to be used for this event.

Take care,
Regina

Sent from my Galaxy

-------- Original message --------
From: Sarah Esmond <sesmond11@yahoo.com>
Date: 5/18/23 3:31 PM (GMT-06:00)
To: Regina Hirsch <RHirsch@cityofstoughton.com>, Regina Hirsch <RHirsch@cityofstoughton.com>
Cc: Tim Swadley <TSwadley@cityofstoughton.com>, Jean Ligocki <JLigocki@cityofstoughton.com>, Sharon Meilahn Bartlett <sharon.meilahnbartlett@gmail.com>
Subject: Re: ARPA funds for DEI-Stoughton Juneteenth

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Thanks again
Please see attached and let me know if any questions?
Staying tuned ~
S

On Thursday, May 18, 2023 at 02:08:20 PM CDT, Regina Hirsch <rhirsch@cityofstoughton.com> wrote:

Sarah,
I think a simple letter from you outlining:
1. what the event is for -Juneteenth
2. A brief explanation of the event, activities, food, band, etc.
3. Detail budget all expenses for the day
4. Contributions from other groups, e.g. Mosaicos
5. Budget items you want city to contribute for.

The city most likely will not pay for full event but may contribute towards 1-2 budget items. Therefore, I would sincerely reach out to other non-profits in Stoughton to contribute (e.g., Sustainable Stoughton).

The finance committee meets next Tuesday so would need this no later than tomorrow by 3:30pm. The next Finance meeting isn't until June 13th, which may be too late for your event.

Good Luck!
Regina

Sent from my Galaxy

-------- Original message --------
From: Sarah Esmond <sesmond11@yahoo.com>
Date: 5/18/23 1:48 PM (GMT-06:00)
To: Regina Hirsch <RHirsch@cityofstoughton.com>
Cc: Tim Swadley <TSwadley@cityofstoughton.com>, Jean Ligocki <JLigocki@cityofstoughton.com>, Sharon Meilahn Bartlett <sharon.meilahnbartlett@gmail.com>
Subject: Re: ARPA funds for DEI-Stoughton Juneteenth

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thanks Regina
the event planning team meets soon -
two asks:
- can you provide a format for me to model? will reduce back/forths
- when is this needed by, to make its way where it needs to be and for turnaround
S

Sent from my iPad

> On May 18, 2023, at 11:45 AM, Regina Hirsch <RHirsch@cityofstoughton.com> wrote:
>
> Sarah,
> Thanks for contacting me about the Juneteenth event.
>
> What the city would need is a detailed budget, e.g. $x for meal coupons, $y for table rentals, etc. As the city will need to bring this before the Finance Committee.
>
> My understanding is that the City is waiving the Rotary park fee and this park has a rest room on site. So we need to know what you plan to do with the requested monies.
>
> Thank you,
> Regina
>
> Sent from my Galaxy
>
> -------- Original message --------

From: Sarah Esmond <sesmond11@yahoo.com>
Date: 5/16/23 3:28 PM (GMT-06:00)
To: Regina Hirsch <RHirsch@cityofstoughton.com>
Cc: Jean Ligocki <JLigocki@cityofstoughton.com>, Sharon Meilahn Bartlett <sharon.meilahnbartlett@gmail.com>
Subject: ARPA funds for DEI-Stoughton Juneteenth

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Afternoon Council President Hirsch!

Have been encouraged by our neighbor Jean Ligocki to request some DEI funding support for a Stoughton Juneteenth event to occur on Sunday June 18th between 1 and 4 at Rotary Park. Below is the original ask to the Mayor made on May 9 and subsequent follow up to check on status.

This event is being coordinated by neighbors. Currently we anticipate including reps from WI Veterans Museum to speak about the origins of Juneteenth and connections to WI; they will also provide some plain-language printed materials for sharing with event attendees who may not know much about Juneteenth and its origins. We're inviting African diaspora food vendors to share and sell food, hosting cultural arts and crafts stations, and hoping to showcase local talent from Schools and other city venues if we can set up a PA in the Gazebo.

Briana, owner of Sun and Lace, is liason-ing with members of the Downtown Merchants Association to explore how they might lift visibility of Juneteenth and the event in their businesses. We also anticipate having a raffle for giveaways including recognizing father's day.

We are fortunate to have Mosaicos LLC willing to serve as our fiscal agent and we plan to launch fundraising letters this week. There are costs associated with marketing and setting up activity stations, which Sharon outlined below so **we're writing seeking guidance on whether/how to access DEI funds earmarked for increasing diverse neighbor civic engagement.**

Can you please advise about what's needed to formally request $1000 to support our upcoming event?

thank you ~

Sarah Esmond
118 N Forrest Street

----- Forwarded Message -----
From: Tim Swadley <tswadley@cityofstoughton.com>
To: Sarah Esmond <sesmond11@yahoo.com>
Sent: Tuesday, May 16, 2023 at 03:03:18 PM CDT
Subject: RE: Request for some ARPA funds for DEI-Juneteenth

I believe you should reach out to Council President Regina Hirsch
RHirsch@cityofstoughton.com

I don't have an understanding what expenses you are expecting to incur.

Tim Swadley
Mayor-City of Stoughton

207 S. Forrest St.

608-873-6459

"Committed to You and Your Community"

My email address has changed to:

tswadley@cityofstoughton.com

From: Sarah Esmond <sesmond11@yahoo.com>
Sent: Tuesday, May 16, 2023 2:23 PM
To: Sharon Meilahn Bartlett <sharon.meilahnbartlett@gmail.com>; Tim Swadley <TSwadley@cityofstoughton.com>
Cc: Jean Ligocki <JLigocki@cityofstoughton.com>; Kathleen Hipke <khipke@gmail.com>
Subject: Re: Request for some ARPA funds for DEI-Juneteenth

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Hi again Mayor

Can you advise whether/how we can get an update on the status of this request?

Know it's only been a week but many balls in air and trying to keep expectations and next steps clear in our noggins ~

thanks

S

On Tuesday, May 9, 2023 at 11:30:53 PM CDT, Tim Swadley <tswadley@cityofstoughton.com> wrote:

I passed your request on to President Hirsch for consideration. I wonder if you could partner with another nonprofit group to meet the event insurance requirements.

Tim Swadley-Mayor
207 S. Forrest St.
Stoughton, WI 53589
608-480-3031
"Committed to You and Your Community"

> On May 9, 2023, at 7:12 PM, Sharon Meilahn Bartlett <Sharon.meilahnbartlett@gmail.com> wrote:
>
> CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.
>
> Hi Tim,
> Sarah and I are helping plan a Juneteenth event for Sun June 18th. We heard the city's ARPA funds include a sizable amount for DEI. We could really use a $1000 pledge from the city to cover planning expenses which include things like printing and photocopying, art supplies, food purveyors, compensating artists and performers, etc. Can you help us get this ask on the agenda for the May 23? What additional info do you need?
>
> We appreciate your support.
>
> Sincerely,
> Sharon
>
> Sharon Meilahn Bartlett, PhD
> Sent from my iPhone
>