



City of West Allis

Meeting Minutes

Christmas Parade Subcommittee

*Jon Matte, Communications Director; David Danielson, Communications Senior Video Producer;
Ald. Kevin Haass, Megan Stikl, Sergeant, Gale Jender, Economic Development Administrative Support
Specialist, Shelly Strasser, Recreation and Community Services Director and Citizens Don Falk, Jessica
Yanny, Melissa Lenz, Tony Hess, Patricia Wolfe & Pam Zorko*

Tuesday, November 15, 2022

12:00 PM

City Hall, Art Gallery
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

The meeting was called to order at 12:03 p.m.

B. ROLL CALL

- Present** 9 - Jon Matte, Don Falk, Gale Jender, David Danielson, Jessica Yanny, Tony Hess,
Shelly Strasser, Chelsea Famularo, and Megan Stikl
- Excused** 4 - Ald. Kevin Haass, Patricia Wolfe, Melissa Lenz, and Pam Zorko

Others Attending

Mike Brofka, Assistant Director of Public Works

C. APPROVAL OF MINUTES

1. [22-0644](#) November 1, 2022 Draft Minutes

Attachments: [November 1, 2022 \(Draft Minutes\)](#)

Strasser moved to approve this matter, Hess seconded, motion carried.

D. MATTERS FOR DISCUSSION/ACTION

2. [22-0593](#) Budget Update & Review

The current fund balance is \$37,688.28.

Mr. Falk will be dropping off his sponsorship fee for the Santa float in the amount of \$2,000 and has received confirmation from Clinicare, they will be donating \$1,500. Mr. Falk presented additional checks received and these will be reflected in the next meetings total.

The current fees for the 56 units registered to date is \$8,520.00. This amount will increase as additional expenses are generated.

An additional expense for a balloon company with a participation fee of \$995 was reviewed and approved with a motion by Ms. Strasser, seconded by Ms. Yanny.

3. [22-0538](#) Review of Assigned Tasks

Mr. Falk:

Mr. Falk is still hopeful on sourcing a horse drawn carriage. Ms. Yanny suggested contacting Silver Bells. Mr. Famularo inquired about the requirements of the carriage and was advised that it consists of a single horse that is able to pull two people for one mile. If Mr. Falk is not successful in sourcing the carriage, she will reach out to agricultural contacts to see if they could help.

Following the meeting, Mr. Falk advised that the Knights of Columbus will meet on Monday, November 21st and feel they'll be able to enlist the help of eight (8) volunteers from Interact to be banner holders.

Mr. Falk was given updated information for the leader of Troop 580, to contact and hopefully confirm their participation. If they are unable to participate the opportunity to wear costumes should be presented to Troop 516.

Mr. Falk advised there are costumes the West Allis Downtown Business Improvement District has that we may use if needed. 3 chipmunks, 1 each of -frosty, jingle bear, grinch and buddy the elf.

Ms. Famularo:

Ms. Famularo advised Roscoe is confirmed and she's still working on additional participants..

A generator will be needed and sourced to decorate the CAAD Wagon for the Suburban Concert Band. The trailer needs to be available after Tuesday, November 22nd - Mr. Brofka will coordinate the trailer requirements with Mr. Klemme and Mr. Falk will confirm the lights/decoration requirements.

Ms. Famularo is sourcing the same golfcart as used in prior years, to lessen the cost.

A reminder to past participants for register deadline was sent on Nov. 11th. The deadline to be included in this year's event will be Nov. 21st with the line-up generated on Nov. 28th.

Ms. Lenz will contact, by phone, past participants that don't respond to the email registration reminder.

Mr. Hess:

Mr. Hess confirmed he has 10-12 volunteers that will be able to handle pacing and carrying signs cueing parade participants as to when they are approaching the camera area. Volunteers are to meet at City Hall, vests will be provided from DPW and flashlights from Ms. Famularo.

The registration/line-up should be completed on the 28th - he'll begin looking up descriptions for the participants to ensure fluid dialogue.

Mr. Hess advised the Living Hope Lutheran Church in West Allis (new name) is currently listed on the report as Good Shepherd's West Allis.

Mr. Hess will confirm participation of CBS 58.

4. [22-0496](#)

VIP Coordinator

Ms. Yanny advised that this is a very busy time of year for her and that she hasn't had time to work on any VIP duties as yet and inquired what it is we are hoping to have.

The committee reviewed VIP seating will encompass 2 sets of bleachers (these are roped off the Friday before the event) and provided VIP "swag bags" - Mr. Falk will provide popcorn and candy bars. In the past we've included hand-warmers, hot chocolate (which could be sourced from Freese's Candy Shoppe).

Following the meeting Ms. Yanny and Ms. Famularo will go over the items remaining from last year to get an idea of what to build upon. Depending on the sponsorship levels, VIPs also are entitled to reserved parking in the City Hall lot. It's estimated that we'll need at least five reserved parking spots and seating for 30 VIPs. The VIP section on the bleachers opens at 4:00 p.m.

5. [22-0537](#)

Volunteers

1. Cleanup
2. Banner Holders
3. Costume Distribution & Collection
4. Additional Needs

Mr. Riebe was not in attendance to provide an update on the status of the following assigned duties.

Tim Riebe - Citizen Volunteer

Clean-up Crew - recruit volunteers, coordinate & provide cleanup supplies (from DPW)

Recruit volunteers & coordinate

Provide cleanup supplies; gloves, garbage bags & pickers (from DPW)

Nativity Scene & Costumed Walkers

Recruit volunteers & coordinate

Provide costumes day-of, clean and return to City Hall post-parade

Day of responsibilities: Volunteer Coordination

6. [22-0467](#)

Parade Planning/Preparations

Discussion ensued regarding the need for clean-up duties following the parade. Mr. Strasser questioned if this is a requirement of the committee or rather a courtesy offered in past years. Mr. Brofka will look into the trash volume from past parades. Additional garbage cans will be supplied by DPW with Ms. Famularo notifying the BID they are responsible for garbage collection within their areas, as the street sweeper along with the additional cans should be sufficient for the committee's requirements. If needed additional vehicles from DPW (dump truck etc., could be added to fill out the line-up)

7. [22-0466](#)

Next Meeting Date/Time

The next meeting will be held on November 30, 2022 at 12:00 p.m.

E. ADJOURNMENT

There being no other business, a motion was made by Ms. Strasser, seconded by Mr. Falk to adjourn at 1:18 p.m.



All meetings of the {bdName} are public meetings. In order for the general public to make comments at the committee meetings, the individual(s) must be scheduled (as an appearance) with the chair of the committee or the appropriate staff contact; otherwise, the meeting of the committee is a working session for the committee itself, and discussion by those in attendance is limited to committee members, the mayor, other alderpersons, staff and others that may be a party to the matter being discussed.

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