



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 1, 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 12:02 p.m.

B. ROLL CALL

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

Others Attending

Mike Brofka, Assistant Director of Public Works
Timothy Riebe, Miracle on 64th Street

C. APPROVAL OF MINUTES

1. [22-0636](#) October 18, 2022 Draft Minutes

Attachments: [October 18, 2022 \(Draft Minutes\)](#)

Ald. Haass moved to approve this matter, Strasser seconded, motion carried.

D. MATTERS FOR DISCUSSION/ACTION

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

The current fund balance is \$38,688.81.

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. These amounts will be added to the above balance upon receipt.

The current fees for the 47 units registered to date is \$8,170.00.

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

Mr. Falk:

Big Sky Balloons and Searchlights, Inc. - two units have been secured for the event. Discussion ensued as to whether to make an exception and have a check cut for distribution the day of the event. The contract was given to Ms. Famularo, and she will

advise them of our policy regarding our check processing procedures with the check being issued on 12/5/22. Their contract carries the conditional expense of \$595 for travel fees which is non-refundable if the parade should be cancelled.

Mr. Klemme will require half down now (in order to purchase supplies) and the balance following the parade. The 10 floats consist of (9) 16' and (1) 24'. Santa will be on the larger float. The cost for the floats will be \$7,450.

Mr. Falk is still hopeful on sourcing a horse drawn carriage.

Mr. Falk will reach out to the Interact organizations to hopefully fill some of the needed volunteer positions.

Ms. Famularo:

Ms. Famularo has reached out to M & S Towing, Admirals, Bucks, Brewers - waiting on responses.

Ms. Famularo looked into the online application for the Army Band - this will not be submitted, as a requirements is that you are located within the DC area.

Ms. Famularo confirmed the CAAD Wagon will work for the Suburban Concert Band, and it will fit in the cream puff building. Discussion ensued on whether Mr. Klemme can also decorate this vehicle and who would be providing the chairs for the band members.

Mr. Falk will follow up with Mr. Klemme and advise on whether there will be any additional cost requirements.

The CAAD Wagon is considered the 11th float and might require a generator, Ms. Famularo will confirm with Mr. Barwick. This will replace the typical city float. Signage will indicate the "City of West Allis & the Suburban Concert Band" - CAAD is disbanding in approximately two weeks, Mr. Brofka will reach out to Gina to secure the use of this wagon.

Mr. Falk & Ms. Famularo were both working on sourcing the same golfcart from the same provider. Ms. Famularo will confirm that we are only getting (1) cart with a 6' cargo bin, and that it be dropped off at 7201 W. National Ave., on Friday, December 2, stored in Mr. Falk's garaged, used the day of the parade and picked up on Monday, following the event.

Yard signage is available for distribution, with some members taking signs for placement throughout the city.

A reminder notification will be sent on Nov. 11th to past participants - register 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, to hopefully lock in additional participants prior to the Nov. 21st deadline.

Ms. Strasser:

Ms. Strasser has reach out to (8) marching bands and awaiting responses, along with not having any success with the drama departments at the two high schools. She will source the contact information for the costume characters that were filled by Troop 580 out of Mt. Hope Lutheran Church in years past and forward to Ms. Famularo.

Bleacher pickup has been coordinated with DPW for December 2nd from West Allis Central.

Mr. Matte:

REMAX Realty requires submittal by an agent within their organization, along with their participation in the event, so this will not be an option for this year.

There has been no response from Capri and Rainbow Gardens as to whether they will be participating and having floats in the parade.

Mr. Matte inquired about the special event insurance for this year's parade. Last year this included coverage under the Terrorism Risk Insurance Act of 2002 "stop loss policy". Last year the cost had increased from \$200 to \$1,519. Ald. Haass advised that this is not an expense that should be paid out of this committee's budget and should be referred to the City Administrator for consideration.

Ms. Lenz:

Ms. Lenz stated it's too late for this year's event, but next year she could source the Wind Dancer Balloons from Shorewest Realty.

Ms. Lenz will source a car and driver, from Diamond Jim's, to proceed the mayor in the parade, and Ms. Famularo will order new magnets for the signage on the car.

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. Signage wording will be sent to Ms. Famularo, such as "start playing", "camera ahead" etc. Ms. Famularo confirmed she has (8) flashlights that can be used to grab performers attention, she'll also confirm and source enough traffic vests to ensure volunteers safety. Mr. Hess will draft and provide instructions, which will be provided to the registered attendees to ensure everyone understands who and what they should be looking for while marching in the parade.

Following the meeting Mr. Hess advised he has possible nativity participants; his neighbor is involved with the Living Hope Lutheran Church in West Allis. They have their own costumes; their contact information was given to Ms. Famularo for follow-up. Mr. Hess also advised of the possibility of Jessob Reisbeck from CBS 58 taking part in the parade, he forwarded the registration information to Rhonda Ronsman at CBS 58.

4. [22-0537](#)

Volunteers

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

Mr. Riebe will submit a listing to Ms. Jender advising on whom he has been reach out to

for the below positions.

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

Mr. Riebe advised that he has secured (2) 7th graders along with (4) 9th graders that could help as banner holders. A discussion ensued on whether there is a required age for volunteers, with the consensus being that they should be at least 12 years and older. Banner holders/walkers can report to the State Fair Park and be assigned accordingly the day of the event.

Including the Waukesha Strong banner there are a total of (6) - which means we'll need to have 12 banner holders.

Mr. Riebe will be the coordinator for distribution of costumes, banners w/poles and the clean-up supplies. The consensus during the meeting was that Mr. Falk can either pick up the cleaning supplies, when he gets the generators from DPW, or have them dropped off at his store. Mr. Riebe will coordinate with the volunteers to pick up the costumes from B & K Bar Supplies on Thursday or Friday so they will already have them for Saturday and can simply report to the State Fair Park for their walking assignments. The volunteers handling the clean-up tasks can report to his store, get their safety vests, and pick up supplies at his store prior to the parade, with drop off following the event.

5. [22-0467](#)

Parade Planning/Preparations

Ms. Jender reviewed an email from Sgt. Stikl with regards to requirements and logistics for the day of the event. Cpl. McNally and K9 Gizmo will pick up the mayor, following the tree lighting ceremony for transport to the State Fair Grounds. "No parking" signage will be displayed along Greenfield Avenue, between S. 70 to S. 76th St., beginning at 2:30 p.m. and ending at 7:00 p.m. The sidewalk area from 75th to 76th and Greenfield Ave., to accommodate walkers and the VIP bleacher area. Mr. Hutter in Engineering is the contact that will notify WI DOT of the route/closures.

The committee agreed to limit the number of trucker enthusiasts to the group already registered.

6. [22-0466](#)

Next Meeting Date/Time

The next meeting will be held on November 15, 2022 at 12:00 p.m.

E. ADJOURNMENT

There being no other business, a motion was made by Ald. Haass, seconded by Ms. Jender to adjourn at 1:11 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.

NON-DISCRIMINATION STATEMENT

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AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.