

12.



# City of West Allis Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
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2008-0594 Request In Committee

Downtown West Allis Business Improvement District communication regarding the Downtown West Allis Christmas On The Avenue scheduled for Saturday, December 6, 2008 from 11:00 a.m. to 4:00 p.m., requests for the north and south side of Greenfield Avenue extending from South 71 to South 75 Streets remain closed from 9 a.m. to 4 p.m. and a request for benches for parade seating to accommodate Breakfast with Santa participants.

Introduced: 9/16/2008

Controlling Body: Public Works Committee

COMMITTEE RECOMMENDATION Approve & place on file

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
9/16/2008	✓	<i>[Signature]</i>	Barczak	✓			
		<i>[Signature]</i>	Czaplewski	✓			
			Kopplin				
			Lajsic				
			Narlock				
			Reinke				
		<i>[Signature]</i>	Roadt	✓			
		<i>[Signature]</i>	Sengstock	✓			
		Vitale					
	<i>[Signature]</i>	Weigel	✓				
		TOTAL		5			

SIGNATURE OF COMMITTEE MEMBER

*[Signature]* \_\_\_\_\_  
 Chair Vice-Chair Member

COMMON COUNCIL ACTION **APPROVAL + PLACE ON FILE**

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
SEP 16 2008	✓		Barczak	✓			
			Czaplewski	✓			
			Kopplin	✓			
			Lajsic	✓			
		✓	Narlock	✓			
			Reinke				✓
			Roadt	✓			
			Sengstock	✓			
		Vitale					
		Weigel	✓				
		TOTAL		9			1



# DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

7231 West Greenfield Avenue • Suite 201 • West Allis, Wisconsin 53214 • (414) 774-2676 • Fax (414) 774-7728  
www.downtownwestallis.com

September 2, 2008

Mayor Dan Devine and Common Council Members  
City of West Allis, City Hall  
7525 W. Greenfield Ave.  
West Allis, WI 53214

OFFICE OF THE MAYOR  
RECEIVED

SEP 8 2008

WEST ALLIS, WI

Please place on  
9/14 CC mtg.  
agenda.

Thank you, (PW) erce  
008

Dear Honorable Mayor Devine and Common Council Members:

The Downtown West Allis Business Improvement District (BID) in cooperation with the City of West Allis and the West Allis Charities is planning to host the **Downtown West Allis Christmas On The Avenue from 11:00AM – 4:00PM**. Last year the West Allis Charities Christmas Parade went through the city holding the parade the same day as the BID's Christmas On The Avenue, the BID was able to offer Breakfast with Santa, showcase our Ice Sculpting Competition and present our businesses to a much larger group. In addition, we were able to offer the entire West Allis community a day of family fun.

This year the BID would like to expand the event by having vendors and activities located on the north and south side of Greenfield Avenue. In order to do this, we are requesting permission for 71<sup>st</sup>, 72<sup>nd</sup>, 73<sup>rd</sup>, 74<sup>th</sup> and 75<sup>th</sup> streets – north and south of Greenfield Avenue, to the alleyways, to remain closed after the parade to accommodate our outdoor activities. These side streets will be closed at 9am, prior to the parade, and reopened at 4pm. Greenfield Avenue will be opened to traffic after the parade, but we are requesting that only the side streets remain closed after the parade. **The alleyways will remain open throughout the day.** Just like last year, Christmas On The Avenue will feature Breakfast with Santa, in-store specials, games, giveaways, strolling carolers, and a special visit with Santa Claus.

- To accommodate the participants of the 'Breakfast with Santa' activity, we are offering VIP seating for the parade. With this in mind, we request **nine park benches to be provided on the south side of Greenfield on 73rd street and nine park benches to be provided on the north side of Greenfield on 73rd street.**
- To assist in keeping the side streets closed to traffic, we ask for an **additional 20 barriers** (2 on each side street north of Greenfield Avenue and 2 on each side street south of Greenfield Avenue) and an **additional 20 "No Parking" signs** (2 on each side street north of Greenfield Avenue and 2 on each side street south of Greenfield Avenue).
- We ask that the benches, additional barriers and "No Parking" signs be delivered on Friday, December 5<sup>th</sup> and that the Department of Public Works picks them up on Monday, December 8<sup>th</sup>. We look forward to working on additional features for this event with the City of West Allis staff.

The BID holds a one-million dollar event insurance policy with the City listed as an additional insured.

The BID wishes to send continued thanks to Mayor Devine and the Common Council for your on-going support. Additional thanks to Public Works, the Police Department, the Fire Department, and our residential neighbors of Downtown for their continued services and interest.

If you have any questions, please contact the BID office at 774-2676. Thank you.

Sincerely,



Donald Falk  
DWA – Promotions Chairperson

**ACORD CERTIFICATE OF LIABILITY INSURANCE**

OP ID PW  
DOWN-1

DATE (MM/DD/YYYY)  
03/27/08

**PRODUCER**

Icon Insurance Service Corp  
555 S Industrial Dr #13  
Hartland WI 53029  
Phone: 262-367-7550 Fax: 262-367-7659

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

**INSURED**

Downtown West Allis BID  
Brian Fraiss  
7231 W Greenfield Ave.  
West Allis WI 53214

**INSURERS AFFORDING COVERAGE**

INSURER A	NAIC #
Zurich Insurance Co.	
INSURER B:	
INSURER C:	
INSURER D:	
INSURER E:	

**COVERAGES**

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR	ADD'L	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	X	<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJ <input type="checkbox"/> LOC	PPS 42919275	01/17/07	01/17/09	EACH OCCURRENCE \$ \$1,000,000 DAMAGE TO RENTED PREMISES (EA OCCURRENCE) \$ \$1,000,000 MED EXP (Any one person) \$ \$10,000 PERSONAL & ADV INJURY \$ \$1,000,000 GENERAL AGGREGATE \$ \$2,000,000 PRODUCTS - COMP/OP AGG \$ \$2,000,000
		<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS				COMBINED SINGLE LIMIT (EA ACCIDENT) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		<b>GARAGE LIABILITY</b> <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
		<b>EXCESS/UMBRELLA LIABILITY</b> <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE  DEDUCTIBLE RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$
A		<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, provide URCE SPECIAL PROVISIONS below	PPS 42919275	01/17/08	01/17/09	<input checked="" type="checkbox"/> WC STATE-TORY LIMITS <input type="checkbox"/> OY-ER E.L. EACH ACCIDENT \$ \$100,000 E.L. DISEASE - EA EMPLOYEE \$ \$100,000 E.L. DISEASE - POLICY LIMIT \$ \$500,000
		OTHER				

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS**

The following events: Bid Merchants Appreciation Picnic 05/28/08; West Allis Ala Carte 06/08/2008; Classic Car Show 10/5/08; Holiday Stroll/Christmas on the Avenue 12/06/08; Halloween Meet & Treat 10/25/08.  
City of West Allis is listed as an Additional Insured per the attached form added to the policy.

**CERTIFICATE HOLDER**

City of West Allis  
City Hall  
7525 W Greenfield Avenue  
West Allis WI 53214

**CITY OF W**

**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 030 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE

Sandra E Spaus



**CITY CLERK/TREASURER'S OFFICE**

414/302-8200 or 414/302-8207 (Fax)

[www.ci.west-allis.wi.us](http://www.ci.west-allis.wi.us)

**Paul M. Ziehler**

*City Admin. Officer, Clerk/Treasurer*

**Monica Schultz**

*Assistant City Clerk*

**Rosemary West**

*Treasurer's Office Supervisor*

October 16, 2008

Mr. Donald Falk  
Downtown West Allis Business Improvement District  
7231 W. Greenfield Avenue  
Suite 201  
West Allis, WI 53214

Dear Mr. Falk:

On September 16, 2008 the Common Council approved your request regarding the Downtown West Allis Christmas On The Avenue scheduled for Saturday, December 6, 2008 from 11:00 a.m. to 4:00 p.m., requests for both the north and south side of Greenfield Avenue extending from South 71 to South 75 Streets to remain closed from 9 a.m. to 4 p.m., and benches for parade seating to accommodate Breakfast with Santa participants.

Sincerely,

Monica Schultz  
Assistant City Clerk

/jml

c: Mike Pertner  
Fire Department  
Police Department