



City of West Allis

Meeting Minutes - Draft

Events Committee

*Mayor Dan Devine, Caitlyn White, Chase Ernst,
Emily Eineichner, Mark Lutz, Ashley Wagner,
Melissa Feldmeyer, Melissa Lenz, Shelly Strasser, and
Rebecca Grill*

Wednesday, January 29, 2020

4:00 PM

REGULAR MEETING

A. CALL TO ORDER

Meeting was called to order at 4:30pm.

B. ROLL CALL

Also Present: Robert Barwick, Finance Department
Jon Matte, Communications Director
Tracy Stefanski, Alderperson

Present 5 - Mayor Dan Devine, Rebecca Grill, Caitlyn White, Melissa Lenz, and Shelly Strasser
Excused 3 - Emily Eineichner, Melissa Feldmeyer, and Ashley Wagner
Absent 2 - Chase Ernst, and Mark Lutz

C. APPROVAL OF MINUTES

Mr. Barwick made a motion to approve the minutes of December 4, 2019 and Ms. Lenz seconded.

1. [20-0067](#) Meeting Minutes of December 4, 2019

Attachments: [Meeting Minutes of December 4, 2019](#)

D. MATTERS FOR DISCUSSION/ACTION

2. [20-0065](#) 2020 Upcoming Events

i. Memorial Day Parade Updates

Ms. White is working with Mark Sandow and Mary Pat Michels on the line-up for the parade and program. Ald. Stefanski discussed the concerns of the Legion riders, and we let him know that this will be addressed while discussing the final line-up for the parade.

ii. Independence Day

Ms. Strasser recommended we do online registration only this year, as opposed to the registration form in previous years. Mr. Matte will get the online form ready to go on the City's website. The committee decided a theme was not necessary for the parade this year - red, white, and blue color scheme will be fine. Ms. Strasser has secured Andrea and the Mods again for the program following the parade at Vet's Park. Ms. Strasser would like the committee's opinion on whether or not to continue hosting the Kid's Competition before the parade - do we still have the volunteers and time to do this?

Mr. Barwick will need to order the fireworks soon and schedule the company for July 4 at State Fair Park. Rain date will be Sunday, July 5.

iii. General Event Updates

Ms. White let the group know that Food Truck Friday vendors applications were finalized and being sent out to previous vendors that week. And she has begun contacting musicians/bands to fill the four dates.

The date for the first annual Halloween Parade was decided on - it will be Friday, October 30.

Time and location will be discussed further at the next meeting.

Mayor Devine recommended Trick-or-Treat be on actual Halloween day this year, Saturday, October 31.

3. [20-0066](#)

Current Event Needs

i. Fundraising / Sponsorship Plan

Ms. White provided copies of the draft City of West Allis Sponsorship Packet for the committee to review.

ii. Creative Fundraising Strategies

Ms. Eineichner and Ms. Feldmeyer provided great fundraiser suggestions via email for the committee to review. Ms. Feldmeyer's 'Buy a Boom' idea stuck, and Ms. White said she will follow-up on this idea.

Mr. Barwick suggested closing down on of the streets across from State Fair and between two bars/restuarants to host an event as a fundraiser for the fireworks. A suggestion was made to do a 50/50 raffle during the Grandstand Show & Fireworks, Ms. Grill said that this could be done through the West Allis Community Improvement Foundation because they have a raffle license.

E. EVENT, PROMOTION, AND MARKETING OPPORTUNITIES

No discussion

F. ADJOURNMENT

Mayor Devine made a motion to adjourn the meeting, and Ms. Strasser seconded.



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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