



City of West Allis

Meeting Minutes

Public Beautification Committee

Monday, May 19, 2025

7:00 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

The meeting was called to order at 7:00 p.m.

B. ROLL CALL

Committee members present: Katrina Biefeld, Marian French, Julie Gehrke, Troy Heiman, Marcia Lawson, Amy May, Greg Suelzer

Committee members excused: Gregg Everts, Judy Hutto, Christina Lund, Cynthia Moldenhauer

Others present: Alderperson Dan Roadt

C. APPROVAL OF MINUTES

March 10, 2025 Beautification Minutes

Attachments: [Beautification Minutes 2025-03-10](#)

Motion made and seconded to approve the minutes of the March 10, 2025 meeting.

D. NEW AND PREVIOUS MATTERS

1. Review of nomination process and promotional campaign

Nominations are coming in. Nominations close June 14th. District members will get the list by June 20th and will have until July 2nd to pick the top 3. Letters will be sent to the top 3 for the walk through judging on July 14th.

Motion was made and approved to add Halloween. Nominations will close October 24th. The Committee will ask the marketing team to take pictures the week before October 31st.
2. Recap of meeting with Nicci Sternitzky - Elm Grove beautification chair

Much discussion about bringing in speakers to educate the public in different areas (rain gardens, pollinator plants, natives, etc.). First planned speaker will be Nicci Sternitzky from Elm Grove Beautification Committee on November 10th.
3. Staff Reports

Nothing to report.

- 4. Meeting Dates for 2025 - PLEASE MARK YOUR CALENDAR
 - March 10
 - May 19
 - July 14 (judging) - rescheduled for July 15
 - September 8 (ceremony)
 - November 10

E. ADJOURNMENT

The meeting adjourned at 8:10 p.m.



All meetings of the Public Beautification Committee 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

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

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.