



# City of West Allis

## Meeting Minutes

### Charity Gala Planning Committee

*Sub-Committee of the West Allis Community Improvement Foundation, Inc.*

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Tuesday, March 26, 2019

5:00 PM

City Hall - Room 128  
7525 W. Greenfield Ave.

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#### REGULAR MEETING (draft minutes)

#### A. CALL TO ORDER

*Foundation President Wikenhauser called the meeting to order at 5:00 p.m.*

#### B. ROLL CALL

- Present** 21 - Mayor Dan Devine, Ms. Sandy Anderson, Ms. Monica Atkinson, Ms. Terese Beauchamp, Mr. Chet Bell, Ms. Jeannette Bell, Ms. Kristine Budiac, Ms. Lillian Cheesman, Ms. Betsy D'Angelo, Ms. Jackie Gilliam, Ms. Barbara Hart, Ms. Gerald C. Matter, Ms. Kathy Meyers, Mr. Tim Meyers, Ms. Joyce O'Donnell, Ms. Trina Salm Ward, Ms. Jeanette Wardinski, Ms. Caitlyn White, Ms. Patricia Wikenhauser, Ms. Patricia Wolfe, and Mr. Paul M. Ziehler
- Excused** 8 - Ms. Jen Brown, Ms. Stephanie Emons, Ms. Heather Fradkin, Ms. Melissa Fradkin, Ms. Rebecca Grill, Ald. Thomas G. Lajsic, Ms. Jeanne Pskt, and Mr. Matt Rupena
- Absent** 4 - Mr. Douglas Dufoc-Guiles, Mr. Ed Lisinski, Mr. Brian Sparrow, and Ald. Martin J. Weigel

#### Others Present:

Andrew Schmidt

#### C. APPROVAL OF MINUTES

1. [19-0175](#) Gala Minutes (draft) of March 5, 2019.

**A motion was made by Ms. Bell, seconded by Mr. Meyers, to approve the Minutes. The motion carried by the following vote:**

**Aye:** 21 - Mayor Devine, Ms. Anderson, Ms. Atkinson, Ms. Beauchamp, Mr. Bell, Ms. Bell, Ms. Budiac, Ms. Cheesman, Ms. D'Angelo, Ms. Gilliam, Ms. Hart, Ms. Matter, Ms. Meyers, Mr. Meyers, Ms. O'Donnell, Ms. Salm Ward, Ms. Wardinski, Ms. White, Ms. Wikenhauser, Ms. Wolfe, and Mr. Ziehler

**No:** 0

#### D. MATTERS FOR DISCUSSION/ACTION

2. [19-0011](#) Entertainment Subcommittee

*The various activities for the evening were reviewed. Ms. Wikenhauser explained we would not do a 50/50 raffle as there are plenty of other activities planned for the evening. She spoke with the Police K-9 Officer and there will be a meet/greet with the team from 6:30-6:45 on the dance floor. She also mentioned that the publicity team met with Tony "Radar" Hess from Radio 99.1 and he will serve as the "Ringmaster" for the evening. She will perform the typical welcome/introductions/sponsor thank you's and Radar will promote the evening activities, silent auction, etc. She also outlined all the volunteer needs for photo*

*booth, certificate wheel, raffle ticket sales, wine/beer pull, silent auction, close of evening, etc.*

3. [19-0012](#)

Facilities Subcommittee

*Ms. Wikenhauser explained the room layout and location of various activities, band set up on the stage, etc. All tables will be available when we arrive for set up and can be arranged as needed. Jeannette Bell reported on status of table decorations, and Betsy D'Angelo and Andrew Schmidt offered additional suggestions. Ms. Bell will work with them on their ideas. Betsy presented a silk arrangement and props for the photo booth she purchased. Her arrangement could be used in some locations other than the dining tables.*

4. [19-0013](#)

“Taste of West Allis” Sweets Table Subcommittee

*Terese Beauchamp reported that sweets table request letters have gone out to 12 establishments. She will start her follow up calls this week. She will be on vacation and unable to attend the event; therefore, she's looking for assistance with sweets pickups and someone to handle table set up/monitor throughout the evening. Chet Bell volunteered to help with pickups and Kristine Budiac offered to handle the table for the evening with other volunteers she'll line up. Terese said she will make reminder calls to the sweets donors 10 days before the event and then finalize the pickup schedule before she leaves.*

5. [19-0014](#)

Fundraising/Sponsorship Subcommittee

*Sponsorships total \$2,700 at this time, including a few \$500 sponsorships and several \$100 giving level.*

6. [19-0015](#)

Silent Auction Subcommittee

*Caitlyn reported that because she will be out of town and not at the event, she will need two people to man the I-Pads to assist attendees with the online bidding. She is meeting with Marty Weigel to work out these details. Also, we had originally thought to allow pre-bidding but no longer plan to do so. A staging crew is set to meet on April 6 and prep for the Bidding Owl pictures. Silent auction donations should be in by April 5. We will be able to add to the online system after that date, but prefer to get the bulk of the work done ahead of time. Final date to bring in donations is April 12.*

7. [19-0016](#)

Publicity Subcommittee

*Caitlyn is providing Publicity Lead Jen Brown's report. WISN committed to doing an on-air interview for the Gala on April 12, 5-7 a.m. at City Hall. She is waiting to hear from NOW Reporter, Elliot Hughs. Facebook and Instagram posts are in full swing, and Jen will boost an ad this week, at a cost (perhaps a \$10 boost to see if it helps). Everyone is invited to like and share all FB posts, including the City. Tony "Radar" Hess from 99.1 is liking/sharing - he has a large social media following. WKLH has also posted.*

8. [19-0085](#)

Finance/Administration Subcommittee

*Caitlyn reported that 94 tickets have been sold so far; this includes individual and table ticket sales. Our goal is 200+. Everyone is encouraged to continue*

*promoting the event, and Jen will be doing a social media boost. Ms. Wikenhauser said our final count is due April 19, so we will accept ticket sales up to that date.*

**E. NEXT MEETING**

*Tuesday, April 16, 5:00 p.m.*

**F. ADJOURNMENT**

*The meeting adjourned at 5:35 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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