



City of West Allis

Meeting Minutes

Public Beautification Committee

Monday, March 10, 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, Gregg Everts, Marian French, Julie Gehrke, Troy Heiman, Marcia Lawson, Christina Lund, Amy May, Cindy Moldenhauer

Committee members excused: Greg Suelzer, Judy Hutto

Also present: Kellie McGinnis, Marketing and Engagement Department

C. APPROVAL OF MINUTES

November 18, 2024 Beautification Minutes

Attachments: [Beautification Minutes 2024-11-18](#)

Motion made and seconded to approve the minutes of the November 18, 2024 meeting.

D. NEW AND PREVIOUS MATTERS

Districts and New Members

Introduction and overview of what the committee does was made to the new members Cindy, Amy, Marian and Katrina.

At large members were assigned to districts.

District 1 - Marian French, Marcia Lawson

District 2 - Katrina Biefeld, Greg Suelzer

District 3 - Amy May, Cindy Moldenhauer

District 4 - Julie Gehrke, Judy Hutto

District 5 - Gregg Everts, Christina Lund

Nominations for commendable and porch awards will close June 17.

Holiday awards will be added for patriotic, Halloween and Christmas.

Kellie McGinnis - Communications and Marketing

Kellie McGinnis, Marketing and Engagement Strategist, spoke to the group about marketing and getting the word out for nominations and the committee on social media. Katrina Biefeld will assist with the campaign.

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 7:58 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.