



City of West Allis

Meeting Minutes

Christmas Parade Subcommittee

Jon Matte, Communications Director; David Danielson, Communications Senior Video Producer; Ald. Kevin Haass, Megan Stikl, Sergeant, Gale Jender, Economic Development Administrative Support Specialist, Shelly Strasser, Recreation and Community Services Director and Citizens Diane Eineichner, Don Falk, Jessica Yanny & Pam Zorko

Wednesday, November 10, 2021

12:00 PM

City Hall, Art Gallery
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

The meeting was called to order at 12:08 p.m.

B. ROLL CALL

Present 10 - Jon Matte, Diane Eineichner, Don Falk, Ald. Kevin Haass, Shelly Strasser, Jessica Yanny, Pam Zorko, Gale Jender, David Danielson, and Patricia Wolfe
Excused 1 - Megan Stikl

C. APPROVAL OF MINUTES

1. [21-0563](#) October 27, 2021

Attachments: [October 27, 2021 \(Draft Minutes\)](#)

A motion was made by Ald. Haass and seconded by Ms. Zorko, to approve the minutes of October 27, 2021. The motion carried unanimously.

D. MATTERS FOR DISCUSSION/ACTION

2. [21-0505](#) Participation

New Berlin Eisenhower needs confirmation that they can participate in the parade as they will need to assemble their band members.

Mr. Falk will contact the New Berlin Community band; request they register and confirm their fee amounts.

Jessica Yanny confirmed Mandel will be sponsoring the Polar Express float. She has been busy and will try to get the registration and payment completed following her vacation.

Discussion ensued regarding the number of vehicles a business entity is allowed to have in the parade and what the amounts to be charged are.

Ald. Haass made a motion, seconded by Ms. Wolfe, to charge \$250 per vehicle, for business entities. The motion carried unanimously. Ms. Falk will contact Roman Electric and inquire on the number of vehicles they intend to have in the parade, whether they intend to decorate these vehicles and advise them on the vehicle charges. Mr. Falk will also contact Hoppe Tree Service and advise them the fee is \$500 to have their two vehicles in the parade.

3. [21-0422](#)

Volunteers

1. Cleanup
2. Banner Holders
3. Characters
4. Additional Needs

Ms. Eineichner advised a total of 62 volunteers are needed to manage the typical parade duties.

<i>Mary & Joseph</i>	2
<i>Shepherds (6)</i>	6
<i>3 Wise Men (Barb Hart is 3rd)</i>	2
<i>Santa Banner (B&K)</i>	2
<i>Knights of Columbus Banner</i>	2
<i>School Board Banner</i>	2
<i>City, County & State Officials Banner</i>	2
<i>Santa Elves</i>	4
<i>Costume Characters w/walkers</i>	12
<i>Gate Monitors</i>	10
<i>Parade Pacers</i>	2
<i>Parking Volunteers</i>	2
<i>VIP Seating Volunteers</i>	2
<i>Signage collection at end of parade</i>	2
<i>Cleanup Crew</i>	10

Ms. Jender received confirmation from Jennifer Kühlenbeck, Nathan Hale Rotary Interact, they have 5 students signed up to volunteer with hopefully additional ones to follow. The committee advised that the deadline to submit the names and emails will be November 24th, to allow Ms. Eineichner ample time to coordinate the assigned duties with the students.

Ms. Eineichner advised that Epikos Church will be restarting and expects to have 8-9 volunteers to also help at the parade, along with 2-3 Santa's elves provided by Old National Bank.

Ms. Eineichner ran through different scenarios on the number of volunteers still needed and possibilities on how to utilize those along with the confirmed volunteers. 8 banner holders/2 pacers/VIP parking/5 clean-up/4 gate monitors.

Ms. Eineichner had reached out to the Masonic Lodge regarding help with gate monitoring and has had no response from them at this time.

State Fair Updates:

Will Fuentes from the Wisconsin State Fair Park was in attendance and reviewed the following:

Gate 5 will be for floats and cars that are participating in the parade.

Gate 1 will be for those dropping off participants or those people in the parade that will be walking, or riding may utilize the parking area.

Gate 9 is an exit only for those dropping off participants. A public safety officer will be assigned to this gate.

Mr. Fuentes, will also help provide signage to help avoid any confusion.

The line-up will be on the Grandstand Avenue for vehicles only.

Gates 4 & 5 will be charging for parking as those gates will be utilized by the Noel Light's event being held in the Expo building.

The committee stressed that we want to keep things as they have been run in the past as we have repeat performers and making changes would only create confusion.

Ms. Eineichner confirmed - two (2) Porta Johns will be placed at Gate 2 on Greenfield Ave and one (1) at City Hall.

Ms. Zorko needed to leave the meeting early but advised that she is still trying to get Re/Max air balloon but it's looking doubtful at this time.

Mr. Danielson requested the bands be instructed to start playing at 76th St. and advised to be performing when they are in front of the video cameras, to ensure a great recording of the event.

Pacers will be provided with signs which show STOP on one side and PLAY & GO on the other. Mr. Matte confirmed that his department could make the needed signs.

4. [21-0487](#) VIP Seating/Reserved Parking/Gift Bags

(this section was updated after the meeting to reflect current totals submitted)

Clinicare needs 10 VIP spots - 2 vehicles

Mandel needS 4-6 VIP spots

Knights of Columbus need 19 VIP spots - 4 vehicles

WaterStone needs 12 VIP spots + parking (Pam's asking how many are allowed)

5. [21-0564](#) Sponsors

Additional sponsorships received are \$1,000 from Clinicare, \$250 from Ms. Wolfe and \$250 from Bevsek-Verbick Funeral Home.

6. [21-0566](#) Transportation/Shuttles

Ms. Strasser confirmed the shuttles used to transport participants back to their vehicles from the Pick N Save parking lot have been booked. The school bands book their own transportation.

Mr. Falk spoke with Mr. Matter and was advised that his tractors are now stored in New Berlin - but will be able to provide the 9 needed for the floats.

E. MISCELLANEOUS

No update received from Ms. Zorko regarding whom she contacted to source parade animals.

Mr. Matte presented a "proof" for review on the three banners that need to be ordered. A better logo from B&K Bar will be needed as what was used was pulled from the website. Banners and poles should be available on November 30th for pick up.

Deadline for submittal of payment is Nov. 10th - to ensure payments are ready the day of the parade, all other participants will need to submit an invoice, with reimbursed made after the event occurs.

Mr. Falk requested Ms. Jender follow up with Sgt. Stikl as to whether we have reached out to Pick n Save and advised them of the event and the usage of their parking lot and obtain a contact number from her for the day of the event.

Mr. Falk will confirm with Mr. Klemme on the designs for the floats and provide an update at the next meeting.

There will be a horse drawn wagon available for those officials that would rather ride than walk in the parade. Seating capacity is for 12 people.

During the meeting, the Montage Youth Color Guard registered with a fee of \$325. All present agreed they have done a wonderful job in the past and welcomed their involvement this year.

Yard signs are to be put out on November 13th - Mr. Matte will reach out to DPW regarding placement at the schools and park locations.

Ms. Yanny inquired whether the Christkindlmarkt would be held on the same weekend. Mr. Matte confirmed the event will occur on Dec. 3 from 5-9 p.m. and on Dec. 4th from noon to 4 p.m.

Ms. Yanny will obtain and drop off at City Hall bags for the VIP's and donated Mandel tumblers. Mr. Falk confirmed he again will provide popcorn for the bags as well.

Ms. Famularo will inquire and try to organize having the State Fair Cream Puff in the parade.

The Cream Puff building usage will begin on 12/2 at 7 a.m. and ending on 12/5 at 11:59 p.m.

Ms. Wolfe invited everyone to attend Candy Cane Lane.

The next meeting will be on November 30th at noon in the Art Gallery.

To keep items moving, committee members should email and update as needed.

F. ADJOURNMENT

A motion made by Ms. Wolfe, seconded by Ald. Haass to adjourn the meeting at 1:14 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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