



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*

Tuesday, May 5, 2020

4:30 PM

REGULAR MEETING

NOTICE OF VIRTUAL MEETING

A. CALL TO ORDER

B. ROLL CALL

Also Present: Robert Barwick, Jon Matte, Jenny Kosek, Kris Marion, Ashley Palen, Bob Leischow

Present 6 - Caitlyn White, Emily Eineichner, Melissa Feldmeyer, Melissa Lenz, Shelly Strasser, and Ashley Wagner

Excused 3 - Mayor Dan Devine, Rebecca Grill, and Mark Lutz

C. MATTERS FOR DISCUSSION/ACTION

1. [20-0222](#) 2020 Events Discussion

The committee came together to discuss cancellations for our upcoming 2020 scheduled events. Ms. Palen, from the West Allis Health Department, gave us their recommendations and let us know they are following the Badger Bounce Back plan and paying close attention to the phases. At the moment, gatherings of up to 10 people are permitted. With this information, the committee decided to cancel all May through July 4 events, which includes Polka in the Park, Food Truck Friday, and Independence Day Parade & Fireworks.

We do still have the option to do a virtual celebration for Independence Day. Ms. White will check in to see what parade footage we have from previous years. Committee members then gave ideas for other virtual event ideas, we will revisit next meeting.

The committee will meet again in June to discuss the rest of the season.

Ms. Strasser made a motion to cancel May, June, and Independence Day events. Ms. Eineichner seconded.

2. [20-0223](#) Sponsorship Funding Discussion

The Events Committee will not have access to City funds this year. Moving forward, we will rely on all sponsorship funding to run our events. In the midst of a pandemic, the committee has not been seeking sponsorship funding at this time. But, we do have a newly created Sponsorship Plan to utilize when the time is right.

D. EVENT, PROMOTION, and MARKETING OPPORTUNITIES

E. ADJOURNMENT

Ms. Feldmeyer made a motion to adjourn the meeting, 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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