



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*

Tuesday, November 30, 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 12:04 p.m.

B. ROLL CALL

Present 10 - Jon Matte, Diane Eineichner, Don Falk, Shelly Strasser, Jessica Yanny, Gale Jender, David Danielson, Megan Stikl, Patricia Wolfe, and Chelsea Famularo
Excused 2 - Ald. Kevin Haass, and Pam Zorko

Others Attending

*Mayor Devine
State Fair Representatives: Will Fuentes, Deputy Chief, Jeff Butterfield, Police Chief,
James Bruno, Event Mgr, Dennis Peach
West Allis Fire Chief, Mason Pooler
West Allis Police Department: Police Chief Mitchell, Deputy Chief Fletcher, Deputy Chief
Marks, Sgt. Gold
Peter Daniels, City Engineer
Gerald Matter*

C. APPROVAL OF MINUTES

1. [21-0607](#) November 10, 2021

Attachments: [November 10, 2021 \(draft minutes\)](#)

Eineichner moved, seconded by Wolfe to Approve this matter, motion carried.

E. MISCELLANEOUS

Discussion ensued regarding heightened security measures established as a result of the tragedy that unfolded at the Waukesha Christmas Parade.

Mr. Falk thanked the West Allis Police & Fire Departments along with the Wisconsin State Fair Police and staff for their help in assuring a safe and successful event, without everyone's collaboration, this parade would not have been able to happen.

Mr. Fuentes advised he will be available beginning at 11:00 a.m.

Mr. Falk confirmed we have access to the needed generators and offered to purchase three of them from the Community Alliance Against Drugs (CAAD). He'll also be sourcing three from DPW, two from the West Allis Downtown Business District (BID) and one from Mr. Klemme.

D. MATTERS FOR DISCUSSION/ACTION**2. [21-0505](#) Participation**

Ms. Famularo was unable to secure the State Fair Cream Puff for this years float, but advised they'd participate in future events.

Mr. Falk will provide vehicle information in regards to Mr. & Mrs. Claus being dropped off at Gate 5.

Additionally, here are some of the ways we will be honoring the City of Waukesha:

- *A Waukesha Honor Float featuring a blue heart and candles will serve as the lead float*
- *The West Allis Youth Commission will be carrying a "We Stand with Waukesha" Banner, taking donations from the crowd and offering blue glow sticks with donation. Cash donations are accepted, and we will also have QR codes linked to an online donation platform. Donations will go to the United for Waukesha Community Fund organized by United Way. 100% of the profits go to the foundation, and the Fotsch Family foundation will be matching donations up to \$1M through December 4.*
- *A limited number of "Waukesha Strong" handheld signs will be available to participants who wish to display them. These will be handed out in the staging areas, and we will try to disperse them to groups throughout the lineup.*
- *The West Allis Hale and West Allis Central Bands have joined forces and learned the parade music of the Waukesha South Marching Band.*

3. [21-0422](#) Volunteers

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

Ms. Eineichner provided the following volunteer information:

7 volunteers from Village Playhouse will be Mary, Joseph, 2 Wise men and 3 Shepherds. (confirmed)

She will reach out to Barb Hart to confirm.

7 volunteers from Hale High School who will walk the following banners: WA Parade, Grand Marshal, Elected Officials and B & K banner. (confirmed)

6 volunteers from Central High School: 3 volunteers will direct cars to parking spots and 3 will be at the end of the parade collecting signage and banners. (need to confirm at tomorrow's 9:30am meeting) Ms. Jender will help with the parking area and at the end of the parade route with signage/banners and trafficking.

*3 volunteers for Athlos will be cleaning the sidewalks after the parade.
(confirmed)*

4. [21-0487](#)

VIP Seating/Reserved Parking/Gift Bags

Jessica Yanny advised she's donated 17 tumblers, has 38 bags, 14 bottle openers and 10 bowling towels that can be used for the VIP gift bags. Mr. Falk will provide popcorn and candy bars.

*Clinicare needs 10 VIP seating spots - 3 vehicles
Knights of Columbus need 16 VIP seating spots - 5 vehicles
WaterStone needs 12 VIP seating spots - 3 vehicles
CHR-Hansen - 4 VIP seating spots*

(following the meeting Mr. Falk advised that Ms. Eineichner has provided additional bags, scarves and some model cars. Some of the bags will be marked at "kids bags")

5. [21-0421](#)

Next Meeting Date

The next meeting will be the "wrap up meeting" which will be held on December 8, 2021 at noon in the Art Gallery.

F. ADJOURNMENT

A motion was made by Mr. Falk, seconded by Ms. Jender to adjourn the meeting at 1:22 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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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.

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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.