



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 Don Falk, Jessica
Yanny, Patricia Wolfe & Pam Zorko*

Wednesday, August 24, 2022

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 8 - Jon Matte, Don Falk, Gale Jender, David Danielson, Pam Zorko, Shelly Strasser,
Chelsea Famularo, and Megan Stikl
Excused 3 - Ald. Kevin Haass, Jessica Yanny, and Tony Hess

Others Attending

Mike Brofka, Assistant Director of Public Works
Captain Clementi, West Allis Police Department
Timothy Riebe, Melissa Lenz

C. APPROVAL OF MINUTES

1. [22-0462](#) December 8, 2021 Draft Minutes

Attachments: [December 8, 2021 \(Draft Minutes\)](#)

Matte moved to approve this matter, Strasser seconded, motion carried.

D. MATTERS FOR DISCUSSION/ACTION

2. [22-0463](#) Brochures/Sponsorship Mailings

Mr. Matte requested approval from the committee to send out the brochures and sponsorship mailings. The design from last year will be updated with 2022 information and the cost will be approximately \$856 for mailing costs. Last year 2200 mailings were distributed with only 315 being returned.

The West Allis Downtown Business District (BID) will need the printed materials no later than September 19th in order to distribute to the car show event participants.

Strasser moved to approve this matter, Zorko seconded, motion carried.

3. [22-0464](#) Launch Online Signup

The committee will be utilizing a new software program, OpenGov, this year. Mr. Matte has designed and tested the parade registration process. This year a W-9 will be included in the sign-up request to speed up our payment process following and ensure the City Finance Department has the needed information to create a vendor ID number.

This software allows both registrations and donations to be handled on-line via the website at www.wachristmasparade.com <<http://www.wachristmasparade.com>>

The on-line registration form will also request a detailed description from the participants which will allow for more dialogue from Mr. Hess and Ms. Zorko, when they are announcing the parade participants.

Strasser moved to approve this matter, Zorko seconded, motion carried.

4. [22-0465](#)

Redistribution of Volunteer Tasks

Ms. Famularo reviewed the duties and responsibilities that need to be filled as a result of Ms. Eineichner resigning last year and explained we need to establish who will be the volunteer coordinator, along with reassigning many tasks. An updated listing will be supplied to the committee following this meeting, with the intent that members not presented today, may be interested in taking on these tasks.

5. [22-0467](#)

Parade Planning/Preparations

Captain Clementi along with Sergeant Stikl outlined the planned security efforts and advised they will be similar to those of the 4th of July parade. This will allow more security than in previous year but will be less than the 2021 Christmas parade, as that is not a sustainable level. Other parade route options were reviewed and discussed, and it was the consensus of the committee to stay with the established route.

Ms. Strasser stated she is getting pushback from her staff and their level of commitment may be harder to sustain as they are not compensated for their time, and this event isn't outlined in their contracts. Mr. Falk & Mr. Matte requested she put together a budget that would be acceptable for staff compensation. This will be reviewed, drafted, and brought back to the committee for consideration.

Ms. Zorko along with Mr. Hess, who was unable to attend this meeting, have both stated pacers are needed to allow for less congestion and/or gaps in the lineup. Ms. Strasser stated she does have staff members to be pacers, however her staff have safety concerns and their perception of care and concern regarding security and compensation are not equal to that of other staff members.

Ms. Zorko shared her safety concerns regarding the 4th of July parade, discussion ensued with questions/issues being answered by Captain Clementi and Sergeant Stikl.

In prior years, the former leaders of the Epikos Church provided many volunteers such as Mary, Joseph, Shepherds, etc., along with handling cleanup at the end of the parade.

Ms. Strasser mentioned, City Lights a non-profit organization may have a connection with the current Epikos Church and a potential source of volunteers. She further offered the suggestion of offering the two local high schools a financial incentive to help their sports teams as a fundraising opportunity, this in turns helps out their budgets and also helps ensure we have adequate volunteers to successfully produce this event.

Mr. Brofka, the Assistant Director of Public Works advised that he and Ms. Strasser will meet outside of this group to coordinate the collection of banners and poles.

Mr. Falk and Mr. Brofka confirmed 9 generators are needed along with bleachers, DOT signage coordinated with the Engineering and Police Dept. Mr. Matte has notified the

Engineering Dept of the date and time for this event. Discussion ensued regarding the city float as this needs to be pulled with a semi and requires a driver with the correct licensing. Storage at State Fair was brought up and Ms. Famularo will follow-up with them to establish who our contact will be this year and invite them to future meetings.

Mr. Falk reached out to Hoof Beats Express, the carriage and wagon provider of previous years, they experienced a loss in the main person that coordinated these services, and it was suggested he preferably source a second option. Mr. Falk confirmed that he is working on this and will report back at the next meeting.

6. [22-0466](#)

Next Meeting Date/Time

The next meeting will be held on September 7, 2022 at 12:00 p.m.

E. ADJOURNMENT

There being no other business, a motion was made by Ms. Strasser, seconded by Ms. Jender to adjourn at 1:40 p.m.

The motion carried unanimously



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