



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, September 7, 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 12:03 p.m.

B. ROLL CALL

Present 9 - Jon Matte, Don Falk, Ald. Kevin Haass, Melissa Lenz, Gale Jender, David Danielson, Pam Zorko, Jessica Yanny, and Chelsea Famularo
Excused 4 - Patricia Wolfe, Tony Hess, Shelly Strasser, and Megan Stikl

Others Attending

Timothy Riebe
Cindy Rausch, Facilities Superintendent

C. APPROVAL OF MINUTES

1. [22-0490](#) August 24, 2022 Draft Minutes

Attachments: [August 24, 2022 \(Draft Minutes\)](#)

Ald. Haass moved to approve this matter, Yanny seconded, motion carried.

D. MATTERS FOR DISCUSSION/ACTION

2. [22-0465](#) Redistribution of Volunteer Tasks

Ms. Famularo reviewed the duties and responsibilities that still need to be filled, while progress was made, there are still tasks needing to be taken on by committee members along with finalizing which tasks were reassigned and to whom.

Mr. Riebe, stated he has a good relationship with 414 Church and will connect and coordinate volunteers for clean-up, costume distribution and collection. The clean-up volunteers (6-8) will bag the garbage after the parade and placed in the garbage containers along the route for collection by DPW.

Ms. Famularo & Mr. Riebe will review the costume inventory, and he will coordinate with 414 Church to engage the appropriate number of volunteers needed for the Nativity.

Santa letters will be collected during the Allis in Winterland event, this will be promoted on social media, and a drop box will be setup in the CSC area. This will centralize the drop-offs and eliminate the need for 4 volunteers to collect the letters during the parade. The WA Recreation Dept. will handle the response letters.

Ms. Rausch will coordinate clean-up following the parade and the street sweeper. She will also provide garbage bags, vests, and grabbers for the volunteers to utilize during clean-up.

Mr. Hess along with Ms. Zorko are working on getting volunteers as pacers to keep the parade flowing at a slow & steady pace and to ensure that participants perform when on camera. A detailed description of the performers is required upon registration which will provide for better broadcasting.

Ms. Famularo will order a golfcart (dump box) to be utilized for placement and collection of all traffic cones. These are utilized at State Fair in the staging area. Each cone has a flag with the assigned participation number to clearly identify the line-up order.

Mr. Falk will handle the searchlight agreement with Big Sky Balloons and Searchlights, Inc. and will contact Hoof Beats Express next week to confirm their participation and reserve three horses for the parade.

Ms. Zorko will submit an online request to Re/max, and Ms. Lenz will reach out in person to hopefully have their hot air balloon in the parade, as she knows the broker that runs the West Allis location.

Mr. Matte advised all previous participants were emailed and postcards were sent out last week.

3. [22-0496](#)

VIP Coordinator

Ms. Yanny confirmed she will be responsible for overseeing the VIP section, coordinating staffing of the VIP seating and parking area, the creation and distribution of VIP gift/swag bags, manage inventory of seating and parking spaces, decorations and/or signage as needed, set-up reserved VIP parking signage in City Hall parking lot, and work with communicating recommended routes to VIP.

Ms. Famularo suggested utilizing vendors to help with serving hot chocolate and treats to the VIPs.

Two sets of bleachers will be delivered by DPW on Friday. It is estimated that these will hold approximately 50 VIPs. Ms. Yanny suggested that based upon availability of seats, these be auctioned off as another way to generate funding.

4. [22-0492](#)

Review budget submitted by the West Allis West Milwaukee Recreation Dept.

This item was not discussed.

5. [22-0493](#)

Bands - Establish budget

This item was not discussed.

6. [22-0494](#)

State Fair Contract & Insurance/Contact Person

Following the meeting, Mr. Famularo confirmed the State Fair contact remains the same as last year and has invited Will Fuentes to the next meeting along with confirmation that the Hmong New Year will not be a conflict for the parade this year.

7. [22-0495](#) Big Sky Balloons & Searchlight

Mr. Falk will handle the searchlight agreement.

8. [22-0467](#) Parade Planning/Preparations

Mr. Falk stated the West Allis Knights of Columbus donated \$1,000 to the parade this year and have given \$10,000 to the Beloit Rd. park along with an additional \$3,000 to the Police Department. There is a chance that no additional donations will be made to the parade, but he'll attend a meeting next week and try to get more allocated.

Ms. Famularo requested each member on the committee submit five (5) contacts and their information to solicit for sponsorships. Donations should be made out to the "City of West Allis", per our finance department.

8. [22-0466](#) Next Meeting Date/Time

The next meeting will be held on September 27, 2022 at 12:00 p.m.

E. ADJOURNMENT

There being no other business, a motion was made by Ald. Haass, seconded by Ms. Zorko to adjourn at 1:00 p.m.

The motion carried unanimously.



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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