



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, Melissa Lenz, Tony Hess, Patricia Wolfe & Pam Zorko*

Tuesday, October 18, 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 12:06 p.m.

B. ROLL CALL

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

C. APPROVAL OF MINUTES

1. [22-0592](#) September 27, 2022 Draft Minutes

Attachments: [September 27, 2022 \(Draft Minutes\)](#)

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

D. MATTERS FOR DISCUSSION/ACTION

2. [22-0593](#) Budget Update & Review

The current fund balance is \$35,787.03.

Mr. Falk will be dropping off his sponsorship fee for the Santa float in the amount of \$2,000. Ms. Zorko dropped off the Grand Marshall sponsorship of \$2,500. These amounts will be added to the above balance.

Mr. Matte will follow up with Clinicare and Ms. Famularo will email Quad Graphics regarding their parade sponsorship of \$500.

The current fees for the 41 units registered to date is \$7,670.

Mr. Matte will follow up with Capri and Rainbow Gardens as they both have provided excellent floats in years past, along with reaching out to the Women's Club.

On October 14, 2022, a reminder email was sent to past participants, encouraging their registration and sponsorship of the parade.

3. [22-0538](#) Review of Assigned Tasks

Mr. Falk:

Big Sky Balloons and Searchlights, Inc., two units have been secured for the event.

Mr. Klemme has confirmed there will be 10 floats in the parade. Mr. Matter with provide pickup trucks and tractors.

Mr. Falk will contact Ms. Eineichner regarding the volunteer list previously used for the parade. This will help us better determine the number of volunteers needed.

Blue Ribbon Farm might be a viable option for the needed horse drawn carriage to replace the no longer in business Hoofbeats.

Generators: 3 are at DPW, 3 were purchased from CAAD, and an additional six will be provided from the BID and Mr. Falk. This will allow for an additional two, to avoid any unexpected breakdowns.

Provide golf cart information to Ms. Famularo for booking.

Ms. Strasser:

Contact the Hale/Central drama clubs as potential participants/volunteers along with the Boy Scout troop from last year to confirm their 10/12 participants.

Ms. Famularo:

Verify inventory of signage, costumes, and banners, will work on completing an application with the Army Band for their consideration

Working on obtaining the Brewers and Roscoe mascots and has secured the contract with the Wisconsin State Fair Park (fees remaining the same as last year)

Follow up with Mr. Riebe as he has not been in attendance for the last two meetings.

4. [22-0537](#)

Volunteers

1. Cleanup
2. Banner Holders
3. Costume Distribution & Collection
4. Additional Needs

Mr. Riebe was not in attendance to provide an update on the status of the following assigned duties.

Tim Riebe - Citizen Volunteer

Clean-up Crew - recruit volunteers, coordinate & provide cleanup supplies (from DPW)

Recruit volunteers & coordinate

Provide cleanup supplies; gloves, garbage bags & pickers (from DPW)

Nativity Scene & Costumed Walkers

Recruit volunteers & coordinate

Provide costumes day-of, clean and return to City Hall post-parade

Day of responsibilities: Volunteer Coordination**5. [22-0467](#)****Parade Planning/Preparations**

Ald. Haass will connect with the Mayor regarding the inclusion of the Youth Commission on this committee.

The city trailer will not fit into the Cream Puff Building. Mr. Brofka stated space and staffing is an issue along with obtaining a secure driver. A few options were discussed with further discussion to ensue when details are worked out regarding whether the Suburban Concert Band would fit onto the hay wagon that was formerly owned by CAAD and is now on the police departments grounds.

The antique fire truck will carry the alderpersons.

Ms. Zorko to provide the needed contact information for those riding as Grand Marshall for WaterStone Bank, along with contacting the Wisconsin Vets to check if they'd like to march in the parade.

There will not be any checks handed out the day of the event. The finance deadline is December 1st for a check run to happen on December 5th. Participants would receive their payments in a timely manner.

There is a total of forty-six (46) yard signs on hand - Ms. Strasser will need 20, Mr. Zorko will place 12, Ms. Famularo will take 10-12 and place around the Farmers Market and the Honey Creek Cemetery. Mr. Matte will source a quote for an additional 50 signs.

Ms. Lenz is working on the sponsorship leads provided

6. [22-0466](#)**Next Meeting Date/Time**

The next meeting will be held on November 1, 2022 at 12:00 p.m.

E. ADJOURNMENT

There being no other business, a motion was made by Ald. Haass, seconded by Ms. Strasser to adjourn at 1:05 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.