



City of West Allis

Meeting Minutes - Final

Tourism Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Dan Devine, Mayor
Martin J. Weigel, Alderperson
Rebecca Grill, City Administrator
Commission Members Laura Mueller and Rod Raschka

Wednesday, December 14, 2016

6:09 PM

City Hall, Common Council Chambers

REGULAR MEETING

A. CALL TO ORDER

The meeting was called to order at 6:09 p.m.

B. ROLL CALL

Present 4 - Mayor Dan Devine, Ald. Martin J. Weigel, Ms. Rebecca Grill, and Ms. Laura Mueller
Excused 1 - Mr. Rod Raschka

C. APPROVAL OF MINUTES

1. [17-00034](#) Draft Minutes for September 19, 2016 and October 31, 2016

Attachments: [2016 0919 Minutes](#)
[2016 1031 Minutes](#)

A motion was made by Ald. Weigel, seconded by Mayor Devine, that this matter be Approved. The motion carried unanimously.

D. NEW AND PREVIOUS MATTERS

2. [17-00015](#) Website Options

Ms. Grill advised that www.visitwestallis.com <<http://www.visitwestallis.com>> had been purchased for use by the Tourism Commission. Ald. Weigel requested that www.visitwestallis.org <<http://www.visitwestallis.org>> be purchased alternatively so people would understand that it was closely related to a governmental entity. Ms. Grill advised she would look into changing this.

Ms. Grill explained the various information she had found during the review of Simpleview, VisitMilwaukee and CivicPlus. Simpleview provides a drag and drop interface which would cost \$90-120K over three years for design, implementation, training and maintenance of system. VisitMilwaukee indicated that it would only like to partner with West Allis to become part of its existing destination marketing strategy like Wauwatosa. CivicPlus would provide a subsite under the current City site for \$8,000. Ms. Grill explained that staff would be able to use the CivicPlus option with no additional need for training or any additional resources.

A motion was made by Ald. Weigel, seconded by Ms. Mueller, to proceed with CivicPlus. The motion carried unanimously.

Aye: 4 - Mayor Devine, Ald. Weigel, Ms. Grill, and Ms. Mueller

No: 0

3. [17-00020](#) Photographer RFP

Ms. Grill shared a proposed RFP document for Professional Photography Services. Committee members discussed content and requested that in addition to the existing evaluation criteria, preference be given to West Allis residents.

A motion was made by Mayor Devine, seconded by Ald. Weigel, to proceed with the RFP for Professional Photography Services, including preference given to West Allis residents. The motion carried unanimously.

Aye: 4 - Mayor Devine, Ald. Weigel, Ms. Grill, and Ms. Mueller

No: 0

4. [17-00021](#) Branding, Marketing and Promotion RFP

Ms. Grill shared a proposed RFP document for Branding, Marketing and Promotion. Committee members discussed content, made recommendation for wording and timeline revisions, and requested that in addition to the existing evaluation criteria, preference be given to Southeastern Wisconsin respondents.

A motion was made by Ald. Weigel, seconded by Ms. Mueller, to proceed with the RFP for Branding, Marketing and Promotion, including recommended edits and preference to Southeastern Wisconsin respondents. The motion carried unanimously.

Aye: 4 - Mayor Devine, Ald. Weigel, Ms. Grill, and Ms. Mueller

No: 0

5. [17-00018](#) 2017 Goals and Objectives

Committee members discussed possible options for the Tourism Budget and 2017 goals and objectives. Options included: website, RFP, identify physical location for providing tourism services, printed marketing materials, boost channel signs, and cross marketing.

6. [17-00019](#) Miscellaneous Tourist Promotion and Marketing Opportunities

Continue to share information regarding opportunities; i.e., 2017 Beer Bloggers.

E. MATTERS FOR DISCUSSION/ACTION

7. [17-00013](#) 2017 Tourism Budget

See file ID 17-00018.

F. ADJOURNMENT

Next meeting - January 24, 2017 at 6:00 p.m. (now changed to February 1, 2017 at 5:00 p.m.)

A motion was made to adjourn the meeting at 7:25 p.m. The motion carried.