



City of West Allis

7525 W. Greenfield Ave.
West Allis, WI 53214

Meeting Minutes

Tourism Commission

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

Thursday, March 9, 2017

5:06 PM

City Hall, Room 128

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

The meeting was called to order at 5:06 p.m.

B. ROLL CALL

Present 5 - Mayor Dan Devine, Ald. Martin J. Weigel, Ms. Rebecca Grill, Ms. Laura Mueller, and Mr. Rod Raschka

C. APPROVAL OF MINUTES

[17-00037](#) February 10, 2017 Draft Minutes

A motion was made by Ald. Weigel, seconded by Mr. Raschka, that this matter was Approved. The motion carried by the following vote:

Aye: 5 - Mayor Devine, Ald. Weigel, Ms. Grill, Ms. Mueller, and Mr. Raschka

No: 0

D. CLOSED SESSION

At 5:08 p.m., Chairperson Devine stated it was the intention of the Committee to vote on a motion to convene in closed session for discussion/action relative to Photographer RFP submission review and Branding, Marketing and Promotion RFP review, and to take such further action as may be necessary and appropriate with respect to such matters.

A closed session for the above purposes is authorized pursuant to the provisions of Wis. Stats. Section 19.85(1) (e), which authorizes a governmental body, upon motion duly made and carried, to meet in closed session to deliberate or negotiate the purchase of public properties and the investment of public funds, or conduct other specified public business whenever competitive or bargaining reasons require a closed session.

A motion was made by Ald. Weigel, seconded by Mr. Raschka, that this matter was Approved.. The motion carried by the following vote:

Aye: 5 - Mayor Devine, Ald. Weigel, Ms. Grill, Ms. Mueller, and Mr. Raschka

No: 0

Discussion and consensus regarding the RFP for photographers and marketing services was held.

Ms. Grill was directed to work with all three remaining photographers for various events as their expertise and availability warranted.

The top three firms were identified from the Marketing Services RFP responses. The top three will be interviewed on March 29, 2017, at 4, 5 and 6 p.m. in the City Hall Art Gallery. They are to be directed to make their proposal live in 30 minutes. Committee members will send ideas for questions to Ms. Grill by March 24, and final questions will be disseminated to the Committee in advance of the March 29 meeting. A followup meeting to discuss the presentations will also be scheduled on April 6 at 5 p.m. in the Art Gallery, if needed.

Upon conclusion of the closed session at approximately 6:11 p.m., the Tourism Commission reconvened in open session at said time and place to consider its public agenda, including motions to recommend approval or rejection of above-listed deliberations or any of the public agenda items that have not been acted upon.

E. NEW AND PREVIOUS MATTERS

1. [17-00025](#) Photographer RFP Submission Review

Discussion held in closed session.

This matter was No action taken

2. [17-00036](#) Branding, Marketing and Promotion RFP Status

Discussion held in closed session.

This matter was No action taken

3. [17-00019](#) Miscellaneous Tourist Promotion and Marketing Opportunities

Support Downtown West Allis BID at Wheel and Sprocket bike sale at State Fair Park. Explore promotion of Eat West Allis through Clear Channel billboards.

F. MATTERS FOR DISCUSSION/ACTION

1. [17-00038](#) Alternative Locations for Meetings - Chamber Office Request

Commission members discussed and decided it was best to continue to hold meetings at City Hall for available resources, parking and convenience.

G. ADJOURNMENT

A motion was made by Ms. Mueller, seconded by Ald. Weigel, to adjourn the meeting at 6:35 p.m. The motion carried unanimously.