



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

Tuesday, June 6, 2017

5:07 PM

City Hall, Art Gallery

REGULAR MEETING (draft minutes)

A. CALL TO ORDER

The meeting was called to order at 5:07 p.m.

B. ROLL CALL

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

Others Attending

Patrick Schloss, Community Development Manager; Jon Matte, Communications Director; Jenny Kosek, Communications Specialist.

C. APPROVAL OF MINUTES

[17-00053](#) March 29, 2017 and April 6, 2017 Draft Minutes.

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

Aye: 4 - Mayor Devine, Ald. Weigel, Ms. Grill, and Mr. Raschka
No: 0

D. NEW AND PREVIOUS MATTERS

1. [17-00054](#) Discuss resolution to approve Savage Solutions Proposal and Contract for Marketing Services.

Discussion held on this topic. City Administrator Rebecca Grill responded to questions/comments. Consensus provided to approve contract for marketing services.

2. [17-00055](#) Resolution authorizing the City Administrator to enter into a contract with Savage Solutions, LLC for Branding and Marketing Services for an initial cost not to exceed \$50,000.

Sponsors: Tourism Commission

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

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

No: 0

3. [17-00043](#) Proposed Photographer Schedule

Discussion ensued. Events requiring photos, including Kegs & Kurds and Food Truck Wednesday, will be taken by Communications.

This matter was Discussed

4. [17-00019](#) Miscellaneous Tourist Promotion and Marketing Opportunities

Future opportunities for promotion/marketing in the Wisconsin lodging directory. Internal/External, 5-7 people, Jenny Kosek to put together. Time commitment?

This matter was Discussed

E. ADJOURNMENT

A motion was made by Rebecca Grill, seconded by Mayor Devine, to adjourn the meeting at 5:28 p.m. The motion carried unanimously.