

**West Allis Community Improvement Foundation, Inc.**  
Minutes – Meeting of Wednesday, November 28, 2018

Members Present: Patricia Wikenhauser, President  
Dan Devine, Vice President  
Rebecca Grill, Treasurer  
Tim Meyers, Board Member  
Matt Rupena, Board Member  
Paul M. Ziehler, Board Member  
Stephanie Emons, School Board Ex Officio Member  
Tom Lajsic, Common Council Ex Officio Member

Members Excused: Gerry Matter, Board Member

Others Present: Peggy Steeno, Finance Director; Ald. Marty Weigel; Steve Schaer, Manager of Planning; Dog Park Committee Members Kristine Budiac, Trina Salm Ward, Keara Ward, Melissa Fradkin, Trinity Ward, Jeanne Psket; Jeanette Wardinski, Staff Support

The meeting was called to order at 4:01 p.m. on Wednesday, November 28, 2018, in Room 128, at West Allis City Hall.

**1. MINUTES**

A motion to approve the October 30, 2018 Foundation minutes was made by Mr. Meyers and seconded by Ms. Emons. The motion passed unanimously.

**2. TREASURER REPORT**

a. Foundation Giving vs. Available Funds. Ms. Steeno passed out the Treasurer Report and spent a few minutes reviewing fund balances and responded to questions from the Board. Ms. Wikenhauser had asked for an explanation of available funds that can be used for Foundation giving. The report reflects almost \$19,000 in undesignated funds that are available for this purpose. Concerns had been expressed on the amount of giving in recent years and its impact on Foundation reserves. Ms. Wikenhauser wondered if it would be appropriate to charge a fee to those organizations we service as financial agent. On the question of legality, Mr. Ziehler said there are no problems doing this; it is no different from keeping a portion of funds raised at our events. Other Board members thought this was worth looking into as a way to build Foundation funds for its own gifting purposes.

**3. 2019 DINNER DANCE BENEFICIARY INTERVIEW**

a. Dog Park Project Committee Interview. Ms. Wikenhauser welcomed Dog Park Project Committee ("DPP") members and asked for input on their beneficiary application. DPP representatives introduced themselves and spent a few minutes explaining their beneficiary request. Basically, the purpose of the project is to create an off-leash dog park in the city where community members can gather to socialize and

exercise their dogs. Funding would be used to help create the dog park, including cost of site work and amenities for the park, such as fencing. Their Committee is made up of over 30 dedicated volunteers, and they have been actively working to raise awareness and community funds to support the project. They mentioned the many and varied fundraising activities over the past year resulting in over \$18,000 being raised. Their "West Allis Dog Park Project" Facebook page has over 500 followers, and their email contact list includes over 300 individuals who have expressed interest in the project. Ald. Weigel spoke to the connection people feel when we say "dog park" and the positive impact on a community when people are out with their dogs meeting/greeting others. This group has done a great job working on the project and people are coming together with great synergy. When asked about future maintenance of the park, he said it's envisioned that the city will be doing it. Discussion continued with what the Foundation would be looking for from the DPP if chosen as the recipient, including help planning the event, expectations of support through attendance, and volunteers for various event activities. Ms. Wikenhauser said the Gala Planning Committee will meet monthly as planning gets underway in the new year. Comments offered on sponsorship opportunities and how the DPP can incorporate these ideas with their social media ideas, etc. Further discussion ensued. Ms. Wikenhauser thanked the DPP representatives for their presentation and said she will contact them once the Foundation Board makes its decision.

The Board then spent a few minutes discussing the other applications and agreed the School District's African-American Summer Youth Institute and the Family Resource Center/Heroin-Opiate Task Force submittals be held for future consideration. The following motion was made.

Mr. Ziehler moved to approve the Dog Park Project as the 2019 Charity Gala Beneficiary, seconded by Ms. Emons. The motion was approved unanimously.

Ms. Wikenhauser will follow up with calls to the selected beneficiary and those not chosen. Brief discussion ensued about the event venue. Suggestions included Hampton Inn, Peck Center, and Zoofari (not available on 4/27).

#### **4. OLD BUSINESS**

a. Community Breakfast of Thanks & Giving Wrap Up. Ms. Wikenhauser reviewed the estimated financial report included in the agenda handout packet. Options are provided for determining the amount to gift to the 15 food pantries. Concerns expressed about level of expenses which impacts gifting. If relying solely on the net funds available, only \$137 per pantry would be gifted. Board members preferred the option of the Foundation covering postage and printing costs and using undesignated funds in order to gift \$200 per pantry.

Discussion about making event changes, such as weekday vs. weekend event, time of day (breakfast vs. lunch), full breakfast menu vs. coffee/donuts, presentation by beneficiary(ies) of the event, etc. Ms. Wikenhauser suggested, for future consideration,

a mailing to supporters/attendees requesting additional funds at critical times of the year. Ms. Grill mentioned the City Communications Dept. helping with a survey through Survey Monkey for input on the event.

Mr. Ziehler then moved to approve a donation of \$200 per food pantry, using Foundation funds to cover total gift amount. The motion was seconded by Mr. Lajsic and passed unanimously.

Ms. Wardinski was directed to have checks and transmittal letters prepared for the 15 pantries to go out prior to the Christmas holiday.

**5. NEW BUSINESS**

a. 2019 Charity Gala (discuss first meeting date for Planning Committee).  
Ms. Emons commented that decisions on location and menu should be set first which will determine what ticket price we charge. Some discussion ensued with ideas for an auctioneer, celebrity announcer, silent auction items related to the park, e.g., buy 100 feet of fencing, etc. It was agreed that brainstorming will continue on venue, menu, ticket price, etc. with the Planning Committee.

The Board decided to meet on January 8, 2019 at 3:45 p.m. and then a 4 p.m. meeting with the Charity Gala Planning Committee.

There being no further business for the Foundation Board, the meeting adjourned at 5:05 p.m.