



City of West Allis

Meeting Minutes

Charity Gala Planning Committee

Sub-Committee of the West Allis Community Improvement Foundation, Inc.

Tuesday, January 8, 2019

4:08 PM

City Hall - Room 128
7525 W. Greenfield Ave.

REGULAR MEETING (draft minutes)

2019 Charity Gala Beneficiary - West Allis Dog Park Event Date - April 27, 2019

A. CALL TO ORDER

Foundation President Wikenhauser called the meeting to order at 4:08 p.m.

B. ROLL CALL

- Present** 12 - Mayor Dan Devine, Mr. Ed Lisinski, Ms. Jeanette Wardinski, Mr. Matt Rupena, Ms. Monica Atkinson, Ms. Patricia Wolfe, Ms. Patricia Wikenhauser, Mr. Paul M. Ziehler, Ms. Stephanie Emons, Mr. Tim Meyers, Ms. Trina Salm Ward, and Ms. Terese Beauchamp
- Excused** 9 - Ms. Jeannette Bell, Mr. Jeff Wiedel, Ms. Joyce O'Donnell, Mr. Marty King, Ms. Mary Pike, Ms. Nancy Rhodes, Ms. Rebecca Grill, Ms. Shelly Strasser, and Ald. Thomas G. Lajsic

Others Present:

Kristine Budiak, Melissa Fradkin, Jeanne Psket, Ald. Marty Weigel, Chet Bell, Kathy Meyers, Caitlyn White

C. MATTERS FOR DISCUSSION/ACTION

Ms. Wikenhauser welcomed everyone and explained that the work to prepare for the Gala event is done with various subcommittees, as listed on the meeting agenda. We will discuss the purpose of each subcommittee and explain what type of work and activities have been done in the past, and we welcome new ideas for this year's event. She also said we are looking for a key person to lead the work of the subcommittees with the understanding that others, including returning Committee members, will help and provide direction as needed.

1. [19-0011](#)

Entertainment Subcommittee

a. Music

b. Fun Activities (Heads & Tails, Wine Pull, Raffle, Other)

The type of music is based on the venue and space restrictions. Ideas include a band, combo, DJ, etc. Many ideas to explore with fun activities, and one suggestion is to perhaps replace or compliment the wine pull with micro brews.
Lead Person: Jeanne Psket

2. [19-0012](#)

Facilities Subcommittee

a. Location

b. Menu

c. Decorations

d. Set Up/Clean Up

Ms. Wikenhauser reported that we have a hold on the date with the Hampton Inn (190 room capacity; \$650-800 room rental) and possibly the Zoofari Conference Center (225+ capacity; \$1400 room rental). She said she will be the lead for this subcommittee and welcomes those interested in helping with site visit, menu, etc. Returning members have experience with decorations and welcome new ideas. Lead Person: Trish Wikenhauser with Marty Weigel, Trina Salm Ward

3. [19-0013](#)

“Taste of West Allis” Sweets Table Subcommittee

a. Solicit for Donations

Ms. Beauchamp explained that we solicit local restaurants, bakeries, etc. for sweets and this subcommittee helps with donation pickups, monitoring the table during the event, etc. A donation solicitation letter is sent about a month before the event.

Lead Person: Terese Beauchamp

4. [19-0014](#)

Fundraising/Sponsorship Subcommittee

a. Discuss Sponsorship Opportunities/Design Literature

b. Discuss Fundraising Activities

Ideas for fundraising activities discussed, including using West Allis high school mascots (Bulldogs and Huskies), reaching out to various high school groups (Booster Clubs), Youth Commission, reach out to various related groups, anyone that benefits from the park. Mayor Devine said the WAPD K-9 Unit is on board for a demo at the event. All ideas are on the table. Ms. Wikenhauser mentioned the Foundation has a raffle license. Discussion about fundraising letter sent to local banks and select businesses, and sponsorship opportunity flyer shared. Looking for new sponsorship ideas based on giving levels. Information on this to be shared with subcommittee lead.

Lead Persons: Melissa and Heather Fradkin

5. [19-0015](#)

Silent Auction Subcommittee

a. Solicit for Donations

b. New Bidding Procedures

c. Check Out Process

d. Table Monitors

Discussion focused on different ideas for the silent auction and changes desired. Ald. Weigel will look into options for new bidding procedures (use phone app/eliminate paper bid sheets). He will also reach out to Woodworkers Club about dog-related items for raffle or auction (e.g., dog house, dog bowls, etc.). Business lists used for past solicitations to be shared/reviewed/updated with new donor options.

Lead Persons: Trina Salm Ward, Marty Weigel

6. [19-0016](#)

Publicity Subcommittee

a. Event Theme/Slogan

b. Program Design

c. Event Promotion (social media, email blasts, etc.)

Ms. Wikenhauser displayed sample of last year's promo poster and welcomed

ideas for this year's theme/slogan. Ald. Weigel suggested "Take Me Out To The Dog Park," and everyone was in favor of it and carrying that into a baseball theme with the colors of blue and gold. He wondered if we could get the Brewers "Hank" involved in some way. It was learned that the Police Reserves have disbanded so won't be available to help with poster distribution throughout the community. Dog Park Project Cmte members will step in to do this. Discussion ensued about ticket/table costs (\$65/person, \$60 Early Bird by 4/1/19; \$500/Table of 8), incentives for these purchases (raffle ticket/ticket sale or multiple raffle or drink tickets for table purchase, etc.), and how to publicize the event and its offerings.

Lead Person: Jen Brown

D. ADJOURNMENT

The meeting adjourned at 5:20 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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