



# City of West Allis

## Meeting Minutes

### Tourism Commission

*Dan Devine, Mayor*  
*Martin J. Weigel, Alderperson*  
*Rebecca Grill, City Administrator*  
*Commission Members Jennine Neckuty and Rod Raschka*

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Monday, September 24, 2018

6:02 PM

City Hall, Art Gallery  
7525 W. Greenfield Ave.

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#### REGULAR MEETING (draft minutes)

#### A. CALL TO ORDER

*The meeting was called to order at 6:02 p.m.*

#### B. ROLL CALL

**Present** 5 - Mr. Dan Devine, Ms. Rebecca Grill, Ald. Martin J. Weigel, Ms. Jennine Neckuty, and Mr. Rod Raschka

#### Others Present:

Caitlyn White, Tourism and Event Coordinator

#### C. APPROVAL OF MINUTES

1. [18-00544](#) June 26, 2018 Draft Minutes.

A motion was made by Mr. Raschka, seconded by Ald. Weigel, to approve the minutes. The motion carried by the following vote:

**Aye:** 5 - Mr. Devine, Ms. Grill, Ald. Weigel, Ms. Neckuty, and Mr. Raschka

**No:** 0

#### D. NEW AND PREVIOUS MATTERS

##### New Matters

2. [18-00545](#) 2019 Recommended Budget Submission.

*Ms. Grill explained the recommended 2019 Tourism Budget Proposal to the group. Leveraging the Farmers Market as a destination is a key opportunity in 2019. The Farmers Market will be included in Savage Solutions' marketing plan, as it was identified as a key point of pride for residents and a destination for visitors. The new Tourism and Event Coordinator will also have a role in increasing the promotion of the Farmers Market. The group showed interest in the Wayfinding signage and expressed potential ideas and collaborations for the future. There was brief discussion on gradually increasing the room tax rate; no action at this time.*

A motion was made by Mr. Raschka, seconded by Ald. Weigel, to approve the 2019 Tourism Budget Proposal. The motion carried by the following vote:

**Aye:** 5 - Mr. Devine, Ms. Grill, Ald. Weigel, Ms. Neckuty, and Mr. Raschka

No: 0

## Held Items

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

*As mentioned in the 2019 Tourism Budget Proposal, the Farmers Market will be celebrating its 100th anniversary next year. With Savage Solutions developing a unique Farmers Market Brand, this is the perfect opportunity to capitalize on events and activities to bring visitors to the Farmers Market.*

**No action at this time.**

4. [17-00022](#) Website Update.

*No discussion at this time.*

## E. ADJOURNMENT

*A motion was made by Ald. Weigel, seconded by Mr. Raschka, to adjourn the meeting at 6:51 p.m. The motion passed unanimously.*



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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