



# City of West Allis

## Meeting Minutes - Draft

### Events Committee

*Mayor Dan Devine, Caitlyn White, Chase Ernst,  
Emily Eineichner, Mark Lutz, Ashley Wagner,  
Melissa Feldmeyer, Melissa Lenz, Shelly Strasser, and  
Rebecca Grill*

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Wednesday, December 4, 2019

4:00 PM

Room 128

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#### REGULAR MEETING

#### A. CALL TO ORDER

Meeting called to order at 4:05 p.m.

#### B. ROLL CALL

Also Present: Robert Barwick, Ashley Tannert

**Present** 4 - Mayor Dan Devine, Caitlyn White, Shelly Strasser, and Ashley Wagner  
**Excused** 4 - Rebecca Grill, Emily Eineichner, Melissa Feldmeyer, and Melissa Lenz  
**Absent** 2 - Chase Ernst, and Mark Lutz

#### C. APPROVAL OF MINUTES

1. [19-0778](#) Meeting Minutes of October 30, 2019

Attachments: [Meeting Minutes 10-30-19](#)

A motion was made by Ms. Wagner to approve the October 30, 2019 meeting minutes, and seconded by Mr. Barwick.

#### D. MATTERS FOR DISCUSSION/ACTION

2. [19-0614](#) 2019 Upcoming Events

i. Tree Lighting & Santa's Cafe

The 2019 Tree Lighting Program begins at 4pm in Centennial Plaza. There will be four choirs singing, followed by a community sing, and then the lighting of the tree. Santa's Cafe begins at 3:30pm in the Art Gallery and ends at 5pm. We are still in need of volunteers to assist with set-up and to help sell hot chocolate & cookies. All proceeds from selling hot chocolate and cookies will go right back to our events. We will also have a holiday crafts table, letters to Santa, Swaye Tea will be giving out samples, and two characters from Frozen will be there to take photos with children. Ms. White will email out the volunteer sign-up sheet again to see if anyone else is available to help out.

ii. Vets Giving Tree Gift Wrapping

Only a few stars are left on the tree, which will remain up at City Hall until December 13. Ms. White will send a volunteer sign-up sheet out via email with dates for gift wrapping. Volunteers are needed for wrapping gifts, and delivering the gifts to the Milwaukee VA. Gifts will be delivered on Sunday, December 22 between 12-4pm and their holiday party will be on Monday, December 23.

3. [19-0615](#) Future Event Needs

i. Sponsorship Plan

Ms. White is still working on completing a draft of this plan. At the next meeting, we need to discuss priorities for our fundraising plan (fireworks being the priority). Ms. White will have a draft of the Sponsorship plan for everyone to review.

ii. 2020 Events Discussion

The committee reviewed the confirmed dates and briefly discussed ideas for the Halloween Parade, this will be discussed further at the next meeting.

iii. Independence Day Activities - KC's Inflatable Approval

Mr. Barwick made a motion to approve the KC's Inflatable contract, and Mayor Devine seconded.

## E. EVENT, PROMOTION, AND MARKETING OPPORTUNITIES

Ms. Wagner gave an update on donations given during West Allis Gives Back. We had an amazing number of people show up to just donate to one of the causes that were listed.

## F. ADJOURNMENT

Ms. Strasser made a motion to adjourn the meeting at 4:30pm, Mayor Devine seconded.



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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It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.