



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*

Wednesday, October 21, 2020

4:00 PM

REGULAR MEETING

NOTICE OF VIRTUAL MEETING

A. CALL TO ORDER

B. ROLL CALL

Also Present: Jon Matte, Robert Barwick Mary Pat Michels

Present 5 - Mayor Dan Devine, Caitlyn White, Emily Eineichner, Melissa Feldmeyer, and Shelly Strasser

Excused 4 - Rebecca Grill, Melissa Lenz, Mark Lutz, and Ashley Wagner

C. APPROVAL OF MINUTES

Mayor Devine made a motion to approve the meeting minutes of September 23, 2020. Ms. Feldmeyer seconded.

1. [20-0486](#) Meeting Minutes of September 23, 2020

Attachments: [9-23-2020 Minutes](#)

D. MATTERS FOR DISCUSSION/ACTION

2. [20-0222](#) 2020 Events Discussion

a. Halloween Decision

The City set the times for Trick or Treating and will be offering CDC guidelines & best practices for a safe Halloween. This is not a City Sponsored event.

b. Virtual Veterans Giving Tree

This year, we would like to go all virtual with this program to avoid any foot traffic in City Hall. The VA is confirming our virtual plans and figuring out drop off days/times for gift drop off. Ms. White will continue communicating with the VA to finalize plans and then set up Signup Genius with Veteran gift lists.

c. Tree Lighting

Our Annual Tree Lighting Program will be all virtual as well. WAWM Shining Strings will begin their performance at 4pm in the Art Gallery and Mayor Devine will light the tree at 4:45pm. Both activities will be streamed online for residents to watch as it happens.

d. Holiday Event Ideas

Ms. Lenz had some great ideas, two of which we discussed during this meeting. Expanding Candy Cane Lane will be discussed for next year, or potentially turned into a Halloween themed event. And offering virtual holiday crafting sessions would be fun, but

timing may not work in our favor. Let's plan ahead for next holiday season.

We will be going with Ms. Feldmeyer's idea for A Message from Santa. For a donation of \$25, a family can get a custom video message from Santa (made by City employee Dave Danielson, and using a volunteer Santa). These videos will be completed and sent to families before Christmas, to hopefully spread some holiday cheer to children this year!

3. [20-0223](#) Sponsorship Funding Discussion

Ms. White met with Ms. Feldmeyer to determine best strategies for fundraising for future 2021 events. Ms. White will be coming up with our priorities and where the need is. Ms. White is in the process of updating our Event Sponsorship Opportunities packet for 2021.

4. [20-0487](#) 2021 Event Planning

The committee will need to start getting our 2021 event finalized. Ms. White will get a list together for our next meeting.

Do we want more concerts next year? More Food Truck Friday's? Let's brainstorm and bring ideas for next meeting.

E. Event, Promotion, and Marketing Opportunities

Ms. Stasser let the committee know the details of the Rec. Department & City of West Allis Driveway Dance Party on October 24.

And the Rec. Department Halloween event, Trunk or Treat, with the Downtown BID will be on Halloween day. You will have to register in advance.

Mr. Barwick let the committee know of the Rotary Club 'Pollo for Polio' fundraiser happening at the Farmers Market on October 24.

Ms. Eineichner mentioned the Downtown BID Fall Crawl event on November 18. Tickets must be bought prior to event.

F. ADJOURNMENT

Ms. Eineichner made a motion to adjourn the meeting. Ms. Strasser 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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