



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, January 20, 2021

4:00 PM

REGULAR MEETING

NOTICE OF VIRTUAL MEETING

A. CALL TO ORDER

B. ROLL CALL

Also present: Robert Barwick, Jon Matte, Mary Pat Michels

Present 3 - Caitlyn White, Melissa Feldmeyer, and Shelly Strasser

Excused 6 - Mayor Dan Devine, Rebecca Grill, Emily Eineichner, Melissa Lenz, Mark Lutz, and Ashley Wagner

C. APPROVAL OF MINUTES

Ms. Strasser made a motion to approve the meeting minutes, Ms. Michels seconded.

1. [21-0024](#) Meeting Minutes of December 2, 2020

Attachments: [12-2-2020 Minutes](#)

D. MATTERS FOR DISCUSSION/ACTION

2. [20-0487](#) 2021 Event Planning

a. Review the 2021 Events Committee Planning Guide

Ms. White reviewed the Events Committee Planning Guide that was sent out prior to meeting. She has asked committee members to sign up for a specific event if they haven't already. Ms. White will create event checklists and share with committee members before our next meeting.

b. Summer Concert Series Vote

The committee has to vote on name options for the Summer Concert Series this year: West Allis Backyard Series, Local Musician Showcase, Meet Me @ the Vet, (Sponsors Name) Backyard Concert Series, Musician Showcase @ the Vet, Live @ the Vet. Live @ the Vet got a majority of votes with those who attended this meeting or let Ms. White know beforehand. Ms. Strasser brought up that the shortened name 'Vet' instead of 'Veterans' may be offensive to Veterans. Ms. White will reach out to the VA and get feedback on this.

c. Santa's Cafe Rebrand Decision

Ms. Feldmeyer came up with a great new idea for our Santa's Cafe rebrand. 'Allis in Winterland' will feature a new holiday/Christmas movie theme each year. We will create activities and decor based around that movie. Ms. Strasser suggested that we have the

same theme for 'Allis in Winterland' and the Christmas Parade - Ms. White will talk with Mr. Don Falk and bring up at the next Christmas Parade meeting, but it is a great idea. Ms. Wagner prior to the meeting let Ms. White know that the West Allis Library now has a license to show movies, so they could do a showing of whichever movie we choose,

3. [20-0223](#)

Sponsorship Funding Discussion

a. Fireworks Sponsor Update

Festival Foods is interested in sponsoring our fireworks show this year. Ms. White will work with them and see how they would like to contribute/partner with us.

b. Ms. White and Ms. Feldmeyer will be meeting to figure out a sponsorship outreach plan.

E. EVENT, PROMOTION, AND MARKETING OPPORTUNITIES

F. ADJOURNMENT

All meetings moving forward will be on the third Wednesday of every month.



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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