



# 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, April 21, 2021

4:00 PM

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#### VIRTUAL REGULAR MEETING

#### A. CALL TO ORDER

#### B. ROLL CALL

Present: Mayor Devine, Cindy Rausch, Robert Barwick, Ashley Wagner, Emily Eineichner, Shelly Strasser, Melissa Lenz, Mary Pat Michels, Jon Matte, Jenny Kosek

#### C. APPROVAL OF MINUTES

1. [21-0169](#) Meeting Minutes of March 17, 2021

Attachments: [3-17-2021 Minutes](#)

Mr. Barwick made a motion to approve the meeting minutes of March 17, Ms. White seconded.

#### D. MATTERS FOR DISCUSSION/ACTION

2. [20-0223](#) Sponsorship Funding Discussion

Ms. White has been meeting and connecting with potential sponsors. Here is where we are at so far with sponsors:

- Festival Foods, Fireworks Sponsor: \$15,00
- Festival Foods, Summer Concert Series Sponsor: \$1,000
- Resident, General Events Sponsor: \$500
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- Chiro One, Memorial Day Sponsor: \$250
- Chiro One, Food Truck Friday Sponsor: \$250
- Chiro One, Art on the Plaza Sponsor: \$250
- Chiro One, Barks & Brews Sponsor: \$250
- Chiro One, Allis in Winterland Sponsor: \$250

Ms. Feldmeyer created a master list of local businesses to review and add to the mailing list Ms. White created. We ask that committee members review this list and fill in contact information for any businesses they are familiar with.

3. [20-0487](#) 2021 Event Planning

a. Alternative COVID Plans  
No discussion.

b. Memorial Day Program

As we decided last meeting, the Memorial Day parade will be cancelled and we will be hosting the Service/Ceremony program. Ms. White has been communicating with Mark

Sandow who helps each year, Ald. Dan Roadt, Larry from Tanner Paull, and Mary Pat Michels to coordinate the program.

c. Independence Day Festivities

Mr. Barwick has been communicating with State Fair Park on the contract for holding the Festival Foods Fireworks Show, he should have more updates at our next meeting.

The committee has decided to move forward with hosting the Independence Day on July 2. Several communities around us will also be hosting their parades this year, so we will continue to cautiously move forward with our scheduled parade as well. The program after the parade run by the Rec. Department will not be happening this year. Ms. White, Ms. Strasser, and Mr. Matte will be reviewing the parade contract and application in the next week, and aiming to get the registration form on our website by April 30.

d. Summer Concert Series

Now that we have an initial sponsor, we are able to begin scheduling music for our scheduled dates.

e. Food Truck Friday

Ms. White has updated the application and contract, and will be sending out to potential food vendors soon.

f. Art on the Plaza

Ms. Feldmeyer suggested a great idea to host a Rain Barrel Auction - utilize City rain barrels and have local artists paint them, then auction or raffle them off at the event.

g. Barks & Brews

Mr. Barwick gave an update on the Rotary Satellite Club's involvement with running this event, and they are ready to get into planning the details for this event in September. Ms. White will be sending Mr. Barwick a list of potential dog focused vendors to reach out to and a map of the market space to get an idea of vendor locations. This event will run from 12-4pm.

## **E. EVENT, PROMOTION, AND MARKETING OPPORTUNITIES**

No discussion.

## **F. ADJOURNMENT**

Ms. Feldmeyer made a motion to adjourn the meeting, 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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