



# City of West Allis

## Meeting Minutes

### Christmas Parade Subcommittee

*Jon Matte, Communications Director; David Danielson, Communications Senior Video Producer;  
Ald. Kevin Haass, Megan Stikl, Sergeant, Gale Jender, Economic Development Administrative Support  
Specialist, Shelly Strasser, Recreation and Community Services Director and Citizens Don Falk, Jessica  
Yanny, Melissa Lenz, Tony Hess, Patricia Wolfe & Pam Zorko*

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Wednesday, November 30, 2022

12:00 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 12:07 p.m.*

#### B. ROLL CALL

- Present** 11 - Jon Matte, Don Falk, Ald. Kevin Haass, Melissa Lenz, Gale Jender, David Danielson, Pam Zorko, Jessica Yanny, Tony Hess, Chelsea Famularo, and Megan Stikl
- Excused** 2 - Patricia Wolfe, and Shelly Strasser

#### Others Attending

Cindy Rausch, Facilities Superintendent  
Mike Brofka, Assistant Director of Public Works  
Lieutenant Gold, West Allis Police Department  
Will Fuentes, Wisconsin State Fair  
Amanda Schwichtenberg, WAWM Recreation Dept.

#### C. APPROVAL OF MINUTES

1. [22-0662](#) November 15, 2022 Draft Minutes

**Attachments:** [November 15, 2022 \(Draft Minutes\)](#)

Famularo moved to approve this matter, Hess seconded, motion carried.

#### D. MATTERS FOR DISCUSSION/ACTION

2. [22-0593](#) Budget Update & Review

*The current fund balance is \$33,397.30.*

*Mr. Falk provided his sponsorship fee for the Santa float in the amount of \$2,000, this will be added to the budget along with expected expenses of approximately \$20,000 to be deducted.*

*The committee strives to keep at least one years' worth of funding to ensure another parade. Mr. Falk suggested we think of having a bowling fundraiser; however, he will need a committee to help with this large task.*

*Ms. Yanny suggested having a donation bucket at the Farmer's Market on a continual basis to collect contributions.*

*There are currently 100 units registered and participating in the parade.*

3. [22-0538](#)

Review of Assigned Tasks

**Mr. Falk:**

*Mr. Falk will provide the police department with the license plate of his vehicle to ensure parking on 70th St. Ms. Lenz will collect the banners and potential costumes/signs, and the end of the route.*

*Mr. Falk will contact Boy Scout Troop 580 and offer the costumes available from the West Allis Downtown Business Improvement District (3 chipmunks, 1 each of -Frosty, Jingle Bear, Grinch, and Buddy the Elf).*

*Mr. Falk will pick up generators from the DPW on Thursday between 11:00 to noon.*

**DPW:**

*DPW will deliver two sets of bleachers on Friday and have these roped off for the VIP area. The VIP area will be roped off an additional 25' on each side of the bleachers to ensure room for broadcasting chairs, cables etc., along with dropping off 100 cones at Gate A on Friday by end of day. Additional Special Event garbage cans will be requested by Ms. Famularo and delivered by DPW.*

**Ms. Lenz:**

*Ms. Lenz advised that she has three extra helpers that can provide help in the VIP area and or fill in for any banner carriers if the need arises.*

*Ms. Lenz confirmed Diamond Jim's will provide a car and driver for the mayor.*

**Mr. Hess:**

*Pacers will be provided signage, vests, flashlights, and flags to be clearly visible to the participants.*

*Mr. Hess is creating a Google documents with performers information to ensure a steady dialogue during the event.*

*Porta John's and Golf Cart will be delivered on Friday, with pickup scheduled for Monday.*

*The WAWM Recreation Dept. will pick up the banners on Friday for distribution on Saturday.*

*Mr. Danielson will pick up the broadcasting stools from Mr. Falk on Friday.*

*The CAAD wagon will be dropped off at State Fair on Thursday, and driven by city staff during the parade*

*Mr. Klemme will begin decorating the floats on Thursday. Mr. Fuentes provided his contact information and will be available beginning at 9:00 a.m.*

*Mr. Matter is to arrive at Gate 5 for the float line-up by 3:30 p.m. at the latest to ensure entrance and no delays with traffic. There will be 3 trackers, 7 trucks and the CAAD Wagon.*

*Mr. Fuentes confirmed that State Fair Public Safety Officers have been instructed to allow entrance in Gate 9 if needed. Vehicles to help with placement will be there at noon.*

*Mr. Falk was unable to secure a carriage for the Grand Marshall. WaterStone will instead be the lead floats in the line-up.*

*Mr. Fuentes advised there will be two State Fair Police available on Saturday, one stationed at the gate entrance and one will circulate the staging and follow the last unit out of the staging area.*

*The Police Department inquired as to whether there were any additional items needed from their staff along with reviewing enhanced security measures.*

*Milwaukee County Executive, David Crowley, along with other political dignitary will also be attending the tree lighting ceremony.*

4. [22-0496](#)

VIP Coordinator

*Ms. Yanny will pick up from Mr. Falk popcorn and candy bars before 2:30 on Saturday to complete the VIP gift bags. Vouchers will be provided for hot chocolate from Freese's Candy Shoppe.*

*Mr. Famularo will confirm the number of VIPs for both seating and reserved parking. At this time seating is expected to be 10-Clinicare, 12-WaterStone, 8-Chr. Hansen, 6-Knights of Columbus (seating opens at 3:00 p.m.) Parking is expected to be 2-Clinicare, 3-WaterStone, 2-Knights of Columbus.*

5. [22-0537](#)

Volunteers

1. Cleanup
2. Banner Holders
3. Costume Distribution & Collection
4. Additional Needs

*Mr. Riebe was not in attendance to provide an update on the status of his assigned duties; however all responsibilities have been considered and allocated within the committee*

**This matter was Discussed.**

6. [22-0467](#)

Parade Planning/Preparations

*Items are covered under the Review of Assigned Tasks - item #3.*

**This matter was Discussed.**

7. [22-0466](#)

Next Meeting Date/Time

*The next meeting will be held on December 6, 2022 at 12:00 p.m.*

**E. ADJOURNMENT**

*There being no other business, the meeting was adjourned at 1:10 p.m.*



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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