City of West Allis

Meeting Minutes - Final

Tourism Commission

7525 W. Greenfield Ave.
West Allis, WI 53214

Dan Devine, Mayor
Martin J. Weigel, Alderperson
Rebecca Grill, City Administrator
Commission Members Laura Mueller and Rod Raschka

Wednesday, February 1, 2017 | **5:04 PM** | **City Hall, Art Gallery**

REGULAR MEETING - AMENDED

A. CALL TO ORDER

The meeting was called to order at 5:04 p.m.

B. ROLL CALL

Present 5 - Mayor Dan Devine, Ald. Martin J. Weigel, Ms. Rebecca Grill, Ms. Laura Mueller, and Mr. Rod Raschka

Others Attending:
Emily Eineichner, BID Promotions Coordinator; Diane Brandt, WAWM Chamber of Commerce Executive Director; Citlali Mendieta, WAWM Chamber of Commerce Board Chairperson; John Stibal, Director of Development; Jon Matte, Communications Director; Robert Barwick, Senior Buyer

C. APPROVAL OF MINUTES

1. 17-00035 December 14, 2016 Draft Minutes

Attachments: 2016 1214 Minutes

A motion was made by Ald. Weigel, seconded by Ms. Mueller, that this matter be Approved. The motion carried unanimously.

Aye: 5 - Mayor Devine, Ald. Weigel, Ms. Grill, Ms. Mueller, and Mr. Raschka

No: 0

D. NEW AND PREVIOUS MATTERS

2. 17-00022 Website Update

Ms. Grill advised that we are unable to purchase the visitwestallis.gov. Members indicated that we should purchase visitwestallis.org in addition to the visitwestallis.com that we already have. The Tourism Commission would use visitwestallis.org as the main website.

3. 17-00025 Photographer RFP Submission Review

Robert Barwick was present to assist the Commission in rating and selecting the submissions. The Commission discussed the submissions and reduced the submissions under consideration by eliminating incomplete submissions. Four finalists were chosen, and they will be interviewed by the Tourism Commission on Friday, February 10, from 3-5 pm in Room 128 at City Hall. Mr. Barwick will consult with the City Attorney to determine if this can be done in closed session.

4. 17-00036 Branding, Marketing and Promotion RFP Status

Ms. Grill advised that we've had about 50 people review the RFP and it closes on February 9. After that, we will work on rating the submissions.

5. 17-00018 2017 Goals and Objectives

Commission members discussed the top goals for 2017:
1. *Photography RFP,*
2. *Marketing RFP, and*
3. *Website.*

6. 17-00019 Miscellaneous Tourist Promotion and Marketing Opportunities

Commission members discussed Brewers radio marketing, expansion of the Farmer's Market offerings, Milwaukee Food Truck Days, Historical Bar Crawl.

E. MATTERS FOR DISCUSSION/ACTION

7. 17-00024 Contracting with the West Allis Downtown Business Improvement District for Tourism Related Services

Ald. Weigel explained how the City and BID could partner together. He is bringing this up now because of an opportunity due to vacant store front at 75th and Greenfield, which is perfect due to proximity to City Hall, downtown, parking. Discussion ensued regarding the opportunity, and the Commission came to a consensus that this may be a consideration in the future, but may look to an RFP process to select partner. At this time, need to focus on photographs, marketing, website, and then perhaps a brick and mortar option.

8. 17-00013 2017 Tourism Budget

The Commission requested that Ms. Grill provide monthly finance reports to the Commission.

F. ADJOURNMENT

Next meeting - February 10, 2017, 3:00-5:00 p.m.

A motion was made by Ald. Weigel, seconded by Rod Raschka, to adjourn the meeting at 6:37 p.m. The motion carried unanimously.