



City of West Allis

Meeting Minutes

Tourism Commission

Dan Devine, Mayor
Martin J. Weigel, Alderperson
Rebecca Grill, City Administrator
Commission Member: Rod Raschka

Monday, February 26, 2018

4:06 PM

City Hall, Room G10
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

The meeting was called to order at 4:06 p.m.

B. ROLL CALL

Present 3 - Mr. Dan Devine, Ms. Rebecca Grill, and Rod Raschka
Excused 1 - Ald. Martin J. Weigel

Others Present:

*Jon Matte, Communications Director; Jenny Kosek, Communications Specialist;
Eric Euteneier; Dianne Eineichner, DTWABID Executive Director; Emily
Eineichner, DTWABID Promotions Coordinator.*

C. NEW MATTERS

- [18-00109](#) Proposal for 2018 West Allis Food Truck Tour.

Discussion ensued. It was decided to hold this matter and make contact with Mandel and the City Attorney.

This matter was Held
- [18-00110](#) Marketing opportunity with 89.7 WUWM.

During discussion, it was decided that more information is needed and the Communications Dept. will work on that.

This matter was Held
- [18-00124](#) WTMJ Morning Blend Opportunity.

This matter was Held
- [18-00111](#) Requests for Financial Support for Settlers Weekend, Annual Community Dinner Dance, and West Allis Summer Band Concert Series.

Each request for financial support was addressed with the following results:

*a. **Settlers Weekend** - Commission members felt this request met the criteria for support with tourism funding. By unanimous consent, the request for \$1,750 financial support for the 2018 Settlers Weekend event is approved.*

*b. **Community Dinner Dance** - The event is not being held in West Allis this year. By unanimous consent, no tourism funding will be approved for the 2018 Community Dinner Dance.*

*c. **Summer Band Concert Series** - Discussion focused on whether attendance reflects non-resident visitors attending the concert series. It was felt this was basically a resident-attended event with no tourism impact on hotel and other tourist amenities. By unanimous consent, no tourism funding will be approved for the Summer Band Concert Series.*

A motion was made by Mr. Raschka, seconded by Mr. Devine, to approve \$1,750 tourism funding for Settlers Weekend only, and no funding provided for Community Dinner Dance or Summer Band Concert Series. The motion carried by the following vote:

Aye: 3 - Mr. Devine, Ms. Grill, and Raschka

No: 0

5. [18-00125](#) Public Art Initiative.

Discussion ensued, and the Communications Dept. staff will look further into this.

This matter was Held

D. PREVIOUS MATTERS

6. [17-00121](#) 2018 Recommended Budget Submission.

Motion to place on file was Approved on a Block Vote.

7. [17-00019](#) Miscellaneous Tourism Promotion and Marketing Opportunities.

Motion to place on file was Approved on a Block Vote.

8. [17-00022](#) Website Update.

Motion to place on file was Approved on a Block Vote.

Passed The Block Vote

A motion was made by Mr. Devine, seconded by Ms. Grill, to approve all the actions on the preceding items on a Block Vote. The motion carried by the following vote:

Aye: 3 - Mr. Devine, Ms. Grill, and Raschka

No: 0

E. NEXT MEETING

Committee members will be notified when the next meeting is scheduled.

F. ADJOURNMENT

A motion was made to adjourn the meeting at 4:55 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.

NON-DISCRIMINATION STATEMENT

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

It is the policy of the City of West Allis to provide language access services to populations of persons with Limited English Proficiency (LEP) who are eligible to be served or likely to be directly affected by our programs. Such services will be focused on providing meaningful access to our programs, services and/or benefits.