



City of West Allis

Meeting Minutes

Tourism Commission

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

Tuesday, June 26, 2018

5:31 PM

City Hall, Room 128
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

The meeting was called to order at 5:31 p.m.

B. ROLL CALL

Present 5 - Mr. Dan Devine, Ms. Rebecca Grill, Ald. Martin J. Weigel, Ms. Jennine Neckuty, and Mr. Rod Raschka

Others Present:

*Cory Savage and Tracy Olson, Savage Solutions; Alderpersons Roadt and May;
Jenny Kosek, Communications Specialist; Dianne Eineichner, DTWABID Executive
Director; Emily Eineichner, DTWABID Promotions Coordinator; Sheryl Kuhary,
Nick Cerwin, Margaret Jutz, City Attorney's Office.*

C. APPROVAL OF MINUTES

1. [18-00370](#) February 26, 2018 Draft Minutes.

A motion was made by Mr. Raschka, seconded by Mr. Devine, to approve the minutes. The motion carried by the following vote:

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

No: 0

D. NEW AND PREVIOUS MATTERS

2. [18-00371](#) Request for Financial Support for 2018 Wood & Wings Event.

Ms. Eineichner was present and explained that financial support was no longer needed, so they are withdrawing their request.

A motion was made by Ms. Grill, seconded by Mr. Raschka, that this matter be Placed on File. The motion carried by the following vote:

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

No: 0

3. [18-00389](#) Resolution authorizing the Mayor to partner with Savage Solutions to implement and execute a Logo, Brand, and Marketing Strategy and Plan for the City of West Allis in the amount of \$180,000. (\$100,000 from a donation from FIRE (First-Ring Industrial Redevelopment Enterprise) and \$80,000 from funds designated for Tourism Promotion and Development based on a change to state law which requires room tax revenue allocation to Tourism Promotion and Development.)

Sponsors: Tourism Commission

Cory Savage and Tracy Olson of Savage Solutions were present on this matter. They presented the branding, logo, and marketing strategy and plan for the City and responded to questions and comments from Commission members. Ms. Grill noted that a substitute resolution will need to replace the resolution introduced on this evening's Commission agenda. She explained it now coincides with the resolution introduced for the Council meeting, which follows this meeting.

A motion to substitute the resolution with the updated version was made by Ms. Grill, seconded by Mr. Weigel, and was approved unanimously.

A motion was made by Ald. Weigel, seconded by Mr. Raschka, that this matter was Approved as Amended. The motion carried by the following vote:

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

No: 0

4. [17-00019](#) Miscellaneous Tourism Promotion and Marketing Opportunities.

No discussion at this time.

No action taken

E. MATTERS FOR DISCUSSION/ACTION

5. [18-00390](#) Discussion regarding Logo, Brand, and Marketing Strategy Status.

See Agenda Item D3.

This matter was Discussed

F. ADJOURNMENT

A motion was made by Ms. Grill, seconded by Ald. Weigel, to adjourn the meeting at 6:03 p.m. The motion passed unanimously.



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.