



City of West Allis

Meeting Minutes

West Allis Community Improvement Foundation, Inc.

Tuesday, January 8, 2019

3:45 PM

City Hall - Room 123
Mayor/CA Conference Room

REGULAR MEETING

A. CALL TO ORDER

Foundation President Wikenhauser called the meeting to order at 3:47 p.m.

B. ROLL CALL

Present 7 - Ms. Rebecca Grill, Mr. Gerald C. Matter, Mr. Tim Meyers, Mr. Matt Rupena, Ms. Patricia Wikenhauser, Mr. Paul M. Ziehler, and Ms. Stephanie Emons

Excused 2 - Mayor Dan Devine, and Ald. Thomas G. Lajsic

Others Present:

Caitlyn White, Tourism & Event Coordinator; Jeanette Wardinski, Staff Support

C. APPROVAL OF MINUTES

1. [19-0009](#) Minutes (draft) of November 28, 2018.

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

Aye: 7 - Ms. Grill, Mr. Matter, Mr. Meyers, Mr. Rupena, Ms. Wikenhauser, Mr. Ziehler, and Ms. Emons

No: 0

D. MATTERS FOR DISCUSSION/ACTION

2. [19-0019](#) Foundation Information Flyer.

Ms. Wikenhauser asked Ms. Grill to comment. Ms. Grill referred to the sample information flyer contained in the agenda packet. She suggests we do something similar and distribute through the city's water bill mailings, which occur over a three month period. We had an article in the city newsletter, but there is so much information within that publication that it gets lost. This will be a separate insert with water bills and we'd start with the February mailing. Ms. White will work on the design/content, and Ms. Wikenhauser said she would be happy to assist. Ms. Grill responded to a question that the Foundation's information brochure has been updated and is available on the web site. The Foundation Board unanimously agreed moving forward with this project.

3. [19-0010](#) 2019 Charity Gala.

Ms. Wikenhauser said she spoke at great length with Ald. Weigel about the Dog Park Project and received good input on that group's work over the last year and his ideas for the Gala. She noted this was the Board's opportunity to discuss the Gala prior to the 4 p.m. meeting. She referred to the new agenda format for the

Gala Planning Committee ("Committee") and that she wants the beneficiary representatives involved in all the work as outlined. It was noted that the Board makes all main decisions, such as ticket cost, venue, etc. for the event and advises the Committee of such. Ms. Wikenhauser reported that the Zoofari Center may now be available. This will be mentioned at the Gala meeting with input on expected attendance which will help determine a decision on the venue. Hampton can accommodate approximately 190 and Zoofari 225+. Ms. Wikenhauser said Zoofari costs are similar to the Hampton, outside of the hall rental fee (\$1400 Zoofari, \$800 Hampton). Suggestions were made on ticket cost, including incentives (drink coupons, raffle tickets) for ticket and table sales, early bird offerings, etc. After discussion, the Board agreed with the suggested ticket price of \$65/\$60 early bird by April 1, and table cost of \$500 for a \$20 savings (based on \$65 ticket price; tables seat 8). This decision will be shared with the Committee with request for additional input on incentives.

E. ADJOURNMENT

A motion was made by Mr. Matter, seconded by Mr. Meyers, to adjourn the meeting at 4:07 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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