



# City of West Allis

## Meeting Minutes

### Charity Gala Planning Committee

*Sub-Committee of the West Allis Community Improvement Foundation, Inc.*

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Wednesday, February 6, 2019

5:00 PM

City Hall - Room 128  
7525 W. Greenfield Ave.

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#### REGULAR MEETING

#### A. CALL TO ORDER

*Foundation President Wikenhauser called the meeting to order at 5:00 p.m.*

#### B. ROLL CALL

- Present** 21 - Ms. Sandy Anderson, Ms. Monica Atkinson, Mr. Chet Bell, Ms. Jeannette Bell, Ms. Kristine Budiak, Ms. Jen Brown, Ms. Caitlyn White, Ms. Heather Fradkin, Ms. Melissa Fradkin, Ms. Barbara Hart, Ald. Thomas G. Lajsic, Ms. Gerald C. Matter, Ms. Kathy Meyers, Mr. Tim Meyers, Ms. Joyce O'Donnell, Ms. Jeanne Pskt, Ms. Trina Salm Ward, Ms. Jeanette Wardinski, Ald. Martin J. Weigel, Ms. Patricia Wikenhauser, and Mr. Paul M. Ziehler
- Excused** 7 - Mayor Dan Devine, Ms. Rebecca Grill, Ms. Terese Beauchamp, Ms. Stephanie Emons, Mr. Ed Lisinski, Mr. Matt Rupena, and Ms. Patricia Wolfe

Others Present:

Betsy D'Angelo, Jackie Gilliam, Russell Ward, Lillian Cheesman, Douglas DuFoc-Guiles, Andrew Schmidt, Brian Sparrow, Ald. Dan Roadt

#### C. APPROVAL OF MINUTES

1. [19-0084](#) Gala Minutes (draft) of January 8, 2019.

**A motion was made by Ald. Lajsic, seconded by Mr. Meyers, to approve the Minutes. The motion carried by the following vote:**

**Aye:** 21 - Ms. Anderson, Ms. Atkinson, Mr. Bell, Ms. Bell, Ms. Budiak, Ms. Brown, Ms. White, Ms. Fradkin, Ms. Fradkin, Ms. Hart, Ald. Lajsic, Ms. Matter, Ms. Meyers, Mr. Meyers, Ms. O'Donnell, Ms. Pskt, Ms. Salm Ward, Ms. Wardinski, Ald. Weigel, Ms. Wikenhauser, and Mr. Ziehler

**No:** 0

#### D. MATTERS FOR DISCUSSION/ACTION

*Welcome and Introductions - several new, interested parties present explained their interest and desire/offer to assist with planning.*

1. [19-0011](#) Entertainment Subcommittee

**a. Music**

*Jeanne Pskt reported on progress for music/entertainment for the event. A band is available for \$700. Brian Sparrow has volunteered to provide free sound system setup which works with a DJ playing music. After considerable discussion, consensus is to find a DJ (approx. cost \$200) in conjunction with Brian's sound*

system. DJ provides dinner and dancing music. Other suggestions offered for dinner music for entertainment variety include Shining Strings, a West Allis high school jazz combo, etc.

**b. Fun Activities (Heads & Tails, Wine Pull, Raffle, Other)**

Activities will include heads & tails, wine/beer pull, restaurant wheel (Wikenhauser to contact BID for wheel). Psket reported on a photo booth opportunity supplied by Wisconsin Photo Booth Co. for \$450, includes setup, all back drops, props, and unlimited free prints. Discussion ensued on ideas for conducting photo booth as a fundraiser (sell picture frames, donation jar, etc.), and having Brewers Hank and West Allis high school mascots available for photos (Ms. Emons will be asked to check on high school mascots). Ms. Wikenhauser mentioned that any time we have costs, a sponsor is desired for the activity. Discussion and brainstorming continued on the various activities planned for the event. Question asked about number of volunteers needed for day of the event with response of approx. 30.

2. [19-0012](#)

Facilities Subcommittee

**a. Location**

Ms. Wikenhauser announced the event will be held at the Zoofari Conference Center, based on Dog Park representatives' attendance projection of 200+ attendees. Hampton Inn cannot accommodate this attendance level, especially with all the activities and space needs for the evening, and parking is an issue. Zoofari parking is plentiful.

**b. Menu**

Marty Weigel and Kristine Budiak visited Zoofari and provided input on venue and catering/dinner options. Ms. Wikenhauser discussed catering options, and she will follow up with her Zoofari contact for more details before any decisions are made.

3. [19-0013](#)

“Taste of West Allis” Sweets Table Subcommittee

No discussion.

4. [19-0014](#)

Fundraising/Sponsorship Subcommittee

**a. Discuss Sponsorship Opportunities/Design Literature**

**b. Discuss Fundraising Activities**

Work continues on fundraising letter and sponsorship flyer. Samples have been shared with the subcommittee lead persons and timing for sponsorship solicitation was discussed. Once the promo flyer is finalized, this mailing will proceed - target date February 25.

5. [19-0015](#)

Silent Auction Subcommittee

**a. Solicit for Donations**

Work continues on solicitation letter and business mailing lists, and samples have been shared. Timing for mailing was discussed. Again, once the promo flyer is finalized, this mailing will proceed - target date February 25. At the next meeting, the West Allis business list will be reviewed with selections for personal visits.

**b. New Bidding Procedures**

Weigel reported he and Caitlyn are looking at software suites for digital bidding

and e-ticketing. Lengthy discussion on this topic and comments about meeting the needs of all attendees.

6. [19-0016](#) Publicity Subcommittee

**a. Event Theme/Slogan and Promotional Flyer/Poster**

Three flyer designs were presented and reviewed. Several suggestions for a re-design, incorporating features from all three into one new one, and include the logos for supporting organizations. Caitlyn will work with the city graphic designer and the re-work will be shared with Jen Brown and Wikenhauser for final approval. The promo piece needs to be finished in time for the February mailings, poster distribution throughout the community, social media and email blasts, etc.

7. [19-0085](#) Finance/Administration Subcommittee

No discussion.

**E. ANNOUNCEMENTS/OTHER MATTERS**

None

**F. ADJOURNMENT**

The meeting adjourned at 6:35 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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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.