



City of West Allis

Meeting Minutes

Charity Gala Planning Committee

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

Wednesday, February 20, 2019

5:02 PM

City Hall - Room 128
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

Foundation President Wikenhauser called the meeting to order at 5:02 p.m.

She spent a few minutes explaining the relationship of the Foundation and the Gala Beneficiary and expressed her appreciation for the energy and enthusiasm of the Dog Park Project representatives involved in the event planning.

B. ROLL CALL

- Present** 16 - Ms. Monica Atkinson, Mr. Chet Bell, Ms. Kristine Budiac, Ms. Jen Brown, Ms. Betsy D'Angelo, Ms. Heather Fradkin, Ms. Melissa Fradkin, Ms. Kathy Meyers, Mr. Tim Meyers, Ms. Jeanne Pskt, Ms. Trina Salm Ward, Ms. Jeanette Wardinski, Ald. Martin J. Weigel, Ms. Caitlyn White, Ms. Patricia Wikenhauser, and Mr. Paul M. Ziehler
- Excused** 12 - Mayor Dan Devine, Ms. Sandy Anderson, Ms. Terese Beauchamp, Ms. Jeannette Bell, Ms. Stephanie Emons, Ms. Rebecca Grill, Ald. Thomas G. Lajsic, Mr. Ed Lisinski, Ms. Gerald C. Matter, Ms. Joyce O'Donnell, Mr. Matt Rupena, and Ms. Patricia Wolfe

Others Present:

Lillian Cheesman, Douglas Dufoc-Guiles, Jacki Gilliam, Barbara Hart, Brian Sparrow, Betsy D'Angelo

C. APPROVAL OF MINUTES

[19-0093](#)

Gala Minutes (draft) of February 6, 2019 and February 20, 2019.

No action taken.

D. MATTERS FOR DISCUSSION/ACTION

Ms. Wikenhauser explained the purpose of the subcommittees and suggested that moving forward, we'll spend 10-15 minutes at the start of the Gala Planning Committee meetings for the subcommittees to meet and discuss their work. Then, we will re-form and have the subcommittee lead person report on the status of their work and any recommendations requiring full Gala Cmte. approval. She also requested that the subcommittees membership list she passed out be reviewed, updated, and returned to her.

1. [19-0011](#)

Entertainment Subcommittee

Jeanne Psket reported that the subcmte. recommends not having a DJ but will use an I-Pod and Brian's sound system for dinner music. They recommend having the Wauwatosa Jazz Band as the main musical group for the evening. Up to 20 of their members will play and are offering their services at a donated rate of \$100 for the evening. They play a good mix of music and will be seated on the stage.

The subcmte. would like to provide the band with snacks during their intermission and will work out the details for that. After some discussion, the Gala Cmte. indicated its approval of the music arrangements.

Ms. Psket also reported on the various fun activities planned, including heads & tails, wine/beer pull, 50/50 raffle, restaurant certificate wheel, and photo booth. She has reached out to the two high school athletic directors regarding appearances by their mascots and available for the photo booth. Hale Huskie is confirmed and she's waiting to hear from Central Bulldog. It was noted that a K-9 appearance is being arranged by Mayor Devine, and more information will be provided on this.

2. [19-0012](#) Facilities Subcommittee

Ms. Wikenhauser reported that the Facilities subcmte. will conduct a taste visit with two caterers, Daniel's Catering and Zoofari's Taste Catering, before a final decision is made on menu. Ms. Wikenhauser stated she is the main contact with the Zoofari Conference Center and any planned visits should be coordinated with her. Ms. Atkinson said the decorations team will incorporate Brewers colors into their plans.

3. [19-0013](#) "Taste of West Allis" Sweets Table Subcommittee

Ms. Wikenhauser noted this work will begin in March.

4. [19-0014](#) Fundraising/Sponsorship Subcommittee

Trina Salm Ward reported that one letter will be used to solicit support for the Gala, including sponsorship, silent auction donations, and donations for wine/beer pull and restaurant certificate wheel. The mailing is scheduled by the end of the month.

5. [19-0015](#) Silent Auction Subcommittee

Marty Weigel reported that he and Caitlyn have been reviewing software suites for digital bidding, and Bidding Owl has been selected. Some discussion ensued on logisitcs for this new feature.

Time was spent at the end of the meeting to review the business list for silent auction donation targets and make selections for personal visits. Businesses not selected will be mailed the solicitation letter.

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

The re-designed promo flyer was presented with a few more suggestions from Jen Brown and subcmte. It will be finalized for mailings/distribution the last week of February. The Gala Cmte. was pleased with the updates.

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

No report at this time.

E. ANNOUNCEMENTS/OTHER MATTERS

None

F. NEXT MEETING

Tuesday, March 5, 5 p.m., City Hall Room 128

G. ADJOURNMENT

The meeting adjourned at 7 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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