



City of West Allis

Meeting Minutes

Tourism Commission

Monday, April 15, 2019

4:37 PM

City Hall, Art Gallery
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

The meeting was called to order at 4:37 p.m.

B. ROLL CALL

Present 4 - Mayor Dan Devine, Ms. Rebecca Grill, Mr. Rod Raschka, and Ald. Martin J. Weigel
Absent 1 - Ms. Jennine Neckuty

Others Present:

*Caitlyn White, Tourism and Event Coordinator
Jonathan Matte, Communications Director
Emily Eineichner, Downtown BID Promotions Coordinator*

C. APPROVAL OF MINUTES

1. [19-0243](#) Minutes (draft) of September 24, 2018.

A motion was made by Ms. Grill, seconded by Ald. Weigel, to approve the Minutes. The motion carried by the following vote:

Aye: 4 - Mayor Devine, Ms. Grill, Mr. Raschka, and Ald. Weigel

No: 0

D. NEW MATTERS

2. [19-0244](#) West Allis Downtown Event Sponsorship Proposal.

Ms. Eineichner from the West Allis Downtown BID was in attendance to discuss the 2019 Event Sponsorship Proposal. There has been an amendment in the proposal as they are only in need of one tent instead of three.

Here is the new breakdown of the funding request, totaling \$1,750:

*1 A La Carte Entertainment Tent - Cost \$1,500
1 Wisconsin State Fair Vendor Fee - Cost \$75
1 West Allis Coupon Books (2,500) - Cost \$175*

A motion was made by Ms. Grill, seconded by Ald. Weigel, to approve the 2019 Event Sponsorship Proposal. The motion carried by the following vote:

Aye: 4 - Mayor Devine, Ms. Grill, Mr. Raschka, and Ald. Weigel

No: 0

3. [19-0245](#) Room Tax Credit.

The Hotel Room Tax has been increased in January 2019; hotels were not notified until

February 2019 about this increase. Ms. Grill advised that the City of West Allis will work on determining the excess amount paid and reimburse West Allis hotels.

A motion was made by Ald. Weigel, seconded by Mayor Devine, to approve the Room Tax Credit. The motion carried by the following vote:

Aye: 4 - Mayor Devine, Ms. Grill, Mr. Raschka, and Ald. Weigel

No: 0

4. [19-0246](#) Shipping Container Event Funding.

Ms. White informed the Commission about a potential shipping container pop-up idea that was brought to her and Mayor Devine. The idea is to place 2-3 shipping containers from Containers Up in a temporary location and rent out the available spaces to local businesses. We could create a pop-up event at the location or add it on to an event that is already planned. The original idea was to locate the containers in the parking lot just south of the Farmers Market structure. Mr. Raschka questioned what the benefit would be on our end, and Ald. Weigel would like to see more of a plan set for this before making any decisions.

This matter was Discussed

E. ADJOURNMENT

A motion was made by Ald. Weigel, seconded by Mayor Devine, to adjourn the meeting at 5:01 p.m. The motion carried 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.

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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.