



# City of West Allis

## Meeting Minutes

### Events Committee

*Mayor Dan Devine, Caitlyn White, Chase Ernst,  
Emily Eineichner, Mark Lutz, Ashley Wagner,  
Melissa Feldmeyer, Melissa Lenz, Shelly Strasser, and  
Rebecca Grill*

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Wednesday, September 23, 2020

4:00 PM

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#### REGULAR MEETING

#### NOTICE OF VIRTUAL MEETING

#### A. CALL TO ORDER

#### B. ROLL CALL

Also present: Jon Matte, Robert Barwick, Jenny Kosek, Ashley Palen, Bob Lieschow, Kris Marion

**Present** 6 - Mayor Dan Devine, Caitlyn White, Emily Eineichner, Melissa Feldmeyer, Melissa Lenz, and Shelly Strasser

**Excused** 3 - Rebecca Grill, Mark Lutz, and Ashley Wagner

#### C. APPROVAL OF MINUTES

1. [20-0425](#) Meeting Minutes of August 13, 2020

**Mr. Barwick made a motion to approve the minutes of August 13, Mayor Devine seconded.**

#### D. MATTERS FOR DISCUSSION/ACTION

2. [20-0222](#) 2020 Events Discussion

a. Halloween

We are looking to see what other communities are deciding for their Trick-or-Treat, Mr. Matte share a list of surrounding municipalities and their decisions. Right now we are leaning towards still setting the hours from 4-7pm on Halloween, and putting out the CDC guidelines along with 'best practices'. Many committee members discussed promoting creative ways to hand out candy as a best practice as well.

b. Vets Giving Tree / West Allis Gives Back

Ms. White suggested we go completely virtual for Vets Giving Tree this year and avoid having people come to City Hall to collect stars/drop off gifts. Ms. Eineichner suggested we use Sign-Up Genius to 'Pick Your Vet' online. Ms. Feldmeyer suggested having an online 'giving' portal' and use Amazon for gifts. Ms. White will speak with the coordinator of the gifts to see what would best work for them.

c. Tree Lighting

We will not be able to do the usual gathering and sing-a-long this year. The Mayor could still light the tree and residents could tune in virtually via Facebook Live. A decision will be made at our next meeting.

d. Christkindl Market

We are looking at potential ways for the Christkindl Market to still be held at the farmers market location. We could either go all virtual and utilize the Booth Central platform to host vendors or hold in-person with several guidelines/restrictions in place. If we did in-person, we'd have to sell tickets to limit crowds, have one point of entry to stagger customers, no samples or beverages, food will be to-go only, and no more than 50 people gathering at a time. Ms. White will follow up with Mr. Lutz to give him these recommendations from the committee and Health Department.

### 3. [20-0223](#)

#### Sponsorship Funding Discussion

Ms. White is working on updating the 2020 Sponsorship Packet for 2021. Ms. Feldmeyer is putting together a list of businesses to reach out to for sponsorships. Ms. Lenz mentioned several great ideas for events and raising money, one being expanding Candy Cane Lane into other neighborhoods (Reindeer Row, etc.).

We will follow up on this discussion next meeting.

## E. EVENT, PROMOTION, AND MARKETING

Mr. Barwick let the group know about the Rotary Club event that will be held on Saturday, October 24 from 1-4pm at the Farmers Market. It is called Pollo for Polio and will be supporting those affected by Polio.

## F. ADJOURNMENT

**Ms. Feldmeyer made a motion to adjourn the meeting at 5:03pm, Ms. Einechner seconded.**



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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