



City of West Allis

Meeting Minutes - Final

Events Committee

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

Wednesday, December 2, 2020

4:00 PM

REGULAR MEETING

NOTICE OF VIRTUAL MEETING

A. CALL TO ORDER

B. ROLL CALL

Also Present: Robert Barwick, Cindy Rausch, Mary Pat Michels, Jenny Kosek, Ashley Palen

Present 4 - Mayor Dan Devine, Caitlyn White, Melissa Feldmeyer, and Melissa Lenz

Excused 2 - Rebecca Grill, and Emily Eineichner

Absent 3 - Mark Lutz, Shelly Strasser, and Ashley Wagner

C. APPROVAL OF MINUTES

Ms. White made a motion to approve the meeting minutes of October 21, 2020.
Mayor Devine seconded.

1. [20-0564](#) Meeting Minutes of October 21, 2020

Attachments: [10-21-2020 Minutes](#)

D. MATTERS FOR DISCUSSION/ACTION

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

a. Virtual Tree Lighting

We will stream the Virtual Tree Lighting on the City's YouTube channel. WAWM Shining Strings will be performing in the Art Gallery, and Mayor Devine will light the tree outside with Ms. Feldmeyer's daughters. Ms. Rausch will check with Mr. Don Molleson to make sure all of the lights are working.

b. A Message from Santa

Ms. White asked committee members to share this fundraiser with anyone they know who may be interested. We'd like to get at least 5 submissions. John Roots, owner of Natty Oaks, has agreed to be our Santa for the filming of these videos and we can use a Santa Chalet at Natty Oaks - it's very festively decorated and the perfect back drop for these videos. Ms. White will write up scripts for each request that Santa will be able to read from. Bother Letters from Santa and videos will be sent those requesting.

c. Santa on the Go

Santa on the Go will be sponsored by the Christmas Parade Committee. Mark Klemme of Klemme Floats will be creating the float for Santa to ride on, it will be Christmas theme with holiday music playing. The float build/start location will now be at Allis Chalmers instead of DPW.

d. Veterans Giving Tree Updates

All virtual stars were chosen very quickly and Ms. White is getting inquiries about the generic gift option. If anyone else is getting questions, the generic gifts are just as important as the virtual stars, so we can continue to promote that. Drop off dates for gifts are on December 5, December 15, and December 20 at the V.A.

3. [20-0487](#)

2021 Event Planning

Ms. White reviewed the 2021 Events Dates with the committee. Ms. Michels was able to confirm the WAWM concert dates, so the remaining concert dates will be Polka music or other genres as the committee chooses bands. There will be two Summer Concerts and two Food Truck Friday events each month. Mr. Barwick came up with a few new names for the Summer Concert Series, Ms. White will send this information out to the whole committee to review before the next meeting.

Our focus for next meeting will be the rebranding of Santa's Cafe. Ms. White has asked the committee to think of ideas to bring to the next meeting or email her before then with ideas.

With all planned 2021 events, there will be an alternative COVID friendly version also planned. This will allow us to safely host events moving forward.

4. [20-0223](#)

Sponsorship Funding Discussion

Ms. White would like at least two committee members to take the lead on sponsorships/fundraising with her. Ms. Feldmeyer has already been helping with this, and agreed to continue taking the lead.

Ms. White is almost done updating the Events Sponsorship Opportunities packet so that we will be able to start connecting with local businesses.

E. EVENT, PROMOTION, AND MARKETING OPPORTUNITIES

F. ADJOURNMENT

Mayor Devine made a motion to adjourn, Ms. Michels 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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