



# City of West Allis

## Meeting Minutes

### Christmas Parade Subcommittee

*Jon Matte, Communications Director; David Danielson, Communications Senior Video Producer;  
Ald. Kevin Haass, Megan Stikl, Sergeant, Gale Jender, Economic Development Administrative Support  
Specialist, Shelly Strasser, Recreation and Community Services Director and Citizens Diane Eineichner,  
Don Falk, Jessica Yanny & Pam Zorko*

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Wednesday, December 8, 2021

12:00 PM

City Hall, Art Gallery  
7525 W. Greenfield Ave.

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#### REGULAR MEETING

#### A. CALL TO ORDER

*The meeting was called to order at 12:10 p.m.*

#### B. ROLL CALL

- Present** 9 - Don Falk, Shelly Strasser, Jessica Yanny, Pam Zorko, Gale Jender, Gale Jender,  
David Danielson, David Danielson, and Chelsea Famularo
- Excused** 3 - Jon Matte, Ald. Kevin Haass, and Megan Stikl

#### Others Attending

Will Fuentes, State Fair Representative  
Pat Wolfe

#### C. APPROVAL OF MINUTES

1. [21-0615](#) November 30, 2021

Attachments: [November 30, 2021 \(draft minutes\)](#)

**Strasser moved, seconded by Yanny to Approved this matter, motion carried.**

#### D. REVIEW OF PARADE HELD ON DECEMBER 4, 2021

*The following information was shared collectively during the group discussion.*

*Mr. Falk extended a heartfelt thank you to all involved in helping ensure the safety and execution of this event - we made it happen and it worked well!*

*All public comments have been positive regarding the parade and they appreciate that the City of West Allis continued to hold this event.*

*Mr. Falk read a few of the Letters to Santa.*

#### Distribution of duties:

*Ms. Eineichner submitted her letter of resignation, via email, on December 7, 2021 to the committee. The committee expressed their gratitude for all of her years of dedication and hard work. She's left very big shoes to fill.*

*The committee needs to re-establish and distribute responsibilities to include all members of the committee. Ms. Jender will email, to the committee, the duties that had been outlined in prior years as a basis on which to start the process. Ms. Yanny suggested working on getting volunteers earlier next year.*

Pace & Broadcasting:

Due to the lack of having pacers to help participants keep an equal distance from each other and knowing to perform on camera, the pace was much too fast and some participants didn't get recognized on camera as the lineup was out of order and confusing. This topic had been discussed in earlier meetings, however due to a lack of volunteers we were unable to assign people to this task.

State Fair Representative, Will Fuentes, mentioned that Gate 1 was too congested and performers just took off and kept going at a rapid pace.

Next year the participation application should include a section for the performers to describe their group which would provide a narrative for the broadcasters.

There were many less participants that would have been actually "performing" vs "walking" in the parade. This might have been due to the recent tragedy in Waukesha, Covid illnesses and/or a general reservation of caution from some groups.

Tony "Radar" Hess advised, via email, prior to the meeting that he will provide a few volunteers to be pacers in the next parade, especially in front of the cameras and broadcast area.

Broadcasters were unclear on which elected officials were riding in which vehicles as there wasn't adequate signage and details were not noted on the lineup list.

Media:

More media coverage would have been nice especially to acknowledge the efforts by the Nathan Hale & Central High Schools performance. Both schools united walked together in support of Waukesha while playing the Waukesha school song.

Participation:

Zionel the Artist, radio station 102.5 participated without knowledge of the committee members. Overall, the consensus was that he provided good entertainment.

Heightened support and a lot of cheers were shared for the Wisconsin Diamond Dancers.

Volunteers:

A key point was there simply weren't enough volunteers this year. This could possibly be the same reasons as having lesser performers. Many factors could have caused this, and it is always an issue to some degree but this year the problem was accelerated, possibly from fear of the situation with the Waukesha parade and the Covid pandemic.

Epikos Church, in prior years, provided many volunteers. With the closing and recent reopening of the church they were unable to assist in this year's parade.

Ms. Strasser suggested the committee consider offering a financial incentive to the high school teams as a fundraising opportunity to help the schools earn money, which in turn helps out their teams budgets and also helps ensure we have adequate volunteers to successfully produce this event.

The West Allis Recreation Department provides 12 volunteers to cover the VIP seating area and the staging of vehicles at State Fair Park. This year we had approximately 25 of the 42 expected attendees in the VIP seating section. Lack of adequate signage on the bleachers reserving these spots was once again discussed. Will Fuentes advised that he could have public safety assist with the staging, which might help lessen the number of volunteers that are needed in this critical area.

VIP parking consisted of the following: (11 had been expected)

Clinicare - 1 vehicle

Knights of Columbus need - 1 vehicle

WaterStone - 2 vehicles

Tree Lighting Family - 1 vehicle

#### Floats:

There were many issues with getting the floats to State Fair Park and six (6) of them did not make it into the parade. Traffic and barricades were a contributing factor along with the confusion of which gate they were to use to enter the staging area. When they finally did get into the fair park, the Santa float had already proceeded down the route, as this is always the last float in the parade; Mr. Falk made the decision of which two floats could be pulled in the parade, based on the vehicles available. These were the Knight of Columbus based on their large donations over the years and the Santa float which is a "must" for the visitors to see.

The general public would have had no idea that these floats didn't make it into the parade, and overall the committee agreed that Mr. Matter has been a huge help in prior years and this year with the increased security, confusion occurred on getting into the fair park. Will Fuentes had not been contacted. If he had been contact this issue could have been addressed and the State Fair Park staff would have worked with getting the floats into the lineup. The logistics of coordinating all the vehicles to the fair park a day in advance would be beneficial. This would require additional insurance and added costs to cover these vehicles.

The Big Sky Balloons & Searchlight were able to start the leadoff of the parade but were unable to get back into the parade to bring up the rear of the event. This was due to the police department security and barricaded areas. If we continue with the heightened security measure in future years this information will need to be communicated to Big Skylight, well in advance of the event as they are located in Illinois and would not be familiar with the area and which gates we are adjusting entrances to.

Gate 5 was open for the entire event - this was the access point.

The Knights of Columbus has committed to donate \$5,000 for next year's parade to ensure they have their own float again.

## **E. MISCELLANEOUS**

#### Generators:

Mr. Falk requested the approval to purchase three generators from Community Alliance Against Drugs (CAAD) - these would be stored at B&K Supply.

A motion was made by Ms. Strasser, seconded by Ms. Zorko to approve an amount not to exceed \$1,500.00.

Bowling Fundraiser:

*Mr. Falk will discuss with Riviera Lane which two dates would be options in May for hosting the bowling fundraiser. Krueger Bearings has offered to pay for the food once again. In the past, Riviera Lanes has reduced the bowling fees to \$3.00 per person (cost to the committee). This event is a good fund raising opportunity. Mr. Falk will advise the committee on the date chosen, at which point we can schedule when the next committee meeting should occur to establish duties and begin the process of getting lane sponsorships, donated items, volunteers to work the event etc.*

*The license used for the raffles at this event is owned by the Business Improvement District - confirmation will be needed on whether we are able to use this going forward.*

*There were four checks received that were made out to the WACIF and Ms. Famularo will be contacting these donators to reissue checks made payable to the City of West Allis. The flyer and postcard will need to be updated before the next mailing to ensure the proper information is displayed on whom the check should be made out to.*

Ms. Famularo inquired whether there is a limit of how many people can be on the committee. Ms. Jender will forward the Resolution which reestablished the subcommittee in 2010.

Two golf carts should be utilized next year.

Ms. Yanny inquired if there's any option to extend the parade to end at the Farmer's Market. The current opinion by those present was that the route had been shortened per the West Allis Police Department a few years back and it's doubtful that this would occur in the future.

**F. ADJOURNMENT**

*A motion was made by Ms. Famularo, seconded by Ms. Yanny to adjourn the meeting at 1:20 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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