



City of West Allis

Meeting Minutes

Events Committee

Mayor Dan Devine, Chair
Tourism Coordinator Chelsea Famularo, Vice Chair
City Representatives Administrator/Clerk Rebecca Grill
Citizen Representatives Melissa Lenz, Ashley Wagner & Melissa Feldmeyer
School District Recreation Department Representative Shelly Strasser
BID District Representative Emily Eineichner
Business Representative Mark Lutz
MKE Power Representative Kris Marion

Wednesday, March 2, 2022

4:05 PM

City Hall - Art Gallery
7525 W. Greenfield Ave.

REGULAR MEETING

A. CALL TO ORDER

Chelsea Famularo called the meeting to order at 4:05 p.m.

B. ROLL CALL

Present 7 - Mark Lutz, Melissa Feldmeyer, Melissa Lenz, Dan Devine, Rebecca Grill, Chelsea Famularo, and Emily Eineichner

Excused 3 - Kris Marion, Ashley Wagner, and Shelly Strasser

Others Present: City Attorney, Nick Cerwin, Mary Pat Michels, Jon Matte, Cindy Rausch, Robert Barwick, Ald. Marty Weigel

C. APPROVAL OF MINUTES

1. [22-0114](#) January 26, 2022 Events Committee Minutes.

Administrator/Clerk Grill moved to approve this matter, Emily Eineichner seconded, motion carried.

D. MATTERS FOR DISCUSSION/ACTION

2. [22-0106](#) Sponsorship Funding Discussion

Chelsea Famularo shared update on sponsorships received for each of the 2022 events as well as upcoming meetings/discussions.

3. [22-0020](#) New Events
a) Show the Love Donation Drive - recap
b) Tour of America's Dairyland Bike Race

1. Tour of America's Dairyland Bike Race

a) Alderman Weigel & Mark Lutz provided an overview of the ADBR, set to take place in Downtown West Allis Tuesday June 21st. Designated a Community Event by the Common Council- looking to Events Committee to help promote the event and recruit volunteers for the day.

2. Show the Love Donation Drive- recap

b) Served 15 families, \$160 of additional donations and numerous books donated to WISH.

4. [22-0107](#) 2022 Event Updates
- 1) Downtown BID Events
 - 2) Eat West Allis Events
 - 3) City of West Allis Events
 - a. DPW Open House
 - b. Memorial Day Program
 - c. Summer Concert Series
 - d. Food Truck Fridays
 - e. Independence Day
 - f. Art on the Plaza
 - g. Pawtoberfest
 - h. Allis In Winterland
 1. 2022 Event Planning Guide
 - a) Planning guide has been printed, is available for distribution.
 2. Memorial Day Program
 - a) No parade planned, but there will be a ceremony at Veteran's Park, time to be determined.
 3. Independence Day
 - a) Parade participant submissions live, 28 so far.
 - b) Discussion on need for increased barricades, Chelsea to discuss with DPW and Police Department.
 4. Summer Concert Series
 - a) In progress
 5. Food Truck Fridays
 - a) 7 Fridays, skipping 7/1 because of parade. Entertainment booked for 5 of the 7 Fridays.
 - b) Looking for ideas for kid activities, other event enhancements.
 6. Art on the Plaza
 - a) Have booked music, more to be determined.

5. [22-0023](#) Event, Promotion, Volunteer, and Marketing Opportunities

1. Other items
 - a) Pawtober Fest- looking for a sponsoring. Taking place 9/25
 - b) WAPD doing a city clean up May 14th.

Next meeting to be held on May 11, 2022 at 4:00pm.

E. ADJOURNMENT

Melissa Feldmeyer moved to adjourn at 5:08 p.m., seconded by Administrator/Clerk Grill, motion carried.



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.

NON-DISCRIMINATION STATEMENT

The City of West Allis does not discriminate against individuals on the basis of race, color, religion, age, marital or veterans' status, sex, national origin, disability or any other legally protected status in the admission or access to, or treatment or employment in, its services, programs or activities.

AMERICANS WITH DISABILITIES ACT NOTICE

Upon reasonable notice the City will furnish appropriate auxiliary aids and services when necessary to afford individuals with disabilities an equal opportunity to participate in and to enjoy the benefits of a service, program or activity provided by the City.

LIMITED ENGLISH PROFICIENCY STATEMENT

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.