



# City of West Allis

## Meeting Minutes

### Tourism Commission

*Dan Devine, Mayor*  
*Martin J. Weigel, Alderperson*  
*Rebecca Grill, City Administrator/Clerk*  
*Commission Members Molly Rowbottom and Scott Biggar*

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Thursday, May 12, 2022

4:03 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 4:03 p.m.*

#### B. ROLL CALL

**Present** 4 - Ald. Martin J. Weigel, City Administrator/Clerk Rebecca Grill, Scott Biggar, and Mayor Dan Devine  
**Absent** 1 - Molly Rowbottom

*Others present: Chelsea Famularo, Jon Matte and Rachel Gintner*

#### C. APPROVAL OF MINUTES

1. [2022-0526](#) March 31, 2022 Draft Tourism Commission Minutes.

**Ald. Weigel moved to approve this matter, Mr. Biggar seconded, motion carried.**

#### D. MATTERS FOR DISCUSSION/ACTION

2. [22-0168](#) 2022 Budget and Revenues

*Jon Matte gave an update of financials.*

3. [22-0169](#) 2022 Planned Expenditures

*1. Chelsea reviewed police costs for Tour of America's Dairyland.*

*2. Rachel Gintner discussed Milwaukee Magazine ad plan.*

**1. Approval of \$6000 in police funding for TOAD from Tourism Budget.**

**Ald. Weigel moved to pass, Mr. Biggar seconded, motion carried.**

**2. Request to approve \$6000 in ad expenditures.**

**Mr. Biggar moved to pass, Ald. Weigel seconded, motion carried.**

4. [22-0170](#) 2022 Events

*Update on TOAD.*

5. [22-0171](#) Promotion and Marketing Opportunities

**E. NEXT MEETING**

*TBD.*

**F. ADJOURNMENT**

Mayor Devine moved to adjourn at 4:30 p.m., seconded by Ald. Weigel, 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.

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