



# City of West Allis

7525 W. Greenfield Ave.  
West Allis, WI 53227

## Meeting Minutes

### West Allis Tourism Commission

*Dan Devine, Mayor,  
Martin Weigel, Alderperson,  
Rebecca Grill, City Administrator,  
Commission Members Laura Mueller and Rod Raschka*

Monday, October 31, 2016

6:00 PM

City Hall, Room 128

#### REGULAR MEETING

##### A. CALL TO ORDER

*The meeting was called to order at 6:02 p.m.*

##### B. ROLL CALL

**Present:** 4 – *Rebecca Grill, Ald. Weigel, Laura Mueller, Rod Raschka*

##### **Others Attending**

*Ald. Dan Roadt; Dianne Eineichner, BID Executive Director; Emily Eineichner, BID Program Assistant; Diane Brandt, WAWM Chamber of Commerce*

##### C. ELECTION OF OFFICERS

*Marty Weigel nominated Rebecca Grill for Secretary, seconded by Rod Raschka. The motion passed 3 – 0, Devine excused, Grill abstain.*

*Rod Raschka nominated Laura Mueller for Vice Chair, seconded by Marty Weigel. The motion passed 3 – 0, Devine excused, Mueller abstain.*

*Rod Raschka nominated Dan Devine for Chair, seconded by Marty Weigel. The motion passed 4 – 0, Devine excused.*

***Mayor Devine present at this time.***

##### D. WEBSITE OPTIONS

##### E. WEBSITE RFP (Examples Included)

*Ms. Grill explained that we could pursue two ways--one contracted with a Content Management System (CMS), which is like a template, or pursue having a website developed. Ms. Grill provided reasons why it may be better to pursue a CM--easier and cheaper to maintain and update, especially if the CMS is similar to one currently used by the City. Ms. Grill showed the Committee the following websites:*

- <https://il-pontiactourism.civicplus.com/> (separate)
- <http://mo-bluesprings.civicplus.com/78/Tourism-Links> (page in city website)

- <http://co-parkcounty.civicplus.com/498/Tourism> (page on county website-- notice burn ban info)
- <http://www.huntsvilletexas.com/site/copyright>
  - <http://www.telluride-co.gov/328/Telluride-Tourism-Board> (page in city website)
  - <http://www.denver.org/> (simpleview)
  - <https://www.visitphoenix.com/> (simpleview)

*The first four are CivicPlus websites, the CMS that the City uses for its intranet and internet. The internet will be undergoing a redesign in 2017, if the budget is approved. Options for CivicPlus would be a full, stand-alone website which may cost \$50-60K, or a subsite that costs \$8K to design and \$1K to maintain. The last two sites are operated by Simpleview. Ms. Grill explained that based on information she was able to find, this may cost between \$130K and \$150K to develop. Discussion expanded to the visitmilwaukee.com website. Ms. Grill explained that while visitmilwaukee uses Simpleview as its CRM (Customer Relationship Management) system, they had someone else design the website.*

*Committee members asked to have three proposals for the next meeting:*

- 1) *CivicPlus*
- 2) *Simpleview*
- 3) *Visitmilwaukee*

#### **F. DISCUSSION AND POSSIBLE ACTION ON THE 2017 TOURISM BUDGET**

*RG explained that she will have this on every agenda to give opportunity to discuss as needed, but the Committee still needs to come up with plans for 2017. Committee members discussed advertising opportunities--rack cards, clear channel billboards at airport and freeway. Ms. Grill stated that it may be beneficial to discuss Agenda Item H. and review possible RFP for Marketing and Branding that the Mayor has been working on. The Committee was given a copy of the current RFP version. Discussion ensued regarding the direction of the RFP and partnering with the City's efforts. The Committee recommended that an RFP be prepared and voted on at the next meeting.*

*Ms. Grill mentioned that we will need to have photographs to populate the website and marketing materials. She requested that the Committee approve solicitation of such for review at the next meeting.*

*Ms. Grill advised there were two possible organizations for membership that may be beneficial for the Committee. Wisconsin Association of Convention and Visitors Bureaus and Association of Wisconsin Tourism Attractions. Discussion regarding the two occurred, and the following motion was made:*

*Mr. Weigel moved that membership be secured for the Wisconsin Association of Convention and Visitors Bureaus, seconded by Mr. Raschka. The motion passed unanimously.*

#### **G. DESTINATION MARKETING AND ECONOMIC DEVELOPMENT (Attachment)**

*Brief discussion was held regarding the items provided to the Committee.*

#### **H. MISCELLANEOUS TOURIST PROMOTION AND MARKETING OPPORTUNITIES**

*See discussion at Agenda Item F.*

**I. NEXT MEETING – December 14, 2016, 6:00 p.m.**

**H. ADJOURNMENT**

*A motion was made to adjourn the meeting at 6:54 p.m. The motion carried.*