



City of West Allis

Meeting Minutes

7525 W. Greenfield Ave.
West Allis, WI 53227

West Allis Tourism Commission

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

Wednesday, February 1, 2017

5:04 PM

City Hall, Art Gallery

REGULAR MEETING

A. CALL TO ORDER

The meeting was called to order at 5:04 p.m.

B. ROLL CALL

Present: 5 – *Mayor Devine, Ald. Weigel, Laura Mueller, Rod Raschka, Rebecca Grill*

Others Attending

Emily Eineichner, BID Promotions Coordinator; Diane Brandt, WAWM Chamber of Commerce Executive Director; Citlali Mendieta, WAWM Chamber of Commerce Board Chairperson; John Stibal, Director of Development; Jon Matte, Communications Director; Robert Barwick, Senior Buyer

C. APPROVAL OF MINUTES

Ald. Weigel moved to approve the December 14, 2016 meeting minutes, seconded by Laura Mueller. The motion passed unanimously.

D. DISCUSSION AND POSSIBLE ACTION ON CONTRACTING WITH THE WEST ALLIS DOWNTOWN BID FOR TOURISM RELATED SERVICES

Ald. Weigel explained how the City and BID could partner together. He is bringing this up now because of an opportunity due to vacant store front at 75th and Greenfield, which is perfect due to proximity to City Hall, downtown, parking. Discussion ensued regarding the opportunity, and the Commission came to a consensus that this may be a consideration in the future, but may look to an RFP process to select partner. At this time, need to focus on photographs, marketing, website, and then perhaps a brick and mortar option.

E. WEBSITE UPDATE

Ms. Grill advised that we are unable to purchase the visitwestallis.gov. Members indicated that we should purchase visitwestallis.org in addition to the visitwestallis.com that we already have. The Tourism Commission would use visitwestallis.org as the main website.

F. PHOTOGRAPHER RFP SUBMISSION REVIEW

Robert Barwick was present to assist the Commission in rating and selecting the submissions. The Commission discussed the submissions and reduced the submissions under consideration by eliminating incomplete submissions. Four finalists were chosen, and they will be interviewed by the Tourism Commission on Friday, February 10, from 3-5 pm in Room 128 at City Hall. Mr. Barwick will consult with the City Attorney to determine if this can be done in closed session.

G. BRANDING, MARKETING AND PROMOTION RFP STATUS

Ms. Grill advised that we've had about 50 people review the RFP and it closes on February 9. After that, we will work on rating the submissions.

H. DISCUSSION AND POSSIBLE ACTION ON THE 2017 TOURISM BUDGET

The Commission requested that Ms. Grill provide monthly finance reports to the Commission.

I. 2017 GOALS AND OBJECTIVES

Commission members discussed the top goals for 2017:

- 1. Photography RFP,*
- 2. Marketing RFP, and*
- 3. Website.*

J. MISCELLANEOUS TOURIST PROMOTION AND MARKETING OPPORTUNITIES

Commission members discussed Brewers radio marketing, expansion of the Farmer's Market offerings, Milwaukee Food Truck Days, Historical Bar Crawl.

K. NEXT MEETING

February 10, 2017, 3-5 p.m.

L. ADJOURNMENT

A motion was made by Ald. Weigel, seconded by Rod Raschka, to adjourn the meeting at 6:37 p.m. The motion carried unanimously.