



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*

Wednesday, December 14, 2016

6:00 PM

Council Chambers

REGULAR MEETING

A. CALL TO ORDER

The meeting was called to order at 6:09 p.m.

B. ROLL CALL

Present: 4 – *Mayor Devine, Ald. Weigel, Laura Mueller, Rebecca Grill*

Excused: 1 – *Rod Raschka*

C. APPROVAL OF MINUTES

Ald. Weigel moved to approve the September 19, 2016 and October 31, 2016 meeting minutes, seconded by Mayor Devine. The motion passed unanimously.

D. WEBSITE OPTIONS

Ms. Grill advised that www.visitwestallis.com had been purchased for use by the Tourism Commission. Ald. Weigel requested that www.visitwestallis.org be purchased alternatively so people would understand that it was closely related to a governmental entity. Ms. Grill advised she would look into changing this.

Ms. Grill explained the various information she had found during the review of Simpleview, VisitMilwaukee and CivicPlus. Simpleview provides a drag and drop interface which would cost \$90-120K over three years for design, implementation, training and maintenance of system. VisitMilwaukee indicated that it would only like to partner with West Allis to become part of its existing destination marketing strategy like Wauwatosa. CivicPlus would provide a subsite under the current City site for \$8,000. Ms. Grill explained that staff would be able to use the CivicPlus option with no additional need for training or any additional resources.

Ald. Weigel moved, seconded by Ms. Mueller, to proceed with CivicPlus. The motion passed unanimously.

E. PHOTOGRAPHER RFP

Ms. Grill shared a proposed RFP document for Professional Photography Services. Committee members discussed content and requested that in addition to the existing evaluation criteria, preference be given to West Allis residents.

Mayor Devine moved, seconded by Ald. Weigel, to proceed with the RFP for Professional Photography Services, including preference given to West Allis residents. The motion passed unanimously.

F. BRANDING, MARKETING AND PROMOTION RFP

Ms. Grill shared a proposed RFP document for Branding, Marketing and Promotion. Committee members discussed content, made recommendation for wording and timeline revisions, and requested that in addition to the existing evaluation criteria, preference be given to Southeastern Wisconsin respondents.

Ald. Weigel moved, seconded by Ms. Mueller, to proceed with the RFP for Branding, Marketing and Promotion, including recommended edits and preference to Southeastern Wisconsin respondents. The motion passed unanimously.

G. DISCUSSION AND POSSIBLE ACTION ON THE 2017 TOURISM BUDGET**H. 2017 GOALS AND OBJECTIVES**

Committee members discussed possible options for the Tourism Budget and 2017 goals and objectives. Options included: website, RFP, identify physical location for providing tourism services, printed marketing materials, boost channel signs, and cross marketing.

I. MISCELLANEOUS TOURIST PROMOTION AND MARKETING OPPORTUNITIES

Continue to share information regarding opportunities; i.e., 2017 Beer Bloggers.

J. NEXT MEETING

January 24, 2017, 6 p.m. (now changed to February 1, 2017, 5 p.m.).

K. ADJOURNMENT

A motion was made to adjourn the meeting at 7:25 p.m. The motion carried.