

TOURISM COMMISSION MEETING
BOARD ROOM – COMMUNITY CENTRE’
THURSDAY, MARCH 30, 2023

Chairperson Ragonese called the Tourism Commission meeting to order at 4:03 p.m.

Roll Call:

Present: Schaefer, Johnson, Ragonese

Absent: Stalewski, Edgar

Commissioner Stalewski arrived at 4:13p.m.

Others in attendance: Administrator Kim Egan; Administrative Assistant Kayla Fitzgerald

Approval of Minutes: Commissioner Schaefer moved, seconded by Commissioner Johnson to approve the Tourism Commission meeting minutes for Tuesday, March 14, 2023.

Roll Call:

Voice vote.

Absent: Edgar, Stalewski

The motion carried.

The next item on the agenda was regarding the 2023 Beer Garden events. The musical performers for both dates confirmed their attendance. There was a discussion regarding potential food truck vendors for the events. Tots on the Street and Shorty’s Grilled Cheese are available on July 30th, and both require a \$500 sales minimum. Firewise Barbeque is available on June 22nd and requires a \$1500 sales minimum. Pina Mexican Eats is available on June 22nd and requires a \$750 sales minimum. Spicy Tuna does not have a food truck but is interested in setting up a booth. Administrative staff are requesting for approval from the Tourism Commission to commit to Tot’s on the Street, Shorty’s Grilled Cheese, and Pina Mexican Eats.

Commissioner Schaefer moved, seconded by Commissioner Johnson to approve Pina Mexican Eats for the June 22nd Beer Garden for a sales minimum of \$750 and Tots on the Street and Shorty’s Grilled Cheese for the July 20th Beer Garden for a sales minimum of \$500 each. The total sales minimum for both beer garden events is \$1,750.

Discussion: Chairperson Ragonese suggested allocating \$1750, giving Administrative Assistant, Kayla Fitzgerald, and Administrator Egan more flexibility in case one of the vendors pulls out.

Amended Motion: Commissioner Schaefer moved, seconded by Commissioner Johnson to allocate \$2,000 in minimum sales for food truck vendors for both beer garden events.

Roll Call:

Voice vote.

Absent: Edgar

The motion carried.

There was a discussion regarding the health department’s approval process for a booth compared to a food truck. Chairperson Ragonese suggested a Culver’s booth for ice cream. Commissioner Schaefer voiced concerns regarding too many food options, diluting sales from the trucks that have already been guaranteed sales minimums. Administrator Egan explained that Culver’s does not set up booths on a regular basis, the booth at National Night Out is a donation to the Police Department. There was a consensus not to inquire with Culver’s. If Spicy Tuna would like to participate, they are welcome, but they will have to get the appropriate permitting.

Chairperson Ragonese stated that the Commission will switch the order of agenda items to discuss number VI next. Administrator Egan reviewed the sign cost estimate memo, numbered seven (7) in the packet. The memo highlights several cost estimates for the purchase of additional 18x24 double-sided yard signs that will be put up throughout the Village to help promote the beer garden events. The same sign design will be used. We have seven (7) signs

from the previous beer garden that can be reused. Imprint is the company that was used last year and provided the lowest quote for this year's purchase. Commissioner Stalewski suggested the purchase of twenty (20) additional signs.

Commissioner Schaefer moved, seconded by Commissioner Stalewski, to approve the purchase of twenty (20) signs from Imprint for a total of \$174.40.

Roll Call:

Ayes: Schaefer, Johnson, Stalewski, Ragonese

Absent: Edgar

The motion carried.

Next, the Commission discussed the West Milwaukee Pop-Up Beer Garden t-shirt colors and cost estimates. Administrator Egan reviewed the beer garden t-shirt documents numbered eight (8), nine (9) and ten (10) in the packet. The cost estimate is from Dunn's Sporting Goods, the same vendor that was used last year. She requested direction from the Commission on what color and sizes are to be ordered. Commissioner Schaefer suggested ordering additional large, x-large, and xx-large shirts, since they were the most popular last year. The Commission agreed to use the Village at the Heart design in white on the red (garnet) color t-shirt. The Commission decided to eliminate x-small sizes, order ten (10) smalls, fifteen (15) mediums, (40) larges, (40) x-larges, and twenty (20) xx-larges for a total of 125 t-shirts.

Commissioner Schaefer moved, seconded by Johnson, to approve the purchase of t-shirts in the sizes, design and color previously discussed, not to exceed \$1,000.

Discussion: Chairperson Ragonese suggested allowing Administrative Assistant, Kayla Fitzgerald discretion. The Commission agreed. Chairperson Ragonese confirmed the t-shirt color will be red (garnet).

Next, the Commission discussed a potential donation for the participation of the WAWM Recreation Department Interactive Trucks at the 2023 Beer Garden events. Chairperson Ragonese explained that Interactive Trucks will provide yard games and arts and craft activities for the two (2) beer garden events. The WAWM Recreation Department does not charge, however, they accept donations to help cover the cost of the supplies. The WAWM Recreation Department did not offer a suggested donation amount.

Commissioner Stalewski moved, seconded by Commissioner Schaefer, to donate \$150 for the WAWM Recreation Department Interactive Truck, to cover the cost of supplies for both beer garden events.

Discussion: Chairperson Ragonese asked who will call and tell them we are making the donation. Administrator Egan suggested a check is mailed after both events.

Roll Call:

Ayes: Johnson, Stalewski, Schaefer, Ragonese

Absent: Edgar

The motion carried.

The next topic of discussion was regarding the Milwaukee County Transit System (MCTS) bus shelter art project. Administrator Egan reviewed number three (3) in the packet, the MCTS bus shelter art project handout. The bus shelter of choice must be owned by MCTS. Shelters with a bubble top and free of advertising are MCTS shelters. Shelters with advertising and without the bubble top are owned by Vector Media. It is recommended that the Tourism Commission start with the MCTS bus shelter located at 54th Street and National Avenue. The next steps are to select an artist, and have it approved by MCTS. Lastly, MCTS will set the Village up with an approved vendor to have the artwork printed and installed onto the shelter. The wraps are priced at approximately \$750. Additionally, some sponsors choose to compensate artists that they work with. Administrative staff emailed MCTS to inquire about the amount that other communities have donated but, they have not received a response.

The Commission reviewed sample artwork from several of the artists, listed number four (4) in the packet. The Commission liked the artist examples of Dominic Inouye and Caressa Givens. The Commission suggest something

like the “Becoming Villard” design that integrates aspects of West Milwaukee, National Avenue and the VA. Staff will reach out to see if the artists are still available, what they have been paid in the past and bring it back to discuss on the next agenda.

The last topic of discussion was regarding the storage container cost estimates to store Malteurop historical items. Number eleven (11) in the packet is a price quote for two (2) 40-foot trailers that Chairperson Ragonese received from a friend, Randy Call at RC Trailer. He clarified with the Commission that he will not receive any benefits if RC Trailer’s services are used. The Commission explained that only one (1) 40-foot trailer would be necessary to store all the items. There was a brief discussion on how the storage container will fit behind the Department of Public Works (DPW) building and the potential for racking within the storage container.

Administrator Egan stated that she requested measurements of the historical items from New Berlin Grading to see what size storage container is necessary but, she has not heard back. Chairperson Ragonese explained that RC Trailer stated that a 20-foot and 40-foot trailer are virtually the same price. There was a discussion regarding the option for pallet racking with a reserved spot for the historical items, on the back wall of the DPW building. However, Chairperson Ragonese indicated that this idea was rejected by DPW. Chairperson Ragonese clarified that the Board has the authority to do what they want but doesn’t want to step on anyone’s toes. Commissioner Schaefer added that the items should be protected and raised concerns regarding the safety of the items, if DPW does not want them there. Administrator Egan inquired if the items can be stored outside. Commissioner Schaefer stated that the items would need to be covered, protected from the elements, and secured.

Chairperson Ragonese asked if the items have been paid for. Administrator Egan explained that the check has been cut but she doesn’t anticipate sending it until the items are in the Village’s possession. Chairperson Schaefer suggested purchasing the 40-foot trailer. The Commission reasoned that it can be used for DPW storage once it is no longer needed for historical items.

The Commission also discussed the transportation of the items from their current location to DPW. Commissioner Schaefer suggested renting lift gate box truck. Commissioner Stalewski suggested a flat bed or construction trailer to make it easier. Administrator Egan raised concerns with liability issues if there is an accident and someone is injured, or the items are damaged. She suggested hiring someone to transport the items may be a better option. Chairperson Ragonese explained that he will do some research on transportation options.

Commissioner Stalewski moved, seconded by Commissioner Schaefer to allocate no more than \$4,000 for the delivery and purchase of a 40-foot by 7-foot, water right, storage container and approximately \$600 to cover the cost of transporting the historical items from the current location to DPW.

Discussion: Commissioner Schaefer asked if Administrative Assistant, Kayla Fitzgerald can compile cost estimates for transportation. Commissioner Stalewski suggested Commissioner Schaefer make the inquiries, since he has specific ideas that would be easier for him to relay. Commissioner Schaefer agreed. Administrator Egan added, once she receives the measurements from New Berlin Grading, she will send them to Commissioner Schaefer.

Roll Call:

Ayes: Schaefer, Johnson, Stalewski

Present: Ragonese

Absent: Edgar

The motion carried.

There were no further questions or comments.

Chairperson Ragonese adjourned the Tourism Commission Meeting

The meeting was adjourned at 5:08 p.m.

Respectfully Submitted,

Kayla Fitzgerald, Administrative Assistant