



DOWNTOWN WEST ALLIS. INC. BOARD OF DIRECTORS MEETING MINUTES

Wednesday, May 27, 2020 at 9 am (Steakhouse 100: 7246 W. Greenfield Avenue.)

All meetings are open to the public

Board Members Present: Doug Persich (President), Tom Miller (Vice-President), Don Falk (Secretary), Alex Geiger, Barbara Jones, Chet Parker, Gloria Hawkins, Jackie Ellington, Jeff Gebhardt, Kurt Potochich and Matt Maurice

Guest: Amy Craig Staff: Emily and Dianne Eineichner

Meeting Minutes

- 1) **Call to Order and Roll Call:** *Doug Persich called the meeting to order at 9:01am*
- 2) **Verification of Public Meeting Notice:** *Staff verified*.....
- 3) **Approval of Minutes from February 26, 2020:** *Motion by Chet Parker, second by Jeff Gebhardt, motion passed.*
- 4) **Citizen Participation:**
- A. City/DWABID Update: *Staff updated on the following:*
- 1) *Farmers' Market*
- 2) *Businesses reopening/closing*.....
- 3) *Small assemblies*
- B. Wisconsin State Fair Update: *Board members discussed the possibility of canceling the WI State Fair.*
- 5) **Consideration of Recommendations & Reports from Standing Committees**
- A. **EXECUTIVE COMMITTEE:** Discussion and/or Vote
- 1) President's Report: Doug Persich: *No Report*
- 2) Treasurer's Report: Tim Klare:
 2020 April Financial Reports: Motion by Alex Geiger, second by Barbara Jones; motion passed.
- 3) Next Meeting Date: *Wednesday, August 12, 2020 @ 7:30am in the BID Office.*
- B. **EXECUTIVE DIRECTOR:** Dianne Eineichner
- 1) PPP Loan (People's Bank) Summary.....
- i. *Barbara Jones and Dianne Eineichner presented the Board members with a status of this loan. A projected expense report was presented and discussion regarding remaining funds occurred.*
- Motion to approve a bonus to Emily and Dianne Eineichner by Chet Parker; second by Don Falk; motion passed.*
- 2) Telephone service and computer updates.....
- i. *Dianne Eineichner reported on the status of computer updates and switching to Spectrum for phone service.*
- ii. *Matt Maurice mentioned to investigate VOI service. Staff will follow-up.*
- C. **PROMOTIONS COMMITTEE:** Don Falk.....
- 1) West Allis A la Carte: *Staff presented the following*.....
- i. *Final profit/expense budget*.....
- ii. *Vendor/Sponsor payouts*
- iii. *Funds that will be rolled over to 2021*



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Motion to move profit from 2020 West Allis A la Carte to DWABID checking by Chet Parker, second by Tom Miller; motion passed.

- 2) Downtown West Allis Classic Car Show: *The following was discussed:*
 - i. *Staff will work on sponsorships, t-shirts, and calendars.....*
 - ii. *Applications will wait until August. Decision to cancel or not will be made at that time.....*
 - iii. *Sub-committee will meet end of June 2020*
- 3) **Next Meeting Date: Tuesday, July 14, 2020 @ 12noon in the BID Office**

D. DESIGN COMMITTEE: Chet Parker

- 1) Brick Planters: *Flowers will be delivered on Friday. Will email committee with pick-up times and assigned areas.*
- 2) Park Benches: *Staff will contact artists to touch-up their bench and add another coat of weather sealer sometime early June*
- 3) 7506/7508 building: *Amy Craig explained her thoughts regarding this property and what will be needed to bring to code before purchasing it.*
- 4) Murals: *Staff reported the City of West Allis is working with property owners to have murals added to several buildings within the City.*
- 5) **Next Meeting Date: Wednesday, June 9, 2020 @ 8 a.m. in the DWA Office**

E. ECONOMIC COMMITTEE: Tim Klare

- 1) Vacancies: *Staff discussed the following:*
 - i. 7236 W. Greenfield: *Tattoo Salon interested.....*
 - ii. 1410 S. 72nd Street: *Frozen Shrimp Store interested*
 - iii. 7211 W Greenfield: *Camino Restaurant purchased this property.....*
- 2) Cash Mobs/Video: *Staff working with business owners on these items.....*
- 3) **ORGANIZATION SUB-COMMITTEE:** Kurt Potochich
- i. Newsletter: *Staff working on latest newsletter; hoping to have it delivered by end of June.....*
 - ii. Stein & Dine, WI State Fair: *Staff waiting for confirmation that these ae still being held this year.*
 - iii. Next Meeting Date: **Wednesday, July 2, 2020 at 8:30 a.m. in the BID Office**
- 4) Next Meeting Date: **Wednesday, 8, 2020 @ 8 a.m. in the BID Office**

6) Old Business:

7) New Business:

- A. Main Street Accreditation: *Staff will work with MS staff on completing the accreditation application*
- B. Sidewalks: *Sidewalk repairs will take place starting week of June 1st.....*

8) Next Meeting Date: June 24, 2020 @ 8 a.m. at Steakhouse 100 at 8am

9) Adjournment – Motion to adjourn at 10:02 am by Chet Parker; second by Alex Geiger; motion passed.