



CITY OF WAUWATOSA
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LEGISLATION, LICENSING & COMMUNICATIONS COMMITTEE

Tuesday June 14, 2011
Committee Room #2 – 7:30 p.m.

PRESENT: Alds. Birschel, Causier, Hanson, Nikceвич, Roznowski, Wilson – 6

ALSO PRESENT: A. Kesner, City Attorney; B. Weber, Chief of Police; A. Brown, Admin; Paulette Enders, Economic Development Director; J. Archambo, City Administrator

Ald. Birschel as Chair called the meeting to order at 7:31 p.m.

Operator License application by Catherine E. Linscott, 2746 N. 73rd Street, Wauwatosa, for the period ending June 30, 2012

Ms. Linscott was present. Mr. Kesner said that the applicant disclosed a violation on her application but didn't mention that there were two.

Ald. Nikceвич asked what the circumstances were behind the violations and how did Ms. Linscott plan to not repeat these incidents. Ms. Linscott told the committee that she has moved back home and is working three jobs to keep busy and out of trouble.

Ald. Causier asked if she completed the responsible beverage service course and Ms. Linscott replied that she is comfortable with her training and is walking the straight and narrow.

Moved by Ald. Nikceвич, seconded by Ald. Roznowski to recommend approval of the Operator license with a six month review – 6

Held from previous meeting, continued discussion of the quarterly city newsletter

Ald. Nikceвич was given the opportunity to explain her ideas about a more graphic and expanded newsletter, designing a city community directory, and other communications. These communications, she feels, should be more detailed and more professional. She mentioned that she likes the electronic newsletter but sees the need for hard copy as well.

Mr. Kesner affirmed that there is not an ordinance regarding advertising and public forum, but the city has incorporated a policy describing the public forum in the Civic Center Use Policy. This policy allows the city to maintain control of the materials distributed and the activities conducted in City Hall. Mr. Kesner then clarified that the legal advice is to not open up advertising which may create a public forum and therefore relinquish what we can control. The website linking policy is another incorporation of limitations and allows more leeway than what can be done in other publications.

Ald. Nikcevich questioned how other cities have these publications and Mr. Kesner replied that they are created by outside sources. He told the committee that we are not staffed to create this type of publication. A private entity could market outside advertisers and the city would not be involved in the selection process.

Mr. Kesner addressed the committee with an explanation of how the city can provide information and support to a private organization such as the Chamber of Commerce in Wauwatosa.

Mr. Archambo said that the committee can address these concerns through an ad hoc committee which can focus on marketing and publications.

Ald. Wilson used the Shorewood brochure as an example of the many facets involved in their publication.

Ald. McBride commented that the city may want to consider another city website designated for promoting and marketing the city.

Ald. Nikcevich made a recommendation to reconvene for further discussion at the next scheduled meeting. The committee agreed.

License applications forwarded for review

Operator License renewal by Robert E. McKenney, 6224 W. Wisconsin Avenue, for the period ending June 30, 2012. The committee requested that the applicant come in for questioning.

The meeting adjourned at 8:14 p.m.

Carla A. Ledesma, City Clerk
City of Wauwatosa

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