



CITY OF WAUWATOSA
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LEGISLATION, LICENSING & COMMUNICATIONS COMMITTEE

Tuesday July 26, 2011

Committee Room #2 – 7:30 p.m.

PRESENT: Alds. Birschel, Causier, Nikcevich, Roznowski, Wilson -5

ABSENT: Ald. Hanson

ALSO PRESENT: A. Kesner, City Attorney; P. Enders, Economic Development Dir.

Ald. Birschel as Chair called the meeting to order at 7:38 p.m.

Request by The Red Raider Touch Down Club and Tosa West Athletic Booster Club for fireworks following the “Battle of the Tosas” football game held on Saturday, August 20, 2011 at Hart Park Field

Mr. Kesner spoke on behalf of both groups requesting the fireworks permit. He explained the standard conditions necessary, which include the signed application and the fireworks contractor providing liability insurance.

Moved by Ald. Roznowski, seconded by Ald. Causier to recommend approval of the fireworks permit -5

Discussion of the marketing of the City of Wauwatosa

Ald. Nikcevich presented many statistics to the committee regarding the need and possibilities of this issue. She circulated marketing pieces and shared a few marketing strategies and branding tactics for presenting materials.

Moved by Ald. Nikcevich, seconded by Ald. Roznowski to recommend appointing an Ad hoc marketing committee to Council for approval -5

When asked by Ald. Birschel, Mr. Kesner addressed the issue of defining the committee. He said that if specific people are not named, the Mayor will appoint the committee members.

Ald. Nikcevich suggested that this Ad hoc committee would present all ideas to the LLC committee before moving forward.

The committee discussed the make-up of the Ad hoc marketing committee to consist of ten people to include a minimum of two alders, one member of the BID, one member from the Chamber of Commerce, and six ad hoc members from the community with expertise in marketing. The main objective of this committee would be brainstorming and assessment and the activities should be consistent with the document previously submitted by Ald. Nikcevich.

Licenses forwarded for review

It was the consensus of the committee to notify the following people to appear for a review of an operator license application and operator renewals:

Gina M. Cruz, 1423 S. 95th St. West Allis; Benjamin D. Vandenberg, 168 E. Henry Clay Street, Whitefish Bay; Samantha M. Sobczak, 2266 E. Montana Avenue, Oak Creek

The meeting adjourned at 8:04 p.m.

Carla A. Ledesma, City Clerk
City of Wauwatosa

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