



CITY OF WAUWATOSA

LEGISLATION, LICENSING & COMMUNICATIONS COMMITTEE

MINUTES • FEBRUARY 11, 2014

Regular Meeting

Committee Room #2

7:15 PM

7725 West North Avenue, Wauwatosa, WI 53213

LLC COMMITTEE ITEMS

Attendee Name	Title	Status	Arrived
Peter Donegan	Alderman	Present	
John Dubinski	Alderman	Excused	
Gregory Walz-Chojnacki	Alderman	Present	
Joel Tilleson	Alderman	Present	
Brian Ewerdt	Alderman	Excused	
Donald Birschel	Alderman	Present	
Alan Kesner	City Attorney	Present	
Jeff Sutter	Cpt.	Present	
Kathleen Causier	Alderwoman	Present	
Kathleen Ehley	Mayor	Present	
Karen Jaeckels	Mayoral Assistant	Present	

1. "Class B" Liquor License extension to include tented parking lot by Blue Ribbon Pub, LLC d/b/a Jackson's Blue Ribbon Pub, 11302 W. Blue Mound Road, Mark Zierath, agent, for their annual festival on Saturday, June 21, 2014 from 12:00 pm to 11:00 pm with live music

There was no one present to represent Jackson's Blue Ribbon Pub.

Capt. Sutter made some general statements about this event with regard to the outdoor venue and live music in past years. The neighbors have complained about the noise even though the business has been cooperative and respectful.

The committee had questions about the event that could not be answered and therefore agreed to hold this item until the next scheduled meeting.

Moved by Ald. Walz-Chojnacki, seconded by Ald. Birschel to hold this item for the next LLC meeting in order to get more details from Mr. Zierath - 4

The applicant, Dan Zierath, appeared at 7:40 PM and the committee agreed to revisit this item.

Mr. Zierath explained that this event is a fundraiser for the Wauwatosa West Athletic program. It has private security on premise for the event. He requested to have live music until 10:00 PM this year rather than the 9:00 PM end time of last year, with the stipulation that the music would stop promptly at 10:00 PM and breakdown and clean up would occur from 10:00 PM to 11:00 PM. The neighbors will be notified of the event in ample time by Jackson's Blue Ribbon Pub.

Ald. Hanson spoke on behalf of Jackson's Blue Ribbon Pub stating that this is a good event. It is run well, very organized and very controlled. He asked the committee to consider extending the time to 10:00 PM for the music and assured them that this event would prove worthy of the decision. He asked that his cell phone number be provided to the neighbors for any problems or follow up.

Moved by Ald. Birschel, seconded by Ald. Walz-Chojnacki to recommend approval

of the Class B Liquor license extension and the live music to end by 10:00 PM - 4

RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS] Next: 2/18/2014 7:30 PM
TO:	Common Council
MOVER:	Donald Birschel, Alderman
SECONDER:	Gregory Walz-Chojnacki, Alderman
AYES:	Donegan, Walz-Chojnacki, Tilleson, Birschel

2. Update presentation by the Ad Hoc Marketing Committee

Ald. Donegan turned the meeting over to Mayor Ehley. She introduced the members of the Marketing Committee and their roles and gave a brief summary of the Ad Hoc Marketing Committee's history, focus and continued goals.

Beth Fredrickson - Wauwatosa School District
 Laura Wainscott - Wauwatosa School District
 Jim Plaisted - Wauwatosa Village BID
 Kari Miller - Wauwatosa Chamber of Commerce
 Terry Estness - Wauwatosa Chamber of Commerce
 Meg Miller - East Tosa Alliance/Neighborhood Assoc.

Jeff Roznowski - Alderman 6th District
 Kathy Causier - Alderwoman 2nd District
 Jill Morin - President Creative Alliance
 Colleen Sprague - Firefly Real Estate
 Amy Decker - Dig Design
 Mayor Kathy Ehley
 Karen Jaeckels - Mayoral Assistant

Mr. Plaisted presented the type of inner workings and research involved in organizing and creating a city brand using Shorewood as an example.

Karen Jaeckels had a presentation showing various city logos from the past and their new and updated logos of today. The presentation emphasized the need for consistent, solid and organized elements that will develop our reputation as a strong and growing city, one that will be expressed through a new city brand.

The Marketing Committee also expressed that this reputation will develop through our customer services and the standard and style guide in which we demonstrate our strengths through our printed information and our updated website.

The next steps presented by the Marketing Committee are to engage stockholders; educate council on the power of the brand; develop a marketing plan to move the city forward.

The LLC committee members expressed their interest in the development of progress of the Marketing Committee and thanked them for their continued efforts to create a strong and vibrant city.

Carla A. Ledesma, CMC, City Clerk