



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Government Affairs Committee Meeting Agenda - Final-revised

Tuesday, October 21, 2025

6:00 PM

Common Council Chambers and Zoom:
<https://servetosa.zoom.us/j/86222394038>,
Meeting ID: 862 2239 4038

Regular Meeting

HYBRID MEETING INFORMATION

Members of the public may observe and participate in the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

CALL TO ORDER

ROLL CALL

GOVERNMENT AFFAIRS COMMITTEE ITEMS

1. Consideration of application for a new Class “B” Beer and Reserve “Class B” Liquor license by Nordstrom, Inc., d/b/a Nordstrom Marketplace Café, 2424 N. Mayfair Road, Veronica Jenquine - Agent, for the period ending June 30, 2026 [25-1667](#)
2. Consideration of Common Council proclamation recognizing the extraordinary response of City of Wauwatosa employees to the August 2025 storm and flood [25-1924](#)
3. Consideration of Common Council proclamation recognizing Amanda Saso for her protection of the Little Red Store in the August 2025 storm and flood [25-1972](#)
4. Review and consideration of approval of the 2026 Common Council Meeting Calendar [25-1292](#)
5. Discussion and consideration of establishing polling place sites for the City of Wauwatosa [25-1832](#)
6. Discussion and consideration of Common Council compensation for 2026 and 2028 [24-1414](#)
7. Consideration of proposal by Alderperson Arney relative to implementing a new Wauwatosa design element [24-0967](#)

ADJOURNMENT

NOTICE TO PERSONS WITH A DISABILITY

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to tclerk@wauwatosa.net, with as much advance notice as possible.



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 25-1667

Agenda Date: 10/21/2025

Agenda #: 1.

Consideration of application for a new Class “B” Beer and Reserve “Class B” Liquor license by Nordstrom, Inc., d/b/a Nordstrom Marketplace Café, 2424 N. Mayfair Road, Veronica Jenquine - Agent, for the period ending June 30, 2026

Submitted by:

Zach Kessler, Interim City Clerk

Department:

City Clerk

A. Issue

Nordstrom, Inc., d/b/a Nordstrom Marketplace Café, has applied for a new retail Class “B” Beer and Reserve “Class B” Liquor license for the 2025-2026 license period for the premises located at 2424 N. Mayfair Road.

B. Background/Options

Nordstrom, Inc. intends to reopen the Nordstrom Marketplace Café located inside the Nordstrom retail store within Mayfair Mall. The restaurant will be located within the store and will serve food and alcoholic beverages for guests to consume throughout the property. Nordstrom intends to operate the restaurant from 11:00 AM to 5:00 PM, Sunday through Saturday. More information can be found in the application materials included in the agenda packet.

Background checks were conducted on the Agent, Veronica Jenquine, and six corporate officers of Nordstrom, Inc. No violations substantially related to licensing activities were found. The Agent meets all other qualifications of Wis. Stat. Ch. 125.

The City currently has three available Reserve “Class B” Liquor licenses.

C. Department Reviews

Police: No concerns.

Fire: No issues.

Health: No issues.

Development: No issues.

Attorney: No issues.

Finance: No outstanding taxes or bills.

D. Recommendation

I recommend the Common Council grant a new Class “B” Beer and Reserve “Class B” Liquor license to Nordstrom, Inc., d/b/a Nordstrom Marketplace Café, for the period ending June 30, 2026, for the premises located at 2424 N. Mayfair Road, with Veronica Jenquine as the appointed agent.

Form
AB-200Alcohol Beverage License
Application

For Municipal Use Only	
Municipality	
License Period	

License(s) Requested: (up to two boxes may be checked)

- ☐ Class "A" Beer \$ _____
 ☒ Class "B" Beer \$ _____
- ☐ "Class A" Liquor \$ _____
 ☐ "Class B" Liquor \$ _____
- ☐ "Class A" Liquor (cider only) \$ _____
 ☒ Reserve "Class B" Liquor \$ _____
- ☐ "Class C" Liquor (wine only) \$ _____

Fees	
License Fees	\$
Background Check Fee	\$
Publication Fee	\$
Total Fees	\$

Part A: Premises/Business Information

1. Legal Business Name (individual name if sole proprietorship) Nordstrom, Inc.			
2. Business Trade Name or DBA Nordstrom Marketplace Cafe			
3. FEIN 91-0515058		4. Wisconsin Seller's Permit Number	
5. Entity Type (check one) ☐ Sole Proprietor ☐ Partnership ☐ Limited Liability Company ☒ Corporation ☐ Nonprofit Organization			
6. State of Organization WA		7. Date of Organization 09/28/1946	
8. Wisconsin DFI Registration Number N042748			
9. Premises Address 242A 2500 North Mayfair Road			
10. City Wauwatosa		11. State WI	12. Zip Code 53226
13. County Milwaukee	14. Governing Municipality: ☒ City ☐ Town ☐ Village of: Wauwatosa		15. Aldermanic District
16. Premises Phone (414) 203-6900	17. Premises Email restlic@nordstrom.com		18. Website
19. Premises Description - Describe the building or buildings where alcohol beverages are produced, sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary. Please see attached Plan of Operation & floor plan for alcohol storage, including locking cages for backstock. Respectfully requesting whole store permission for alcohol consumption, including within the full-railed outdoor patio space, with alcohol being sold from within the Nordstrom Marketplace Cafe. All alcohol purchased through Pintech, a third-party service provider for prompt payment of alcohol invoices and retention of records.			
20. Mailing Address (if different from premises address) Attn: Restaurant Licensing, 1600 7th Avenue, Suite 2500			
21. City Seattle		22. State WA	23. Zip Code 98101

Part B: Questions

1. Has the business (sole proprietorship, partnership, limited liability company, or corporation) been convicted of violating federal or state laws or local ordinances? Exclude traffic offenses unless related to alcohol beverages. ☐ Yes ☒ No		
If yes, list the details of violation below. Attach additional sheets if necessary.		
Law/Ordinance Violated N/A	Location	Trial Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Trial Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol beverages. ☐ Yes ☒ No If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.			
3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? ☐ Yes ☒ No If yes, provide the name of the restricted investor and describe the nature of the interest.			
4. Is the applicant business owned by another business entity? ☒ Yes ☐ No If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.			
4a. Name of Business Entity		4b. Business Entity FEIN	
Nordstrom Holdings, Inc.		33-2433467	
5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. ☒ Yes ☐ No			
6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? ☐ Yes ☒ No			
7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? ☐ Yes ☒ No			
Part C: Individual Information			
List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B. Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary.			
Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.			
Last Name	First Name	Title	Phone
Jenquine	Veronica	Agent	(415) 794-9904
Nordstrom	Erik	Director & Co-CEO	(206) 373-4025
Nordstrom	Peter	Co-CEO	(206) 373-4070
Steines	Ann	Corp. Secretary	(206) 373-2141
Part D: Attestation			
One of the following must sign and attest to this application: • sole proprietor • one general partner of a partnership • one corporate officer • one member of an LLC			
READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.			
Last Name		First Name	M.I.
Steines		Ann	M
Title		Email	Phone
Chief Legal Officer, General Counsel & Corp. Secretary		restlic@nordstrom.com	(206) 373-2141
Signature: 		Date: 9.29.25	
Part E: For Clerk Use Only			
Date Application Was Filed With Clerk	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

2. Are charges for any offenses pending against the business? Exclude traffic offenses unless related to alcohol or beverages. ☐ Yes ☒ No If yes, describe the nature and status of pending charges using the space below. Attach additional sheets as needed.			
3. Is the applicant business or any of its officers, directors, members, agent, employees, owners, or other related individuals or entities a restricted investor with any interest in an alcohol beverage producer or distributor? ☐ Yes ☒ No If yes, provide the name of the restricted investor and describe the nature of the interest.			
4. Is the applicant business owned by another business entity? ☒ Yes ☐ No If yes, provide the name(s) and FEIN(s) of the business entity owners below. Attach additional sheets as needed.			
4a. Name of Business Entity Nordstrom Holdings, Inc.		4b. Business Entity FEIN 33-2433467	
5. Have the partners, agent, or sole proprietor satisfied the responsible beverage server training requirement for this license period? Submit proof of completion. ☒ Yes ☐ No			
6. Is the applicant business indebted to any wholesaler beyond 15 days for beer or 30 days for liquor/wine? ☐ Yes ☒ No			
7. Does the applicant business owe past due municipal property taxes, assessments, or other fees? ☐ Yes ☒ No			
Part C: Individual Information List the name, title, and phone number for each person or entity holding the following positions in the applicant business or businesses listed in Part B. Question 4: sole proprietor, all officers, directors, and agent of a corporation or nonprofit organization, all partners of a partnership, and all members, managers, and agent of a limited liability company. Attach additional sheets if necessary. Include Form AB-100 for each person listed below. Corporations and LLCs must appoint an agent by including Form AB-101.			
Last Name	First Name	Title	Phone
Mulligan	Rebecca	VP Restaurant Ops	(917) 733-6094
Part D: Attestation One of the following must sign and attest to this application: • sole proprietor • one general partner of a partnership • one corporate officer • one member of an LLC READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant business and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate this business according to the law, including but not limited to, purchasing alcohol beverages from state authorized wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.			
Last Name		First Name	
Steines		Ann	
Title		M.I.	
Chief Legal Officer, General Counsel & Corp. Secretary		M	
Email		Phone	
restlic@nordstrom.com		(206) 373-2141	
Signature: 		Date: 9.29.25	
Part E: For Clerk Use Only			
Date Application Was Filed With Clerk	License Number	Date License Granted	Date License Issued
Signature of Clerk/Deputy Clerk		Date Provisional License Issued (if applicable)	

BUSINESS PLAN OF OPERATION
FOR NORDSTROM, INC.
LOCATION AT 2424 NORTH MAYFAIR ROAD,
WAUWATOSA, WISCONSIN

1. Proposed Use. Nordstrom, Inc. ("Nordstrom") is located at 2424 North Mayfair Road, (the "Property"), in the City of Wauwatosa, Wisconsin (the "City") and desires to reopen a restaurant named Nordstrom Marketplace Cafe ("Restaurant") within Nordstrom ("Department Store").

2. Activities. The Restaurant will be located within the store and will serve food and alcoholic beverages for guests to consume throughout the Property.

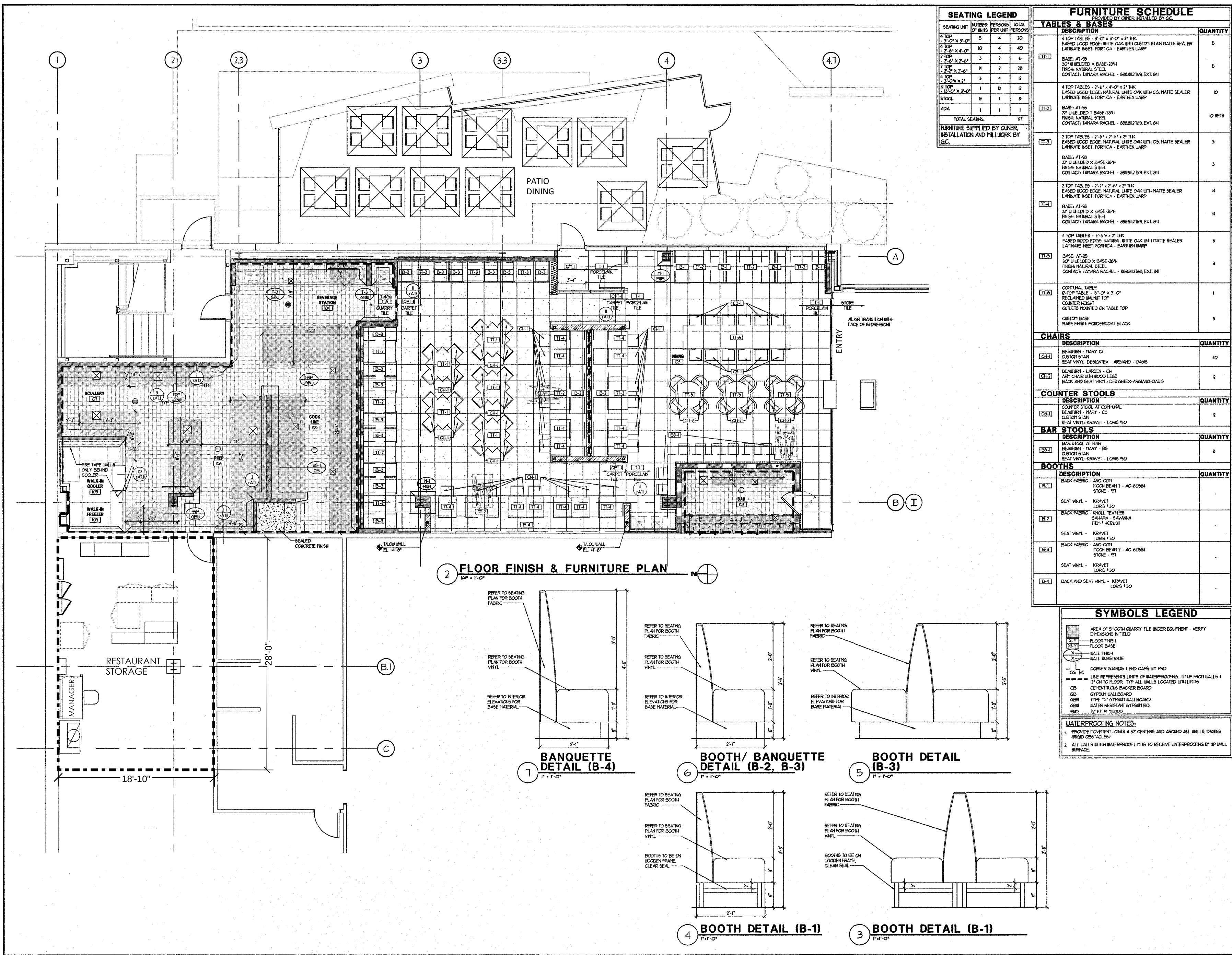
3. Outside Activities/Storage. Nordstrom does intend to conduct outside activities on the Property. These outside activities include the guests consuming food and beverages (alcoholic & non-alcoholic) in the outdoor seating area. This area is completely enclosed by a railing. There is no outdoor storage planned on the Property.

4. Hours of Operation. Nordstrom intends to operate the Restaurant from 11A-5P Sunday-Saturday.

5. Number of Employees and Parking Provisions. Nordstrom anticipates that approximately 15 employees will work at the Restaurant. With the recent hire of Veronica Jenquine as General Manager, Nordstrom is actively recruiting for all other front of house and back of house positions.

6. Alcohol Invoices. Nordstrom utilizes Fintech, a third-party service provider, for alcohol ordering, payment of invoices, and record retention, per regulatory requirements.

P:\132762\A-SHETS\2762A01-1b.dwg 30x42 9/25/2014 3:16:57 PM John Drogas



Mayfair - Store 282

Category	Menu Item	T1 Price
Starters		
	Roma Tomato Basil Soup Cup	\$5.75
	Rustic Cheddar Chive Biscuit	\$3.25
	Heirloom Tomatoes & Burrata	\$12.00
	Cilantro Lime Chicken Tacos	\$18.00
	Salt & Pepper Crush French Fries	
		\$8.00
Salads		
	Wild Salmon Nicoise	\$24.00
	Honey Dijon Cobb	\$15.00
	Cilantro Lime	\$15.00
	Ginger Sesame	\$15.00
	Little Gem Caesar	\$15.00
	Chicken Add-on	\$6.00
	Salmon Add-on (4oz)	\$10.00
Sandwiches		
	Roasted Turkey & Avocado Club	
		\$18.00
	Nordstrom Burger	\$18.75
	French Dip	\$20.00
Kids		
	Buttered Noodles	\$9.75
	Macaroni & Cheese	\$10.50
	Grilled Cheese & Soup	\$12.00
	Chicken Tenders	\$12.00
	Seared Wild Salmon	\$16.00
	Roasted Chicken Breast	\$14.00
	6oz Gluten Free Penne	\$-
Dessert		
	Royale Cookie	\$3.50
	Chocolate Chunk Cookie	\$3.50
	Snickerdoodle Cookie	\$3.50
	Oatmeal Raisin Cookie	\$3.50
	Tillamook Ice Cream	\$4.00

Category	Menu Item	T1 Price
Wine		
	Ruffino Prosecco	\$13.00
	Kim Crawford Sauvignon Blanc	\$13.00
	Mimi Chardonnay	\$13.00
	Calafuria Rose	\$15.00
	Erath Pinot Noir	\$14.00
	Mimi Cabernet	\$14.00
Beer		
	Beer #1	\$5.50
	Beer #2	\$5.50
	Beer #3	\$5.50
Cocktails		
	Kiss My Cranberries	\$17.00
	Cranberry Bliss	\$17.00
	Nordy Margarita	\$17.00
	Moscow Mule	\$16.00
	Espresso Martini	\$17.00
	French 75	\$16.00

Form
AB-101Alcohol Beverage
Appointment of AgentDate 9/16/25

Agent Type (check one)

☒ Original (no fee) ☐ Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Nordstrom, Inc.

2. Business Trade Name or DBA

Nordstrom Marketplace Cafe

3. Entity Type (check one)

☐ Limited Liability Company ☒ Corporation ☐ Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

☒ Municipal Retail License ☐ State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

N/A

6. Describe the reason for appointing a successor agent, if successor is checked above.

N/A

Part B: Agent Information

1. Last Name

Jenquine

2. First Name

Veronica

3. M.I.

E

4. Email

[REDACTED]

5. Phone

(415) 794-9904

6. Home Address

[REDACTED]

7. City

[REDACTED]

8. State

9. Zip Code

10. Date of Birth

11. Drivers License/State ID Number

[REDACTED]

12. Drivers License/State ID State of Issuance

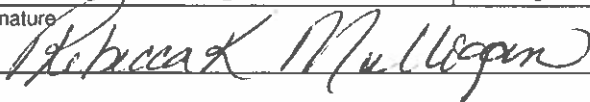
Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? ☒ Yes ☐ No
Submit proof of completion.2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire (licensee) or
Form AB-300, Alcohol Beverage Personal Questionnaire (permittee)? ☒ Yes ☐ No3. Have you been a Wisconsin resident for at least 90 continuous days? ☒ Yes ☐ No
See instructions for exceptions.

Continued →

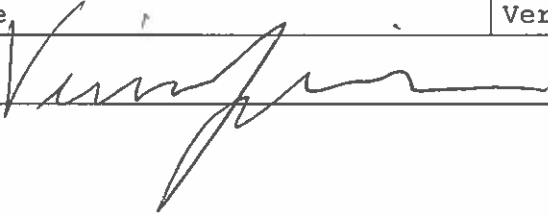
Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Mulligan		First Name Rebecca		M.I. K
Title VP Restaurant Operations	Email becky.mulligan@nordstrom.com	Phone (917) 733-6094		
Signature 			Date 9/22/2025	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Jenquine		First Name Veronica		M.I. E
Signature 			Date 9/16/25	

Form
AB-100Alcohol Beverage
Individual Questionnaire

Date 9/16/25

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information				
1. Legal Business Name (individual name if sole proprietor) Nordstrom, Inc.				
2. Business Trade Name or DBA Nordstrom Marketplace Cafe				
3. Entity Type (check one)				
☐ Sole Proprietor	☐ Partnership	☐ Limited Liability Company	☒ Corporation	☐ Nonprofit Organization

Part B: Individual Information				
1. Last Name Jenquine		2. First Name Veronica		3. M.I. E
4. Relationship to Business (Title) General Manager		5. Email [REDACTED]		6. Phone [REDACTED]
7. Home Address [REDACTED]				
8. City [REDACTED]		9. State [REDACTED]	10. Zip Code [REDACTED]	11. Date of Birth [REDACTED]
12. Drivers License/State ID Number [REDACTED]			13. Drivers License/State ID State of Issuance [REDACTED]	

Part C: Address History							
1. Do you currently live in Wisconsin?							☒ Yes ☐ No
If yes, provide the month and year when you permanently moved to Wisconsin							(MM/YYYY) 06/2008
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.							
Previous Address 1		City		State	Zip Code		
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]		
Previous Address 2		City		State	Zip Code		
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]		
Previous Address 3		City		State	Zip Code		
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]		
Previous Address 4		City		State	Zip Code		
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]		
Previous Address 5		City		State	Zip Code		
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]		
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.							
State	County	State	County	State	County	State	County
WI	Milwaukee	AZ	Maricopa	CA	San Francisco		
State	County	State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☒ Yes ☐ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated DUI	Location Milwaukee County	Conviction Date 07/16/2016
Penalty Imposed paid fine & 1 yr license suspension		Was sentence completed? ☒ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

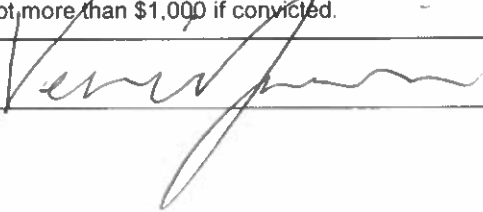
2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

N/A

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature 	Date 9/16/25
--	-----------------



Certificate

RESPONSIBLE BEVERAGE SERVER

awarded to

Veronica Jenquine

This certificate represents the successful completion of an approved Wisconsin Department of Revenue Responsible Beverage Server Course in compliance with secs. 125.04(5)(a)5., 125.17(6), and 134.66(2m), Wis. Stats.

www.Wisconsin-Bartending.com
Training Provider

09/16/2025
Training Date

Form
AB-100

Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Nordstrom, Inc.

2. Business Trade Name or DBA

Nordstrom Marketplace Cafe

3. Entity Type (check one)

☐ Sole Proprietor

☐ Partnership

☐ Limited Liability Company

☒ Corporation

☐ Nonprofit Organization

Part B: Individual Information

1. Last Name

Steines

2. First Name

Ann

3. M.I.

M

4. Relationship to Business (Title)

CLO, Gen Counsel & Corp Sec

5. Email

6. Phone

7. Home Address

8. City

9. State

10. Zip Code

11. Date of Birth

12. Drivers License/State ID Number

13. Drivers License/State ID State of Issuance

Part C: Address History

1. Do you currently live in Wisconsin? ☐ Yes ☒ No

If yes, provide the month and year when you permanently moved to Wisconsin (MM/YYYY)

2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address 1	City	State	Zip Code
Previous Address 2	City	State	Zip Code
Previous Address 3	City	State	Zip Code
Previous Address 4	City	State	Zip Code
Previous Address 5	City	State	Zip Code

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State	County	State	County	State	County	State	County
WA	King	OH	Hamilton	KY	Kenton	VA	City-Richmond
VA	Henrico	WI	Milwaukee	CA	Los Angeles	DC	Washington

Continued →

Form
AB-100

Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor) Nordstrom, Inc.				
2. Business Trade Name or DBA Nordstrom Marketplace Cafe				
3. Entity Type (check one)				
☐ Sole Proprietor	☐ Partnership	☐ Limited Liability Company	☒ Corporation	☐ Nonprofit Organization

Part B: Individual Information

1. Last Name Steines		2. First Name Ann		3. M.I. M
4. Relationship to Business (Title)		5. Email 		6. Phone
7. Home Address				
8. City		9. State	10. Zip Code	11. Date of Birth
12. Drivers License/State ID Number			13. Drivers License/State ID State of Issuance	

Part C: Address History

1. Do you currently live in Wisconsin?				☐ Yes ☒ No	
If yes, provide the month and year when you permanently moved to Wisconsin				(MM/YYYY)	
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1		City		State	Zip Code
Previous Address 2		City		State	Zip Code
Previous Address 3		City		State	Zip Code
Previous Address 4		City		State	Zip Code
Previous Address 5		City		State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State	County	State	County	State	County
NY	Tompkins				
State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated N/A	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

N/A

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature



Date

9.22.25

Form
AB-100Alcohol Beverage
Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Nordstrom, Inc.

2. Business Trade Name or DBA

Nordstrom Marketplace Cafe

3. Entity Type (check one)

☐ Sole Proprietor☐ Partnership☐ Limited Liability Company☒ Corporation☐ Nonprofit Organization**Part B: Individual Information**

1. Last Name

Mulligan

2. First Name

Rebecca

3. M.I.

K

4. Relationship to Business (Title)

VP, Restaurant Operations

5. Email

6. Phone

7. Home Address

8. City

9. State

10. Zip Code

11. Date of Birth

12. Drivers License/State ID Number

13. Drivers License/State ID State of Issuance

Part C: Address History

1. Do you currently live in Wisconsin?

☐ Yes☒ No

If yes, provide the month and year when you permanently moved to Wisconsin

(MM/YYYY)

2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address 1

City

State

Zip Code

Previous Address 2

City

State

Zip Code

Previous Address 3

City

State

Zip Code

Previous Address 4

City

State

Zip Code

Previous Address 5

City

State

Zip Code

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State

County

State

County

State

County

State

County

WA

King

NJ

Essex

State

County

State

County

State

County

State

County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated N/A	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

N/A

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature 	Date 9/22/2025
--	-------------------

Form
AB-100

Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor) Nordstrom, Inc.				
2. Business Trade Name or DBA Nordstrom Marketplace Cafe				
3. Entity Type (check one)				
☐ Sole Proprietor	☐ Partnership	☐ Limited Liability Company	☒ Corporation	☐ Nonprofit Organization

Part B: Individual Information

1. Last Name Nordstrom		2. First Name Erik		3. M.I. B
4. Relationship to Business (Title) Director & Co-CEO		5. Email [REDACTED]		6. Phone [REDACTED]
7. Home Address [REDACTED]				
8. City [REDACTED]		9. State [REDACTED]	10. Zip Code [REDACTED]	11. Date of Birth [REDACTED]
12. Drivers License/State ID Number [REDACTED]			13. Drivers License/State ID State of Issuance [REDACTED]	

Part C: Address History

1. Do you currently live in Wisconsin?				☐ Yes ☒ No	
If yes, provide the month and year when you permanently moved to Wisconsin				(MM/YYYY)	
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1		City		State	Zip Code
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]
Previous Address 2		City		State	Zip Code
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]
Previous Address 3		City		State	Zip Code
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]
Previous Address 4		City		State	Zip Code
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]
Previous Address 5		City		State	Zip Code
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State	County	State	County	State	County
WA	King	WA	Pierce		
State	County	State	County	State	County
CA	Orange	MN	Hennepin		

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated N/A	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

N/A

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature



Date

9.22.25

Form
AB-100Alcohol Beverage
Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

Nordstrom, Inc.

2. Business Trade Name or DBA

Nordstrom Marketplace Cafe

3. Entity Type (check one)

☐ Sole Proprietor☐ Partnership☐ Limited Liability Company☒ Corporation☐ Nonprofit Organization**Part B: Individual Information**

1. Last Name

Dilts

2. First Name

Kelly

3. M.I.

M

4. Relationship to Business (Title)

CFO

5. Email

6. Phone

7. Home Address

8. City

9. State

10. Zip Code

11. Date of Birth

12. Drivers License/State ID Number

13. Drivers License/State ID State of Issuance

Part C: Address History1. Do you currently live in Wisconsin? ☐ Yes ☒ No

If yes, provide the month and year when you permanently moved to Wisconsin (MM/YYYY)

2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.

Previous Address 1

City

State

Zip Code

Previous Address 2

City

State

Zip Code

Previous Address 3

City

State

Zip Code

Previous Address 4

City

State

Zip Code

Previous Address 5

City

State

Zip Code

3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.

State

County

State

County

State

County

State

County

TN

Davidson

TX

Harris

State

County

State

County

State

County

State

County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated N/A	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

N/A

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature <i>Kelly M. Diltz</i>	Date 9.22.25
------------------------------------	-----------------

Form
AB-100

Alcohol Beverage Individual Questionnaire

Date

All individuals involved in the alcohol beverage business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your alcohol beverage application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor) Nordstrom, Inc.				
2. Business Trade Name or DBA Nordstrom Marketplace Cafe				
3. Entity Type (check one)				
☐ Sole Proprietor	☐ Partnership	☐ Limited Liability Company	☒ Corporation	☐ Nonprofit Organization

Part B: Individual Information

1. Last Name Nordstrom		2. First Name Peter		3. M.I. E
4. Relationship to Business (Title) Co-CEO		5. Email [REDACTED]		6. Phone [REDACTED]
7. Home Address [REDACTED]				
8. City [REDACTED]		9. State [REDACTED]	10. Zip Code [REDACTED]	11. Date of Birth [REDACTED]
12. Drivers License/State ID Number [REDACTED]			13. Drivers License/State ID State of Issuance [REDACTED]	

Part C: Address History

1. Do you currently live in Wisconsin?				☐ Yes ☒ No	
If yes, provide the month and year when you permanently moved to Wisconsin				(MM/YYYY)	
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1		City		State	Zip Code
[REDACTED]		[REDACTED]		[REDACTED]	[REDACTED]
Previous Address 2		City		State	Zip Code
Previous Address 3		City		State	Zip Code
Previous Address 4		City		State	Zip Code
Previous Address 5		City		State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State	County	State	County	State	County
WA	King				
State	County	State	County	State	County

Continued →

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated N/A	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

2. Are charges for any offenses currently pending against you (excluding traffic offenses unless related to alcohol beverages) for violation of any federal, Wisconsin, or another state's laws or any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

N/A

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully. I certify that I am not prohibited from participating in this business due to any involvement in another tier of the alcohol beverage industry as a restricted investor. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Signature



Date

8/19/25



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

Contact Information:

2135 RIMROCK RD PO BOX 8902
MADISON, WI 53708-8902
ph: 608-266-2776 fax: 608-327-0235
email: DORBusinessTax@wisconsin.gov
website: revenue.wi.gov

001195

NORDSTROM, INC.
1700 7TH AVE STE 1000
SEATTLE WA 98101-4407

Letter ID L1251546672



Wisconsin Business Tax Registration Certificate

Expiration date: May 31, 2026
Legal/real name: NORDSTROM, INC.

- This certificate confirms that you are registered with the Wisconsin Department of Revenue for the tax types shown below.
- This registration certificate is not a seller's permit, and should not be used as proof that you hold a seller's permit.
- You may not transfer this certificate to any other individual or business.

Tax Type	Account Type	Number
Sales & Use Tax	Sales & Use Tax	456-0002859473-05
Local Exposition Tax	Local Exposition Tax	014-0002859473-08
Withholding Tax	Withholding Tax	036-0002859473-02

The following is a list of the business locations that you have registered with the Department of Revenue.

Store 0286

456-0002859473-05
NORDSTROM, INC.
7349 W TOWNE WAY
MADISON WI 53719-1028

Store 0282

456-0002859473-05
NORDSTROM, INC.
NORDSTROM
2424 NORTH MAYFAIR ROAD
WAUWATOSA WI 53226



Store 0272

456-0002859473-05
NORDSTROM, INC.
NORDSTROM RACK
11400 WEST BURLEIGH STREET
WAUWATOSA WI 53222

[city logo]

WAUWATOSA COMMON COUNCIL
CITY OF WAUWATOSA
PROCLAMATION

Recognizing the Extraordinary Response of City of Wauwatosa Employees
To the August 2025 Storm and Flood

On Saturday, August 9, and Sunday, August 10, 2025, Wauwatosa experienced a “1,000-year flood” during a storm that brought 8-14 inches of rain to our community and caused the Menomonee River to rise to 14 feet and overflow its banks.

The raging river devastated the Little Red Store and hundreds of Wauwatosa homes and businesses. Flooding in Hart Park severely damaged the stadium, playground, softball field, and Muellner Building and displaced multiple athletic teams, the Wauwatosa Senior Center, and the Wauwatosa Curling Club. Property owners in Wauwatosa suffered millions of dollars in damages.

During the storm, the Wauwatosa Fire Department responded to 123 service calls and rescued more than 70 people and numerous pets. The Wauwatosa Police Department received more than 350 calls for service, managed snarled traffic, and patrolled and monitored the affected homes along Menomonee River Parkway. Our first responders ensured that the city did not experience any serious injuries or fatalities.

During the storm, Department of Public Works employees filled a sinkhole and worked with other first responders to secure and protect City property. Following the storm, they collected over 1,000 tons of debris on more than 1,900 service trips. City Hall employees worked all weekend, and beyond, to coordinate the overall response and to provide emergency information to residents.

NOW, THEREFORE, LET IT BE KNOWN that the Mayor and Common Council of the City of Wauwatosa commend these extraordinary efforts and express their gratitude and the gratitude of the entire Wauwatosa community to the employees of the City of Wauwatosa.

Dated this 28th day of October, 2025.

Dennis R. McBride, Mayor

James Moldenhauer, District 1

Andrew Meindl, District 1

Margaret Arney, District 2

Brad Foley, District 2

Joseph Makhoul II, District 3

Robin Brannin, District 3

Ernst Franzen, District 4

David Lewis, District 4

Sean Lowe, District 5	Rob Gustafson, District 5
Joseph Phillips, District 6	Aletha Champine, District 6
Michael Morgan, District 7	Amanda Fuerst, District 7
Jason Wilke, District 8	Melissa Dolan, District 8

[city logo]

WAUWATOSA COMMON COUNCIL
CITY OF WAUWATOSA
PROCLAMATION

**Recognizing Amanda Saso for Her Protection of
The Little Red Store in the August 2025 Storm and Flood**

The “Little Red Store,” located at 7720 Harwood Avenue, is one of Wauwatosa’s most beloved buildings. Built in 1854, it is an official City of Wauwatosa landmark and the city’s oldest commercial structure.

The Little Red Store is owned by the City of Wauwatosa and leased and managed by the Wauwatosa Historical Society for the benefit of the entire Wauwatosa community.

On Saturday, August 9, and Sunday, August 10, 2025, Wauwatosa experienced a “1,000-year flood” during a storm that brought 8-14 inches of rain to our community and caused the Menomonee River to rise to 14 feet and overflow its banks.

At 3:00 a.m. on Sunday morning, Amanda Saso, the Executive Director of the Wauwatosa Historical Society, began monitoring security cameras and watched as water continued to rise around the store. At 7:00 a.m., she contacted and retained a trusted water and disaster mitigation company. At 4:00 p.m., after floodwaters began to recede, she was able to enter the building with the help of the Wauwatosa Police Department. The basement was completely flooded and water had reached the landing on the first floor. At its peak, more than nine feet of water had filled the basement. Water had also entered through the back door, making its way down the hall and into the kitchen. By 5:00 p.m., a mitigation crew was on site. Submersible pumps began removing water, and volunteers began removing sludge from floors and walls.

Nothing irreplaceable was damaged, but all of the items stored in the basement were destroyed. The City’s Department of Public Works completed removed and disposed of the ruined items. Some damage occurred to the wood floor on the first level, the front porch stairs and back ramp sustained structural damage, and the gardens were devastated. Nevertheless, because of Ms. Saso’s courage and foresight, the Little Red Store was saved from destruction.

NOW, THEREFORE, LET IT BE KNOWN that the Mayor and Common Council of the City of Wauwatosa commend these extraordinary efforts and express their gratitude and the gratitude of all Wauwatosans to Amanda Saso for her courage and extraordinary efforts on behalf of our community.

Dated this 28th day of October, 2025.

Dennis R. McBride, Mayor

James Moldenhauer, District 1

Andrew Meindl, District 1

Margaret Arney, District 2

Brad Foley, District 2

Joseph Makhoul II, District 3	Robin Brannin, District 3
Ernst Franzen, District 4	David Lewis, District 4
Sean Lowe, District 5	Rob Gustafson, District 5
Joseph Phillips, District 6	Aletha Champine, District 6
Michael Morgan, District 7	Amanda Fuerst, District 7
Jason Wilke, District 8	Melissa Dolan, District 8



Staff Report

File #: 25-1292

Agenda Date: 10/21/2025

Agenda #: 4.

Review and consideration of approval of the 2026 Common Council Meeting Calendar

Submitted by:

Zach Kessler, Interim City Clerk

Department:

City Clerk

A. Issue

Pursuant to Sec. 2.02.070 of the Municipal Code, several options for the 2026 Common Council and Council Committee meeting calendar are presented to the Government Affairs Committee for review, consideration, and recommendation to the full Common Council.

B. Key Issues for Consideration

In July of 2024, the Common Council amended its meeting calendar to reflect changes to several sections of the Municipal Code related to Common Council and Council Committee meetings. The Common Council continued with this calendar model in 2025.

Major changes to the 2025 meeting calendar from prior years included:

- Reducing Common Council meetings to one per month, on the fourth Tuesday
- Scheduling Community and Financial Affairs Committees on the first Tuesday, and all Committees on the third Tuesday
- Adding additional Financial Affairs Committee meetings in October to accommodate budget discussions

Meeting utilization to date:

- The Community Affairs Committee has not met on the first Tuesday in 2025.
- The Financial Affairs Committee has met on the first Tuesday three times through September (excluding additional October budget sessions).

Calendar options for 2026:

- **Option A - Continue Current Model:** Retains the existing structure of meetings on the first, third, and fourth Tuesdays.
- **Option B - Staggered Committees:** Splits meetings across three consecutive weeks.
 - First Tuesday: Community Affairs / Financial Affairs
 - Second Tuesday: Transportation Affairs / Government Affairs
 - Third Tuesday: Common Council
- **Option C - Condensed Schedule:** Holds all four committees on one night, followed by a full

Council meeting the next week. Additional Financial Affairs meetings are scheduled in April, June, September, October, and November to accommodate reports and heavier workloads.

All calendars account for holidays and elections.

Other Items for Consideration:

- Various volunteer committees (e.g., Sustainability Committee, Commission for Persons with Disabilities, Historic Preservation Commission, etc.) deliver annual reports to Council committees throughout the year. The Council could schedule two dedicated committee nights - one in the spring and one in the fall - for these reports. Committees and commissions would pick one of these dates, and all four Council committees would meet to hear the reports.

C. Recommendation

I recommend that the Committee review and discuss the three options for the 2026 Common Council meeting calendar and make a recommendation to the full Common Council for approval of a final 2026 meeting calendar.

D. Attachments

- 2026 Common Council Meeting Calendar - Option A
- 2026 Common Council Meeting Calendar - Option B
- 2026 Common Council Meeting Calendar - Option C



City of Wauwatosa – Option A

Common Council Calendar

2026

January						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
28	28	29	30	31		

Common Council Meetings - 6:30 PM

Standing Committee Meetings – 6:30 PM

Community Affairs Committee – 6:30 PM
Financial Affairs Committee – 6:30 PM

Standing Committee Meetings – 6:30 PM

Government Affairs Committee – 6:30 PM
Transportation Affairs Committee – 6:30 PM
Community Affairs Committee – 7:30 PM
Financial Affairs Committee – 7:30 PM

Holidays – City Offices Closed

Election Days

Special Financial Affairs Committee – 6:30 PM

*All times are subject to change



City of Wauwatosa – Option B

Common Council Calendar

2026

January						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Common Council Meetings - 6:30 PM

Standing Committee Meetings – 6:30 PM

Community Affairs Committee
Financial Affairs Committee

Standing Committee Meetings – 6:30 PM

Government Affairs Committee
Transportation Affairs Committee

Special Financial Affairs Committee – 6:30 PM

Holidays – City Offices Closed

Election Days

*All times are subject to change



City of Wauwatosa – Option C

Common Council Calendar

2026

January						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Common Council Meetings - 6:30 PM

Holidays – City Offices Closed

Financial Affairs Committee Meetings – 6:30 PM

Financial Affairs Committee – 6:30 PM

Election Days

Standing Committee Meetings – 6:30 PM

Government Affairs Committee – 6:30 PM
Transportation Affairs Committee – 6:30 PM
Community Affairs Committee – 7:30 PM
Financial Affairs Committee – 7:30 PM

*All times are subject to change



Staff Report

File #: 25-1832

Agenda Date: 10/21/2025

Agenda #: 5.

Discussion and consideration of establishing polling place sites for the City of Wauwatosa

Submitted by:

Zach Kessler, Interim City Clerk

Department:

City Clerk

A. Issue

The City Clerk's Office is seeking Committee feedback on two proposed approaches for establishing polling sites for the 2026-2027 election cycle. The goal is to ensure accessible, efficient, and balanced polling sites following the City's transition from 8 to 12 aldermanic districts and the loss of two existing polling sites.

B. Background/Options

Key Issues for Consideration

- Two existing polling sites (Trinity Episcopal Church and Annunciation Greek Orthodox Church) have declined to continue hosting elections.
- The Muellner Building has reopened following renovations, though space and accessibility constraints limit its usefulness.
- Wauwatosa will transition from 8 to 12 aldermanic districts in 2026. Previously, our 8-9 polling sites were largely oriented around 8 aldermanic districts.
- Current polling places are generally willing to continue, though some experience crowding while others are underutilized.
- Public feedback in past elections has noted concern with sites outside city limits and use of church facilities.
- Election Day turnout varies across wards, with wards 19, 20, and 21 having high Election Day turnout levels, and wards 5, 6A, and 6B having low Election Day turnout levels.

Potential New Polling Sites

<u>Potential New Sites</u>	<u>Notes</u>
Hoyt Park Great Hall	Spacious, large parking lot, separate entry/exit
Muellner Building - Garden Room	Large parking lot and newly renovated, but the Garden Room is too small and scheduling is a challenge due to Curling and Senior Club events/programming
Wil-O-Way Underwood	Potentially viable; needs assessment
Currie Park Clubhouse	Large parking lot, good size, but shared entry/exit

Options for 2026-2027**Option A - Minimal Change**

- Replaces polling sites only where necessary (six wards).
- Maintains general continuity for voters.
- Serves as a transition year to evaluate ward balance under the new districts.

Option B - Site Optimization

- Reassigns select wards to balance voter volume and improve facility use.
- Reduces crowding at Library and Currie Park while eliminating underuse elsewhere.
- Example Adjustments:
 - Ward 15 moves to Mount Mary (reducing volume at the Library).
 - Wards 17 and 18 move to Hoyt Park.
 - Ward 22 moves to Mount Mary to reduce volume at Currie Park.

Option A - Minimal Change		Option B - Site Optimization	
Pros	Cons	Pros	Cons
Minimal disruption to voters	Continues uneven voter distribution and potential crowding at Library and Currie Park	More balanced voter distribution	Involves more voter changes
Simplifies administration and communication	Underutilizes some existing spaces	Addresses long-term site efficiency	Requires heavier communication and preparation effort

Polling Site	Total Voters - Option A (as of October 10, 2025)	Total Voters - Option B (as of October 10, 2025)
City Hall Lower Civic Center	4,188	4,188
St. Matthew's Church	2,203	3,668
Hoyt Park Great Hall	2,102	3,642
St. Camillus O'Donnell Room	4,376	4,376
Honey Creek Church	4,271	4,271
Library Firefly Room	4,091	2,772
Mt. Mary University	4,588	4,330
Mt. Zion Church	3,850	3,850
Currie Park Clubhouse	4,150	2,722

Timeline

- October 2025: Committee review and feedback.
- November-December 2025: Finalize site selections and prepare resolution for Council approval.
- January 18, 2026: Statutory deadline for polling place establishment before the February 2026 Spring Primary.

- Early 2026: Voter notification postcards mailed to affected households.

Next Steps

- Staff will refine polling site assignments based on Committee feedback and bring a final recommendation to the Committee for consideration and final Common Council approval in November.
- Once approved, the Clerk's Office will begin preparations for 2026-2027 elections, including notification of affected voters.
- In 2026, the Clerk's Office will place signs at previous polling locations on Election Days, redirecting voters to the new sites. The Clerk's Office will also record feedback about any polling site changes.

Other Information:

- Included in the 2026 Common Council executive budget are funds for a Citywide mailing with information about the change from 8 to 12 aldermanic districts. This mailing is separate from any polling site relocation notices, but will complement the City's broader voter communication strategy. More information can be found in the 2026 Common Council budget narrative.

C. Fiscal Impact

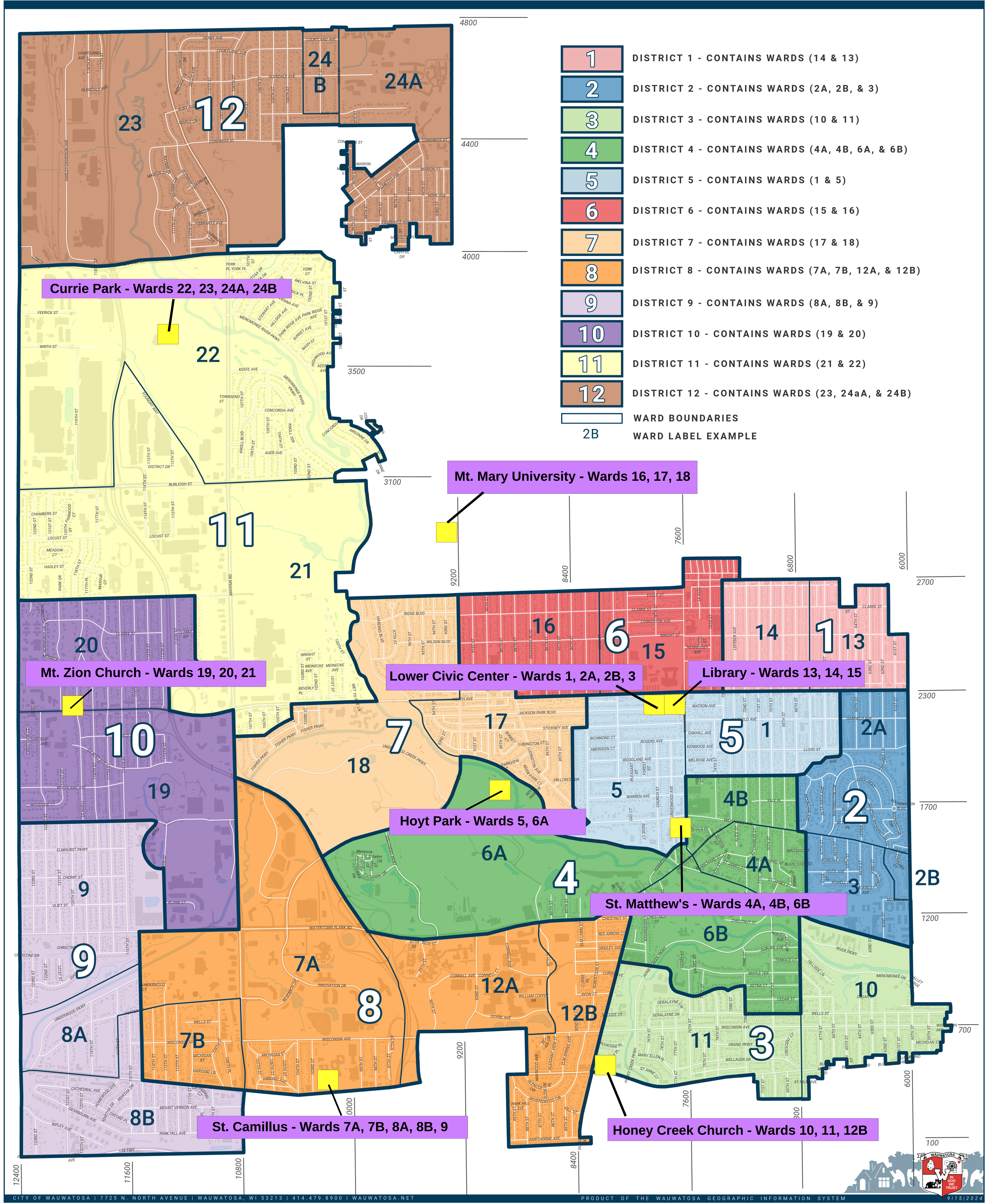
The number of affected households will vary based on the total number of wards reassigned to new polling places. The Clerk's Office is currently obtaining quotes from several companies for the printing and mailing of the relocation postcards. Funds have been included in the 2026 budget.

D. Recommendation

The Clerk's Office requests Committee discussion and direction on whether to pursue a *Minimal Change* approach or a *Site Optimization* approach in developing the 2026-2027 polling place plan.

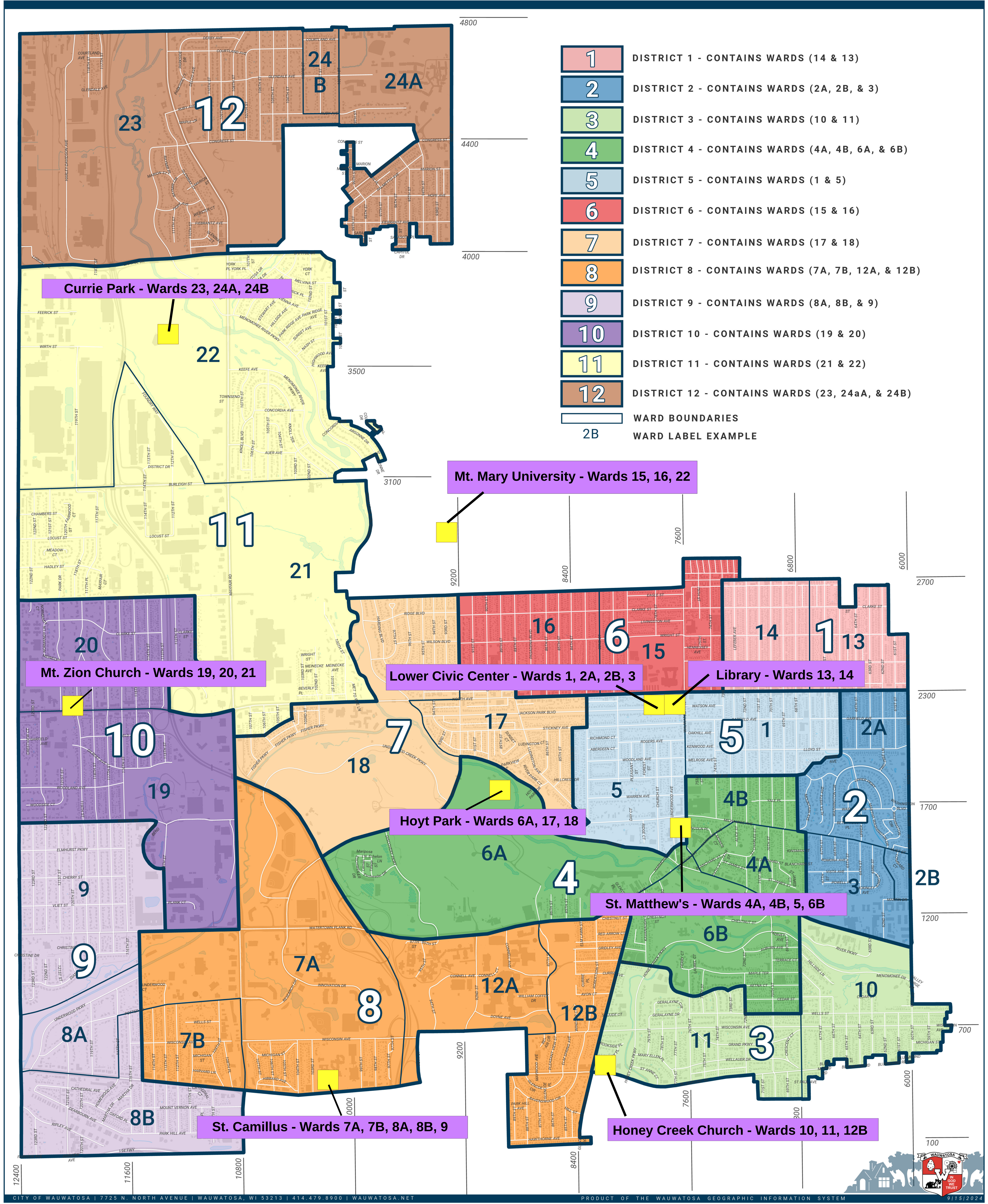
E. Attachments

- 2026-2027 Polling Site Map - Option A
- 2026-2027 Polling Site Map - Option B



2026-2027 Polling Sites - Option A

Minimize Change



2026-2027 Polling Sites - Option B Site Optimization



Wauwatosa, WI

7725 W. North Avenue
Wauwatosa, WI 53213

Staff Report

File #: 24-1414

Agenda Date: 10/21/2025

Agenda #: 6.

Discussion and consideration of Common Council compensation for 2026 and 2028

Background

This item was initially considered by the Government Affairs Committee on November 12, 2024. The item was held by the Committee and is now coming back for discussion and consideration.

The initial agenda packet materials from November 2024, including a memo and compensation comparison chart, are included in this meeting's agenda packet.

The City of Wauwatosa will be transitioning from 16 to 12 alderpersons after the April 2026 spring election.



ADMINISTRATION DEPARTMENT MEMO

To: Government Affairs Committee

From: Administration – Human Resources

Meeting Date: November 12, 2024

Subject: Discussion and Consideration of Common Council Compensation for 2026 and 2028

A. Issue

The compensation for the Common Council, Mayor and Alderpersons, is only periodically adjusted and may only be adjusted in advance of a succeeding term of office. It is NOT legal for an elected body to grant themselves as incumbents an increase in compensation. In this instance any modification can and would be effective with the next term of office. In the case of Alderpersons, April of 2026 and, Mayor, in April of 2028. In terms of budgetary impact that will be adjusted with the 2026 and 2028 budgets, respectively.

The purpose of this report is only to begin a discussion as to how the body wants to look at the issue. Herein I have not attempted to suggest the positions have changed in the fundamental nature of what the roles entail or to reconsider the attraction to the position. Instead, I have left those consideration to the body and relied on simply bringing current the compensation based on an inflation adjustment as is often the baseline of compensation review. In addition, for comparative review is an attachment of compensation in several other municipalities.

B. Background/Options

The most recent two adjustments to the Aldermanic 'stipend' were an increase to \$350 per month in 1982 and \$450 in 2018. The current cumulative budget amount is \$86,400. In adopting the modification pay associated with the referendum creating 12 aldermanic seats; the Common Council set in policy that the cumulative pay to the 16 Alders would be divided by 12 once that change takes place. This change will bring the Aldermanic pay to \$600 per month. If one adjusts for inflation from 1982; the monthly stipend would be \$1,166 or from 2018 calculates to \$576 per month.

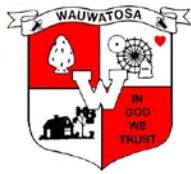
The pay for the position of Mayor was most recently adjusted in 2012 to a monthly amount of \$2,500 per month. Brining this current to 2024 would be an adjustment to \$3,477 per month or \$41,724 annually.

C. Strategic Plan (Area of Focus)

This issue most closely aligns with the overall Vision, Mission, and Values of the organization.

D. Fiscal Impact

The fiscal impact is quite varied depending on the approach one takes. For descriptive purposes, \$1,166 per month for 12 Alders is a budgetary increase of \$81,504 annually and about $\frac{3}{4}$ of that in



ADMINISTRATION DEPARTMENT MEMO

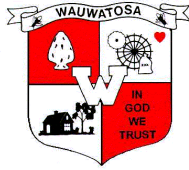
2026 as a partial year. Likewise, if you use the adjustment from 2018 but then divide by 12 instead of 16 you arrive at an annual adjustment of \$24,192 (partial in 2026).

In the case of the position of Mayor; simply adjusting for inflation is an adjustment of \$11,724 in 2028 and beyond.

E. Recommendation

First, I would suggest taking time over the next couple months to consider the soundness of our current structure and if resolved that it preserves the functions as it has for many years the issue becomes quickly one of how to adjust to bring forward the compensation. In this instance, and from among other questions the committee may have, staff can be responsive with an explicit recommendation. Last, each of these inflation adjustments brings the number to 2024. We would prefer adjusting forward to 2026 and 2028 so that value is not 'outdated' upon adoption.

Municipality	Population	Monthly Pay: Alders	Annual Pay: Alders	Hours Worked: Alders (note: this can be an estimate, i.e., 3 hours per week, etc.)
Appleton	74,511	\$563	\$6,750	5 hours
Bayside	4,384	\$100	\$1,200	unknown
Beloit	36,449	\$208	\$2,500	
Brookfield	41,958	\$826	\$9,911	15+ hours
Brown Deer	12,609	\$400	\$4,800	
Cedarburg	12,421	\$200	\$2,400	
Cudahy	17,796	\$650	\$7,800	
Delafield	7,181	\$313	\$3,750	1-10 hours
Eau Claire	69,737	\$250	\$3,000	
Fond du Lac	44,339	\$417	\$5,000	
Fox Point	6,643	\$0	\$0	3 hours per month
Franklin	36,066	\$600	\$7,200	~10
Greendale	14,540	\$599	\$7,193	5-7 hours
Greenfield	37,071	\$575	\$6,900	15 hours
Hartford	15,829	\$333	\$4,000	30 mins per week
Kenosha	94,484	\$500	\$6,000	10 plus
La Crosse	51,380	\$575	\$6,900	
Manitowoc	34,570	\$450	\$5,400	2-3 hours
Menomonee Falls	39,246	\$458	\$5,500	unknown
Mequon	25,337	\$400	\$4,800	1-2 hours
Milwaukee	563,305	\$7,017	\$84,206	40 hours plus
Muskego	25,150	\$636	\$7,638	7 hours
Neenah	27,361	\$440	\$5,280	
New Berlin	40,315	\$508	\$6,100	3-5 hours /week
Oak Creek	36,087	\$600	\$7,200	Varies
Oconomowoc	16,847	\$591	\$7,093	20-25 hours
Oshkosh	65,948	\$417	\$5,000	10 hours
Pewaukee	16,169	\$542	\$6,500	
Racine	76,462	\$575	\$6,900	
River Hills	1,571	\$0	\$0	Under 5 hours
Sheboygan	49,773	\$507	\$6,084	
Shorewood	13,526	\$83	\$1,000	Varies
South Milwaukee	20,309	\$725	\$8,700	Varies
Waukesha	70,454	\$584	\$7,000	20 hours
Wausau	39,833	\$446	\$5,355	
Wauwatosa	47,289	\$450	\$5,400	
West Allis	58,950	\$900	\$10,800	20
West Bend	31,604	\$352	\$4,235	20 per week
West Milwaukee	4,019	\$300	\$3,600	10 hours per month



ALDERPERSON AGENDA ITEM MEMO

To: Government Affairs

From: Ald. Margaret Arney

Date: July 15, 2025

Subject: Proposed Design Element Addition to Wauwatosa's Identity

A. Background/Rationale

The purpose of this project is to propose the addition of a new design element to the City of Wauwatosa's identity as an enhancement (not a replacement) of our existing brand identity.

We are not replacing the Wauwatosa shield. We are proposing to add a flexible design element. The intent is to provide a modern, approachable option for certain communication materials, while preserving the legacy of the shield.

B. Key Issues for Consideration

Initial conversations with branding agencies suggest this would be a low-effort project. Additionally, the timing aligns well with our upcoming website redesign: our current provider is no longer supporting wauwatosa.net, and we plan to request funding for a new website in the upcoming budget. It would be ideal to finalize a branding element in advance of that work.

C. Fiscal Impact

This project is expected to fall below the threshold that would require a formal RFP under our purchasing policy, making it a straightforward and cost-effective effort. However, we would still obtain at least three quotes to get the most competitive price and qualified agency. Our early conversations suggest the cost would be reasonable and in line with similar small-scale design projects.

This is currently unfunded in 2025. Ideally, the committee would direct staff to identify a funding source either in 2025 or early 2026, prior to the website redesign. To be clear, this is a gradual evolution. No mass replacement of signage, vehicles, or uniforms is planned.

D. Requested Action

I request that the Common Council instruct staff to pursue the addition of a new visual design element to the City's identity.

An aerial photograph of a city at sunset, featuring a mix of urban buildings, green spaces, and a bridge. A large blue geometric shape, consisting of several overlapping triangles, is overlaid on the left side of the image. The sun is low on the horizon, casting a warm orange glow over the scene.

Addition of a Design Element

July 15, 2025

Project Purpose

To propose the addition of a new design element to the City of Wauwatosa's brand book as an enhancement (not a replacement) of our existing brand identity.

Project Purpose

- We are **not replacing the Wauwatosa shield**.
- We are proposing to add a flexible design element that can be used selectively to complement the shield.
- The intent is to provide a modern, approachable option for certain communication materials, while preserving the formality and legacy of the shield.

Examples of other organizations



BEFORE



AFTER



BEFORE



AFTER

Examples of other organizations

City Seal



1-color Black, Secondary Logo



Seal



Brand

Factors to Consider

- Initial conversations with agencies suggest this would be a low-cost project.
- Our website, Wauwatosi.net is **no longer being supported** and slated in the 2026 budget for a redesign. **Ideally, we would complete the design element prior to the website redesign.**

Implementation Approach

- This is a gradual evolution, not a rebrand.
- Over time, we may update select materials (digital, casual print pieces) to include the new element, while keeping the shield for formal or institutional uses.
- No mass replacement of signage, vehicles, or uniforms is planned.

Ask of the Common Council:

1. Consider giving staff direction to pursue the addition of a new visual design element to the City's brand book.
2. Recognize this as an expansion of the city's toolbox, offering more flexibility and relevance without discarding tradition.



ALDERPERSON AGENDA ITEM MEMO

To: Wauwatosa Common Council

From: Ald. Margaret Arney

Date: December 19, 2023

Subject: Proposed process to update the City of Wauwatosa logo

A. Background/Rationale

Wauwatosa is a desirable, thriving, diverse community that offers its residents outstanding amenities and services. In recent years we have seen an influx of younger families, expansion of large and small businesses, and a revitalized village “downtown.”

Wauwatosa invests significantly in our public image through our online website presence, tourism-related marketing and social media. Unfortunately, our city logo has not kept pace with our growth and changes. The logo is the one consistent image representing the city. Like the original kitchens and furnishings of many of our 1950’s era homes, it needs updating.

B. Key Issues for Consideration

As a city, we have invested in high quality marketing efforts over the last several years. We feel the benefits of this investment in the bounceback from the pandemic in our local businesses, restaurants and tourism.

Updating our logo is an important piece of our marketing investment.

C. Fiscal Impact

There will be no short-term impact to the investigation of logo update options. Staff will assess the impact on the Wauwatosa City budget and offer the Council options.

D. Requested Action

I request that the Common Council instruct staff to explore the process and cost of updating and implementing a new Wauwatosa city logo that aligns with our current city image, values and marketing goals.

E. Attachments

None.