



Wauwatosa, WI

Tourism Commission

Meeting Minutes

7725 W. North Avenue
Wauwatosa, WI 53213

Wednesday, July 9, 2025

12:00 PM

Committee Room #2 and Zoom:
<https://servetosa.zoom.us/j/87081279202>,
Meeting ID 870 8127 9202

Regular Meeting

HYBRID MEETING INFORMATION

Present 3 Commissioner, Chair Dave Amoroso
Commissioner - Hotel Representative Chantal Boncher
Commissioner Daniel Underberg

Absent 3 Commissioner Linda Gulrajani
Commissioner Megan Tanel
Aldersperson Liaison David Lewis

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

Meeting was called to order at 12:10pm.

ROLL CALL

APPROVAL OF MINUTES

Dave Amoroso called for a motion to approve the minutes from the March 2025 meeting.

This was approved.

RESULT: APPROVED
MOVER: Daniel Underberg
SECONDER: Chantal Boncher

NEW BUSINESS

Tosa Restaurant Week Update

Beth Gleesing provided an update on Tosa Restaurant Week: 2025 was the highest number of participants; Tosa Restaurant Week Landing Page usage up 18.6%, event was successfully promoted through multiple marketing channels.

Muellner Building Update

Beth Gleesing provided an update on the Muellner Building renovations: The Wauwatosa Curling Club has secured 1 international event and 1 national event for the next two curling seasons that should result in room nights for Wauwatosa hotels.

ART 64 Update

Beth Gleesing provided an update on ART 64: artists from 14 states and 2 international artists participated,

winning artist was Jianqiao Luan from Kansas City, MO, total number of votes cast during the event was up 27.6% over 2024, an Artist Market (new component for 2025) resulted in \$13,235 in art sales with Wauwatosa Tourism receiving a commission on the sales, staff currently working on securing attendance data.

Thomas Dambo Sculpture Update

Beth Gleesing provided an update on the Thomas Dambo sculpture: in November 2022 the Tourism Commission voted to establish Wauwatosa as an arts tourism destination within 5 years; the sculpture installation was approved in January 2023; arts is the fourth-largest driver of tourism; sculpture installation is complete; Grand opening ceremony attended by Lt. Governor Sara Rodriguez, Tourism Secretary Ann Sayers, Representative Robyn Vining, Mayor Dennis McBride, city of Wauwatosa officials and other VIPs; Community response has been tremendous; Social media reach is immeasurable with 2.1 million views on Discover Wauwatosa social media alone; Public Relations efforts successful generating more than 265 hits; Collaborative content with outside partners extended coverage; Wauwatosa businesses are offering troll-themed promotions. Commission is making significant progress towards arts tourism goal.

Park Benches Update

Beth Gleesing provided an update: all 5 art benches have been installed in the park and have been well-received, extending art through the park.

ADJOURNMENT

Dave Amoroso asked for a motion to adjourn at 12:51pm.

MOVER: Daniel Underberg

SECONDER: Chantal Boncher

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.