



Wauwatosa, WI

Tourism Commission

Meeting Minutes

7725 W. North Avenue
Wauwatosa, WI 53213

Wednesday, September 11, 2024

12:00 PM

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

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

Meeting was called to order at 12:05pm by Chair Dave Amoroso.

This was approved.

RESULT: APPROVED

ROLL CALL

Present 4 Commissioner, Chair Dave Amoroso
Commissioner - Hotel Representative Chantal Boncher
Commissioner Linda Gulrajani
Commissioner Daniel Underberg

Absent 2 Commissioner Megan Tanel
Aldersperson Liaison David Lewis

APPROVAL OF MINUTES

1. Approval of Minutes from the July 10, 2024 Regular Meeting

Attachments: [Hyperlink](#)

RESULT: APPROVED

MOVER: Daniel Underberg

SECONDER: Chantal Boncher

Aye: 4 Amoroso, Boncher, Gulrajani, and Underberg

Absent: 1 Tanel, and Lewis

NEW BUSINESS

1. Request for approval of 2025 Budget

Attachments: [2025 Budget Memo](#)

Beth Gleesing presented the proposed 2025 Tourism budget. Included in the 2025 budget is the creation of a new Opportunity Fund that will allow Wauwatosa hotels to apply for financial support to secure group

business. In 2025 the Tourism Commission will define the parameters of the fund and determine the process by which hotels will be able to apply for financial support for qualifying opportunities. The Commission adopted the budget as presented including the establishment of the fund using \$40,000 of the 2025 budget.

RESULT: APPROVED

MOVER: Daniel Underberg

SECONDER: Chantal Boncher

Aye: 4 Amoroso, Boncher, Gulrajani, and Underberg

Absent: 1 Tanel, and Lewis

2. Request for transfer of funds from Capital Budget to the Operating budget for additional work on Village Kiosks

Beth Gleesing provided an update to the work on the Village Kiosks. Work is nearly complete with the last component being the replacement of the poster doors and lightboxes. Commission approved a transfer from the Capital budget of \$25,223 plus 10% if needed to complete all work on the kiosks.

RESULT: APPROVED

MOVER: Daniel Underberg

SECONDER: Chantal Boncher

Aye: 4 Amoroso, Boncher, Gulrajani, and Underberg

Absent: 1 Tanel, and Lewis

3. Review of proposed art benches for the 116th St Park

Tourism Commission selected 5 artists to create art benches for the city park and funding of \$40,000 to come from the Capital Budget.

RESULT: APPROVED

MOVER: Daniel Underberg

SECONDER: Chantal Boncher

Aye: 4 Amoroso, Boncher, Gulrajani, and Underberg

Absent: 1 Tanel, and Lewis

ADJOURNMENT

Dave Amoroso asked for motion to adjourn at 1:28pm.

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.