



Wauwatosa, WI

Tourism Commission

Meeting Minutes

7725 W. North Avenue
Wauwatosa, WI 53213

Wednesday, September 10, 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

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

The meeting was called to order at 12:04pm by Dan Underberg.

ROLL CALL

Present 4	Commissioner - Hotel Representative Chantal Boncher Commissioner Frankie Garr Commissioner Megan Tanel Commissioner Daniel Underberg
Absent 2	Commissioner Linda Gulrajani Alderpersion Liaison David Lewis

APPROVAL OF MINUTES

1. Approval of minutes from July 9, 2025 meeting

Attachments: [Hyperlink](#)

RESULT: APPROVED

MOVER: Megan Tanel

SECONDER: Frankie Garr

NEW BUSINESS

1. Welcome and Introduction of Frankie Garr

Beth Gleesing invited Frankie Garr to introduce herself to the rest of the Commission. Ms. Garr is a Wauwatosa resident, active in the community, an artist, and has previously assisted the Commission as a juror for several Tourism Commission art initiatives.

2. Selection of new Commission Chair and Vice Chair

Dan Underberg selected as Commission Chair and Megan Tanel selected as Vice Chair.

RESULT: APPROVED

MOVER: Megan Tanel

SECONDER: Chantal Boncher

3. Review of Thomas Dambo Sculpture final installation costs

Attachments: [Tourism Commission 9-10-25 attachment](#)

Beth Gleesing presented a summary of the Thomas Dambo Troll Sculpture installation costs including the artist contract, engineering costs, and additional soft costs associated with the sculpture installation.

4. Review of initial sculpture visitation numbers

Attachments: [Visitation Data](#)

Beth Gleesing presented visitation data for the first two months of Firefly Grove Park. In June and July 2025, the park has received more than 100,00 visitors representing 41 different states. This level of visitation has driven and estimated \$6.9 million in economic impact.

5. Request for approval of 2026 Budget

Beth Gleesing presented the proposed 2026 Tourism budget. The 2026 budget will remain consistent with 2025. The only significant shift in 2026 is additional dollars available for marketing due to the elimination of sculpture installation costs. The Tourism Capital Budget status will be presented at the November 2025 meeting.

RESULT: APPROVED

MOVER: Megan Tanel

SECONDER: Frankie Garr

ADJOURNMENT

Dan Underberg asked for a motion to adjourn at 12:50pm.

This was approved.

RESULT: APPROVED

MOVER: Frankie Garr

SECONDER: Megan Tanel

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.