



Wauwatosa, WI

Financial Affairs Committee

Meeting Agenda - Final

7725 W. North Avenue
Wauwatosa, WI 53213

Tuesday, January 21, 2025

7:30 PM

Committee Room #1 and Zoom:
<https://servetosa.zoom.us/j/81144274572>,
Meeting ID: 811 4427 4572

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

FINANCIAL AFFAIRS COMMITTEE ITEMS

1. Consideration of request by Public Works Director for approval of a three-year contract with two optional one year extensions with Événement for the management of room rentals at the Muellner Building at Hart Park [25-0085](#)
2. Consideration of request by Finance Director for approval of three-year contract with DebtBook for hosted debt management software for the Finance Department [24-1752](#)
3. Consideration of request by Finance Director to use previous year's unused levy capacity for the 2025 Budget [24-1771](#)

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.



Staff Report

File #: 25-0085

Agenda Date: 1/21/2025

Agenda #: 1.

Consideration of request by Public Works Director for approval of a three-year contract with two optional one year extensions with Événement for the management of room rentals at the Muellner Building at Hart Park

Submitted by:

David Simpson, P.E.

Department

Public Works

A. Issue

With the remodel of the Muellner Building at Hart Park nearing completion, City staff is recommending utilization of a professional event management company to manage rental spaces within the Muellner Building.

B. Background/Options

Due to the incredibly successful partnership between the City, the Wauwatosa Curling Club, and the Tourism Commission, the remodel of much of the Muellner Building is nearing completion. With the remodel of the building the City now has the opportunity to increase revenue by hosting significant events in the improved spaces production through increased utilization of the rentable spaces within the building. In order to maximize the potential revenue it is recommended that a professional event management company be utilized to market, reserve, and host events in the building.

A Request for Proposals was issued on December 4, 2024 with responses due January 13th for a three-year contract to manage events at the Muellner Building outside of Senior Center and Curling Club use days and hours. One proposal was received from Événement, which is attached for reference. City staff evaluated the proposal and met with Événement to discuss their proposal and review their references. While we only received one proposal we are very impressed with the qualifications, experience, knowledge, and energy of the Événement team. Their proposal includes the following revenue splits; room rental fees 70% City/30% Événement, bar revenue 20% City/80% Événement (Événement would apply for a liquor license if a contract is approved) and catering revenue 50% City/50% Événement. Rental rates will be set based on market demands. Événement's proposal identifies several future improvements that may be needed to maximize revenue. Staff will work with Événement to evaluate the feasibility of these improvements through a cost-benefit analysis once actual revenues begin to be realized by the City and utilize the standard budgeting/purchasing policy to implement where beneficial. The total revenue generated from this contract will vary and it will take time for the full revenue potential to be reached given that many large events have planning windows of a year or more.

C. Strategic Plan (Area of Focus)

Priority Area Three: Infrastructure

D. Fiscal Impact

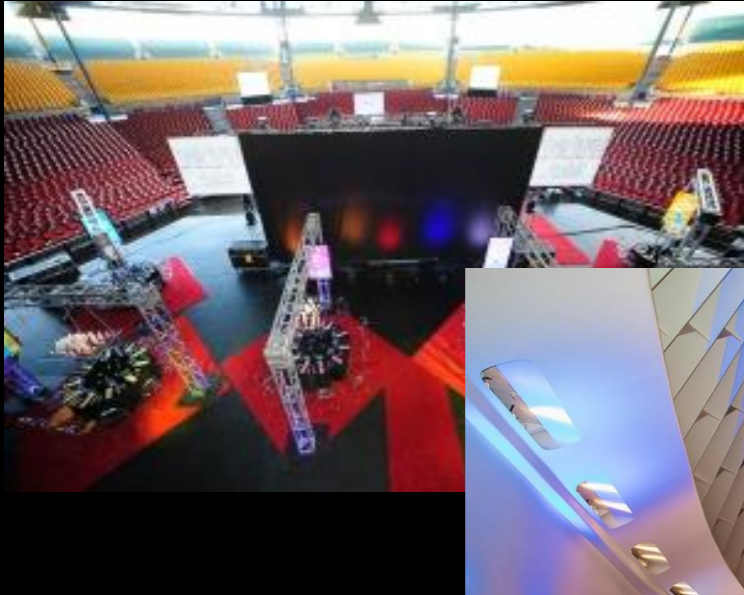
The contract will generate revenue for the City based on revenue shares outlined above. It is anticipated that the City's revenue share may be as much as \$25,000 per month during peak rental season, which will hopefully allow for the creation of the building reserve fund previously discussed with the Committee during approval of the Curling Club lease.

E. Recommendation

Authorize entering into a three year contract with two optional one year extensions with Événement for the management of room rentals at the Muellner Building at Hart Park.

événement

A LITTLE ABOUT US!



Événement is an event planning & design company serving Milwaukee and SE Wisconsin area.

Our Milwaukee event planners are known for creating custom events that are beautiful, organized and for making memories!




TOP 20
Women in
Hospitality
TO WATCH

WISCONSIN RESTAURANT ASSOCIATION

Award Recipient

Janelle Meyer-Brown
Owner, Story Hill FireHouse & événement planning
Milwaukee

Janelle Meyer-Brown ~Owner/Planner~

*Just awarded Top 20 Women in Hospitality Wisconsin Restaurant Association
Wauwatosa Resident for 20 years*

Story Hill FireHouse: Owner (5 years)
evenement planning: Owner (14 years)

Past experience: 35 years
Marriott & Omni Hotels,
General Manager Director of F&B: Bartolotta Catering Pier
Wisconsin



Manda Gill ~Planner.Lead planner~

Past Experience: 10 years
War Memorial Center: Director of Events (2yrs)
Milwaukee Art Museum: Director of Catering (5 yrs)



Cori Coffman ~Planner. Support~

Past Experience: 35 years
Historic Pritzlaff Events Director (18 yrs)
Eisner Museum Events Director (10 yrs)

événement

already established with a strong reputation and actively marketing in ALL social media platforms, members of Visit Milwaukee and Wisconsin magazines, We work closely and friendly and with all major vendors in Milwaukee, which then supports referrals. Word of Mouth. WE WOULD BE A PERFECT FIT FOR THIS EXCITING WAUWATOSA PROJECT!

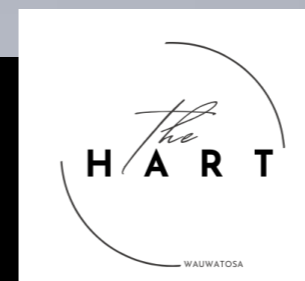
this unique venue will attract major non-profit events, corporate, city wides, social gatherings, weddings or others wanting something different than a hotel ballroom. Helping promote Wauwatosa as a destination for amazing experiences...



JOB & BUSINESS OPPORTUNITIES

LOCAL PRESENCE AND COMMUNITY FUN

- General Manager/Events Director (Sales and Operations) **MANDA**
- Sales Team **MANDA & JANELLE & CORI**
- Banquet Captain , Set Up Crew **WILL HIRE AS NEEDED**
- Bartenders (5-10) *1 PER 75 GUESTS **WILL HIRE**
- **WILL COMMUNICATE CLOSELY WITH FINANCIALS AND CALENDER SHARING**
- CORPORATE/NON-Profit events
- name of venue still in thought: TBD / CAN ASSIST: The Arch, The Arches, The Hart
- **ENDLESS POSSIBILITIES!**



Proposal

evenement to manage all calls, tours, contracts and invoicing of all clients.

evenement will manage all payroll, staffing needs, set up and lead contacts with all vendors.

evenement will apply for liquor licensing and all licensing needed for the Project, evenement will continue carrying insurance needed and will manage.

Wauwatosa will purchase needed equipment: (evenement can get you a wish list: tables, chairs, ice machine, glassware dish washer, power needed, glassware) based on most events average 200-250 ppl. Possibly rent for first few months to establish needs.

Wauwatosa to receive 70% of all rental revenue
evenement to receive 30% of all rental revenue

Wauwatosa to receive 20% of all bar revenue
evenement to receive 80% of bar revenue to cover beverage costs, payroll and operation costs.

evenement to receive 100% of the 22% service charge to help with payroll and staffing needs.

evenement to charge catering companies contracted a 10-16% venue fee and will keep 50% and Wauwatosa will keep 50% of this %fee.

Wauwatosa to pay all property garbage pick up and building maintenance & all taxes.

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SCAN HERE



SCAN HERE



EVENT

EXAMPLE

\$7,000 RENTAL REVENUE PER
 TOSA REC \$4,900 (70%)
 EVE REC \$2,100 (30%)

\$15,000 EST. BAR REVENUE (EX)
 TOSA REC \$3,000 (20%)
 EVE REC \$12,000 (80%), - COST OF BEV (AVER) \$4,500, -COST OF
 OPS, RENTALS ETC (AVER) \$3,500 = \$4,000 after cost

10-16% VENUE FEE COLLECTED FROM CATERING CO
 EVE REC 50%
 TOSA REC 50% OF THIS CATERING REVENUE
 (EX \$20,000 REV, -10%=\$2,000/SPLIT EVENLY)

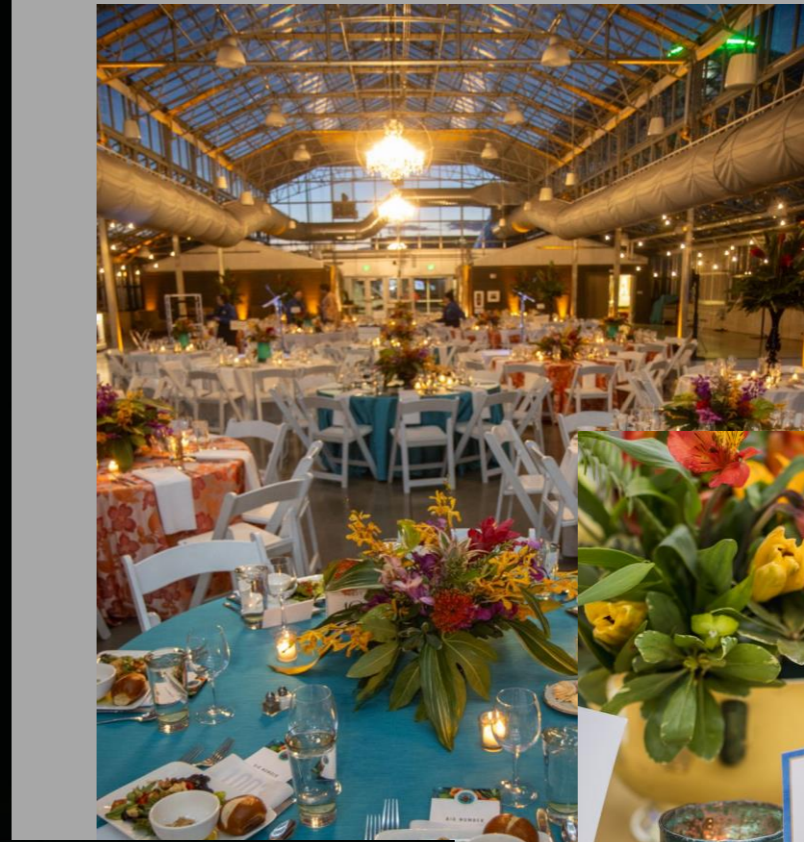
AVERAGE EXAMPLE 3:(200 PERSON EVENTS) PER MONTH

TOSA REVENUE (EXAMPLE)
 \$24,700 PER MONTH -MAINT COSTS, ETC

EVENT REVENUE (EXAMPLE)
 \$18,300+ SC \$4,026=\$22,326
 -MANDA PAYROLL \$5,500 = \$16,826
 -STAFF, COSTS: JANELLE, CORI: \$5,560=\$11,266 EXAMPLE

ADDITIONAL REVENUE SOURCES: [Pass thru revenue](#) for
 rental items Wauwatosa owns

événement



Celebrating 14 Years!

DESIGN. PLAN. CONSULT.



événement

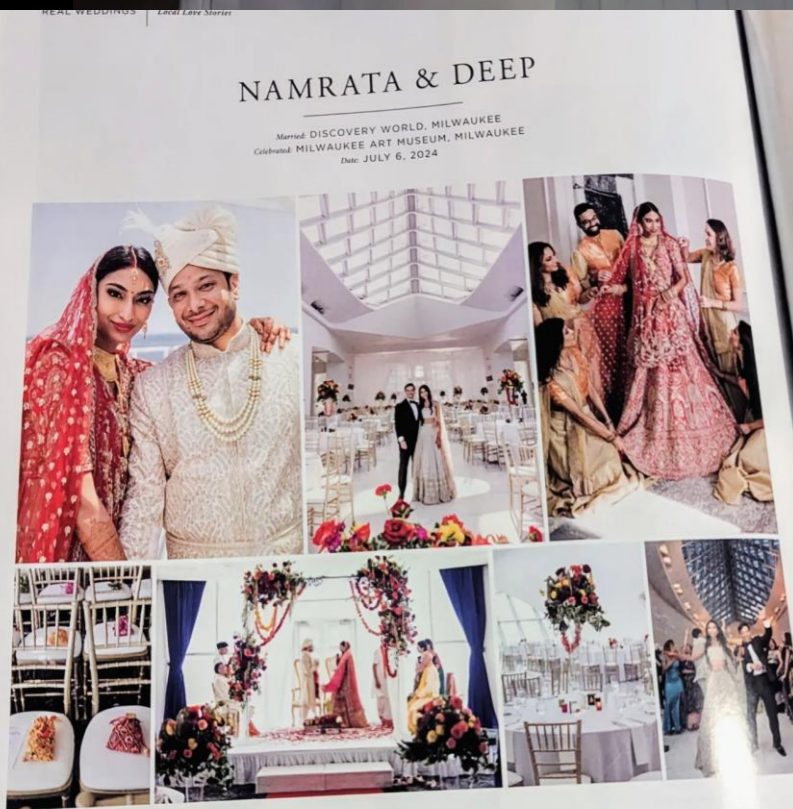
7314 W WISCONSIN AVENUE-REMOTE
&
407 N HAWLEY ROAD MKE-PUBLIC
OFFICE

#262-617-8826

JANELLE MEYER-BROWN
262-617-8826

MEYERBROWNJ@GMAIL.COM
EVENEMENTPLANNING.ORG

CELEBRATING 14 YEARS IN BUSINESS!
NECESSARY INSURANCE IS CARRIED AND WILL BE
SUPPLIED AT CONTRACT TIME OF RELATIONSHIP....



Southeastern Wisconsin native Namrata Shah wanted to showcase the best of her home while celebrating her marriage to Deep... At the start of a daylong affair, the couple celebrated with a traditional ceremony at Discovery World, overlooking the bright blue of both sky and water on Lake Michigan. The bridal party's outfits, sourced directly from India, further brought their culture to life by featuring vibrant hues of red, orange and soft pink florals representing both sunrise and sunset. The party continued with dinner, dancing and a cocktail hour magic show by Deep's favorite magician at the Milwaukee Art Museum. The lively mix of modern architecture and traditional Indian culture made for a uniquely stunning evening full of fun, feasting and the first day of forever. —Ryler Hoff



événement

Celebrating 14 Years!

DESIGN .
PLAN .
CONSULT .

evenementplanning.org



Staff Report

File #: 24-1752

Agenda Date: 1/21/2025

Agenda #: 2.

Consideration of request by Finance Director for approval of three-year contract with DebtBook for hosted debt management software for the Finance Department

Submitted by:

John Ruggini

Department:

Finance

A. Issue

The Finance Department transitioned to DebtBook, an online software program for debt management in 2023 for an original three-year term which expires in February 2026. The Department would like to renew the contract early in order to take advantage of a new module.

B. Background/Options

Up until February 2023 the Finance Department was managing over \$100 million in outstanding debt using multiple spreadsheets maintained by multiple personnel. Maintaining and reconciling these spreadsheets was inefficient and the chances for a mistake with serious consequences higher than acceptable.

The Finance Department transitioned to DebtBook, an online software program for debt management in 2023 for an original three-year term which expires in February 2026. The product has exceeded expectations. It has streamlined reporting, bond payments and accounting. Customer service has been excellent and the company continues to grow, now serving over 2100 public sector clients. They also continue to invest in the product and now offer the ability to include estimated future debt issuances

The Department would like to add the new “Sizing” module and also extend the contract with DebtBook for an additional two years. Adding this new module will allow us to fully eliminate our “Master Debt” spreadsheet and further streamline our debt management. The City currently pays \$5,000 annually. However, this was an introductory price intended for us to try the product with a low commitment. DebtBook would maintain the \$5,000 for the Debt Management product for 2025 as per our existing contract, but gradually raise the price. In addition, sizing is added.

C. Strategic Plan (Area of Focus)

Economic Development & Financial Resilience; Infrastructure

D. Fiscal Impact

The cost of DebtBook is spread across all funds with outstanding debt including the utilities and tax increment districts. The 2025 cost would be \$10,000 rising to \$13,500 in 2028. The 2025 budget includes \$5,000. The additional \$5,000 can be absorbed.

E. Recommendation

I recommend approval of the amended contract with DebtBook through February 2028

Pricing proposal for Wauwatosa, WI

A stronger treasury team will deliver substantial **return on investment** for Wauwatosa, WI

Term	Debt Management	Sizing	Proposal
Year 1 (2/28/25-2/27/2026)	\$5,000	\$5,000	\$10,000
Year 2 (2/28/26-2/27/2027)	\$6,750	\$5,000	\$11,750
Year 3 (2/28/27-2/27/2028)	\$8,500	\$5,000	\$13,500



Wauwatosa, WI

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Wauwatosa, WI 53213

Staff Report

File #: 24-1771

Agenda Date: 1/21/2025

Agenda #: 3.

Consideration of request by Finance Director to use previous year's unused levy capacity for the 2025 Budget

Submitted by:

John Ruggini

Department:

Finance Department

A. Issue

The 2025 Budget assumes the use of levy capacity carryover from the 2024 Budget. State statute requires this be a separate vote of the Common Council.

B. Background/Options

The Common Council adopted the 2025 Budget on November 19th 2025. This budget assumes the use of \$772,124 in unused prior year levy capacity. However, the municipality's governing body must approve the use of this allowable increase by majority vote, under sec. 66.0602(3)(f)3., Wis. Stats. A separate vote was not taken as part of budget adoption and must be done so now so as to not lose this capacity and adversely affect the Council's ability to raise the levy more than net new construction in the future.

C. Strategic Plan (Area of Focus)

NA

D. Fiscal Impact

There is no fiscal impact. This vote does not change the 2025 adopted property tax levy

E. Recommendation

I recommend approval of the use of \$772,124 of carryover levy capacity for the 2025 Budget