



DESIGN  
DOWNTOWN WEST ALLIS INC.

**MEETING MINUTES: Wednesday, March 11, 2020: 9 a.m.**  
Downtown West Allis BID Office: 7231 W. Greenfield Ave., Suite 201  
All Meetings Are Open to The Public

Committee Members Present: Chet Parker (Chair), Alex Geiger, Jackie Ellington and Tony Giron  
(representing Steve Schaer)  
Staff: Dianne Eineichner Guest: Jakob Horning (Kelley Communications)

**MINUTES**

1. Call to Order and Roll Call @ 9:02 am ..... Chet Parker
2. Verification of Public Meeting Notice: *Staff verified* .....
3. Approval of Minutes: February 12, 2020: ***Motion by Jackie Ellington; second by Alex Geiger; motion passed.***
4. Citizen Participation: .....
  - a. *Dinner Gala: Saturday, March 28<sup>th</sup> @ Zoofari; looking for silent auction items*.....
  - b. *People’s State Bank Ribbon Cutting; Tuesday, March 31st @ 5pm*.....
  - c. *Coffee with Friends: Tuesday, March 31<sup>st</sup> @ 8am* .....
5. Consideration of Pending Projects:
  - a. Façade/Signage Recommendations: *Staff will follow-up with size restrictions for the following:* .....
    - i. 7143 W. Greenfield Avenue: *Yoga is Served*.....
    - ii. 1411 S. 72<sup>nd</sup> Street: *All Goods*.....
6. Further Business: .....
  - a. Brick Planters: Spring Flowers: ***Motion to accept proposal by Alex Geiger; second by Jackie Ellington; motion passed.***
  - b. Sign Ordinance: *Staff presented flyers outlining dos and don’ts for signage; Staff will follow-up with City Inspectors to see if they are planning to do a walk-around*.....
  - c. Snow Removal: *Nothing new to report* .....
  - d. Cameras/Sound System: *Committee met with Jacob Horning from Kelly Communications:* .....
    - i. *Cameras will be placed on buildings instead of light poles* .....
    - ii. *Cameras will get power and internet from building owners; in turn building owners will have access to that camera*.....
    - iii. *Overall cost for each camera will be approximately \$1,000*.....
    - iv. *Overall timeframe for completion of project could be 10 years*.....
    - v. *Cameras can be added as needed*.....
7. Old Business:.....
8. New Business: .....
9. Next Meeting Date: ..... **Wednesday, April 8, 2020 @ 8:30am in the DWABID Office**
10. ***Motion to adjourn at 11:20am by Alex Geiger; second by Jackie Ellington; motion passed.***

7231 W. GREENFIELD AVE.. SUITE 201 · WEST ALLIS. WI 53214  
PHONE (414) 774-2676 · FAX (414) 774-7728  
WWW.WESTALLISDOWNTOWN.COM