

**MINUTES OF THE TOURISM COMMISSION OF THE CITY OF CUDAHY, HELD AT  
THE CUDAHY MUNICIPAL BUILDING,  
5050 S. LAKE DR., MILWAUKEE COUNTY, WI HELD  
Thursday April 16, 2015 @ 7:00 P.M.**

**ROLL CALL**

Chairman Schlax called the meeting to order at 7:00 pm. The following answered “present” to the roll call: Jane Schilz, Vickie Boneck, Alex Ahmad, and Dennis Carney. Also present Finance Director Bruce Schuknecht.

**MEETING STATEMENT**

The proper open meeting statement was read at this time.

**MINUTES**

**MOTION WAS MADE BY JEFFREY SCHLAX, SECOND BY VICKIE BONECK** to approve the minutes from the March 19, 2015. Motion carried unanimously.

**OLD BUSINESS**

1. Update regarding web design progress. Images and events will be online on April 24, 2015 at: alexahmad.wix.com/cudahytourism, Ad Hoc Committee meeting will be held on May 1<sup>st</sup> at The City Lounge at 9:00am. No action taken.

**NEW BUSINESS**

1. Discussion and necessary action regarding mailing to businesses about upcoming events. **MOTION WAS MADE BY JEFFREY SCHLAX, SECOND BY ALEX AHMAD** to create and distribute a mailing to businesses promoting the new web site and upcoming events. Motion carried unanimously.
2. Discussion and necessary action regarding role in promoting the downtown district now that construction is underway. Discussion ensued about directing traffic through the downtown district during the construction period. Committee member Dennis Carney mentioned that the Southshore Chamber was investing in “survival kits” to help business owners connect with potential customers. Signage was discussed with no action taken at this time.
3. Discussion and necessary action regarding the establishment and parameters of a budget for sponsorship/promotional opportunities of local events. **MOTION WAS MADE BY DENNIS CARNEY, SECOND BY JEFFREY SCHLAX** to establish bulletpoints and budget parameters for future events. Motion carried unanimously.

Next Regular Meeting: Thursday May 21, 2015 @ 7:00 pm.

**MOTION WAS MADE BY JEFFREY SCHLAX, SECOND BY DENNIS CARNEY** to adjourn the meeting at 8:15pm. Motion carried unanimously.