

**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 November 21, 2013 @ 6:00 P.M.**

ROLL CALL

Chairman Schlax called the meeting to order at 6:07 pm. The following answered “present” to the roll call: Catherine Baerwald, and Vickie Boneck.. Excused Lee Barczak and Dennis Carney. Also present Finance Director Bruce Schuknecht.

OLD BUSINESS

1. Discussion and necessary action regarding the progress of Alderman Moralez’s holiday light festival. Chairman Schlax reported that 12 households are taking part with 10 receiving lights. Anytime Fitness, North Shore Bank, and The Gift Shoppe will be providing discounts or gift cards to participants and will also be used as drop off locations for toys. No action taken.
2. Update on letter of introduction of Tourism Commission to Chamber of Commerce.
MOTION MADE BY CATHERINE BAERWALD, SECOND BY VICKIE BONECK to send the entire letter to all businesses listed on the Business Listing supplied to the committee by the Mayor John Hohenfeldt. Motion carried unanimously.

NEW BUSINESS

1. Discussion and necessary action regarding potential Winter Fest. Discussion ensued with a February 2014 potential date if event can be organized within a short time period. If not February 2015 would be the first City of Cudahy Winter Fest. No action taken.
2. Discussion and necessary action about interviewing marketing firms to produce image branding of Tourism Commission. Committee member Vickie Boneck distributed a example of brand development from an organization named “G2Creative” discussion ensued with no action taken.
3. Discussion and necessary action regarding Tourism Commission’s web presence on City web site. Currently the Tourism Commission’s web presence on City web site is on hold until the City finalizes the creation of the web site. No action taken.

MOTION MADE BY VICKIE BONECK, SECOND BY CATHERINE BAERWALD to adjourn the meeting at 6:54pm. Motion carried unanimously.