



**Office of Community Services**  
W240 N3065 Pewaukee Road  
Pewaukee WI 53072  
Phone: 262-691-0770

**TOURISM**  
**MEETING NOTICE AND AGENDA**  
**Wednesday, September 24, 2025**  
**10:00 AM**

Pewaukee City Hall Common Council Chambers  
W240N3065 Pewaukee Road, Pewaukee, WI

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1. Call to Order and Pledge of Allegiance
2. New Business
  - 2.1 Discussion and Possible Action Regarding the Meeting Minutes Dated May 3, 2024
  - 2.2 Discussion and Possible Action Regarding the Meeting Minutes Dated September 16, 2024
  - 2.3 Discussion and Possible Related to the Anticipated 2025 Tourism Tax Revenues and Projections for 2026
  - 2.4 Discussion and Possible Action Related to the Request of the City of Pewaukee in the amount of \$240,000 [Nick Phalin]
    - 2.4.1 Supplement the Salaries of the Tourism Director and Additional Staff Members in the Amount of \$40,000.
    - 2.4.2 Reimburse the City of Pewaukee for the Synthetic Turf Installation in the Requested Amount of \$200,000.
  - 2.5 Discussion and Possible Action Related to the Requests of the Waukesha/Pewaukee Convention and Visitors Bureau in the Amount of \$319,260 [Tammy Tritz]
    - 2.5.1 Annual Operational Expenses in the Amount of \$289,260
    - 2.5.2 Baseball Campaign in the Amount of \$30,000
  - 2.6 Discussion and Possible Action Related to the Requests of Positively Pewaukee in the Request Amount of \$85,900 [Nicki Witek]
    - 2.6.1 Taste on the Lake in the Amount of \$33,500
    - 2.6.2 Merchandise for the Taste on the Lake in the Amount of \$1,000
    - 2.6.3 General Marketing in the Amount of \$23,000
    - 2.6.4 Signage at the Pewaukee Sports Complex in the Amount of \$2,400
    - 2.6.5 Pay It Forward Online Store and Other Merchandise Sales in the Amount of \$3,000
    - 2.6.6 Discover Wisconsin Pewaukee Digital Short in the Amount of \$16,000
    - 2.6.7 Marketing at the American Family Field in the Amount of \$5,000
    - 2.6.8 Website Including Re-Branding Initiative, Logo Redesign and Website Enhancements in the Amount of \$2,000
  - 2.7 Discussion and Possible Action Related to the Request of the Kiwanis Club of Pewaukee in the Amount of \$11,000 [Linda Wittmann]
    - 2.7.1 Beach Party in the Amount of \$10,000
    - 2.7.2 River Run in the Amount of \$1,000
  - 2.8 Discussion and Possible Action Related to the Request of the Village of Pewaukee in the Amount

of \$99,000 [Matt Heiser]

2.8.1 Event Advertising in the Amount of \$10,000

2.8.2 Fireworks in the Amount of \$15,000

2.8.3 Drone Show in the Amount of \$40,000

2.8.4 Bleacher Rental, Tent Rental and Music in the Amount of \$34,000

### 3. Adjournment

Kelly Tarczewski

Clerk/Treasurer

August 19, 2025

#### **NOTICE**

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the Clerk/Treasurer, Kelly Tarczewski, at (262) 691-0770 three business days prior to the meeting so that arrangements may be made to accommodate your request.