

Business Improvement District #51
March 21, 2018 12:00 pm
UWM School of Freshwater Sciences
600 E Greenfield Ave, Milwaukee, WI 53204

Board Members in Attendance

David Stegeman	Josh Weber	Summer Strand
Eric Leaf	John Rossetto	Michael De Michele

Other Attendees

Dan Adams, HDI	Lilith Fowler, HDI	Natanael Martinez, DCD
Alpha Jalloh		

Agenda

1. Call to order, welcome, and introductions. Meeting called to order at 12:10 am.
2. Approval of minutes from February 16, 2018 meeting.

MOTION TO APPROVE THE MINUTES OF THE FEBRUARY 16, 2018 MEETING OF THE BID 51 BOARD. Moved by Josh Weber, seconded by Eric Leaf, unanimously approved.

3. Treasurer's Report
 - a. Received assessment check for the year on 2/28/18.
4. Board Development
 - a. Potential New Board Member - Alpha Jalloh

MOTION TO NOMINATE ALPHA JALLOH AS A NEW MEMBER OF THE BID #51 BOARD. Moved by Josh Weber, seconded by Eric Leaf, unanimously approved.

5. Projects
 - a. Branding Workshop and Master Plan

- i. What branding questions can we ask of property owners during outreach?
- ii. Be explicit that we are not looking for logos (use existing HD logos).
- iii. Include directions for how these deliverables will be used (murals, public spaces, signage, etc.).
- iv. Need to include some actionable deliverables.
- v. What is the budget for the project?

MOTION TO ADVANCE THE SCOPE OF SERVICES DOCUMENT FOR A BRANDING WORKSHOP AND ISSUE A REQUEST FOR PROPOSALS. Moved by Michael DeMichele, seconded by Eric Leaf, unanimously approved.

- b. Harbor District, Inc. and Lilith Fowler at Marquette event hosted by Mike Gousha.
- c. Real Estate Development Tours
 - i. Week of 5/30, one mid-morning tour, one late afternoon tour.
 - ii. HDI will circulate a list of organizations to help with outreach.

MOTION TO SCHEDULE AND CONDUCT A TOUR OF THE HARBOR DISTRICT FOR REAL ESTATE PROFESSIONALS ON MAY 30, 2018. Moved by David Stegeman, seconded by Josh Weber, unanimously approved.

- d. Harbor District Water and Land Use Plan Update
 - i. BID role in implementation to be discussed in further detail at next BID board meeting.
- e. Slosh Park Update
 - i. Construction and Maintenance Agreement
 - ii. Fundraising Update

6. Other Items

- a. Harbor District, Inc. and BID #51 joint meeting 2 times a year
- b. Business and Property Owner Outreach
- c. MMSD Jones Island Water Reclamation Facility Odors

MOTION TO DRAFT AND SEND A LETTER TO MMSD STATING THAT BID #51 SUPPORTS AND ENCOURAGES RAPID EFFORTS TO REDUCE OR ELIMINATE

**ODORS STEMMING FROM THE JONES ISLAND WATER RECLAMATION FACILITY.
Moved by Josh Weber, seconded by Eric Leaf, unanimously approved.**

- d. TOD Planning - Residential and Commercial Market Analysis and Affordability Strategy (<http://www.movingmkeforward.com/#news>)
 - e. City of Milwaukee Anti-Displacement Plan
7. Next Meeting - April 30, 2018 at 8:30 am at the UWM School of Freshwater Sciences
 8. Adjournment - 1:26 pm