Business Improvement District #51  
December 13, 2018 3:30 pm  
V. Marchese Inc.  
600 S Jake Marchese Way., Milwaukee, WI 53204

Board Members in Attendance

David Stegeman  Eric Leaf  Summer Strand
Alpha Jalloh  Josh Weber

Other Attendees

Dan Adams, HDI  Lilith Fowler, HDI  Natanael Martinez, DCD
Pat Algiers, Chemistry in Place  Jim Piwoni, American Design

Agenda

1. Call to order, welcome, and introductions

2. Approval of minutes from October 18, 2018 meeting (Alpha, Summer)

   Motion to approve the minutes from the October 18, 2018 BID No. 51 board meeting. Moved by Alpha Jalloh, seconded by Summer Strand, unanimous approval.

3. BID Metrics Report

   a. Add a column about BID role in each development

4. Treasurer’s Report

5. BID Projects and Programs

   a. Branding and Identity Planning Process - Presentation by Pat Algiers and Jim Piwoni

      i. Do we want to call out specific companies (Engel, Wrought Washer, Foamation, Enlightened Brewery, and the Cooperage)?

      ii. Under “real” description include language about diversity.
iii. With regard to “gritty” and “real”, do we need to warn people about faux historic and faux industrial design and development? Perhaps use the word “authentic” somewhere.

iv. Circles on wayfinding map need to be bigger.

v. The spine - good opportunity to get surrounding community groups engaged. Consider what that means for the expansion of the streetcar.

vi. Alpha is willing to take it to the WPA residents meeting to share.

6. Potential BID Expansion
   a. Timeline
   b. Update on Property Owner Outreach

7. Other Business
   a. Riverwalk Overlay Zone
   b. Komatsu Development and Riverwalk
   c. Opportunity Zones

8. Next Meeting - Joint meeting with Harbor District, Inc. board on January 22nd at 9 am

9. Adjournment