

**Business Improvement District #51**  
July 24, 2018 12:00 pm  
UWM School of Freshwater Sciences  
600 E. Greenfield Ave., Milwaukee, WI 53204

**Agenda**

1. Call to order, welcome, and introductions.
2. Approval of minutes from June 19, 2018 meeting
3. Treasurer's Report
4. Branding and Identity Master Planning
  - a. Proposed Contract
  - b. Timeline
  - c. Workshop
5. BID/NID Council Follow Up
  - a. Communicating the value of the BID
  - b. What are the BID's performance metrics?
6. Business and Property Owner Outreach
  - a. Riverwalk
  - b. St. Mary's
7. Government Affairs Committee
8. Next Meeting
  - a. Future meeting schedule
9. Adjournment