

**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