

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

Board Members in Attendance

David Stegeman	Josh Weber	Michael DeMichele
Eric Leaf	Summer Strand	Alpha Jalloh
John Rossetto		

Other Attendees

Dan Adams, HDI	Lilith Fowler, HDI	Natanael Martinez, DCD
----------------	--------------------	------------------------

Agenda

1. Call to order, welcome, and introductions.
2. Approval of minutes from June 19, 2018 meeting

Motion to approve the minutes from the June 19, 2018 BID No. 51 board meeting. Moved by Eric Leaf, seconded by Josh Weber, unanimous approval.

3. Treasurer's Report
4. Branding and Identity Master Planning
 - a. Proposed Contract with Chemistry in Place
 - i. Have them replace "Harbor District" with "BID No. 51"

Motion to approve the contract with Chemistry In Place for a Branding and Identity Workshop and Planning Process, subject to replacing each instance of "Harbor District" in the contract with "BID No. 51". Moved by Josh Weber, seconded by Eric Leaf, unanimous approval.

- b. Timeline
- c. Workshop

5. BID/NID Council Follow Up
 - a. Communicating the value of the BID
 - i. Community/Business/Organizational Outreach
 - ii. Create a list of how we are going to communicate to everyone (calendar and contact list)
 - iii. Social media - explore paid and targeted posts
 - iv. Create HDI/BID51 Annual Report - September to August Report
 - b. What are the BID's performance metrics?
 - i. Look at online reviews (Google, Yelp) and see what people are saying about us
 - ii. Dollars Leveraged
 - iii. Balance metrics with qualitative narratives
6. Business and Property Owner Outreach
 - a. Riverwalk
 - b. St. Mary's
7. Government Affairs Committee
 - a. Three participants from BID No. 51 board and three participants from Harbor District, Inc. board.
 - b. David Stegeman, Summer Strand, and Josh Weber will serve an initial one-year term on the government affairs committee.
8. Next Meeting
 - a. Future meeting schedule
9. Adjournment - 1:04 pm (David Stegeman, Josh Weber)

Motion to adjourn the meeting. Moved by David Stegeman, seconded by Josh Weber, unanimous approval.