

Business Improvement District #51
February 19, 2019 9:00 am
UWM School of Freshwater Sciences
600 E. Greenfield Ave., Milwaukee, WI 53204

Board Members in Attendance

David Stegeman	John Rossetto	Eric Leaf
Summer Strand	Michael DeMichele	Josh Weber (phone)

Others in Attendance

Dan Adams, HDI	Lilith Fowler, HDI	Stephanie Sherman, HDI
Grace Hernandez, Nearby Business Owner		

Agenda

1. Call to order, welcome, and introductions.
2. Approval of minutes from January 22 and January 31, 2019 meetings.

**Motion to approve the minutes of the January 22, 2019 BID No. 51 board meeting.
Moved by Eric Leaf, seconded by John Rossetto, unanimous approval.**

**Motion to approve the minutes of the January 31, 2019 BID No. 51 board meeting.
Moved by Michael DeMichele, seconded by Summer Strand, unanimous approval.**

3. Treasurer's Report
4. BID Metrics Report
5. Projects and Programs
 - a. Property Improvement Program
 - i. Target it to problematic properties
 - ii. 30% of total project cost
 - iii. Max of \$5,000 per project in calendar year
 - iv. \$25,000 total calendar year
 - v. Need to put together a rubric that incorporates project impact, visibility, leveraged funds, need, etc.

- vi. BID Board would review and approve all grants and reserves the right to grant additional funds for projects of great impact.
- vii. If signage is included there should be minimum sign standards.
- viii. Objectives
 - 1. Aesthetic Improvements
 - 2. Water-centric Neighborhood Improvements

Motion to deploy a property improvement program aimed at aesthetic and water-centric neighborhood improvements. Each grant is capped at \$5,000 per calendar year, 30% of total project cost, with a total of \$25,000 for all grants this calendar year. All grant applications would be reviewed and approved by the BID 51 board with the board reserving the right to grant additional funds to any project it deems of great impact. Moved by David Stegeman, seconded by Eric Leaf, unanimous approval.

- b. Branding and Identity Project
 - i. Final Documents and Future Projects
 - ii. Would like to focus on gateway signage
 - iii. Develop an RFP for art/branding signage at several key locations, call for designers as opposed to artists
 - c. Riverwalk Design Standards
 - i. Eric Leaf will serve on the selection and contract management committee on behalf of the BID 51 board.
6. Other Business
- a. Potential BID Expansion Update
 - i. Focus on mutually beneficial outcomes for the Harbor District and Walker's Point
 - b. BID 51 Social Event
March 20th, 4:30 to 6:30 pm @ Ivy House (906 S. Barclay St.)
7. Next Meeting - March 20th @ 3:30 pm
8. Adjournment