

Business Improvement District #51
March 20, 2019 3:30 pm
The Ivy House
906 S. Barclay St., Milwaukee, WI 53204

Board Members in Attendance

John Rossetto

Michael DeMichele

Josh Weber

Alpha Jalloh

Others in Attendance

Dan Adams, HDI

Stephanie Sherman, HDI

Natanael Martinez, DCD

Agenda

1. Call to order, welcome, and introductions.
2. Approval of minutes from February 19, 2019 meeting.

**Motion to approve the minutes of the February 19, 2019 BID No. 51 board meeting.
Moved by John Rossetto, seconded by Alpha Jalloh, unanimous approval.**

3. Treasurer's Report

- a. Budget for events, marketing, and promotions

**Motion to approve the Treasurer's Report. Moved by Michael DeMichele,
seconded by John Rossetto, unanimous approval.**

4. BID Metrics Report

5. Projects and Programs

- a. Branding and Identity Projects

- i. Potential BID Projects and rank of projects by priority

1. Continue to pursue a potential mural on the COFCO grain silos, but understand it is a larger project that will require more time and funding.

2. Priority sites for an RFP for branding artwork are the city-owned wall on South Kinnickinnic Avenue and the Elementis-owned wall on South Water Street.

Motion to create a request for proposals for artists to create murals for the blank walls on South Kinnickinnic Avenue (immediately north of the Canadian Pacific Rail Bridge) and on the Elementis property on South Water Street. Moved by Alpha Jalloh, seconded by Michael DeMichele, unanimous approval.

- ii. DNC 2020 Projects
 - iii. Mural Festival
 1. Would need to include local artists
 2. Have Stacey Williams-Ng attend the next BID meeting
 - b. Communications Strategy
 - c. Property Improvement Program
 - i. Grant recipients cannot receive a grant in two consecutive years.
 - ii. Need to put together rubric for scoring.
 - d. Riverwalk Design Standards
 - e. Workforce Development
 - i. Job Fair
6. Other Business
 - a. Potential BID Expansion Update
 7. Next Meeting - coordinate via email
 8. Adjournment of business meeting

Motion to adjourn the meeting. Moved by Micheal DeMichele, seconded by John Rossetto, unanimous approval.

9. Begin BID 51 Spring Open House