

**Business Improvement District #51**  
May 2, 2019 10:00 am  
UWM School of Freshwater Sciences  
600 E. Greenfield Ave., Milwaukee, WI 53204

**Board Members in Attendance**

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

**Others in Attendance**

Dan Adams, HDI	Stephanie Sherman, HDI	Lilith Fowler, HDI
Sierra Starner-Heffron, DCD	Natanael Martinez, DCD	Stacey Williams-Ng, WC
Antoine Carter, WC		

**Agenda**

1. Call to order, welcome, and introductions.
2. Approval of minutes from March 20, 2019 meeting  
**Motion to approve the minutes of the March 20, 2019 BID No. 51 board meeting.  
Moved by Josh Weber, seconded by Eric Leaf, unanimous approval.**
3. Treasurer's Report
4. BID Metrics Report
  - a. Plan a summer open house, potentially at Barnacle Bud's on July 18th
5. Projects and Programs
  - a. Communications Strategy
  - b. Riverwalk Design Standards
  - c. Branding and Identity Projects - Presentation later in the agenda
6. Other Business
  - a. Potential BID Expansion Update

- i. Near West Side BID has a per-owner cap
- ii. Preference would be to expand into proposed area with plan of how to spend money and support Walker Point's efforts to create a BID. After 5 years, if Walker's Point creates a BID, all properties west of 1st Street would then move to the Walker's Point BID.
- iii. Another meeting with WPA in the near future.

b. Watermarks

- i. What is the benefit to the BID? Why would the BID support this?
- ii. If the BID is going to support public art in the District, why didn't the BID get a say in what that art is?
- iii. Have Mary Miss come to a BID board meeting to talk about the project.

c. Presentation by [Wallpapered City](#)

- i. 2019 Murals
- ii. 2020 Mural Festival

d. DNC 2020

7. Next Meeting

- a. June 19 @ 9:00 am

8. Adjournment