

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

Board Members in Attendance

Summer Strand (phone) David Stegeman Michael DeMichele (phone)
Alpha Jalloh (phone)

Others in Attendance

Dan Adams, HDI Stephanie Sherman, HDI Leticia Schwengel, US Bank

Agenda

1. Call to order, welcome, and introductions
2. Approval of prior meeting minutes
 - a. [May 2, 2019 meeting](#)

Motion to approve the minutes from the May 2, 2019 BID 51 Board of Directors meeting. Moved by Alpha Jalloh, seconded by David Stegeman, unanimous approval.

- b. May 10, 2019 - no quorum
3. [Treasurer's Report](#)
4. [BID Metrics Report](#)
5. Projects and Programs
 - a. Murals
 - i. Wallpapered City Proposed Contracts ([Master Contract](#), [Elementis Mural](#), [KK Wall Mural](#))
 - ii. Mural content guidance - provide the Harbor District Branding Document with instruction that art that responds to the branding will be preferred.
 - iii. Update dates on Statements of Work
 1. Master Service Agreement

Motion to approve the Master Service Agreement with Wallpapered City subject to successful implementation of the changes listed below. Moved by Alpha Jalloh, seconded by Summer Strand, unanimous approval.

- a. Why is item #10 included?
 - b. Update dates on item #11
 - c. Item #12 -
 - d. Item #13 - all press releases and communications need to be approved by BID
 - e. Item #14 - Change to say "termination by cause", such as non-payment and failure to cure within 3 days.
 - f. Item #16 - This should apply to both parties.
 - g. Item #19 - What does indemnification mean? What insurance coverage do they have?
2. Statement of Work #1: Elementis Mural (Alpha, David)
- a. Need to change the dates at the beginning

Motion to approve Statement of Work #1 with Wallpapered City. Moved by Alpha Jalloh, seconded by David Stegeman, unanimous approval.

3. Statement of Work #2: Murals (Michael, Summer)
- a. Need to change the dates at the beginning

Motion to approve Statement of Work #1 with Wallpapered City. Moved by Michael DeMichele, seconded by Summer Strand, unanimous approval.

- b. Events
 - i. BID Summer Open House
6. Other Business
- a. [2020 Operating Plan](#)
 - i. [Harbor District, Inc. Proposed Contract](#)
 1. Include "items worked on in previous year" and "expected items to be worked on in the coming year"

Motion to approve the contract for services with Harbor District, Inc. with additional language added to the contract specifying work completed by HDI in the previous year and work expected in the coming year. Moved by Alpha Jalloh, seconded by Summer Strand, unanimous approval.

- ii. More definition on the Branding and Identity Projects
 1. Determine what the wayfinding element is we could do

- iii. Use the open house to gather input from the businesses on the operating plan
 - b. Potential BID Expansion Update
 - c. DNC 2020
 - i. Edible Milwaukee Milwaukee BID Issue
 - 1. Can we partner with Walker's Point Association?
 - 2. How else will they promote their stories outside of the print edition?
 - ii. Partner with other BIDs to coordinate a shuttle to nearby neighborhoods
 - iii. Social media posts connecting to attractions in the Harbor District
 - iv. Web site specific to BID 51
- 7. Property Improvement Grant Program

Motion to form a subcommittee to review and approve property improvement grant applications. Committee members are David Stegeman, Summer Strand, and Alpha Jalloh. Moved by Summer Strand, seconded by Alpha Jalloh, unanimous approval.

- 8. Next Meeting
- 9. Adjournment of public business meeting (Alpha, Summer)

Motion to adjourn the meeting. Moved by Alpha Jalloh, seconded by Summer Strand, unanimous approval.

- 10. Begin closed session to review Property Improvement Grant Applications