

Harbor District Inc.
Board Meeting
March 11, 2020

AGENDA

1. Guest Speaker: Adam Schlicht, Port Milwaukee
2. Approval of Minutes
3. Treasurer's Report
 - a. Dashboard
4. Board Committee Action Items
 - a. Executive Committee: Retreat Follow-Up
 - i. Creation of Work Group for Values & Impacts
 - ii. Creation of Work Group for Pre-DNC Tour/Event
5. Staff Action Items
 - a. UWM Lease (Fowler)
 - b. Communications Planning (Fowler)
 - c. Summer Event Planning
 - i. Tentative Schedule and Partners (Hernandez)
 - ii. Sponsorships (Sherman)
6. Adjourn

Upcoming meetings and events:

Next Board Meeting May 5th

Harbor District Summer Event Pitch Night

Thursday, March 12, 2020

6:00 pm to 7:30 pm

Transfer Pizzeria Cafe

101 W. Mitchell St.

Harbor District, Inc.
Board of Directors Meeting
January 28, 2020, 9:00 am
UWM School of Freshwater Sciences

Board Members in Attendance

Tim Hoelter	Marvin Bynum	JoAnne Anton
David Lee	David Misky	Kathryn Berger
Carolyn Esswein	Anne Summers	Dan Druml
Patricia Hoben	Rosamaria Martinez	Ivan Gamboa

Staff and Others in Attendance

Lilith Fowler, HDI	Dan Adams, HDI	Natalia Hernandez, HDI
Aaron Zeleske, HDI	Stephanie Sherman, HDI	Jasmine Nielsen

Agenda and Notes

1. Approval of Minutes - Date is incorrect (should be Dec. 3rd) - Dave Lee, Kathryn Berger, unanimous

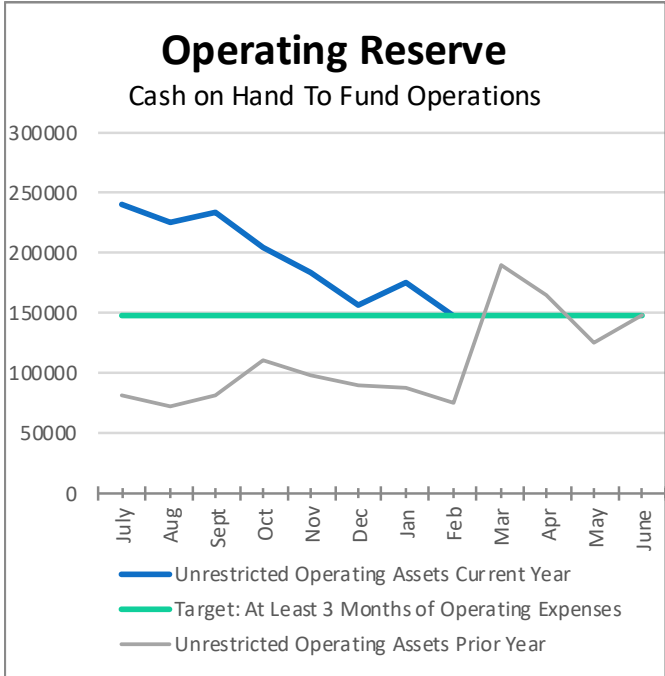
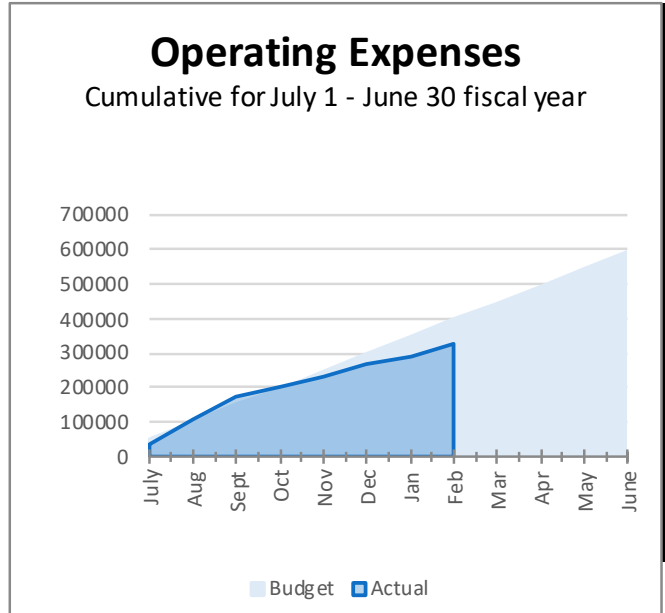
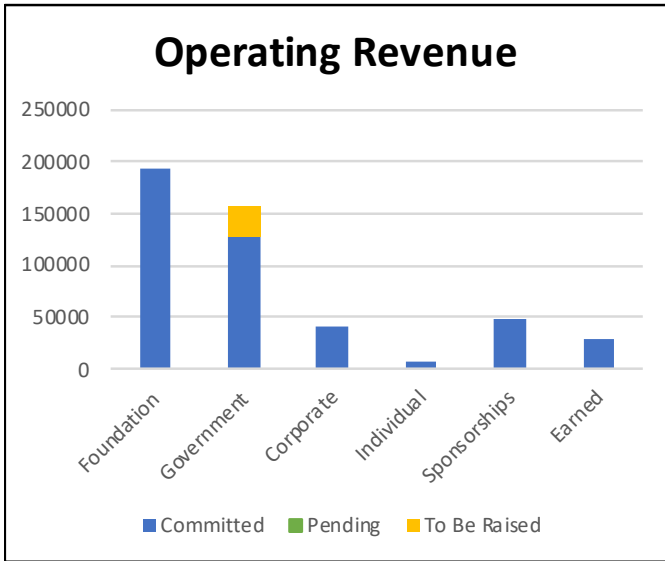
Motion to approve the minutes from the December 3, 2020 Harbor District, Inc. board meeting. Moved by David Lee, seconded by Kathryn Berger, unanimously approved.

2. Treasurer's Report
 - a. Dashboard
 - b. Funding Pie Chart
3. Staff Report
 - a. WaLUP Implementation Update
 - b. Mid-Year Progress Toward Program Goals
4. Advisory Board First Meeting
5. Retreat Preparations
6. Small Group Meetings as Needed
7. Adjourn

Motion to adjourn the meeting. Moved by Marvin Bynum seconded by Ivan Gamboa, unanimously approved.

Next Meeting - HDI Board Retreat
Feb. 7, 2020, 8:30 am to 4:00 pm
Milwaukee Community Sailing Center
1450 N. Lincoln Memorial Dr., Milwaukee, WI 53202

Harbor District, Inc.
February 2020 Financial Snapshot



Balance Sheet Summary

	2-mo Chg	Balance 2/29
Current Assets	10%	\$ 415,759
Fixed Assets	0%	\$ 1,430,400
Liabilities	0%	\$ 2,713
Net Assets	2%	\$ 1,843,446

Revenue Notes:

Shortfall in Government Revenue due to a request we made to EPA that was not funded. Other revenue has all been received according to budget.

The Non-Profit Management Fund has decided to make a \$5,000 grant to support our board planning retreat in its March funding cycle. Expenses are tracking slightly below budget.

Harbor District, Inc.
Statement of Activity
February 2020 (67% Fiscal Year)

Revenue	Actual Feb-20	Actual Jan-20	Actual July - Feb	Budget (Annual)	YTD % Of Budget
4065 Foundation Contributions	0	0	193,695	190,000	102%
4070 Government Contributions	6,632	0	8,652	158,104	5%
4073 Corporate Contributions	0	0	41,308	40,000	103%
4074 BID Contributions	0	0	0	2,500	0%
4075 Individual Contributions	0	50	8,036	5,000	161%
4076 Sponsorships	0	0	49,000	35,000	140%
4080 Earned Income	0	-120	29,765	29,000	103%
4082 In-Kind Contributions	0	0	4,010	0	n/a
4090 Miscellaneous Income	0	0	0	0	n/a
Total Revenue	\$6,632	-\$70	\$334,466	\$ 459,604	73%
Carryover Revenue from FY 18-19			142,712	139,050	
Total Revenue + Carryover			\$ 477,178	\$ 598,654	
Expenditures					
7200 Salaries & related expenses	21,851	21,492	179,977	290,361	62%
7250 Payroll taxes	2,043	1,535	14,362	21,923	66%
7540 Consultant & Professional Fees					
7520 Accounting fees	940	843	13,729	15,440	89%
7530 Legal Fees	0	0	0	2,000	0%
7542 Architecture and Engineering Fees	0	0	10,507	103,341	10%
7544 Art, Photography, Graphic Design Fees	0	0	5,205	5,150	101%
7548 Other Professional/Consultants Fees	7,000	0	24,745	53,700	46% ¹
Total 7540 Consultant & Professional Fees	\$7,940	\$843	\$54,186	179,631	30%
7550 Advertising	42	42	2202	3,300	67%
7560 Signage	0	0	454	600	76%
8110 Supplies Expense	3	23	7,022	14,200	49%
8130 Telephone & Internet	101	101	1,356	2,200	62%
8135 Meals and Entertainment	570	125	5,596	8,103	69%
8140 Postage, shipping, delivery	19	0	484	671	72%
8170 Printing & copying	160	0	3,586	5,000	72%
8175 Software	362	0	762	858	89%
8180 Books, subscriptions, reference	26	26	495	466	106%
8190 Dues & Contributions	0	0	250	495	51%
8195 Licenses and Permits	10	0	89	650	14%
8210 Rent, parking, other occupancy	0	0	140	10,920	1%
8260 Furniture Fixtures & Equipment	0	20	20	3,000	1%
8270 Equipment Rental	0	0	21,704	19,600	111% ²
8280 Boat, Bus, and Venue Rentals	0	0	10,073	15,500	65%
8310 Travel expenses	1195	0	1,355	440	308%
8320 Conferences and Training	35	275	956	1,859	51%
8340 BID Reimbursable Expenses	31	-1751	83	0	n/a
8500 Misc expenses	0	0	0	772	0%
8520 Insurance - non-employee	905	187.5	5,606	2,274	247% ³
8591 Bank and credit card fees	0	0	46	0	n/a
9000 Workers Compensation	83	0	896	514	174%
Total Expenditures	\$35,376	\$22,919	\$311,699	\$583,337	53%
Capitalized Expenses	0	0	7,615	10,000	76%
Net Revenue	-\$28,744	-\$22,989	\$157,863		

¹ Board approved \$14,000 consultant contract, exceeding budget by \$9,000, on 12/3/19

² Expense includes an in-kind donation of \$4,100 for sound system rental; cash expenditures do not exceed budget.

³ Board approved \$2,500 budget exceedance on 12/3/19

Harbor District, Inc.
Balance Sheet
As of February 29, 2020

	As of 2/29/20	As of 1/31/20
ASSETS		
Current Assets		
1010 Cash in bank	266,763	277,506
1110 Accounts receivable	155,366	163,037
1450 Prepaid Expense	262	1,250
1451 Refundable Deposit	0	9,351
Total Current Assets	\$422,391	\$451,144
Fixed Assets		
1620 Leasehold Improvements	1,419,081	1,419,081
1630 Intangible Assets	7,615	7,615
1640 Furniture, fixtures, & equip	6,222	6,222
1745 Accum deprec- furn,fix,equip	-2,518	-2,518
Total Fixed Assets	\$1,430,400	\$1,430,400
TOTAL ASSETS	\$1,852,791	\$1,881,543
LIABILITIES AND NET ASSETS		
Liabilities		
2110 Accounts Payable	0	0
2180 Accrued Vacation	2,713	2,713
Total Liabilities	\$2,713	\$2,713
Net Assets		
3020 Unrestricted Operating Assets	148,126	176,367
3040 Unrestricted Fixed Assets	1,430,400	1,430,400
Total 3000 Unrestricted Net Assets	\$1,578,526	\$1,606,767
3100 Temporarily Restricted Net Assets	271,552	272,064
Total Net Assets	\$1,850,078	\$1,878,831
TOTAL LIABILITIES AND NET ASSETS	\$1,852,791	\$1,881,543

Harbor District Inc.
Retreat Follow-Up and Next Steps

Drafted by Lilith Fowler and Jasmine Nielsen, February 2020

I. DNC Media Strategy

A. Event

1. Establish work group (Lilith and Stephanie by Mar 15).
 - a) JoAnne
 - b) David S.
 - c) Eric L.
2. Get a boat (Stephanie by 2/25).
3. Develop target/invite list and strategy for getting these people there (work group, by April 15).

B. Media

1. Update: Based on cost-benefit analysis, BID Board has decided not to move forward with funding a media consultant. HDI will coordinate with City of Milwaukee on their messaging and support their PR efforts.

II. Program Planning

A. Evaluate current programs/projects (Lilith with staff by March 31).

1. Is it essential to our mission?
2. Does it respond to/support the equitable impacts we have defined?
3. Will any other partners do it if we don't? Do we play a unique role?
4. Is it the highest and best use of our resources, including staff time?
5. Is there a way to simplify, outsource or otherwise lessen the workload?

B. Update bubble diagram (Lilith for May 5 board meeting).

1. Incorporate outcomes of staff program/project evaluation
2. Incorporate new strategic priorities from retreat
3. Focus strategies on top-level (strategies not tactics) that can be articulated to external audiences
4. Aim to identify a primary strategy for each program/project

C. Develop 1-, 2- and 3-year goals/benchmarks for each new initiative (Lilith by April 30).

1. Real estate development
2. Sustainable encouragement
3. Public space
4. Small manufacturer incubator

D. Develop three-year implementation plan for existing and new initiatives (staff by April 30).

1. Phasing
2. Staffing or board development needs
3. Partners, committees
4. Funding needs and opportunities

III. Vision, Values & Equitable Impacts

QUESTION: Who should do this work, and does it all need to be together, or could we separate Vision from Values and Impacts?

- A. Governance Committee to draft a Vision statement by April 30.
 1. Reassess and recraft vision in light of equitable impacts.
 - a) The vision is your North Star, something exciting and inspirational that people can get behind. It is an invitation for others to join and an indication of what the project can and will be—with their help.
 - b) Should encapsulate both people and economics/reference equitable impacts in some way.
 - c) Make sure a commitment to the environment and sustainability is also included.
- B. Form Values and Impacts work group .
 1. Staffed by Dan and Natalia.
 2. Ask board members to opt in to group.
 3. Invite key BID members as well.
 4. Consider whether anyone external should be added.
- C. Establish work plan for group (roughly in this order).
 1. Define area(s) of impact (e.g., who are we accountable to?). (Note that this work can be done in conjunction with the development of the communications plan, which will include identifying all stakeholder groups.)
 2. Draft a set of 3-5 values that incorporate the equitable impacts.
 - a) While they can be shared publicly, the values are largely an internal tool for the organization. They are an indication of the culture you strive to create, as well as a filter through which new projects and initiatives should be assessed. In addition, the identity indicated by these values should suffuse communications efforts. Your mission is what you do, but your values are who you are.
 - b) It may be helpful to reference the working principles in the organizational charter.
 3. Submit new vision and values to full board for approval at May 5 meeting.
 4. Review thinking from retreat and determine how and when impacts will be measured (perhaps an equity scorecard).
 5. Sync up with communications plan development and determine how this information will be communicated to various stakeholders.

IV. Communications

- A. Define key messages and audiences (board and staff by XXX).
 - 1. What is the brand?
 - a) What are our core messages? (Need to be refined.)
 - b) What is our unique mission?
 - c) Be sure to refer to the new vision and values in developing this.
 - 2. Who are our stakeholders?
 - 3. How do we tailor the messages?
 - a) What do we want each of these groups to know/understand?
 - b) What action(s) do we want them to take?
 - c) What channels will get this done?
 - d) Who is going to do it?
- B. Share draft of messages and audiences to advisory board for feedback (Lilith by XXX).
- C. Implementation
 - 1. Issue 5-Year Report (Dan, Intern by May).
 - 2. Update website (XXX by XXX).
 - 3. Incorporate communications plan into workflows (staff, ongoing).

V. Board Development

- A. Begin developing recruitment process to prepare for when people cycle off. (Governance Committee by June 2020)
- B. Actively recruit one to two people with expertise in/passion for sustainability and environmental issues (Governance Committee by June 2020).
- C. Identify additional goals for future year recruitment based on new initiatives. (Governance Committee, by August 2020).

VI. Partnerships

- A. Engage in a strategy session identifying key partners who can advance mission and impact, and how to forge or deepen these partnerships (staff by April 30).
 - 1. Develop tactics and goals appropriate for different kinds of partnerships, i.e. strategic/mission-critical, or stakeholder/engagement.