

BID 51
November 6, 2017
3:30 pm – 4:30 pm
UWM School of Freshwater Sciences
600 E. Greenfield Ave, Milwaukee, WI 53204
Room 1099

MINUTES

Board Members attending: David Stegeman, Josh Weber, Summer Strand, John Rossetto, Eric Leaf, Michael DeMichelle (joining late)

Guests attending: Lilith Fowler

The meeting was called to order at 3:30.

Minutes from August 30th were approved (motion by Weber/Leaf).

Weber provided the treasurer's report. The BID made two payments since our last meeting: \$18,000 to Harbor District, Inc. for administrative support, website creation, and a new mural; and \$450 for Directors & Officers insurance. Current balance is \$67,616.50. The Treasurer's Report was approved (motion by Leaf/Rossetto).

Fowler presented results of a survey of the BID board about operational priorities. Top priorities were for activities that create an appealing environment for customers and employees, and that attract new businesses and support high quality development.

The board discussed the importance of giving the area a coherent identity and welcoming people in. Board asked staff to research the following project options:

- New murals
- Lighting underneath rail bridges
- Monuments or wayfinding signage to mark District edges and entry

points

- Tour aimed at the real estate development community
- Communications plan to highlight and celebrate new developments and momentum

Board agreed that its priorities are to:

- Create a brand and highlight water as the magnet for the area;
- Bring people in;
- Support new and existing businesses and high quality new development;
- Beautify and green our waterfront and protect water quality.

Meeting adjourned at 4:45 (motion by DeMichelle/Leaf).

Minutes prepared by Fowler.