

Business Improvement District #51

January, 19, 2018 11:00 am
Cheesehead Factory & Retail Store
1120 S Barclay St, Milwaukee, WI 53204

Board Members in Attendance

David Stegeman	Josh Weber	Summer Strand
John Rossetto	Michael DeMichelle	Eric Leaf

Other Attendees

Dan Adams, HDI	Ralph Bruno, Foamation	Charles Engel, Engel Tool
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Agenda

1. Call to order, welcome, and introductions.
 - a. Meeting called to order by David Stegeman at 11:01 am.
 - b. Welcome to Foamation by Ralph Bruno.
2. Approval of minutes from November 6, 2017 meeting.

MOTION TO APPROVE THE MINUTES OF THE NOVEMBER 6, 2017 MEETING OF BID #51. Moved by Josh Weber, seconded by Summer Strand, unanimous approval.

3. Treasurer's Report
 - a. No funds distributed since last meeting.
4. Projects
 - a. Murals
 - i. Less about public art in general and more about starting to define the neighborhood.
 - ii. We should develop some guidelines for what content we'd like to see in artwork. Goal should be to brand the District. Create a theme and elements that would be included in all art projects.
 - b. Under-bridge Lighting
 - i. Would need permission from Canadian Pacific Railroad and/or Union Pacific Railroad.
 - ii. Conversation was had with Marty Peck about potential for lighting under bridges.
 - c. Monuments and Wayfinding Markers

- i. Need to develop a master plan for locations and branding for the District. Identify the arteries and entry points where the BID could support placemaking activities. Prioritize sites by cost, opportunity, logistics.
 - ii. At next meeting (send out prior to meeting) HDI staff will walk people through a list of potential sites for art/placemaking/gateway signage.
 - iii. We should engage a branding firm to help coordinate the process.
 - iv. We should generate an RFP for a firm to undertake a placemaking and branding master planning process. HDI staff will draft a RFP and circulate electronically to the board for review.
 - d. Real Estate Development Tours
 - i. Marketing Materials
 - 1. Enlarge the Harbor District map and identify the users and occupants within the District (a logo for each business). Breaking down the District into the seven sub-districts was helpful.
 - ii. Potential Partners
 - 1. CARW, WCREW, NAIOP
 - iii. BID Support
 - 1. HDI staff will come to the next meeting with an expected budget for the tours.
- 5. Other Items
 - a. Walker's Point NID Update
 - b. Slosh Park Update
 - c. Letter of Support for Harbor District, Inc. Greater Milwaukee Foundation Request
- 6. Next Meeting - February 16th @ 12pm @ UWM SFS
- 7. Adjournment

MOTION TO CONTINUE TO LOOK INTO THE POTENTIAL FOR EXPANDING THE BID 51 BOUNDARIES. Moved by Josh Weber, seconded by John Rossetto, unanimously approved.

MOTION TO ADJOURN THE MEETING. Moved by Josh Weber, seconded by Eric Leaf, unanimously approved.