Business Improvement District #51  
February 16, 2018 12:00 pm  
UWM School of Freshwater Sciences  
600 E Greenfield Ave, Milwaukee, WI 53204

Board Members in Attendance

David Stegeman  Josh Weber  Summer Strand  
Eric Leaf

Other Attendees

Dan Adams, HDI  Lilith Fowler, HDI

Excused

John Rossetto  Michael De Michele

Agenda & Minutes

1. Call to order, welcome, and introductions.

2. Approval of minutes from January 19, 2018 meeting.

   MOTION TO APPROVE THE MINUTES OF THE JANUARY 19, 2018 MEETING OF 
   THE BID 51 BOARD. Moved by Josh Weber, seconded by Eric Leaf, unanimously 
   approved.

3. Treasurer's Report

4. Board Development

   a. Toni Rivera-Joachim and Summer Strand term completion

   b. Potential new board member

      i. Reach out to Ald. Perez for ideas.

      ii. Invite Alpha Jalloh to the next meeting.

5. Projects
a. Wayfinding, Gateway, and Branding Master Plan
   i. Opportunity sites
   ii. RFP
      1. Branding is more important and should come first.
      2. Reference the minutes to the 11-6-17 BID board meeting for direction on branding process goals.
      3. Consider hosting a combined meeting with the Harbor District, Inc. board to discuss combined branding efforts.

MOTION TO DEVELOP AND ISSUE A REQUEST FOR PROPOSALS FOR A FIRM TO CREATE A HARBOR DISTRICT “BRANDING PLAN” AND CONDUCT A BRANDING WORKSHOP IN PARTNERSHIP WITH THE HARBOR DISTRICT, INC. BOARD. Moved by Josh Weber, seconded by David Stegeman, unanimously approved.

iii. Future Riverwalk
   1. What does the Riverwalk look and feel like and how can we extend that experience back into the neighborhood?

b. Real Estate Development Tours
   i. 2 or 3 potential dates to include a morning and later afternoon option.

c. Harbor District Water and Land Use Plan Update
   i. BID role in implementation

6. Other Items
   a. Business and Property Owner Outreach
   b. Slosh Park
      i. Letter of Support for Harbor District, Inc. Greater Milwaukee Foundation Request

7. Next Meeting - March 21, 12:00 pm @ V Marchese

8. Adjournment - 1:31 pm

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