

**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.**