



City of Milwaukee

City Hall
200 East Wells Street
Milwaukee, WI 53202

Meeting Agenda COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

ALD. JOE DAVIS, SR., CHAIR

Ald. T. Anthony Zielinski, Vice-Chair

Ald. James Witkowiak, Ald. Willie Wade, Ald. Terry Witkowski

Staff Assistant, Joanna Polanco, 286-2366

Fax: 286-3456, jpolan@milwaukee.gov

**Legislative Liaison, Amy Hefter, 286-2290,
ahefte@milwaukee.gov**

Tuesday, April 26, 2011

9:00 AM

Room 301-B, City Hall

AMENDED 4/21/11- Item numbered #7 (File 101388) has been added.

1. [101495](#) Appointment of Juan Armentia Ordaz to the Business Improvement District Board No. 4 (Mitchell Street) by the Mayor. (12th Aldermanic District)
Sponsors: THE CHAIR
Attachments: [Appointment Letter](#)
[Resume and Biogarphy Page](#)
[Hearing Notice List](#)
2. [101494](#) Appointment of Amrit Patel to the Business Improvement District Board No. 4 (Mitchell Street) by the Mayor. (12th Aldermanic District)
Sponsors: THE CHAIR
Attachments: [Appointment Letter](#)
[Resume](#)
[Hearing Notice List](#)
3. [101392](#) Appointment of Brian Burke to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (10th Aldermanic District)
Sponsors: THE CHAIR
Attachments: [Appointment Letter](#)
[Resume](#)
[Hearing Notice List](#)
4. [101226](#) Reappointment of Chris Hau to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (4th Aldermanic District)
Sponsors: THE CHAIR
Attachments: [Reappointment Letter](#)
[Attendance Record](#)
[Hearing Notice List](#)

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5. [101497](#) Appointment of Richard Zirbel to the Business Improvement District Board No. 35 (Kinnickinnic River) by the Mayor. (14th Aldermanic District)
- Sponsors: THE CHAIR
- Attachments: [Appointment Letter](#)
 [Biogarpahy Page](#)
 [Hearing Notice List](#)
6. [101389](#) Appointment of Joseph Weirick to the Business Improvement District Board #15 (Downtown Riverwalk) by the Mayor. (4th Aldermanic District)
- Sponsors: THE CHAIR
- Attachments: [Appointment Letter](#)
 [Resume](#)
 [Hearing Notice List](#)
7. [101388](#) Reappointment of Debra Usinger to the Business Improvement District Board #15 (Downtown Riverwalk) by the Mayor. (4th Aldermanic District)
- Sponsors: THE CHAIR
- Attachments: [Reappointment Letter](#)
 [Bio Page](#)
 [Attendance Record](#)
8. [101546](#) Resolution authorizing expenditures related to Accessibility Improvements to the downtown Riverwalk system.
- Sponsors: THE CHAIR
- Attachments: [Fiscal Impact Statement.docx](#)
 [Hearing Notice List](#)
9. [101375](#) Substitute resolution appropriating \$250,000 from the Development Fund to Sweet Water Organics for economic development purposes, in the 14th Aldermanic District.
- Sponsors: Ald. Zielinski and Ald. Bauman
- Attachments: [Sweet Water Organics - Grow Zone Expansion & Operating Expenses](#)
 [City wins grant to develop urban farms MJS article 3-9-2011.pdf](#)
 [IBM Smarter Cities Challenge - Program Overview.pdf](#)
 [Milwaukee perch on menu at Obama fundraiser MJS article 4-13-2011.pdf](#)
 [Line Itemization for Sweetwater Organics Loan Proposal](#)
 [TERM SHEET.doc](#)
 [Proposal - Final 4-21.pdf](#)
 [Hearing Notice List](#)
 [Proposed Sub A](#)

This meeting will be webcast live at www.milwaukee.gov/channel25.

Members of the Common Council and its standing committees who are not members of this committee may attend this meeting to participate or to gather information. Notice is given that this meeting may constitute a meeting of the Common Council or any of its standing committees, although they will not take any formal action at this meeting.

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities through sign language interpreters or auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at 286-2998, (FAX)286-3456, (TDD)286-2025 or by writing to the Coordinator at Room 205, City Hall, 200 E. Wells Street, Milwaukee, WI 53202.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in Room 205, (City Clerk's Office) or the first floor Information Booth in City Hall.

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. Registered lobbyists appearing before a Common Council committee are required to identify themselves as such. More information is available at www.milwaukee.gov/lobby.



Legislation Details (With Text)

File #: 101495 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 3/23/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Appointment of Juan Armentia Ordaz to the Business Improvement District Board No. 4 (Mitchell Street) by the Mayor. (12th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 04

Attachments: Appointment Letter, Resume and Biogarphy Page, Hearing Notice List

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|----------------------|--------|-------|
| 3/23/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number

101495

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Appointment of Juan Armentia Ordaz to the Business Improvement District Board No. 4 (Mitchell Street) by the Mayor. (12th Aldermanic District)

Drafter

Mayor

TB

3/23/11

March 23, 2011

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to make the following appointments to the Business Improvement District Board #4 (Historic Mitchell Street):

Amrit N. Patel, Owner (replacing Jerry Lewis)
A. P. Accounting, Inc. & A. P. Foods
1023 West Historic Mitchell Street
Milwaukee, Wisconsin 53204

Juan Armentia Ordaz, Owner (replacing G. Eddie Paez)
Las Palmas Western Apparel
600 West Historic Mitchell Street
Milwaukee, Wisconsin 53204

These appointments are pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council Files 890176 and 960578. The terms will commence upon taking of the oath of office.

I trust these appointments will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett
Mayor

Juan Armenta Ordaz
602 W. Historic Mitchell Street
Milwaukee, WI 53204
(414) 672-2336

Born and raised in Guanato, Mexico. D.O.B. 3/28/1949.

WORK HISTORY:

| | |
|--------------------|--|
| 1971-1975 | Dallas, Texas – Construction industry |
| 1975-1987 | Racine, WI – Silber Steel – Welder |
| 1987-1989 | Racine, WI – American Body & Equipment – Welder |
| 1989 to Present | Milwaukee, WI – Started Las Palmas Grocery Business at 558 W. Historic Mitchell Street. |

In 1996, purchased my present property at 600 W. Historic Mitchell Street, and expanded my business to the current Las Palmas Western Apparel, both retail and wholesale. Also, created my own line of boots, Bronco's Trail.

Please refer to attachment for personal and family history.

Thursday, November 18, 2010

I am Juan Armenta Ordaz, the current property owner of an apparel business located at 600 W. Mitchell Street, and the single father of four living here in Milwaukee, Wisconsin. I moved to Wisconsin in 1975 and lived in Racine until 1987, once situated in Milwaukee I began working for American Body and Equipment, as a welder. I created custom work for various companies including the Milwaukee Police Department where I helped design and build petty wagons. In 1989, however, I began my own business located at 558 W. Mitchell Street, I ran a grocery business under the name of "Las Palmas". The business was growing in popularity and offered a steady income, but with the birth of my three children I decided to move my business to a property larger than the one before it. In 1996, I bought what is now my current property, at first I continued with the grocery business but because of the economic crisis, little by little the transformation into an cowboy apparel store began. I own and self-run my apparel business under the same "Las Palmas" name. I traveled back and fourth from Mexico for three years, creating and ensuring the success of my own line of boots called Bronco's Trail, and even to this day the retail and whole sale have been running smoothly. My youngest daughter, and last child, was born in 1997, a year after my current business began. I am now taking care of my two daughters, Veronica and Monica Ordaz, Veronica is a junior at Tenor High School, and Monica is an 8th grader at Bruce Guadalupe Middle school. The three of us live in my home located above the business. My two eldest children have moved out and are now continuing their educational lives in college -my son Juan E. Ordaz is attending U-WM, while my daughter Adriana Ordaz attends Bryant and Stratton. In these times of economic struggle, sales have been slow but our presence is strong in Milwaukee, I am doing my best in surviving for the betterment of my family. Living on Mitchell street for more than 20 years, I have seen changes and progress through out this neighborhood, this is my home and since I have been here I have wanted to give back to my community and hope to see more changes in years to come.

NOTICES SENT TO FOR FILE : 101495

[illegible]



Legislation Details (With Text)

File #: 101494 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 3/23/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Appointment of Amrit Patel to the Business Improvement District Board No. 4 (Mitchell Street) by the Mayor. (12th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 04

Attachments: Appointment Letter, Resume, Hearing Notice List

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|----------------------|--------|-------|
| 3/23/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number

101494

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Appointment of Amrit Patel to the Business Improvement District Board No. 4 (Mitchell Street) by the Mayor. (12th Aldermanic District)

Drafter

Mayor

TB

3/23/11

March 23, 2011

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to make the following appointments to the Business Improvement District Board #4 (Historic Mitchell Street):

Amrit N. Patel, Owner (replacing Jerry Lewis)
A. P. Accounting, Inc. & A. P. Foods
1023 West Historic Mitchell Street
Milwaukee, Wisconsin 53204

Juan Armentia Ordaz, Owner (replacing G. Eddie Paez)
Las Palmas Western Apparel
600 West Historic Mitchell Street
Milwaukee, Wisconsin 53204

These appointments are pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council Files 890176 and 960578. The terms will commence upon taking of the oath of office.

I trust these appointments will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett
Mayor

AMRIT N. PATEL
4858 S. 26TH. STREET
MILWAUKEE, WI 53221

BORN AND RAISED IN INDIA. D.O.B. 10/01/1944 AT OGNAJ, DIST:
AHMEDABAD, GUJARAT. INDIA

EDUCATION: Bachelor of Arts in Economics and Political Science.

WORK HISTORY IN INDIA:

District Organizer of Congress Seva Dal 1963 to 1972.

District Secretary, Ahmedabad District Congress committee.
1972 to 1977.

Owner: Bhagwat Petroleum, Gota. 1972 to Present. (Gas station).

U.S.A.

I came U.S.A. in June, 1978.

WORK HISTORY:

Owner: Honey Dip Donuts, from 1982 to 1989.

Owner: Marshall International from 1989 to 1992

Owner: A.P. Foods from 1992 to Present

President: A.P.Accounting, Inc. from 1996 to Present.

SOCIAL WORK:

President: India Culture Society. From 1984 to 1992 & 2001 to Present

President: Gujarati Samaj of Wisconsin from 2001 to Present.

Member: Governors Council on Asian Affairs from 1987 to 1995.

~~President: Asia Moon Festival 2007.~~

NOTICES SENT TO FOR FILE : 101494

[illegible]



Legislation Details (With Text)

File #: 101392 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 3/1/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Appointment of Brian Burke to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (10th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 16

Attachments: Appointment Letter, Resume, Hearing Notice List

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|----------------------|--------|-------|
| 3/1/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number

101392

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Appointment of Brian Burke to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (10th Aldermanic District)

Drafter

Mayor

TB

3/1/11

March 1, 2011

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to appoint Brian Burke, 2029 North 51st Street, Milwaukee, Wisconsin 53208, to fill a vacant position on the Business Improvement District Board #16 (West North Avenue). This appointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File 950718. Mr. Burke's term will commence upon taking of the oath of office.

I trust this appointment will have the approval of your Honorable Body.

Respectfully Submitted,

Tom Barrett
Mayor

2029 North 51st Street
Milwaukee, WI 53208

Phone (414) 774-9437
bbb6@georgetown.edu

Brian Burke

Education

Georgetown University Law Center J.D. 1981

- Honors: Law Review: *Law and Policy in International Business*, the Georgetown International Law Journal

Marquette University B.A. 1978

- Honors: *magna cum laude*, Phi Beta Kappa
- Alumni Service to Marquette Award 2001

Professional experience

Wisconsin State Public Defender 2009-present

- Assistant State Public Defender in the Milwaukee Trial Office providing legal services to indigent clients in the criminal justice system

Harambee Development Corporation 2007-2009

- Development Coordinator—Responsible for developing Harambee's economic redevelopment plan for the 30th Street Corridor

SER-Jobs for Progress 2007

- Case Manager for the Senior Community Service Employment (SCSEP) Program

Zigman Joseph Stephenson 2004-2006

- Government relations specialist—contract lobbyist at the state and municipal level representing both corporate and non-profit clients

Wisconsin State Senator 1988-2003

- Chaired the Joint Finance Committee, 1996-2002
- Authored Wisconsin's Smart Growth (land use) legislation and Operation Ceasefire (joint federal-state program to enforce firearms restrictions)
- Authored significant legislation in the areas of housing reform (1989), brownfields remediation (1994), mass transit (1995) and domestic violence (2002)

Honors and Awards

Wisconsin Coalition Against Sexual Assault *Voices of Courage in Public Policy Award*, 2000

Greening Milwaukee, *Promise to the Earth Award*, 2001

Legal Action of Wisconsin *Partners for Survival Award*, 2000

Wisconsin's Environmental Decade *Clean 16 Award*, 1989-2002

United Community Center, *Friend of the Hispanic Community*, 1994

Nature Conservancy, *Bridgebuilder Award*, 1994

Cesar Chavez Humanitarian Award, 1994

Wisconsin Jewish Council, *Friend of the Jewish Community Award*, 1994

Publications

"Breaking Free From Environmental Liability," *Wisconsin Lawyer*, Vol. 70, No. 12, December 1997

"Operation Ceasefire—New Weapons in the Fight Against Gun Violence in Wisconsin," *Wisconsin Lawyer*, Vol. 73, No. 3, March 2000.

NOTICES SENT TO FOR FILE : 101392

[illegible]



Legislation Details (With Text)

File #: 101226 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 1/19/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Reappointment of Chris Hau to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (4th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 16

Attachments: Reappointment Letter, Attendance Record, Hearing Notice List

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|---------------------------|--------|-------|
| 1/19/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 1/26/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 1/27/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 1/27/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 1/31/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HELD TO CALL OF THE CHAIR | Pass | 4:0 |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number
101226
Version
ORIGINAL
Reference

Sponsor
THE CHAIR

Title
Reappointment of Chris Hau to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (4th Aldermanic District)

Drafter
Mayor
TB
1/19/11

January 19, 2011

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to reappoint Chris Hau, Quorum Architects, Inc., 3112 West Highland Boulevard, Milwaukee, Wisconsin 53208, to the Business Improvement District Board #16 (West North Avenue). This reappointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File No. 950718. Mr. Hau's term will commence upon taking of the oath of office.

I trust this reappointment will have the approval of your Honorable Body.

Respectfully submitted,

A handwritten signature in black ink, reading "Tom Barrett". The signature is written in a cursive, flowing style with a large initial "T".

Tom Barrett
Mayor



City Hall, Room 205
200 E. Wells Street
Milwaukee, WI 53202
(414) 286-2221



Office of the City Clerk

Re: Common Council File Number 101226

Reappointment of Chris Hau to the Business Improvement District Board #16 (West North Avenue) by the Mayor. (4th Aldermanic District)

Dear Sir/Madam,

In accordance with Common Council resolution File Number 65-2210, adopted November 30, 1965, all reappointments are to be referred to an appropriate standing committee.

Under this policy, the appropriate committee is to be informed in writing of the incumbent's attendance record during his/her last term of service.

Please provide the following required information and return immediately to our office for consideration at the Community & Economic Development Committee Meeting on January 31, 2010.

- Number of meetings held: 24
- Number of meetings attended: 22
- Number of excused absences: 2
- Number of unexcused absences: 0

Please return this information to Charlotte Rodriguez, crodri@milwaukee.gov
City Clerk's Office, Room 205, City Hall.

Very truly yours,
RONALD D. LEONHARDT
Ronald D. Leonhardt

NOTICES SENT TO FOR FILE: 101226

[illegible]



Legislation Details (With Text)

File #: 101497 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 3/23/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Appointment of Richard Zirbel to the Business Improvement District Board No. 35 (Kinnickinnic River) by the Mayor. (14th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 35

Attachments: Appointment Letter, Biogarpahy Page, Hearing Notice List

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|----------------------|--------|-------|
| 3/23/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number

101497

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Appointment of Richard Zirbel to the Business Improvement District Board No. 35 (Kinnickinnic River) by the Mayor. (14th Aldermanic District)

Drafter

Mayor

TB

3/23/11

March 23, 2011

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to make the following appointments to the Business Improvement District Board #35 (Kinnickinnic River):

Jeff James (replacing John Klement)
Horny Goat Brewing Company
2011 South First Street
Milwaukee, Wisconsin 53207

Richard C. Zirbel (replacing George Lubeley)
Gillen Company
218 West Becher Street
Milwaukee, Wisconsin 53207

These appointments are pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File 060754 with operating plan attached. Their terms will commence upon taking of the oath of office.

I trust these appointments will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett
Mayor

City of Milwaukee Business Improvement District No. 35

Professional Biographies Proposed Board of Directors for BID #35

**RICHARD C. ZIRBEL, P.E.
PRESIDENT**

BRIEF RESUME

EDUCATION: B.S. - CIVIL ENGINEERING
UNIVERSITY OF WISCONSIN-PLATTEVILLE
GRADUATED 1969

REGISTERED PROFESSIONAL ENGINEER - 1973.

40 YEARS EXPERIENCE WITH GILLEN COMPANY (1969 TO PRESENT).

**INCREASING RESPONSIBILITIES FROM STAFF ENGINEER TO CURRENT POSITION OF
PRESIDENT, INCLUDING:**

STAFF ENGINEER - ASSIST SUPERINTENDENTS WITH ADMINISTRATION OF
VARIOUS CONSTRUCTION PROJECTS AND ESTIMATORS WITH CONSTRUCTION PROJECT
BIDDING.

SUPERINTENDENT - ADMINISTER VARIOUS CONSTRUCTION PROJECTS,
INCLUDING CONSTRUCTION OF MARINAS, INDUSTRIAL DOCKWALLS, BREAKWATERS
AND RIVERWALLS.

SHIP REPAIR MANAGER - COORDINATE DOCKSIDE SHIP REPAIRS, INCLUDING
MAINTENANCE ON SELF-UNLOADING VESSELS, CONVERSION OF CAR FERRY TO OCEAN
BARGE AND REPAIRS TO US COAST GUARD ICE BREAKERS.

ESTIMATOR - ESTIMATING MARINE CONSTRUCTION PROJECTS, INCLUDING SHIP
REPAIRS, DREDGING, COFFERDAMS, DOCKWALLS, ETC.

VICE PRESIDENT - RESPONSIBILITY FOR BIDDING AND ADMINISTRATION OF
CONSTRUCTION CONTRACTS.

PRESIDENT - OVERSEE ALL GILLEN OPERATIONS WITH ACTIVE INVOLVEMENT IN
ALL PHASES.

MEMBER OF WSPE, ASCE, DFI AND ADSC.

NOTICES SENT TO FOR FILE : 101497

[illegible]



Legislation Details (With Text)

File #: 101389 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 3/1/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Appointment of Joseph Weirick to the Business Improvement District Board #15 (Downtown Riverwalk) by the Mayor. (4th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 15

Attachments: Appointment Letter, Resume, Hearing Notice List

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|----------------------|--------|-------|
| 3/1/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 3/4/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number

101389

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Appointment of Joseph Weirick to the Business Improvement District Board #15 (Downtown Riverwalk) by the Mayor. (4th Aldermanic District)

Drafter

Mayor

TB

3/1/11

March 1, 2011

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to make the following appointments to the Business Improvement District Board #15 (Downtown Riverwalk):

Joseph Weirick (replacing Kevin Kennedy)
CRP Commercial Services
310 West Wisconsin Avenue
Milwaukee, Wisconsin 53203

Lisa Tatro (replacing Paul Mathews)
REIT Management & Research, LLC
111 East Kilbourn Avenue – Suite 1800
Milwaukee, Wisconsin 53202

These appointments are pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File 931824. The terms will commence upon taking of the oath of office.

I trust these appointments will have the approval of your Honorable Body.

Respectfully submitted,

A handwritten signature in black ink, reading "Tom Barrett". The signature is fluid and cursive, with a long horizontal line extending from the "T".

Tom Barrett
Mayor

Joseph T. Weirick Bio
February 2011

- Education:** University of Wisconsin—Milwaukee; Bachelor of Science-Architecture, 1981; Graduate Studies; Rome, Italy, 1981
University of Texas—Austin; Graduate Studies, 1983
- Professional:** CRP Commercial Services, LLC, a subsidiary of RAIT Financial Trust; Milwaukee, WI
President
May 2010 to Present
CRP provides in-house asset services nationally for RAIT's owned commercial portfolio, including management, construction and marketing services. Among the owned assets is 310 W. Wisconsin Avenue (Reuss Federal Plaza) in Milwaukee.
- Formerly:
CB Richard Ellis; Milwaukee, WI
Executive Vice President
2006 to 2010
- Polack Management Company; Milwaukee, WI (WI affiliate of CB Richard Ellis)
President
2001 to 2006
- Faison Associates
Midwest Regional Partner
1989 to 2001
- Civic:** Business Improvement District #21 – Milwaukee Downtown
Board Member; 1998 to Present
- Milwaukee Riverwalk District, Inc.
Board Member; 1994 to Present
- Narrative:** Joe is a resident of the City of Milwaukee, and is a Wisconsin native, born and raised in Beloit, WI. Through his educational and professional pursuits, Joe has lived and worked in Austin, TX, Birmingham, AL, Arlington, TX and Chicago, IL. Joe returned to Milwaukee in 1989 to lead Faison Associates' Midwest regional office, including the leasing and operations of 100 East Wisconsin Avenue in partnership with Northwestern Mutual. In 1999, Joe and retail development partners from Faison's Washington, DC office were retained by Northwestern Mutual to undertake a \$25 million renovation and re-tenanting of the Grand Avenue Mall. The five year redevelopment effort attracted Old Navy, TJ Maxx, Linen & Things, Office Max, Borders Books, Applebee's, The Capital Grille and other stores to West Wisconsin Avenue. Joe is currently building a downtown Milwaukee-based asset services business on behalf of RAIT Financial Trust, a NYSE traded real estate investment trust specializing in financial and advisory services for the real estate investment community.

NOTICES SENT TO FOR FILE: 101389

[illegible]



Legislation Details (With Text)

File #: 101388 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 3/1/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Reappointment of Debra Usinger to the Business Improvement District Board #15 (Downtown Riverwalk) by the Mayor. (4th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 15

Attachments: Reappointment Letter, Bio Page, Attendance Record

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|----------------------|--------|-------|
| 3/1/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 4/21/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number

101388

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Reappointment of Debra Usinger to the Business Improvement District Board #15 (Downtown Riverwalk) by the Mayor. (4th Aldermanic District)

Drafter

Mayor

TB

3/1/11

March 1, 2011

To the Honorable, the Common Council
of the City of Milwaukee

Honorable Members of the Common Council:

I am pleased to reappoint Debra Usinger, Fred Usinger, Inc., 1030 North Old World Third Street, Milwaukee, Wisconsin 53203, to the Business Improvement District Board #15 (Downtown Riverwalk). This reappointment is pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File 931824. Ms. Usinger's term will commence upon taking of the oath of office.

I trust this reappointment will have the approval of your Honorable Body.

Respectfully submitted,

Tom Barrett
Mayor

Debra Usinger
N68 W5762 Bridge Commons Court
Cedarburg, WI 53012

Director of Retail Operations/Corporate Services
Fred Usinger, Inc.
1030 N Old World 3rd St.
Milwaukee, WI 53203

Usinger Foundation - President

Current Community Involvement
Boards:

Milwaukee County Historical Society
Milwaukee Downtown Bid #21-Secretary
Milwaukee Riverwalk District- Assistant Secretary and
Assistant Treasurer
Westown Association - Board Member, Past President
Business Improvement District #5- Chair
Business Improvement District #15- Board Member

Membership Organizations:

Professional Dimensions
Kiwanis Club of Greater Milwaukee- Vice President

Education:

BA, American Studies - Albion College, Albion, Michigan

Debra A. Patti
Real Estate Services Coordinator

CB Richard Ellis, Inc.
Asset Services

777 East Wisconsin Avenue
Suite 3250
Milwaukee, WI 53202

414 274 1659 Tel
414 273 4362 Fax

debra.a.patti@cbre.com
www.cbre.com

February 22, 2011

Honorable Mayor Tom Barrett
City Hall, Room 201
200 East Wells Street
Milwaukee, WI 53202

RE: BID #15 Business Improvement District Board Member Appointments

Dear Mayor Barrett:

At this time we would like to request the reappointment of the following board member to the Board of Business Improvement District #15.

The name and recommended term for reappointment are listed below:

Debra L. Usinger
Fred Usinger, Inc.
1030 North Old World Third Street
Milwaukee, WI 53203

Current Term: 02/20/08 – 02/20/11 New Term: 02/21/11 – 02/21/14

Please note the following which apply to her current term on the Board:

- Number of meetings held: 9
- Number of meetings attended: 7
- Number of excused absences: 2
- Number of unexcused absences: 0

Honorable Mayor Tom Barrett
February 22, 2011
Page 2

A copy of her professional biographical information is enclosed for your consideration. We hope that you will agree that the reappointment of this dedicated individual will benefit our board and Business Improvement District #15. If you require additional information, please do not hesitate to call me at 414-274-1659.

Sincerely,

Debra A. Patti
As Agent for BID #15

Enclosures

Cc: Rhonda Manuel, DCD
City Clerk's Office



Legislation Details (With Text)

File #: 101546 **Version:** 0

Type: Resolution **Status:** In Committee

File created: 4/12/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Resolution authorizing expenditures related to Accessibility Improvements to the downtown Riverwalk system.

Sponsors: THE CHAIR

Indexes: AGREEMENTS, BUSINESS IMPROVEMENT DISTRICT 15, RIVERWALKS

Attachments: Fiscal Impact Statement.pdf, Hearing Notice Llist

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|----------------------|--------|-------|
| 4/12/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 4/20/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number

101546

Version

ORIGINAL

Reference

051694

Sponsor

THE CHAIR

Title

Resolution authorizing expenditures related to Accessibility Improvements to the downtown Riverwalk system.

Analysis

Common Council File No. 051694, adopted on May 9, 2006, approved a Settlement Agreement between the United States of America, the City of Milwaukee ("City") and Business Improvement District ("BID") No. 15 relating to a complaint filed under the Americans with Disabilities Act. Per the Agreement, the City and BID No. 15 must improve nine (9) segments of Riverwalk in the downtown portion of the system to meet current ADA standards. The established budget for the project is \$4,797,473, which is funded initially by the City with 22 percent of such amount to be repaid to the City by BID No. 15.

Body

Whereas, The City of Milwaukee ("City") and Business Improvement District ("BID") No. 15 entered into a Riverwalk Development Agreement ("Agreement") for the district dated May 23, 1994; and

Whereas, The Agreement established the standards, rules and procedures for construction of the downtown Riverwalk; and

Whereas, The Agreement has been amended 14 times; and

Whereas, The City and BID No. 15 previously approved a funding plan for these Accessibility Improvements based upon an initial estimated cost for the project of \$1,500,000; and

Whereas, The current budget for the anticipated Accessibility Improvements indicated a cost of up to \$4,797,473; and

Whereas, BID No. 15 has agreed to contribute toward the cost of the Accessibility Improvements in an amount equal to the 22 percent standard used throughout the Riverwalk development program; and

Whereas, The share for BID No. 15 is estimated to be \$910,714, which will be paid back to the City by the BID under the terms and conditions of the original Agreement; and

Whereas, The Common Council of the City of Milwaukee ("Common Council") authorized the expenditure of an additional \$724,000 for payment of the City's share of Accessibility Improvements constructed in 2009; and

Whereas, The Common Council authorized the expenditure of an additional \$1,167,970 for payment of the City's share of Accessibility Improvements constructed in 2010; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City Comptroller is directed to transfer the sum of \$1,560,257 from the ADA Riverwalk Construction Parent Account No. 9990-UR047110000 to the ADA Riverwalk Construction Project Account No. 1910-UR047110000, representing the amount appropriated in the 2011 Budget for payment of the City's share of Accessibility Improvements to be constructed in 2011 and 2012; and, be it

Further Resolved, That the City Comptroller, in conjunction with the Commissioner of City Development, is directed to establish any and all appropriate subaccounts in accord with generally accepted accounting practices and City guidelines necessary to implement the intent of this resolution and maintain proper fiscal control; and, be it

Further Resolved, That any expenditure for Accessibility Improvements beyond the \$1,560,257 is subject to appropriation in the future by the Common Council; and, be it

Further Resolved, That the City Clerk is directed to forward a certified copy of this resolution to the Commissioners of City Development and Public Works and to the City Comptroller; and, be it

Further Resolved, That all City officials, departments, boards and commissions are directed to provide all such assistance to carry out the intent and purposes of this resolution.

Drafter

DCD:AER:aer

04/12/11/A



City of Milwaukee Fiscal Impact Statement

| | | | | | | |
|----------|----------------|---|--------------------|--|---|--|
| A | Date | 4/12/2011 | File Number | | <input checked="" type="checkbox"/> Original | <input type="checkbox"/> Substitute |
| | Subject | Resolution authorizing expenditures related to Accessibility Improvements to the downtown Riverwalk system. | | | | |

| | | |
|----------|---|----------------------------------|
| B | Submitted By (Name/Title/Dept./Ext.) | Rocky Marcoux, Commissioner, DCD |
|----------|---|----------------------------------|

| | | |
|----------|---|---|
| C | This File | <input type="checkbox"/> Increases or decreases previously authorized expenditures. |
| | <input type="checkbox"/> Suspends expenditure authority. | |
| | <input type="checkbox"/> Increases or decreases city services. | |
| | <input type="checkbox"/> Authorizes a department to administer a program affecting the city's fiscal liability. | |
| | <input type="checkbox"/> Increases or decreases revenue. | |
| | <input type="checkbox"/> Requests an amendment to the salary or positions ordinance. | |
| | <input checked="" type="checkbox"/> Authorizes borrowing and related debt service. | |
| | <input type="checkbox"/> Authorizes contingent borrowing (authority only). | |
| | <input type="checkbox"/> Authorizes the expenditure of funds not authorized in adopted City Budget. | |

| | | | |
|----------|---|---|--|
| D | Charge To | <input type="checkbox"/> Department Account | <input type="checkbox"/> Contingent Fund |
| | <input checked="" type="checkbox"/> Capital Projects Fund | <input type="checkbox"/> Special Purpose Accounts | |
| | <input type="checkbox"/> Debt Service | <input type="checkbox"/> Grant & Aid Accounts | |
| | <input type="checkbox"/> Other (Specify) | | |
| | | | |

| E | Purpose | Specify Type/Use | Expenditure | Revenue |
|----------|--------------------|--|----------------|---------|
| | Salaries/Wages | | \$0.00 | \$0.00 |
| | | | \$0.00 | \$0.00 |
| | Supplies/Materials | | \$0.00 | \$0.00 |
| | | | \$0.00 | \$0.00 |
| | Equipment | | \$0.00 | \$0.00 |
| | | | \$0.00 | \$0.00 |
| | Services | | \$0.00 | \$0.00 |
| | | | \$0.00 | \$0.00 |
| | Other | Downtown Riverwalk ADA Accessibility Improvments | \$1,560,257.00 | \$0.00 |
| | | | \$0.00 | \$0.00 |
| | TOTALS | | \$1,560,257.00 | \$ 0.00 |

F**Assumptions used in arriving at fiscal estimate.** Project cost estimates received from vendors**G****For expenditures and revenues which will occur on an annual basis over several years check the appropriate box below and then list each item and dollar amount separately.**☒ **1-3 Years** ☐ **3-5 Years**☐ **1-3 Years** ☐ **3-5 Years**☐ **1-3 Years** ☐ **3-5 Years****H****List any costs not included in Sections D and E above.****I****Additional information.****J****This Note** ☐ **Was requested by committee chair.**

NOTICES SENT TO FOR FILE 101546

[illegible]



Legislation Details (With Text)

File #: 101375 **Version:** 1

Type: Resolution **Status:** In Committee

File created: 3/1/2011 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Substitute resolution appropriating \$250,000 from the Development Fund to Sweet Water Organics for economic development purposes, in the 14th Aldermanic District.

Sponsors: ALD. ZIELINSKI, ALD. BAUMAN

Indexes: DEVELOPMENT FUND, ECONOMIC DEVELOPMENT

Attachments: Sweet Water Organics - Grow Zone Expansion & Operating Expenses, City wins grant to develop urban farms MJS article 3-9-2011.pdf, IBM Smarter Cities Challenge - Program Overview.pdf, Milwaukee perch on menu at Obama fundraiser MJS article 4-13-2011.pdf, Line Itemization for Sweetwater Organics Loan Proposal, TERM SHEET.pdf, Proposal - Final 4-21.pdf, Hearing Notice List, Proposed Sub A

| Date | Ver. | Action By | Action | Result | Tally |
|-----------|------|--|---------------------------|--------|-------|
| 3/1/2011 | 0 | COMMON COUNCIL | ASSIGNED TO | | |
| 3/29/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 3/29/2011 | 0 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 4/4/2011 | 1 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HELD TO CALL OF THE CHAIR | Pass | 4:0 |
| 4/20/2011 | 1 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |
| 4/20/2011 | 1 | COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE | HEARING NOTICES SENT | | |

Number
101375
Version
SUBSTITUTE 1
Reference

Sponsor
ALD. ZIELINSKI, BAUMAN
Title

Substitute resolution appropriating \$250,000 from the Development Fund to Sweet Water Organics for economic development purposes, in the 14th Aldermanic District.

Analysis

This resolution authorizes the expenditure of \$250,000 from the Development Fund in the form of a forgivable loan to Sweet Water Organics to assist in a "Milwaukee Grow Zone" development project.

Body

Whereas, The 2011 Capital Budget for the City of Milwaukee provides for the Development Fund;
and

Whereas, The City has an ongoing commitment to job retention and creation; and

Whereas, Sweet Water Organics is an urban farm that has re-purposed an unused industrial building in Milwaukee's Bay View neighborhood; and

Whereas, Sweet Water Organics uses an aquaponics system to currently provide over 8,000 fresh fish filets and grow over 4,000 vegetables to over 20 local restaurants, markets, wholesalers and local residents with businesses expressing interest in increasing current orders; and

Whereas, Sweet Water Organics is a model for adaptive building re-use, community-based sustainable agriculture production and freshwater use, and local job creation; and

Whereas, Sweet Water Organics is now embarking on the "Milwaukee Grow Zone" project, which will include:

Stage 1 - Construction and operation of an outdoor growing system that will increase fish and vegetable production by 400% and is expected to create 10 full-time-equivalent jobs by December 2011.

Stage 2 - Redevelopment of at least one additional property in the Bay View neighborhood to replicate Sweet Water Organics' community-based, sustainable agriculture production model in collaboration with at least one other sustainable food/energy-focused business, with the anticipated creation of 75 full-time-equivalent positions by July, 2014. This new development will be a multi-business "green industry park".

; and

Whereas, Jobs created through the Milwaukee Green Zone project will stay in Milwaukee, encourage workers to reside within Milwaukee city limits and be accessible career opportunities for entry-level "middle-skills" workers; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City Comptroller is directed to transfer \$250,000 from the Development Fund Parent Account to the Sweet Water Organics Project to fund a \$250,000 forgivable loan to Sweet Water Organics for the "Milwaukee Grow Zone" development project; and, be it

Further Resolved, That the Commissioner of City Development and the City Attorney are directed to negotiate, draft and execute a loan agreement with Sweet Water Organics.

Requestor

Drafter
LRB125818-2
Amy E. Hefter
3/30/2011

Sweet Water Organics - Grow Zone Expansion and Operating Expenses

| Expense | Apr 11 | May 11 | Jun 11 | Jul 11 | Aug 11 | Sep 11 | Oct 11 | Nov 11 | Dec 11 | TOTAL EXP | City Development Funding |
|--|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------------|
| Outdoor Infrastructure | 1,500.00 | 12,000.00 | 1,000.00 | 3,000.00 | 4,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 1,000.00 | 25,500.00 | |
| Plumbing | 500.00 | 5,000.00 | | | | | | | | 5,500.00 | |
| Electrical | 1,000.00 | 2,000.00 | | | | | | | | 3,000.00 | |
| Greenhouse Repairs | 4,000.00 | 2,500.00 | | | | | | | | 6,500.00 | |
| Landscaping | 1,000.00 | 1,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 | |
| Growing supplies | 5,708.00 | 3,642.00 | 500.00 | 500.00 | 5,500.00 | 850.00 | 5,800.00 | 500.00 | 500.00 | 23,500.00 | |
| Total Outdoor Infrastructure and Construction | 13,708.00 | 26,142.00 | 1,500.00 | 3,500.00 | 9,500.00 | 1,850.00 | 6,800.00 | 1,500.00 | 1,500.00 | 66,000.00 | |
| Est City Development Funding Allocation | -13,000.00 | -26,000.00 | | | -8,500.00 | | -1,500.00 | | | | -49,000.00 |
| Salaries and Wages | 14,640.00 | 28,500.00 | 28,500.00 | 28,500.00 | 28,500.00 | 28,500.00 | 28,500.00 | 28,500.00 | 28,500.00 | 242,640.00 | |
| Employment Taxes | 1,464.00 | 2,850.00 | 2,850.00 | 2,850.00 | 2,850.00 | 2,850.00 | 2,850.00 | 2,850.00 | 2,850.00 | 24,264.00 | |
| Total Insurance | 4,887.81 | 2,475.38 | 2,475.38 | 2,475.38 | 2,975.38 | 2,975.38 | 5,675.38 | 2,975.38 | 2,975.38 | 29,890.81 | |
| Professional Fees | 1,200.00 | 400.00 | 400.00 | 400.00 | 400.00 | 400.00 | 1,400.00 | 2,400.00 | 3,400.00 | 10,400.00 | |
| Est City Development Funding Allocation | -15,000.00 | -30,000.00 | -30,000.00 | -20,000.00 | -20,000.00 | -20,000.00 | -20,000.00 | -21,000.00 | -25,000.00 | | -201,000.00 |
| Office expenses | 1,500.00 | 1,500.00 | 1,500.00 | 1,500.00 | 1,500.00 | 1,500.00 | 1,500.00 | 1,500.00 | 1,500.00 | 13,500.00 | |
| Rent | 4,400.00 | 4,400.00 | 4,400.00 | 4,400.00 | 4,400.00 | 4,400.00 | 4,400.00 | 4,400.00 | 4,400.00 | 39,600.00 | |
| Total Utilities | 4,500.00 | 5,000.00 | 5,000.00 | 5,000.00 | 5,000.00 | 5,000.00 | 5,500.00 | 6,500.00 | 7,000.00 | 48,500.00 | |
| Total Expense | 32,091.81 | 44,625.38 | 43,625.38 | 43,625.38 | 44,125.38 | 44,125.38 | 48,325.38 | 47,625.38 | 49,125.38 | 490,365.61 | -250,000.00 |

Assumptions*Infrastructure*

Cost to complete each (4) PT30 Greenhouse and prepare for planting \$1400

Cost to complete each (2) XA300 Greenhouse and prepare for initial planting \$3200, not configured with EZ Gro until August

Plumbing, electrical, landscaping and greenhouse repairs include labor of local contractors as well as supplies

Salary and Wage

Salaries listed account for staff scaling up to 10 Full Time Equivalent employees beginning in May

Professional Fees

Includes accounting as well as research and development of Phase #2 expansion in close coordination with local higher education institutions

City Development Funding

City Development Funding to assumed allocated beginning in April





City wins grant to develop urban farms

By Karen Herzog of the Journal Sentinel

March 9, 2011 | (24) Comments

IBM will announce Wednesday that Milwaukee is among 24 cities worldwide to receive a Smarter Cities Challenge grant, which will give the city access to top IBM experts and technology to potentially expand local, cutting-edge urban agriculture efforts around the globe.

The IBM Smarter Cities Challenge grants, valued at about \$400,000 apiece, are aimed at helping cities improve one aspect of city life. Issues addressed by winning cities include health care, education, safety, social services, transportation, communications, sustainability, budget management, energy and utilities.

More than 200 cities in 40 countries competed for the 24 grants. IBM plans to award a total of \$50 million worth of technology and services to 100 municipalities worldwide over the next three years.

"We're getting some really smart people to help us as we move our urban agriculture system to the next level," Mayor Tom Barrett said Tuesday. "They'll do a systems analysis as to how to grow this to a larger economic scale."

The grant specifically will look at how water management and aquaculture intersect, and whether there's a sustainable economic model in Sweet Water Organics, an urban fish and vegetable farm that mimics the Earth's natural ecosystem in an industrial building in the Bay View neighborhood. Harnischfeger Industries once used the building to make mining cranes.

Cofounded by roofing contractor James Godsil and business partner Josh Fraundorf, Sweet Water Organics is the first commercial test of Will Allen's innovative aquaculture model for perch - an eco-friendly system that produces fish and vegetables in a closed system that conserves water. Growing Power, the nonprofit urban farm at 5500 W. Silver Spring Drive, unveiled the system three years ago.

"It's my understanding that IBM wants to help Milwaukee advance itself as one of the world's smartest cities by virtue of our commitment to learning to feed ourselves," Godsil said Tuesday. "We've formed a grand alliance around creating a 21st-century, Earth-friendly industry that reminds me of the grand alliance formed when we shifted from wheat and alfalfa and corn to dairy - a much higher added-value form of agriculture with technology surrounding it."

Each city will gain a team of specially selected IBM experts, researchers and consultants who will study the role that intelligent technology can play to analyze and strategize project goals.

"We selected these cities because of their commitment to the use of data to make better decisions, and for their desire to explore and act on smarter solutions to their most pressing concerns," said Stanley S. Litow, IBM vice president of corporate citizenship and corporate affairs. "The cities we picked are eager to implement programs that tangibly improve the quality of life in their areas, and to create road maps for other cities to follow."

A consistent theme among applicant cities was collecting, sharing, analyzing and acting on data.

Find this article at:

<http://www.jsonline.com/news/milwaukee/117624638.html>

☐ Check the box to include the list of links referenced in the article.



Smarter Cities Challenge - Program Overview

Background

Cities are home to more than half the world's population, and wield more economic power, greater political influence and more advanced technological capabilities than ever before. Simultaneously, cities are struggling with a wide range of financial and service delivery challenges, in areas as diverse as transportation, energy, clean water, education, social services, public safety and economic development.

What is it?

The Smarter Cities Challenge is a 3-year IBM Corporate Citizenship initiative to enable 100 cities around the world to become smarter by enhancing their capacity to collect, analyze and act upon information across multiple core systems; to apply data-driven *system of systems* analysis to the key problems facing cities; to create a global network through which cities can measure progress and share best practices; and to foster cross-sector partnerships that address critical challenges, enabling cities around the world to become more vibrant and livable places for all their citizens.

Each city participating in the Challenge will receive a donation of IBM services and/or technology valued at USD 250,000-400,000 to address a specific problem or opportunity selected by the city in collaboration with IBM. The donation will be primarily in the form of talent – the time and expertise of top performing IBMers from different functions and locations, who will work closely with city leaders to deliver recommendations on the selected issue.

Case Study: Baltimore, Maryland

A team of IBMers from the United States and Canada worked in Baltimore, Maryland for three weeks to analyze the disconnect between citizens, especially youth, and city services in the City of Baltimore and develop short and long-term recommendations to address it.

The team's recommendations in public safety focused on making better use of information and technology, and improving community perceptions of public safety. Recommendations in youth services centered on improving the integration and coordination of services across agencies.

They went on to lay out a proposal for a Mayor's Information Initiative and concluded with a discussion of innovative funding models to support the adoption of recommended actions, which aim to accelerate the City's efforts to harness the power of information to bring its citizens and their government closer together.

Cities will also have access to a wide array of IBM resources, potentially including: technological skills and expertise, assistance with strategic planning, insight into case studies and best practices, social networking tools, and City Forward, a powerful new tool which allows cities to analyze, compare and visualize data across systems. City Forward applies IBM's expertise in data analysis and visualization to public data sets, enabling citizens and policymakers to reveal new insights and relationships in city systems. As part of the grants, cities may receive assistance in preparing and analyzing data sets with City Forward.

For more information, please refer to the Smarter Cities Challenge website at www.smartercitieschallenge.org, which will be available following the November program launch.

Applying for the Smarter Cities Challenge

Cities around the world are invited to apply for the Smarter Cities Challenge. As we look to maximize the impact of these grants, cities with pressing concerns and clear commitments to the implementation of new technologies will be strong candidates to receive the grants. We anticipate that the grant will have the greatest impact on cities with populations of 100,000 to 700,000, but cities of any size that are well positioned to utilize the resources offered in the Smarter Cities Challenge are welcome to apply.



The application for the Smarter Cities Challenge must come from an executive officer of a municipality or local government, whose title varies by location – for example, s/he may be the mayor, city manager, chief administrative officer, county manager, county executive, etc. The most successful proposals will:

- Describe 1-3 potential problems or opportunities to address with the grant
- Provide clear, compelling evidence that the city is well positioned to utilize the resources offered in the Smarter Cities Challenge
- Outline how a grant of IBM talent and technology has the potential to substantially enhance the city's capacity to act on key issues
- Highlight recent efforts to develop innovative solutions to public problems, including any initiatives to implement new technologies or open data policies
- Demonstrate the city is ready to match IBM's investment with its own commitment of time and talent, including access to the city agencies and personnel relevant to the project

Applications may be submitted through the Smarter Cities Challenge website. While contact information must be submitted in English, documents from local government leaders may be submitted in the language of business in each country.

Following the November 2010 program launch, applications will be accepted annually, with the first cycle closing on December 31, 2010. Applications will be reviewed by IBM Corporate Citizenship in January 2011, and cities with promising proposals may be contacted for further information or meetings to help inform the review and selection process. IBM talent will be deployed to selected cities throughout 2011, scheduled in coordination with the cities.



Milwaukee perch on menu at Obama fundraiser

By [Karen Herzog](#) of the Journal Sentinel

April 13, 2011 | [\(7\) Comments](#)

When President Barack Obama kicks off his re-election campaign in Chicago on Thursday, he may get a taste of sweet, yellow perch raised in an old factory building in Milwaukee's Bay View neighborhood.

Sweet Water Organics has delivered 10 pounds of yellow perch to MK Chicago restaurant for the \$35,000-a-plate fundraiser, one of three fundraisers in the president's hometown scheduled for Thursday.

The Sweet Water Organics perch will be cut into thin pieces, lightly breaded, deep-fried and served with tartar sauce as an hors d'oeuvre, said Michael Kornick, chef-owner of MK Chicago.

The perch is raised about a mile from Lake Michigan at an urban fish and vegetable farm that mimics the Earth's natural ecosystem in an industrial building Harnischfeger Industries once used for shipping mining cranes. Sweet Water Organics is the first commercial test of Milwaukee urban farmer Will Allen's innovative aquaculture model.

Of course, the urban farm got its fish on the presidential fundraiser menu because it has the right connections.

Megan Jeyifo, office manager at MK Chicago, is the daughter of James Godsil, co-founder of Sweet Water Organics.

Sweet Water also has a first family connection: Michelle Obama's alma mater, Whitney M. Young Magnet High School in Chicago's West Loop. Sweet Water set up a miniature version of its aquaponics system for students at the first lady's alma mater to raise their own fish and vegetables while learning about science and the environment.

Godsil said Sweet Water is working to build more relationships in Chicago to spread the reach of urban agriculture.

Chef Kornick's wife, Lisa Koch, has joined the Sweet Water Foundation board.

MK Chicago has hosted the president twice before -- for Michelle Obama's birthday, and for a fundraiser during Obama's presidential campaign.

Obama will officially launch his re-election campaign Thursday with an event at Navy Pier. Tickets for that event start at \$250 apiece. Two other events -- with higher price tags -- are planned at MK Chicago and another Chicago restaurant, Nine. All money raised goes jointly to the Democratic National Committee and Obama's campaign.

Find this article at:

<http://www.jsonline.com/blogs/news/119797244.html>

☐ Check the box to include the list of links referenced in the article.

Line Itemization for Sweetwater Organics Loan Proposal:

Increased Fish Production

- 1) Complete interior water filtrations systems to improve water quality, overall fish health, greatly improved fish growth rates, and to be able to handle dramatic increases in the number of new fish

| | |
|---|-------------|
| *) Filtration & Clarification costs, including installation, and expert design consultation: | \$40,600.00 |
| *) One Outdoor triple fish tank, allowing for increased production of 12,000 fish per year: | \$45,000.00 |
| *) Acquisition of 50,000 new fish seedlings: | \$18,900.00 |

Increased Sprout & Vegetable Production

- 2) Will complete the outdoor portion of the existing facility to include 7 covered specialized green houses, totaling 5,000 sq ft, which will allow for a 400% increase in the production of organic vegetables to meet local demand.

| | |
|---|-------------|
| *) Installation, plumbing, electrical, engineering, and plant acquisition: | \$37,500.00 |
|---|-------------|

- 3) Construction of climate-controlled vegetable sprout production room. This will facilitate a 1200% sprout production increase by 2011 year end, and doubling again by 2012 year end to 52,000 trays per year.

| | |
|--|-------------|
| *) Construction and Materials, electrical, and engineering: | \$38,500.00 |
|--|-------------|

Increased Compost Production:

- 4) Will increase outdoor production capacity to generate at least 8 tons per month of compost for sale to retailers.

| | |
|---|--------------------|
| *) Construction of underground concrete slab, and outdoor covered production units including materials and labor: | \$28,600.00 |
| *) Acquisition of tractors for production, and truck and trailer to pick up food waste from local vegetable retailers: | <u>\$40,900.00</u> |

\$250,000.00



TERM SHEET

Sweet Water Organics, Inc.
April 19, 2011

*Borrower: Sweet Water Organics, Inc.

*Lender: City of Milwaukee

*Loan Amount: \$250,000

*Use of Funds: Expand the current Sweet Water facility located at 2151 S. Robinson with the intention of increasing fish, plant and compost production capacity. This expansion will create additional jobs, both in the Sweet Water facility as well as jobs associated with the existing and potential purveyors of Sweet Water's goods throughout the marketplace.

*Interest Rate: 5%

*Term: 4 years

*Principal Amortization: \$62,500 per year

*Payments: Annual payments of the principal and accrued interest.

*Loan Forgiveness: Annual payment of principal and accrued interest shall be forgiven for the year if the Borrower strives to achieve and maintains employment levels as follows:

| | |
|--------------------|--------------|
| December 31, 2011: | 10 positions |
| December 31, 2012: | 21 positions |
| December 31, 2013: | 35 positions |
| December 31, 2014: | 45 positions |

*Loan Approval: Loan is subject to approval by the Common Council of the City of Milwaukee. Source of funds is the City's Development Fund Account No. 9990-UR03311000A.



April 21st, 2011

SWEET WATER ORGANICS MILWAUKEE GROW ZONE PROJECT

Preamble:

Sweet Water Organics was designed to benefit from, and help reverse, a confluence of local, national, and global trends.

*) Most agricultural jobs exist outside of urban areas. SWO seeks to reverse that by creating jobs in an urban setting, and additionally by providing comprehensive training for others so that they can go on and do the same.

*) Most food production worldwide is heavily petroleum dependent. Fertilizers are primarily petroleum based, and transportation costs are heavily dependent on petroleum. As petroleum prices head towards \$200 a barrel, SWO seeks to grow organic food without fertilizer, meant to be delivered locally & regionally, thus reducing petroleum dependence two ways.

*) Oceans and Lakes are being over-fished, and pollution is a growing problem. Indeed, Lake Michigan halted the commercial fishing of Yellow Perch in 1996, and is unlikely to resume it.

*) The Great Lakes Region of the US accounts for 30% of US population, yet produces only 2% of its seafood production. The Great Lakes Region is a net importer of over 1 billion pounds of seafood annually. SWO is partnering with local educational & science entities to grow high quality fish, including Yellow Perch, using state-of-the-art aquaponics systems. SWO is doing this indoors, in an urban environment to meet demand, and reduce dependence on imports. The demand for locally grown, high quality fish within 5 hours of the Great Lakes is virtually unlimited.

*) As recent events in Japan, and elsewhere, help highlight, the issue of food safety, and food security continue to grow globally, putting huge upward pressure on food prices locally, and worldwide. Once again, SWO is positioned to help reverse that trend, profit from it, and create Milwaukee jobs as a result. SWO uses clean water, and fish byproducts, to also grow high quality organic vegetables and produce with a minimum of space, in an urban setting, creating urban jobs. As consumer awareness of the importance of fresh, healthy food increases, so does the demand at local restaurants, Supermarkets, and wholesalers. Again, SWO is stepping in to supply the increasing demand, increase awareness of healthy, sustainable alternatives to mass-produced food from foreign countries.

*) At a recent major international conference it was concluded that if current trends continue, the world will have to produce as much food in the next 40 years, as it has in the last 8,000 years.

*) Quite simply, SWO has always faced a situation where the demand for their products far outstrips their ability to produce it. They face no challenges in terms of selling, or marketing their fish or produce. Funding for additional production capacity, will drastically increase their production, which will instantly be absorbed by the market, which will translate to greatly enhanced revenue generation, and thus, higher urban job creation.



OVERVIEW

Sweet Water Organics (SWO) seeks to build on Milwaukee's growing reputation as an international leader in community-based, sustainable agriculture production by continuing to improve and expand its existing facility in the Bay View neighborhood. The Milwaukee Grown Zone (MGZ) project will dramatically boost production at the current SWO site through the construction of outdoor green houses, completion of a 1 acre outdoor commercial composting structure, construction of a 1200 sq ft sprout production room, and construction of additional commercial scale fish tanks. This expanded and re-engineered model site will serve as a stepping stone toward the development of state of the art urban, green agricultural practices that can be applied to future projects in Milwaukee. This will allow SWO to continue to develop and grow the sustainable organic agriculture industry in Milwaukee. Additionally, SWO will simultaneously continue to develop and implement training and certification programs leading to job opportunities in the urban ag/aquaponics industry.

The Milwaukee Grow Zone is designed to result in:

- Fish production is anticipated to rise to 150,000 filets by 2012, and 220,000 by 2013. An increase from approximately 105,000 for 2011. Vegetable production is estimated to rise from 96,000 plants in 2011, to 165,000 for 2012, and 261,000 for 2013. Sprout production is anticipated to rise from a current nominal number to 500 trays a week by year end, 1000 trays a week by 2012, and 1300 trays a week by 2013. Outdoor commercial grade compost production will rise from zero, to 8 tons per month by year end, and for 2012, and to 11 tons per month by 2013.
- This will lead to the creation of 10 FTE jobs by year end 2011, and 15 by year end 2012.
- An innovative, on-site training model will also be developed to incorporate on-to-one mentoring, integration of a broad set of technical skills and knowledge, and an aquaponics credential program.
- A series of 4 annual international workshops will also be implemented, as will an expanded program of educational tours for the numerous interested parties from all over the world.

Additional benefits of the Milwaukee Grow Zone Include:

- Increased food security, and quality, for the Milwaukee metro area with a yield of thousands of additional pounds of wholesome foods: yellow perch, lettuce, tomatoes, green peppers, sprouts, herbs, among others.
- Economic benefits from out-of-state and international visitors who come to learn about the SWO model and, during their visit, patronize Milwaukee's hotels, restaurants, and tourism sites.
- Re-purposing of an abandoned factory to a neighborhood-friendly industry that generates little noise, efficiently utilizes natural resources, and has a beneficial effect on the environment.
- Partnerships with the local Universities and schools that offer opportunities for learning and innovation to prepare future generations for more sustainable, productive living.

COMMUNITY NEED, MARKET DEMAND & INTERNATIONAL INTEREST

Through the implementation of the Milwaukee Grow Zone Project, SWO will create a pathway for local "green industry" growth that will provide much-needed jobs, attract related businesses and foundations to invest, and support community development. Jobs created through the MGZ will be



sustainable since they are based on a strong local demand for organic food products. SWO currently provides substantial quantities of fresh fish and organic vegetables and sprouts to more than 20 local restaurants, markets, and wholesalers in 2011. Our current accounts have expressed interest in more than tripling their current orders, while other vendors, who are not current customers, have expressed the desire to purchase from us when additional capacity comes online. The jobs created through the MGZ will stay in Milwaukee for the long term, encourage families to reside in city limits, and be accessible career opportunities for entry-level "middle class" workers. SWO will build on its name that has been promoted by NBC Nightly News, the Wall Street Journal, New York Times, and other news outlets by continuing to attract visitors, businesses, and foundations from throughout the nation and world. It also will build on the support it receives from IBM as a result of winning the Smarter Cities Challenge Grant. Additionally, it will continue to expand its synergistic working relationships with the Great Lakes Water Institute, MSOE, MTEC, and other Milwaukee educational and scientific entities. SWO has hosted in the past three months alone, leaders from businesses, non-profits, government, and universities from over 20 states and 8 countries. With the completion of the SWO phase #1 we will be able to attract more people to Milwaukee growing the Green Industry locally, and continue to promote Milwaukee as the leader in urban agriculture on a global level.

MGZ PROJECT TIMELINE

Stage One of the Milwaukee Grow Zone project will support the completion of an on-site outdoor, commercial grade composting facility, a 1200 sq ft sprout production room, and the expansion of the outdoor portion of the existing facility, which includes over 5,000 sq feet of green houses and at least 3 new commercial grade fish tanks. This stage will be initiated in May 2011, and will be completed by year end. Jobs to be created will include: laborers, engineers, a biologist, a horticulture position, a water chemist, fish specialist, etc. in the construction and upkeep of the new outdoor and indoor 3-4 season production areas. Construction of the composting site, sprout room, and outdoor expansion will be completed by December 2011, and result in dramatically increased crop yield across all areas of production. This includes new varieties of crops (tomatoes, peppers, and cucumbers), and the piloting of a vertical growth approach that will enable more efficient use of space.

By the end of the first stage of the MGZ project, the model SWO production and training site will be completed, enabling a consistent, year-round yield to start to further meet the demand of local buyers and demonstrating the model's viability for replication and broader investment. Simultaneously, we are, and will be in continuous talks with other potential investors, business partners, and strategic alliance partners about further expansion, and thus job creation in the Milwaukee area. It is difficult to predict the outcome of such talks until they are finalized, but given the number of organizations that have already been in contact with us, it is likely to happen soon, and be substantial.

INNOVATIVE TRAINING AND PROFESSIONAL SUPPORT

The Milwaukee Grow Zone will support workers in developing a broad set of technical skills and knowledge in a fast-growing, 21st century industry. While effective management of aquaponics systems requires proficiency in a diverse set of scientific disciplines (water chemistry, fish science, and plant biology, etc.), the SWO model provides entry-level workers with the opportunity to participate in each step of the food production process. Through one-to-one mentoring and hands-on learning experiences within this process, SWO workers will gain an increasingly advanced set of technical skills and knowledge.

As workers develop their skills expertise and production capacity is expanding, new positions will likely



be created both within SWO and related "spin-off" industries, enabling a career ladder of opportunities for participating workers. SWO will also offer an aquaponics credential program and professional learning community, in coordination with area educational institutions, to support workers and other interested community learners in developing urban agriculture expertise and sharing innovations. SWO is also in conversation with MTEC looking at certification programs in urban agriculture/aquaponics.

HIGH LEVERAGED INVESTMENT FOR LONG TERM ECONOMIC IMPACT

In addition to the creation of, what we believe to be, 45 direct and indirect jobs locally and the long-lasting worker skills development, re-purposing of unused city property, and increasing property tax revenue, the Milwaukee Grow Zone will leverage city investment of \$250,000 through the attraction of new ideas, dollars, foundations, businesses, and residents who want to be part of Milwaukee's green industry movement. A recently announced example of this is IBM's selection of SWO to be provided \$400,000 worth of in-kind consultative and scientific expertise towards promoting sustainable systems innovations. With the city of Milwaukee support, Sweet Water Organics will be able to demonstrate the full potential of its model and continue to attract interest, millions of dollars of investment, and intellectual resources, from businesses, educational and scientific entities, and foundations, that will support Milwaukee's emergence as the leader in the fast-growing green industries of food production and freshwater use.

NOTICES SENT TO FOR FILE: 101375

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..Number
101375
..Version
PROPOSED SUBSTITUTE
..Reference

..Sponsor
ALD. ZIELINSKI AND BAUMAN

..Title
Substitute resolution appropriating \$250,000 from the Development Fund to Sweet Water Organics for economic development purposes, in the 14th Aldermanic District.

..Analysis
This resolution authorizes the expenditure of \$250,000 from the Development Fund in the form of a forgivable loan to Sweet Water Organics to assist in a “Milwaukee Grow Zone” development project.

..Body
Whereas, The 2011 Capital Budget for the City of Milwaukee provides for the Development Fund; and

Whereas, The City has an ongoing commitment to job retention and creation; and

Whereas, Sweet Water Organics is an urban farm that has re-purposed an unused industrial building in Milwaukee’s Bay View neighborhood; and

Whereas, Virtually all of the product grown and raised at Sweetwater and sold to city vendors such as Empire Fish, La Marenda, and many others, creates a 2.75 economic multiplier factor in the work force; and

Whereas, Future production would meet additional demand requested by such vendors as Roundy’s, Metcalfe/Sentry and SURG Restaurant Group; and

Whereas, These products are sold to retail outlets where they generate additional jobs and tax revenue and are making the city a recognized worldwide leader in the aquaponics industry as Sweetwater’s numerous appearances in the national and international media attest; and

Whereas, Sweetwater was one of 24 winners of the IBM Smaller Cities Challenge Grant, chosen from over 200 cities in 40 countries world-wide attesting to the power of its business concepts to attract global attention; and

Whereas, Numerous Milwaukee companies, foundations and educational entities (Great Lakes Water Institute, UWM, and MSOE, for example) are working with Sweetwater to expand its capacity and to assist it in patenting and licensing its products and operating trade secrets; and

Whereas, Sweet Water Organics has provided the yellow perch that was served at a fundraiser dinner for President Obama and his guests on April 14, 2011, at mk Restaurant in Chicago; and

Whereas, Sweetwater and its foundation currently provides opportunities for minority members in the community to learn life-long skills, trades and technology applications and apply them to careers at Sweetwater and other food producers in the city; and

Whereas, Sweetwater is committed to hiring as many as 20% of those trained minority members to full-time positions as they become available; and

Whereas, Sweetwater currently utilizes over 600 hours of minority member labor a month, estimated to rise to 1,400 hours monthly within 2 years, to assist in its operation, many of whom will go on to hone their skills and obtain well paying jobs at all levels within the market place; and

Whereas, A loan would provide Sweetwater an opportunity to greatly enhance its production volume, meet additional local and regional demand, as well as furthering its cutting edge food production ideas, while providing the highest quality, fresh food to Milwaukee, reducing the use of petroleum in food production, and providing a growing number of urban jobs; and

Whereas, Management and staff of Sweetwater have consistently demonstrated a total commitment to growing their business within the City of Milwaukee and raising and investing the capital necessary to achieve success and profitability on its operating side, while at the same time utilizing its foundation to make significant contributions to individuals of all backgrounds within the city; and

Whereas, This combination of commitment offers Milwaukee huge potential for economic growth, job development, national and international recognition; and

Whereas, Jobs created through the Milwaukee Green Zone project will stay in Milwaukee, encourage workers to reside within Milwaukee city limits and be accessible career opportunities for entry-level “middle-skills” workers; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City Comptroller is directed to transfer \$250,000 from the Development Fund Parent Account to the Sweet Water Organics Project to fund a \$250,000 forgivable loan to Sweet Water Organics for the “Milwaukee Grow Zone” development project; and, be it

Further Resolved, That the Commissioner of City Development and the City Attorney are directed to negotiate, draft and execute a loan agreement with Sweet Water Organics on behalf of the City of Milwaukee.

..Requestor

..Drafter
LRB125818-3
Amy E. Hefter
4/19/2011