

Milwaukee Business Improvement District Board of Directors Nomination Form

BID Number	10	BID Name	Near West Side
Nominee Name	April Gianceselli		
Nominee Email	April.Gianceselli@harley-davidson.com		
Nominee Phone Number	414-899-8203		
Home Address	W298S2793 Ridgewood Drive Waukesha, WI 53188		
Date of BID Board Meeting Approval	2/6/2025		

Select Nomination Type:

- Filling a vacant board seat
- Replacing another board member
 - Which Board Member will the nominee be replacing? Jason Tolleson
- Renewal*
 - Number of Meetings Held while serving on Board: _____
 - Number of Meetings Attended while serving on Board: _____

**Board renewals with perfect attendance do not need to appear for a hearing for renewal*

Mark all BID Board Member Eligibility Categories that apply:

- Property Owner
- Business Owner/Representative
- City of Milwaukee Resident

Please list any properties the nominee owns in the City of Milwaukee and/or any businesses that the nominee represents that has a physical presence in the BID:

Harley-Davidson, 3700 W Juneau Ave Milwaukee, WI 53208

Enclosed Nomination Documents:

- BID Nomination Letter



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

RE: BID NO. 10 BUSINESS IMPROVEMENT DISTRICT BOARD MEMBER APPOINTMENT

Dear Mayor Johnson,

We would like to request the appointment of April Gianceselli to the Board of Business Improvement District No. 10. April is a representative of Harley-Davidson, one of BID 10's largest property owners. April will be filling the position recently vacated by Jason Tolleson.

Ms. Gianceselli's information recommended term for appointment is listed below. Additional biographical information for the nomination listed below is attached for your consideration.

April Gianceselli
W298S2793 Ridgewood Drive
Waukesha, WI 53188
(414) 899-8203

April.Gianceselli@harley-davidson.com
Proposed Term: March 3, 2027

We hope that you will agree that the appointment of this dedicated individual will benefit our board and BID #10. If you require additional information, please do not hesitate to contact me at 414 -933-0640.

Sincerely,

Lindsey St Arnold Bell

Lindsey St Arnold Bell
Executive Director
Business Improvement District #10
Near West Side Partners

APRIL GIANESELLI

WAUKESHA WI ▪ April.gianeselli@gmail.com ▪ 414-899-8203

Results-driven Corporate Social Responsibility professional with 10+ years of experience leading corporate and foundation giving through charitable contributions, grants, and volunteer programs. Skilled in stakeholder engagement, strategic partnerships, and collaborative initiatives to drive meaningful social impact and advance business priorities.

Professional Experience

Harley-Davidson Motor Company Manager Community Impact

September 2014 - Present

- Developed a 10-year comprehensive community impact and Foundation strategy centered on collaborative giving, stakeholder engagement, and outcome-driven results.
- Managed the execution of Davidson Park on Harley-Davidson's Corporate Campus, overseeing construction support, community engagement, programming, and operations.
- Executed an Appreciative Inquiry Summit convening 200+ tri-sector stakeholders to inform our community impact strategic focus areas (health, housing, safety, youth opportunities, food access) to accelerate the revitalization of Milwaukee's Near West Side.
- Assessed and enhanced the Foundation's governance processes, policies, and vision/mission to ensure effective management and transparency across the organization.
- Serve as primary liaison for all Milwaukee area non-profit community partners and actively seek ongoing opportunities and partnerships to deepen and advance the Foundation's mission and corporate objectives
- Oversee and manage the Foundation's annual giving budget and actively engage in Foundation's endowment investment strategy
- Redesigned the employee volunteer program to be rooted in employee choice and personal impact to contribute to the organizations' goal of achieving >25% of global employee volunteer participation
- Influence and collaborate with internal partners (communications, facilities, sustainability, government affairs, marketing) to advance and integrate community impact within business functions
- Write and prepare communications pieces related to our corporate and foundation giving
- Maintain and oversee meaningful relationships with key external stakeholders including industry peers and consultants
- Experience in presenting to and managing relationships with executive leadership
- Support the development and execution of the organization's STEAM strategy to build a sustained talent pipeline

Northwestern Mutual Events Coordinator (contracted)

June 2014 – September 2014

- Coordinated corporate groundbreaking ceremony for 1,500 employees, executives, and community dignitaries
- Arranged registration, catering, and entertainment for 12,000 employees & family members for first home office recognition event
- Managed employee anniversary gift program by updating gift catalog and dispersing of awards to executives

Education

- **Mount Mary University** | Master of Business Administration
- **Saint Mary's University of Minnesota** | Bachelor of Arts Public Relations

Memberships & Service

- **Wisconsin Philanthropy Network**
- **Harley-Davidson Foundation (Vice President)** **June 2021 - Present**
- **Near West Side Partners** | Health Equity Working Committee **2021 - Present**
- **United Way of Greater Milwaukee & Waukesha County** | LINC Committee Member & '19-'21 Co-Chair **2016 – 2021**