



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

Monday, April 4, 2011

9:00 AM

Room 301-B, City Hall

1. [100878](#) Reappointment of Mark Teper to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)
Sponsors: THE CHAIR

2. [100882](#) Reappointment of Sharon Adams to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)
Sponsors: THE CHAIR

3. [101390](#) Appointment of Lisa Tatro to the Business Improvement District Board #15 (Downtown Riverwalk) by the Mayor. (4th Aldermanic District)
Sponsors: THE CHAIR

4. [101394](#) Reappointment of Demetrios Dimitropoulos to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (3rd Aldermanic District)
Sponsors: THE CHAIR

5. [101395](#) Reappointment of Gregg Lindner to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (13th Aldermanic District)
Sponsors: THE CHAIR

6. [101396](#) Reappointment of Mike Sweeney to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (13th Aldermanic District)
Sponsors: THE CHAIR

7. [091429](#) Communication from the Sister Cities Committee relating to its 2009 Annual Report and Activities.
Sponsors: THE CHAIR

8. [101509](#) Communication relating to the implementation plan for the Disparity Study Recommendations
Sponsors: THE CHAIR

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

10. [101425](#) Substitute resolution authorizing the transfer of Neighborhood Stabilization Program 2 funds from the Department of City Development to the Housing Authority of the City of Milwaukee and adjust allocations within the Department of City Development.
Sponsors: THE CHAIR

11. [101505](#) Resolution approving the expenditure of \$5,000 from the Economic Development Committee Fund for participation by City of Milwaukee staff in the 2011 International Council of Shopping Centers Spring Convention.
Sponsors: THE CHAIR

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.

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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 #: 100878 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 11/3/2010 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Reappointment of Mark Teper to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 32

Attachments: Reappointment Letter, Biography Page, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
11/3/2010	0	COMMON COUNCIL	ASSIGNED TO		
2/16/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
2/21/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	4:0
3/29/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

100878

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Reappointment of Mark Teper to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Drafter

Mayor

TB

11/3/10

November 3, 2010

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

Honorable Members of the Common Council:

I am pleased to reappoint the following persons to the Business Improvement District Board #32 (Fond du Lac Avenue - North Avenue Market Place):

Mark Teper
1622 West North Avenue
Milwaukee, Wisconsin 53205

John Mullarkey
2625 West North Avenue
Milwaukee, Wisconsin 53205

Young Kim
2242 North 17th Street
Milwaukee, Wisconsin 53205

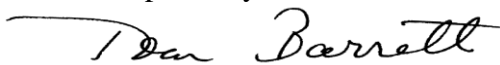
Sharon Adams
2240 North 17th Street
Milwaukee, Wisconsin 53205

Karl Tatum
4535 West North Avenue
Milwaukee, Wisconsin 53208

These reappointments are pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File Number 040876. The terms will commence upon taking of the oath of office.

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

Respectfully submitted,



Tom Barrett
Mayor

Mark Teper

Home Address:
2420 W. Woodbury Lane
Glendale, WI 53209
Home Phone: 414-352-5540
Home Fax: 414-352-5580
Cell Phone: 414-659-0080
E-mail: galstfoods@aol.com

Business Address:
Galst Foods
1622 W. North Avenue
Milwaukee, WI 53205
Business Phone: 414-263-9315
Business Fax: 414-264-6619

Galst Foods was opened by my grandfather in 1927 and has been family owned and operated since that time. I began working at the store in 1976 and have worked in every capacity of the business. Presently I own and operate Galst Foods, which has been an integral part of the business community on North Avenue for nearly 80 years. I also own additional properties on and around North Avenue.

In my almost 30 years of working in the neighborhood I have seen many changes. From a once thriving and vital area of the city, I have seen North Avenue experienced a slow deterioration. As a business owner this downward spiral is of great concern to me. Recently, however, the community in and around North Avenue is working hard to reverse this pattern and once again make this area one of growth and development. I am gratified to see so many people working diligently to restore the neighborhood. As a member of this community I want to continue to work to improve the neighborhood for residents and businesses alike.

I want to serve on BID board to ensure that I am a part of the neighborhood revitalization decisions. I feel that it is important to contribute to this effort to ensure that a variety of voices be heard. I know this neighborhood very well and feel that my long-standing involvement would be an asset to the board. I want to see North Avenue and the surrounding community once again be vital and strong.



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



Office of the City Clerk

Re: Common Council File Number 100878

Reappointment of Mark Teper to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th 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 and Economic Development Committee Meeting to be held on November 15, 2010.**

- Number of meetings held: 12 meetings in 2009 10 meetings to date 2010
- Number of meetings attended: 4 meetings in 2009 7 meetings to date in 2010
- Number of excused absences: 7 excused 2009 2 excused in 2010
- Number of unexcused absences: 1 unexcused Absent 2009 1 unexcused in 2010

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

Very truly yours,
RONALD D. LEONHARDT



Legislation Details (With Text)

File #: 100882 **Version:** 0

Type: Appointment **Status:** In Committee

File created: 11/3/2010 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Reappointment of Sharon Adams to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 32

Attachments: Reappointment Letter, Resume, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
11/3/2010	0	COMMON COUNCIL	ASSIGNED TO		
3/29/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

100882

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Reappointment of Sharon Adams to the Business Improvement District Board #32 (Fond du Lac-North Avenue Market Place) by the Mayor. (15th Aldermanic District)

Drafter

Mayor

TB

11/3/10

November 3, 2010

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

Honorable Members of the Common Council:

I am pleased to reappoint the following persons to the Business Improvement District Board #32 (Fond du Lac Avenue - North Avenue Market Place):

Mark Teper
1622 West North Avenue
Milwaukee, Wisconsin 53205

John Mullarkey
2625 West North Avenue
Milwaukee, Wisconsin 53205

Young Kim
2242 North 17th Street
Milwaukee, Wisconsin 53205

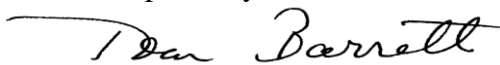
Sharon Adams
2240 North 17th Street
Milwaukee, Wisconsin 53205

Karl Tatum
4535 West North Avenue
Milwaukee, Wisconsin 53208

These reappointments are pursuant to Section 66.1109 of the Wisconsin State Statutes and Common Council File Number 040876. The terms will commence upon taking of the oath of office.

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

Respectfully submitted,



Tom Barrett
Mayor

Sharon Adams
2247 North 17th Street
Milwaukee, Wisconsin 53205
(414)264-2243
adams2247@yahoo.com

Biographical Profile

Sharon Adams believes in the intrinsic value of good neighbors. After a long career in non-profit administration, including directing the Girl Scout Council of Greater New York and Northside Center for Child Development, she returned to her family's homestead in Milwaukee. Since 1997, she worked as a community organizer in Milwaukee's African American neighborhoods. With her husband, Larry Adams, neighbors and friends, she founded the Walnut Way Conservation Corp to restore a central city community of approximately thirty blocks.

During the course of her community revitalization efforts, she was appointed Director of the Institute for Service Learning (ISL) in January 2004. During the 2006-07 academic year, over 1,400 students participated in academic service learning with over 100 community partners.

She facilitated community development initiatives for Annie E. Casey Foundation, Urban Economic Development Association of Wisconsin, and Metro Denver Black Church Initiative. Her work calls for restoration of sustainable systems for healthy living.

Sharon's love and trust of nature led to the creation of public commercial gardens on vacant lots, growth in private gardens and new found interest in utilizing rainwater for natural irrigation. She believes Walnut Way is becoming a "garden community."

Sharon Adams holds a Bachelor of Arts from the University of Wisconsin – Milwaukee and a Masters Degree in Social Work from Wayne University in Michigan. She is a Revson Fellow at Columbia College, New York.

Recent Community Involvement and Recognition

Board of Directors: Growing Power, City of Milwaukee Community Planning Council #10, Marketplace Business Improvement District#32

Keynoter for the 2007 Association of Collegiate Schools of Planning Annual Conference in Milwaukee

In 2007, Larry and Sharon received the Chancellor's Wisconsin Idea Award from University of Wisconsin Colleges and University of Wisconsin-Extension in recognition of significant improvements in the quality of life of residents in their community.

November 2008, Sharon was awarded the Traditional Home's Classic Woman Award
December 2008, Sharon was awarded an Honorary Doctorate from Alverno College

Sharon Adams
2247 North 17th Street
Milwaukee, Wisconsin 53205
(414)264-2243
Adams2247@yahoo.com

Biographical Profile

Since 1997, Sharon and Larry Adams have worked with neighbors and civic leaders to develop and sustain economically diverse and healthy communities in Milwaukee. They work to engage residents and stakeholders in civic, environmental and economic projects.

Development Consultant

Milwaukee, Wisconsin

1994-Present

Adams supports initiatives to transform disinvested communities or enable the progress of disadvantaged populations. Consultations include assessment, strategic planning, meeting facilitation, and volunteer development to enable vision clarity and team building.

Clients include Annie E. Casey Foundation, Metro Denver Black Church Initiative, Lisbon Avenue Neighborhood Development Corporation, and Alliance for the Revitalization of Camden City.

Executive Experience

1990-1994

Executive Director
Northside Center for Child Development
New York, New York

1987-1990

Executive Director
Girl Scouts of Greater New York
New York, New York

1982-1987

Executive Director
Girl Scouts of Genesee Valley
Rochester, New York

1977-1982

Executive Director
Camp Fire Detroit Area Council
Detroit, Michigan

Academic Experience

2004-Present

Director
Institute for Service Learning
UW-Milwaukee
Milwaukee, Wisconsin

1993-2004

Lecturer
Board and Volunteer Development
Institute for Church Administration and Management
Atlanta, Georgia

1990-1993

Lecturer
Columbia University, School of Social Work
New York

Recent Community Involvement

Walnut Way Conservation Corporation, Mayor's Green Team Task Force, City of
Milwaukee Community Planning Council #10, UW-Milwaukee Helen Bader Institute for
Nonprofit Management

Education

Sharon Adams earned a Bachelor of Arts from UW-Milwaukee, a Master of Social Work
from Wayne State University. She studied as a Revson Fellow at Columbia University,
New York.



February 11, 2011

Char Rodriguez
City Clerk's Office Rm 205
200 East Wells Street
Milwaukee, WI 53202

RE: BID Number 32 BID Board Member Appointments: Sharon Adams

Dear Ms. Rodriguez,

Attached please find the 2010 Attendance Roster for the North Avenue/ Fond Du Lac Marketplace BID 32.

1. Sharon Adams, 2240 N. 17th St, Milwaukee WI 53205, is recommended for a Two year term, commencing June 2010, and expiring on December 31,2012.
 - There were 12 BID Board meetings held from January 2010 to December 2010.
 - Sharon Adams attended seven of the twelve meetings.
 - Sharon Adams had three excused absences from January 2010 to December 2010.
 - Sharon Adams had two unexcused absences from January 2010 to December 2010.

If you require additional information, please do not hesitate to contact me at 414-265-2242.

Sincerely,

Jacqueline Ward
Manager, BID 32



Legislation Details (With Text)

File #: 101390 **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 Lisa Tatro 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		
3/29/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		
3/29/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

101390

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Appointment of Lisa Tatro 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 cursive script that reads "Tom Barrett".

Tom Barrett
Mayor

LISA A. TATRO, CPM

2631 North 113th Street
Wauwatosa, WI 53226

Home (414) 771-9929
Office (414) 291-2090

EMPLOYMENT HISTORY

REIT MANAGEMENT & RESEARCH LLC

Milwaukee, Wisconsin

Area Manager. June 2008 to present

- ◆ Manage the local commercial real estate operations for Commonwealth REIT and related REIT's with oversight of 24 employees and an office and industrial portfolio comprising approximately 3.6 million square feet in Wisconsin and Illinois.
- ◆ Solicit bids and engage brokerage firms to represent our properties. Collaborate and strategize with brokerage firms to maximize asset value.
- ◆ Self perform in-house leasing function for renewals and expansions including analyzing economics of transactions, preparing lease proposals, and negotiating leases.
- ◆ Recruit, develop and mentor property management team, direct performance evaluation process, and provide guidance and support with human resources matters.
- ◆ Assist in developing and executing annual operating budgets and business plans for properties.
- ◆ Review and analyze financial reports to ensure compliance with owner's objectives and to enhance operating performance of portfolio.
- ◆ Review potential acquisitions and assist in due diligence effort.

TRANSWESTERN COMMERCIAL SERVICES

Vice President/Regional Manager. April 2004 to June 2008

- ◆ Managed the local commercial real estate operations for Transwestern with oversight of 20 employees and an office portfolio comprising approximately 1.2 million square feet in the greater Milwaukee area.
- ◆ Negotiated and executed management contracts for third party management assignments. Built and maintained relationship with owner representatives.
- ◆ Collaborated and strategized with owners and brokerage firms to maximize asset value.
- ◆ Self performed in-house leasing function for renewals and expansions including analyzing economics of transactions, preparing lease proposals, and negotiating leases.
- ◆ Recruited, developed and mentored property management team, directed performance evaluation process, and provided guidance and support with human resources matters.
- ◆ Reviewed and analyzed financial reports to ensure compliance with owner's objectives and to enhance operating performance of portfolio.
- ◆ Interfaced with tenant decision makers to ensure satisfaction with service and team.
- ◆ Assisted in developing and executing annual operating budgets and business plans for properties.
- ◆ Provided support in managing and executing major capital improvement and tenant improvement projects, including reviewing and approving bids and executing and negotiating contracts.
- ◆ Facilitated due diligence and preparation of closing documents during disposition of assets.

GREAT LAKES REIT

Milwaukee, Wisconsin

Regional Leasing Manager. April 1998 to April 2004

- ◆ Managed leasing and marketing functions for office portfolio comprising 1.4 million square feet in Wisconsin and Minnesota.
- ◆ Responsible for engaging and overseeing brokerage firms to market and lease vacancy, including negotiating listing agreements.
- ◆ Performed in-house leasing for renewals and expansions.
- ◆ Analyzed lease economics, prepared and/or approved lease proposals, negotiated leases, and managed lease encumbrances.

GREAT LAKES REIT

Continued

- ◆ Developed and executed marketing plans including property evaluation and repositioning, establishing rent recommendations, determining marketing budget, creating collateral materials, and implementing broker incentive programs and promotional events.
- ◆ Collected and analyzed quarterly market information and provided reports to corporate office for dissemination to stockholders. Generated and/or approved leasing assumptions for annual budgets.
- ◆ Involved in asset management issues. Worked collaboratively with property management department on major capital improvements and other decisions affecting tenants and properties.

THE JOHN BUCK COMPANY

Milwaukee, Wisconsin

General Manager. April 1993 to March 1998

- ◆ Managed Milwaukee Center, a Class A high-rise office building and components of the attached mixed-use, multi-owner complex in downtown Milwaukee.
- ◆ Directed and/or performed the following marketing and leasing functions: development of leasing and marketing strategies including advertising program, financial analysis, credit review of prospective tenants, and lease negotiations.
- ◆ Prepared, reviewed and/or approved monthly financial and operational reports for third-party owner.
- ◆ Created and implemented comprehensive annual management and leasing plan and financial budgets.
- ◆ Human resource functions included hiring, staff development, and performance evaluations of ten person property management and engineering staff.
- ◆ Coordinated outside services, selected vendors and negotiated and drafted contracts.
- ◆ Orchestrated tenant improvements including review and approval of construction documents, and bidding, negotiating, and awarding construction contracts.
- ◆ Coordinated due-diligence on behalf of owner for the sale of Milwaukee Center.
- ◆ Extensively involved in the coordination and management of a three year, \$9 million exterior curtainwall remediation project.

TRAMMELL CROW COMPANY

Milwaukee, Wisconsin

Property Manager. May 1988 to March 1993

- ◆ June 1990 to March 1993: Managed several buildings within the Milwaukee Center complex including Milwaukee Center Office Tower, the Central Plant, the Galleria, a three-story office building and a four-level subterranean parking facility.
- ◆ Fall 1989 to May 1990: Managed 16 suburban office buildings comprising approximately one million square feet and 150 tenants. Properties ranged from single and multi-story office buildings to industrial/service centers.
- ◆ May 1988 to fall 1989: Managed four multi-story suburban office buildings (300,000 square feet).
- ◆ Duties for various properties included third party and in-house reporting, budgeting, cash flow analysis, expense recoveries, contract negotiation, and collection of aged accounts receivable, which entailed involvement in court proceedings for eviction and collection.
- ◆ Supervised property management and engineering staff of various sizes.
- ◆ Managed daily operations including inspections and initiating and coordinating repairs, maintenance, capital improvements, and tenant improvements.
- ◆ Started up newly constructed building including bidding service contracts, establishing utility service, selecting common area improvements, and coordinating tenant move-ins.
- ◆ Involved in refinancing and sale of various assets. Prepared estoppel certificates, subordination agreements, and income and expense proforma.

EDUCATION

MARQUETTE UNIVERSITY

Bachelor of Arts degree with Spanish major and business minor. May, 1988.

Milwaukee, Wisconsin

- ◆ Graduated magna cum laude.

PROFESSIONAL DESIGNATIONS

- ◆ Wisconsin Real Estate Brokers License. Acquired June, 1993.
- ◆ Certified Property Manager (CPM), Institute of Real Estate Management. Acquired August, 1997.

PROFESSIONAL AFFILIATIONS

- ◆ Institute of Real Estate Management
- ◆ Southeastern Wisconsin Commercial Association of Realtors
- ◆ Building Owners and Managers Association

REFERENCES

- ◆ Available upon request.



Legislation Details (With Text)

File #: 101394 **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 Demetrios Dimitropoulos to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (3rd Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 40

Attachments: Reappointment Letter, Bio Page, Attendance Record, Hearing Notice List

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		

Number

101394

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Reappointment of Demetrios Dimitropoulos to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (3rd 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 reappointments to the Business Improvement District Board #40 (Airport Gateway):

Demetrios Dimitropoulos
1522 North Prospect Avenue - #802
Milwaukee, Wisconsin 53202

Mike Sweeney
Sweeney's Gym
5311 South Howell Avenue
Milwaukee, Wisconsin 53207

Gregg Lindner
Linder Logistics
6055 South Sixth Street
Milwaukee, Wisconsin 53221

These reappointments are pursuant to Section 66.1109 of the Wisconsin Statutes and Common Council File Number 060755. The terms will commence upon taking of the oath of office.

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

Respectfully submitted,

Tom Barrett
Mayor

Demetrios Dimitropoulos
1522 N. Prospect Avenue # 802
Milwaukee, WI 53202
414.587.7459
dimitropoulos@earthlink.net

Development Experience:

South Kinnickinnic Avenue, September 2004 - Present:

- This building was an old, abandoned restaurant that had been vacant for several years. Since purchasing the building, it has been completely gutted and restored to accommodate modern and trendy restaurants, while emphasizing the classic characteristics of the building. Because this area is up and coming, the new restaurants will delight and serve the Bayview community.

Marketplace 300 West, Milwaukee, July 2004 - Present:

- Breaking ground is planned for spring 2008. The development is a 65,000 sq. ft. shopping center, located a half mile west of Mitchell International Airport, on Layton Avenue. It will consist of high end retailers and restaurants serving the airport area and hotels. This cutting edge development is comprised of two buildings situated on eight acres of land.

Community Involvement:

Airport Gateway Business Association (AGBA):

- This association, which represents the Southside of Milwaukee, was formed in May 2005. AGBA's purpose is to take a leadership role in planning, promoting and developing the vitality of the gateway to Milwaukee. Furthermore, along with being one of the founders, I hold a leadership position as a board member of AGBA. Presently, AGBA is forming a Business Improvement District (BID) for the airport gateway area. The purpose of the BID is to take an active roll in the design, development, maintenance, marketing, promotion, and public safety for the area.



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



Office of the City Clerk

Re: Common Council File Number 101394 Reappointment of Demetrios Dimitropoulos to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (3rd 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 and Economic Development Meeting on March 10, 2011.

- Number of meetings held: 8
- Number of meetings attended: 6
- Number of excused absences: 2
- Number of unexcused absences: 0

Please return this information to Char Rodriguez, Administrative Services Specialist or Crodri@milwaukee.gov, City Clerk's Office, Room 205, City Hall.

Very truly yours,
RONALD D LEONHARDT



Legislation Details (With Text)

File #: 101395 **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 Gregg Lindner to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (13th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 40

Attachments: Reappointment Letter, Bio Page, Attendance Record, Hearing Notice List

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		

Number

101395

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Reappointment of Gregg Lindner to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (13th 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 reappointments to the Business Improvement District Board #40 (Airport Gateway):

Demetrios Dimitropoulos
1522 North Prospect Avenue - #802
Milwaukee, Wisconsin 53202

Mike Sweeney
Sweeney's Gym
5311 South Howell Avenue
Milwaukee, Wisconsin 53207

Gregg Lindner
Linder Logistics
6055 South Sixth Street
Milwaukee, Wisconsin 53221

These reappointments are pursuant to Section 66.1109 of the Wisconsin Statutes and Common Council File Number 060755. The terms will commence upon taking of the oath of office.

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

Respectfully submitted,

Tom Barrett
Mayor



Lindner Logistics, LLC

6055 S. 6th Street / Milwaukee, Wisconsin 53221

(414) 483-3080 / (fax) 483-4385 / www.lindnerlogistics.com

Bio

Gregg R Lindner

414-483-3080

414-379-7210

I have worked in Milwaukee in the 13th Aldermanic District since 1980. I have been married for 25 years with 2 children, one is attending UWM and the other will be entering High School next fall.

I started working at Advance Transportation on S. 6th St. in the rating and billing department. Over the course of my career in the trucking industry I worked my way through the Cartage dept, Licensing, Fuel tax reporting and maintenance. In 1990 I was voted to the Board of Directors and became the Vice President of Maintenance. At the same time I pursued my pilot license and became one of the corporate pilots for the organization. In 1994 Advance merged with ANR Transportation and I was involved extensively in the negotiations of the merger for the Advance side. We combined the two companies ANR/Advance Transportation and became the largest Milwaukee based carrier grossing over \$250,000,000 in annual revenues. As Executive Vice President of the new organization I was responsible for all of the equipment maintenance, purchases along with Real Estate transactions.

In 1996 I decided to leave ANR/Advance and pursue my own business by partnering with my brother in what is now known as Lindner Logistics. We stay focused on building a strong business on the south side focusing on distribution and storage.

I became involved in the AGBA as I have watched the district progress over the years. I strongly believe we as a group can make a difference in this area by getting involved. My objective is to carry out the Mission of the AGBA and continue to work on the goals that have been set forth by our Board of Directors.



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



Office of the City Clerk

Re: Common Council File Number 101395

Reappointment of Gregg Lindner to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (13th 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 and Economic Development Meeting on March 10, 2011.

- Number of meetings held: 20
- Number of meetings attended: 18
- Number of excused absences: 2
- Number of unexcused absences: 0

Please return this information to Char Rodriguez, Administrative Services Specialist or Crodri@milwaukee.gov, City Clerk's Office, Room 205, City Hall.

Very truly yours,
RONALD D. LEONHARDT




Legislation Details (With Text)

File #: 101396 **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 Mike Sweeney to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (13th Aldermanic District)

Sponsors: THE CHAIR

Indexes: APPOINTMENTS, BUSINESS IMPROVEMENT DISTRICT 40

Attachments: Reappointment Letter, Bio Page, Attendance Record, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
3/2/2011	0	COMMON COUNCIL	ASSIGNED TO		
3/29/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number

101396

Version

ORIGINAL

Reference

Sponsor

THE CHAIR

Title

Reappointment of Mike Sweeney to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (13th 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 reappointments to the Business Improvement District Board #40 (Airport Gateway):

Demetrios Dimitropoulos
1522 North Prospect Avenue - #802
Milwaukee, Wisconsin 53202

Mike Sweeney
Sweeney's Gym
5311 South Howell Avenue
Milwaukee, Wisconsin 53207

Gregg Lindner
Linder Logistics
6055 South Sixth Street
Milwaukee, Wisconsin 53221

These reappointments are pursuant to Section 66.1109 of the Wisconsin Statutes and Common Council File Number 060755. The terms will commence upon taking of the oath of office.

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

Respectfully submitted,

Tom Barrett
Mayor

Mike has over ten years of personal training experience. Prior to opening Sweeney's Gym in May 2006, he owned a personal training studio and managed the Riverside Theater in Milwaukee. He is also a board member of the Airport Gateway Business Association (AGBA) and (AGBID.) Mike is the chair person for safety and security in the 13th district for the Gateway to Milwaukee. Mike also has written for publications such as Milwaukee Magazine, Milwaukee Journal Sentinel and Q-life Magazine. Mike has been featured on Channel 4 news group and Small Business Times to add to his success.

Mike is married to his beautiful wife, Karen, and has three boys Brandon, Maxwell and Connor. Mike is going into his second year of coaching his sons basketball team. Mike is the Football Coordinator for SAAA, voted by the board for a two year term. Mike enjoys working out, water sports, four-wheeling and of course, anything to do with his family. Mike's favorite food is pizza, which he eats once a week. I wish!

Mike understands the root to a person's health is peeling away the layers of pain within their emotions. All the experts say this, yet few in the fitness industry actually practice it. The link between emotional well-being and health is common knowledge. However, few in the fitness industry make sure they assess this issue. Mike uses this as the starting point when doing client assessments. He has a wide range of clientele including men and women of all ages, people with disabilities, pregnant women and people recovering from injuries or surgeries.

Mike's philosophy is "Health is Science-Fitness is Fun."



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



Office of the City Clerk

Re: Common Council File Number 101396

Reappointment of Mike Sweeney to the Business Improvement District Board #40 (Airport Gateway) by the Mayor. (13th 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 and Economic Development Meeting on March 10, 2011.

- Number of meetings held: 2
- Number of meetings attended: 1
- Number of excused absences: 1
- Number of unexcused absences: 0

Please return this information to Char Rodriguez, Administrative Services Specialist or Crodri@milwaukee.gov, City Clerk's Office, Room 205, City Hall.

Very truly yours,
RONALD D. LEONHARDT



Legislation Details (With Text)

File #: 091429 **Version:** 0

Type: Communication-Report **Status:** In Committee

File created: 3/2/2010 **In control:** COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

On agenda: **Final action:**

Effective date:

Title: Communication from the Sister Cities Committee relating to its 2009 Annual Report and Activities.

Sponsors: THE CHAIR

Indexes: COMMITTEES, REPORTS AND STUDIES, SISTER CITIES

Attachments: 2009 Annual Report, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
3/2/2010	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		

Number

091429

Version

Original

Reference

Sponsor

The Chair

Title

Communication from the Sister Cities Committee relating to its 2009 Annual Report and Activities.

Drafter

CC-CC

tb

2/19/10

SISTER CITIES COMMITTEE

2009 Annual Report

The attached report is submitted pursuant to s. 320-47 of the Milwaukee Code of Ordinances.



SISTER CITIES COMMITTEE

2009 ANNUAL REPORT

Purpose: (Per s. 320-47 of the Milwaukee Code of Ordinances)

The Sister Cities Committee is created to assist the City, through its Common Council, with the establishment and maintenance of sister city relationships in accordance with Sister Cities International regulations.

Members (for 2009)

CHAIR

Ald. Joe Davis., Sr.

MEMBERS

Leslie Silletti

(representative of Mayor Tom Barrett)

Alexander Durtka, Jr.

(representative of the International Institute of Wisconsin)

Charles Vang

(public member, appointed by Common Council President Willie L. Hines, Jr.)

Staff

Ms. Tobie Black, Staff Assistant

Ms. Charlotte Rodriguez, Council File Specialist

Committee meeting held in 2009:

December 18, 2009

Accomplishments in 2009

At the December 18th meeting, the committee heard a presentation from representatives of the city of Kanpur, India. The committee then recommended moving forward with a request to invite Kanpur to submit a formal application for a sister city relationship with the City of Milwaukee.

The committee also heard a report on the Sister City of uMhlathuze, South Africa by Committee Chair Ald. Joe Davis, Sr.



Legislation Details (With Text)

File #: 101509 **Version:** 0

Type: Communication **Status:** In Committee

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

On agenda: **Final action:**

Effective date:

Title: Communication relating to the implementation plan for the Disparity Study Recommendations

Sponsors: THE CHAIR

Indexes: SOCIAL CONCERNS

Attachments: Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
3/29/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number
101509
Version
ORIGINAL
Reference

Sponsor
THE CHAIR
Title

Communication relating to the implementation plan for the Disparity Study Recommendations

Requestor

Drafter
jro
03/23/11



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

Indexes: DEVELOPMENT FUND, ECONOMIC DEVELOPMENT

Attachments: proposal.pdf, Hearing Notice list

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		

Number
101375
Version
SUBSTITUTE 1
Reference

Sponsor
ALD. ZIELINSKI
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



March 23rd, 2011

SWEET WATER ORGANICS MILWAUKEE GROW ZONE PROJECT

SWEET WATER ORGANICS • MILWAUKEE GROW ZONE PROJECT

OVERVIEW

Sweet Water Organics (SWO) seeks to build on Milwaukee's growing reputation as an international leader in community-based, sustainable agricultural production by establishing a **Model Production and Training Site** in the Bay View neighborhood. The Milwaukee Grow Zone (MGZ) project will expand production at the current SWO site through the construction of an outdoor growing area to better meet the burgeoning local demand for organic foods. This completed model site will serve as a stepping stone toward the development of **Sweet Water Village**—a “green industry park” that will grow green business partnerships, train and place 75 workers in “middle skills” jobs, and drive innovation in sustainable resource use.

The Milwaukee Grow Zone will result in:

- Immediate support of an expected **10 FTE jobs** to construct and operate an outdoor growing system that completes the SWO model site and increases vegetable and fish production by 400%;
- Redevelopment of at least one additional property in the Bay View neighborhood that replicates the SWO model in collaboration with at least one other sustainable food/energy-focused business, for a total anticipated creation of **75 FTE jobs** by July 2014;
- An innovative, on-site training model that will incorporate one-to-one mentorship, integration of a broad set of technical skills and knowledge, and an aquaponics credential program.

Additional benefits of the Milwaukee Grow Zone include:

- Increased food security for the Milwaukee metro area with a yield of thousands of additional pounds of wholesome foods: perch, lettuce, tomatoes, green peppers, 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 net positive effect on the environment.
- Partnerships with universities and K-12 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 investment, and support community development. Jobs created through MGZ will be sustainable because they are based on a strong local demand for organic food products. While Sweet Water Organics currently provides over 8,000 fresh fish filets and 4,000 vegetables to over 20 local restaurants, markets, and wholesalers, these businesses have expressed interest in **more than doubling their current orders**. The jobs created through MGZ will stay in Milwaukee for the long term, encourage workers to reside within city limits, and be accessible career opportunities for entry-level “middle-skills” workers. The Milwaukee Grow Zone will build on the “buzz” that has been generated by news coverage by NBC Nightly News, the Wall Street Journal, New York Times, and other news outlets by continuing to attract visitors and

investors from throughout the nation and world. In the last 3 months alone, SWO has hosted leaders from business, non-profits, government, and universities from over 20 states and 8 countries. With the completion of the SWO model site, interest in Milwaukee as a green jobs destination will only grow.

MGZ PROJECT TIMELINE

Stage One of the Milwaukee Grow Zone project will support the completion of the SWO model site by expanding the outdoor portion of the existing facility to include 7 covered hoop house structures. This stage will be initiated in May 2011 and will include the immediate employment of an **additional permanent 10 FTEs**—laborers, biologists, information systems analysts, etc.—in the construction and upkeep of the new outdoor 3- and 4- season growing area. Construction of this new growing area will be completed by December 2011, and will result in an increase in SWO's crop yield (an additional 12,000 vegetables and 15,000 fish), 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 this first stage of the MGZ project, the model SWO production and training site will be completed, enabling a consistent, year-round yield to meet the demand of local buyers and demonstrating the model's viability for replication and broader investment.

Through **Stage Two** of the Milwaukee Grow Zone, SWO will engage businesses and investors in the development of a "green industry park," which will replicate the Model Production and Training Site in collaboration with like-minded businesses through coordinated use of organic food products, systems, and resources. SWO has already received a commitment from one company based in the Milwaukee metro area seeking to expand its production capacity and collaborate with SWO in designing integrated systems for production and energy use. SWO will leverage its existing planning partners—Milwaukee School of Engineering, University of Wisconsin-Milwaukee's WATER Institute, and others—in designing a new multi-business 5+ acre site that is planned to be developed within the Bay View neighborhood.

*This stage of MGZ will result in an anticipated **65 additional, permanent FTE jobs by 2014** and will serve as the anchor of the "Sweet Water Village" concept, which envisions the eventual development of an integrated mini-community of service industry businesses (visitor accommodations, restaurants, markets), state-of-the-art research and learning facilities, and other green-focused industry.*

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 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 mentorship 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 expertise and production capacity is expanded, new positions will likely be created both within SWO and in 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.

HIGHLY LEVERAGED INVESTMENT FOR LONG TERM ECONOMIC IMPACT

In addition to creating 75 jobs and long-lasting worker skill 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, businesses, and residents who want to be a part of Milwaukee's green movement. A recently announced example is IBM's selection of Sweet Water Organics as one of 24 recipients worldwide of the Smarter Cities Challenge Grant, which provides \$400,000 worth of in-kind support to promote sustainable systems innovation. With City of Milwaukee support, Sweet Water Organics will be able to demonstrate the full potential of its model and continue to attract interest and millions of dollars of investment that will support Milwaukee's emergence as leader in the fast-growing green industries of sustainable food production and freshwater use.

	Sweet Water Organics		
	Indoor/ Outdoor Operations M		
	May 2011 - December 2011		
	Income		
	Produce	\$95,000	
	Compost	\$65,000	
	Fish	\$47,000	
	Events, Tours, Workshops	\$25,000	
	Total Income:	\$232,000	
	Expense		
	Growing Supplies	\$21,000	
	Outdoor Infrastructure	\$45,000	
	Salaries and Wages (10 FTEs)	\$242,640	
	Insurance, Benefits, Taxes	\$54,264	
	Rent and Utilities	\$93,150	
	Office Expenses, Misc.	\$18,000	
	Total Expenses:	\$474,054	
	The SWO Milwaukee Grow Zone - Stage One outdoor development project begins in May and is planned to be completed in December 2011.		

**SWEET WATER ORGANICS
MILWAUKEE GROW ZONE PROJECT**

PRODUCTION (PER YEAR)

	Current Production Levels (prior to outdoor hoop house site expansion)	Expected Production Levels	
		<u>August 2011</u> (after completion of outdoor hoop house expansion)	<u>By June 2014</u> (after completion of additional multi-business replication site)
Vegetables	4,000 plants (Lettuce, sprouts, wheatgrass, watercress)	16,000 plants (Addition of tomatoes, green peppers, etc.)	40,000+ plants
Fish	80,000 perch	95,000 perch	200,000+ perch

CURRENT DEMAND*

Local wholesalers, retail markets, and restaurants currently purchasing Sweet Water Organics fish and vegetables and interested in expanding their orders when a consistent, year-round supply is available:

1. Empire Fish Company (currently provide 500 lbs per week; interested in 1,000 lbs per week)
2. Beans and Barley Restaurant
3. Outpost Natural Foods
4. La Merenda Restaurant
5. Comet Café/Honey Pie Restaurant
6. Coquette Café
7. Sven's Café
8. Metcalfe's Sentry
9. Sanford Restaurant
10. Roast Coffee Company
11. Wildflour Bakery

The businesses below currently place sporadic orders Sweet Water Organics and/or have expressed interest in purchasing consistent weekly amounts once a stable, year-round supply is available:

12. MATC Culinary School
13. SURG Restaurant Group
14. Iron Horse Hotel
15. Café at the Plaza
16. Alterra Coffee Roasters
17. South Shore Farmer's Market
18. East Side Green Market
19. Lowlands Group
20. Rishi Tea

ESTIMATED TOTAL DEMAND:

2,000 fish per week	1,000 lbs vegetables and herbs per week
(100,000 fish per year)	(50,000 lbs per year)

*Sweet Water Organics expects to attract additional businesses in Wisconsin, the Chicago metro area, and beyond as production capacity increases and word about our products spreads.



Bringing a Healthful Pet Treat Company
Back Home to Bay View

Front Porch Pets is a pet food innovator domiciled in Waukesha, WI. Front Porch Pets is committed to producing healthful pet treats, chews and food. Originally offered on a micro scale in the Farmers Markets of Bay View and Milwaukee by its founder "Chef David" Baldus, this line of treats include human food grade ingredients sourced from Wisconsin, Michigan and the Carolinas. This product is combined with his patented technology for providing an excellent dental hygiene dog chew.

Presently we desire to move our facility into the Bay View area of Milwaukee to share our expertise in food processing with Sweet Water Organics in an urban farming affiliation. With eighteen percent sales growth yearly we anticipate sales in excess of two million dollars in 2011 and three million in 2012. We now employ twenty five production staff and seven in sales, management and marketing. We intend to add sales and production staff this year and would expect to expand to over seventy five employees within the year following construction of a new facility in Bay View, WI.

We are excited and energized by the synergism our affiliation with Sweet Water Organics will realize. Among many implementations of technology we can offer is the re-use of surplus heat from dehydration to heat greenhouse space and fish tanks of Sweet Water Organics. Our expertise in food sciences, packaging, shipping and distribution can benefit in the expansion of the Sweet Water line of products to include dried herb mixes, fish jerky and shelf stable vegetable mixes from the bounty of vegetables and greens grown using the aquaponics methods employed by them.

We believe mutual processing facilities could be a model to further enhance the viability of both our product lines through reduced waste energy, lowered costs and increased year round production. We will use Sweet Water grown herbs, vegetables and fish in our own pet product lines and we will offer a value-added line of products for Sweet Water to market independently.

Our shipping and distribution center will immediately allow Sweet Water to reach out beyond the local fresh produce market to regional and national markets with shelf stable products. Our customers are based throughout the United States and Canada and value greatly the concepts of locally grown, low carbon footprint, and green technologies. Happily, we are already a company well known for forward thinking in the pet industry. Adding the products lovingly grown in the Sweet Water facility could only enhance both our product offerings.

The pet industry is growing rapidly even during the downward trend seen in other industries. While utilities and shipping costs are rising for all kinds of businesses our synergies within our disciplines will keep us competitive in the years to come.

Stage One of this project is to move the physical manufacturing facility of Front Porch Pets onto the property presently utilized by Sweet Water. This can be done in the near term and will immediately impact the neighborhood with job creation. Additionally, we will invest in a model project to test and improve upon the technologies of heat transfer from our dehydration energy source for re-use of heat in greenhouses and fish tanks. Sweet Water herbs will be used in our dog treats. Tests of various recipes will begin in relation to the dehydration of fish into jerky products.

Stage Two will begin once access to the local six-acre Bay Street site is established. Here we will begin to build the facilities necessary for the realization of an green industry park conceptually put forward by Joshua Fraundorf and Jim Godsil of Sweet Water Organics. It is expected that seven hundred thousand to one million dollars will be needed to complete our portion of the proposed eco-campus.

Summary. The concept envisions the exclusive use of regional products, produce and equipment grown, manufactured and maintained within a relatively small regional circumference with Milwaukee as its center. This will enhance our city's local economy and its growing identity in urban agricultural and water management acuity. In an era of energy concerns this diversified integration and piggy backing of production processing will showcase a new vision of increasing profit through holistic responsibility and determination.

Our design of the six acre site will be integral to the neighborhood and bring together the disparate features of houses, railroad, freeways and churches and become a welcome resource, park like and comfortable. Paths, park benches, spaces to walk the dog and relax all within reach of a vibrant commercial workplace--a perfect environment to reflect Milwaukee's proud industrial history, social vibrancy, serene parks and its cultural sophistication.

Sincerely,

David Baldus
Founder & President
Front Porch Pets, Inc.



February 8, 2011

Mr. Todd Leech,

I am glad we are finally moving forward with processing and marketing your perch. I am certain a growing market already exists for your fish in both our wholesale operation and our own retail store. I am even more confident that demand for your fish will surge once people realize not only how unique and important your operation is, but also that they can purchase fillets in a fully processed form. We firmly support your efforts to bring sustainable aquaculture to our area and we welcome the opportunity to partner with you long into the future. We've been educating people about the need to support sustainable seafood for many years now and are glad to have another partner in the fight.

Once we are cleared to sell your fish through our wholesale operation, I have no doubt we could easily process over 1,000 pounds of whole fish per week or more. This is of course assumes reasonable prices, appropriate sizing, consistent flavor, etc. Also, it will take time to build the business up to that level. As you know, however, we have the ability to distribute your product throughout the entire state and much of the Midwest. If the fish are on spec and priced fairly, this could be a great opportunity for both us and that type of volume shouldn't be a problem.

Thanks again for the opportunity to partner with Sweet Water Organics.

Regards,

Dan Ryan
General Manager & Fresh Seafood Buyer
Empire Fish Company
(414) 259-1120 ext. 301
www.empirefish.com



Josh Fraundorf
Sweet Water Organics
2151 South Robinson Avenue
Milwaukee, WI 53207

March 20, 2011

To whom it may concern:

I am writing to express our strong support for the initiatives taking place at Sweet Water Organics with regards to the development of urban agricultural systems. The importance of Sweet Water Organics as a leader in urban agricultural innovation has emerged from their ongoing collaborative work with groups of people with diverse interests and backgrounds.

The Milwaukee School of Engineering (MSOE) has formed a strong working relationship with Sweet Water Organics through many initiatives and academic departments to combine agriculture with technology and economic models. The Department of Civil and Architectural Engineering and Construction Management has hosted the design of a future Sweet Water Organics village in a senior design studio. In order to facilitate technology development and implementation, several MSOE faculty have participated in grant proposals to the National Science Foundation and the Environmental Protection Agency amongst others. MSOE's Rader School of Business developed working aquaponic systems with the help of Sweet Water Organics to study them as an economic model and is in the process of donating similar systems to earthquake-stricken Haiti.

MSOE's interest in the success of Sweet Water Organics extends beyond research and development of new technologies for economic growth. The increasing scarcity of the resources required to produce food can lead to social unrest. The activities of Sweet Water Organics and its partners seek to develop ways of growing fresh, high-quality foods regardless of climatic conditions and with limited resources. I strongly encourage the support of Sweet Water Organics and its activities, which can contribute to more stable and prosperous world communities.

Best Regards,

A handwritten signature in black ink, appearing to read 'M. Trussoni', is written over the 'Best Regards,' text.

Matthew Trussoni, PhD, AIA, PE
Assistant Professor
Milwaukee School of Engineering
1025 North Broadway
Milwaukee, WI 53202
trussoni@msoe.edu
414.277.4538-0



February 28, 2011

To Whom It May Concern:

As a chef and culinary educator with over 35 years of experience in the culinary and hospitality industry I want to express my support for the mission and goals of the Sweet Water Organics Aquaponic Farm. They have a vision to meet the demand for locally grown, sustainable foods while maintaining a commitment to the city of Milwaukee.

There are tremendous changes occurring in the world's population that are affecting the global climate, natural resources, and farming production. Providing foods that are safe, sustainable, and locally grown will be more and more in demand. New cutting edge farming technologies that utilize the local urban environment will play a part in meeting this demand. Sweet Water Organics will be there to meet the challenge.

Milwaukee is uniquely situated on the Great Lakes, has a water institute at the University of Wisconsin Milwaukee, and has many water based technology companies. The city has a working class ethic that has served the community well. Although Milwaukee has its share of urban challenges, it has a community of activists and visionaries that will help reshape the city for future generations. A strong community, fresh and abundant water, and innovative thinking will be needed to make this happen and Sweet Water Organics will be one of those players making it happen.

Sweet Water Organics is a locally supported grass roots movement in a distressed urban environment that dares to take on the challenges of providing safe, sustainable, and locally grown foods to the community. Its goal is to bring together the diverse elements of the city and make it much more than a food enterprise. Rather, through the support of chefs, restaurateurs, educators, and industry innovators they are creating a network of people growing and learning together for the betterment of the city of Milwaukee.

MATC, recognizing future trends in the industry, has worked with Sweet Water Organics, among other partners, to create a new sustainable agriculture program to address emerging demands in the food sciences field. The MATC Culinary Arts Department is proud to partner with Sweet Water Organics as well providing our students with seminars in sustainable aquaponics. I believe in the vision of Sweet Water Organics and fully support their mission.

Sincerely,

John Reiss CEC, CCE
Chef-Instructor
Culinary Arts Department
reissj@matc.edu
(414) 297-6861

Downtown Milwaukee Campus
700 West State Street
Milwaukee, WI 53233-1443

Mequon Campus
5555 West Highland Road
Mequon, WI 53092-1143

Oak Creek Campus
6665 South Howell Avenue
Oak Creek, WI 53154-1107

West Allis Campus
1200 South 71st Street
West Allis, WI 53214-3110



SWEET WATER ORGANICS

"Sweet Water Organics has converted a former crane factory in Milwaukee into an indoor wetland, raising about 80,000 fish in tanks topped by beds of lettuce and other crops." The Wall Street Journal

Sweet Water Organics is a revolutionary urban farm located in the Bay View neighborhood of Milwaukee that has re-purposed unused industrial building space; using aquaponics to grow fresh, safe produce and fish for local residents, restaurants and groceries. We strive to become a resource for sustainable job creation and education.

Local businesses partnering together not only keeps more dollars in our community but helps reduce our collective environmental impact by cutting out thousands of miles of trucking. Aquaponic farming is done in a contained system that uses up to 95% less water than traditional agriculture. Our produce is harvested the same day it reaches our local partner businesses keeping it incredibly fresh and tasty.

Look for Sweet Water Organics at your favorite restaurants, coops and groceries. If you don't see Sweet Water products ask them to get in touch with us!

PUBLIC TOURS

Wednesdays at 6pm - Admission \$10 (kids under 10 get in free)

Fridays at 6pm - Admission \$10 (kids under 10 get in free)

Sundays at Noon - Admission \$10 (kids under 10 get in free)

Tours usually last an hour. No reservations necessary.

RETAIL STORE

Open Wednesdays from 4pm until 7pm

Open Fridays from 4pm until 7pm

SWEET WATER ORGANICS INC.

2151 S. Robinson Ave., Milwaukee, Wisconsin 53207

Phone: 414.489.0425 Email: info@sweetwater-organic.com

Website: www.sweetwater-organic.com





March 14th, 2011

Sweet Water Organics Featured on NBC Nightly News

In their recent series of "Green" stories, NBC Nightly News featured Milwaukee's Sweet Water Organics (original air date: Monday, November 15th). Anne Thompson, NBC's Environmental reporter, covered the story of Sweet Water with the co-founders, Josh Fraundorf and James Godsil, and the educational outreach programs of the [Sweet Water Foundation](#) with Emmanuel Pratt, the foundation's Executive Director. Also featured was La Merenda, Milwaukee tapas destination restaurant and one of Sweet Water's partners, preparing a fresh delivery of Sweet Water tilapia for an evening's dinner special.

Watch the video: [Part 1](#) | [Part 2](#)

NPR Covers Sweet Water's Work With Local Perch

Indoor Perch Farm Does The Work For Lake Michigan

By Susan Bence

[Listen to the story](#)

Journal Sentinel - City wins grant to develop urban farms

By Karen Herzog, March 9, 2011

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.

[Read the story](#)

The Wall Street Journal - Fish Are Jumping Off Assembly Line

By Joe Barrett, May 14th, 2010

With the lake's population of wild perch decimated, Mr. Fraundorf is helping the fish make an unlikely comeback, raising about 80,000 yellow perch and tilapia in tanks inside a cavernous former crane factory that sat empty for decades.

[Read the story](#)

New York Times - Fish Farms, With a Side of Greens

By GENEVIEVE ROBERTS, Published: September 27, 2010

The potential for [urban farming](#) is being explored in Milwaukee, where some of the leading aquaponics entrepreneurs are based. Sweet Water Organics, an urban aquaponics company, raises perch and leafy green vegetables in an old factory that housed a mining company until the 1950s.

[Read the story](#)



Journal Sentinel - Perch return to local waters - in an old factory

By Karen Herzog, February 5th, 2010

A new generation of yellow perch is being netted about a mile from Lake Michigan at an urban fish and vegetable farm called Sweet Water Organics, which mimics the Earth's natural ecosystem in a cavernous industrial building. Harnischfeger Industries once used the Bay View neighborhood building to make mining cranes.

[Read the story](#)

The Shepherd Express - Milwaukee's Good Food Movement

By Sarah Biondich, Wednesday, October 6, 2010

[Read the story](#)

The Shepherd Express - The Future of Farming - Sweet Water Organics advances aquaponics in Milwaukee

By Sarah Biondich, January 2010

[Read the story](#)

Bayview Compass - Sweet Water auctions off first perch

Story & Photos by Michael Timm, January 3, 2010

[Read the story](#)

Third Coast Digest - November 1st 2009

[Read the article](#)

On Milwaukee - Sweet Water Organics lures local fish and produce

By Maureen Post, Sept. 11th 2009

[Read more at On Milwaukee](#)

Bayview Compass - Down on the farm in Bay View

By Casey Twanow, July 31, 2009

[Read the story](#)

Outpost Exchange Magazine - July 1st, 2009

[Read the article](#)



Legislation Details (With Text)

File #: 101425 **Version:** 1

Type: Resolution **Status:** In Committee

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

On agenda: **Final action:**

Effective date:

Title: Substitute resolution authorizing the transfer of Neighborhood Stabilization Program 2 funds from the Department of City Development to the Housing Authority of the City of Milwaukee and adjust allocations within the Department of City Development.

Sponsors: THE CHAIR

Indexes: COMMUNITY BLOCK GRANT ADMINISTRATION, COMMUNITY DEVELOPMENT BLOCK GRANT, DEPARTMENT OF CITY DEVELOPMENT, HOUSING AUTHORITY

Attachments: Cover Letter, Letter from Steven Mahan, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
3/23/2011	0	COMMON COUNCIL	ASSIGNED TO		
3/29/2011	0	COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE	HEARING NOTICES SENT		

Number
101425

Version
SUBSTITUTE 1

Reference

Sponsor
THE CHAIR

Title

Substitute resolution authorizing the transfer of Neighborhood Stabilization Program 2 funds from the Department of City Development to the Housing Authority of the City of Milwaukee and adjust allocations within the Department of City Development.

Analysis

Body

Whereas, The Common Council of the City of Milwaukee has previously approved the NSP2 award to the Department of City Development (DCD) for the various activities; and

Whereas, DCD has notified the Community Development Grants Administration (CDGA) in the attached letter of their request to transfer \$1,000,000 to the Housing Authority of the City of Milwaukee (HACM) for the activity of Acquisition/Rehab/Resale; and

Whereas, HACM has agreed to accept the award from DCD to complete the activity of Acquisition/Rehab/Resale; and

Whereas, DCD has also proposed adjusting funding awards to various activities within their department as indicated in the attached letter; now therefore, be it

Resolved, By the Common Council of the City of Milwaukee that the Community Development Grants Administration is authorized to transfer \$1,000,000 the HACM for activity of Acquisition/Rehab/Resale and adjust funding awards within their department; and, be it

Further Resolved, That HACM and DCD shall submit budgets and activity reports in the amounts and according to any conditions approved by the Common Council, to the Community Development Grants Administration and the City Comptroller for review and approval; and, be it

Further Resolved, That payments for NSP2 costs incurred shall be paid in accordance with approved NSP2 reimbursement policy based on the approval by the Community Development Grants Administration and the City Comptroller.

Requestor

Drafter

Foreclosure-NSP(2)-Adj-04-11-A

03/28/11

TO: The Honorable, Common Council
City of Milwaukee

FROM: Steven L. Mahan
Block Grant Director

DATE: March 11, 2011

RE: Title Only Resolution for Introduction

Attached is a Title Only resolution regarding the transfer of Neighborhood Stabilization Program 2 funds that seeks the approval from the Common Council.

If you have any questions please call Darlene Hayes at extension 3844.

Attachments



Department of City Development

City Plan Commission
Historic Preservation Commission
Neighborhood Improvement
Development Corporation
Redevelopment Authority

Rocky Marcoux
Commissioner

Martha L. Brown
Deputy Commissioner

March 25, 2011

Mr. Steven L. Mahan, Director
Community Development Grants Administration
200 East Wells Street, Room 606
Milwaukee, WI 53202

RE: Budget Amendment NSP 2 program

Dear Mr. Mahan:

As follow up to our conversations with your staff regarding the reallocation of funds among activities in our NSP 2 Program budget, we have enclosed an amended budget for the NSP 2 Program, as well as a brief summary of the proposed funding shifts.

Should you have any questions, please feel free to contact me at X5903.

Sincerely,

Maria Prioletta
Redevelopment and Special Projects Manager

Proposed Changes to Neighborhood Stabilization Program 2 Budget

The City of Milwaukee submitted a proposal for NSP 2 funding to HUD in September of 2009. The proposal included a budget which allocated \$25 million in funding among a number of different programmatic areas.

Based on actual experience with the NSP 1 program (which was fully obligated in September of 2010), and efforts in the NSP 2 program, several budget shifts are being proposed to more accurately reflect and respond to current market conditions and program demand.

The changes are itemized in the attachment and summarized below:

- A reduction is being made to the Homebuyer Assistance Program. Given that the NSP 2 target area is significantly smaller than the NSP 1 area, demand for the Homebuyer Assistance Program has diminished considerably. This is due to the relatively poorer condition of the foreclosed housing stock in the NSP 2 target area. These properties require higher levels of rehabilitation, making them more difficult and challenging – and less appealing – for prospective homeowners to purchase.
- Transfers are being made between the Rental Rehabilitation Program and the Large Rental Projects Program. Again, conditions of foreclosed properties in the NSP 2 target area are more challenging for small investors. However, there has been increased demand for the rehabilitation of foreclosed multi-family buildings, and the City has identified developers who have expressed a willingness to take on larger numbers of scattered site duplexes. The shift in funding between the Rental Rehabilitation and the Large Rental Projects categories reflect these changes in program demand.
- A reduction is being made in the Buy In Your Neighborhood Program. Despite continuing marketing and outreach efforts, there has not been demand for the program. Should conditions change, applications for the acquisition and rehabilitation of foreclosed properties by neighborhood owners will be funded under the Rental Rehabilitation Program, as the uses of funds are consistent.
- Funding for the Acquisition/Rehabilitation Program has been increased. The program has been very successful and there has been a demonstrated strong demand for houses developed under the program. As indicated above, given the condition of properties in the NSP 2 area, this is a viable alternative to developing and promoting homeownership opportunities in the NSP 2 target area.
- A reduction is being made to the land bank, due to increasing numbers of City foreclosed properties, which are being provided at nominal cost for the Neighborhood Stabilization Program for both homeownership opportunities and responsible rental property development.
- Vacant Land Reprogramming funds are being eliminated which were to be used for the improvement of vacant lots resulting from the demolition of foreclosed property. While the

City's NSP 2 application was approved with this program activity, HUD later determined that it was not an eligible use of NSP 2 funds. Funds from this category are being transferred to the Vacant Land Reuse (new construction) category.

- Demolition is being increased up to the maximum allowable amount (10% of the total NSP grant), to reflect increasing numbers of foreclosed properties that are blighting and economically infeasible to rehabilitate.
- A direct allocation of funds is being budgeted for the Housing Authority of the City of Milwaukee (HACM). HACM acquired and rehabilitated 2 properties under the NSP 1 Program to provide affordable rental opportunities. They will be utilizing NSP 2 funds for the acquisition and rehabilitation of foreclosed properties for homeownership. As HUD has indicated that Housing Authorities should be classified as "sub-recipients," a specific allocation of funds is being set-aside in the revised NSP2 budget.

	<u>Current Budget</u>	<u>Units</u>	<u>Proposed Budget</u>	<u>Units</u>	<u>Change - \$</u>	<u>Change Units</u>
Homebuyer Assistance	\$4,000,000	160	\$2,000,000	80	-\$2,000,000	-80
Rental Rehabilitation	\$2,250,000	150	\$1,250,000	83	-\$1,000,000	-67
Rental Large Projects	\$2,400,000	80	\$3,400,000	113	\$1,000,000	33
Buy In Your Neighborhood	\$480,000	80	\$0	0	-\$480,000	-80
Acquisition/Rehabilitation	\$3,450,000	46	\$5,450,000	73	\$2,000,000	27
Land Bank	\$3,000,000	100	\$2,000,000	67	-\$1,000,000	-33
Vacant Land						
Reuse (new construction)	\$3,200,000	40	\$3,400,000	85	\$200,000	45
Reprogramming (land improvements)	\$200,000	100	\$0	0	-\$200,000	-100
Demolition	\$2,020,000	125	\$2,500,000	156	\$480,000	31
Leveraged Loan Fund	\$1,500,000	120	\$1,500,000	120	\$0	0
Housing Authority of the City of Milwaukee	\$0	0	\$1,000,000	13	\$1,000,000	13
	\$22,500,000	1001	\$22,500,000	790		-211



Legislation Details (With Text)

File #: 101505 **Version:** 0

Type: Resolution **Status:** In Committee

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

On agenda: **Final action:**

Effective date:

Title: Resolution approving the expenditure of \$5,000 from the Economic Development Committee Fund for participation by City of Milwaukee staff in the 2011 International Council of Shopping Centers Spring Convention.

Sponsors: THE CHAIR

Indexes: CONVENTIONS, ECONOMIC DEVELOPMENT, NEIGHBORHOOD DEVELOPMENT

Attachments:

Date	Ver.	Action By	Action	Result	Tally
3/23/2011	0	COMMON COUNCIL	ASSIGNED TO		

Number
101505
Version
ORIGINAL
Reference

Sponsor
ALD. DAVIS

Title
Resolution approving the expenditure of \$5,000 from the Economic Development Committee Fund for participation by City of Milwaukee staff in the 2011 International Council of Shopping Centers Spring Convention.

Drafter
CC-CC
dkf
3/23/11

..Number
101505
..Version
SUBSTITUTE 1
..Reference
081703
..Sponsor
ALD. DAVIS
..Title

Substitute resolution approving the expenditure of \$5,000 from the Economic Development Committee Fund for participation by City of Milwaukee staff in the 2011 International Council of Shopping Centers Spring Convention.

..Analysis
This substitute resolution approves the expenditure of \$5,000 from the Economic Development Committee Fund Special Purpose Account to fund City of Milwaukee development opportunities and promotional and branding materials for the 2011 Spring Convention of the International Council of Shopping Centers in Las Vegas, Nevada, to facilitate neighborhood and retail development in the City of Milwaukee.

..Body
Whereas, The Economic Development Committee Fund is to be used to promote the City of Milwaukee's ("City") economic development programs and attracting new industry to the City; and

Whereas, The 2011 International Council of Shopping Centers Spring Convention will be held in Las Vegas, Nevada, on May 22nd through May 25th; and

Whereas, There will be City staff attending the international convention; and

Whereas, Contacts made at this convention may lead to future retail projects in the City; and

Whereas, The current U.S. economy has impacted the retail industry and City staff attendance at the convention will evaluate the effects it may have on the City both currently and in the future; and

Whereas, The appropriation of \$5,000 will be beneficial to the City for materials that shall include designated City properties available for redevelopment and development; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that \$5,000 is appropriated from the 2011 Economic Development Committee Fund Special Purpose Account No. 0001-1310-S123-006300 to a separate Budget Line Account No. 0001-1910-S123-006300 for promotional and marketing materials for the 2011 International Council of Shopping Centers Spring Convention in Las Vegas, Nevada, for the purposes outlined herein.

..Drafter
DCD:DA:da
03/31/11



City of Milwaukee Fiscal Impact Statement

A **Date** 3/31/2011 **File Number** 101505 **Original** **Substitute**

Subject Substitute resolution approving the expenditure of \$5,000 from the Economic Development Committee Fund for participation by City of Milwaukee staff in the 2011 International Council of Shopping Centers Spring Convention.

B **Submitted By (Name/Title/Dept./Ext.)** Rocky Marcoux, Commissioner, DCD, x5800

C **This File**

- Increases or decreases previously authorized expenditures.
- Suspends expenditure authority.
- Increases or decreases city services.
- Authorizes a department to administer a program affecting the city's fiscal liability.
- Increases or decreases revenue.
- Requests an amendment to the salary or positions ordinance.
- Authorizes borrowing and related debt service.
- Authorizes contingent borrowing (authority only).
- Authorizes the expenditure of funds not authorized in adopted City Budget.

D **Charge To**

- Department Account
- Capital Projects Fund
- Debt Service
- Other (Specify) _____
- Contingent Fund
- Special Purpose Accounts
- Grant & Aid Accounts

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	ICSC promotional materials	\$5,000.00	\$0.00
		\$0.00	\$0.00
TOTALS		\$5,000.00	\$ 0.00

F

Assumptions used in arriving at fiscal estimate. _____

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.

2011 International Council of Shopping Centers Convention

Promotional Items Budget

<i>Item</i>	<i>Quantity</i>	<i>Cost Per Item</i>	<i>Total Cost</i>
Swivel Jump Drive	500	\$7.60	\$3,800
Century Pen and Laser Pointer	100	\$6.55	\$655

Shipping charges unknown at this time, which will be added to the total cost.

