



Office of the City Clerk

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To: The Honorable, Members of the Steering and Rules Committee

From: Jim Owczarski, City Clerk

Date: January 6, 2020

Re: Response to Common Council File Number 181767

This memorandum is in response to the directive of Common Council File Number 181767 asking that departments report those services provided to residents of the 53206 ZIP Code. I want to thank former Deputy City Clerk Richard Pfaff, Deputy City Clerk Jessica Celella, and Workforce Development Coordinator Bernadette Karanja for their assistance in compiling this information.

Like most other agencies, the work of the office of the Common Council – City Clerk is directed and intended to be of benefit to all residents. That said, there are two areas where benefits to the inhabitants of the 53206 ZIP Code can be particularly identified – licensure and workforce development.

Table “A” (attached) reflects the number of licensed businesses within the 53206. Table “B” reflects the number of individual licenses issued to the same area. While the issuance of a license can be seen as a benefit in and of itself, the office of the Common Council – City Clerk has taken the view that our collective first goal must be the removal of obstacles that can stand between entrepreneurs and their lawful ambitions.

This has been the purpose of the on-going “Red Tape Rescue” program, which was born out of and in some respects continues the work of the Common Council’s Local Business Action Team. Perhaps best known for its informative series of instructional videos available on YouTube, “Red Tape Rescue” is actually an on-going process of internal review, self-criticism, and improvement, led both by Mr. Pfaff and Ms. Celella, intended to reduce barriers and make the often bureaucratic process of licensure as transparent as possible.

The “Start Smart” program and the well-received “PIVOT” program – the former a collaboration with the Department of City Development – are also intended, at least in part, to help people open and keep their licensed businesses.

As to workforce development, Ms. Karanja’s work has certainly been of benefit to the entire City. In our weekly reviews of her work I am sometimes even surprised by those council



members who have chosen – wisely, I think – to seek her counsel on a project. Much of her work and that of her excellent team directly benefits the residents of the 53206 ZIP Code. I have appended to this memorandum a summary borrowed wholesale from her recent presentation to the Common Council which I think is as eloquent as what I could provide here. I would only note that the workforce development team has never lost sight of Ald. Coggs’ original vision which was more than just creating a workforce pipeline; it was also ensuring that once the pipeline was created, those most in need of it were aware of its existence and how best to use it. This is particularly noticeable in the “retail” outreach – job fairs and similar – that has flowered over the past two years.

As always, please feel free to let me know should you have comments, questions, or concerns.



**TABLE A**

<b>Business License Type</b>	<b>Number of Licenses</b>
Cigarette & Tobacco	53
Class A Malt	12
Class A Malt & Liquor	12
Class B Tavern	13
Extended Hours	12
Filling Station	11
Food Dealer Restaurant	21
Food Dealer Retail	47
Food Peddlers	3
Home Improvement Contractor	16
Loading Zone	3
Loading Zone - Nonprofit	10
Precious Metal & Gem Dealer	2
Public Entertainment Premises	12
Recycling, Salvaging, & Towing	7
Rooming House	2
Secondhand Dealer	1
Secondhand Motor Vehicle Dealer	6
Self-Service Laundry	1
Taxicab	1
Temporary Food Base	10
Weights & Measures	38
<b>Total</b>	<b>293</b>



**TABLE B**

<b>Individual License Type</b>	<b>Number of Licenses</b>
Class B Manager	2
Class D Operator (Bartender)	88
Direct Seller	6
Disabled Loading Zone	30
Municipal ID	23
Public Passenger Vehicle Driver	79
<b>Total</b>	<b>228</b>



# Common Council City-Clerk's Workforce Development Office



Achievements in the Last 12 Months:  
Sep 2018 – Sep 2019



## Navigate & Provide Expertise on Workforce Development System

- Responded to CC's **7-Point** Vision Work Plan for the City
  1. **Youth Employment & Violence Prevention:** 9/35 DCMKE Members are MPZ Members | DCMKE Job Seekers maintained & increased from 288 to 377 (23%) | 928 New Traditional Job Seekers tracked on our Dbase | Invited to 27 Job Fair Events
  2. **Equitable Sourcing for Businesses of Color:** Member of the Independent Review Committee for the Disparity Study
  3. **Closing Informational Gaps in Employment:** Upgraded DCMKE Platform, Increased Networks from 30-35 (14%) | Admins Increased from 96 to 135 (29%) | Admin Offer/Post Responses Rate increased by 16%. | 279 Posted Job & Training Opportunities | 7 Council Member Job Fairs | Over 90 Recruiters



## Navigated & Provided Expertise on Workforce Development System

- Responded to CC's **7-Point** Vision Work Plan for the City
- 4. **Neighborhood Revitalization:** II Events: Including Metcalf Mobile | Bronzeville | BigServe | Health Fair & More
- 5. **My Brother's Keeper Initiative:** Collaborating with MFI/BMAAC
- 6. **Linking Educational Achievement to WD:** Issued a report on City of Milwaukee's Brain Drain to inform a Millennial Task Force
- 7. **Create Transit Links to Jobs in Waukesha, Ozaukee & Wauwatosa:** Meeting with Dave Steele of Regional Transit Leadership Council to discuss future plans for MCTS Title VI; and any solid viable actualization of the Transit Gap