



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin 53202

## Meeting Minutes

### BRONZEVILLE ADVISORY COMMITTEE

**CLIFTON CRUMP, CHAIR**

*Rayhainio Boynes, Vice-Chair*

*Eve Hall, LaShawndra Vernon, Rhonda Manuel, and Theresa Garrison*

*Staff Assistant, Chris Lee, 286-2232, Fax: 286-3456,  
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*Legislative Liaison, Tea Norfolk, 286-8012,  
tea.norfolk@milwaukee.gov*

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Wednesday, November 28, 2018

9:00 AM

Zeidler Municipal Bldg, Room 102 (Fishbowl)  
841 N. Broadway, Milwaukee, WI 53202

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**1. Call to order.**

*Meeting called to order at 9:11 a.m.*

**2. Roll call.**

**Present** 4 - Crump, Hall, Vernon and Boynes

**Absent** 1 - Garrison

**Excused** 1 - Manuel

**3. Review and approval of the previous meeting minutes from October 24, 2018.**

*Member Vernon moved approval, seconded by member Hall, of the meeting minutes from October 24, 2018. There was no objection.*

**4. Bronzeville RFPs, listings, projects, programs, initiatives, events, activities or updates.**

*a. Marcus Center of the Performing Arts presentation*

*Individuals appearing:*

*Paul Mathews, Marcus Center President and CEO*

*Anthony Smith, Marcus Center Director of Community Engagement & Inclusion*

*Mr. Mathews commented on the future goals of the center. The center has been home to staples, such as the Milwaukee Symphony Orchestra and First Stage, and predominately white audiences. The symphony is moving to a new home, and there are now more opportunities. The center was a cultural place prior to the symphony coming in. The center would like to broaden to other audiences, collaborations, the local community (especially people of color), offer more than just performances, make the building more welcoming, provide more talent opportunities for persons of color, and be a resource to the community. The center will be doing other kinds of events, such as those with the Milwaukee Urban League. P3 Development has been*

*commissioned to do strategic planning for the center to improve inclusion and engagement. Two focus areas are building a diverse employment and pipeline within the center to reflect the community (including upper management) and have supply diversity. There is a 4-year collaboration with Black Arts MKE with its offices housed in the center. One significant stride has been acquiring Langston Hughes and the Black Nativity production, which opens on December 7th. The production was updated with something new this year. Marketing is a challenge, and the center is seeking new ways to reach people. There is interest to be a part of Bronzeville events and work with Bronzeville on promotion.*

*Mr. Smith added comments. The advisory committee is invited to be guests to a private reception at 5:30 p.m. on December 7th prior to the Black Nativity first production. The center wants to partner with the advisory committee and be a resource.*

*Members commented. The Black Arts MKE annual African cultural fest and Bronzeville Week must be strategic, collaborative, cross promoted, and complementary with each other early on for next year. Perhaps Black Arts MKE can be a part of, take ownership of a day, combine marketing, and bring a play to Bronzeville Week. Perhaps bring in the Welcome to Bronzeville production. Connection should be made to Arlisia McHenry, the organizer of Bronzeville Week. To avoid is competition between the two events. Local talent retention and opportunities are important, and there are connections to local talents. A challenge is to get other organizations to open their platforms like the Marcus Center. Deeper conversations should take place for the center to perhaps create a community task force and place youth programs and community partners inside of the center. Perhaps the center can join the advisory committee as a committee member.*

*b. Historic King Drive BID Main Street Program update*

*Individual appearing:  
Deshea Agee, Historic King Drive BID*

*Mr. Agee gave an update. The BID had applied last year and was able to have King Drive nationally recognized and designated as a main street. The designation is a tool to improve King Drive and do outreach. There will be a 4-prong committee planning approach to revitalize the drive: design, promotion, economic development, and organization. Design would encompass signage, storefront, façade, and other related planning. Promotion would encompass outreach, branding, and other related planning. Economic development would encompass planning on converting unused space and other related aspects. Organization would encompass planning on community and stakeholder engagement. The BID would be the agency behind the main street program, do a mapping process, get people involved, and do volunteer outreach. Advisory committee members are invited to participate in the committees. There is a goal to extend doing a pop-up business next year at a new location. The previous pop-up location now has a permanent tenant. Establishment of a 501(3)(c) is being considered, similar to other main street programs in other cities, to work with the BID on the main street revitalization efforts. A 501(3)(c) would allow for more things to be done, such as fundraising. Promotion of the main street program has been through events like Bronzeville Week. There will be workshops to help with business storefront design.*

*Members inquired about making pop-up businesses aesthetically more visible and*

*attractive through the BID, using a City-owned property permanently for pop-up businesses, and a 501(3)(c) as an anchor for pop-up businesses.*

*Member Vernon said conversations with a stakeholder or building owner would be significant to improve the façade and signage for pop-up businesses.*

*Mr. Agee replied. The BID has promoted pop-up businesses via newsletters, events, and radio but not through signage. Signage would help the businesses, and they could apply for signage funds, if any, through the City. Façade grants would pertain to things more like awnings, windows, walls, and not signage. Signage discussions can be had within the design committee. Conversation about a City property for pop-ups did occur in the past, but the BID was behind the first pop-ups. A permanent site for pop-ups can be explored whether it is through the BID or the City. City funding to get spaces ready would help. A 501(3)(c) can possibly be an anchor for pop-ups.*

*c. Other*

*There was no other discussion.*

**5. Discussion on increasing awareness and exposure relative to Bronzeville events, activities, and projects by the City.**

*Individual appearing:  
Arlisia McHenry, City Clerk's Office*

*Ms. McHenry and members discussed Bronzeville Week.*

*Members commented. The event media plan should have better City support and be more strategic in terms of being a part of media mediums rather than through spontaneous inclusions. There should be more advance planning of activities leading up to the event. Connection should be made with the Marcus Center regarding marketing. The advisory committee should be connected more, and more updates should be given to the advisory committee. The committee could perhaps volunteer for a day. Youths should be involved.*

*Ms. Arlisia commented. A powerhouse planning team is needed to make the event better. Planning will start earlier with this December instead of January. A media team or a hired media person needs to be developed to promote the events. The City does not do that. A national act, in addition to the local acts, needs to be acquired. The look of venues will be changed. Move the Crowd needs better promotion. More logistical planning is needed. Vendors are currently being worked on. Perhaps advisory committee members should be more involved in the Bronzeville Week planning committees. Her role is a planner. She needs, intends to hire, and train a team of about 20 people in August to do the grunt work of setting up the events. Earn and Learn ends in August. She is working on the event budget and will connect with the Marcus Center. The City is providing \$100,000 in matching funds for City events next year, and Bronzeville Week can access those funds.*

**6. Review and approval of the 2019 committee meeting schedule.**

*Member Hall moved approval, seconded by vice-chair Boynes, of the 2019 committee meeting schedule. There was no objection.*

**7. Announcements and updates.**

*Member Hall announced that the Milwaukee Urban League will hold its 59th Annual Equal Opportunity Day event, which will recognize various local individuals who have made a difference.*

*Chair Crump announced that today is the last day that the Fire and Police Commission is taking in applications for police aides and fire cadets.*

**8. Next meeting date and time.**

*a. Wednesday, December 19, 2018, 9 a.m.*

**9. Agenda items for the next meeting.**

*Members to forward agenda items to staff and the chairman.*

*Chair Crump said an agenda item is a discussion on 2019 City budget amendments affecting the Bronzeville district.*

**10. Adjournment.**

*Meeting adjourned at 10:30 a.m.*

*Chris Lee, Staff Assistant  
Council Records Section  
City Clerk's Office*