

**BUSINESS IMPROVEMENT DISTRICT NO. 16
UPTOWN CROSSING BUSINESS DISTRICT
2016 PROPOSED OPERATING PLAN**

August 18, 2015

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WEST NORTH AVENUE BUSINESS IMPROVEMENT DISTRICT 2016 OPERATING PLAN

I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created Sec. 66.1109 (formerly S. 66.608) of the Statutes (See Appendix A) enabling cities to establish Business Improvement Districts (BID) upon the petition of at least one property owner within the proposed District. The purpose of the law is “. . . to allow businesses within those Districts to develop, manage and promote the Districts and to establish an assessment method to fund these activities.”

Upon petition from property owners within the West North Avenue Business District, the Common Council of the City of Milwaukee on September 27, 1995, by Resolution File Number 95078 created BID No. 16 (West North Avenue) and adopted its initial Operating Plan.

Section 66.1109 (formerly 66.608) (3) (b), Wis. Stats., requires that a BID Board “shall annually consider and make changes to the Operating Plan . . . The Board shall then submit the Operating Plan to the local legislative body for approval.” The Board of BID No. 16 (Uptown Crossing Business District) submits this 2015 BID Operating Plan with technical assistance from the City of Milwaukee Department of City Development in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial July, 1995, BID Operating Plan. Therefore, it incorporates by reference the earlier plan as adopted by the Common Council. In the interest of brevity, this plan emphasizes the elements which are required by Sec. 66.608, Wis. Stats., and the proposed changes

for 2016. This plan does not repeat the background information, which is contained in the initial Operating Plan.

B. Physical Setting

No changes in District planning or zoning have occurred since adoption of the initial Operating Plan. The BID District is now part of the City of Milwaukee's Comprehensive West Side Plan. (<http://city.milwaukee.gov/Plansandstudies/West.htm>)

II. DISTRICT BOUNDARIES

Boundaries of the District are put forth in Appendix B of this plan. A listing of the properties included in the District is provided in Appendix C.

III PROPOSED OPERATING PLAN

A. Plan Objectives

The BID will be used to finance the business property owners' share of the cost and ongoing maintenance of streetscape improvements. The objectives of this ongoing streetscaping project are as follows:

- A. To improve the overall appearance and image of the street.
- B. To enhance safety and security by increasing the amount of street and pedestrian level lighting.
- C. To attract new businesses and increase private investment in the District.

- D. To create an environment which will attract new customers and increase the economic viability of the area.

The streetscaping may include, but is not limited to, improvements such as; installation of pedestrian level “harp” lighting; replacing portions of the curb, gutter, and sidewalk; distinctive painting of pedestrian street crossings in the District; replacing portions of the sidewalk with paving brick; planting of street trees; and installation of bollards, benches, waste containers, information kiosks, banners, landscaping, public art and other streetscape amenities.

B. Proposed Activities

Principal activities to be undertaken by the BID during 2016 will include, but are not limited to the following:

- A. Maintaining communication with the property owners and business operators in the District regarding the design and implementation of the project via quarterly newsletters to the District and our updated website (www.uptowncrossing.com).
- B. Via involvement with other community resources and/or private developers, the BID will investigate avenues to facilitate economic development, real estate acquisition and redevelopment opportunities, and activities including management of BID functions. In the 2011 plan the board authorized expenditures for field measuring and preparing architectural drawings for two properties in the district which were listed for sale, were vacant and in need of major repairs. The renovation plans were completed and the BID issued an RFP aimed at a small developer or investor with the intent of

creating a redevelopment partnership to improve one or both of these target properties. Both properties that were identified have been sold to new owners. The BID board will continue to be proactive in seeking development partners and/or planning on forming a separate entity or partnership to acquire and rehab other properties in the District. We will work with the City's Department of City Development personnel in obtaining funding to maximize the positive impact that a building redevelopment can have on the entire BID District.

- C. Monitoring the ongoing maintenance of streetscape improvements, including maintenance to the public art projects at the French Immersion School and West Triangle.
- D. Negotiating and entering into a landscape maintenance agreement to provide installation and ongoing maintenance of plants, street banners including five (5) seasonal changes, and weekly portering services.
- E. Provide matching funds to City of Milwaukee Façade Grant Program. We plan to give up to \$2,500 to business owners that apply for and receive façade funding from The City. Example: \$10,000 Façade Improvement, City Funds \$5,000, BID 16 Funds \$2,500, Cost to Owner: \$2,500.
- F. Provide a contribution to BID business owners who participate in the Cities Surveillance Camera Program, up to \$600 per qualified participant per business address.
- G. Investigate ways to increase off street parking in the District, i.e. vacant lot at North 56th and West North Avenue.

C. Proposed Expenditures

PROJECT BUDGET 2016

Expenses

Repairs and Maintenance (street/sidewalk cleaning; refuse container repair/replacement; electrical maintenance, maintenance to the public art sculptures; electric usage for holiday décor, etc.)	\$40,841
Grounds (landscaping; crosswalk striping; holiday light pole decorations)	\$23,200
Administrative (management fee; postage; street banners; District newsletter; website updates; accounting for annual audit; special events; façade program)	\$76,530
Insurance	\$1,925
Total Operating Expenses	\$142,496
R.E. Development/Rehab/Parking Lot	\$200,000
Debt Expense* (Repayment to City of Milwaukee)	\$12,745
Total BID Expenses for 2016	\$355,241

* The streetscaping project was initiated in September 1996. In 2010, the BID completed this major project which was nearly completed in 2009, including the changing out of all cobra street lighting to match the pedestrian level lighting; adding holiday lighting and other street amenities (i.e., street furniture, bus shelter amenities, etc.). Project costs were initially approved for approximately \$250,000. This is a matching grant project with 50% paid by the BID and 50% paid by the City.

The District will expend funds for maintenance of the streetscape amenities and the direct operation of the District. As City of Milwaukee resources get stretched by increasingly limited available funds, greater levels of private (BID) activity become necessary to keep the District clean, well maintained and attractive to new business prospects and people frequenting retail establishments in the area. Visitors to West North Avenue and West Lisbon Avenue expect an environment that makes them feel comfortable and safe as they conduct business in the area.

The BID Board will have the authority and responsibility to prioritize expenditures and to revise the District budget as necessary to match the funds actually available. Any funds unspent at the end of 2015 shall be carried over to 2016 and applied against future expenses.

D. Financing Method

It is proposed to raise \$129,254.00 through BID assessments (see Appendix D).

The City of Milwaukee and the District jointly and cooperatively fund the streetscaping. The District's share of the cost of the streetscaping and the operating expenses of the District have been funded by BID assessments on taxable properties within the District

The District entered into a Public Improvement Development and Maintenance Agreement, identified as Contract No. 96-239 (CM), dated April 2, 1997, with the City of Milwaukee.

The Public Improvement Development and Maintenance Agreement constitutes a long-term commitment and the District will not be terminated until all repayments to the City have been made and adequate provision is made for the operation and management of the improvements financed through the District. The Public Improvement Development and Maintenance Agreement are in addition to this Operating Plan.

E. Organization of BID Board

The Board's primary responsibility is the implementation of this Operating Plan. The current BID No. 16 Board of Directors is comprised as follows:

- Gordon Steimle
Neighborhood resident, Washington Heights location
- Chris Hau
Neighborhood resident, Architect Quorum Architects
- Christine McRoberts
Property owner, business owner, North Avenue location
- Matthew O'Neill
Neighborhood resident, Washington Heights location
- Jason Rae
Associate at Nation Consulting, area business
- Tina Holst
Neighborhood resident, Sherman Park

The BID Board is currently seeking area property owners and business owners to join the BID Board; there are currently one (1) open leadership positions on the Board.

F. Relationship to Milwaukee West North Avenue Business Association

The BID shall be a separate entity from the Milwaukee West North Avenue Business Association notwithstanding the fact that members, officers, and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law and not subject to the public record law except for its records generated in connection with the BID to

provide services to the BID. At present, the Business Association is not actively operating.

IV. METHOD OF ASSESSMENT

A. Assessment Rate and Method

As of 2016 the commercial properties in the District had a total assessed value of \$26,743,800. This plan proposes to assess the taxable property in the District at a 2016 rate of \$5.00 per \$1,000 of assessed value for the purposes of the BID. Appendix A shows the projected BID assessment for each commercial property included in the District.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of assessment methods, it was determined that the assessed value of the property was the characteristic most directly related to the potential benefit provided by the BID.

The variables used to determine the regular BID assessments are:

1. The total assessed value of each tax key parcel within the District; and
2. The specific dollar amount per \$1,000 of the assessed value of each tax key parcel.

The assessment methodology is as follows: For each of the taxable tax key parcels within the BID boundaries, the BID assessment is calculated by applying a \$5.00 per \$1,000 charge against the assessed value of the parcel.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law, the following statements are provided:

1. Sec. 66.608 (1) (f) Im: The District may contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the District.
2. Sec. 66.608 (5) (a): Property known to be used exclusively for residential purposes will not be assessed. Such properties are identified as BID Exempt Properties in Appendix A, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding Sec. 66.608 (1) (b), Wis. States., property exempt from general real estate taxes have been excluded from the District. Privately owned tax exempt property, which is expected to benefit from District activities, may be asked to make a financial contribution on a voluntary basis.

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The District is a means of formalizing and funding the public-private partnership between the City and property owners in the West North Avenue Bid District #16 business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the District promote its development. To this end, the City has played a significant role in the creation of the BID and in the

implementation of its Operating Plan. In particular, the City will continue to:

1. Provide technical assistance to the proponents of the District through adoption of the Operating Plan and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds, which could be used in support of the District.
3. Collect BID assessments, maintain the BID assessments in a segregated account, and disburse the BID assessments to the District.
4. Receive annual audits as required per Sec. 66.608 (3) (c) of the BID law.
5. On or before June 1st of each plan year, provide the Board, through the Tax Commissioner's Office, with the official City records on the assessed value of each tax key number within the District as of January 1st of each plan year for the purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the District.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The Wisconsin Business Improvement District law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be followed:

1. The Milwaukee City Plan Commission will review the proposed district boundaries and proposed operating Plan and will then set a date for a formal public hearing.
2. The City Plan Commission will send, by certified mail, a public hearing notice and a copy of the proposed Operating Plan to all owners of real property within the proposed Operating Plan to all owners of real property within the proposed district. In addition a Class 2 notice of the public hearing will be published in a local newspaper of general circulation.
3. The City Plan Commission will hold a public hearing, will approve or disapprove the Plan, and will report its action to the Common Council.
4. The Economic Development Committee of the Common Council will review the proposed BID Plan at a public meeting and will make a recommendation to the full Common Council.
5. The Common Council will act on the proposed BID Plan.
6. If adopted by the Common Council, the proposed BID Plan is sent to the Mayor for his approval.
7. If approved by the Mayor, the BID is created and the Mayor will appoint members to the District Board established to implement the Plan.

B. Petition Against Creation of the BID

The City may not create the Business Improvement District if, within 30 days of the City Plan Commission's hearing, a petition is filed with the City containing signatures of:

Owners of property to be assessed under the proposed initial Operating Plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial Operating Plan, using the method of valuation specified in the proposed initial Operating Plan; or

Owners of property to be assessed under the proposed initial Operating Plan having an assessed valuation equal to no more than 40% of the assessed valuation of all property to be assessed under the proposed Operating Plan.

VII. FUTURE YEARS' OPERATING PLANS

It is anticipated that the BID will continue to revise and develop the Operating Plan annually in response to changing development needs and opportunities in the District, in accordance with the purposes and objectives defined in this Operating Plan.

Section 66.608 (3) (a) of the BID law requires the BID Board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2015 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2014 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the Common Council of such Operating Plan updates shall be conclusive evidence of compliance with this Operating Plan and the BID law.

VIII. AMENDMENT, SEVERABILITY, AND EXPANSION

The BID has been created under the authority of Section 66.608 of the Statutes of the State of Wisconsin. Should any court find any portion

of this statute invalid or unconstitutional, its decision will not invalidate or terminate the BID and this BID Operating Plan shall be amendment to conform to the law without need of re-establishment.

Should the legislature amend the statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties of a certain class or classes of properties, then this BID Operating Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual review and approval of the Operating Plan and without necessity to undertake any other act. This is specifically authorized under Sec. 66.608 (3) (b), Wis. Stats.

APPENDICES

- A. STATUTE
- B. DISTRICT BOUNDARIES
- C. PROPERTY LISTING
- D. 2015 PROJECTED ASSESSMENTS

ANNUAL REPORT

Uptown Crossing Business Improvement District #16 August 2015

The property owners and merchants within Business Improvement District #16, Uptown Crossing, have been involved with the following activities in the area bounded by West North Avenue from Sherman Boulevard to North 60th Street and West Lisbon Avenue from 45th Street to North 52nd Street.

The procurement, promotion and encouragement of new businesses in the area, including activities specifically designed to create in the Business Area a clean, attractive, safe commercial environment contributing to individuals wanting to visit and patronize businesses in the District.

New Businesses: Wood Violet- 5119 W. North Ave
New Buildings: Taco Bell- 5630 W. North Ave

The continuing distribution of a quarterly newsletter, informing member merchants of activities and events occurring within the District (copy accompanying).

The maintenance and upkeep of streetscape improvements including street and sidewalk maintenance, light pole banners, public art piece, tree grates, refuse containers, landscaping amenities, specially painted pedestrian crossings and holiday decorations, all intended to make the District a more attractive area within which to locate a business or to conduct business.

The BID's website last updated in 2012 (www.UptownCrossing.com), allowing members and the general public easy and convenient access to information concerning property events and new businesses in the Uptown Crossing business community with the ability to easily add content.

On-going communication with City of Milwaukee Departments and Aldermen pertaining to the location and creation of new businesses entering the area. New businesses located in BID #16 include Sharehouse Goods, Fathead Jerky and Bloom Gallery.

In 2015 the BID board continued working on the process of creating a development program to leverage BID Funds to assist in the purchase and renovation of underutilized buildings in the district. The BID is looking at partnerships with one or more parties to acquire, redevelop and restore existing dilapidated buildings in the District.

Based on the input from our Streetwide Meetings, the BID is investigating the creation of a parking lot on a vacant lot at the corner of 56th and West North Avenue.

In 2015 the BID board continued to provide matching funds to the City of Milwaukee's Façade Grant Program, reserving \$10,000 per year for façade grants.

In addition to the above specific activities, the BID continues to act as a solidifying influence for property owners within its boundaries, providing to them an organization that attempts to maintain the commercial viability of the area and to promote it as a desirable area within which to do business.

UPTOWN CROSSING

SUMMER 2015

The Uptown Crossing Business Improvement District's Board of Directors meets regularly on the second Monday of the month, usually at 5:30 p.m. at McBob's, 4919 W. North Ave. If you want the board to discuss an issue or concern, it must be placed on the agenda. To put a topic on the agenda or get information on upcoming meetings, contact a BID board member.

BID Board members

Gordon Steimle, President
(414) 270-6364

Chris Hau, Vice President
(414) 265-9265

Chris McRoberts, Secretary/Treasurer
(414) 871-5050

Tina Holst
(414) 364-3787

Matthew O'Neill
(414) 273-3939

Jason Rae
(414) 344-1733

The BID is seeking additional property or business owners to be a part of the Board. If interested, please contact us at (414) 270-6364.

City of Milwaukee
Department of City Development
809 North Broadway
Milwaukee, WI 53202
(414) 286-5735

Uptown Crossing BID #16
c/o Ogden & Co. Inc.
1665 N. Water Street
Milwaukee, WI 53202

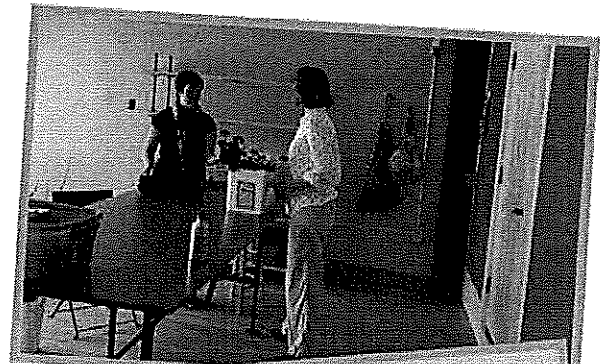
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WOOD VIOLET SPRUCES UP NORTH AVENUE

This spring, Business Improvement District 16 welcomed its newest business, Wood Violet, to the community. Wood Violet is an eco-friendly floral design studio owned by Emily Watson, a Washington Heights resident.

"I was looking for a place that was affordable and somewhere I could walk to, and BID 16 was the right fit," said Emily Watson, owner of Wood Violet. "My wedding business has really expanded and, with the addition of a corporate client, it was time to expand."

Emily is very passionate about her profession, and her desire is to grow and sell flowers in a sustainable way. Wood Violet uses eco-friendly practices, such as eliminating green floral foam, reusing and reclaiming vases, jars, and buckets, and using locally grown flowers whenever possible. In fact, Emily grows her own flowers through her second business, Stems Cut Flowers, which she started in 2008. Having two separate businesses allows Emily to fulfill her passion of growing flowers, enables her to design her own floral arrangements, and gives her a competitive advantage by growing the specific types of flowers she needs.



"I get to have a lot more of a creative outlook with Wood Violet," said Watson. "Before I started Wood Violet, I would grow flowers, cut them, bunch them, and then take them to a florist or sell them at the farmer's market. It is more work

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FROM THE BID PRESIDENT...

On behalf of all the members of Business Improvement District 16, we hope that your summer is off to a great start. Finally it seems the weather is warming up!

The BID Board continues to help identify potential businesses that could locate to our area, in an effort to make as vibrant a business scene as we can. We are pleased that Wood Violet, a floral shop, has decided to make their new home on West North Avenue. We've also seen longtime businesses in the area expand or redevelop, including the attractive new Taco Bell building.

At recent meetings, we've also been talking with other business owners who are looking at the prospect of joining us in our area.

As we reported in our last newsletter, we are also investigating ways to increase off-street parking in the District. We are looking at potential parking opportunities right now with the City, especially the vacant lot at North 56th and West North Avenue. The BID Board has met with a number of city departments and individuals to talk about potential development opportunities for a parking lot in that area. We will continue to keep you informed as this process continues.

Finally, as a BID, we continue to promote the façade grant program. As the weather continues to get nicer and you start looking at ways to improve your building's exterior,

WOOD VIOLET OPENS UP

CONTINUED FROM COVER PAGE

to sell flowers for weddings, but it is more fun as well."

Opening a storefront in BID 16 has allowed Emily to grow Wood Violet. Rather than just operating out of her house, she is able to present displays and teach classes in-store as well. Her welcoming storefront presents a more business-like atmosphere than selling flowers out of her home. While growing her own flowers and operating two businesses costs a little bit more than purchasing flowers from overseas, and certainly creates more work, her model allows her to offer her costumers something unique: high quality, locally-grown floral arrangements.

Emily became aware of the available space through her involvement with

the Wisconsin LGBT Chamber of Commerce. Their executive director, Jason Rae, serves on the BID 16 board and helped facilitate bringing this new business to North Ave.

"This is how business development works," said Jason Rae. "This is an example of two organizations working together to create a positive environment for small business growth and job creation. I am excited that Wood Violet was able to find a home in their local community, and I look forward to sustaining the momentum in BID 16."

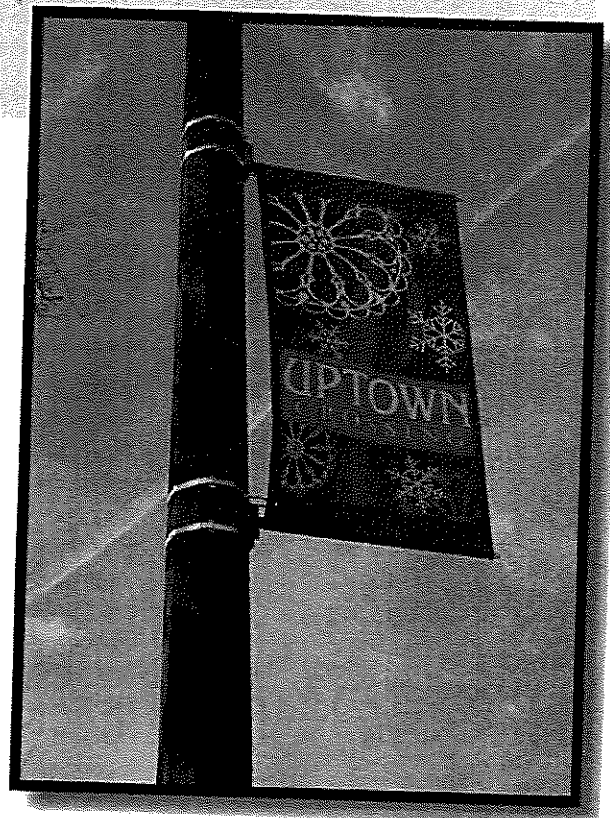
Wood Violet is located at 5119 W. North Ave and plans to hold office hours every Friday afternoon. They are also available upon appointment and can be reached at (414) 678-1255.

please consider applying for a façade grant from the city and the BID. You can learn more about the grants on our website.

If there is anything that any of us can do for you, please do not hesitate to contact us. Thank you for your support and for making BID 16 a destination for businesses and shoppers.

Yours,

Gordon



COMMON COUNCIL UNVEILS NEW YOUTH PROGRAM TO COMBAT CITY VIOLENCE

On May 5th, the City of Milwaukee Common Council introduced a new youth-oriented program called the MKE Peace Project. This new initiative aims to help youth identify factors that they feel are contributing to violence in the city and their neighborhoods and encourage them to propose solutions. After brainstorming sessions across the city, the MKE Peace Project will present their findings and develop youth-driven solutions to the problems facing central city residents.

Council President and local Alderman Michael Murphy, a champion of the MKE Peace Project, said, "We believe that in order to imagine and promote peace in Milwaukee, our youth must be actively involved. By simultaneously challenging youth to provide solutions to the problems they identify, we are asking them to envision the opposite of violence around them – we are challenging them to imagine peace."



Students were asked to organize themselves in small teams and challenged to identify one problem causing violence in their neighborhood, a proposed solution to this problem, and the impact it would have in their community. The MKE Peace Project is targeting Milwaukee's at-risk youth, and the neighborhoods and schools targeted for youth input were located in the areas with the highest rate of violent crime perpetrated by youth according to Milwaukee Police Department statistics.

Milwaukee Superintendent Dr. Darienne Driver said the project is, "an important initial collaborative effort between youth and adults to

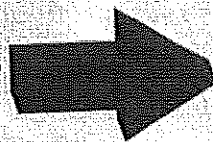
address the issues impacting our community. It is vital that we create safe spaces for our young people to be heard and for their ideas to be listened to and acted upon. As adults, it is our responsibility to support their efforts to bring peace to the city and to create safe places for them to learn and grow."

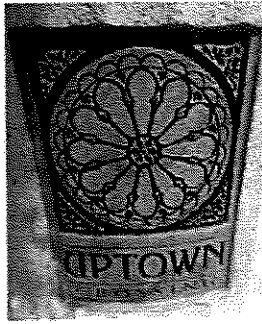
Numerous community partners were involved in the effort as well, including the Milwaukee Brewers, Milwaukee Bucks, Milwaukee Christian Center, Bader Philanthropies, United Community Center, Clear Channel, Journey House, Center of Youth Engagement, Running Rebels, Coming Together Partnership, and Discovery World.

The application deadline was May 21st, and Council President Murphy has indicated that the Common Council will take up many of the program's ideas over the course of the summer.

TACO BELL REOPENS AFTER COMPLETING RENOVATIONS

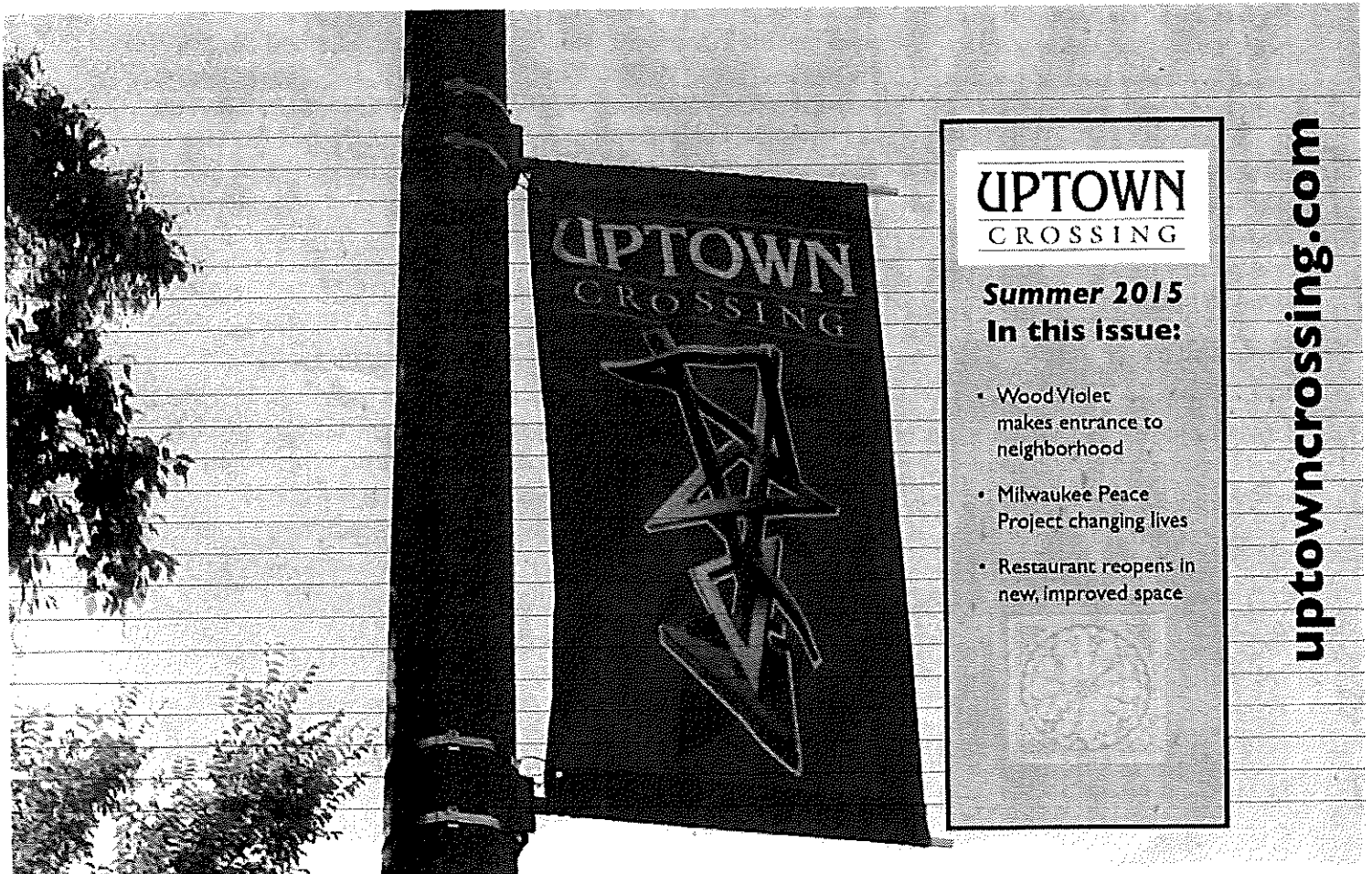
After having been closed for the past few months, renovations on the Taco Bell located at 5630 West North Ave are complete and the popular fast-food restaurant has reopened. The new building, which is significantly larger, is improved and more modern. The new renovations and expansion have also opened up room for a second tenant in the building, and T-Mobile has recently agreed to leasing this space.





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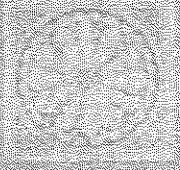
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UPTOWN
CROSSING

Summer 2015
In this issue:

- Wood Violet makes entrance to neighborhood
- Milwaukee Peace Project changing lives
- Restaurant reopens in new, improved space



uptowncrossing.com

BID #16 (West North Avenue) Board Member Sheet

Board Organization: 7 members

<u>Board Member</u>	<u>Title</u>	<u>Start Date</u>	<u>End Date</u>
Tina Holst	Member	12/16/2014	2/5/2018
Chris Hau	Member	*in process of reappointment	
Christine McRoberts	Member	*in process of reappointment	
Gordon Steimle	Member	*in process of reappointment	
Larry Kilmer, II	Member	3/22/2013	3/22/2016
Jason Rae	Member	*in process of reappointment	
Matthew O'Neill	Member	*in process of reappointment	

