



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

BRONZEVILLE ADVISORY COMMITTEE

VACANT, CHAIR

Rhonda Manuel, Vice-Chair

**Fidel Verdin, Theresa Garrison, Christopher Perceptions,
Clifton Crump, and Lashawndra Vernon**

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Legislative Liaison, Ted Medhin, 286-8681,

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Wednesday, September 20, 2017

9:00 AM

Room 301-A, Third Floor, City Hall

Meeting called to order at 9:00 A.M.

1. Call to order.

Present 5 - Manuel, Verdin, Garrison, Perceptions and Vernon

Excused 1 - Crump

Ms. Vernon joined the committee at 9:12 a.m. later in the meeting.

Ms. Manuel and other members commended the former chairman and member, Mr. Ralph Hollmon, on both his service to the committee and to the City.

2. Review and approval of the previous meeting minutes from May 11, 2017.

Mr. Perceptions moved approval, seconded by Ms. Garrison, for approval of the minutes from May 11, 2017. There were no objections from those members present.

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

a. Bronzeville Week update.

This item will be deferred to the next meeting at the request of Ald. Coggs.

b. Artist Housing Community Resource Hub (ARCH) update.

Vice-Chair Manuel gave a brief update. Over the summer a property was closed for Mr. Vedale Hill, is being renovated currently, and Mr. Hill is anticipated to move in the property in November. A second project is being accessed for Sara Daleiden of MKE

LAX and will come before the committee at the next meeting. Anticipated is the completion of three completed projects by the first quarter of 2018.

This item will be rescheduled for the next meeting for a progress update from program participants.

c. Historic Garfield Campus update.

Vice-Chair Manuel gave a brief update. The developer could not attend today. A save-the-date email was received indicating an October 26 grand opening for the Garfield School. Applications for the school building housing units will be accepted on Nov. 1st.

Mr. Perceptions added comments. The grand opening event will be a pre-opening event for people to see the spaces, and there will be a panel discussion towards the end of the event. Semi-permanent pieces from local artists were done on each floor. The goal is to have people be able to move in in November.

This item will be rescheduled for the next meeting for the developer to be present to provide an update.

d. Office of Environmental Sustainability (OES) update on Bronzeville lots.

Vice-Chair Manuel gave a brief update. OES is now called the Environmental Collaboration Office (ECO). There is a report from ECO that was provided to members to review.

This item will be rescheduled for the next meeting for ECO staff to be present to provide an update.

e. Other.

There were no other matters discussed.

4. Update from Historic King Drive Business Improvement District (BID).

Ray Hill, Historic King Drive BID Associate Director, appeared and provided an update.

King Drive was designed in August as a main street with four transformatives from Locust to Walnut streets to create ownership with businesses and residents in the area for economic vitality. Committees will kick off either at the end of the year or early next year. There is no monetary assistance but resources on a national level.

Pete's Fruit Market is now open. Community Warehouse (old Value Village store) resells overstock home improvement items or household items, has a soft opening, and requires membership. The membership is currently discounted to customers spending at least \$10. Doors Open Milwaukee will have a Bronzeville area walking tour, led by Deshae Agee, this Saturday, September 23rd, from 9th and Vliet streets. The tour will include Pete's Fruit Market, Community Warehouse, Jazale's Art Studio, Gee's Clippers, and Halyard Park.

Ms. Vernon joined the committee at 9:12 A.M.

There will be an open house meeting for the Transit-Oriented Development (TOD) study with a public update from consultants and forum for residents to provide public input on the streetcar on September 28th from 4 to 6 p.m. at Schlitz Park. Information will be sent to clerk staff to forward to members.

There will be two organized bike rides (King Dream rides) this week around the neighborhood for 3 to 5 miles and next Thursday, September 28th.

Mr. Perceptions questioned further aspirations and goals of the BID, assistance needed, type of participants desired to assist the BID, and timeline for the Bronzeville TID expansion.

Ms. Hill replied. There is momentum. The focus is to revitalize the area north of North Ave. due to the area south of North Ave. being seen as being sustainable on its own. The goal is to have everyone working together. The BID really wants a collective effort from the community and stakeholders to be involved as participants and volunteers.

Deshea Agee, Historic King Drive BID Director, appeared and commented.

The main street program is an excellent opportunity for advisory members to serve on committees. There will be discussion with BID board members to start the program, committees, and tie in the TOD study. The main street goes from Walnut to Locust and leaves out Schlitz Park. The mindset is to recruit residents, community members, artists, business owners, and property owners of the area. They will also engage nonprofit leaders or other organizations that cannot serve on the BID board or aren't interested in serving on the BID board. They will do a market study based on review of existing plans for the area. There is conversation on Bronzeville TID expansion and an update to the Bronzeville plan from the TOD study. The goal is to have everything working in tandem together and envision what the next 10 to 15 years would look like.

Vice-Chair Manuel commented. It is hopeful that the DCD Commissioner can attend the next meeting to discuss the TID expansion and projects for the area.

Mr. Verdin questioned the approach or campaign to recruit for the BID committees and social media space to notify people, especially youths, of development and activities.

Mr. Agee replied. Part of the approach is to include active organizations in the neighborhood like Safe and Sound and West Care. There will be outreach efforts to residents, community resident groups, block clubs, and area businesses to alert them about what is happening in the area and why they are receiving mailings such as mailings about buying their homes for \$25,000. The main street program is aimed at improving commercial side. There are Instagrams, Facebook, and an e-mail list. Over the years there has been development of business, stakeholder, and property owner contacts. Additional ideas are welcomed to ensure as much diverse outreach as possible.

Members recommended using social media, videos on social media and web pages, and NAACP on King Drive.

Ms. Vernon was welcomed as a new member, and she said she was glad to be part of the committee to bring intention, target, and focus.

6. Announcements.

There were no announcements made.

5. Discussion on meeting attendance and frequency.

Ms. Manuel inquired with members on their preference and availability on the scheduling monthly meetings for the remainder of the year.

Members indicated that Wednesday mornings would work best.

7. Agenda items for the next meeting.

Agenda items to include those items that were deferred and stated for rescheduling during the meeting. Members to be contacted on additional agenda items, if any.

8. Set next meeting date and time.

Wednesday, October 11 or 18, 2017 at 9 a.m. based on clerk staff confirming with members and obtaining a majority of members attending. Venue to preferably be offsite in the Bronzeville area, possibility at the Historic King Drive BID office.

9. Adjournment.

Meeting adjourned at 9:31 a.m.

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