



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

BRONZEVILLE ADVISORY COMMITTEE

LASHAWNDRRA VERNON, CHAIR

Raynetta Hill, Vice-Chair

**Theresa Garrison, Anthony Smith, Baboonie Tatum, Rayhainio
Boynes, Terrence Moore, Sr.**

Staff Assistant, Chris Lee, 414-286-2232, Fax: 414-286-3456,

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Monday, September 22, 2025

9:00 AM

Virtual Meeting

This will be a virtual meeting conducted via GoToMeeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://meet.goto.com/672767509>. You can also dial in using your phone United States: +1 (312) 757-3121 and Access Code: 672-767-509.

1. Call to order.

Meeting called to order at 9:05 a.m.

2. Roll call.

Present 6 - Vernon, Boynes, Smith, Tatum, Hill and Moore,

Absent 1 - Garrison

Also present:

Akuwa Dantzler, 6th Ald. Dist.

Kari Smith, Dept. of City Development

Matt Haessly, Dept. of City Development

Tim Askin, Historic Preservation Commission

3. Review and approval of the previous meeting minutes from July 21, 2025.

Meeting minutes from July 21, 2025 were approved without objection.

4. Bronzeville RFPs, listings, projects, programs, initiatives, events, grants, activities, plans, or other aspects for update, discussion, presentation, review, motion, recommendation, and/or approval.

a. Fashion Art Teen Empowerment at 339 W. North Ave.

Appearing:

Rochelle Gust, Fashion Art Teen Empowerment (FATE)

Chair Vernon said that Ms. Gust was invited to present on her business, promote her youth programming, and that the business was located at an integral corner on Vel R. Phillips Ave. and North Ave.

Ms. Gust presented. She is the founder and executive director of FATE. They have been in operation since July. Their mission was to empower youths with positive outlet in the creative arts after school hours. Their hours of operation was from 3 pm to 7 pm weekdays. Their programming aimed to give youths positive benefits through the arts including discipline, personal growth, integrity, education, and work ethic. They were building partnerships and connecting with schools, teachers, and other institutions such as St. Marcus School, Dr. Howard Fuller Collegiate Academy High School, and America's Black Holocaust Museum.

Members inquired about programming, youths served, age requirement, registration, and fees.

Ms. Gust responded. They have had 10-15 visitors thus far with 6 registrants. They were working to retain those registrants and staying in connection with their parents. They had 3 main programs for general arts, writer's block creative writing, and fashion and design. The general arts would include painting, drawing, photography and videography. Writer's block creative writing would involve working with published authors. Fashion and design would involve sewing, jewelry, and crochet. Besides arts they also have programming relating to health and wellness (personal hygiene) for women and girls. They did have a connection with the local BID in the 9th aldermanic district and was looking to do the same after relocating here to the 6th aldermanic district. They were still in the process of building their programs, workshops, and bringing in cohorts. Each session would be limited to 5 individuals. They aimed to serve youths 8 years and up but also were open to serve parents, older teens and adults, and senior citizens. Walk-in visitors were accepted and would be registered. There was advance online registration. Costs are kept as low as possible at \$5 per hour or \$10 for the day. Sessions would be closed at 6 p.m. to allow enough time for projects to be completed. All required supplies would be provided and snacks made available onsite to eliminate barriers. Explanation of their programs and disclosure about risk to food related allergies would be provided during registration. Instruction was through staff volunteers gained over the years. Background checks on staff were being done. They were looking to hire a part-time program coordinator.

Vice-chair Hill said for Ms. Gust to connect with other local art organizations in the area for collaboration opportunities such as with CopyWrite and Bronzeville Collective (sewing of apparel) and Niche Book Bar (book publishing).

Chair Vernon said for Ms. Gust to forward her contact information to everyone to connect with her and to stay in contact with the committee.

- b. Certificate of Appropriateness for Century City Plaza Historic District addition connecting 1730 N. 7th St. and 1747 N. 6th St.*

Appearing:

Maj. Rachel Stouder, The Salvation Army Wisconsin & Upper Michigan Division

Mr. Askin said that Central City Plaza Historic District and plans for an addition connecting the two northern buildings previously came before the committee. The Salvation Army was moving forward with the plans, and the Historic Preservation Commission will review those plans via their Certificate of Appropriateness process at their upcoming October 6th meeting. Their design for the addition seemed workable.

Vice-chair Hill said that HPC staff presented on the Central City Plaza Historic District site as part of the PastForward National Trust Preservation Conference that occurred in Milwaukee last week.

Maj. Stouder presented on the proposed site plans and design. The new 2-story addition will be a 7,100 sq. ft. footprint to expand and continue service to the homeless population. It would bridge and connect the existing emergency lodge and clinic building (former Cab Company). In between the addition and clinic building would be a corridor enclosed by glass at each end where the entrances to clinic (north) and main entrance (south) would be located. The parking lot to the rear of the addition would be reduced. They would be in contact with the other building owners onsite and offsite to explore additional parking options. The existing parking at the emergency lodge would be replaced with a gated playground exclusively for use by the lodge community.

The lower level of all buildings would include increased storage spaces, lounges, mechanicals, laundry rooms, and food pantry (clinic building). The first floor levels would include rooms and beds for families, respite, and single persons. The addition would be the new Center for Hope with kitchens, office space, reception, dining room. The clinic would have medical care exam rooms, offices, waiting areas, storage, and ministry services. The corridor would feature inside historical significance of the plaza and Bronzeville area. They would also explore doing the same on the outside, which was to be determined. An idea would be to install a statue memorializing Alonzo Robinson. Only the emergency lodge and addition would have a second level. The second levels would provide more shelters and rooms for families, women, and men. There would be rooms for case management and children's education and play services.

The clinic facade would remain unchanged; however, the existing main entrance would be removed as well as the deteriorated ramp there. The clinic entrance would be at the northern corridor end on Vine St. and the main entrance to the center at the southern corridor end by the rear parking lot.

The plans for the new addition and expansion would require approvals internally within their organization. They would be engaged with fundraising, which would be a significant aspect of the project. They would continue to work with HPC on their plans.

Mr. Askin added that the committee may or may not make a formal recommendation to the HPC at their discretion.

Maj. Stouder said that they can share their experiences from their project with others who may be doing the same thing and that she could be contacted further with any questions.

Chair Vernon thanked Mr. Askin and Maj. Stouder for the update and for them to keep the committee informed.

c. DCD Commercial Corridor grant update.

Member Moore, Sr. gave an update. The recent TID no. 59 amendment added \$1 million in additional funding in grants for businesses within the Bronzeville TID area and half mile radius outside the TID boundaries. Commercial revitalization grant application was open for signage, facade, storefront activation, retail investment fund (RIF), and the new catalytic development grant.

The catalytic development grant would be a higher level of funding for eligible major rehabilitation or new construction initiatives (\$5 million or more) that involve the build out of first floor spaces with active (non-residential) uses. The project must be shovel ready. Eligible project costs would include demolition, windows, facade, signage, electrical, plumbing, HVAC, framing, drywall, flooring, ceiling, and other related construction hard costs associated with the commercial space. Soft costs of any kind would be ineligible. The same ineligible costs and property types that apply to the commercial revitalization grants program would also apply. Grant award amount would be calculated as the lesser of \$500,000 (grant maximum) or 50% of eligible commercial space project costs. Expenses associated with residential spaces would not be considered eligible costs for the grant program. Awarded grant funds must be matched dollar for dollar.

Member Moore, Sr. said that Ald. Coggs was supportive of the additional funding, further information was on their website, and for all to promote these opportunities to the community.

Chair Vernon concurred and said for member Moore, Sr. to continue to keep the committee updated.

d. DCD Real Estate updates.

Ms. Smith gave an update. The Compass Lofts project at 3116 N. MLK was delayed and on hold due to financial challenges, and the developer would reapply for LIHTC funding. A new ordinance regarding sale of city-owned real estate was pending review by the Common Council. There would be a change in law regarding the disposal of tax foreclosure properties. Once approved by the Common Council, the committee would be updated with information on the new process for sale of City property.

e. Bronzeville Week recap.

Vice-chair Hill said the event was the 15th anniversary, was the most celebrated, and the Historic King Drive BID hosted events with a business breakfast, trolley tours, art installations through various local businesses, and a gallery capstone event awarding new Zaire McCoy with best of show.

Ms. Dantzler said that the event was the biggest thus far, Mueller Communications and Visit MKE helped to promote the event, she worked directly with the hosts of events, the schedule was released earlier this year, more recognizable celebrities were obtained for events, next year's schedule and dates was already being discussed, and she was appreciative of the planning team.

Member Moore, Sr. said that the event and marketing done were extraordinary; the Sunday festival, stages, and vendors were the largest ever; perhaps the event could be extended in the future; and he appreciated the efforts of the planning team, volunteers,

and vendors.

Vice-chair Hill commended Ms. Dantzler and Ald. Coggs for their vision and support of the event.

f. Other.

Vice-chair Hill commented on a recent national field study tour and conference through the PastForward National Preservation Conference that occurred in Milwaukee last week. About 1,000 attendees attended. She took part of a panel talking about catalytic sites and solutions for investment and rehabilitation. There was a touring of the Century City Plaza Historic District site, new MLK Library, ThriveOn art installation, and Historic King Drive BID BRUSH project among other places. There were visitors from national cities such as Denver, Detroit, and other cities. The tour was 3 hours long, and they received great feedback.

5. Public comments and/or announcements.

There was no discussion.

6. Next steps.

a. Agenda items for the next meeting.

To be determined.

b. Next meeting date and time (Monday, November 17, 2025 at 9 a.m.)

7. Adjournment.

Meeting adjourned at 10:13 a.m.

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