



### HONORARY STREET NAME SIGN APPLICATION

City Hall, Room 205  
200 East Wells Street  
Milwaukee, WI 53202

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM  
(Checks should be made payable to "City Treasurer")

#### 1. Applicant information:

Applicant's Name MARK E. KESSNICH CEO c/o Mildred Coby  
Organization or Company EMPLOY MILWAUKEE  
Street Address 2342 N. 27<sup>th</sup> St City/State Milwaukee, WI Zip 53210  
Telephone 414-270-1772 Fax 414 225-2375 Email mildred.coby@employmilwaukee.org

#### 2. Honorary Street Name Request

Street name requested Don Sykes  
Location of proposed designation: (for example, West Main Street from North 12<sup>th</sup> Street to North 15<sup>th</sup> Street)  
from North Avenue 17<sup>th</sup> Street to North Avenue 27<sup>th</sup> Street

#### 3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (attached)
- A typed statement containing no fewer than **500 words** describing the significance of the person, place, or event being honored. The statement should indicate why a particular section of street has been requested for the honorary designation.

#### 4. SIGNATURE OF APPLICANT:

My application consists of the following items necessary to complete the application. Please check:

- \$100 fee (check made payable to "City Treasurer").
- Completed Application Form.
- Autobiography or statement regarding the person, place, or event being honored.

Signature CEO - Mark Kessenich Date 8/29/19  
c/o Mildred Coby  
Printed Name By Mark E. Kessenich Pres/CEO  
OF Employ Milwaukee  
c/o Mildred Coby



## **Statement for Street Naming: Don Sykes**

### **A Lifelong Human Services and Workforce Champion**

Don Sykes was one of Milwaukee's most prominent citizens, well-known for leading the Social Development Commission for two decades (1968 – 1988) as he built Milwaukee County's largest anti-poverty agency. He achieved national success and returned to Milwaukee to create an indelible imprint on Human Services and Workforce Development. The two organizations that greatly benefitted from his tremendous talent were the Social Development Commission, located at 1758 W. North Ave. and Employ Milwaukee, located at 2342 N. 27<sup>th</sup> Street. For this reason, we are requesting W. North Avenue, between 17<sup>th</sup> Street and 27<sup>th</sup> Street be named in honor of Don Sykes.

Don married Geraldine Kirksey in 1960 and they had two sons David and Dennis. In 1968, the opportunity arose for Don to join President Lyndon Johnson's war on poverty, in the form of the executive directorship of Milwaukee's Social Development Commission (SDC), Don moved his wife and young family to Milwaukee. Sykes led SDC for the next two decades. During his tenure, SDC grew into Milwaukee County's largest anti-poverty agency.

In 1993, Donald was appointed to serve as the director of the Department of Health and Human Services Office of Community Relations for President Bill Clinton in Washington, DC. There, he worked for the next seven years on the development of nationwide welfare and anti-poverty programs.

Sykes' prestigious accomplishments included managing the development of a nationally recognized employment program and welfare and anti-poverty demonstration programs. He provided expert leadership to DHHS in its collaboration in the establishment of HUD and USDA's Empowerment Zone/Enterprise Community program and DOJ's Weed and Seed program. Additionally, he provided guidance and support to the department's initiative to address the concerns of minority staff and the communities served. Sykes played a major role in DHHS's Partnership for Rural Opportunities. At the federal level, he initiated several major programs to fight poverty and expanded the reach of others and facilitated the development of a national information and reporting system for the over 1,000 Community Action Agencies funded by the Community Services Block Grant.

In 2007, Donald returned to Milwaukee to assume leadership of the Milwaukee Area Workforce Investment Board, a public/private partnership that coordinates employment and training programs for adults and youth in Milwaukee County. He announced his retirement in 2014, concluding a career of working tirelessly on behalf of low-income people and the community as a whole.

Sykes served as the President and CEO of the Milwaukee Area Workforce Investment Board (MAWIB) from 2007 to 2014, now known as Employ Milwaukee. He created a workforce development strategy that allowed for resource diversification to acquire funding to maintain quality workforce development programs, employed

technology to strengthen service and program performance, and worked with community partners for contracted service delivery. Each action was taken to revitalize Milwaukee's neighborhoods and improve the quality of life for its residents. He was especially committed to young people, the future workforce, working hard to provide both summer employment opportunities and year-round employment, taking great pride in connecting young people to their first job.

Don Sykes was a trailblazer and larger-than-life personality He will be forever remembered for his outstanding contributions to human services and workforce. His vision for Milwaukee's workforce system was unprecedented.

EMPLOY MILWAUKEE, INC.

Payee Milwaukee City Treasurer

Vendor ID M0042

75584  
75584  
8/20/2019

Invoice	Invoice Date	Description	Amount to Pay
CRreq080619MK	08/06/19	Street Naming Application-Former CEO Don Sykes	\$100.00

Total : \$100.00

EMPLOY MILWAUKEE, INC.

2342 N. 27th Street  
MILWAUKEE, WI 53210  
(414) 270-1700

\*\*\*\*One Hundred and 00/100 Dollars

PNC BANK, N.A. 071

70-2189/719

75584

DATE

8/20/2019

AMOUNT

\$100.00

TWO SIGNATURES REQUIRED ON AMOUNTS OVER \$25,000

*Valerie Frank*

AUTHORIZED SIGNATURE

PAY TO THE ORDER OF:  
Milwaukee City Treasurer  
200 E. Wells Street  
Milwaukee, WI 53202  
USA

⑆075584⑆ ⑆071921891⑆ 4843895987⑆

## Receipt of Street Naming Fee

Date:	8/28/18
Received Of:	Mark Kessenich (Employ Milwaukee)
Received By:	LME
Check # (If Applicable):	75584
Amount Received	\$100.00

CITY OF MILWAUKEE  
2019 AUG 29 P 1:33  
CITY CLERK'S OFFICE