



**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 Barbara J. Velez  
Organization or Company Rotary Club of Milwaukee  
Street Address 750 North Lincoln Memorial Drive, Suite 320 City/State Milwaukee Zip 53202  
Telephone 414-339-5226 Fax \_\_\_\_\_ Email barbara.velez@yahoo.com

**2. Honorary Street Name Request**

Street name requested Mary L. McCormick Way

Location of proposed designation: (for example, West Main Street from North 12<sup>th</sup> Street to North 15<sup>th</sup> Street)

Prospect Avenue from State Street to Mason 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 Barbara J. Velez Date 1/16/2026  
Printed Name Barbara J. Velez

2026 JAN 22 AM 11:50  
MKE CITY CLERK - ROOM 205

## Biographical Information

### Mary Lewis McCormick

#### Honorary Street Name Request

Prospect Avenue from State Street to Mason Street

**Honoree:** Mary Lewis McCormick, Retiring Executive Director, Rotary Club of Milwaukee  
**Submitted by:** Barbara J. Velez, 414-339-5226, [barbara.velez@yahoo.com](mailto:barbara.velez@yahoo.com) On behalf of the Rotary Club of Milwaukee

Mary McCormick has served as Executive Director of the Rotary Club of Milwaukee (RCM) for nearly 25 years. During her tenure she's reported to 25 different RCM Presidents. Her "bosses" have represented a variety of disciplines including lawyers (8 of them), a physician, tax experts, a banker, public relations' practitioners, non-profit executives and business leaders. She has served a diverse group of members, many with strong personalities and perhaps differing points of view. She has carried out her responsibilities with intuitive grace and good judgement.

She has also been called upon to support more than 20 member committees with far reaching interests including club support, education, connecting locally, connecting globally, club events and individual volunteer opportunities. Each administration has its own personality, and perhaps some measure of influence on how the Club should operate, throughout it all Mary has managed to keep the club steady, efficient and effective.

The Rotary Club of Milwaukee (RCM) is a service organization comprised of some of the best and brightest leaders in our community, representing hundreds of companies and organizations, Mary has had to prove her mettle as an administrator, a project manager, public relations counsel, ambassador and facilitator all with an eye to meeting the Rotary Four Way Test. Is it the **truth**? Is it **fair** to all concerned? Will it build **goodwill** and **better friendships**? Will it be **beneficial** to all concerned?

She has performed masterfully.

**Our community is a better place to live and work because of Mary's leadership.** While RCM members advance ideas and vote on major club-endorsed programs and projects as well as roll up their sleeves and become very involved, every project and/or program leader relies on Mary to help navigate any issues and/or challenges. Mary's involvement has been critical for the smooth operation of the Club as well as finding a way to say yes even under the most challenging of circumstances.

RCM projects that required her significant help include:

- Naming rights of the **Milwaukee Rotary Amphitheater** at Discovery World
- Creation of the free **Live @ the Lakefront** concert series at the Amphitheater
- Renovation of the **Brown Street Academy** and **Johnson's Park playgrounds/Alice's Garden**
- **Milwaukee Rotary Centennial Arboretum**
- Creation of the **MKE Urban Stables**
- **Rebranding & Communications' Upgrades to social media, etc.**

- **RCM Scholarship** program funded with private donations (many asked by Mary) and proceeds from the annual RCM Golf Classic. 50 graduates thus far and 27 current scholars being supported.

She has also provided sound fiscal stewardship of RCM funds and membership contributions.

Under the aegis of Rotary, but on her own time, Mary has contributed significantly through civic or philanthropic efforts as well. The Rotary Club of Milwaukee tagline and mission is "Service above Self," and Mary exemplifies that mantra. She has served (or is serving) on the Boards of Directors of several area non-profits including:

- Friends of Shorewood Nature Preserve
- Guest House of Milwaukee
- Milwaukee Children's Village
- Milwaukee Women, Inc.
- Saint A's a/k/a Wellpoint (including a stint as its board chair)
- St. Robert's School
- Shorewood Foundation
- TEMPO (earning the Mentor of the Year Award)

**Mary has dignified her profession. The Rotary Club of Milwaukee** is a nationally respected organization. Some measure of that respect is earned by the caliber of the membership. The membership roster is in part driven by the reputation of RCM as a well-managed, thoughtful, insightful and relevant organization. Mary is almost single handedly responsible for elevating the role of Executive Director in RCM and nationwide. She is the Club's first Executive Director; prior to her appointment we had administrators. She has essentially created this job description and its responsibilities.

Thank you for your thoughtful consideration of this Honorary Street Name Request in honor of Mary Lewis McCormick.

*Respectfully submitted,*  
Barbara J. Velez  
414-339-5226  
[barbara.velez@yahoo.com](mailto:barbara.velez@yahoo.com)  
1/16/2026

## Receipt of Street Naming Fee

Date:	1/22/2026
Received Of:	Barbara J Velez
Received By:	CR
Check # (If Applicable):	1659
Amount Received	\$100.00