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December 29, 2004

Honorable Mayor Tom Barrett
City Hall, Room 201
200 East Wells Street
Milwaukee, WI 53202

Dear Mayor Tom Barrett,

RE: BID NO. 35 KINNICKINNIC RIVER BUSINESS IMPROVEMENT DISTRICT
BOARD MEMBER APPOINTMENTS

We would like to request the appointment of nine (9) BID Directors to the Board of the Business Improvement District No. 35 (Kinnickinnic River). The names and recommended terms for appointment are listed below. Professional biographical information for the proposed Board members are attached for your consideration.

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| 1. | Mr. Lloyd Stepien Commercial Heat Treating, Inc. 1952 S. 1 st Street Milwaukee, WI 53204 | two year term | 1/05-1/07 |
| 2. | Mr. John Klement Icon Development Corp. 10060 W. Loomis Rd. Franklin, WI 53132 | three year term | 1/05-1/08 |
| 3. | Mr. David R. Ferron Paul Davis Restoration & Remodeling 2000 S. 4th St. Milwaukee, WI 53204 | three year term | 1/05-1/08 |
| 4. | Mr. George Lubeley Edward E. Gillen Co. 218 W. Becher St. Milwaukee, WI 53207 | two year term | 1/05-1/07 |
| 5. | Mr. Christopher Svoboda Pier Milwaukee, Inc. P.O. Box 07525 Milwaukee, WI 53207 | three year term | 1/05-1/08 |
| 6. | Mr. Richard L. Gold Gold Associates 271 Salem Street, Unit G Woburn, MA 01801 | three year term | 1/05-1/08 |

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| 7. | Mr. Tom Gold Gold Associates 271 Salem Street, Unit G Woburn, MA 01801 | two year term | 1/05-1/07 |
| 8. | Mr. Brian L. Read RDAR Corp 147 E. Becher St. Milwaukee, WI 53207 | one year term | 1/05-1/06 |
| 9. | Mr. Gerald R. Starr B & E 53207 Corp 138 E. Becher St. Milwaukee, WI 53207 | one year term | 1/05-1/06 |

We hope that you'll agree that the appointment of these dedicated individuals will benefit our Board and the Kinnickinnic River Business Improvement District.

If you require additional information, please do not hesitate to contact me at 414-383-3131 ext. 3028.

Sincerely,



David R. Ferron
Business Improvement District No. 35

cc: Rhonda Manuel. DCD
City Clerk's Office

Professional Biographies
Proposed initial Board of Directors for BID #35

Lloyd Stepien

Lloyd is Owner & President of Commercial Heat Treating, Inc. located within BID #35 at 1952 S. 1st Street, Milwaukee. He is also the owner of the riverfront property located directly to the south of Commercial Heat Treating.

John W. Klement

John is a 1998 College of Business Administration graduate of the University of Wisconsin-La Crosse. After three years spent as a commercial real estate appraiser in Chicago, IL, John joined Icon Development Corporation as a project manager. Currently, as Vice President of Development with Icon, John is responsible for multiple commercial and residential development projects throughout the state of Wisconsin, as well as various real estate holdings of the Klement family.

David R. Ferron

David is a 1981 School of Business Administration - Finance graduate of the University of Wisconsin-La Crosse. He began his professional business career with Tews Company, Milwaukee, WI in 1982. David served as Vice President of Operations and Administration for Tews from 1990 through the sale of the business to Lafarge Corporation, Reston, VA, in 1996. David became Vice President General Manager (VPGM) of the \$50 million Wisconsin operations for Lafarge. In 2000, David joined the general contracting industry for \$100 million Jansen Group in Milwaukee. He joined Paul Davis Restoration and Remodeling, 2000 S. 4th Street, Milwaukee, in 2004. David has been actively involved in waterfront environmental protection and rehabilitation associations and projects in Wisconsin for over 15 years.

George F. Lubeley, P.E.

George is a 1966 Marquette University, Civil Engineering graduate. He has been a registered professional engineer since 1970. George has been with the Edward E. Gillen Company, located at 218 W. Becher Street, Milwaukee, WI, since 1973 and serves as Vice President-Operations. George has extensive experience in deep foundation construction, marine dock walls, shore protection and retention systems, dredging, ship repair and many other construction methods. He is active with several industry and local organizations and associations.

Christopher Svoboda

Chris is President and General Manager of Pier Milwaukee Yacht Storage and Pier Milwaukee, Inc. His activity with government and community associations include: Steering Committee Member for Ground Work Milwaukee, Member Ground Work USA-Sponsored by National Park Service, Steering Committee Member of the Urban Water Trails Program-Hosted by Friends of Milwaukee's Rivers, Citizens Advisory Committee Member, Metropolitan Milwaukee Sewerage District, Watershed Program of Clean Water Initiative, Milwaukee River Basin Partnership, KK Business Association.

Richard L. Gold

Richard Gold is a graduate of Yale University (1949) and Harvard Law School (1952). Upon graduation, Mr. Gold became associated with the New York law firm of Wolf, Haldenstein, Freeman, Adler & Herz, where he became a partner after 3 years. He has purchased and sold several companies including Independent Nail Company and Thomson Electric Welder. In 1972, Richard purchased Acme Staple Company and formed Tomac Packaging. He continues to own and operate Acme Staple as well as Lincoln Warehouse of Milwaukee, Wisconsin (a warehousing and real estate operation which has been in the Gold family since the 1920's). Richard also practices law in the area of small business and personal representation.

Thomas R. Gold

Thomas is a graduate of Haverford College (1979) and Harvard Law School (1983). After practicing corporate and securities law in the Boston area for 5 years, Tom joined Richard in his legal and investing activities. In 1996, Tom acquired Richard's interest in Tomac/Lockwood Packaging and became that company's Chief Executive Officer. In 2000, Tom sold his interest in Lockwood to devote time to his law practice and the management of his investment interests and those of his father, Richard L. Gold.

Brian L. Read

Brian is President of RDAR Corporation, a real estate holding company, located at 147 E. Becher Street, Milwaukee, within BID #35. He is also President of Integrated Tool & Machine, LLC, a Milwaukee manufacturer of large precision gears and heavy equipment components of which a significant portion is for export. Brian is also President of Southwind Marine LLC, a marina and local business in the Bay View area.

Gerald R. Starr

Gerald served as a captain in the U.S. Army Judge Advocate General's Corps for four years before entering private law practice with Whyte, Hirschboeck, Minahan, Harding & Harding in Milwaukee. Gerald has practiced private law with several firms and in solo practice for over thirty years. He has served as a principal in and consultant to various business ventures, including three years as director of property evaluation and acquisitions for a company with operations in Arizona and Canada. Gerald is currently engaged in private law practice and business consulting and is Secretary of B&E 53207 Corporation at 138 E. Becher Street.