



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

CITIZEN ADVISORY COMMITTEE ON THE NAMING OF PUBLIC BUILDINGS, FACILITIES AND STREETS

*Clayborn Benson III, Chair
Reuben K. Harpole, and Matthew O'Neill
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Monday, November 10, 2025

9:30 AM

City Hall, Room 301-B

*Meeting convened: 9:30 AM
Members present: Clayborn Benson, Reuben Harpole, Carl Baehr and Matthew O'Neill*

1. [241963](#) Substitute resolution assigning the honorary street name Cecilia "The Queen" Gilbert to East Wells Street from North Jackson Street to North Jefferson Street in the 4th Aldermanic District.

Sponsors: THE CHAIR

Mr. Benson noted that at our last meeting there was a dispute over the street, which has been resolved.

Dave Reid, President of the Cathedral Square Friends, was the nominator and noted Ms. Gilbert was on the board for a number of years. She was known as the Queen of Downtown Milwaukee and worked for the city for over 40 years and also served on many boards. She was a wonderful behind-the-scenes liaison between the city and organizations. She was someone who loved the city and was an East Towne resident and spent a lot of time in that area. He would ask that the sign be on the southwest corner of Jefferson and Mason.

The Dept. of Public Works has contacted the traffic department to see if the sign change can be done. The DPW representative doesn't think it will be an issue.

Mr. O'Neill moved to approve and support the requested sign change, seconded by Mr. Harpole. The vote was unanimous.

2. [241964](#) Substitute resolution assigning the honorary street name Karl R. Kopp to North Jefferson Street from East Wells Street to East Kilbourn Avenue in the 4th Aldermanic District.

Sponsors: THE CHAIR

Ms. Mary Freeman, partner and Chris Callums, nephew, present on this matter. Ms. Freeman said Mr. Kopp's dad married and worked as a tool and die maker. His mother had to get a job due to his dad's health issues and she was assisted by a friend who worked at Leon's Frozen Custard. Karl Kopp began working in his mother's custard stand at age 11 and he remained working at Kopp's Frozen Custard. In 1979, Elsa's on the Park opened and for over 45 years the restaurant served many generations and the restaurant space was used to share Mr. Kopp's art

collection. His nephew began working with Mr. Kopp in 1979 who had the vision to make N. Jefferson St. a destination.

Mr. O'Neill moved, seconded by Mr. Harpole, for approval. The vote was unanimous.

3. [250085](#) Substitute resolution assigning the honorary street name George Heriott DeReef to North Hubbard Street from East Vine Street to East Brown Street in the 6th Aldermanic District.

Sponsors: THE CHAIR

Ms. Cecilia Jackson, a retired attorney, made the nomination in honorary of Atty. DeReef. He was actively engaged in the economic and social conditions of African Americans in the early 20th century. He set the blueprint for what happened for Milwaukee and we all stand on his shoulders. He moved to Milwaukee in 1913 and opened a private practice and was one of three African American attorneys practicing in 1915. He was also part of a group that created the local chapters of the Milwaukee Urban League and the NAACP. He was president of the local chapter of the NAACP, director of the Milwaukee Urban League and a newspaper editor. He was an ardent civil rights activist.

Mr. O'Neill said he also advocated and ensured that African Americans began serving as part of the jury pools.

Mr. Benson said he convinced the governor to celebrate the first Juneteenth Day.

Mr. O'Neill moved, seconded by Mr. Benson, for approval. The vote was unanimous.

4. [250086](#) Substitute resolution assigning the honorary street name John J. Williams to North 14th Street from West Capitol Drive to West Olive Street in the 1st Aldermanic District.

Sponsors: THE CHAIR

Ms. Joanne Williams present on behalf of her father. His father was pastor and a pullman porter. He graduated from Milwaukee Teachers' College, but MPS did not hire black teachers in 1923, so he moved to Oklahoma and he and his wife returned to Milwaukee in 1942. He ran his own newspaper, The Milwaukee Globe, and was a cab driver who recruited black women drivers and also worked as a mailman and was promoted for over 40 years in that position. He helped implement the zip code in 1963 and, after he retired, he joined the Milwaukee Urban League, becoming the manpower director. He believed in the power and dignity of work. He helped the Milwaukee Urban League find its new director. In his obituary, it was noted he was a soldier, not a general, because he didn't get the credit. He also worked post-retirement finding scholarships for students and worked on their remaining in Wisconsin. He got a Master's degree at the age of 70. He retired four times over the course of his lifetime and volunteered after the death of his wife.

Mr. O'Neill moved, seconded by Mr. Baher, for approval. The vote was unanimous.

5. [250087](#) Substitute resolution assigning the honorary street name Everett "Boobie" Moore to West Garfield Avenue from North Dr. William Finlayson Street to North 6th Street in the 6th Aldermanic District.

Sponsors: THE CHAIR

Ms Monica DePayne, great niece and Kim Johnson, son, present on this nomination. Uncle Boobie was the baby of three and the bar was known as Boobie's Place, which he inherited and he worked on being a better businessman and bringing more

business to that area.

Mr. Benson moved, seconded by Mr. Baehr, for approval. The vote was unanimous.

6. [250273](#) Resolution assigning the honorary street name "Bishop Sedgwick Daniels" to West Hampton Avenue from North 32nd Street to North Teutonia Avenue in the 1st Aldermanic District.

Sponsors: THE CHAIR

Hold to the call of the chair as no-one present for this item.

7. [250594](#) Substitute resolution assigning the honorary street name Bishop Betty Hayes to West Garfield Avenue from North 21st Street to North 23rd Street in the 15th Aldermanic District.

Sponsors: THE CHAIR

Jarrett Williams, pastor of the founding church and Kelly Carter, secretary, present. Bishop Hayes was on various radio stations and so many ministries have come from under her and her church is still benefiting from her vision. They are across the street from Alice's Garden and some vacant lots, so there really isn't much there, except for what she built there. They are working on building a community center there. Bishop Hayes broke through ceilings and she built the building currently used as the church and Ms. Carter sees the good she did through the individuals she nurtured.

Mr. Baehr moved, seconded by Mr. Harpole, for approval. The vote was unanimous.

8. [250821](#) Substitute resolution assigning the honorary street name Rev. John W. McVicker, Sr. to West Port Avenue from North 60th Street to North Edgeworth Drive in the 9th Aldermanic District.

Sponsors: THE CHAIR

Ms. Anita Peterson, Comptroller for Christ the King Baptist Church, said Pastor McVicker retired in July and now has the title of Pastor Emeritus. Shortly after his church was created in 1985, he established a scholarship program and one scholarship that has grown to \$4,000 per year, renewable, up to \$12,000 for a scholar. Christ the King has given out a total of \$340,000 since 2021 in scholarships. He also started a food voucher program for the community at large, not just for church members, with \$50 vouchers for Pick 'N Save. This program stopped once Kroger purchased Roundy's and Kroger did not continue it, otherwise the program would have still continued. Pastor McVicker also gathered assistance to give a 12-step organization \$12,000 to replace their boiler. Pastor McVicker got the church attorney involved to assist an elderly member who had been scammed and the church paid off her home. They still have a school with 200 students.

Mr. O'Neill was impressed by the many activities he had done and been involved in a gun buy-back program.

Mr. Harpole moved, seconded by Mr. Baehr, for approval. The vote was unanimous.

9. [250979](#) Substitute resolution assigning the honorary street name Ron Sadoff to North 36th Street from West Meinecke Avenue to West Wright Street in the 15th Aldermanic District.

Sponsors: THE CHAIR

Mr. Brian Sadoff, present for his father, who was a lifelong Milwaukee resident, who started his own investment management firm in 1978. He founded Milwaukee College Prep in 1997 and it was a means to elevate inner-city education. The school now has four campuses in the most under-served neighborhoods and serves kindergarten through 8th grade. It focuses on education and character development. It was one of the first choice/charter/voucher schools in Milwaukee and a high percentage of their students go on to graduate high school and on to college. They graduate 175-200 students annually and they are going on their 30th year of operation. They work on giving inner-city students and parents hope. He considered starting MCP was one of the best investments he ever made.

Mr. O'Neill thought the MCP was a leader in charter schools.

Mr. Baehr moved, seconded by Mr. O'Neill, for approval. The vote was unanimous.

10. [250994](#)

Substitute resolution assigning the honorary street name Bishop JC Williams to North Teutonia Avenue from West Center Street to West Hadley Street in the 15th Aldermanic District.

Sponsors: THE CHAIR

Mr. Ron Lawrence, son, and Walter Perry, brother-in-law, present on this matter. Mr. Perry grew up in the church and his father served under him for over 50 years.

Bishop Williams was a very charismatic leader who brought in a lot of dignitaries and he assisted blacks moving from the south to the north, in terms of finding living quarters and jobs. He did a lot for the community and was known for his healing services, which were attended by people from around the country.

Pastor CA Lewis - pastor from Refuge Fellowship Church Ministry - she doesn't oppose having a street named in honor of him, but is opposed to the honorary naming on Teutonia. She would prefer an off-street.

She thought the official street name would change, but it's an honorary naming. She is no longer opposed.

Mr. O'Neill moved, seconded by Mr. Baehr, for approval. The vote was unanimous.

11. [251019](#)

Substitute resolution assigning the honorary street name Rabbi Michel Twerski to North 51st Boulevard from West Burleigh Street to West Keefe Avenue in the 7th Aldermanic District.

Sponsors: THE CHAIR

Gerald Glazer, nominator, said Rabbi Twerski has been the spiritual leader since 1973. He has brought a lot of Jewish people into the Sherman Park community because they were attracted to him and his efforts. He is a pioneer in Jewish music and he is known worldwide. Jim Hiller lives on the same block as the Rabbi and he raised his family there. He has had an impact on over 150 families in the Sherman Park community.

Mr. O'Neill moved, seconded by Mr. Baehr, for approval. The vote was unanimous.

Meeting adjourned: 10:46 AM

Linda M. Elmer

Staff Assistant

