



# City of Milwaukee

City Hall  
200 East Wells Street  
Milwaukee, WI 53202

## Meeting Agenda STEERING & RULES COMMITTEE

**ALD. WILLIE L. HINES, Jr., CHAIR**  
**Ald. Michael J. Murphy, Vice-Chair**  
**Ald. Joe Davis, Sr., Ald. Ashanti Hamilton, Ald. James Witkowiak, Ald. Robert Bauman, Ald. Robert Donovan, and Ald. James Bohl, Jr.**  
**Staff Assistant, Tobie Black, 286-2231; Fax: 286-3456, [tblack@milwaukee.gov](mailto:tblack@milwaukee.gov)**  
**Legislative Liaison, Richard Watt, 286-2253, [rwatt@milwaukee.gov](mailto:rwatt@milwaukee.gov)**

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Thursday, September 29, 2011

1:30 PM

Room 301-B, City Hall

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1.     [110482](#)     Appointment of Sandra Robinson to the Charter School Review Committee by the Common Council President. (7th Aldermanic District)  
**Sponsors:**     THE CHAIR
  
2.     [091105](#)     Communication relating to the Milwaukee Gateway Aerotropolis collaborative planning efforts.  
**Sponsors:**     Ald. Witkowski
  
3.     [101027](#)     Appointment of the call center director by the Mayor.  
**Sponsors:**     THE CHAIR  
  
          --May be placed on file as no longer needed.

**This meeting will be webcast live at [www.milwaukee.gov/channel25](http://www.milwaukee.gov/channel25).**

**Common Council members who are not members of this committee may attend this meeting to participate or to gather information. This meeting may constitute a meeting of the Common Council or any of its standing committees although no formal action will be taken at this meeting.**

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## Legislation Details (With Text)

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**File #:** 110482      **Version:** 0

**Type:** Appointment      **Status:** In Committee

**File created:** 7/26/2011      **In control:** STEERING & RULES COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Appointment of Sandra Robinson to the Charter School Review Committee by the Common Council President. (7th Aldermanic District)

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS, CHARTER SCHOOL REVIEW COMMITTEE

**Attachments:** Appointment Letter, Resume, Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
7/26/2011	0	COMMON COUNCIL	ASSIGNED TO		
9/26/2011	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		

### Number

110482

### Version

ORIGINAL

### Reference

### Sponsor

THE CHAIR

### Title

Appointment of Sandra Robinson to the Charter School Review Committee by the Common Council President. (7th Aldermanic District)

### Drafter

CC

WLH

7/28/11

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Common Council President



15th District Alderman

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**Willie L. Hines, Jr.**  
*City of Milwaukee Common Council*

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July 25, 2011

To the Honorable, the Common Council  
of the City of Milwaukee

Dear Council Members:

This letter is to inform you that in accordance with the provisions of Sec. 118.40, Wisconsin Statutes and Sec. 320-41 of the Milwaukee Code, I am appointing Sandra Robinson of Marquette University's Educational Opportunity Program as a member of the Charter School Review Committee.

I trust that the Common Council will approve this appointment.

Sincerely,

WILLIE L. HINES, JR.  
Alderman, 15<sup>th</sup> District  
Common Council President

WLH:dh

Cc: Mayor Tom Barrett  
Ron Leonhardt, City Clerk  
Sandra Robinson

## RESUME

*Sandra B. Robinson*

2771 North 46 Street  
Milwaukee, WI 53210  
414.871.7050

[Sande.Robinson@marquette.edu](mailto:Sande.Robinson@marquette.edu)

Education: M.Ed. Kent State University - Kent, Ohio  
Major: College Student Personnel

B.S. Kent State University - Kent, Ohio  
Major: Early Childhood Education

### ***Professional Experience***

1986 – 2010

*Marquette University, Milwaukee, WI*  
*Educational Opportunity Program*  
*Director*

*Responsibilities:* Coordinate the development and implementation of a comprehensive program of support services for 300 first-generation, low-income students including overall management for the various operational and service components of EOP; ongoing development and assessment of supplemental program activities that include preparing appropriate funding proposals and reports; implementation of extramural grants; facilitation of involvement of program alumni to improve program services; serve as liaison to other University departments; work closely with community and higher education agencies and organizations, and oversee all budget program expenditures for four TRIO programs. In addition, serve as personal/academic counsel approximately 55 college students.

1974-1986

*Educational Opportunity Program, Marquette University*  
*Associate Director*

*Responsibilities:* Administered the delivery of program services to at-risk college students; supervised four professional and ten para-professional staff; supervised the admission of new students and monitored the counseling and tutorial activities for all students; responsible for over one-half million dollars of financial aid funds for program participants.

1971-1974

*Bowling Green State University*  
*Bowling Green, Ohio*  
*Assistant Director of Counseling Services*

*Responsibilities:* Administered the counseling services of the Student Development Program. Supervised 25 peer counselors; planned and organized quarterly counseling sessions; developed counseling forms and kept all program participant files current.

### ***Professional Memberships***

American Association of University Administrators  
Mid-America Association of Educational Opportunity Program Personnel  
Mid-West Association of Student Financial Aid Administrators  
Wisconsin Association of Student Financial Aid Administrators

**PW FILE NUMBER: 110482**

[illegible]



## Legislation Details (With Text)

**File #:** 091105      **Version:** 0

**Type:** Communication      **Status:** In Committee

**File created:** 12/1/2009      **In control:** STEERING & RULES COMMITTEE

**On agenda:**      **Final action:**

**Effective date:**

**Title:** Communication relating to the Milwaukee Gateway Aerotropolis collaborative planning efforts.

**Sponsors:** ALD. WITKOWSKI

**Indexes:** AIRPORTS, LAND USE PLANNING, LAND USE STUDIES

**Attachments:** November 2009 The Gateway To Milwaukee Newsletter, The Gateway to Milwaukee - Welcome, The Gateway to Milwaukee, Letter from Ald. Terry Witkowski, Business and Neighborhood Associations Map, A.A.E.D.T.F., Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
12/1/2009	0	COMMON COUNCIL	ASSIGNED TO		
12/7/2009	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
12/10/2009	0	STEERING & RULES COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	6:0
7/12/2011	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
7/14/2011	0	STEERING & RULES COMMITTEE	HELD TO CALL OF THE CHAIR	Pass	7:0
9/26/2011	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
9/27/2011	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
9/28/2011	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		
9/28/2011	0	STEERING & RULES COMMITTEE	HEARING NOTICES SENT		

### Number

091105

### Version

ORIGINAL

### Reference

### Sponsor

ALD. WITKOWSKI

### Title

Communication relating to the Milwaukee Gateway Aerotropolis collaborative planning efforts.

**Requestor**

**Drafter**

tjm

12/3/09





# **WELCOME!**

From  
**The Gateway To Milwaukee**

Tom Rave  
Executive Director

# The Gateway To Milwaukee



- Airport Gateway Business Association in 2005
- Airport Gateway Business Improvement District #40 in 2007
- Milwaukee Gateway Aerotropolis Corporation in 2009
- Area around the Airport

# Airport Gateway Business Association



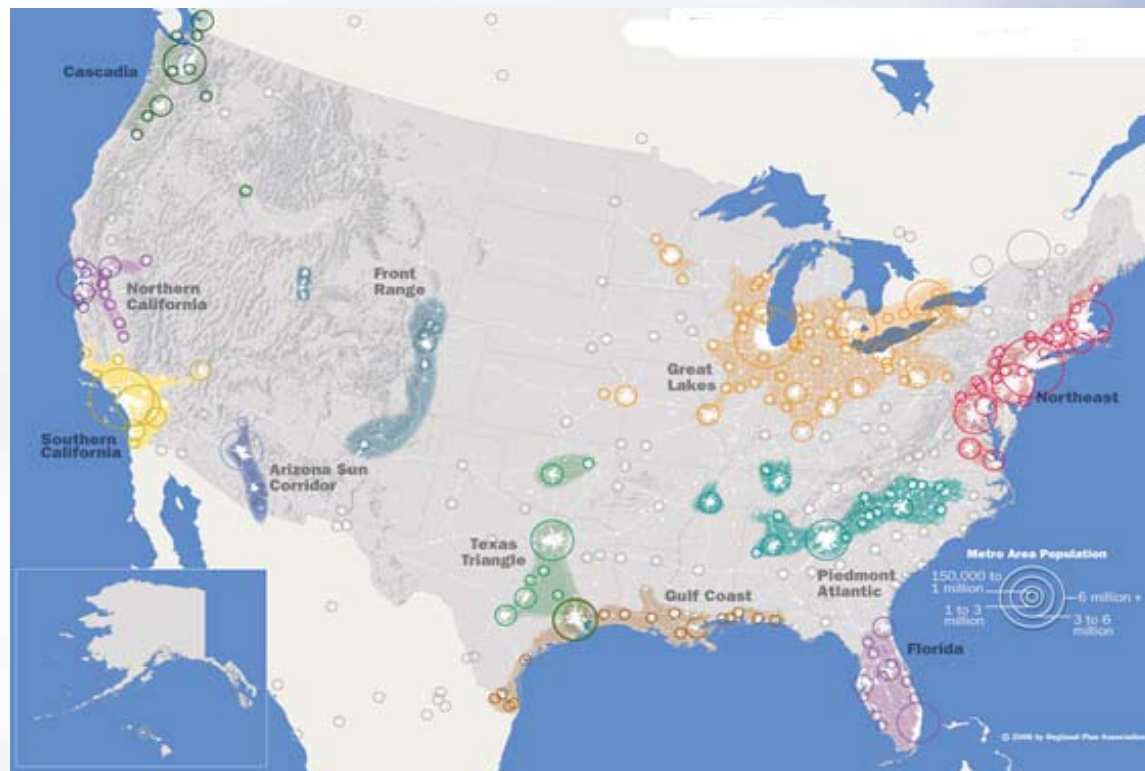
## Mission:

We will take a leadership role in **planning, promoting** and **developing** the vitality of The Gateway To Milwaukee.

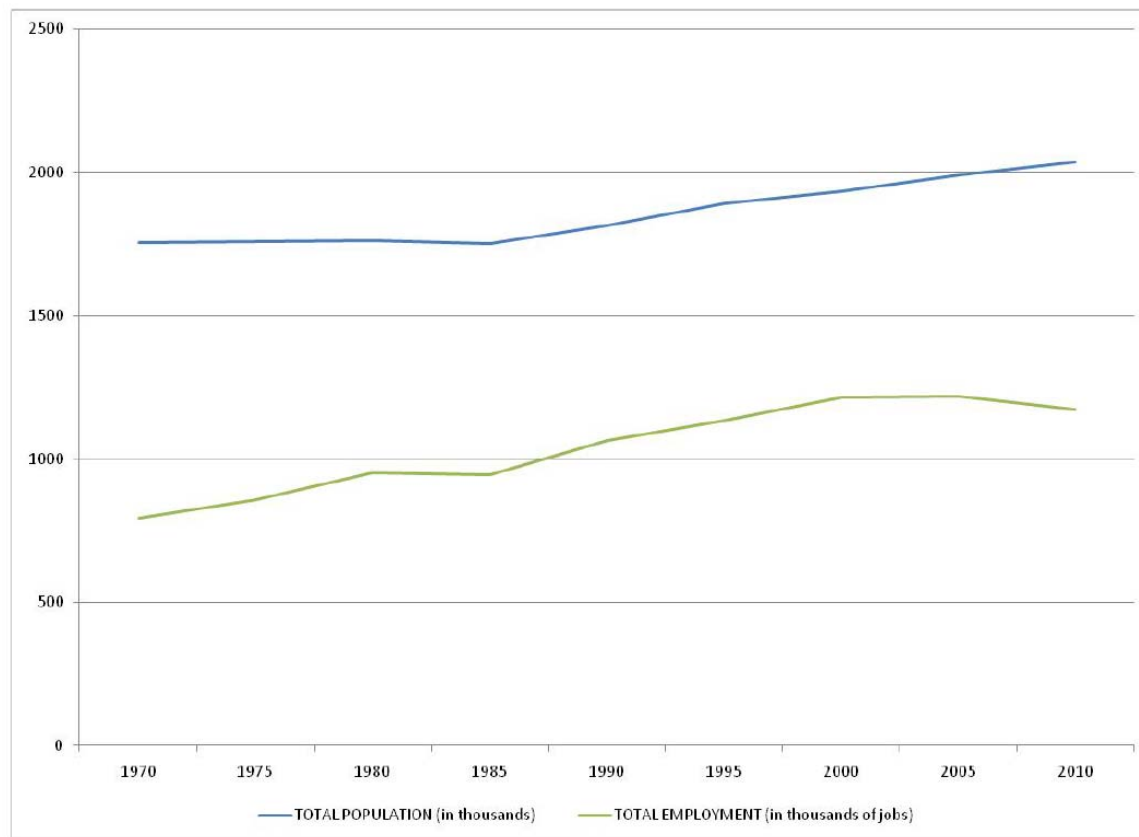
## Goals:

- Actively impact government direction
- Enhance the community through safety and beautification
- Market the area for economic development
- Create mutually beneficial networking opportunities

# Emerging N.A. Megaregions



# Milwaukee Region Population and Employment – 1970-2010



**“Despite the several areas of promise, the region appears to lack a coherent integrated economic strategy based both on the reality of the present and achieving the potential inherent in the region. Such an integrated plan would help guide public investments to support long-term economic, environmental, and social sustainability. Setting out a strategic direction could be critical in placing Milwaukee among those regions which find new purpose and a new prosperity. The absence of such a strategy could relegate the region to be among those for whom no sustainable future can be found.”**

**Dr. John Kasarda**



**“It is already clear that an increasingly fast-paced, globally networked economy is changing the rules of business competition and industrial location. These rules are being altered by a catalytic convergence of digitalization, globalization, aviation and time-based competition. The combined importance of these factors is creating a new economic geography, with commercial airports driving and shaping business location and industrial development in the 21<sup>st</sup> century as much as highways did in the 20<sup>th</sup> century, railroads in the 19<sup>th</sup> and seaports in the 18<sup>th</sup>.”**

**--Dr. John Kasarda**

# Aerotropolis Act of 2011



## Definition:

“A planned and coordinated multimodal freight and passenger transportation complex which provides efficient, cost-effective, sustainable and intermodal connectivity to a defined region of economic significance centered around a major airport.”



# Aerotropolis Act of 2011



- Grants will fund “eligible” projects that assist the establishment of an aerotropolis transportation system, including (but not limited to):
  - ❖ Develop or improve a **highway** or **bridge**
  - ❖ Develop or improve a **public transportation system**
  - ❖ Expand or improve freight or passenger **rail** transportation
  - ❖ Develop or improve a **port**
  - ❖ Improves access to a **port** or **terminal facility**
  - ❖ Develop or improve a **multimodal terminal facility**
  - ❖ Develop or improve an **intelligent** transportation **system** – a **cyberstructure**
  
- But you will need a plan

# Milwaukee Gateway Aerotropolis Corporation



Private Member - Airport Gateway Business Association

## Directors

- President Scott Yauck, Cobalt Partners
- Treasurer Samer Abulughod, Crystal Limousine & Coach
- Christian Bartley, World Trade Center Wisconsin
- Paul Bowers, *Airport Improvement Magazine*
- Bob Dennik, VJS Construction Services
- Gregg Lindner, Lindner Logistics

# Milwaukee Gateway Aerotropolis Corporation



## Public Members and Directors

- **Greendale** Village President John Hermes, and MGAC Vice President
- **Cudahy** Mayor Tony Day, and MGAC Secretary
- **Franklin** Mayor Tom Taylor
- **Greenfield** Mayor Mike Neitzke
- **Milwaukee** DCD Commissioner Rocky Marcoux  
The Port of Milwaukee Director Eric Reinelt
- **Oak Creek** Mayor Dick Bolender

# Milwaukee Gateway Aerotropolis Corporation



## Public Members and Directors

- **South Milwaukee**      Mayor Tom Zepecki
- **St. Francis**      Mayor Al Richards
- **Milwaukee County**      Supervisor Patricia Jursik  
GMIA Director Barry Bateman
- **SEWRPC**      Director Ken Yunker

# Milwaukee Gateway Aerotropolis Corporation



## Public Members and Directors

- **WI Economic Development Corp.** SE WI Area Rep Mary Perry
- **WHEDA** ED Wyman Winston
- **WI Dept. of Transportation** Dep. Sec. Mike Berg
- **WI Dept. of Natural Resources** SE WI Regional Director



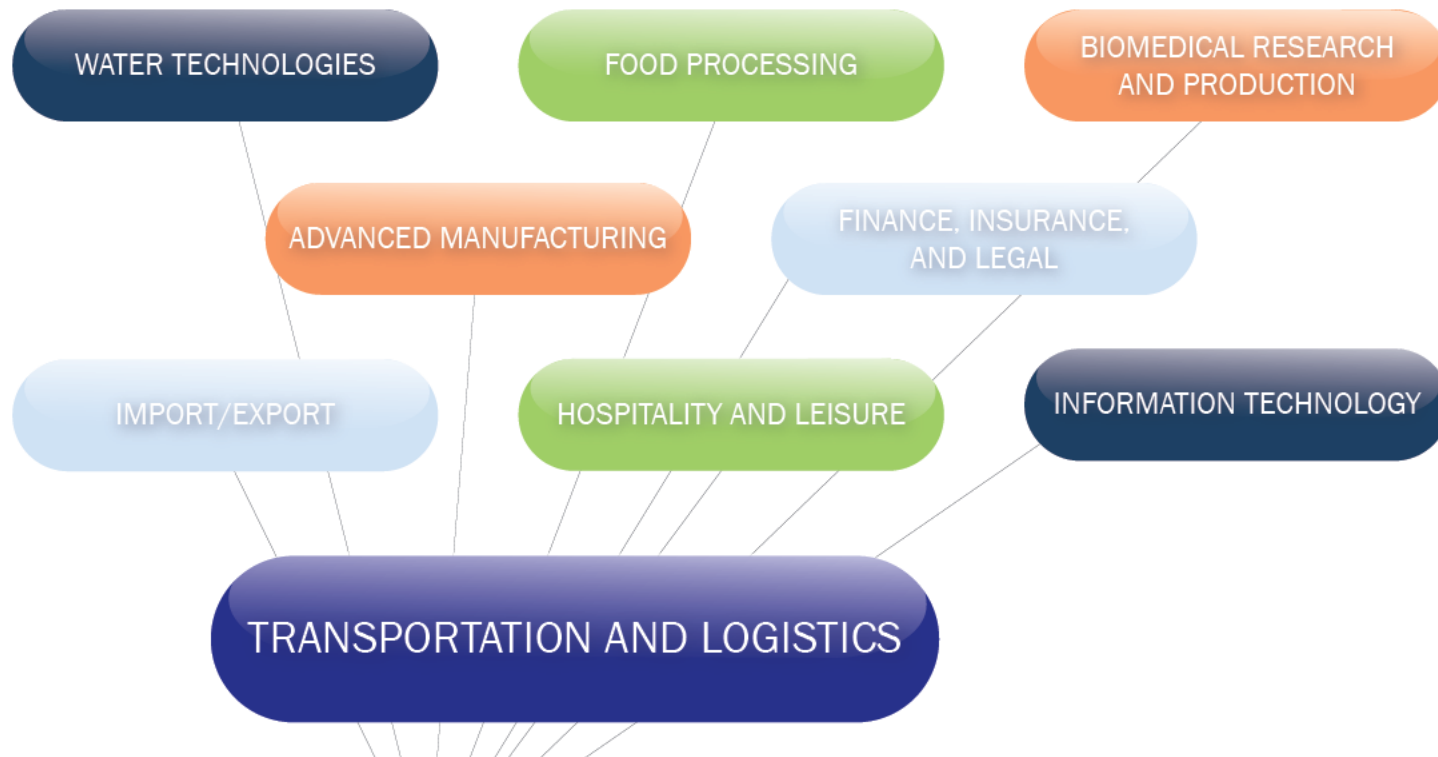


**Aerotropolis**  
**Milwaukee™**  
NEW OPPORTUNITIES ARRIVING DAILY



## Our Vision

Aerotropolis Milwaukee will be a vibrant and diverse transportation and commercial hub connecting and supporting the **Milwaukee region** with the rest of the world as a **globally recognized economic engine** that attracts business and people.



**Aerotropolis**  
**Milwaukee™**  
NEW OPPORTUNITIES ARRIVING DAILY



# Aerotropolis Milwaukee - Next Steps



- Completed strategic roadmap - Dr. Kasarda
- Strategic roadmap is not a business plan
- Detailed research
  - ❖ Logistics / supply chain analysis
  - ❖ Call on businesses - the customers
- Marketing and education
- Integrate with or stimulate regional planning
- Governance

# Lessons Learned



- Allis Chalmers
- Harley-Davidson

# Aerotropolis Milwaukee – A Stimulus for Change



- Competition - we are behind
  - ❖ O'Hare, Wayne County, Cleveland, Indianapolis, Memphis, St. Louis, Denver, Twin Cities
- Focus on key businesses that have better jobs - M7
- Business led - governments create an environment - do it now
- Collaborative regional governance - it's somebody's job
- We have a **vision**, mission, goals and founding principles
- It's up to us - New Opportunities Arriving Daily

**Questions and Answers**

**THANKS**  
**For Your Interest and Attention**

November 2009

# THE GATEWAY

Thinking about the future...Thinking about you



is Milwaukee  
ready for an aerotropolis  
concept?

WORLD RENOWNED SPEAKER  
VISITS MILWAUKEE AND SEES  
GREAT POTENTIAL



[gatewaytomilwaukee.com](http://gatewaytomilwaukee.com)



## LEADERSHIP TEAM OF THE GATEWAY

### BOARD OF DIRECTORS

**SAMER ABULUGHOD** / Crystal Limousine  
& Coach Inc.

**PATTI BLASCHKA** / Veitenhaus  
Insurance Services

**PAUL BOWERS** / Airport  
Improvement Magazine

**BOB CIGALE** / Endpoint Solutions, LLC

**PHIL DEVLIN** / Wells Fargo Bank, NA

**DIMITRI DIMITROPOULOS** / Culver's

**LARA FRITTS** / City of Cudahy

**JOHNNY GARDETTO** / General Mills

**MARK JOHNSON** / Best Western Milwaukee  
Airport Hotel & Conference Center

**MICHAEL KENNEY** / CPS Parking

**BOB LALANI** / Express Pantry

**GREGG LINDNER** / Lindner Logistics

**DR. MICHAEL LISCHAK** / Columbia  
St. Mary's

**JAIME MALISZEWSKI** / Reliable Plating  
Works, Inc. & Elite Finishing, LLC

**TOM PHILBIN** / CenterPoint Properties

**MICHAEL SWEENEY** / Sweeney's Gym

**SCOTT YAUCK** / Cobalt Partners, LLC

### AGBID #40

### BOARD OF DIRECTORS

**SAMER ABULUGHOD**

**DIMITRI DIMITROPOULOS**

**MICHAEL KENNEY**

**GREGG LINDNER**

**JAIME MALISZEWSKI**

**MICHAEL SWEENEY**

### HONORARY MEMBERS

**CHRIS LARSON** / Milwaukee County  
Supervisor, 14th District

**TERRY WITKOWSKI** / City of Milwaukee  
Alderman, 13th "Garden District"

### STAFF

**TOM RAVE** / Executive Director

**JESSICA KONDRAKIEWICZ** /  
Executive Assistant

### OFFICE ADDRESS

861 W. Layton Ave.  
Milwaukee, WI 53221  
Phone: (414) 455-3323

# Update from Executive Director

## Tom Rave



### SO WHAT IS AN AEROTROPOLIS?

An aerotropolis is a new type of urban development reflecting the interaction of airport-centered commerce, real-estate development and multi-modal transportation shaped by contemporary financial, marketing and strategic management processes.

Basically, because of growing globalization in this century, the area around a metropolis airport should be its key economic hub. We already say that The Gateway is Milwaukee's primary welcoming and transportation hub. Not only does it have the airport, an Amtrak train station and I-94 right nearby, there is already a great road—the Lake Park freeway—connecting the airport to The Port of Milwaukee plus two commercial railroads that go right past The Port and on each side of GMIA.

We want The Gateway to be a vibrant and diverse transportation and commercial hub connecting and supporting the Milwaukee region with the rest of the world as a globally recognized economic engine that attracts business and people. The critical question then becomes:

*"Will The Gateway aerotropolis form and grow in an organized, economically efficient, aesthetically pleasing, and environmentally*

*sustainable manner—or in the spontaneous, haphazard, economically inefficient, unsightly and ultimately unsustainable manner that has characterized most commercial development around major U.S. airports?"*

To take the first route will require collaboration among the Airport and The Port, Milwaukee County and up to eight municipalities around GMIA, plus businesses and commercial real estate interests. In 2010 we plan to lead that effort and produce an economic development plan using the expertise of Dr. John Kasarda, who toured and spoke here in July. Dr. Kasarda was impressed with the attractiveness and existing redevelopment of Milwaukee and saw significant further economic development potential using the aerotropolis concepts, particularly as more growth occurs from greater Chicago into Wisconsin. Join The Gateway, or at least, sign up on our website to read our E-News Updates and stay in touch with developments.

### THE GATEWAY SECURITY WATCH IS INTRODUCED.

In an effort to further deter break-ins to visitors' cars at hotels, restaurants and other businesses in The Gateway, we are launching The Gateway Security Watch program.

We recently changed our security patrol vendor to Security Personnel, Inc., that is patrolling The Gateway area for 8 hours each night now, instead of the former 6-hour shifts. We will be making signs for parking lots and vests that employees can wear outside that read "The Gateway Security Watch" available at no cost for members of The Gateway. We will also offer an electronic communications platform that will allow members to communicate with all other members and the Milwaukee Police Department about any security incidents that happen in The Gateway.

As greater Milwaukee's primary welcoming and transportation hub, it is important that we collaborate with businesses and the police to make The Gateway a safe and responsive environment for our visitors.



## Featured Business Member

### Wisco Hotels

#### NUMBER OF YEARS IN THE GATEWAY:

Have been in The Gateway for 10 years since the development of Comfort Suites Milwaukee Airport.

#### WHAT ATTRACTED YOU TO THE GATEWAY AREA?

The availability of land at an intersection that has easy access to GMIA, I-94 and corporate business. In today's market, customers are loyal to brands and their rewards programs, and it is competitive for Wisco Hotels to get multiple brands in close proximity to allow customers multiple options. The Milwaukee Airport market has been very good to Wisco Hotel Group for the 10 years the Comfort Suites has existed. The Choice Privileges rewards program has been a strong driving factor, and as has the Priority Club program with the Holiday Inn Express.

Recently there were opportunities to acquire the Marriott brand, so Wisco developed a 119 room Fairfield Inn & Suites to offer guests that preferred to stay at Marriott with its Marriott Rewards program that availability. Wisco also wanted to offer extended stay options to its customers, so a 95 room Candlewood Suites with its Priority Club program was also opened along with the Fairfield Inn by Marriott.

#### WHAT IS WISCO HOTEL'S PROUDEST ACCOMPLISHMENT IN THE GATEWAY?

Wisco feels strongly that it has helped an unattractive area along 13th ST become nicely upgraded, while at the same time adding jobs and tax revenues to the area. They are also extremely proud of the "green

initiatives" taken with the 4 hotels —so much so, that they have received Travel Green certification from the State of Wisconsin. In addition to using the Focus on Energy program, initiatives included solar hot water heating for pool at the Fairfield, energy controls at entrance doors to maintain even guest room temperatures, fluorescent lighting and controls in guest rooms, and electrical outlets in parking lots for hybrid cars.

#### WHAT IS WISCO HOTEL'S BIGGEST CHALLENGE?

Right now the biggest challenge is the economy and the slowdown in travel that has occurred. A more local challenge has been the negative impact on traffic that has occurred with the College Avenue ramps and bridge over I-94 being closed this year.

#### WHAT DO YOU ENVISION FOR THE FUTURE WITH YOUR BUSINESS IN THE GATEWAY?

Wisco Hotel Group currently owns additional land near the Candlewood Suites and Fairfield Inn & Suites where it is currently in the process of working to build a 130-room facility that has enough conference space to seat at least 500 people.

We are very thankful for the support from the Cities of Milwaukee and Oak Creek and we are very supportive of the concepts and effort of The Gateway To Milwaukee. Collaboration to develop the area will benefit all of us.

#### BUSINESS / Wisco Hotel Group

**LOCATIONS** / Corporate Offices in Madison and Fond du Lac. Established in 1974 with the Holiday Inn Fond du Lac. Became Wisco Hotel Group in 1984. Grew with its second hotel in 1988 — Comfort Inn Fond du Lac. Now operating strong with 11 locations in Wisconsin — 4 of which are in the Gateway To Milwaukee on 13th Street, just south of College Avenue.

**Comfort Suites Milwaukee Airport/** established 1999

**Holiday Inn Express Hotel & Suites/** established 2005

**Candlewood Suites/recently opened** June 2009

**Fairfield Inn & Suites/recently opened** July 2009

**CONTACTS** / Jason Hager, Milwaukee Regional Manager and Heather Vick, Regional Sales Manager

**OWNERS** / William Zanetis & Walter BD Hickey Jr. partners; Todd Winkler — President & COO; Dave Phaneuf — Vice President Operations

## THE GATEWAY WELCOMES ITS NEW MEMBERS

### MAY

**MILWAUKEE AREA TECHNICAL COLLEGE – SOUTH CAMPUS PLANT LAND, INC.**

### JUNE

**EDWARD JONES & COMPANY IHOP  
KLATT EQUIPMENT, INC.  
WORLD TRADE CENTER WISCONSIN**

### JULY

**AECOM  
COLLINS ENGINEERS, INC.  
THE PORT OF MILWAUKEE**

### AUGUST

**CITY OF CUDAHY  
DUTCHIE'S MILITARIA  
FAST SIGNS OF GREENFIELD  
MONA'S RESTAURANT  
SENSIA HEALTHCARE  
STAYBRIDGE SUITES  
MILWAUKEE AIRPORT SOUTH**

### SEPTEMBER

**BIG MOUTH FROG  
BIZ TIMES MEDIA, LLC**

### OCTOBER

**CANDLEWOOD SUITES  
CROWNE PLAZA  
MILWAUKEE AIRPORT  
CUDAHY CHAMBER OF COMMERCE  
FAIRFIELD INN & SUITES**

To become a member, please go to [gatewaytomilwaukee.com](http://gatewaytomilwaukee.com) and click on YOUR BUSINESS IN THE GATEWAY.



# I-94 North-South Freeway Project 2009 Recap

The success of the 2009 construction season hinged on careful coordination between the project team, contractors, residents, elected officials, businesses, media, and other stakeholders.

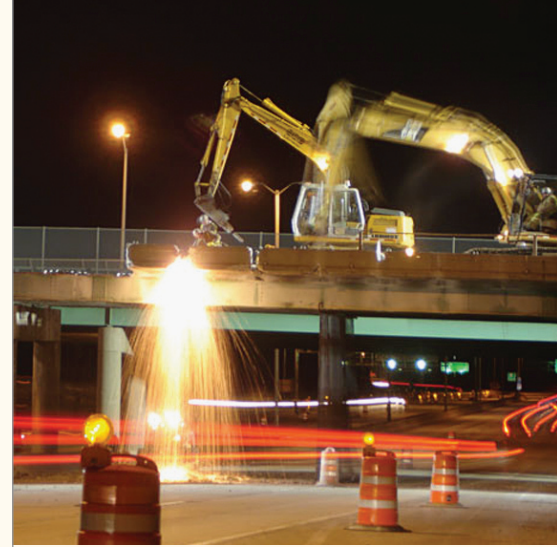
The Wisconsin Department of Transportation (WisDOT) is wrapping up the first full construction season of the I-94 North-South Freeway Project, which spans 35 miles and will be constructed in phases until 2016.

In 2009, construction crews worked vigorously in all three counties. In Milwaukee County, construction took place at the Grange Avenue bridge, College Avenue Interchange including Park and Ride lots, and 27th Street roadway and bridges between Layton Avenue and Bolivar Avenue. College Avenue is scheduled to open in November, with Grange Avenue and 27th Street bridges slated to be complete in December. Crews also began relocating utilities near the Mitchell Interchange to prepare for next year's construction.

In Racine County, work began on the County G interchange, which included the frontage roads near County G and the I-94 freeway in that area. Work will continue at County G in the 2010 construction season.

Kenosha County, along with some of the work at County G in Racine, saw an advance in scheduled work due to funding from the American Recovery & Reinvestment Act (ARRA); reconstruction and expansion of the I-94 freeway from the Illinois state line to south of WIS 50 (including the County C interchange) was one portion of the corridor that received ARRA funds. Crews also worked on the ramps and frontage roads at County E, WIS 158 and County C in Kenosha County.

Additional highlights of 2009 included Governor Doyle's visit to the corridor to kick off the construction season this past March...



Additional highlights of 2009 included Governor Doyle's visit to the corridor to kick off the construction season this past March, the project's booth at the Wisconsin State Fair in August, and careful attention to holidays and special events in the midst of construction scheduling in an effort to minimize delays to motorists. The success of the 2009 construction season hinged on careful coordination between the project team, contractors, residents, elected officials, businesses, media, and other stakeholders.

The project team is already looking forward and has begun planning for the 2010 construction season. Scheduled work for 2010 in Milwaukee County includes:

- Layton Avenue bridge, ramps, and roadway (demolition could begin in late February)
- Eastbound Airport Spur
- I-94/I-43 freeway lanes and temporary roadways

The I-94 North-South Freeway Team is planning to attend the January Gateway to Milwaukee meeting to give an overview about 2010 construction and traffic impacts. The project team is also available via the project hotline at (262)548-8721 or online at [plan94.org](http://plan94.org), where you can send a comment to the project team or find the latest information about scheduled closures and traffic impacts.



# More Gardens in The Gateway

## Beautification continues in the Garden District area of The Gateway

Our first beautification effort was completed in 2008 with the installation of eight gardens along Layton Avenue near the railroad bridge at 11th Street. The work was done by Gateway member KEI and the results really began to show in this second year of growth.

Early this summer the City of Milwaukee put in two more of its “signature gardens” in the boulevard median of Howell Avenue on either side of Edgerton Avenue. These gardens are designed to require lower maintenance and related costs by using more perennials and bushes while planting colorful annuals at the toe-ends of the gardens. These two gardens were funded by The Gateway and will be maintained by the City.

This fall we are having Greenfield Landscaping, a new Gateway member this year, install gardens plus brick or crushed stone linings along the curbs of the median islands of Layton Avenue from W 13th Street back east to 10th Street. As we watch these gardens develop next year we will see if their design makes sense to use along other major corridors in The Gateway, which is our plan for the future.

These efforts along major roadways require plants that are salt-sensitive because of snow plowing, and using the bricks along the curbs will keep an attractive appearance versus the ugly grass-killing accumulation of grease and salt that results from the plowing.

We just completed some cleanup, bushes and trees removal, tree-trimming and installed some mulched beds around groups of trees along the west side of Howell Avenue under the Airport Spurs. This area is now more attractive to our guests traveling between the Airport and the hotels in The Gateway along Howell Avenue and at the intersection of 13th & College.

During 2009 we also supported other gardening efforts in The Gateway. We financially sponsored the landscape recognition program of The Garden District for residences and businesses. We also sponsored the pathways of the new rain garden in Holler Park and held our first Gateway Days celebration there to dedicate that garden. Over 100 guests, including Mayor Barrett and Alderman Witkowski, County Park officials, Gateway members and Holler Park Neighborhood Association residents attended that fun event. Finally, we paid for the plants of a small new park project along 6th Street near Maplewood done by the Holler Park Association.

Early this summer the City of Milwaukee put in two more of its “signature gardens” in the boulevard median of Howell Avenue on either side of Edgerton Avenue.



# The Gateway to Milwaukee Introduces the Gateway Discount Card

## Fostering Business in The Gateway



### What It Is

Beginning on January 1, The Gateway Card program will allow consumers to save money on retail, restaurants and hospitality in The Gateway area. At the same time it will generate more business for Gateway To Milwaukee member organizations. The cards will be distributed by The Gateway To Milwaukee and can be used at all participating Gateway member locations. The listings of participating companies as well as available discounts will be managed and maintained by The Gateway To Milwaukee and will be displayed on [gatewaytomilwaukee.com](http://gatewaytomilwaukee.com)

**Drive traffic and gain customers by participating in the Gateway Discount Card program.**

**A participating merchant will:**

#### Offer Discounts

- We have a discount or savings goal of 20% in-order to truly incentivize consumers to spend their money in The Gateway and to try new products and services. The particular offer that you extend is entirely up to you.

#### Receive Free Advertising via Gateway Discount Card promotional material

- The Gateway To Milwaukee is launching an aggressive marketing campaign to promote the purchase and use of The Gateway Discount Card. This will include transit, billboard, and radio advertising in and around The Gateway area.

The Gateway to Milwaukee will also feature all available discounts on a web page dedicated to the program.

- The Gateway to Milwaukee will be communicating discounts and new opportunities to cardholders on a regular basis via e-blasts.

**Increase business from your current customers and attract new local and regional ones**

- Leverage the The Gateway Discount Card to drive new customers to your location by offering discounts and keep existing customers coming back more often.

### More about The Gateway Discount Card:

#### Who it's for

- The card may be used by any consumer, regardless of age, income or place of residence.

#### Cost of the Cards for consumers

- Cards can be purchased online, beginning January 1, at for \$10 annually. It will also be made available at The Gateway To Milwaukee offices.

#### What it will cost the merchant participate?

- Businesses have to be a member of The Gateway To Milwaukee to participate in the program.

#### How do I get involved?

- If you're not a Gateway To Milwaukee member already, start by joining the organization. A business can sign up by logging onto [gatewaytomilwaukee.com](http://gatewaytomilwaukee.com), downloading an application under the "your Business" tab, completing and sending it along with a check for \$100 in annual membership dues that will cover 2010. Or just come to our office at 861 W. Layton Avenue.

- Sign up to participate in the Card Program:  
**Online:** go to the [gatewaytomilwaukee.com](http://gatewaytomilwaukee.com) to sign up to participate.

**By Fax:** Fill out the attached participation form and fax it to (414) 455-8352.

**At our office:** Stop by 861 W. Layton Avenue.

**Questions?** Email [discountcard@gatewaytomilwaukee.com](mailto:discountcard@gatewaytomilwaukee.com) with your questions or call us at (414) 455-3323.

## Aerotropolis Introduction Document

*As we seek commitments from the municipalities around the Airport, we are introducing the concept of Milwaukee's Gateway Aerotropolis with the following document that will serve as the guideline for organizing and decision-making the process of economic development in The Gateway:*

Aerotropolis is a new type of urban development reflecting the interaction of airport-centered commerce, real-estate development and multi-modal transportation shaped by contemporary financial, marketing and strategic management processes.

#### Vision Statement

The Gateway to Milwaukee will be a vibrant and diverse transportation and commercial hub connecting and supporting the Milwaukee region with the rest of the world as a globally recognized economic engine that attracts business and people.



## Mission Statement

The Gateway aerotropolis is a public-private partnership focused around General Mitchell International Airport that fosters regional economic collaboration by efficiently linking the region's air, rail, road and shipping transportation capabilities. The partnership will focus on the evolution and implementation of a comprehensive strategy to generate the growth of business and communities in an aesthetically inviting aerotropolis area.

## Goals

- Retain and attract businesses and jobs in the Gateway aerotropolis footprint by offering accessible, interrelated and efficient transportation in a commercial hub.
- Improve the aesthetic environment of the area to make it more inviting to businesses and people.
- Market the Gateway region and its capabilities nationally and internationally to prospective businesses and industries.
- Strengthen and increase the economic values of businesses, communities and real estate properties in the Gateway region.
- Support the regional economic development initiatives of the Milwaukee 7 effort.

## Founding Principles

- The greater good of the Gateway region, its communities, businesses and residents will be best achieved through a collaborative effort aimed at benefiting the region as a whole.
- Milwaukee County and City governments plus all municipal jurisdictions in the Gateway region will participate in this development initiative and, where appropriate, will designate staff and assist with funding efforts for planning and implementation activities to achieve the Gateway's goals.
- This initiative will include representatives from General Mitchell International Airport, The Port of Milwaukee, relevant businesses, business associations, civic and labor organizations, local, state and federal government representatives as well as community/neighborhood groups in the Gateway region.
- Regional and local development will take into account multi-modal transportation access, economic opportunity and aesthetics according to plans developed among the participating parties.
- All parties engaged in the Gateway program will follow the spirit of these principles and the Vision and Mission Statements.

# EVENT CALENDAR

## DECEMBER

### TUESDAY, DECEMBER 8

5:30 p.m.-7:30 p.m. / Annual Holiday Party  
(see ad on back page)

## JANUARY

### WEDNESDAY, JANUARY 20

8:15 a.m. / AGBA Annual Meeting

### FRIDAY, JANUARY 29

7:30 a.m. / WISDOT Construction Plans for 2010

## MAY

### MONDAY, MAY 19

8:00 a.m. / AGBID #40 Annual Meeting

Watch [gatewaytomilwaukee.com](http://gatewaytomilwaukee.com) and Gateway E-News updates for details.



Key supporters of The Gateway, City of Milwaukee Alderman Terry Witkowski (on the right) and Milwaukee County Supervisor Chris Larson (second from the left), join Tom Rave in welcoming Southwest Airlines and its CEO Gary Kelly to The Gateway To Milwaukee at Southwest's kick-off event at GMIA. The addition of Southwest Airlines plus the increase in competitively-priced flights offered by AirTran, Frontier and Midwest will bring more traffic to GMIA and businesses in The Gateway.



The Gateway  
To Milwaukee™

861 W. Layton Ave.  
Milwaukee, WI 53221  
(414) 455-3323

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PERMIT NO. 3563

# ANNUAL HOLIDAY PARTY

Take flight with us this holiday season! Attend our **FREE** Annual Holiday Party.

Please come join business people, property owners, government officials and supporters of the Gateway To Milwaukee. It's a great chance to meet and mingle with people who are committed to economic development around the Airport.

Tuesday, December 8, 2009

5:30 p.m. – 7:30 p.m. | Cocktails and Appetizers

6:00 p.m. | Presentation

Crowne Plaza Hotel, Milwaukee Airport  
6401 South 13th Street  
Milwaukee, WI 53221

RSVP to attend  
[gatewaytomilwaukee.com](http://gatewaytomilwaukee.com)  
or by calling (414) 455-3323

To continue to receive The Gateway, please go to [gatewaytomilwaukee.com](http://gatewaytomilwaukee.com) and sign-up to receive it electronically. Future versions of The Gateway will be distributed through our web site and you must be registered to receive it.



➤ **WELCOME!**



**The Gateway To Milwaukee is  
supported by the Airport Gateway  
Business Association and Airport  
Gateway Business Improvement  
District # 40**

**Thinking about the future... Thinking about you.**



## ➤ MISSION



**We will take a leadership role in  
planning, promoting and developing the  
vitality of The Gateway To Milwaukee**

**Thinking about the future... Thinking about you.**





## ➤ GOALS



- **Actively impact government direction**
- **Enhance community image through safety and beautification**
- **Market and develop gateway area for economic growth**
- **Network for mutually beneficial opportunities**

**Thinking about the future... Thinking about you.**



## **ACTIVELY IMPACT GOVERNMENT DIRECTION**



- **Mandated sick pay**
- **WisDOT I-94 NS Reconstruction Project**
- **Hoan Bridge**
- **Aerotropolis effort**
- **Regional transit network**



**Thinking about the future... Thinking about you.**

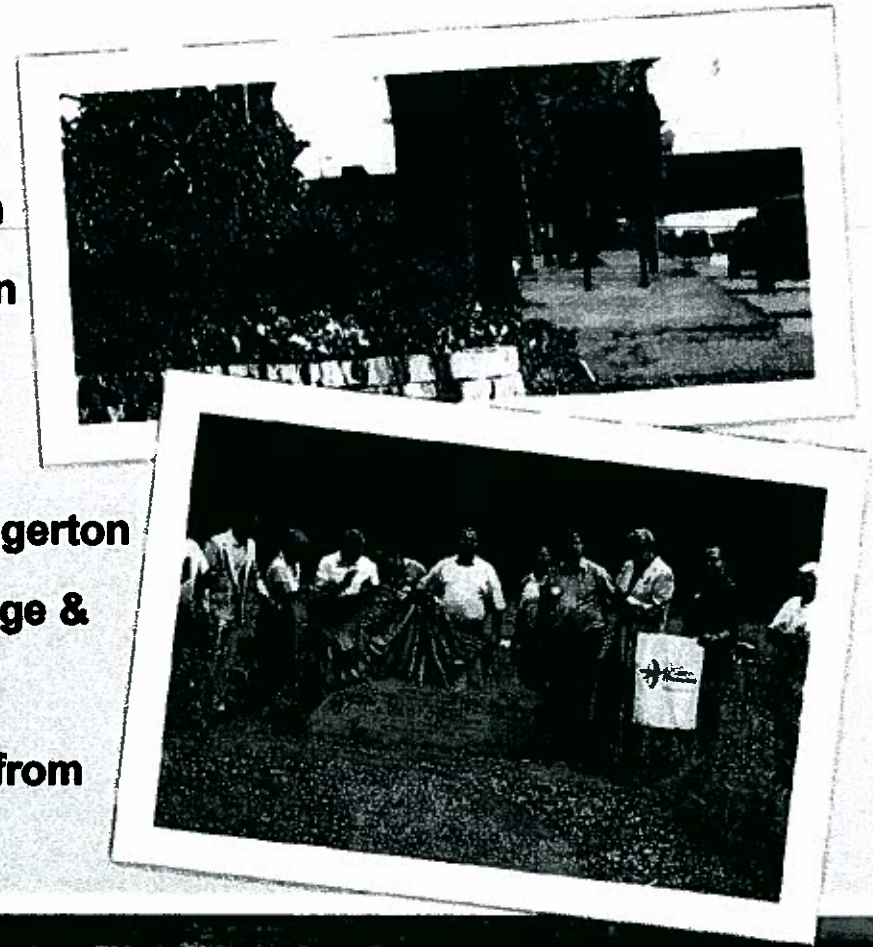




## ➤ **ENHANCE IMAGE THROUGH SAFETY & BEAUTIFICATION**



- **Security Personnel, Inc.**
- **The Gateway Security Watch program**
- **Holler Park Neighborhood Association**
- **Rain gardens project in Holler Park**
- **6th ST and Maplewood**
- **Signature gardens on Howell AV & Edgerton**
- **West side of Howell AV between Grange & Air Cargo Way**
- **Median landscaping on W Layton AV from 10th west to 13th**



**Thinking about the future... Thinking about you.**





## ➤ MARKET & DEVELOP GATEWAY FOR ECONOMIC GROWTH



- New website
- Newsletters and E-News Updates
- Gateway Days and member meetings
- Aerotropolis concept introduction -  
Dr. Kasarda
- Gateway Discount Card
- Over 40 new members



Thinking about the future... Thinking about you.





**party** like a rock star  
**eat** like a king  
**sleep** like a baby

[www.gatewaytomilwaukee.com](http://www.gatewaytomilwaukee.com)

 CLEAR CHANNEL



**TERRY L. WITKOWSKI**  
ALDERMAN, 13TH DISTRICT

December 10, 2009

### **WHAT'S NEW FOR S. 27<sup>TH</sup> STREET BUSINESSES ?**

- ***A BID or Business Improvement District has been approved for both Greenfield and Milwaukee!***
- ***\$1.5 Million in street-scaping will be in place on S.27<sup>th</sup> Street from the KK River Parkway to College Avenue by next fall!***
- ***S.27<sup>th</sup> Street to be resurfaced from W. Howard to W. College next summer.***
- ***Milwaukee and Greenfield both declared 27<sup>th</sup> Street to be "Historic US Route 41". State Representative Josh Zepnick seeks the same designation on a state level.***
- ***Milwaukee draws a TIF boundary (Tax Incremental Financing District) from Foster Pontiac to CVS Pharmacy. Greenfield also working on TIF boundaries.***
- ***Milwaukee's 13<sup>th</sup> District including S. 27<sup>th</sup> Street is declared Milwaukee's Garden District***
- ***Oklahoma Avenue approach to S. 27<sup>th</sup> receives safety and beautification island, Pulaski High School students to help provide plantings***
- ***13 Neighborhood Associations are established in the Garden District to help keep the area healthy.***
- ***The Airport/Gateway Business Association (AGBA) forms The Gateway to the Milwaukee BID and begins area promotion, beautification and security***
- ***The Airport Area Economic Development Task Force looks to become a legal entity to form an aerotropolis involving Milwaukee, Greenfield, Greendale, Franklin, Oak Creek, South Milwaukee, Cudahy, St. Francis, Milwaukee County, the State and Federal Governments and business leaders***
- ***Safety improves on S.27<sup>th</sup> as the number of intersections with 15 or more crashes drops from 10 to 3 after five years work.***

South 27<sup>th</sup> Street has been set up for greater success! The ingredients needed now are your involvement, creativity and enthusiasm to make it happen! How? Become involved in the BID and bring your ideas. The BIDs (3 were formed) will be coordinated by the 27<sup>th</sup> Street Business Association headed by Tara Cavoza of US Bank at S. 27<sup>th</sup> & Cold Spring, phone number 282-3300.

27<sup>th</sup> Street Business Association headed by Tara Cavoza of US Bank at S. 27<sup>th</sup> & Cold Spring, phone number 282-3300.

At this time, the BID board is being created. The group will tackle promotion, beautification and security for the future of the street. Watch for correspondence from the Association and become involved. Make suggestions and implement joint efforts at your business. Make your business look like it is located in the Garden District. Think about how Historic US Route 41 can be used to draw business to the street. Think about ways for working with neighboring businesses, schools, neighborhood associations and business associations for your mutual benefit.

What can bring more business to 27<sup>th</sup> Street? Perhaps, a "Fun on 41" version of the "Woodward Dream Cruise" that draws 1million people and 40,000 classic cars each year to Detroit? (see [www.woodwarddreamcruise.com](http://www.woodwarddreamcruise.com)) A Historic 41 Christmas with retro decorations? A Garden District Spring Sale and Show? Historic 41 history days or retro days with throw back sale prices? Maybe a Historic 41 Harley event? Can a relationship be forged between AGBA, the 21 hotels in their area with an additional 4 more on the drawing boards, and Historic US 41? The street is only limited by our imagination!

I look forward to working with the association to grow South 27<sup>th</sup> Street and the surrounding area!

Sincerely,



Terry L. Witkowski  
Alderman, 13<sup>th</sup> District



# BUSINESS AND NEIGHBORHOOD ASSOCIATIONS IN THE 13TH ALDERMANIC DISTRICT

NEIGHBORHOOD ASSOCIATIONS

1

LINCOLN HEIGHTS NEIGHBORS IN ACTION  
LINDA ZINKE 384-4043

2

OKLAHOMA GAROENS NEIGHBORHOOD ASSOCIATION  
JOSE VASQUEZ 672-6758

3

HOLT PARK NEIGHBORHOOD ASSOCIATION  
OTANE KOSARZYCKI 645-1967

4

WILSON PARK NORTH NEIGHBORHOOD ASSOCIATION  
TAMMY KUKLA 383-2007

5

TOWN OF LAKE NEIGHBORHOOD ASSOCIATION  
PAUL GESSNER 482-2261

6

HOLLER PARK NEIGHBORHOOD ASSOCIATION  
CHRIS KUESTER 769-1815

7

CITY MEADOWS NEIGHBORHOOD ASSOCIATION  
A.J. SIMON 339-8196

8

COLLEGE HEIGHTS NEIGHBORHOOD ASSOCIATION  
CHESTER KUZMINSKI 750-8626

9

CONCERNED CITIZENS FOR BETTER LIVING  
DORIS JELINEK 645-1699

10

UNCAS PARK NEIGHBORHOOD ASSOCIATION  
CONNIE WILSON 762-6959

11

AIRPORT GARDENS NEIGHBORHOOD ASSOCIATION  
PERRY BUCK 747-2470

12

GARDEN GATE NEIGHBORHOOD ASSOCIATION  
DEBORAH SCHROEDER 282-8560

13

GARDEN DISTRICT NEIGHBORHOOD ASSOCIATION (DISTRICT-WIDE)  
CHRIS KUESTER 769-1815

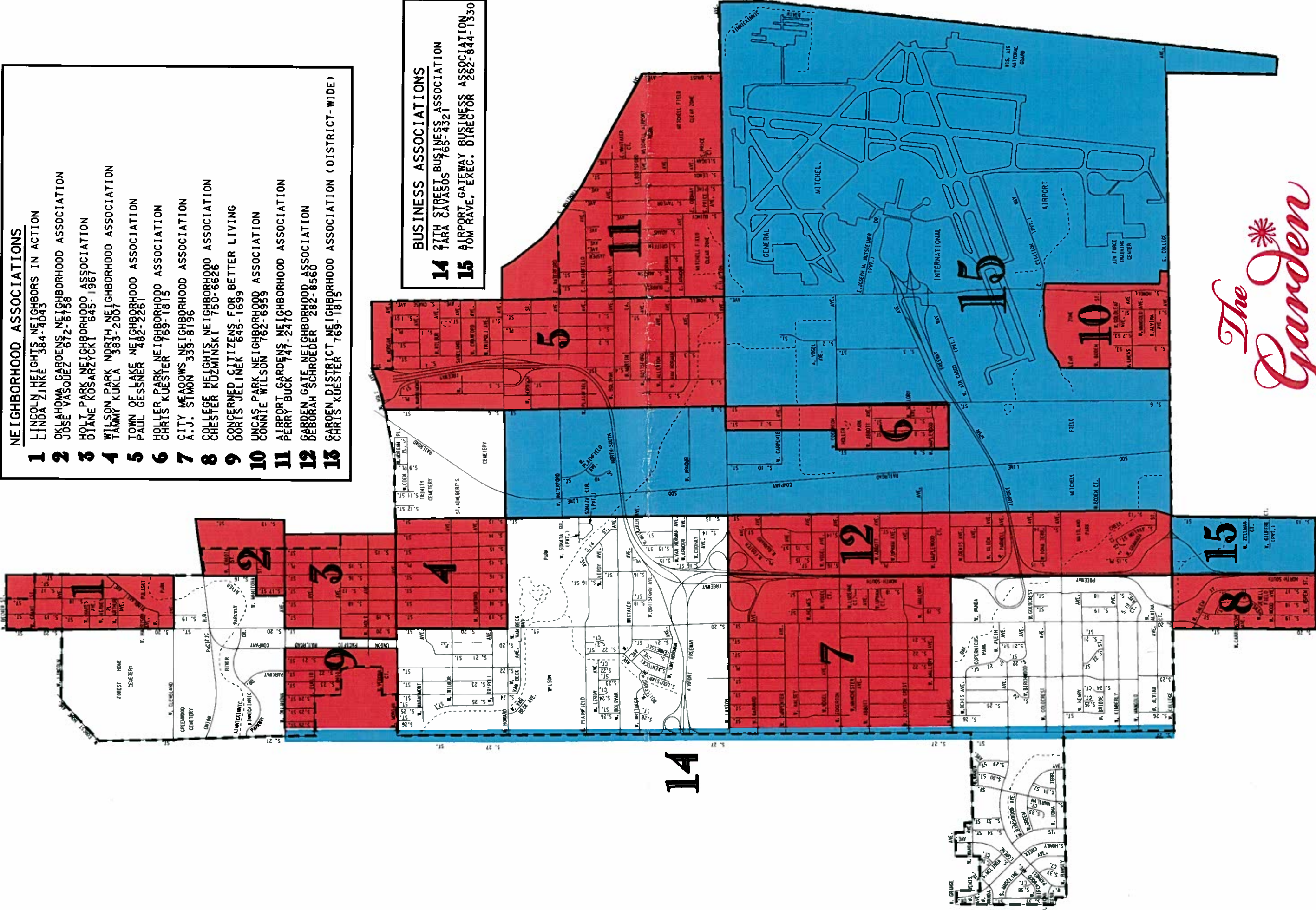
BUSINESS ASSOCIATIONS

14

27TH STREET BUSINESS ASSOCIATION  
ARA CAVASOS 765-4321

15

AIRPORT GATEWAY BUSINESS ASSOCIATION  
TOM RAVE, EXEC. DIRECTOR 262-844-1330



The Garden District




## **A. A. E. D. T. F.**

**AE Com** Solverson, Scott  
**Airport Gateway Business Association** Rave, Tom  
**Center for Urban Initiatives and Research, University of Wisconsin – Milwaukee** Maier, Peter  
**Center for Urban Initiatives and Research, University of Wisconsin – Milwaukee** Najera, Patricia  
**Center for Urban Initiatives and Research, University of Wisconsin – Milwaukee** Percy, Stephen  
**City of Cudahy, Mayor** McCue, Ryan  
**City of Cudahy** Fritts, Lara  
**City of Cudahy Alderperson** Mikolajczak, Joseph  
**City of Cudahy, Director of Public Works** Lang, MaryJo  
**City of Franklin, Mayor** Taylor, Tom  
**City of Franklin, Department of City Development** Dietl, Joel  
**City of Greendale, Village President** Hermes, John  
**City of Greenfield, Mayor** Neitzke, Michael  
**City of Greenfield, Planning Director** Erickson, Chuck  
**City of Greenfield,** Stepp, Brian  
**City of Milwaukee, Alderman** Witkowski, Terry  
**City of Milwaukee, Department of City Development** Marcoux, Rocky  
**City of Milwaukee, Department of City Development** Koster, Vanessa  
**City of Milwaukee, Department of City Development** Misky, Dave  
**City of Oak Creek, Mayor** Bolender, Dick  
**City of Oak Creek** Grabowski, Dimity  
**City of Oak Creek Community Development** Seymour, Doug  
**City of St. Francis, Mayor** Richards, Al  
**City of St. Francis, City Administrator/Treasurer** Voltner, Ralph  
**City of South Milwaukee, Mayor** Zepecki, Thomas  
**Commercial Associate, Grubb & Ellis|Apex Commercial** Deeren, Kraig  
**Commercial Association of Realtors, Wisconsin** Villa, Jim  
**Congresswoman Gwen Moore, Office of** O'Keefe, Lois  
**Crystal Limousine & Coach, Inc.** Abulughod, Samer  
**Equity Commercial Real Estate** Casey, Tim  
**General Mitchell International Airport** Bateman, Barry  
**General Mitchell International Airport** Rowe, Pat  
**General Mitchell International Airport,** Demitros, Kevin  
**Governor Jim Doyle, Office of** Rifelj, Kelly Krupa  
**Greater Milwaukee Association of Realtors** Marne Stuck  
**Greater Milwaukee Committee** Paulsen, Eric  
**Metropolitan Milwaukee Association of Commerce** Beitzel, Peter  
**Milwaukee County - Economic & Community Development Division** Balata, Tracy  
**Milwaukee County Supervisor** Larson, Chris  
**Oak Creek City Administrator** DeGrave, Patrick Dr.  
**Plunkett Raysich Architects** Bahr, Michael  
**Reliable Plating Works** Maliszewski, Jaime  
**Representative Christine Sinicki**  
**Representative Jeff Stone, Office of** Pyritz, Michael  
**Representative Zepnick, Josh**  
**Senator Russ Feingold, Office of** DeVougas, Hope  
**Senator Russ Feingold, Office of** DeBlois, Hilary  
**Senator Herb Kohl, Office of** Young, Rebecca  
**Siegel-Gallagher** Scheidt, Jeff

**South Milwaukee Community Development Authority** Devlin, Danielle  
**South Suburban Chamber of Commerce** Wesener, Barbara  
**Spirit of Milwaukee** Amhaus, Dean  
**Sterling Aviation** Banaszak, Roger  
**The Lynne Broydrick Group** Broydrick, Lynne  
**The Lynne Broydrick Group** Perrigo, Steven  
**The Port of Milwaukee** Reinelt, Eric C.  
**University of Wisconsin – Milwaukee School of Architecture and Urban Planning** Harris, Kirk E.  
**Vandewalle & Associates** Presti, Jolena  
**Vandewalle & Associates** Surfus, Kristina  
**VISIT Milwaukee** Foerster, Brent  
**VJS Construction Services** Dennik, Robert  
**WISPARK** Franke, Jerry  
**World Trade Center of Wisconsin** Kiel, Ted

**FILE NUMBER: 091105**  
**Steering & Rules Committee**

NAME	ADDRESS	DATE SENT		
		12/7/09	7/12/11	9/26/11
Ald. Witkowski	13 <sup>th</sup> Aldermanic Dist.	12/7/09		
Tom Rave, Executive Director	The Gateway to Milwaukee 861 W. Layton Ave. Milwaukee, WI 53221 <a href="mailto:trave@gatewaytomilwaukee.gov">trave@gatewaytomilwaukee.gov</a>	12/7/09	x	x
Mayor Al Richards	CITY OF ST. FRANCIS 4235 S. NICHOLSON AVE. ST. FRANCIS, WI 53235 (414)-481-2300 <a href="mailto:alr@stfranwi.org">alr@stfranwi.org</a>	12/7/09	x	x
Mayor Tom Zepecki	South Milwaukee City Administration Building 2424 15th Avenue South Milwaukee, WI 53172 (414) 768-8049 <a href="mailto:zepecki@ci.south-milwaukee.wi.us">zepecki@ci.south-milwaukee.wi.us</a>	12/7/09	x	x
Rocky Marcoux	Commissioner of Dept. of City Development	12/7/09	x	x
Dave Misky	RACM	12/7/09	x	x
Ken Yunker, Executive Dir	Southeastern Wisconsin Regional Planning Commission P.O. Box 1607 Waukesha, WI 53187-1607 <b>Phone:</b> (262) 547-6721, ext. 211 <b>Fax:</b> (262) 547-1103 <b>E-mail:</b>  <a href="mailto:kyunker@sewrpc.org">kyunker@sewrpc.org</a>	12/7/09	x	x
County Board Supervisor Patricia Jursik	<b>MILWAUKEE COUNTY BOARD OF SUPERVISORS</b> Milwaukee County Courthouse 901 North 9th Street, RM 201 Milwaukee, WI 53233 <b>Phone:</b> 414-278-4222 <b>Fax:</b> 414-223-1380 <a href="mailto:patricia.jursik@milwcnty.com">patricia.jursik@milwcnty.com</a>	12/7/09	x	x
County Board Supervisor Chris Larson	<b>MILWAUKEE COUNTY BOARD OF SUPERVISORS</b> Milwaukee County Courthouse 901 North 9th Street, RM 201 Milwaukee, WI 53233 <b>Phone:</b> 414-278-4222 <b>Fax:</b> 414-223-1380 <a href="mailto:Chris.Larson@milwcnty.com">Chris.Larson@milwcnty.com</a>	12/7/09	x	Xnotice was returned
<a href="mailto:syauck@cobaltpartnersllc.com">syauck@cobaltpartnersllc.com</a> ; <a href="mailto:jhermes@wi.rr.com">jhermes@wi.rr.com</a> ; <a href="mailto:dayt@ci.cudahy.wi.us">dayt@ci.cudahy.wi.us</a> ; <a href="mailto:crystallimocoach@yahoo.org">crystallimocoach@yahoo.org</a>			X 9/28/11	



## Legislation Details (With Text)

**File #:** 101027 **Version:** 0

**Type:** Appointment **Status:** In Committee

**File created:** 11/23/2010 **In control:** STEERING & RULES COMMITTEE

**On agenda:** **Final action:**

**Effective date:**

**Title:** Appointment of the call center director by the Mayor.

**Sponsors:** THE CHAIR

**Indexes:** APPOINTMENTS

**Attachments:** Hearing Notice List

Date	Ver.	Action By	Action	Result	Tally
11/23/2010	0	COMMON COUNCIL	ASSIGNED TO		
12/1/2010	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
12/1/2010	0	PUBLIC WORKS COMMITTEE	HEARING NOTICES SENT		
12/8/2010	0	PUBLIC WORKS COMMITTEE	REFERRED TO	Pass	5:0

### Number

101027

### Version

ORIGINAL

### Reference

### Sponsor

THE CHAIR

### Title

Appointment of the call center director by the Mayor.

### Requestor

### Drafter

CC-CC

jro

11/23/10

## PW FILE NUMBER: 101027

[illegible]