

Exhibit C

From: Joe Goldberger <jagoldberger@nslalaw.com>
Sent: Friday, December 9, 2022 12:39 PM
To: Bauman, Robert
Cc: DeLessio-Parson, Ax
Subject: RE: Berrada Properties Management, Inc.

Alderman Bauman:

Thank you for your prompt response. It's appreciated.

The purpose of my letter to you was not to engage in an email discussion about BPM's operations. Rather, it was sent with the hope that you would accept the invitation to meet with Mr. Berrada, to tour both his operations centers and buildings so that you can have a more complete picture of the work done by Mr. Berrada and his organization.

I understand that you are disappointed in Mr. Berrada's aesthetic choices. You also stated that you did not see the buildings as "blighted (as least on the exterior)". As our parents told us, we should not "judge a book by its cover". The interiors of most of the buildings purchased by Mr. Berrada are dated, poorly maintained, and in a condition detrimental to the health and safety of the tenants. Often, the kitchens, bathrooms, plumbing and mechanical systems have not been invested in or updated since the buildings were originally constructed. BPM's focus is providing low and moderate-income tenants with safe and attractive homes by improving their homes or creating new homes in unused or neglected properties, often entailing taking the interiors down to the bare studs, all without significant rent increases, and all while assiduously avoiding gentrification which would displace these potentially at-risk tenants.

Mr. Berrada will take into consideration the issues you have raised. Berrada Properties Management, Inc. will do what is reasonably possible to address your concerns about trash, while dealing with the fact that non-residents often deposit materials in dumpsters, taking space that is reserved for tenants. Unfortunately, not all tenants are conscientious in properly disposing of waste. Property owners, like the city, can only do so much to deal with litter and trash issues that are not new. Berrada's hope is that, in providing tenants with improved apartments, he can foster tenant pride in the neighborhood, which will help remedy this issue.

Our firm belief is that the improvement of Milwaukee's neighborhoods requires open, collaborative lines of communications with all stakeholders. We would therefore renew our offer to meet with you so that concerns can be addressed, and differences discussed, all to the benefit of Mr. Berrada's tenants and your constituents.

We hope to hear from you and would value the opportunity for you to learn more about Berrada's operations.

Thank you.

Joe A. Goldberger
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From: Bauman, Robert <rjbauma@milwaukee.gov>
Sent: Thursday, December 8, 2022 5:01 PM
To: Joe Goldberger <jagoldberger@nslalaw.com>
Cc: DeLessio-Parson, Ax <Axdp@milwaukee.gov>
Subject: RE: Berrada Properties Management, Inc.

Thank you for your letter.

I am not personally familiar with most of Mr. Berrada's properties but I am very familiar with the properties in the Concordia neighborhood where I have lived for 27 years and represented for 18 years.

Aside from the tenant complaints we receive about landlord-tenant matters (which the city has little jurisdiction over), I know from personal observation that the alternations performed on many pre war buildings not only did not improve their appearance but significantly diminished their architectural and historic quality. Many were not blighted (at least on the exterior). For example painting perfectly sound pre-war brick buildings makes absolutely no sense and literally ruined the exteriors since paint is virtually impossible to remove from brick. 3103 W. Wells is a perfect example. The paint job was not even professionally executed as there is evidence of over spray and bare spots.

I can add to this list the addition of pergolas to pre-war buildings which detract from the architectural character of the buildings, replacing perfectly serviceable windows whose design were integral to the buildings' architecture and cutting down almost all landscaping including mature trees at a time when we are trying to increase the tree canopy in neighborhoods which experience the heat island effect in summer. I am perfectly aware that all of these alterations were perfectly legal but please do not tell me with a strait face that all of this work was meant to improve the neighborhood. It did not.

Getting back to 3103 W. Wells my office has received persistent complaints from neighbors about overflowing trash containers, trash strewn on the private and public space adjacent to this building and the visible presence of rodents in and around the trash containers. These conditions would be perfectly observable to anyone connected with Berrada management yet the conditions have persisted since summer. The solution: better containers, more containers and/or more frequent trash pick up—all of which are reasonable steps for a landlord who is purportedly interested in improving the neighborhoods where he/she is doing business. But no such actions have been taken despite DNS orders

The people who live in Concordia, including many middle class professionals who have been long term home owners (and now the major who lives 3 blocks away from 3103 Wells) have eyes and they can observe the negative impact of many of these renovations on the built environment they call home.

Sent from [Mail](#) for Windows

From: [Joe Goldberger](#)
Sent: Thursday, December 8, 2022 12:44 PM
To: [Bauman, Robert](#)
Subject: Berrada Properties Management, Inc.

You don't often get email from jagoldberger@nslaw.com. [Learn why this is important](#)

Please see the attached.

Thank you.

Joe A. Goldberger
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