



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

BRONZEVILLE ADVISORY COMMITTEE

LASHAWNDRA VERNON, CHAIR

Raynetta Hill, Vice-Chair

*Theresa Garrison, Anthony Smith, Baboonie Tatum, Rayhainio
Boynes, Terrence Moore, Sr.*

Staff Assistant, Chris Lee, 286-2232, Fax: 286-3456,

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Legislative Liaison, Ted Medhin, 286-8681,

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Monday, May 20, 2024

9:00 AM

Virtual Meeting

This will be a virtual meeting conducted via GoToMeeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://meet.goto.com/743324021>. You can also dial in using your phone United States: +1 (312) 757-3121 and Access Code: 743-324-021.

1. Call to order.

Meeting called to order at 9:05 a.m.

2. Roll call.

Present 6 - Vernon, Boynes, Smith, Tatum, Hill and Moore,

Excused 1 - Garrison

Also present:

Matt Haessly, Dept. of City Development

3. Review and approval of the previous meeting minutes from March 18, 2024.

The meeting minutes from March 18, 2024 were approved without objection.

4. Bronzeville RFPs, listings, projects, programs, initiatives, events, grants, activities, plans, or other aspects for update, discussion, review, and/or approval.

a. Historic King Drive streetscape installations update

Vice-chair Hill gave a presentation. Expired Riverwalk TID funds were appropriated towards streetscape installations on MLK Jr. Dr. and vicinity with guidance from Ald.

Milele Coggs. Historic King Drive BID had been engaged with planning and designing for about 1 year. First phase of the installations would occur soon, and the installations were focused on visibility and branding of MLK Jr. Dr. and the area. Installations would be comprised of street furniture, standing historical informational markers, standing vertical and map wayfinding signs for pedestrians and/or vehicles, Historic King Drive monument signs, Bronzeville monument signage, and banners. Color scheming of installations would consist the colors black, mountaintop mauve (yellow), vision blue (green), garnet (red), vivid dream (orange), nobel navy (blue), and ice (white). Vivid dream would be the staple color. Furniture would include steel benches, aluminum planters, lamps, and trash receptacles. The Historic King Drive horizontal monument signage would be illuminated and installed by mid-July. The Bronzeville monument sign and 3 wayfinding signs would be installed after July. The Bronzeville monument sign would go before BOZA soon for review and approval. The historical markers would depict information and visuals on Bronzeville, Halyard Park, Schlitz Park, and Jewish Milwaukee with QR codes for visitors to access further business directory information. The marker locations have been selected and would be placed within those respective community areas. Phase 2 installations would include vinyl banners, which were anticipated for August.

Marie Sharpe, from the public, inquired about the inclusion of financial institutions as part of the wayfinding map sign, such as the Brewery Credit Union (in operation within the community for over 80 years).

LaRisa Lynch, Milwaukee Journal Sentinel, inquired about the amount of TID funding going towards the installations.

Vice-chair Hill replied. Only historical and long-standing institutions were included in the wayfinding map. Other businesses were not included in the map due to the frequent nature or higher potential of those businesses changing. The QR code would take visitors to a business directory listing, which can include the Brewery Credit Union. She would come back to the committee to provide an update on the 2nd phase of installations. Between \$700,000 to under \$800,000 in TID funding was awarded towards the installation projects, which included portions that would be performed by the Dept. of Public Works. About \$500,000 was being spent. \$200,000 would be leftover for contingency purposes.

Chair Vernon said that she looked forward to seeing the installations.

b. Department of City Development

i. Commercial Corridor grants update

Member Moore, Sr. gave an update. The signage grant application for Spinn MKE at 309 W. Brown St. was extended to provide the applicant more time. The reimbursement process was under way for the applicants at 2628 N. MLK Jr. Dr. (AK Development) and 1806 N. MLK Jr. Dr. (MKE Dream). There would be a new signage grant at 1810 N. MLK Jr. Dr. for MANIA Tattoos.

ii. Real Estate update

Mr. Haessly gave an update. The property at 2673 N. MLK Jr. Dr. was still available at a purchase price of \$5,000. The development at 3116 N. MLK Jr. Dr. was moving along and was awarded WHEDA tax credits.

Member Boynes commented. There should be further discussion on the intentionality of the property and to explore removing the historic designation status of the building at 2673 N. MLK Jr. Dr., which has been an issue for prospective developers. He recalled past discussion with Historic Preservation Commission staff was in regards to how the property became historically designated.

Mr. Lee said that the committee did discuss in length with Historic Preservation Commission staff on the property's historic designation status and process, and he would forward those previous minutes to members to help members to recall that discussion.

Vice-chair Hill commented. The BID did host and include this building as part of their property tour last year. The tour included CDF (banking with a community lens), DCD Real Estate, and WEDC (historic preservation). All options should be explored.

Chair Vernon commented. Her focuses were to bring nonprofits and developers to table to collaboratively lift the property and to keep access to historic tax credits or funds. She would look to schedule this property listing as an agenda item for the next meeting, and conversations with DCD could occur offline individually with members.

c. Other

There was no other discussion.

5. Public comments and/or announcements.

Vice-chair Hill announced Historic King Drive BID would be holding BID Days from June 8-15, 2024. There would be events held in the corridor and property parcel tours. The BID also had its 32nd anniversary.

Member Smith announced the Milwaukee Performance Arts Center holding Rainbow Summer during the week of July 22, 2024.

Ms. Lynch inquired getting more information on Brewery Credit Union and the streetscape installations.

Ms. Sharpe replied that the Brewery Credit Union was a CDFI and that she could be further contacted.

Chair Vernon replied that clerk staff should be contacted initially to start getting more information from the BID on the streetscape installations.

6. Next steps.

a. Agenda items for the next meeting

To be determined. Agenda items to possibly include discussion on the 2673 N. MLK Jr. Dr. listing. and an update on Bronzeville Estates housing development project (member Boynes).

b. Next meeting date and time (Monday, July 22, 2024 at 9 am)

7. Adjournment.

Meeting adjourned at 9:48 a.m.

*Chris Lee, Staff Assistant
Council Records Section
City Clerk's Office*