



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes BRONZEVILLE ADVISORY COMMITTEE

RALPH HOLLMON, CHAIR
Rhonda Manuel, Vice-Chair
Jayme Montgomery Baker, Radolph Matthews, and Fidel Verdin
Staff Assistant, Chris Lee, 286-2232, Fax: 286-3456, cleee@milwaukee.gov

Wednesday, April 25, 2012

9:00 AM

Room 301-C, City Hall

Meeting convened at 9:18 a.m.

1. Call to Order.
2. Roll Call.

Present 4 - Manuel, Hollmon, Montgomery Baker and Verdin

Excused 1 - Matthews

Individuals also present:

Ossie Kendrix, Office of Small Business Development
Nicky Purvis, Office of Small Business Development
Rayna Andrews, Office of Small Business Development
Deshea Agee, Department of City Development
Ald. Milele Coggs, 6th Aldermanic District
Paul Bachowski, Bronzeville resident
Pam Fendt, Laborers Union

3. Review and Approval of the Previous Minutes of March 28, 2012.

Mr. Verdin, seconded by Ms. Manuel, moved approval of the meeting minutes of March 28, 2012. There were no objections.

4. Discussion and Presentation relating to the Office of Small Business Development Program, Disparity Study, and Tools to Assist the Committee.

Mr. Kendrix said that the Office of Small Business Development (OSBD) offers three different types of small business certification: Minority Business Enterprise (MBE), Women Business Enterprise (WBE), and Small Business Enterprise (SBE). MBE certification requires that a business be at least 51% owned, operated, and controlled by one or more race or ethnic backgrounds: African American, Asian American, Hispanic, and Native American. WBE certification requires a business be at least 51% owned, operated, and controlled by one or more non minority women. SBE

certification requires a business be at least 51% owned, operated, and controlled by one or more persons who are at an economic disadvantage as well as meeting three out of four additional disadvantaged criteria. The SBE program replaced the previous Emerging Business Enterprise program and is race and gender neutral.

Mr. Kendrix said that the process to certification involves an application, staff review, staff determination, and staff issuance of a certification. Certification lasts for three years, and it is renewable.

Mr. Kendrix said that OSBD provides financial assistance with two programs. The first is a Revolving Loan Program that offers up to \$35,000 or 25% of the overall contract amount to assist with upfront costs to mobilize a job. A small business must successfully secure a contract with the City of Milwaukee, Milwaukee Area Technical College, Milwaukee Public School, Milwaukee Metropolitan Sewage District, or a private development project that received private funding. The program works with businesses that may not be bankable, and it looks at the business and contract rather than at credit scores and viability. There is no reciprocity certification. The second program is the Performance Bond Program, which can provide assistance up to \$35,000 for small businesses that secures a contract.

Mr. Kendrix gave an overview on the timeline and programmatic change with OSBD. In 2007 the City of Milwaukee received an EBE Program Evaluation Report that examined the existing program to determine changes that needed to occur. One of the major recommendations was for a full blown disparity study, which the Common Council granted. D. Wilson Consulting Team was contracted in 2009 to do the study, and a disparity study was presented in 2010. In 2012, the MBD, WBE, and SBE programs were executed.

Mr. Kendrix explained that a disparity study provides an agency with the evidence needed in order to move forward with race- and gender-conscious programs. Two important factors are compelling governmental interest, as evidenced by ongoing effects of past or present discrimination against minority owned business, and race conscious programs that must be narrowly tailored to remedy the effects of such discrimination. For the City of Milwaukee, the first part of the disparity study screened contracting data from 2005 to 2008. The second part of the study was an anecdotal process of over 200 interviews with small businesses in regards to their efforts and experiences with doing business with the city.

Mr. Kendrix said that the disparity study found evidence supporting the use of race conscious requirements for African American, Asian American, Hispanic American, and Native American firms. The study also found evidence supporting the use of gender conscious requirements for non minority woman owned firms.

Mr. Kendrix described the current annual program requirements used for MBE, WBE, and SBE relating to construction, goods and services, and professional services. In the area of construction, African American firms is at a 5.57% requirement, Asian American firms is at a .07% requirement, Hispanic and Native American firms have a 0% requirement, WBE is at a 7.31% requirement, and SBE is at 12.05% requirement. Total requirement of all certification areas is 25%. The disparity study found no disparity for Hispanic and Native American firms in this contract area. The study found that African American and Asian American firms were challenged in this area. Any business that is MBE or WBE is also SBE certified, which some businesses have two opportunities to bid.

Mr. Kendrix said that for goods and services, requirements are reversed compared to construction. Hispanic and Native American firms have a race conscious requirement while African American and Asian American firms do not. WBE firms have a higher requirement, and SBE requirement is less. Firms that were ready, willing, and able from the disparity study determined the different percentages in this area.

Mr. Kendrix said that professional services is at a SBE 18% requirement and is race and gender neutral. Data from 2005 to 2008 found that there were not enough sub contract relationships to evaluate and identify race and gender conscious requirements. The city is challenged to have race and gender requirements in this area, and the city needs to improve. OSBD is working with Human Services, the Department of Administration, and the Department of Public Works to figure out ways to engage more minority, women, and small businesses in professional services.

Ms. Montgomery Baker questioned the caps of the annual requirements discussed and the difficulty of OSBD finding contractors for bids.

Mr. Kendrix replied that the annual requirement percentages caps for MBE, WBE, and SBE are what OSBD is trying to achieve for the first year. The SBE category is where participation can be lowered or raised. He added that OSBD does have difficulty finding contractors to bid in some areas.

Mr. Kendrix announced that there will be a small business conference on May 21, 2012, which will discuss securing capital in a different way than from a bank. Also, a North End Development Project reception will occur on May 23, 2012 that OSBD will be announcing two programs that will be executed.

Mr. Kendrix said that OSBD can aide the committee by being a resource. The committee can utilize OSBD to identify what participation is possible on a Bronzeville project and assist in identifying what Resident Preference Program percentage can be on a project. The committee can reach out to small businesses in the Bronzeville community to inform and promote to them about the OSBD office, certification programs, and financial assistant programs. The committee can consider MBE, WBE, and SBE participation on all projects, consider Residents Preference Program participation on all projects, and encourage small business development. OSBD monitors participation on projects and can work alongside with other monitoring entities in the event the Redevelopment Authority of the City of Milwaukee contracts its own monitor.

5. Update on the Request for Proposal for 622-630 W. North Avenue.

Mr. Agee said that the anticipated launch date for the Request For Proposal (RFP) for 622 630 W. North Ave. is May 11, 2012 with a deadline date around July 13, 2012. From the end of May to July 13, 2012, there will be a walkthrough of the building at 628 630 W. North Ave. Information about the walk through will be forwarded to the committee. A presentation of the RFP was done last week. Some information regarding RFPs is being developed for the committee for the next meeting to help consider and understand how to make a recommendation.

Mr. Hollmon said that there should be a community meeting at the end of May, once the RFP has gone out, to inform the community of the RFP.

Mr. Agee said that there are a few methods of informing people about the RFP. There is a Bronzeville email list and Bronzeville website. Also, an E Notify category was created under the direction of Ald. Coggs. The E Notify will be sent out. It will have the RFP linked to the website and information on the walk through date, deadline date, and any changes will occur. Changes will be added to the website. Another email will be sent out regarding responses to any questions that shall arise. An orientation meeting will be done at 809 N. Broadway, and the date of this meeting will be in the RFP.

6. Update on the Streetscape Beautification Project and Banners.

Mr. Agee gave an update on the Streetscape Project. A Bronzeville branding image will be determined shortly. It will be bronze in color and be placed on new benches, trash receptacles, and kiosks. A meeting with contractors should occur in early May to coincide the streetscape project with the 622 630 W. North Avenue RFP. The streetscape project should be done by August. Street enhancements will include theraderm at each intersection on MLK Dr., 4th, 5th, 6th, and 7th Street.

Ald. Coggs said that Vanguard is working with TRUE Skool for a contest for a mural in the community. She added that some type of banner and branding image should go up this season. The Tax Increment District (TID) for the next cycle should allow for the financial capability to maintain the banners for the long term. For next year, the desire is to have a more artistic banner.

Ms. Manuel said that seasonal banners can be done and be written into the TID.

7. Discussion on the Frequency of Regular and Community Meetings.

Mr. Hollmon said that the committee should have community meetings in the area. These meetings should be in concert or complement the community meetings of Ald. Coggs, relating to Bronzeville, to avoid conflicts and duplication. He asked Ald. Coggs on her Bronzeville community meeting plans.

Ald. Coggs said she intends to have Bronzeville mixer and update meetings every two months beginning May or June. Update meetings will be for major changes in the area. Mixers will be arts and entertainment based with the desire for entertainment venues of live bands and local artists on display.

Mr. Hollmon questioned the frequency of the committee having regular meetings, whether to meet monthly or less frequently.

Ald. Coggs said that regular meetings are necessitated by the reviewing of RFPs and when RFPs are issued. Meetings should be spaced out more for matters that are not related to RFP review and recommendation.

Ms. Manuel said monthly or quarterly meetings are helpful to keep the committee focused through the first year with the option of meeting when required. The committee, as a group, should attend the informational or mixer meetings of Ald. Coggs and be introduced at the next meeting. She added that there should be the option to amend the resolution, as needed, for the committee to be engaged in other activities, such as the cultural center.

Ald. Coggs said that under case law, when a quorum of members attends anything,

there is an assumption that they are likely to discuss the business of the committee. To prevent this from being an issue for when members are attending update and mixer meetings, a notice for the event will be issued indicating that members of this committee will likely be present but not discussing advisory business. When the committee is actively engaged in one of these meetings to inform the community about a proposal and gain input, the notice would be different and indicate that the committee will be engaged in discussing advisory business.

Mr. Hollmon said that there should be an agenda set when the committee is conveying business on a proposal at a community meeting. For a mixer meeting, members will not be engaged in formal committee business.

Ms. Montgomery Baker, seconded by Mr. Verdin, moved that the frequency of regular committee meetings be monthly with the option of the committee to be flexible in altering or adjusting its meeting schedule. There were no objections.

8. Items for the Next Meeting Agenda.

9. Set Next Meeting Date and Time.

Mr. Hollmon said the committee has been meeting on the fourth week of every month. He suggested Thursday, May 24, 2012.

Mr. Verdin said Wednesday, May 30, 2012 can be an alternative date in the event May 24th does not work for everyone.

10. Adjournment.

Meeting adjourned at 10:15 a.m.

Chris Lee, Staff Assistant