

**THE EAST SIDE**  
**BUSINESS IMPROVEMENT DISTRICT NO. 20**  
**2004 OPERATING PLAN**

**September 10<sup>th</sup>, 2003**

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# 2003 Annual Report

## East Side Business Improvement District #20



### Activities for 2003

The East Side B.I.D. #20 respectfully submits its Annual Report on the following activities undertaken in 2003. They include:

- 1) Operated the third season of **The East Side Open Market**. Each Saturday, between June 21<sup>st</sup> and October 4<sup>th</sup>, neighborhood residents are invited to come down and enjoy fresh and organic produce, freshly prepared foods, arts and crafts, and free live music. Over 20 vendors have participated in this third season and foot traffic from the neighborhood continues to increase. Local sponsors include B.I.D. #20, WE Energies, Eastmore Real Estate, Columbia St. Mary's Hospital, Continental Bank, and Milwaukee County Economic Development Fund.
- 2) Completed construction in cooperation with Milwaukee County for the **East Side Bike Ramp** project that connects Oakland and North to the Oak Leaf Trail that runs below grade. Dedication was on June 21<sup>st</sup> with Alderman Michael D'Amato and County Supervisor Gerry Broderick dedicating.
- 3) Assisted New Land Enterprises in recruiting two neighborhood based tenants to locate in the former Oriental Pharmacy space at North and Farwell Ave. The *East Side Framing Gallery* and *Twisted Fork* bar and restaurant now occupy 2,000 and 7,000 square feet respectively in the space.
- 4) **Ms. Gail Simpson completed installation of "Compass"** at the oversized traffic island at the east end of the North Ave. Bridge over the Milwaukee River. Mayor Norquist and Alderman D'Amato dedicated the public art on May 24<sup>th</sup>, 2003. Ms. Simpson was selected in an RFP competition that included 12 other artists. Our art selection committee included neighborhood residents and businesses, City officials, and representatives from the School of Fine Arts at UWM and UW-Whitewater. Installation of the piece is expected early next year.
- 5) Facilitated discussions with **Columbia St. Mary's Hospital** on their redevelopment proposal for their 18-acre property that abuts B.I.D. #20. Plans are for the combination of Columbia and St. Mary's campuses to one site, redevelopment of all 18 acres of current hospital property bordered by Lake Dr., E. North Ave, and N. Prospect Ave.
- 6) Planted over 100 street planters with variety of annuals, perennials, and bushes.
- 7) Third year of our **East Side Trash Maintenance** program with Riverworks BID and Oakland Ave. BID. The group has contracted for services with a maintenance company to pick up litter weekly in the commercial neighborhoods on the East Side.
- 8) Annual audit was completed and forwarded to DCD with the 2003 Operating Plan.

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## **THE EAST SIDE BUSINESS IMPROVEMENT DISTRICT 2004 OPERATING PLAN**

### **I. INTRODUCTION**

In 1984, the Wisconsin legislature created Sec. 66.608 of the Statutes enabling cities to establish Business Improvement Districts (BIDs) upon the petition of at least one property owner within the proposed district. The purpose of the law is ". . .to allow businesses within those districts to develop, manage and promote the districts and to establish an assessment method to fund these activities." Upon petition from property owners within the East Side business district, the Common Council of the City of Milwaukee on 9/23/97 Resolution File Number 970779 created BID No. 20 (The East Side Business Improvement District) and adopted its initial operating plan.

Section 66.608 (3) (b), Wis. Stats., requires that a BID Board "shall annually consider and make changes to the operation plan. . .The board shall then submit the operating plan to the local legislative body for approval." The Board of BID No. 20 (The East Side Business Improvement District) submits this 2004 BID operating plan in fulfillment of the statutory requirement.

This plan proposes a continuation and expansion of the activities described in the initial 1997 BID operating plan. Therefore, it incorporates by reference the earlier plans as adopted by the Common Council. In the interest of brevity, this plan emphasizes the elements, which are required by Sec. 66.608, Wis. Stats. and the proposed changes for 2004. This plan does not repeat the background information that is contained in the initial operating plan.

## **II. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY**

No changes in the District planning or zoning have occurred since adoption of the initial operating plan.

## **III. DISTRICT BOUNDARIES**

Boundaries of the district are shown on the map in Appendix A of this plan. A listing of the properties in the district is provided in Appendix B.

## **IV. PROPOSED OPERATING PLAN 2004**

### **A. Plan Objectives**

The objectives of the BID are as follows:

- Act as a catalyst for private investment.
- Promotion of the BID District as a desirable place to do business and to visit.
- Improve the overall appearance and image of the area.

### **Proposed Activities**

Principal activities to be undertaken by the BID during 2004 include, but are not limited to:

- 1) Continued development, marketing and managing of the East Side Open Market entering its 4<sup>th</sup> season.
- 2) Various maintenance duties related to planters, trash maintenance, and graffiti removal.
- 3) Promotion of the district as a place to do business, live, work, and recreate.
- 4) Cooperation and monitoring of proposals to redevelop the UWM Kenilworth Building.
- 5) Cooperation and monitoring of Columbia St. Mary's redevelopment plans for their East Side hospital campus and new building at the former Heiser Ford dealership.
- 6) Recruitment of new businesses and retention of existing businesses.

### C. Proposed Expenditures

#### Income for 2004 (numbers rounded)

Carryover 03 to 04	\$14,000
<u>2003 Assessment (received 2/04)</u>	<u>\$ 149,000</u>
Total Income Available in 2004	<b>\$163,000</b>

#### Expenses for 2004

Operating Expenses (office, salary, maintenance, etc.)	\$80,000
<u>Loan Payment for 2004</u>	<u>\$69,500</u>
<b>Total Expenses for 2004</b>	<b>\$149,500</b>

The BID Board will have the authority and responsibility to prioritize expenditures and to revise the district budget as necessary to match the funds actually available. Any funds unspent at the end of 2004 shall be carried over to 2005 and applied against future expenses.

### D. Financing Method

The City of Milwaukee and the district jointly and cooperatively funded the streetscaping. The district's share of the cost of the streetscaping and the operating expenses of the district will be funded by BID assessments on taxable properties within the district.

The district entered into a Development Agreement with the City of Milwaukee in 2001. The Agreement includes the issuing of municipal bonds to finance the district's portion of the total cost. The district shall pay, each year for the term of the bonds, the amount necessary for principal, interest and other expenses on its portion of the cost. The BID has asked the City for a "capped" loan payment amount of \$69,500 for the first four years of the loan. The total loan period will be for 20 years.

The Development Agreement will constitute a long-term commitment and the district will not be terminated until all repayments to the City have been made and adequate provision is made for the

operation and management of improvements financed through the district. The Development Agreement will be in addition to the operating plan. Both parties have executed the Development Agreement.

## **V. METHOD OF ASSESSMENT**

### **A. Assessment Rate and Method**

As of January 1, 2002, the properties in the district had a total BID assessable value of \$38,793,700. This plan proposes to assess the taxable property in the district at a rate of \$5.00 per \$1,000 of assessed value with a cap at \$5,000 for the purposes of the BID. Appendix B shows the projected BID assessment for each property included in the district.

The principle behind the assessment methodology is that each property owner should contribute to the BID in proportion to the benefit derived from the BID. After consideration of assessment methods, it was determined that the assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a uniform rate applied on the assessed value of each property was selected as the basic assessment method for BID No. 20.

The variables used to determine the regular BID assessments are:

- 1) The total assessed value of each tax key parcel within the district; and
- 2) the specific dollar amount per \$1,000 of the assessed value of each tax key parcel.

The assessment methodology is as follows: For each of the taxable tax key parcels within the BID boundaries, the BID assessment is calculated by applying a \$5.00 per \$1000 charge against the assessed value of the parcel.

## **B. Excluded and Exempt Property**

The BID law requires explicit consideration of certain classes of property. In compliance with the law, the following statements are provided:

- 1) *Sec. 66.608 (1) (f) Im: The district may contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.*
- 2) *Sec. 66.608 (5) (a): Property known to be used exclusively for residential purposes will not be assessed. Such properties are identified as BID Exempt Properties in Appendix B, as revised each year.*

Real property, of which more than 66 2/3 percent of the square footage of the floor area of the building is used for residential purposes, is defined as "substantially residential property." The law authorizing the creation of BIDs states the intention that residential space is considered a residential, and not commercial use. Therefore, the owner of any substantial residential property within the BID may certify to the BID Board the square footage of such real property used for residential and non-residential purposes. The percentage of square footage used for non-residential, as compared to the total square footage of such building, multiplied by the assessed value for the entire building on such real property, shall be the value of the real property used for multiplication against the BID assessment rate, subject to the \$5,000 per parcel cap. Calculation of floor area shall exclude basement area. Properties that receive an adjusted BID assessment in 2000 shall be assessed in 2004 only on the non-residential portion of the property as certified by the owner and accepted by the Board of Directors of BID No. 20.

- 3) *In accordance with the interpretation of the City Attorney regarding Sec. 66.608 (1) (b), Wis. Stats., property exempt from general real estate taxes have been excluded from the district. Privately owned tax exempt property, which is expected to benefit from district activities, may be asked to make a financial contribution on a voluntary basis.*

## **VI. CITY ROLE IN DISTRICT OPERATION**

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City has played a significant role in the creation of the BID and in the implementation of its operating plan. In particular, the City will continue to:

- 1) Provide technical assistance to the proponents of the district through adoption of the operating plan and provide assistance as appropriate thereafter.
- 2) Monitor and, when appropriate, apply for outside funds, which could be used in support of the district.
- 3) Collect BID assessments; maintain the BID assessments in a segregated account; and disburse the BID assessments to the district.
- 4) Receive annual audits as required per Sec. 66.608 (3) (c) of the BID law.
- 5) On or before June 1st of each plan year, provide the Board, through the Tax Commissioner's Office, with the official City records on the assessed value of each tax key number within the district as of January 1st of each plan year for the purposes of calculating the BID assessments.
- 6) Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

## **VII. BUSINESS IMPROVEMENT DISTRICT NO. 20 BOARD OF DIRECTORS AND EXECUTIVE DIRECTOR**

The Board's primary responsibility will be implementation of this operating plan. The current BID No. 20 Board of Directors is comprised as follows:

- ❖ **Peg Silvestrini**, President, property owner, business owner, North Avenue
- ❖ **Bob Domrois**, Treasurer, Representative of manufacturing interest, North Avenue
- ❖ **John Sidoff**, property owner, business owner, Farwell and North Avenue
- ❖ **Eric Wagner**, business owner, Farwell and North Avenues, Prospect and Ivanhoe Avenues
- ❖ **Susan Sanders**, Secretary, property owner, business owner, North Avenue
- ❖ **Jeff Sherman**, business owner, North Ave.

- ❖ **Paul Miller**, Vice-President, property owner, business owner, Prospect Avenue location
- ❖ **Jim Plaisted** -- Executive Director

### **VIII. EAST SIDE ASSOCIATION**

The BID shall be a separate entity from the East Side Association notwithstanding the fact that members, officers, and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law and not subject to the public record law except for its records generated in connection the BID Board. In accordance with this plan, the Association may contract with the BID to provide services to the BID.

### **IX. FUTURE YEARS' OPERATING PLANS**

It is anticipated that the BID will continue to revise and develop the operating plan annually in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this operating plan.

Section 66.608 (3) (a) of the BID law requires the BID Board and the City to annually review and make changes as appropriate in the operating plan. Therefore, while this document outlines in general terms the complete development project, it focuses upon 2004 activities. Information on specific assessed values, budget amounts, and assessment amounts are based on 2002 conditions. Greater detail about subsequent years' activities will be provided in the required annual plan updates. Approval by the Common Council of such operating plan updates shall be conclusive evidence of compliance with this operating plan and the BID law.

In later years, the BID operating plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual

budget. The method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

**X. AMENDMENT, SEVERABILITY, AND EXPANSION**

The BID has been created under the authority of Section 66.608 of the Statutes of the State of Wisconsin. Should any court find any portion of this statute invalid or unconstitutional, its decision will not invalidate or terminate the BID and this BID operating plan shall be amended to conform to the law without need of re-establishment.

Should the legislature amend the statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties of a certain class or classes of properties, then this BID operating plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual review and approval of the operating plan and without necessity to undertake any other act. This is specifically authorized under Sec. 66.608 (3) (b), Wis. Stats.

1	3190699000	895	9W
2	3190700000	1,115	9W
3	3190704000	1,115	9W
4	3190721000	1,520	9W
5	3190722000	1,570	9W
6	3190723000	935	9W
7	3190724000	445	9W
8	3190727100	2,775	9W
9	3190743000	1,889	9W
10	3190744000	900	9W
11	3190745000	4,231	9W
12	3190746100	5,000	9W
13	3190752100	1,515	9W
14	3190754000	850	9W
15	3190755100	1,115	9W
16	3190757000	5,000	9W
17	3190760100	5,000	9W
18	3190764111	5,000	9W
19	3190766000	585	9W
20	3190767000	1,375	9W
21	3190768000	900	9W
22	3190769000	680	9W
23	3190770100	3,590	9W
24	3190770200	3,410	9W
25	3190790000	1,645	9W
26	3190793000	4,250	9W
27	3200302111	5,000	9W
28	3201523000	768	9W
29	3201524000	219	9W
30	3201525000	1,380	9W
31	3201531100	1,197	9W
32	3201532110	3,125	9W
33	3201534000	397	9W
34	3201535100	1,280	9W
35	3201537100	1,063	9W
36	3201539000	1,650	9W
37	3201540000	45	9W
38	3209948114	3,658	9W
39	3550101000	1,029	9W
40	3550103000	1,120	9W
41	3550139110	1,445	9W
42	3550431116	5,000	9W
43	3550432000	750	9W
44	3550448100	1,535	9W
45	3560215100	5,000	9W
46	3560229000	3,285	9W
47	3560230000	875	9W
48	3560231100	2,640	9W
49	3560278000	2,013	9W
50	3560279000	1,375	9W
51	3560281100	3,065	9W

52	3560282000	5,000	9W
53	3560283000	2,021	9W
54	3560284000	5,000	9W
55	3560285000	1,568	9W
56	3560286000	1,460	9W
57	3560289111	5,000	9W
58	3560290100	1,994	9W
59	3560296120	2,940	9W
60	3560297000	1,287	9W
61	3560298110	1,060	9W
62	3560301000	446	9W
63	3560302000	5,000	9W
64	3560303100	1,393	9W
65	3560310100	2,150	9W
66	3560311000	580	9W
67	3560312111	2,793	9W
68	3560609100	2,253	9W
69	3560611100	1,802	9W
Total:		149,966	

**East Side Business Improvement District #20**  
**Board of Directors Meeting**  
**January 24<sup>th</sup>, 2002**

**Members present:** P. Silvestrini, J. Sidoff, R. Domrois, P. Miller, J. Sherman

**Members excused:** M. Vitucci and S. Sanders

**Staff:** J. Plaisted

**Minutes of the 11-29-02 Board meeting** were approved on a motion by R. Domrois, seconded by P. Miller, motion carried.

**Executive Directors Report:**

**RFP for Art:** J. Plaisted updated members regarding the mailing to over 230 artists statewide. Key timelines were March 29<sup>th</sup> deadline for submissions and awarding the project in early May. This should coincide nicely with the timing on the streetscape project and should allow for maximum coordination with DPW and the artist for preparation of the site.

**Open Market Planning:** The ESOM Committee meets tomorrow. The ESOM Committee has already decided that the Market will be from 10 AM to 2 PM this season.

**Streetscape 2002:** DCD and DPW are currently analyzing budgets to make sure the adequate funds are available for this summer's project. Timeline will include bidding the project in late February with a project start in late spring. Sewer project is winding down and should be done within a few weeks.

**Oakland and North:** Painting has been delayed by a few weeks on the SW corner pieces but it completion of the corner should be by mid-February. On the SE corner, the interested sub shop has walked away. Milwaukee Magazine has called the BID looking for an angle on the corner and why it's vacant. That may be in April's issue.

**Proposal from Endeavor Co. re: ICSC Convention:** Endeavor Co. has offered a package for \$2500 for training at the annual convention in Las Vegas. **Board unanimously declined the offer.**

**Recent Façade Grant awards:** Village Bazaar's building, owned by the Bregels', was recently awarded roughly \$9000 for improvements. David Charney was granted an \$8000 award and Dude Llanas was awarded \$5000 towards his new windows at On The Hair Scene.

**Oriental Liquor Corner:** The Prichett brothers now control the space per agreement with the Panos' and have the authority to lease without any input from the Panos'.

**Meeting with Open Pantry and RC's:** Ald. D'Amato and J. Plaisted will be meeting with Robert Buhler, CEO of Open Pantry in early March regarding the future of their property on E. North Ave. RC Schmidt is also being contacted via letter regarding the future of RC's.  
**Kenilworth Building:** No RFP has been drafted as of this month though meetings are set up with UWM and the Board of Regents to begin the process.

**Regular Meeting Day Change:** J. Plaisted has a class conflict with Thursdays for this semester and would respectfully request that the day of the regular Board meeting be changed. Wednesday Feb. 26<sup>th</sup> is OK with members and March 27<sup>th</sup> was a problem for R. Domrois. It was agreed to discuss the March meeting date at the Feb. 26<sup>th</sup> meeting.

**Ruvin Group Proposals:** The Ruvin's met with the East Side Association membership last week. They also met with the City planning team yesterday and the City was most concerned about the parking plan for the development and the neighborhood replacement. Their design and scale of the building appeared to get a positive response from the City team.

They have a signed letter of intent from Columbia-St. Mary's Family Practice Center to lease 17,000 square feet of the building at Thomas/Murray/Farwell. The Family Practice Center is CSM's residency training program and serves patients on a daily business. CSM has said that their two current facilities generate 30,000 clinic visits per year.

The property as proposed will have 54 underground spaces for the development on one floor. J. Sidoff noted that the bank parking is not addressed in the current plan. According to meetings that Sidoff has had with Ruvin, they have said to him that the parking will be split with the apartment units, clinic, and retail space. Sidoff is also concerned about the timing of the project and what the temporary solutions are during construction. According to Ruvin, temporary parking may be available at the NE corner of Prospect and North.

Ruvin has not begun planning for Heiser site yet due to delays with getting the Glendale relocation in the ground. They appear to want to move forward in the next few months with the Thomas/Murray/Farwell site due to their letter of intent with CSM.

According to J. Sidoff, one temporary parking solution is the Heiser used car lot before construction begins at that site. P. Miller agreed.

Other temporary solutions mentioned by Board members included the blue medical building, the Pritchett/Kenilworth building parking lot, and other street space that could be made available.

P. Miller suggested that with all of the development energy coming to the area, the Board and neighborhood should be in front of these issues, including parking. The potential for a new St. Mary's Hospital on the corner at Prospect and North and the UWM Kenilworth Building begs the scenario for parking ramp construction and who will do it.

J. Plaisted requested some direction from the Board about future discussions with Ruvin and the City. P. Miller, J. Sidoff, and R. Domrois all suggested that we have leverage and need to press the development team regarding replacement parking, temporary solutions that may include Heiser surface lot, Columbia Blue building, Pritchett/Kenilworth, and Pierce Chemical's surface lot. They felt strongly that we have the ability to shape the development to our needs and to assist the development team on how to get there. J. Plaisted promised to keep the Board informed regarding the progress of the proposals and of future meetings.

Meeting was adjourned at 3:40 PM

**East Side B.I.D. Board of Director's Meeting**  
**April 24<sup>th</sup>, 2002**  
**Meeting Minutes**

**Members Present:** P. Silvestrini, P. Miller, R. Domrois, S. Sanders, J. Sidoff

**Members Excused:** J. Sherman and M. Vitucci

**Guests:** Donna Schliemann

**Staff:** Jim Plaisted, Executive Director

**Approval of Meeting Minutes from 4-3-02** – J. Sidoff moved approval, R. Domrois seconded, motion carried.

**Art Proposals** – P. Silvestrini reported that the Art Selection Committee has met twice with the 13 proposals submitted in the RFP. The ASC has chosen to talk further with three artists based on their past work and not on the work submitted. The ASC has put forth some additional criteria for the site that they would like to see incorporated into new proposals. That process should take 4-6 weeks and the ASC will meet with the finalists at that time.

### **Executive Director's Report**

**Oakland and North update** – The current tenant of the retail space has filed for personal bankruptcy. This has caused the Charney Estate to secure a lawyer to represent their interests.

**Bike Ramp progress report** – Milwaukee County has reported that the project is on schedule for a early fall bid and project start. J. Plaisted has asked the County to come back to us later for possible consideration of design elements at the top of the ramp and with the rails.

**Ruin Group development proposals** – The Ruin Group and Alderman D'Amato met last week and discussed the possibility of a TIF district to ensure that they are able to build enough parking for their development and the neighborhood replacement parking. No timetable is set for them to come back to us or the City for their final project scenarios.

### **Kenilworth Building RFP**

**Other Business**

**East Side B.I.D. #20**  
**Board of Directors Meeting**  
**February 27<sup>th</sup>, 2002**

**Members Present:** P. Silvestrini, J. Sidoff, R. Domrois, J. Sherman, S. Sanders, M. Vitucci, and P. Miller

**Staff:** Jim Plaisted, Executive Director

**Approval of meeting minutes from February 27<sup>th</sup> meeting** – M. Vitucci moved approval, J. Sidoff seconded, motion carried.

**Executive Director Updates –**

**Art RFP** – J. Plaisted informed the Board about the RFP for art process that was initiated in January. S. Sanders would like to sit on the selection committee. J. Sidoff suggested including Mike Lee, owner of Judge's in the process.

**Open Market Planning** – M. Denissen will be traveling to an organic farming conference in La Crosse this weekend. Board approved \$150 towards M. Denissen's expenses for the weekend. **Motion carried.**

P. Silvestrini updated on the discussions with the Pritchetts' about using their parking lot for the Open Market. Their counter proposals were too restrictive to make the market work with their "cooperation". P. Miller informed the Board about his initiative to create a "flea" type market for the Open Market. Used cds or books, oriental rugs, etc. Also, P. Miller thought it would be important to provide tents and tables for vendors who come down on that day.

J. Plaisted notified the Board that the market manager from 2001 will not be returning due to her pregnancy.

**Streetscape 2002** – DPW has informed the Board that bids are in and Payne and Dolan is the winning contractor with a low bid of \$195,000. No idea yet how that breaks down with BID and City dollars. Project should be starting sometime in April.

**Financial Report** – J. Plaisted distributed a balance sheet for the Board's consideration.

**Gov. McCallum's Proposed Budget and the impact on Shared Revenue for the City of Milwaukee** – Plaisted promised to distribute information from the Mayor's office regarding the impact to City taxpayers on cuts in shared revenue.

**Next Meeting** – The next meeting will be April 3<sup>rd</sup> at 2:00 PM at the BID office. M. Vitucci noted he would miss that meeting on vacation. Next meetings after that would be April 24<sup>th</sup> and May 23<sup>rd</sup>.

**Discussion of Ruvin Group proposals** – J. Plaisted had new information that the land behind Firststar Bank, which is used for employee and customer parking, has not been sold to the Ruvin Group. In fact, according to Firststar, their offer last fall was unacceptable.

A long discussion ensued that resulted in a general agreement that much more concrete parking (long and short term) proposals, timelines, and implementation plans from the Ruvin Group need to be completed. J. Plaisted will communicate to the Ruvin Group that they should not come back to a general meeting with the neighborhood until they have that information.

Meeting adjourned at 3:40 PM

**East Side BID #20**  
**Board of Directors Meeting**  
**June 6<sup>th</sup>, 2002**

**Members Present:** P. Silvestrini, S. Sanders, R. Domrois, Jeff Sherman, and M. Vitucci

**Member Excused:** J. Sidoff, P. Miller

**Staff:** J. Plaisted, Executive Director

**Guest:** Alderman Michael D'Amato

**Approval of Minutes for 4-24-02:** M. Vitucci moved approval, J. Sherman seconded, motion carried.

**Approval of increase in ED salary and health benefits:** R. Domrois noted the increase is \$1500 annually and meeting the health premium and deductible for ED. S. Sanders moved approval, M. Vitucci seconded, motion carried.

**Approval of loss coverage premium amounts on BID street furniture:** J. Plaisted presented the latest premium coverage options from Robertson and Ryan. P. Silvestrini moved approval of \$1000 deductible, \$1500 premium, R. Domrois seconded, motion carried.

**Next meeting** is scheduled for **June 27<sup>th</sup>, 2002** and the following is **July 25<sup>th</sup>, 2002**.

**Columbia St. Mary's Hospital Redevelopment/Ruin Group Plans:** J. Plaisted asked Alderman D'Amato to update the board on what he knows about the two development plans for our neighborhood. Ald. D'Amato notes that there is no concrete plans conceived yet for CSM but they have made their decision to stay on the East Side and that planning is now beginning. He said that the Water Tower Landmark Trust and the City have made it clear to this point that the redevelopment should focus on the corner at Prospect and North and not to the east of Lake Dr. It will be zoned as a planned unit development that will require neighborhood input.

Ruin's have a clearer picture of their goals because of the hospital staying in the neighborhood. The latest is that CSM may build the parking ramp at Heiser for Ruin. J. Plaisted added that Paul Westrick from CSM told him that CSM has one year to get plans approved with their national group for funding approval in the hundred's of millions. He confirmed that the hospital wants to do the ramp.

D'Amato said that WTLT has issued a statement to CSM and the City stating that no new buildings should be east of Lake Dr. The old hospital is has been nominated for historical designation.

D'Amato suggested that the BID draft a communication to CSM regarding their proposal. J. Plaisted suggested we hear from the hospital. R. Domrois suggested that we get a copy of the WTLT statement.

D'Amato also suggested that the BID group come forward with a position on the Ruin proposals. Plaisted reminded him that the BID still hasn't seen details or timelines from Ruin.

## **Executive Director Report:**

**Art Proposals:** Three finalists are coming in on this upcoming Tuesday night and the committee hopes to make a selection that evening. M. Vitucci noted that the insurance coverage didn't cover the art piece. Plaisted will add it to the loss coverage.

**Streetscape:** The contractors should be finished by the end of the month with the lighting fixtures and poles coming. Also, the stamped asphalt on the eastern end has obviously failed again in less than a year. DPW is currently dealing with Payne and Dolan on that issue and we should soon see a repainting at no cost to the BID.

R. Domrois noted that the North Ave. bike trail bridge sidewalk is in disrepair.

**Oakland and North:** SE corner is still proceeding through legal hassles but may be resolved soon. The issue is the tenant's declaration of bankruptcy and that protects her from any eviction that Charney might attempt. Donnelly has run into issues with fabrication on the windscreens that have delayed the remaining installation on the SW corner.

**Wilson update:** Two sided signboards will be installed two weeks from now if all goes well. Artwork and graphics have been approved by P. Silvestrini, S. Sanders, P. Miller, and L. Sbonik.

**Lakefront Traffic:** Ald. D'Amato called a meeting this week about lakefront automobile traffic and its impact on east side residents and businesses on North Ave. J. Plaisted attended the meeting. Talking to several bar and restaurant owners about the issues, it was noted that the boom cars are the problem on North Ave. D'Amato noted that there is a noise ordinance that can be enforced and that his office will send forms.

**Financial Report:** YTD income/expense and balance sheet were shared with the board. It is attached for the file. Next meeting the streetscaping dollars will be broken down.

**Old Business:** Website redesign will commence soon with OnMilwaukee.com.

**New Business:** P. Silvestrini requested that 10 additional litter cans be placed throughout the neighborhood. Plaisted will inquire with DPW.

Meeting adjourned.

**East Side Business Improvement District  
Board of Directors Meeting  
June 27<sup>th</sup>, 2002**

**Members present:** P. Silvestrini, J. Sidoff, R. Domrois, S. Sanders, P. Miller, J. Sherman

**Members excused:** M. Vitucci

**Guest:** Jill Organ, Milwaukee County Parks

**Staff:** J. Plaisted, Executive Director

Meeting called to order at 2:07 PM

**Minutes from June 6<sup>th</sup>, 2002 meeting:** P. Silvestrini noted that the minutes reflect a motion by the Chair to approve the minutes from that meeting. By rule, that is not allowed. Minutes for the June 6<sup>th</sup> meeting were moved for approval as amended on a motion by R. Domrois, seconded by J. Sherman, and motion carried.

**Gas Station at 2043 E. North Ave.** is not ready to present their redevelopment plans at this time.

**East Side bike ramp project** – J. Organ from Milwaukee County Parks updated the Board on several aspects of the project. First, she presented the most recent site plans that show a retaining wall at a 5% slope to meeting ADA requirements. The ramp will negotiate a 20 ft height differential between Oakland Ave and the trail below. The ramp will be 400' long. The 5% grade also will not require a middle handrail to be installed. The ramp will be a 14-foot wide earthen embankment with a modular stone system for the wall. The current brush and trees behind the Charney building will be cleared in the project. Timetable will be 6 weeks from the review by the State to get out to bid. Construction could start by early September and temperatures will determine whether the asphalt can be poured this year. Staging for construction will be above from the Oakland Ave. bridge and down on the trail.

The Pritchett lot is another possible staging point but too many logistical questions arise once trying to secure that site. However, the contractors have told the County that they should be able to stage from below and at the Oakland Ave. bridge. Pierce Chemical may need to be talked to for access. Also, the City has a very expensive right of way permit if they block the parking lane on the bridge.

**Contract with Gail Simpson:** J. Plaisted had circulated the contract that G. Simpson had with a city in Washington state. R. Domrois bought up concerns about the reproduction of the work being totally in her control is not acceptable. The Board was clear that an attorney should look at the contract especially in relation to the copyrights to the work once produced. Matt Linn was suggested and J. Plaisted will contact. Simpson's timetable for the project was estimated to be from 4-6 months for completion of the project. The board discussed a 1/3, 1/3, 1/3 payment for the project. The question is what is the 50% completion point for the project.

**Financial Report re: Streetscape:** (see attached) Discussion started regarding the possibility of cutting back on the remaining pieces from Wilson. Those dollars could be redirected to other projects. At this time, the Board agreed that Wilson should still be directed to complete the project as soon as possible. If other budgets come into a shortfall, Wilson's uncompleted work could be deleted.

**Hooligan's grass area:** J. Sidoff noted the difficulty in keeping that area as grass. After some discussion and history, R. Domrois suggested that we get some designs and bids on the project from private firm. P. Miller had a suggestion for the firm they worked with down at their lakefront project. P. Miller had a recommended contractor from and Alterra project.

**Ruvin Development:** Plaisted informed the Board that on June 20<sup>th</sup>, the Ruvin Development team applied to the Board of Zoning Appeals for permission to construct their project at Thomas/Murray/Farwell. Plaisted has a meeting with City staff tomorrow to review the application and with the Ruvins next week to see the latest proposals. They are tentatively scheduled for an August 1<sup>st</sup> hearing.

**Oakland and North:** Plaisted reported that the SE corner continues to be stuck in Ms. Heinbuch's bankruptcy proceedings. No timetable is set for the Charney estate to seek new tenants. On the SW corner, there have been scheduling conflicts with the steel contractor to complete the windshields for installation. Plaisted has informed Donnelly about the dissatisfaction at all levels about how long the SW corner is taking.

**Old Business:** P. Silvestrini asked J. Plaisted for updates on the following items from the June 6<sup>th</sup> meeting.

**DPW litter cans** were requested from the Sanitation division and the answer was no, they have none in stock. Plaisted has asked D'Amato if he could step in and get them secured for North Ave.

**Draft statement** regarding the redevelopment of St. Mary's Hospital. Plaisted reminded the Board that although Ald. D'Amato suggested we draft a statement on the hospital's plans, we should probably hear from the hospital first regarding their plans. Plaisted will invite Paul Westrick and CEO of St. Mary's to the July or August meeting.

S. Sanders asked Plaisted and J. Sherman about the **web site redesign** by Onmilwaukee.com. Work is commencing and Jon Krouse is working on the site with J. Plaisted. Should be completed by the end of July.

**New Business:** J. Sherman recommended a more regular newsletter go out from the BID/Association office. He volunteered to assist J. Plaisted in implementation of a format, design, and schedule.

Meeting adjourned at 3:45 PM

**East Side Business Improvement District #20**  
**Board of Director's Meeting**  
**December 12<sup>th</sup>, 2002**

**Members present:** P. Silvestrini, P. Miller, J. Sidoff, R. Domrois, J. Sherman

**Members excused:** M. Vitucci, S. Sanders

**Staff:** Jim Plaisted, Executive Director

**Approval of Minutes for October 24<sup>th</sup>, 2002** – The Board sought clarification of its position as reflected in the September 26<sup>th</sup> minutes as submitted by staff. The CASH neighborhood groups requested the BID join them in opposing the expansion of freeways in Milwaukee County. The minutes will be amended to read, "The Board chose not to declare a position at this time." **J. Sidoff moved approval of the minutes as amended, R. Domrois seconded and the motion carried.**

**Financial Report – report on City-based accounts** – J. Plaisted reported that the City has not submitted the latest account balances to the BID as yet. He expects to receive the information by the Christmas Holiday.

**Holiday Lighting report** – J. Plaisted reported that he had the latest cost estimates for the holiday lighting program though the BID had not formally been invoiced. He showed costs of roughly \$5500 for the whole program that includes: snowflakes, brackets for same, two large trees for lighting, and labor.

J. Plaisted proposed that the BID buy the permanent fixtures (the snowflakes and brackets) and that the Association pay the remainder.

Discussion turned to the annual \$10,000 payment that the ESA makes the BID office for operations. Plaisted noted that the BID assessment budget has increased \$20,000 since 1999 and that the ESA could make better use of the money by marketing the neighborhood via brochures and advertising. J. Sidoff agreed that the money could be better used at the Association level.

**R. Domrois motioned that the BID forego the annual payment for the ESA this year, though the BID reserves the right to review that policy in future years. J. Sidoff seconded and the motion carried.**

The Board will determine the amount available for holiday lighting to the January meeting.

**2003 Calendar** – a glance at what's ahead in 2003 – Plaisted shared his long term planning for the months January through March in anticipation of the annual Summer Soulstice, Open Market, and the Harley event over Labor Day weekend.

**Kenilworth RFP** – J. Plaisted reported that 7 firms responded to the RFP which was due December 6<sup>th</sup>. He shared the evaluation team list that UWM gave to him this week. All members of the evaluation team are associated with UWM or the State of Wisconsin.

Executive Director's Report:

**Parking lot/library development** – The City has declined the option with the Ruvin Group for development of the library property and parking lot at Thomas and Murray. The City has no plans at this time for another RFP. Plaisted suggested some type of working group to work on our issues related to any new RFP process with the City.

**Wilson:** More benches are coming according to Tom. He still owes the BID 9 benches and two signboards. J. Plaisted pointed out to the Board that the East Library took control of the artwork for the signs at the library. The library paid for the artwork and the BID paid for the production.

**Art Project:** Gail is working on final sign development and production. She is still hoping for a March installation.

**Bike Ramp:** The asphalt has been poured on the ramp but it is not ready to open until the rails have been fabricated and installed. Plaisted will be sitting down with the County in early January to discuss additional landscaping and an entranceway to the top of the ramp.

**Other business – S. Sanders** mentioned that the area could use some help with litter maintenance before the service returns in March. Plaisted said he would get Charles Frenz scheduled in January pick-up litter and trash.

J. Sidoff noted that an intern would be a good idea for the office with all the event production going on this year. J. Sherman said he has some contacts with UWM and Marquette that he will share.

A discussion took place regarding long range planning and marketing studies for housing or retail. Plaisted suggested that possibly Campus Design Solutions (graduate program at UWM SARUP school) could provide such a service for a price.

J. Sidoff suggested a "North Ave." themed ad for the Shepherd Express that the ESA may subsidize. The ad would feature several businesses in the area sharing the ad. Plaisted will research the rates.

Meeting adjourned at 3:35 PM

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ELIZABETH A. NICOLS  
Executive Director

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GMCVB

JON L. WELHOEFER  
Milwaukee Redevelopment Corporation

**TO:** Rhonda Manuel  
Department of City Development

**FROM:** Beth Nicols  
Executive Director

**DATE:** September 16, 2003

**RE:** Year Seven Operating Plan

**COPIES:** Legislative Reference Bureau  
W. Martin Morics

Enclosed is a copy of the Year Seven Operating Plan for Milwaukee Downtown Business Improvement District #21. This document was presented to our board of directors for approval on Thursday, September 11<sup>th</sup>. The board voted unanimously to approve the Plan.

Please contact me directly at 220-4705 if you have any questions about this submittal.

Thank you for your continued assistance and support.

paa

Enclosure