



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

BRONZEVILLE ADVISORY COMMITTEE

CLIFTON CRUMP, CHAIR

Christopher Perceptions, Vice-Chair

*Eve Hall, LaShawndra Vernon, Rayhainio Boynes, Rhonda
Manuel, and Theresa Garrison*

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Thursday, May 31, 2018

9:00 AM

Room 301-B, Third Floor, City Hall

1. Call to order.

Meeting called to order at 9:10 a.m.

2. Roll call.

Present 5 - Manuel, Crump, Perceptions, Hall and Boynes

Absent 2 - Garrison and Vernon

3. Review and approval of the previous meeting minutes from April 18, 2018.

Member Hall moved approval, seconded by vice-chair Perceptions, of the meeting minutes from April 18, 2018. There was no objection.

4. Bronzeville RFPs, listings, projects, programs, initiatives, events, activities, or updates.

a. Anti-displacement plan follow-up

Individuals appearing:

Samuel Leichtling, Dept. of City Development

Nolan Zaroff, Dept. of City Development

Mr. Zaroff and Leichtling gave an update on additional outreach that was done since the plan was last presented to the advisory committee, upcoming community engagement events, progress, and next steps on implementing strategies.

DCD staff had presented the plan to Ald. Milele Cogg's April 19th town hall meeting at the Hillside Community Center. The plan was generally well-received from residents and stakeholders with some skepticism on the follow-through of implementing recommendations. Residents reacted in already knowing and experiencing the results of the plan and seeing those market pressures. Residents wanted to see further the successful execution of strategies and inquired about employment opportunities within the community. One important part of maintaining neighborhoods is for residents to

have stable jobs and wages. Staff answered questions, talked about Growing Prosperity, provided information to job resources like Employ Milwaukee, and provided further access information to the full plan.

There have also been 4 additional presentation meetings on the plan and the equitable TOD study within the Harambee, King Drive, and Bronzeville neighborhoods. There were an April 24th neighborhood dinner in Harambee, a May 22nd large public meeting at the Welford Sanders Enterprise Center, and a May 23rd Bronzeville update meeting. The plan was used as a tool for discussion and to gauge community priorities in these meetings.

Moving forward into the next few months staff will work with Ald. Milele Coggs, Ald. Jose Perez, Mayor's Office and the Metropolitan Milwaukee Fair Housing Council towards a public relations campaign for at-risk residents and provide them information and connection to assistance and resources. As a recommendation in the plan, DCD staff will formally advocate to WHEDA to continue its scoring consideration of low income housing tax credits (valuable City tool to develop mixed-income housing) and anti-displacement development. Low income housing tax credits was a tool used for the Garfield school project and Welford Sanders Lofts. WHEDA will be reviewing its scoring criteria this year. DCD will formally write to WHEDA prior to WHEDA's public commenting deadline of June 1st. More information about the public commenting deadline can be sent to members. Mayor Tom Barrett has pledged for 10,000 affordable units over the next 10 years, which plays into a plan recommendation. The TOD study will ultimately memorialize everything and be completed for Common Council approval in the fall. The plan will be discussed at the Milwaukee Urban League on June 25th.

Chair Crump commented. He is appreciative that DCD staff got crime data from the police department to use as an indicator. There is a sense of concern from residents between 12th St. and Reservoir Ave. and 13th and Brown St. about downtown development extending into their community. The advisory committee can offer letters of support to acquire funds for rehabilitation projects in Bronzeville. DCD should send more information about future anti-displacement plan activities to the advisory committee for its information and participation, if interested.

Chair Crump inquired about the area within 12th St. and Reservoir Ave. and 13th and Brown St. being part of the greater downtown area, WHEDA scoring consideration of scattered site residential units for single family homes up to a fourplexes, the number of city-owned properties in Bronzeville, and creative programs towards increasing occupancy for the city housing stock.

Member Hall questioned the City's efforts to address declining equity in homes and predatory solicitors.

Mr. Leichtling replied.

The area is in Lindsay Heights, is part of the greater downtown area, and has new construction in the late 1990s and early 2000s. The neighborhood there seems to be more concerned about the declining value of its homes, rather than displacement, and building up equity value in its homes. WHEDA had in the past and should continue having a neighborhood stabilization criteria that helps those projects reusing city-owned tax foreclosures score well. He can follow-up on whether WHEDA considers scattered sites. There have been unique programs that were developed

towards increasing occupancy for the city housing stock, much targeting Harambee and Bronzeville. Examples include the Art and Resource Community Hub (ARCH) program, the Challenge Fund for rehabilitation clusters, neighborhood stabilization program, and home buyer assistance program.

There are certain things the City can control to address declining home values. Increased marketing and improving lending issues can be done to spur new construction in areas. New construction at market rate in Josey Heights can help increase home values, appraisals, and sales there. There has been interest for new construction there. The problem is not an income problem but a lending problem in justifying the value of a home after a loan is made. The City has a role to play to kick start or improve the market. There is not one simple answer. There are other strategies such as streetscape beautification and revitalization tools. Addressing predatory soliciting can be done through an awareness campaign. There is suspicion of predatory soliciting. DCD will engage the Fair Housing Council regarding predatory soliciting.

Mr. Zaroff replied. DCD does have data on city housing stock.

b. Milwaukee Bucks arena redevelopment update

*Individual appearing:
Alex Lasry, Milwaukee Bucks*

Mr. Lasry gave an update. The new arena is about 95 percent done and is anticipated to open in August or September. For workforce hiring the project is at 43 percent of the RPP requirements (34 percent are minorities) and above 30 percent for SBE and DBE contracts for entire district project. The practice facility, medical office building, and garage are open. The apartments are for 100 units above the parking garage. Good City Brewing (local business) is the first selected tenant for the live block with food options and local beer taps. Through the community art program there will be much local art placed inside and around the arena. The entire live block should be completed by late 2018 or early 2019. Partners and developers are still being sought for the other land that is owned around the arena. Concerts are actively being booked.

Members questioned opportunity for the local community to tour inside and around the arena, process for live block space opportunities, live-work concept for Milwaukee Bucks employees and city-owned real estate, and arena naming rights.

Chair Crump said that a live-work concept should be explored where the City can package its housing that it owns and provide incentives for employees of the Milwaukee Bucks to live around the arena.

Mr. Lasry replied. There is possibility to provide a private tour, which has been done. Tours have been done carefully, infrequently, and small in number currently due to the arena still being an active construction site. Members can contact Peter Feigin, Blair Williams (consultant), or himself regarding interest and additional information on live block space opportunities. There are financial obligations that have to be met. Space for the live block will be at higher market rates. The live block is more for food and beverage. There are 38 acres for total development with retail space for the parking garage and new residential building. There can be further exploration on establishing live-work opportunities. Living preferences for employees cannot be controlled, but the Bucks can certainly refer employees to City-owned housing opportunities. The Bucks

are in the final stages of arena naming rights, an announcement is close, and the name should be known prior to the arena opening.

c. Bronzeville pop-up sites

Individual appearing:

Beth Haskovec, LISC Milwaukee

Deshea Agee, Historic King Drive BID

Ms. Haskovec gave an overview. She is the commercial corridor and creative place making program officer for LISC. LISC is focused on equitable development and has been looking to acquire two entrepreneur matching programs, Motor City match program from Detroit, MI and MORTAR Program from Cincinnati, OH, to Milwaukee for LISC's Brew City match program. The concept is to provide wrap around services for entrepreneurs to grow within neighborhoods as an anti-displacement strategy. A mini grant was received last fall that enables LISC to do two programs: the pop-up sites and an entrepreneur program at the African American Chamber of Commerce. The entrepreneur program will launch in July with an opening at Gee's Clippers on June 18th, will be a small cohort of 12 to 18 people, and is open to more participants. There will be three pop up shops in Milwaukee. One will be along Cesar Chavez Dr., one in the Wellness Commons building in the Lindsay Heights neighborhood, and one in the former Foot Locker space in Bronzeville on North Ave. LISC has been partnering with the King Dr. BID over the last four months. For the Bronzeville pop up site two businesses (Naturally E Beautiful and Beloved Masterpieces) have applied, were chosen to share the space, and will do a soft opening on June 8th. The former is an African American apparel and accessory retailer and the latter is a paint and sip shop. Both businesses will be receiving training, marketing support, and small grants to build inventory. LISC will track their business goals and connect them to additional resources with the overall goal to permanently place them within the community. There were over 30 applicants, and not everyone could be selected for the pop up site program. LISC is happy to connect those applicants who were not selected to other resources or opportunities. WWBIC is managing the applications and holds the list of applicants. Due to the short nature of the program and long food or beverage licensing requirements, LISC did not consider food business applicants.

Mr. Agee added comments. The pop up idea has been around for years. LISC is leading the initiative. Partners are the Milwaukee Urban League, African American Chamber of Commerce, and Chase Bank. The two entrepreneurs for the North Ave. site are energetic and excited. The project is a pilot. The entrepreneurs are supported by their church, Holy Redeemer. The goal is to create a permanent home for the businesses once the pop up term ends. The BID is the lease holder of space and is subletting to the entrepreneurs for one month. The BID lease is a 5-month lease for the space. The businesses have some events planned for every Thursday. There is no liquor license for the paint and sip shop, but there is possibility to acquire a temporary liquor or alcohol license. There is anticipation for a subsequent new business to come into the pop up space for Bronzeville Week. More information about the pop up sites and businesses will be forwarded, including through E-Notification.

Member Boynes said that the synergy of the pop up program should be shared or extended to other interested communities, such as Harambee.

Member Hall commented. The Bronzeville site location is challenging, one month is

not enough time, and promotion is significant towards the success of the pop up businesses. Hopefully, the Black Holocaust Museum will draw customer traffic to the pop up site.

Members inquired about access to the applicant list, location of the Bronzeville site, and evaluation of the pop up businesses.

Ms. Haskovec replied. The pilot program is only for Lindsay Heights, Cesar Chavez Dr., and Bronzeville for now. Other pop up spaces are being done, such as through Near West Side Partners and the northwest side of Milwaukee to her knowledge. News of interest in Harambee is new to her, and she is open to share information to other communities. She can forward WWBIC contact information relative to accessing the applicant list. LISC is interested for more information on permanent space opportunities within the community for the program entrepreneurs. There is a pop up MKE face book page. Evaluation of the businesses will be done and will be based on the unique goals and experiences of the businesses. An exit interview will be done with referral to additional resources or opportunities. The pop up program is an entryway into business and wrap around services. Program businesses can continue through other resources, such as with WWBIC and African American Chamber of Commerce. Any promotion through committee members' channels would be appreciated.

Mr. Agee replied. The address of the Bronzeville pop up site is 339 W. North Ave. across from the Griot and Milwaukee Urban League. The exposure, promotion, and wrap around services from the program will significantly help the program participants. The program allows the participants to try out, grow their businesses at low costs, gain experience, and receive grants to build inventory. There will be assistance towards possibly finding permanent spaces for the businesses. There will be some dedicated parking to the site at the rear and across the alley at the City-owned parking lot. A hair salon to the east of the space will open up soon, possibly bringing more customer traffic. Subsequent pop up businesses in the second to third rounds may see more customer traction.

Member Perceptions commended those involved with the pop up site program and initiative.

d. Reclaiming Vacant Properties Conference recap

Member Manuel gave an update. She was responsible for submitting a mobile workshop bus tour consisting of various locations within Bronzeville, the Beerline, and King Dr. Mr. Agee was the speaker on the bus. Participants said that the conference was one of the best conferences that they've attended.

Mr. Agee added comments. There were about 27 people on the bus. There were two rounds for the tour. The tour was about 1.5 hours. The tour started at the Midwest Wisconsin Center and onto King Dr., the Griot project, Garfield school redevelopment, and Pete's Fruit Market. The vision of zero vacancy was shared. Philanthropic information was given from Bader Philanthropies. Other stops included Riverworks and the Beerline trail. Walkthroughs were allowed and occurred at various stops. The committee may be able to participate in a tour and play a role in Bronzeville Week for the future. Conversations did not mention charrettes much for Bronzeville, but there was mention of the King Dr. charrette leading to a 5-point charrette. Bronzeville was talked about for about 25 minutes. Participants were positively surprised and liked the

mix of businesses shown and the grocer concept. The luncheon sessions were generally positive with participants from other cities nationally sharing information on their development activities and ideas to improve their communities. Many liked the architectural stock of the buildings shown and the 6500 sq. ft. large Gee's Clippers barber shop.

e. Black Arts Fest MKE

Chair Crump said that this item should be held.

f. Other

Ms. Manuel commented on the North Ave. and 7th St. Clear Channel bill board site. An RFP draft was received yesterday and is going through a review process. The RFP should come before the next meeting for review and discussion.

5. Announcements.

Mr. Agee made announcements. Ms. Diana Wilkerson is the new Business Outreach Coordinator for the Historic King Drive BID. There will be a team from the Main Street Program doing a focus group discussion next Monday, between 11 a.m. to 2 p.m., regarding King Dr. main streets and Bronzeville. Members are invited to participate in the focus group. Discussion will center on feedback regarding desired businesses, thoughts about King Dr., and changes desired. The goal is to create a strategic plan to implement the main street program.

Chair Crump announced seeing a play "Flying West" by the Bronzeville Ensemble. The play was about African Americans moving west before the Jim Crow era and entailed displacement and gentrification. Perhaps he can contact the ensemble to attend the next meeting to present information about upcoming productions and solicit feedback from the committee to help market its events.

Member Manuel commented. She has been in communication with the Bronzeville Ensemble for Bronzeville Week and can help assist in requesting them to appear at a future meeting. There has been conversation proposing the ensemble to hold their plays at alternative sites at the neighborhood level to limit costs for the ensemble.

Member Hall said that the ensemble took a loss for their last play and concurred about promoting its plays.

6. Next meeting date and time.

a. Wednesday, June 27, 2018, 9 a.m.

7. Agenda items for the next meeting.

Possible agenda items are:

*DCD Commercial Corridor grants
RFP on North Avenue and 7th Street Clear Channel billboard site
Bronzeville Ensemble upcoming productions*

8. **Adjournment.**

Meeting adjourned at 10:26 a.m.

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