



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin 53202

Meeting Minutes

BRONZEVILLE ADVISORY COMMITTEE

CLIFTON CRUMP, CHAIR
Rayhainio Boynes, Vice-Chair
Eve Hall, LaShawndra Vernon, Rhonda Manuel, and Theresa Garrison

Staff Assistant, Chris Lee, 286-2232, Fax: 286-3456,
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Wednesday, October 24, 2018

9:00 AM

Community Warehouse
Lower Level
324 W. North Ave., Milwaukee, WI 53212.

1. Call to order.

Meeting called to order at 9:17 a.m.

2. Roll call.

Present 5 - Manuel, Crump, Garrison, Vernon and Boynes

Excused 1 - Hall

3. Election of a vice-chair.

Member Manuel nominated member Boynes for vice-chair. Member Garrison seconded. No objections from member Boynes.

Member Boynes elected as vice-chair.

4. Review and approval of the previous meeting minutes from September 12, 2018.

Member Manuel moved approval, seconded by vice-chair Boynes, of the meeting minutes from September 12, 2018. There was no objection.

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

a. Bronzeville Week recap

This item was considered out of order after item c.

*Individuals appearing:
Arlisia McHenry, City Clerk's Office
Deshea Agee, Historic King Drive BID*

Ms. McHenry and Mr. Agee gave a recap and a PowerPoint presentation.

Bronzeville Week has been an initiative aimed at bringing activity and progress to the Bronzeville area. This year there were 8 days of activities from Sat., August 4th to Sat., August 11th. The festival occurred on Sun., Aug. 5th, a day with not much activity and competition from other events. The festival was the most attended so far, was more family oriented, and had a youth stage, main stage, and 80 to 90 vendors. Goals for the festival next year is to have a separate youth and kids section and have the bulk of the vendors returning. There was also church service outdoors on Sunday. Live on King Drive was a different activity done for this year that brought businesses out of their buildings.

Other activities included Move the Crowd, Bronzeville Business Breakfast, trolley rides, Vel Phillips street dedication, Tickle Me Tuesday Comedy Show, Cool-Aid and Canvases, and the HaRUNbee 5k Walk and Run. A new successful attraction this year was having big 8 feet by 4 feet block letters spelling "BRONZEVILLE" that were painted by children and artists. The blocks were provided by the City's Dept. of Public Works. There will be new block letters for next year with a different artist designing them. There was a business breakfast at Skybox Sports Bar and Grill that highlighted and allowed local businesses to share their experiences, including the pop-up site entrepreneur, the museum, Lynda Jackson-Conyers of Milwaukee Times, and Genyne Edwards. Move the Crowd occurred at 4 different locations starting at Lux and ending outdoors with a main stage at the 2700 block of King Drive. Move the Crowd was community rooted, was a great feel, and has the potential to grow. The last event was the Bronzeville Art Walk that had 20 artists featured and hosted inside of local businesses. Six awards (cash prizes) were awarded out to artists. There was a combined gallery space with different artists.

A goal is for the advisory committee to have a stronger influence in the event going forward. More volunteers are welcomed for next year's event. The event costed between \$50,000 to \$60,000. Sponsors were important to the event's success and included VISIT Milwaukee, JCP Construction, Milwaukee Bucks, Westcare Wisconsin, Historic King Drive BID, Pete's Fruit Market, and P3 Development.

More details regarding the PowerPoint presentation can be found within Common Council file number 171526.

Member Garrison added that King Solomon Missionary Baptist Church did service outdoors and addressed taking action against negative situations.

Member Manuel left the committee at 10:30 a.m.

The meeting ended at 10:30 a.m. due to no quorum.

b. Historic King Drive BID Main Street Program update

This item was not considered.

c. Transit Oriented Development (TOD) study update

This item was considered out of order before item a.

Individuals appearing;

*Monica Wauck-Smith, Dept. of City Development
Samuel Leichtling, Dept. of City Development
Deshea Agee, Historic King Drive BID*

Ms. Wauck-Smith and Mr. Leichtling gave an update and PowerPoint presentation.

The TOD recommendations will soon go before the Common Council for approval. The TOD study plan was completed and involved equitable themes that included a public art component. A goal is to extend the streetcar into the neighborhoods, including Walker's Point and Bronzeville. The TOD route is through downtown. There was much community outreach including 10 community workshops and 2 artist workshops. Public engagement feedback included the desire for housing, business, retail, history and character, growth, programming along streetcar route, events, community collaborations, temporary uses or pop-ups, murals, public spaces, artist community organizations, and artist community facilities. There is development and improvement potential for the vacant lots on North Ave., the DNR site, the Coakley Bros. site, and along King Dr. There is also potential for TOD zoning tweaks to allow for more building height and design element regulations. Recommendations include more housing and ground level retail on North Ave. and King Dr. The key is to bring people into the areas.

The anti-displacement plan is included as part of the TOD plan and will also go to the Common Council for approval to become part of the comprehensive and land use plans. A continuing challenge to address is the issue of rising property taxes. Due to State restrictions in what the City can do, such as the inability to freeze property taxes, there is no solution currently to address rising property taxes; however, the City is seeking more input on this front. There are STRONG Homes and code compliance loan programs for repairs. There is now a market study, public art, and a land use plan for Bronzeville. LISC Milwaukee has been a partner. The Historic King Drive BID helped bring in resources to do the studies. The hope is that the new plans are reflective of the advisory committee.

More details regarding the PowerPoint presentation can be found within Common Council file number 171526.

Members questioned consideration of barriers to tenancy and employment due to criminal or challenged backgrounds, home repair program eligibility for senior citizens, elimination of parking due to rezoning, capping rents for City-owned properties, and the Bronzeville redevelopment plan.

Ms. Wauck-Smith and Mr. Leichtling replied.

Although important, the study did not examine specifically workforce development. The study focused more on the developer side. The City needs to look at positively changing tenant and landlord policies. The State had weakened tenant rights and needs to change them. Others are working to address the issue, such as Community Advocates. Those with low income would qualify for the City's code compliance program and STRONG Homes loan programs to do repairs. The loan program allows for deferred payments instead of monthly payments at no interest. There are some forgivable portions. There is no desire to reduce the parking zoning requirement. The bump out renderings is an example rendering only. There are shared parking opportunities and recommendations within sites, such as at the Coakley Bros. site. The City did do a pilot program to cap rents for City-owned properties, but the program

was not in the Bronzeville District. The TOD plan is a broader plan, an extension of the redevelopment plan, and complements the redevelopment plan.

Mr. Agee added comments. The Coakley Bros. site has the best potential for parking, possibly a high rise parking structure. There is parking potential on neighboring sites to America's Black Holocaust Museum. There was strong and creative engagement and outreach, such as door-to-door visits, with local artists, businesses, and communities. On the equity side, local minority developers were engaged and included on the frontend. The TOD plan builds on the existing plans, including the redevelopment plan. Although the TOD study plan process had a short time frame, much was achieved and done.

Member Vernon left the committee at 10:07 a.m.

d. Other

This item was not considered.

6. Discussion on increasing awareness and exposure relative to Bronzeville events, activities, and projects by the City.

This item was not considered.

7. Announcements.

This item was not considered.

8. Next meeting date and time.

a. Wednesday, November 28, 2018 at 9 a.m.

This item was not considered.

9. Agenda items for the next meeting.

This item was not considered.

10. Adjournment.

Meeting adjourned at 10:30 a.m. during item 5, a., which was heard out of order, due to no quorum.

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