



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin 53202

## Meeting Minutes

### BRONZEVILLE ADVISORY COMMITTEE

**VACANT, CHAIR**

*Rayhainio Boynes, Vice-Chair*

*Eve Hall, LaShawndra Vernon, Rhonda Manuel, Theresa Garrison  
and Anthony Smith*

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Wednesday, October 23, 2019

9:00 AM

Room 301-A, Third Floor, City Hall

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**1. Call to order.**

*The meeting was called to order at 9:09 a.m.*

**2. Roll call.**

*Member Manuel joined the committee at 9:17 a.m. during item 5, a.*

**Present** 5 - Manuel, Garrison, Vernon, Boynes and Smith

**Excused** 1 - Hall

**3. Review and approval of the previous meeting minutes.**

*Meeting minutes from July 31, 2019 were approved without objection.*

**4. Election of a chair and vice-chair.**

*This item was held and reconsidered after item 6.*

*Vice-chair Boynes said that he would like to remain as the vice-chair due to potentially not being able to fulfill the time commitment required of a chair, he would like to nominate member Vernon as the chair, to delay official elections until the next meeting to allow for all members to partake (including those absent today), and to re-examine the committee's meeting frequency.*

*Member Manuel added that the committee should re-examine its goals and duties going forward, improve its structure, and train its members to be better prepared to carry out meetings.*

*Member Smith added that the committee should still meet on a consistent regular basis with a set schedule in order to keep up to date with activities happening within Bronzeville.*

*Member Vernon said she would accept being the new chair, if elected.*

*Member Smith moved to hold making elections until the next meeting, seconded by member Vernon. There was no objection.*

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

*a. Bronzeville Week recap*

*Appearing:*

*Arlisia McHenry, City Clerk's Office*

*Terence Acquah, Dept. of City Development*

*Ms. McHenry gave a recap. Bronzeville Week was successful with increases in attendance and diversity. New additions to the event were the kid's zone with inflatables and activities for kids, Lunch N' Learn education session, and a combined church stage. Vendors were good, made money, and would be recruited again. Entertainment was good with three stages. Events were plentiful including Black Lens and a movie night. The HaRunbee Run highlighted the local area and businesses. Many people helped make the event successful. Young people were partners in making the streets clean and monitoring the kid's zone. The event continues to be a vision of Ald. Milele Coggs.*

*Member Manuel joined the committee at 9:17 a.m.*

*Mr. Acquah and members added comments. The event included trolley rides and trivia with young people. There is appreciation for the team effort required to do the event. There is joy to see the event evolved from its inception to its continued success going forward.*

*b. DCD Commissioner update*

*Appearing:*

*Rocky Marcoux, Dept. of City Development Commissioner*

*Commissioner Marcoux acknowledged member Manuel for her significant past contributions to the Bronzeville district and gave a PowerPoint presentation overview regarding developments and initiatives within and near the Bronzeville district as follows:*

*The district is evolving. Its early years since the mid-1990s involved planning and recommendations from a charette by the University of Wisconsin-Milwaukee. The original district was on Walnut Street but the new district is now on North Avenue, which is more feasible. The district has signs of success and poverty still. There needs to be more of an economic balance, success, and promotion for the district. Major assets within or near the district include the former Garfield school, the new Griot and Black Holocaust Museum, Pete's Fruit Market, proposed Schuster's building redevelopment, proposed streetcar extension up to Bronzeville, and proposed DNR building site acquisition. There have been efforts to include or assist people of color, the local community, local businesses, and minority developers through tax incremental financing (TIDs) assistance on projects within or near the district and outside of downtown, Small Business Enterprise (SBE) and Residence Preference Program (RPP) requirements on City-assisted projects to increase workforce of color,*

*Transit Oriented Development plan to revitalize MLK Drive, and anti-gentrification and anti-displacement strategies to assist residents and homeowners with rising property taxes.*

*The former Garfield school redevelopment resulted in an adaptive reuse of the school building, the Griot and Black Holocaust Museum, use of a TID, justice to Dr. Cameron's legacy, an anchor for Bronzeville, great art and space, and opportunity for Melissa Goins - a young female developer of color. Pete's Fruit Market at Brooks Plaza was an effort from many people to collaboratively prevent a proposed Dollar Store, install a health foods grocery store instead, and an opportunity for a developer (Kalan Haywood) and contractor (JCP Construction) of color. The proposed Schuster's redevelopment will go to Common Council for approval, be supported with \$15 million via a TID, involve a developer (Kevin Newell of Royal Capital Group) of color, have long term tenants, have workforce housing similar to that of the Garfield school redevelopment, and require for the first time (as an anti-displacement strategy) that 20 percent of tenants be local community residents.*

*Various plans have been created to assist economic growth such as the Northeast Side Area Plan (2009), Bronzeville Area Redevelopment Charette (2013), and Equitable Growth Through Transit Oriented Development Plan (2018). 25 percent SBE and 40 percent RPP requirements for projects receiving City TID financing have helped employ small businesses and workforce of color, such as the Northwestern Mutual tower, Fiserv Forum arena, and streetcar projects. The Bronzeville TOD Plan (2018) calls for a streetcar extension into Bronzeville ending at the DNR site, a mixture of uses, affordable housing to address gentrification concerns, and has the Historic King Drive BID as the main partner for the north side portion.*

*The proposed streetcar extensions to Walker's Point and Bronzeville are currently stalled in Common Council for political reasons. Mayor Barrett had originally proposed for the streetcar to be extended out of downtown into the neighborhoods. The extension to Bronzeville would be paid for by federal grants and expiring TIDs (Manpower and Park East). The TIDs are expiring soon by 2022 and 2024 respectively, so funding and proper construction time for the Bronzeville extension could be lost if the extension is not approved soon. Vel R. Phillips Plaza would have the streetcar go through it. The streetcar is not intended to eliminate Milwaukee County busing.*

*Members questioned hotel development at Vel R. Phillips Plaza and streetcar impact on displacing homeowners.*

*Commissioner Marcoux replied. Hotels at the plaza may or may not occur. There is the push for more affordable housing along the business strip of the streetcar extension into Bronzeville and an anti-displacement tax fund to mitigate property tax increases on homeowners. There needs to be ongoing efforts to figure additional strategies to assist homeowners. The streetcar impact would be on businesses and be self-supporting.*

*Member Garrison left the committee at 10:23 p.m.*

*Commissioner Marcoux continued his presentation. Other significant developments include Welford Sanders Lofts, Sojourner Truth House, Lapham Park housing, Schlitz Park, Wellness Commons, Tandem, Milwaukee Mall, St. Anne's, and Fondy Farmers Market. A proposal is for the City to buy back the DNR building site with the State*

*demolishing the DNR building, and in doing so, prepare the site for future development. The site would involve a RFP and review from the advisory committee. Affordable and market rate housing, retail, public plaza, and about 30,000 square feet of space for the Black Historical Society would be preferred at the DNR site. The State has not made a decision on selling the site with the building demolished.*

*Members commended Commissioner Marcoux for his leadership and passion for equity, added that Martin L. King Jr. Drive in the City is the best one in the country, and said they were glad of seeing progress being made.*

*c. Other*

*There was no other discussion.*

**6. Review of criteria, scoring, and evaluation rubric relative to committee recommendations.**

*Member Vernon said that a criterion be African American inclusion in design, leadership, operations, and occupancy of a project.*

*Member Boynes said that a criterion be influence of Bronzeville arts and culture elements creatively in a project.*

*Member Vernon moved to incorporate the two criteria, as suggested, into the committee scoring rubric and evaluation sheet and to continue review of additional criteria at the next meeting. There was no objection.*

*Member Manuel added that the committee should inquire more about the status of City funding for initiatives impacting Bronzeville, including the status of the arts initiative and public service block grants.*

**7. Announcements.**

*Member Smith announced that the Marcus Performing Arts Center will hold an annual 36th Martin L. King Jr. birthday celebration event, largest in the country, on January 19, 2020.*

*Member Vernon announced her fundraising event for November 9, 2019 and invited members to support it.*

**8. Next meeting date and time.**

*a. Wednesday, November 20, 2019 at 9 a.m.*

**9. Agenda items for the next meeting.**

*Agenda items to include election of a new chair and vice-chair, review of the committee evaluation rubric, public service block grants update, and arts initiative update.*

**10. Adjournment.**

*Meeting adjourned at 10:55 a.m.*

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