

James K. Plaisted
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Career Goals

To contribute my skills and expertise towards the economic growth of communities, strengthen economic activity, and foster an exciting atmosphere to do business. My goals are focused on fostering public-private partnerships to achieve a brighter future for communities, their commercial neighborhoods and centers.

Work Experience

July 2017 to present

Historic Third Ward Association, Inc., Milwaukee, WI

Executive Director

Directly responsible for the management, staffing, and implementation of the high-quality programs, projects and services of the Association. Responsible for providing dynamic, high visibility leadership and direction which will elevate the organization to a position of regional prominence. Functions as the Chief Operating Officer of the Association reporting to its Board of Directors, and directly reporting to the President of the Historic Third Ward Association, Inc. Oversees a team of 5 employees and \$500,000 budget. Responsible for management of operating, administrative, financial, business development and marketing programs, long-term strategic planning, oversight of all Board-directed initiatives and staff leadership. Serves as Executive Secretary of the Architectural Review Board for the Historic Third Ward. Acts as liaison to the Friends of Catalano Square, Downtown Neighbors Association of Milwaukee, and the Collaborative Downtown Association, and the City and County of Milwaukee governments. Responsible for coordination of neighborhood management and representation with Business Improvement District No. 2.

February 2006 to July 2017

Plaisted Group LLC, Wauwatosa, WI

Owner and President

As management consultant to three Greater Milwaukee area business improvement districts. The Plaisted Group provides professional management representation on contract and reports to volunteer boards of directors, board presidents, and BID stakeholders in each district. Combined, the three districts represent over \$300 million dollars of commercial value and combined budgets of \$640,000 annually.

June 2012 – July 2017

Wauwatosa Village Business Improvement District, Wauwatosa, WI

Executive Director

Responsible for daily management and promotion of Village BID operations. Key liaison to City regarding \$20 million dollar streetscape currently under construction. Coordinated wayfinding study and plan with national consultant in 2012. Member of the Village Strategic Development plan committee in 2010. Daily activities include budgeting, marketing and promotion (managed contract), liaison to all media, government, and stakeholder groups. Responsible for all social media and website content.

February 2006 – July 2017

Shorewood Business Improvement District, Shorewood, WI

Executive Director

Serving as the Business Improvement District's resource in the field of commercial development and reinvestment in coordination with the Village Board of Trustees and Community Development Authority. Management and administration of two business assistance programs; Façade Improvement Grant program and Business Incentive Fund (loan program). Management of retail recruitment and retention program. Providing comprehensive, timely and accurate administrative services including, but not limited to: accounting, management reporting, quarterly

review of activities, status of outcomes, phone and web inquiries, database management, annual reports, and other management duties. Oversight of marketing program for BID executed by marketing director.

September 1999 – July 2017

East Side Business Improvement District #20 (East North Avenue), Milwaukee, WI

Executive Director

Responsible for daily management and promotion of B.I.D. #20. Planning, coordination and management of \$1.8 million streetscape project from 1999-2002 as well as management of two CDBG Large Impact Development project grants totaling \$220,000. In coordination with the board of directors and City of Milwaukee, created City's second Architectural Review Board for East Side B.I.D. in 2011. Marketing of retail space, development opportunities, and special event promotion for the district. Liaison to City of Milwaukee, Milwaukee County, State of Wisconsin, media, and neighborhoods surrounding the district. Responsible for all communications related to the district including web page editing, newsletters, meeting notices, and public appearances. Selection panelist for UWM Kenilworth Building project in 2004. Steering committee member for Northeast Side Milwaukee comprehensive plan in 2008.

1988 – 1992; 1996 - 1999

City of Milwaukee, Milwaukee, WI

Legislative Assistant, Alderman Michael S. D'Amato, Alderman Chris A. Krajniak

Served as liaison to constituents, area businesses, neighborhood organizations, business districts, municipal departments, other government entities, and the media. Constituent and project tracking. Represented Alderman and district residents before neighborhood groups, Council committees, and City boards and commissions. Assisted business and residents with the processes of City government. Advocated for positions on issues and strategies for success.

Volunteer and Community Activities

Friends of Lakeshore State Park – Board Member – 2017 to present

Downtown (Milwaukee) Neighbors Association – Board Member – 2017 to present

International Downtown Association – Member – 1999 to present

City of Wauwatosa Village Streetscape Committee – 2015 to 2017

Public Allies Milwaukee – board member from 2002 to 2009

City of Milwaukee Bicycle Task Force – 2000-2003

City Clerk's Equal Employment Opportunities Committee 1997-1999

Badger Region Volleyball Association - Past President and Co-Founder 1994-2000

(North Shore)Milwaukee Volleyball Club – 2008 to present - USA Volleyball Junior Development Program. Directed all phases of planning, budgeting, travel, recruitment, coaching, and management of 14 staff members. Grew from 10 athletes to 135 in 1994 in boys and girls age groups from 13-18 years old. Managed over \$250,000 budget per season. Over 20 athletes placed in NCAA Division I, II, and III programs.

Wauwatosa East Junior Raiders Baseball program - 2009 to 2012

North Central Little League/Milwaukee Bombers Baseball Club (Wauwatosa, Milwaukee) – 2000-2011

Education

1981-1982	University of Arizona, Tucson, AZ
1984-1986	University of WI-Madison, Madison, WI
1999 to 2010	University of WI-Milwaukee, Milwaukee, WI
MAJOR	Bachelor of Arts - <i>Political Science</i>