



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

HISTORIC PRESERVATION COMMISSION

MATT JAROSZ, CHAIR

Ald. Robert Bauman, Vice Chair

**Marion Clendenen-Acosta, Ann Pieper Eisenbrown, and
Patricia Keating Kahn**

**Staff Assistant, Linda Elmer, 286-2231, Fax: 286-3456,
lelmer@milwaukee.gov**

**Senior Planner: Carlen Hatala, 286-5722,
chatal@milwaukee.gov**

**Senior Planner: Tim Askin, 286-5712,
tim.askin@milwaukee.gov**

**Legislative Liaison, Dana Zelazny, 286-8679,
dana.zelazny@milwaukee.gov**

Monday, April 24, 2017

3:00 PM

City Hall, Room 301-B

Special

Meeting convened: 3:03 P.M.

Present: 5 - Pieper Eisenbrown, Jarosz, Bauman, Clendenen-Acosta, Keating Kahn

Excused: 2 - VACANCY, Williams

1. [161772](#) Resolution relating to the temporary historic designation of the property at 4400 W. State Street, the Gettelman Brewing Company, in the 10th Aldermanic District.

Sponsors: THE CHAIR

Ms. Carlen Hatala presented the history of the brewery, on which construction was started in 1854 by two partners who died of cholera prior to operation. Mr. Schweikhart purchased the brewery in 1856. In 1871 there was a lot of expansion and the brewery is turned over to Mr. Schweikhart's sons-in-law. There was a fire in 1877. In 1885, the brewery became known as the Gettelman Brewery and it was officially incorporated as such in 1888. In 1929, Frederick "Fritz" Gettelman became president and became famous for his numerous inventions created at this site in the home. The study report has an itemized list of his inventions. A popular marketing campaign began post-World War II with Frizi the elf on the beer and its advertising mediums. Fritz died in 1954 and in 1961 Gettelman was sold to Miller. The Gettelman brewery was not interested in becoming a national or international brewery, but wanted to remain local. In 1970, the site was used for shipping and warehouse. A museum and tours were both investigated at the site, but neither was developed. This is the only brewery in Milwaukee that has housing right next to the brewery. Staff recommends temporary designation based on s. 320-21-3-e-1 (Its exemplification and development of the cultural economic, social or historic heritage of the city, state of Wisconsin or the United States), and e-9 (Its unique location as a singular physical characteristic which represents an established and familiar visual

feature of a neighborhood, community or the city).

Ald. Bauman moved, seconded by Ms. Clendenen-Acosta, to open the public hearing. There were no objections.

Opposed:

Brian Randall - attorney for MillerCoors on this matter - they wish to consolidate their trailer parking and make it safer for employees in this area as well.

Kelly Grebe - attorney for MillerCoors - the Miller brewery has better and larger caves and the Gettelman caves are too tiny to use as a tourist attraction.

Erick Brooks and John Van Nelson - engineer on the project and archivist

Keith Stanley - Near West Side Partners, Inc.

Supporters:

Susan Appel - Champaign, IL

David Boucher - nominator

Linda Hanig - 3512 W. Kilbourn

Scott Stieg - 1860 N. Arlington Pl.

Mark Tollefsrud - Franklin, WI

John Thielmann -- 1144A N. 46th St.

Patrick Small - 2860 N. Shepard

Lorraine Hoffman - 3021 N. Lake Dr.

Leonard Jurgensond - Oconomowoc, WI

2 individuals were present and in support, but did not wish to speak: Wayne Kroll and

Dawn McCarthy

Ald. Bauman moved to close the public hearing, seconded by Ms. Clendenen-Acosta. There were no objections.

Ald. Bauman moved, seconded by Ms. Keating Kahn, to approve the temporary historic designation based upon the criteria cited by staff. There were no objections.

A motion was made by ALD. BAUMAN, seconded by Patricia Keating Kahn, that this Resolution be ADOPTED. This motion PREVAILED by the following vote:

Aye: 5 - Bauman, Pieper Eisenbrown, Clendenen-Acosta, Jarosz, and Keating Kahn

No: 0

Excused: 2 - VACANCY, and Williams

Meeting adjourned: 4:27 P.M.

Linda M. Elmer

Staff Assistant

This meeting can be viewed in its entirety through the City's Legislative Research Center at <http://milwaukee.legistar.com/calendar>.