



# 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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**Legislative Liaison, Tea Norfolk, 286-8012,**

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**Wednesday, February 13, 2019**

**9:00 AM**

**Room 301-A, Third Floor, City Hall**

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**1. Call to order.**

*Meeting called to order at 9:37 a.m.*

**2. Roll call.**

*Member Vernon joined the committee during item 4, d. at 9:56 a.m. via teleconference call.*

**Present** 5 - Crump, Garrison, Hall, Vernon and Boynes

**Excused** 1 - Manuel

**3. Review and approval of the previous meeting minutes from January 16, 2019.**

*Member Hall moved approval, seconded by member Garrison, of the meeting minutes from January 16, 2019. There was no objection.*

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

**a. Bronzeville Week update**

*This item was held and not discussed.*

**b. North Ave. and 7th St. billboard site RFP update**

*Individuals appearing:*

*Amy Turim, Dept. of City Development*

*Matt Haessly, Dept. of City Development*

*Jim Bernklau, Clear Channel*

*Mr. Haessly gave an update. The current agreement is to do a land swap with the property at 2233 N. 7th St., which is owned by Clear Channel where the billboard currently sits. Clear Channel would move the billboard to the adjacent southwest*

*portion of the site, currently owned by the city, to give potential developers a bigger site to develop without the billboard.*

*Mr. Bernklau commented. The land swap and relocation of the billboard would eliminate the hurdle of moving the billboard for any developer. There would be a proposed easement for a new single pole double sided digital billboard sign for the new location. Board of Zoning Appeals (BOZA) approval would be needed to raise the height of the new billboard site so it would be visible from the highway. If successful, then an existing digital billboard at 10th St. and Garfield Ave. would be eliminated and converted to a physical sign.*

*Members questioned costs, the downside, and an adverse BOZA decision on the land swap or new billboard.*

*Mr. Bernklau replied. The only downside would be that the existing billboard property would no longer be on the city tax roll. Costs would only apply to Clear Channel. Absent a satisfactory BOZA decision, Clear Channel would have to regroup and rethink its course on the land swap and new billboard.*

*Member Hall moved approval for the land swap and construction of a new digital billboard at the new location so that a better developable parcel can result. Member Boynes seconded. There was no objection.*

*c. DCD Commercial Corridor grant applications for review and recommendations*

*This item was held and not discussed.*

*d. 2543 N. MLK Dr. RFP and proposals*

*--Review of proposals*

*The Bronzeville Advisory Committee may convene into closed session, pursuant to s. 19.85(1)(e) for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session. The committee will then reconvene into open session for the regular agenda.*

*Member Boynes moved that the committee convene into closed session. There was no objection.*

*Meeting convened into closed session at 9:50 a.m.*

*Present - Crump, Boynes, Hall, Garrison, Vernon*

*Member Vernon joined the committee at 9:56 a.m. via teleconference phone call.*

*Member Boynes recused himself and left the committee at 9:56 a.m.*

*Individuals present at the table:  
Amy Turim, Dept. of City Development  
Matt Haessly, Dept. of City Development*

*Member Hall moved that the committee reconvene into open session. There was no*

*objection.*

*Meeting reconvened into open session at 10:20 a.m.*

*--Recommendations*

*Member Boynes rejoined the committee at 10:25 a.m.*

*Member Hall moved that the 2543 N. MLK Dr. RFP be awarded to Pepper Pot CateringMKE, LLC and for there to be further conversation with Young Development Group, LLC for placement of their project within an alternative site in Bronzeville. Member Vernon seconded. Member Boynes abstaining. There was no objection.*

*Members advocated realizing, supporting, and sustaining both projects.*

*e. Other*

*There was no other discussion.*

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

*There was no discussion.*

**6. Announcements and updates.**

*Member Hall announced that the Milwaukee Urban League will be doing an event celebrating entrepreneurs on February 27 at the Vibe with a panel, workshops, and welcoming remarks by Ald. Milele Coggs.*

**7. Next meeting date and time.**

*a. Wednesday, March 13, 2019 at 9 a.m.*

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

*Agenda items to be sent to clerk staff two weeks prior to the next meeting date.*

**9. Adjournment.**

*Meeting adjourned at 10:31 a.m.*

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