



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, Theresa
Garrison and Anthony Smith**

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Wednesday, April 17, 2019

9:00 AM

Room 301-A, Third Floor, City Hall

1. Call to order.

Meeting called to order at 9:11 a.m.

2. Roll call.

Member Hall joined the committee at 9:25 a.m. during item 5, a.

Present 6 - Manuel, Crump, Garrison, Hall, Boynes and Smith

Absent 1 - Vernon

3. Introduction of new member.

Member Smith said that he is the Director of Community Engagement at the Marcus Performing Arts Center and wants to support and grow the committee as a member.

4. Review and approval of the previous minutes from March 13, 2019.

Member Manual moved approval, seconded by member Boynes, of the meeting minutes from March 13, 2019. There was no objection.

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

a. MLK Library redevelopment project update

Individual appearing:

Lavelle Young, Young Development Group

Mr. Young gave an update. His firm was selected to demolish and redevelop the Martin L. King library building into an apartment building and relocate the library branch to the historic Garfield Theatre on the 1st level (18,000 sq. ft.) that would also contain 44 apartment units (3 floors up), meeting rooms (2nd level), and commercial space. Housing will be at workforce middle income market rate. There would be 95 total

parking spaces with 50 for the library and 45 for the apartments. 75 parking spaces would be underground. The project was challenged with missing two rounds of tax credit application periods due to not being competitive enough and due to a \$2 million gap. The project has been made more feasible and would retain many architectural features of the theater. Tours have been given. The next step is for a decision by the Library Board.

Member Hall joined the committee at 9:25 a.m.

Member Hall said for the committee to advocate support of the project to the Library Board.

b. DCD Commercial Corridor grants for review, approval, or update

Individual appearing:

Terrence Acquah, DCD Commercial Corridor

Mr. Acquah gave brief comments. In the pipeline currently is a signage grant application for Rise and Grind restaurant. The Bronzeville website survey that was sent to committee members is due April 26th.

c. Presentation on Brew City match

Individuals appearing:

Deshea Agee, Historic MLK Drive BID

Terrence Acquah, DCD Commercial Corridor

Beth Haskovec, Local Initiative Support Corp. (LISC)

Ms. Haskovec commented. Brew City Match is a partnership between LISC, DCD, and King Drive BID that aims to connect community businesses to financing and revitalize commercial corridors. \$3.5 million grant has been obtained to do a pilot within the 3 commercial corridors of King Drive, Linday Heights, and Cesar Chavez Drive. Existing and vacant storefronts will be built or revitalized. More pop-up spaces will be done. A website will be developed. DCD commercial corridor grant program is being utilized. The program has a match. There would be two tracks to apply for matching funds either by commercial property owners or by business owners.

Mr. Agee commented. More pop-up locations will be done this year with longer 60 - 90 day periods that would give the businesses more opportunity to grow. The pop-up space on 4th St. and North Ave. last year served 6 businesses, and 2 have leases now. The next pop-up space could possibly be on King Drive. The BID will help with the moving of businesses. White box funds with LISC funds could be used via one agency, which is under development. \$5000 in grants was applied to vacant spaces last year, and more will be done this year.

Mr. Acquah said that Brew City Match will add synergy and success to the corridor grants.

Member Hall said that of importance is for the City to put pressure on property owners and questioned obstacles on King Drive.

Member Manuel said that the program should also assist with property ownership opportunities in addition to tenancy, that property ownership interest exists, and

questioned the areas and agency partners chosen for mitigation.

Mr. Agee replied. King Drive has the challenges of limited space and converting unused space. The BID is trying to engage property owners on King Drive and looking at groups to develop vacant lots. Partnerships with LISC and DCD has helped moved efforts faster. City inspectors have connected property owners to the BID and has expedited inspections.

Mr. Acquah said that his office conveys the grant opportunities that are available to property owners.

Ms. Haskovec added remarks. DCD and DNS is helping LISC with the planning and process of the pop-up spaces, which is a first year pilot. There is no funding at the moment to assist with property ownership; however, lending is available for build outs. There can be technical assistance provided to prospective property buyers. Mitigation efforts have been on neighborhoods surrounding downtown and with agencies that have dedicated staff such as the King Drive BID. The program adds to the early success with King Drive.

Chair Crump commented. Many of the tools were taken by the State, and the City is limited in forcing owners to sell their properties. Owners have been sitting on their vacant lots and buildings in hope of their property values to go up.

d. Bronzeville Week update

*Individual appearing:
Jasmine Tyler, 6th Ald. Dist.*

Ms. Tyler gave an update. Bronzeville Week is still under the planning process. Promotion will start next week. One new event being planned is the Taste of Bronzeville. The event will have multiple food vendors and live performances occurring at and activitating each corner of the district. There will be a chicken wings competition expo.

Chair Crump said that member Smith should be utilized as an asset to help with promoting Bronzeville Week.

Member Boynes added that Taste of Bronzeville will be a gathering of different demographics and will have a circular stage.

e. Other

There was no other discussion.

6. Crafting of criteria, scoring, and evaluation for committee recommendations.

*Individuals appearing:
Amy Turim, DCD Real Estate
Matt Haessly, DCD Real Estate*

Ms. Turim and Mr. Haessly commented. They have provided a general evaluation scoring template to the advisory committee, as requested, to understand how DCD evaluates the submittals that it receives and for the advisory committee to develop its

own evaluation. Listed criteria can be tailored to each site, such as historic sites. Criteria of information on the evaluation sheet includes: buyer name, offer price, contingencies, licenses or zoning requirements, proposed use/business plan, neighborhood impact, consistency with neighborhood plans, developer team experience/past projects, historical renovation experience or brownfield experience, project budget (site investment / future tax base), extent and quality of renovations, financial viability of project, job creation, proposal summary completion, scope of work - appropriate for project, scaled elevations and site plan - appropriate for project, background checks, and other relevant information. Responses to RFPs are listed on the scoring sheet and are compared side-by-side with an internal committee prior to DCD coming before the advisory committee for a recommendation. The RFP property listing sheets disclose important information for applicants to consider, such as buyer development obligations, potential commercial uses, city sale conditions, potential resources, prohibited uses, that a property must be taxable, and that BOZA approval may be required.

Members discussed the most recent RFP for 2543 N. MLK Dr. (former hair salon) brought to the committee and the committee's recommendation for the PepperPot restaurant proposal over the media/pizzeria proposal.

Chair Crump commented. DCD staff should do more to guide the advisory committee without necessarily making a recommendation to the committee. The scoring sheets should be provided to the advisory committee, and DCD staff should guide the committee on certain criteria that are important for the committee to consider. Other aspects that DCD staff should consider to convey to the advisory committee would include: a determination from the Development Center on license and zoning requirements; a developer team's experience, pending projects; City fund involvement, and experience with tax credits; and scaled elevations and site floor plans/designs. The desire is for the advisory committee to consider as much information as possible from DCD staff in writing without being an impediment to the process.

Member Garrison left the committee at 10:15 a.m.

Member Smith said that there should be efforts to notice and give those projects that were not recommended an opportunity to develop a property should the selected project fall through or fail.

Ms. Turim and Mr. Haessly further remarked. The suggestions from members will be considered. There must be a balance with the fact that properties are distressed. There can be consideration to allow a runner-up applicant a chance to proceed their projects on a property, on a case-by-case basis, if the first selected project does not commence after a certain time period. RFPs can be redone. DCD has worked with other projects to find alternative sites.

Chair Crump added that the advisory committee will review the scoring sheet in detail at its next meeting and determine which criteria that DCD staff and the advisory committee would be responsible to evaluate.

7. Announcements.

Member Hall announced that there will be a celebration of the Milwaukee Urban League existing for 100 years on June 8, 2019 with bands, music, and appearance by the national Urban League president.

Member Smith announced that the Black Violins, a national touring artist, will be performing at the Marcus Center this Saturday at 7:30 p.m.

8. Next meeting date and time.

a. Wednesday, May 15, 2019 at 9 a.m.

9. Agenda items for the next meeting.

To be determine. Items to be forwarded to clerk staff.

10. Adjournment.

Meeting adjourned at 10:35 a.m.

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