



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

BRONZEVILLE ADVISORY COMMITTEE

LASHAWNDR VERNON, CHAIR

Deshea Agee, Vice-Chair

**Theresa Garrison, Anthony Smith, Baboonie Tatum, and
Rayhainio Boynes**

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Monday, October 19, 2020

9:00 AM

Virtual Meeting

This will be a virtual meeting conducted via GoToMeeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://global.gotomeeting.com/join/272915493>. You can also dial in using your phone United States: +1 (571) 317-3122 and Access Code: 272-915-493.

1. Call to order.

The meeting was called to order at 9:06 a.m.

2. Roll call.

Present 6 - Vernon, Agee, Acquah, Smith, Tatum, Boynes

Absent 1 - Garrison

3. Review and approval of the previous meeting minutes.

The meeting minutes from September 8, 2020 were approved without objection.

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

A. DCD Commercial Corridor grants

Member Acquah gave an overview, supplemented by vice-chair Agee, of grant applicants or recipients as follows:

1724 N. Martin L. King Jr. Dr. was awarded \$7,250 in white box grant funds. The location is a retail place near the parking lot by United Way and next to the Martin L. King Jr. statue. Work done included dry wall. The owner, Matt Weglarz, invested over \$150,000 into the building, including repair of the facade. The location is also a Brew City Match recipient. The owner is looking for a storefront tenant. The retail space is

small (under 700 sq. ft.), but is a great activation space for the corridor.

2025 N. Martin L. King Jr. Dr. was awarded \$25,000 in white box grant funds for mechanical work inside the building and for Fein Bros. to remain in the community at this location. The building was previously vacant for decades. The space will be a showroom. A signage grant will be sought. The previous Fein Bros. building will eventually be sold, and vice-chair Agee will try to learn more about the plans for that building.

1938 N. Martin L. King Jr. Dr. was awarded \$1,369.50 for a signage grant for replacement of an awning. The building is the site of Milwaukee Times, a local print company in the area since 1981. They will also seek a facade grant to redo their storefront facade. Work is still needed to be done to finalize their facade plans with DCD. The facade work will also require approval by the Historic Preservation Office due to being a historic designated building.

Members did not offer any input and had no objections towards the grant recipients, as presented.

B. Bronzeville neighborhood film project by Ryan Klund

Mr. Klund commented on his film project. His credentials include being a video producer, a UW-Milwaukee grad, work in TV news, commercial broadcast production, and work previously with a megachurch. He is currently resides in Washington Park, had moved away previously, and now has returned with plans to live long-term in Milwaukee where his family is from. The intent of the project is to promote different Milwaukee neighborhoods and intrigue people to visit or find out more about these neighborhoods. He came up with idea for the project while walking and running in neighborhoods and not being pleased with seeing segregation throughout the City.

Members said that Bronzeville should be a thriving community for African Americans, the preference is for the black community or students to portray Bronzeville through film, perhaps Mr. Klund can teach students within the Bronzeville community to do the film, perhaps the project can coincide with an elementary school class that is interested to tour Bronzeville, the project is a good idea overall, the advisory committee should be included and be able to review the project, previous films on Bronzeville have not been satisfactory, and there should be thought to normalize black communities.

Members inquired further with Mr. Klund about his intentions, opportunities to involve youths, his residing back in Milwaukee, and the type of film that he will do.

Mr. Klund replied. His intentions are only to be positive, promote neighborhoods, expose other people to black communities, and to change personal biases including his own. His family is from Milwaukee and that is why he moved back. He plans to live in Milwaukee long-term. He is open to collaborate with youths from the community. The film will be a consumable tourist style film. His vision is to create short 2-3 minute videos of various neighborhoods, including Bronzeville, in Milwaukee. The videos would show positive highlights of a few interesting or important sites of the neighborhoods along with interviews of stakeholders of those sites.

Members added that they liked the intentions to address segregation and personal biases, the positive focus on neighborhoods, and the short snippets of neighborhoods

instead of full documentaries.

Chair Vernon said that they will keep in touch with Mr. Klund and for him to update the committee on his project.

C. Bronzeville website

Chair Vernon commented. The Bronzeville website was redesigned last year. The new website is better in design, aesthetics, and in content. The film by VISIT MKE portraying Bronzeville on the website was not satisfactory and needs improvement. Information about committee members need to be updated.

Members offered further suggestions. Perhaps Power Forward Media can produce videos, but they would need to be compensated. There needs to be commitment and fundraising from the City and community to do the videos. The website should have more homeownership information, local business information, an area map of local businesses, testimonials of local businesses, and monthly highlights of a particular business. Perhaps the website can link to other websites, such as the King Drive BID and VISIT MKE websites, instead of duplicating information. The King Drive BID has much information on local businesses and can be tied to the Bronzeville website.

Mr. Acquah commented. His office is open to input and can make changes on the website, as stated. Bronzeville Week information for 2021 will be updated. The Bronzeville videos and storytelling on the website will be a long-term process requiring further solution. The website incorporates social media, and social media can be utilized to highlight businesses.

Pastor Raymond Monk asked for clarification on the different websites that he found on Bronzeville.

Chair Vernon replied that there are two websites - one by the City on the Bronzeville District and the other by the King Drive BID.

D. Other

There was no other discussion.

5. Presentation from the Office of Small Business Development regarding Resident Preference Participation and Small Business Enterprise.

This item was held.

6. Review of CCFN 100626, Resolution creating a Bronzeville Advisory Committee.

- A. Committee membership structure, process, and authority**
- B. Committee roles and responsibilities**
- C. Other**

Chair Vernon said that documents related to the committee's enabling legislation, procedures for reviewing RFPs and listings, and past recommendations on making changes to the committee were forwarded to members for their review.

Vice-chair Agee said that there should be the opportunity to digest the documents and

for the committee to revisit these matters at the next meeting.

7. Review of committee criteria, scoring, and evaluation rubric.

Appearing:

Amy Turim, DCD Real Estate

Matt Haessly, DCD Real Estate

Chair Vernon said for the committee to review for the last time the most current committee rubric sheet.

Vice-chair Agee questioned the incorporation of the committee's rubric into DCD RFPs.

Ms. Turim replied that DCD RFPs will be tailored to solicit responses to line up with the advisory committee's rubric. The committee's criteria will be listed on listing sheets, and a copy of the rubric will be on their website. The rubric clearly conveys that responses need a cultural component, financial backing, and strong business plans.

Member Boynes moved approval, seconded by vice-chair Agee, of the advisory committee's criteria, scoring, and evaluation rubric as presented. There was no objection.

8. Discussion on next steps.

A. Meeting schedule

Members discussed to set a regular meeting schedule for bimonthly meetings on every third Monday of the meeting month at 9 a.m. with the flexibility to meet more frequently, as needed.

Vice-chair Agee moved that the advisory committee regularly meet bimonthly on the third Monday of the meeting month at 9 a.m. Member Smith seconded. There was no objection.

Mr. Lee said that we will provide a 2021 committee meeting schedule.

B. Agenda items

Chair Vernon said that she will provide a listing of Bronzeville stakeholders and presenters to invite to the committee in the near future such as the African American Chamber of Commerce, Greater Milwaukee Foundation, and Medical College of Wisconsin.

C. Next meeting

Monday, November 16, 2020 at 9 a.m.

9. Announcements.

Pastor Raymond Monk and Akuwa Dantzler, 6th aldermanic district, were acknowledged for being present as meeting attendees.

Vice-chair Agee announced that the Historic King Drive BID was a finalist for a Data Dream contest that would provide \$5,000 in data services needed for neighborhoods including Harambee, Brewers Hill, Halyard Park, Haymarket Square and the Bronzeville Cultural and Entertainment District. Members were encouraged to vote and support the BID.

Chair Vernon announced that her organization, Artists Working in Education, was a finalist (nominated by United Way) for a nonprofit award. An award virtual celebration would occur on November 6th.

Member Tatum announced that her restaurant, Rise N' Grind, plans to reopen (with breakfast items) at the beginning of 2021 after completion of its building renovations.

10. Adjournment.

Meeting adjourned at 10:32 a.m.

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