



# City of Milwaukee

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

## Meeting Minutes

### GRANVILLE ADVISORY COMMITTEE

*GEORGE HINTON - CHAIR*

*NEVA HILL - VICE-CHAIR*

*Robert H. Dodds, Jr., Natasha Dotson, Johonna Duckworth,  
Ald. Chantia Lewis, and Jennifer Rath*

*Staff Assistant, Chris Lee, 286-2232, Fax: 286-3456,*

*clee@milwaukee.gov*

*Legislative Liason, Ted Medhin, 286-8681,*

*tmedhi@milwaukee.gov*

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Wednesday, December 1, 2021

10:00 AM

Virtual Meeting

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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/452305629>. You can also dial in using your phone United States: +1 (646) 749-3122 and Access Code: 452-305-629.

**1. Call to order.**

*The meeting was called to order at 10:03 a.m.*

**2. Roll call.**

*Present 5 - Hinton, Dodds, Dotson, Duckworth, Lewis*

*Excused 2 - Hill, Rath*

**Also present:**

*Deborah Moore, 9th Ald. Dist.*

**3. Review and approval of the previous meeting minutes from November 3, 2021.**

*The meeting minutes from November 3, 2021 were approved without objection.*

**4. Discussion, review, or update on Granville Development District RPFs, listings, projects, programs, initiatives, events, grants, plans, activities, or other aspects.**

*a. Northwest Master Plan by Royal Capital*

*Appearing:*

*Terrell Walter, Royal Capital*

*Mr. Walter said that his team was not ready to present yet and would like to appear at*

*a next meeting.*

*b. Popeyes at 7525 W. Good Hope Rd.*

*Appearing:*

*Steve Copeland, HZ Foods, LLC*

*Members had concerns with Popeyes pertaining to its operations, patronage, poor customer service, horrible customer experiences, managers being disrespectful, lack of accountability for bad employee behavior, lack of food, presence of employees' children in the lobby, unhealthy food options.*

*Members said that Popeyes needed to increase its level of customer service, have better supply of food, better train employees to handle food shortages and treat customers, not fault customers for the lack of food, reduce its hours of operation due to having no food, possibly not being necessary anymore for the community, and for its management to be more hands-on.*

*Members questioned the hours of operation and plans to address concerns.*

*Mr. Copeland replied. He was not present pre-pandemic. He recently was brought into the Milwaukee market and to oversee the location. There would be better operations and new leadership. There has been changes in management and staffing with the replacement of the district manager 2 weeks ago and plans for a new general manager. They have identified this location as to needing improvement and would work towards improving staffing, training, and product availability. The supply chain was decent, there was shortages for 3 months, and product was being moved around as best as possible. Their academy training system was the foundation of their customer service, was not being followed prior to his arrival, and would be implemented going forward. He has personally visited the location. Bad workers have been identified and terminated. The goal was to have good, successful, and effective workers. The type of food was determined and controlled at the corporate level. This location and other franchisee sites have to follow the corporate requirements. All chicken were fresh, not processed, and based on being deep fried. He was not sure about healthier options. Any changes in food options would be sent to franchise locations in advance. All feedback was welcomed.*

*Members said that sub par business services should not be tolerated, the pandemic may have contributed to issues, issues have remained the same or worsened since the new leadership was installed, the restaurant still looked horrible, trash remains present, the drive-thru had issues with breaking down, more than new leadership was needed, standards should not be lowered in communities of color, there should be the same or higher standards as with other locations, and Chick-fil-A was a better alternative with better standards.*

*Mr. Copeland commented. All of Popeyes' locations were in the northern part of Milwaukee and had the same standards. Operations would be tightened, trash would be picked up, equipment and aesthetics would be improved, and management would be expected to take action. An outside agency would be employed to evaluate the operations. The brand was going through a redesign process, and all locations would be upgraded. The fencing would be pulled, and the parking lot would be upgraded. Childcare options would be provided to employees.*

*Ms. Moore added that Popeyes' food license was coming up for renewal on April 14,*

2022.

*Members requested that Mr. Copeland come back to the committee at a future meeting to provide an updated plan of operation and the committee would review that plan as part of the food license process.*

*Member Lewis moved to hold review, seconded by member Dodd. There was no objection.*

*c. McDonalds at 7130 N. 76th St.*

*Appearing:  
Erick Schroeder, McDonalds*

*Member Lewis said that Mr. Schroeder was going to be the new owner, was transferring the location's food license over to him as the agent, was also taking over ownership of other locations, was going to be hands-on, and that the location also had operational problems.*

*Member Dotson said that the lobby has been closed to customers for months despite being advertised as open 24 hours, the drive-thru was very long in waiting time, employees were saying that the restaurant was closed at times, and that customer service and management was better than Popeyes.*

*Mr. Schroeder commented. The closings at night time and the inside lobby were due to staff shortages where employees were not showing up for work as scheduled. During those times the focus of staff was the drive-thru. Locations have to notify him of lobby closures.*

*Members questioned reducing the hours of operation at night, contribution to the community, healthy food options, and ownership.*

*Mr. Schroeder replied that they would consider a reduction in hours, would like to keep the hours of operation and address staffing issues first, may consider raise the hourly wage for third shift, wanted consistency with other locations that were also opened into the early morning, that McDonalds does the Ronald McDonald House program for the community, he would explore further into contributing to the community, he has been involved with charity in his past experience in the auto industry, food listings were on the company website, food options has been getting better, salads were eliminated during the pandemic, the corporation was looking to bring salads back, and he would officially be the new owner on December 8th.*

*Member Lewis said that the new food license reflecting the new owner would be granted on December 14th.*

*Chair Hinton added that culture starts from leadership and for Mcdonalds to continue to promote health food options.*

*d. Pocket park proposal with Milwaukee County Parks*

*Appearing:  
Peter Bratt, Milwaukee County Parks Operations  
Parker McManaman, UW-Milwaukee student*

*Member Lewis said that there was a need to install a park as part of the Kohl Park and trail project.*

*Mr. Bratt said that the park location proposed would be north of Northridge Lake, Mr. McManaman was leading an unofficial Kohl Park planning process with stakeholders, Mr. McManaman would look at use and master plan requirements, Mr. McManaman would make his proposal to Milwaukee County Parks, the proposal would help serve as guidance, and there would be efforts to work with others such as the Dept. of Public Works and Milwaukee Recreation.*

*Mr. McManaman said that he was a student, would make a proposal to Milwaukee County Parks, and there were challenges with the site due part of it being environmentally protected by the EPA.*

*Member Lewis said the park planning process should also include and represent member(s) from the committee, she could take part in the planning if needed, and guidance and expectations should be given on the EPA restrictions.*

*Mr. McManaman said that the planning process timeline was to be determined still, those interested should contact him directly, and he would provide further information.*

*Members said that interested members should contact Mr. McManaman, including member Duckworth, and that there was a recreational need for the community.*

*e. Fletcher school site and redevelopment*

*Appearing:*

*Rhonda Szallai, Dept. of City Development*

*Ms. Szallai gave an update. Fletcher school was a MPS vacant school that was advertised for sale to educator operators, as required by new legislation on the disposition of vacant schools, in 2016. There was interest but nothing materialized. Subsequently it was relisted to the public with an offer from a development firm in Illinois for an apartment development with community service spaces, but that proposal was withdrawn. There was current interest from two developers but nothing official. One was for a housing project. The second was for a 16-bed nursing care facility with on-site healthcare training for employees and students. Any proposal would require a change of zoning.*

*Chair Hinton said that any type of housing should help maintain property taxes and for there to caution against low-income housing.*

*f. Northridge Mall site and redevelopment*

*Mr. Lee said that the City Attorney's Office was the appropriate department to provide an update due to some legal situations with the site, they did not confirm their attendance to attend today's meeting, they were invited to today's meeting, and no one was present from their office to present.*

*Member Lewis said that she would reach out to the City Attorney's Office to request their appearance most likely under closed session.*

*Chair Hinton said to schedule this item for the next meeting.*

*g. Neighborhood conditions or concerns*

*There was no discussion and concerns.*

*h. Other*

*There was no other discussion.*

**5. Public comments.**

*There were no public comments.*

**6. Next steps.**

*a. Review and approval of the 2022 meeting schedule*

*Member Duckworth moved approval, seconded by member Dotson, of the 2022 bi-monthly meeting schedule for February 2, April 6, June 1, August 3, October 5, and December 7 all at 9 a.m. There was no objection.*

*b. Agenda items*

*Items to include presentations, updates, or review of the Northwest Master Plan, Popeyes at 7525 W. Good Hope Rd., and Northridge Mall site.*

*Members said for there to be a list compiled of fast food restaurants within the district, to bring them before the task force, and for them to present their plan of operations.*

*Member Lewis said that she would work with staff and the chair to identify locations, that the list should start with those on Brown Deer Rd., initial places would be the Red Bull store and new Hookah soul food restaurant, and for violence data to be presented to the committee from the Office of Violence Prevention and MPD District 4.*

**7. Announcements.**

*There were no announcements.*

**8. Adjournment.**

*The meeting adjourned at 11:36 a.m.*

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