



**Downtown Neighbors Association**  
Board of Directors Meeting Minutes  
February 2, 2016, 5:30pm

**Present:** Jessie Sottile, Don Nasgowitz, Sheryl Waltman, Andrew Wagner, Edgar Lin, Kim Morris, Joel Rittle, David Ray, Stacie Callies, Beth Weirick, Michael Sullivan, Matt Dorner, Lee Ann Kingston, Danielle Coterel, Claude Krawczyk, Dave Reid

**Absent:** John Kielich, Donald Arenson, Nancy O’Keefe, Mary Jungers, Sharon Woodhouse, Tom Erd, Stacie Snap, Kate Flynn

**Guests:** Edgar Lin

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Approval of Prior Minutes:

Review of previous board meeting minutes is tabled until the next board meeting.

Treasurer’s Report:

Stacie Callies provided the Financial Report. See Stacie’s email for details. The year-end balance is \$2,256. Motion to approve the financial report made by Joel Rittle and seconded by Beth Weirick. The motion passed unanimously.

Claude Krawczyk asked for continued support from each neighborhood association (\$500 each) and BID 21 (\$1,000). All agreed to provide funding again, securing financial support for these efforts.

Committee Changes:

Claude Krawczyk reviewed the committee membership and designated co-chairs. Kim Morris agreed to co-chair the Events/Promotion Committee\*, Mary Jungers will continue to chair Outreach, and the newly-named Quality of Life Committee will be chaired by Claude. Any board member is encouraged to attend a committee meeting in addition to the one they are assigned.

Beth Weirick and Edgar Lin would like to be added to the QOL committee.

Edgar Lin, a guest attendee, introduced himself to the Board. He lives at Boston Lofts and is an attorney at the Public Defenders Office. Board members introduced themselves. Claude Krawczyk provided an overview of the DNA and its membership, explaining there was an opening for a Westown Resident and Business Owner.

\*Update: Since the meeting, Jessie Sottile has agreed to chair the Events/Promotion Committee instead.

#### Election of Officers:

Joel Rittle volunteered to be Secretary of DNA. Stacie Callies is willing to continue to serve as Treasurer. David Ray was nominated as President and Danielle Coterel as Vice-President. All positions are one-year terms and elected annually. There is no term limit for elected officers. Motion to approve the new officers made by Beth Weirick and seconded by Jessie Sottile. The motion passed unanimously. Claude was thanked for his four years of service. David Ray took over leading the meeting.

#### Strategic Planning:

A meeting was held a month or so ago to discuss the DNA mission and vision statements. David Ray shared both:

- *Proposed Vision:* To be the voice of downtown residents in order to create synergy and harmony among neighbors to make downtown a better place to live, work and play for all.
- *Proposed Mission Statement:* DNA enhances neighborhood vitality by providing an essential connecting point for community building, advocacy and quality of life improvements for downtown neighbors.

Andrew Wagner moved to approve the statements and Matt Dorner seconded. The motion passed unanimously. Claude Krawczyk encouraged follow-up discussion around putting our mission/values into practice.

#### Aldermanic Debate:

Claude Krawczyk proposed hosting an aldermanic debate between Ald. Bauman and the other two candidates prior to the April election. Claude offered to contact the library to arrange hosting. This would be a way for DNA to be involved and provide a forum for community members to hear from their elected officials. Claude will organize. Joel Rittle asked if there was another group west of the interstate to partner with to include additional residents. Last year we partnered with the League of Women Voters.

Lee Ann Kingston mentioned the County Supervisors election and whether we should consider hosting a forum. Claude stated that three different candidates represent the downtown area. Lee Ann and Claude will discuss further.

### St. Patrick's Day Parade and DNA Gear:

Board members discussed our participation in the St. Patrick's Day parade last year, and if we should participate again this year. The cost was about \$650 last year that included us paying for a float builder. The parade is scheduled for Saturday March 12<sup>th</sup> at noon. Michael Sullivan questioned how to measure the effectiveness of our presence at the parade. Another suggestion was made to walk up and down the sidewalks canvassing and sharing our business cards.

David Ray suggested if we are going to be in the community more, we should have DNA logo-ed gear. Michael introduced examples of DNA gear- i.e. t-shirts, mugs, flashlights, key chains, etc. These could be used as a way to gain membership via promotion/advertisement. Michael shared a mockup with pricing considerations. Members discussed spending the money on these items instead of a float in the parade, and that may have more lasting impact.

Claude Krawczyk moves for Events/Promotions Committee to take up this issue. David Ray asked us to do more events- having a presence like a table at the farmers' markets around town. East Town and Westown Associations both have booths at these events that we could share to avoid costs. David proposed each board member commit to volunteering one weekend per month. Board members are in agreement.

We need to make this as measureable as possible. Members suggested doing a promotion to collect sign-ups. Claude Krawczyk motioned to have the Events/Promotion Committee to discuss this further and spend up to \$650. Beth Weirick seconded. The motion passed unanimously. The t-shirts and polos may be separate costs, as an incentive to volunteer. The Events Committee can ask for additional authorization of funds if necessary.

### Alley Clean-Up:

There were two alley clean-up events held last year which included 6-7 volunteers one day and two the next along with the street cleaners. Members discussed doing this again this year. The BID is happy to support it. We would commit to two dates, two separate alleys, with dates to be in the spring/summer. Claude Krawczyk will schedule the next QOL meeting to discuss further.

### Dog Friendly Downtown:

Beth Weirick reports on space under the interstate on Water Street near the Third Ward that will be designated as park, dog-friendly space to be programmed with asphalt turf and lighting. The BID staff will patrol and clean the area. Nancy O'Keefe can provide additional details. Claude Krawczyk will add this to the QOL committee discussion. Andrew Wagner has additional dog-friendly ideas to discuss- i.e. homemade dog waste

stations like those used in West Allis. This could be potentially a volunteer event and it will be further discussed in committee.

#### Cash Mob Discussion:

Danielle Coterel and Michael Sullivan provided an overview of the last Cash Mob event held in November at the Calderone Club. Approximately 15 people attended and were encouraged to meet their neighbors and share their thoughts on what could make downtown a better place. Members had collected raffle prizes from local businesses that were distributed. With more time to promote, the next event could be more successful. The Events/Promotions committee will further discuss and email the Board with requests, feedback and more information.

#### Recognition of Special Residents or Members:

Claude Krawczyk created a certificate and framed and provided to a Milwaukee area postal worker for his 35 years of service. He proposed recognizing an “unsung hero” throughout the year, and perhaps writing an article to be published in Urban Milwaukee to raise awareness. Claude will bring to QOL committee.

#### Increased Police Presence:

Beth Weirick reported the Milwaukee Police Department dedicated six beat patrol officers to downtown Milwaukee, officially starting today- three in Westtown; three in East Town. They will work 11-7pm, 7 days per week. This is a supplement to the regular squad and bike patrol officers. Beth has the cell phone numbers but notes they are for messages only. The expectation is if you need police support, you still call dispatch. These Police Officers are primarily focused on daytime nuisance issues (public urination and intoxication). Heavily lobbying continues to reinstate Code Red (Responsible Entertainment Deployment) to advocate for additional police deployment at nights.

#### New Board Member:

Claude Krawczyk motioned and David Ray seconded for Edgar Lin to join the DNA. The motion approved unanimously.

#### Family Friendly Downtown Milwaukee:

David Ray proposed adding this as an initiative. Board members discussed the issue of families moving out to the suburbs instead of remaining downtown (schools, perception

of safety, community spaces, etc). Beth encouraged us to promote the activities that are already going on downtown. Claude will bring this topic to the next QOL meeting.

Adjournment:

Motion to adjourn by Andrew Wagner. Matt Dorner seconded. The motion approved unanimously. Meeting ended at 6:54 pm.

Next Directors Meeting:

Date: April 26, 2016

Time: 5:30pm

Place: Historic Third Ward Association (219 N Milwaukee ST, 3rd Floor)

Respectfully submitted:  
Danielle Coterel, Acting Secretary