

Approved

HISTORIC BREWERS HILL ASSOCIATION REGULAR MEETING MINUTES

Date: Tuesday, September 17, 2019

Time: 6:00PM – Social Half Hour / 6:30PM – Meeting Start

Place: Schlitz Park, 1555 Rivercenter Drive, Conference Room 3

Call to Order

President Booth called the meeting to order at 6:31pm

Roll Call

- Board Present: DeWayne Bishop, Larry Roffers, Dan Olson, Molly Booth, Terry Mambu Rasch, Jessica Johnson, Miraj Shah-Khan, Elizabeth Sedita
- Board Absent: Rik Akey
- Meeting Guests: Neisha Blandin – Milwaukee 2020 Host Committee

Treasurer's Report & Membership Update

- General Fund: \$8,308.88
- Paid Households: 103

Secretary's Report

- June 11, 2019 General Meeting minutes available on the HBHA website

Vice President's Calendar of Events Update

1. Upcoming HBHA Election
 - a. Vice President and Treasurer, 2-year term 2020 - 2022
 - b. Nomination period Oct. 1st – Nov. 1st
 - c. Online Voting one week before Nov. 12th meeting (Nov. 4th – 11th)
 - d. Paper Voting at Nov. 12th Meeting
 - e. Announce results at Nov. 12th meeting, terms begin January 1, 2020
2. Pop up at View MKE Sept. 20
3. Golda Meir fundraiser – Steph Dugan organizing
 - a. Friday, Sept 27 @ Stubby's starting at 5:30pm. \$15 entry includes a beer and nacho bar. Silent auction.
4. 'Stock the Care Room' for Carver Academy
 - a. Wednesday, Oct. 2 Lakefront Brewery, 5 to 7pm. 5% of sales go to Carver.
5. Oct. 11 – Visioning Session – Greater Milwaukee Foundation and MCW
 - a. On the Bayou – 5 to 8pm
6. Brewers Hill Trick or Treating
 - a. Google Map
 - b. Lighted bag on Sidewalk
7. November Meeting
 - a. November 12
 - b. United Way Volunteer Center event space

Guest Speakers

1. Neisha Blandin, Vice President for Engagement and Opportunity with the Milwaukee 2020 Host Committee
 - a. Accelerate and highlight the renaissance that's going on in Milwaukee
 - b. Raise funds and build out the apparatus to make the DNC happen

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- c. Outreach and informing the community on what's going to happen and how residents can prepare. Receive feedback from the community
 - d. Recruitment of 15,000 volunteers – need 2 or 3 times that number to make sure they are fully staffed
 - e. Don't want to come to the community and suck the resources out, looking to partner and host events and experiences that enrich the host community
 - f. Extend the impact of the convention before and after the event
 - g. Leave a legacy after the convention is over
 - h. Outreach folks will be in the community
 - i. Logistic impacts of the event are not yet known
 - j. Convention dates - July 13 to 16th
 - k. 50,000 outside visitors to the community
 - l. Delegates, campaign teams, volunteers and corporate teams
2. Neighbor Panel on Short Term Rentals – hear from Brewers Hill neighbors who have rented out their properties for short-term rentals, as well as the pros and cons of renting during the Milwaukee 2020 Democratic National Convention.
- a. Most booked continuously since putting on market
 - b. Many interesting people, many international
 - c. Usually do not remove personal belongings
 - d. Need to be able to accept the concept of people in your home
 - e. Peer review system for rating guests & hosts. Hosts need to pay attention as bad ratings hurt your earnings
 - f. Can clean yourself and keep the fee or hire a cleaning service
 - g. Short Term Rental company, Airbnb, handles all ads and booking, insurance, taxes etc.
 - h. Shared spaces like kitchens may or may not be used, depends on tenant.
 - i. Hosts can be ambassadors for the community
 - j. Hosts can control the profile of any potential guests
 - k. City has 3-day parking permit for free
 - l. Fill out schedule E for taxes like a typical rental, Airbnb pays WI state taxes directly.
 - m. Umbrella insurance policy, above what Airbnb provides, is affordable
 - n. One week to 10 days is an average expected stay during DNC
 - o. Some people are coming now if they are scouting or preparing for events so opportunities abound from now until the DNC
 - p. Owner occupied rentals

Next Regularly Scheduled Meeting Date: Tuesday, November 12th at United Way Volunteer Center

Adjournment

President Booth adjourned the meeting at 7:40pm