

Approved

Historic Brewers Hill Association (HBHA)
Minutes of the General Neighborhood Meeting
September 29, 2015

I. Call to Order

Mr. Jenkins, HBHA President, called the meeting to order at 6:38PM. The meeting was held in the dining room of the Brown Bottle Restaurant. Mr. Jenkins stated there were many new faces in attendance and he asked for the new attendees to introduce themselves.

II. Treasurer Report

Mr. Bishop, HBHA Treasurer, provided the following Treasurer's Report.

Treasurer's Report as of 9/17/15

Balance for General Fund is \$3,877.78 (down from \$4,446.97 from last report of 8/6/15)

Since Last Board Meeting

- \$160.00 in income from Round Robin 50/50
- \$173.67 in income from membership dues
- \$384.73 in income from block party wristbands
- \$1,287.59 in expenses.
 - \$547.00 - American Family Insurance
 - \$740.59 - Block Party

Obligations to be funded by General Fund:

- CDS Traffic Calming Study - \$800 (due in September)

Balance for Gateway Signage Fund is \$9,814.87 plus pending deposit of \$1,000 for a total of \$10,814.87 (net change in total of (\$370) from report of 8/6/15). Additional \$10,000 in matching grant not included in totals.

Since Last Membership Meeting

- \$500 in income from donations
- \$870 in expenses
- \$870 to Ullsvik & Associates

Obligations to be funded by Signage Fund:

Poblocki (remaining amounts due on sign) - \$21,549
Memorial Plaque or other - estimated \$500 (best guess)
Ullsvik & Associates (contractual fixed charges) - TBD
Fundraising Expenses (estimated catering, printing mailing etc.) - TBD

Membership Report as of 8/6/15

2015

81 Paid Households

- 45 Households have renewed from 2014
- 36 Households are new for 2015 (or were not members in 2014)

2016

12 Paid Households

- 10 New
- 2 Renewals

Membership Drive Report – Since last board meeting we added 13 new households. 10 directly attributable to the Block Party.

III. Gateway Signage Update

a. Status

Ms. Nowak, Auxiliary Board Member, presented details on the Gateway Signage Project. She described the three years of work to reach this point in the project regarding the proposed monument sign location at intersection of Palmer & Pleasant Streets, the \$37,000 raised during the Fall 2014 fundraising drive, postponement of the September unveiling, and property owner authorization. She continued that the license agreement with MMSD, the property owner, was recently approved, allowing for the sign contractor, Poblocki, to obtain a sign permit from the City of Milwaukee and begin fabrication of the signs, which is anticipated to take seven weeks.

b. Fundraising Progress

Ms. Mambu Rasch, HBHA Vice President, described the efforts associated with the previous September Unveiling date and why it was postponed due to negotiating for property owner authorization. During the summer, she stated \$2,500 was raised with a goal of raising \$10,000 for Phase II & III of the Gateway Signage Project. Ms. Nowak added there is an opportunity for a \$4,000 matching grant from the City in 2016. Ms. Mambu Rasch concluded the fundraising committee will need help with planning the unveiling event and with fundraising; if anyone is interested, she is hosting a committee meeting at her house on Wednesday, October 7 at 6:30 PM.

Mr. Booth, Auxiliary Board Member, added to help spread the word all donations are tax deductible as HBHA is a 501c3 not-for-profit organization and the cream city bricks that will be used in the base of the monument signs are from the demolished Brew House and are being donated from Schlitz Park.

IV. Events

a. Recap

i. Ms. Janczak, Auxiliary Board Member, provided a recap of the Patio Round Robin held on August 8th. She stated the round robin was an overwhelming success, earning \$535 in ticket revenue and \$160 in the 50/50 raffle. She said four hosts are already lined up for next year. She stated the event sold out on July 18th and the four hosts agreed to take on 2 - 4 more attendees, in addition to the goal of 32. In total, 34 tickets were sold. Ms. Janczak noted this was the earliest the event has sold out and included several new attendees. She also stated raising the ticket price did not hurt sales and four of the tickets were purchased by non-members who do not live in the neighborhood.

ii. Mr. Roffers provided a recap of the Block Party held September 10th. He stated an estimated 125 and 140 people (including children) were present throughout the day and the sign-in sheets and member role check-offs provided a better indication than previous years, however, it appeared attendance was lower than in years past. He continued that 35 existing member households attended and 10 new households joined the day of. He received positive comments on the “neighborhood business expo”, food truck, activities, and music selection.

Mr. Bishop asked the attendees if they would be interested in expanding on the business expo section. It appeared the general consensus the expo was a worthwhile component that could be expanded upon. Ms. Janczak offered suggestions for next year's planning including spacing the bar in the middle of the event, moving the bounce house closer to the middle of block, continuing to use tables at both north and south sides of block, and continuing to use food trucks. She also offered that more notice of the block party is needed for members to schedule the date in advance and attendance might be lower due to conflicting school activities. Ms. Janczak concluded that planning and managing the event takes much time and it would be nice to see new faces help assist with these efforts for next year.

Mr. Jenkins praised the Event Planning Committee on a job well done. A suggestion from the audience was to look at scheduling party in beginning of summer rather than in the fall.

iii. Ms. Booth, HBHA Secretary, provided a recap of the Doors Open event held on September 19th & 20th in Historic Brewers Hill and St. Marcus Lutheran Church. She described Doors Open as being organized by Historic Milwaukee, Inc. (HMI) and it allows free access to the public to a wide variety of historic buildings and sites across the City. She stated this was HMI's fifth year hosting the event and a total of 176 buildings and/or neighborhoods participated this year, which was HMI's largest turnout yet. She continued that this was the neighborhood's first time participating in Doors Open and HBHA partnered with St. Marcus Lutheran Church. HBHA distributed brochures self-guided walking tours outside of St. Marcus while St. Marcus provided guided walking tours of their facilities. She continued that the highlight of the weekend was a presentation by local historical John Gurda on the "History of Brewers Hill" which drew large attendance. She finished by stating nearly 300 brochures were distributed, Sanger House Garden was a huge draw on the walking tour, and HBHA received numerous positive comments on the neighborhood. Ms. Booth hopes to offer guided walking tours of 4 to 5 houses next year and a video of Mr. Gurda's presentation, filmed by St. Marcus, is available on the HBHA website, <http://historicbrewershill.com/history/pictures-videos/>.

A member from the audience discussed his previous neighborhoods' fundraiser (in St. Louis), which featured Holiday and house & garden tours in the summer. He elaborated the fundraisers generated over \$50,000 for the neighborhood association, tickets were priced at \$16, and 12-15 houses were on each tour. He stated challenges included insurance and staffing the events with volunteers. For more details, he provided the website address: www.layfettesquare.org

b. Upcoming

i. Mr. Jenkins stated Schlitz Park and the Brown Bottle are hosting two Friday Fish Fries on October 2nd and 9th. He continued a portion of the proceeds from the fish fries will be donated to the HBHA. He encouraged neighbors to help spread the word and to come out and support the event.

ii. Around the Corner Preview Party

Mr. Jenkins provided an update to the Around the Corner preview party. He stated the preview party will be hosted by Lakefront Brewery with an air date of February 25, 2016.

iii. Halloween

Ms. Mambu Rasch provided an update to the annual Trick or Treating and Halloween party. She stated herself and Mr. Jenkin's families will be hosting the party in their garages between the alley. The party will begin an hour before trick or treating starts. She discussed at the last BOD meeting the timing of Halloween was discussed, being the City of Milwaukee's trick or

treating will be taking place during the afternoon hours on the same day as Halloween (31st). Typically, the neighborhoods and City's trick or treating does not fall on the same day but this year it does. Traditionally, the neighborhood's trick or treating has been in the evening but the thought this year is to move the neighborhood's trick or treating to the afternoon hours to minimize 8 hours of trick or treaters for neighbors.

V. Milwaukee Running Festival

Stef Salvia presented on the upcoming Milwaukee running festival happening November 1st. She stated a full weekend of running fun is planned with a kickoff party on Friday the 30th. The weekend will include various runs, including a Harley Davidson one miler and 26 mile marathon scheduled to go through a variety of neighborhoods in Milwaukee. The marathon will take place November 1st and go through a portion of Historic Brewers Hill. Specifically, it will, run east to west from Holton to Reservoir to Hubbard to Pleasant with neighborhood road closures planned from 7:30-9AM. She encouraged the neighborhood to have a cheering section, possibly with music, as a couple thousand runners are expected.

Ms. Mambu Rasch asked for a development update on any Brady Street projects.

Prior to adjournment, Mr. Jenkins opened up the floor to questions or comments. Attendees asked about the building being constructed next to Wolf Peach Restaurant, board nominations for next year, and the selection process beginning soon for the vacant MLK BID Director position.

VI. Adjourn

The meeting was adjourned at 7:32PM.

Respectfully Submitted,

Molly Booth
HBHA Secretary