

**WPB (SSA #33) Commission Meeting Agenda**  
**Tuesday, November 8, 2011**  
**St. Mary's of Nazareth Hospital**  
**Conference Room 1CD, 1127 N. Oakley**

In attendance:

David Ginople (DG), Chair

Laura Weathered (LW), Co-Chair

Joe Hall (JH), Treasurer

Sam Marts (SM), Recording Secretary

Brent Norsman (BN)

John Paige (JP)

**MINUTES TEMPLATE**

1. Call to Order at 7\_\_:09\_\_pm;

Introductions – Chair (DG)

In attendance: Carron Little (out of site)

Gillian White (student)

Jaz Park (resident)

Beth (intern)

Adam Burck (chamber)

Jessica (PM)

2. Review of October 11, 2011 Meeting Minutes

*Motion to approve the minutes made by: JP*

*Seconded by: LW,*

*Discussion? NONE*

*In favor: , JH, SM, BN, LW, JP*

*Oppose:*

*Abstentions:*

3. Aldermanic Reports NONE

4. Financial Reports (as of 10/31/11)

See notes and reports

Line of credit used \$85,000 and has been paid back sot \$616 in interest (2 months)

Review of numbers- 90% of bills paid.

Unspent funds too high approximately 40% of budget unspent

5. Chamber of Commerce Report

See notes

56 + businesses signed up for passport, will be radio pr soon

Beth is new intern and comes with much experience

Will have Three IIT interns in DEC.

Talking to Clover Morell for front desk position

6. Program Manager Report

Actually came before chamber report

See notes by committee

Have reserved library for next year for the third Wednesday of the month (JAN 18 starting) will move time to 6:30 hoping for more attendance in historic location

Jessica met with the Wicker Park Commitee behalf of the SSA

OUT OF SITE PRESENTATION by Carron Little (report and slide show)

7. Reports of Committees

**a. Transportation** (given by BN\_\_\_)

*Discussion?*

*Talking with the city about possibly 3 Open streets (no cars) on Milwaukee next summer.*

*SSA would co-sponser with city*

**b. Guide Development** (given by \_JP\_\_)

Motion 1: to approve the application for façade rebate for the Storefront Window Replacement at 1941 W. Division under the façade rebate program, totaling \$420.67 (50% of \$841.33) from line item 5.01 (façade enhancement program).

*Motion made by: , JP*

*Secoded by: , JH,*

*Discussion? Concern that it is only a window replacement/ maintanance issue, we will address the façade rebate policy in the new year and tighten up the language.*

*In favor: JH, SM, BN, LW, JP*

*Oppose:*

*Abstentions:*

Motion 2: to fund in the amount of 21,000 from line item 4.07 (Directory Development) the hiring BDI – Business District Inc.- to perform a market study of the WPB area which will include market data analysis, distributed survey analysis, analysis of interviews, and the preparation and delivery of a final report with action recommendations for both business retention and attraction.

*Motion made by: , JP*

*Secoded by: , BN,*

*Discussion?*

*Goals of study – to identify “retention vs. attraction”*

*BDI has been cost effective*

*Three months to finish*

*Will use info at chamber*

*Issues*

*Why are some not shopping locally?*

*What types of business are missing?*

*Compare local data with standard data*

*Demographics*

*Taylor market areas*

*Survey of consumers (1000?)*

*Motion to change amount of funds to \$17,500 by JP*

*Second by JH*

*In favor SM, BN, LW, JP, JH*

No oppose  
No abstentions

Revised -\$17,500- funds  
In favor: , JH, SM, BN, LW, JP  
Oppose:  
Abstentions:

*CHANGE CHAIR TO LW*

c. **Promote WPB** (given by \_DG\_)

Did not meet this month, Sheila Kailus, the chair of the committee has resigned as Commissioner and the committee needs a new chair- DG will serve as chair in the interim.

d. **Clean Green and Safe** (given by DG\_\_)

Holiday decorations will be installed starting 11/15, lights at Polish Triangle are up, snow removal contracts will all be signed by 11/15, date they are effective

Motion 1: to approve and not to exceed \$500 from Line Item 3.09, for evaluation of Futurity by Jessica with the Futurity staff.

*Motion made by: DG*  
*Seconded by: JP*  
*Discussion?*

*For training, to update JW on the database so as to make a more informed decision about how to move forward with the database, it will be less than \$500*

*In favor: , JH, SM, BN, , JP, DG*  
*Oppose:*  
*Abstentions:*

Motion 2: to approve and not to exceed \$3,100 from Line Item 2.09, for bi month recycling of paper and electronics in the Jewel parking starting March 2012. (from 2012 budget)

*Motion made by: DG*  
*Seconded by: JP*  
*Discussion?*

*This event was held 5 times this year, was very successful, it is planned for another 5 time next year some were sponsored this year*

*In favor: , JH, SM, BN, , JP,DG*  
*Oppose:*  
*Abstentions:*

e. **The Arts Committee** (given by \_DG\_)

Motion 1: To allocate funding up to \$5,000 for moving and installation of the "You Are Beautiful" mural from Line item 3.08 Public Arts & Murals.

*Motion made by: DG*  
*Seconded by: , JP*  
*Discussion?*

*15 foot by 120 foot installation that is currently at the Morton Arboretum, new deadline Nov 28, possible free storage if needed*

*In favor: , JH, SM, BN, , JP, DG*

*Oppose:*

*Abstentions:*

Motion 2: To allocate funding up to \$1,000 for photographing and documenting the Orange Walls Mural Project from line item 3.08 Public Arts and Murals.

*Motion made by: DG*

*Seconded by: , JP*

*Discussion?*

*Planning Dec. 2 kick off party*

*In favor: , JH, SM, BN, , JP,DG*

*Oppose:*

*Abstentions:*

**g. Executive Committee (given by DG \_\_\_)**

**Notes two possible commissioners executive committee needs to clarify  
“requirements” for commissioners.**

Motion 1: To move the following budget line items: \$1500 from line 5.01 (façade rebate) to 5.05 (graffiti abatement); \$11,000 from 5.01 (façade rebate) to 4.07 (directory development) for the market study (this leaves \$3500 in façade rebate);\$3000 from 1.04 (public/media relations) to 1.06 (website); \$2,800 from 1.05 (special events) to 10.00 [\$300 to 10.01 (SSA Audit), \$300 to 10.03 (meeting expense), \$2000 to 10.05 (office rent), \$200 to 10.08 (postage)]; \$1000 from 1.05 (special events) to 2.02 (gate/fence maintenance); \$10,000 from 1.08 (festivals) to 2.07 (snow removal)

*Motion made by: DG*

*Seconded by: JP*

*Discussion?*

*Will Market study happen soon?*

*Rent went up because taxes went up (\$150)*

*In favor: SM, BN, JP, DG*

*Oppose:*

*Abstentions: JH,*

*Return Chair to DG*

8. Questions & Announcements (5 minutes)

Commissioners need to look at ways for the committees to spend the 40% outstanding budget in 2011

9. Adjournment at \_\_9\_\_: \_\_52\_\_

*Motion made by: DG*

*Seconded by: JP*

*Passes unanimously Y /*