

MINUTES

Board of Trustees Meeting

February 3, 2010

Marcia Coles Community Room

Lake Park Pavilion

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| Officers: | <u>2010 Officers</u> |
| President | Jeff Bentoff |
| President Elect | Dawn McCarthy |
| Treasurer | Adrienne Houck |
| VP of Events | Joe Libnoch |
| VP of Membership | Thea Kovac |
| Recording Secretary | Dawn McCarthy |

(The association is bounded on the east by Lake Michigan, west by Summit Avenue, Lake Drive, and Downer Avenue respectively.)

Trustees:

- Area 1: (LaFayette Place to North Avenue)
Joe Libnoch, Larry Presberg, Mary Beth Geraci
- Area 2: (North Avenue to Newberry Boulevard)
Jeff Bentoff, Michael Barna, David Brust, Maria Costello, Lloyd Dickenson, Barbara Elsner, Jeff Jordan, Angela Jacobi, Thea Kovac, Dawn McCarthy, Bunkie Miller, Pat Small
- Area 3: (Newberry Boulevard to Edgewood Avenue)
Camilla Avery, Mark Falci, Adrienne Houck, Sandra McSweeney, Jennifer Runquist, Eric Waldron

Absent/Excused: Mary Beth Geraci, Larry Presberg, Angela Jacobi, Camilla Avery, Eric Waldron

Historic Water Tower Neighborhood wishes to thank Bartolotta's for supplying refreshments.

- 1. Meeting called to order 7:10 p.m.**
- 2. Joe Libnoch moved, Jeff Jordan seconded a motion to approve the minutes. The motion carried.**
- 3. Officers' reports**
 - Presidents Report**

Jeff Bentoff presented the HWTN 2010 committees, committee chairs and committee members. Mary Beth Geraci has been added to Parks Liaison Committee.

Dawn McCarthy moved, Bunkie Miller seconded a motion to approve the slate for HWTN committees. The motion carried. The committee information will be posted at the HWTN website.

Bradford Beach House update: The Bradford Beach House is a designated historic building. That means that any plans for alterations to the exterior will need to be

submitted to the Historic Preservation Commission for review and will require a City of Milwaukee Certificate of Appropriateness. County Supervisor Gerry Broderick and County Park Chief of Operations Chuck Ward both responded to Jeff Bentoff's inquiries and said that plans for Bradford Beach House will also need to be reviewed by the Lake Development Advisory Commission (LDAC). It may be possible to bring in the operator of Bradford Beach House, Todd Gawronski, for an HWTN program, so that HWTN can hear from him about the building and programming plans for the Bradford Beach House.

Social Media: HWTN is now on Facebook and Twitter. These sites are in addition to the HWTN website, which is currently being updated and redesigned.

- **Treasurer's Report:** Adrienne Houck would like to move HWTN CD funds, at the CDs terminations, to another bank in order to get a better interest rate.
Joe Libnoch moved, Jeff Jordan seconded a motion to approve the treasurer's report. The motion carries.

4. Committee Reports

- **Executive Committee**
 - **Senate Bill 55:** Dawn McCarthy reported on Senate Bill 55 regarding Tax Credits for home owners and investment property owners. State Senator Jeff Plale was an author of this bill and described its importance at a previous program. Upon investigation it was learned that tax credit language has been removed from the bill, and all that remains is a new fee.
Sandra McSweeney moved and Barbara Elsner seconded a motion that HWTN write a letter to state legislators asking that either (a) tax credit language be restored to Senate Bill 55, or that (b) the new fee language be removed from Senate Bill 55. The motion carries.
 - **Web site:** Jeff reported that the HWTN web site is being redesigned and updated. The process will take about a month.
- **Buildings and Institutions Committee:**
 - **Mercy Housing:** Sandra McSweeney reported that Mercy Housing had been working on a plan to construct a building at the US Bank parking lot. The status now is that Mercy Housing must present its plan to US Bank before presenting the plan to the neighborhood associations. There had been some urgency because Mercy was trying to meet a WHEDA deadline. They will miss that deadline, so the process is no longer on a "fast track". When the time is appropriate Mercy will contact and present plans to all of the Neighborhood Associations concerned (Greenwich, Murray Hill, HWTN). The planning for this housing is being driven by Columbia St Mary's. They believe there is a need for lower cost housing for their employees. The property will be taxable, even though Mercy Housing is a nonprofit. Other steps in the process of this development would be to get approval to buy the adjoining city parking lot and to get planned development zoning.
 - **Neighborhood Signs:** The final locations are being determined for the location of the Historic Water Tower Neighborhood signs.
- **Historic Preservation**

- **Downer Avenue Popcorn Wagon:** There was an article in Milwaukee Magazine quoting the owner, Mike Eitel, saying he would be happy to give the Popcorn Wagon away to anyone who wanted it. However, the Popcorn Wagon was removed, with a City of Milwaukee Certificate of Appropriateness, in order to be restored and returned to Downer Avenue. This is a city order that shouldn't be ignored, although it could possibly be amended. Dawn McCarthy has contacted Paul Jakubovich with the city Historic Preservation Commission. He will contact Mike Eitel to make an inquiry about his plans and determine how the wagon can be restored and returned to the neighborhood.
- **Communications Committee:**
 - Jeff Bentoff would like HWTN to have a Flickr page. The page would be a good opportunity to post photographs of homes in the Historic Water Tower neighborhood and is another social media tool to use to build and show pride in our neighborhood.
- **3DNA (3rd District Neighborhood Association):** Jeff Jordan reported on recent 3DNA activities.
 - One proposal discussed by the organization is to build an alliance with BIDs (Business Improvement Districts) in the neighborhood to market the eastside as a child friendly area.
 - On the issue of safety: 3DNA would like to meet twice a year with a committee comprised of the police district captain, the district attorney, and 3DNA in order to keep lines of communication open.
 - **UNA (University Neighborhood Association):** HWTN has been attending UNA meetings, sponsored by UWM, for years. The neighborhood associations attending UNA meetings increasingly believe that UWM is not serious about neighborhood quality of life issues. Representatives attending the meetings increasingly believe that the agenda, set by UWM, is simply an opportunity for UWM to put a PR spin on issues of importance, or to redirect attention away from significant problems. Jeff Jordan proposes that he be given the authority to vote that 3DNA withdraw from UNA. Other neighborhood associations have already given their representatives authority to withdraw. The belief is that UWM UNA meetings have replaced going directly to elected officials regarding problems. 3DNA has discussed that withdrawing from UNA would send a strong message, and 3DNA would be more effective by going directly to elected officials in order to make UWM have to respond directly to the alderman and DNS (Department of Neighborhood Services) as a result of any complaints from neighborhood associations.

Adrienne Houck moved and Thea Kovac seconded the motion that HWTN support the authority of HWTN to withdraw from UNA. Discussion followed regarding keeping lines of communication open. Jeff Jordan assured us that the neighborhood associations would continue to work with UWM. **The motion carries.**

5. No unfinished business

6. No new business

7. Announcements

- Andrew Knuth reported for COAST regarding the continued distribution of COAST newsletters, an improved design with color for the newsletters and regarding new

activities to bring students and neighbors together.
(<http://www.aux.uwm.edu/nho/pages/coast.php>)

**Adrienne Houck moved, Joe Libnoch seconded a motion to adjourn. Motion carries.
Business meeting adjourned at 8:15 p.m.**

8. Program: “How to Research the History of Your Historic Home”

Milwaukee librarian Jennifer Heidl will teach us how to use the Milwaukee Public Library to research the history of our historic homes. (Program will start at approximately 7:45 p.m.) Jennifer Heidl of Milwaukee Public Library walked us through their amazing resources for researching the history of historic homes. Visit the Central Library to do some detective work. If anyone does research as a result of the program, bring your house history to our next meeting March 3. If you missed our program, a training session is set for April 10, 9:30 a.m. to 11:30 a.m. at the Central Library. Registration is required. The number to call is 414-286-3061.

These meeting minutes constitute the author's understanding of the issues discussed and the decisions reached. Please contact the undersigned with any additions, deletions or changes.

Prepared by,
Dawn McCarthy
Secretary, HWTN