



Historic Water Tower Neighborhood

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Jeff Bentoff

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Thea Kovac

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Area 1

(LaFayette Pl. to North Ave.)

Mary Beth Geraci

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Area 2

(North Ave. to Newberry Blvd.)

Michael Barna

David Brust

Maria Costello

Lloyd Dickinson

Barbara Elsner

Angela Jacobi

Jeff Jordan

Bunkie Miller

Pat Small

Area 3

(Newberry Blvd. to Edgewood Ave.)

Camilla Avery

Mark Faldi

Jennifer Runquist

Eric Waldron

MINUTES

Board of Trustees Meeting

May 5, 2010

Marcia Coles Community Room

Lake Park Pavilion

Announcement of upcoming events

Wright & Like 2010 Saturday June 5, 9am – 5pm

(<http://207.250.124.187/WrightLikeTour/2010RacineKenosha.aspx>)

North Point Lighthouse Fundraiser Friday June 25, 2010

(Contact May at 414-332-NPLH or 414-332-6542)

Preserve Milwaukee! Our Neighborhoods Matter!

Milwaukee Preservation Steering Committee

June 26th at 8:30 a.m. at Best Place at the Pabst

(Contact Dawn at dawnhmcc@aol.com)

1) Call to Order.

2) Guest Speakers:

Historian John Eastberg: The History of the Historic Water Tower Neighborhood. **(The powerpoint for this presentation will be posted at the HWTN website and/or HWTN Facebook page.)**

Milwaukee County Parks / Bradford Beach Operator:

Update on Beach House Renovation Proposals and Summer Beach Activities Laura Schlessor with Milwaukee County Safe & Security (substituting for Chuck Ward) and Leslie Montemurro (partner with G1)

The county leased the Bradford Beach House and signed a 5 year contract with Todd Gawronski of G1. The contract requires that the lessors make a \$100,000 investment toward improving the Bradford Beach House. As indicated at previous meetings, money in 2010 will be spent primarily on infrastructure: plumbing, electricity, and lighting. For people concerned about radical changes to the historic beach house, Leslie pointed out that \$100,000 doesn't go very far.

Laura said that Milwaukee County acts as stewards of historically significant features, and will be sure to get input from all stakeholders.

Leslie explained that the offerings at the beach house are limited. There is no kitchen, and no cooking hood. Todd Gawronski has been working with volley ball on the beach for 8 years, several years previous to the contract. The goal is to keep the beach open to all sorts of people by providing good services.

The lessors are allowed 6 amped music events for the summer. Fewer than 6 are planned. The amped music will face away from the neighborhood. The speakers will face east, toward the lake. The park closes at 10:00 p.m.

Laura explained that revenue that the County earns from the lease and percentage of sales does not stay at Lake Park, it goes to “one pot” for county parks. Otherwise the funds are not segregated. At some of the golf courses there has been an attempt to have a \$1 donation segregated and devoted to the individual parks.

Member comment: Lake Park is not just a local but a national treasure. It is dedicated park land. Main request is to remove the banners from the bridge. Keep the park natural. The bridge is not part of the lease.

Q: What about the shack on the beach?

A: Laura (Milwaukee County) said that the beach hut helps to service the area to prevent long lines. They serve hot dogs and other minor food: it’s another revenue center.

Q: The County is pushing the envelope with the shack. It’s another structure on the beach.

A: Leslie (G1): The shack is all cedar and comes down in modules.

They are hoping to pursue the plans for the deck. The deck would come off the stairs on the north end of the Bradford Beach House.

Questions were asked about the rickety fencing around the rain gardens and whether the rain gardens are working. Laura did not have that information but will get back to HWTN.

Business Meeting

3. Minutes of the Previous Meeting – Jeff Jordan moved and Jennifer Renquist seconded a motion to approve the minutes. The motion carried.

4. Reports of Officers

President’s Report

- Water Tower Park update: Jim Shields, with the HGA architecture firm, has volunteered to make recommendations regarding the Water Tower Park. HWTN members are conducting research about the historic park’s original designs and they will report this information to Jim.
- Summer social event idea: Jeff Bentoff, under the president’s prerogative, suggested that a summer social event be considered. He suggested one or both of two ideas. One idea is a very simple gathering at VIA, the new restaurant on Downer. The other idea is to plan an HWTN event at the Lawn Bowling in Lake Park. Mark Falci volunteered to work with the Event Committee to determine which event would be best.
- Jeff Bentoff made a clarification about the street: Nik clarified that the lights in question were actually on North Ave. between Lake and Prospect. They are now cobra lights and will be replaced with cobra lights. On Lake Dr. just north of North, the harp lights will be replaced with harp lights, though of two heights instead of one. Taller and shorter will be staggered. As an aside, Lake Drive was not narrowed at CSM’s and North Avenue, as was negotiated by HWTN with CSM. In fact Lake Drive has been widened at North Avenue.
- Jeff Bentoff and Jeff Jordan have been meeting to work on the HWTN web site. They hope to have the web site re-launched within the month.
- A volunteer was requested to go to City Hall to download information/photos about the Historic Water Tower neighborhood; information that is currently on one hard drive. As long as credit is given to the City of Milwaukee, HWTN would be able to use the info and images. Mark Falci volunteered.
- Jeff Bentoff gave the report on Downer Avenue Merchant’s Association, in Mary W’s absence: The Downer Avenue Classic Bike Race will be on June 26th. There will be more teams and more pro riders. By May 22nd the Flower Boxes will be out on Downer Avenue. The original Parking Meters will be replaced on Downer Avenue, as opposed to the credit card meters. The restaurant VIA will open late May. The custard stand will reopen and will be run by Jake Provan, who is also the Executive Director of the Downer Avenue BID.

Treasurer’s Report – Jeff Bentoff presented the Treasurer’s Report in Adrienne’s absence. There was an additional expense to our service this past month. The expense was due to getting the membership directory created and distributed to members.

Membership Vice President Report – Thea Kovac reported that the committee had a brainstorming session to consider how to retain and recruit members. Thea will give a report to the Executive Committee after the membership committee meets on May 15th.

Other Officer Reports

5. Committee Reports

6. Unfinished Business

WHEDA tax-credit housing proposals - and Thomas Avenues

- o Mercy Housing parking lots between Farwell, Murray
 - Dawn McCarthy (B&I) attended a meeting earlier in the evening with Mercy Housing Lakeshore and Greenwich Village Neighborhood Association. Originally the height was 96 feet and was a 9 story building. Mercy is working toward designing a shorter building. People in the neighborhood want the current parking replaced and people in the neighborhood are concerned about the height of the building. Mercy is trying to balance the concerns of both groups. One of the concerns about height is that the Mercy apartment building will set a precedent. There was some discussion about the height of buildings in the area. The CSM parking structure on Farewell is 76 feet tall. The new Latitude Apartments is 5 stories. One GVNA member remarked that Thomas is the edge of the residential area. The majority of people attending the meeting agreed that a TOTAL of four stories is appropriate for the area.
 - Jeff Bentoff has met with Alderman Kovac. So far HWTN has not taken a position but may in the future. Individuals should write to the alderman directly if they have concerns.
- o Former Prospect Mall – no info reported at the meeting

7. New Business

8. Announcements

June 2 HWTN Monthly Meeting guest speaker – Peter Graber, Milwaukee Police Department
Community Liaison Officer

9. Adjournment – 9:07 p.m. Joe Libnoch moved and Angela Jacobi seconded a motion to adjourn. Motion carries.

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

www.HistoricWaterTowerNeighborhood.com

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