**MidTown Tosa**

**BOD Meeting**

**Wednesday, February 22, 2017, 8:00 am**

**Attendees**

BOD

* Mike Gardner, Ray’s
* Jeff Roznowski, Member at Large
* Cindy Seemann, Design Vision Optical
* Jamie LaMora, Colectivo

Other

* Sarah Fowles, Ruckus and Glee
* Matt Borden, Pasadena Neighborhood Association
* Greg Eisold, Ace Drapery
* Jen Ferguson, Wauwatosa Economic Development Manager
* Tom Kreinbring, Align Life
* Mark Crego, MidTown Dental
* Jen Dunnington, Anytime Fitness
* Kelly McGrath, Athletico
* **8:00 am – Meeting called to order**

1. 1/25/17 Minutes approved unanimously

1. RFP Master Plan Update

* Common Council approved entering into an agreement with RDG and CDBG funding
* Jen will be executing an agreement with RDG and coordinating schedules

1. Steering Committee Selection

* Jeff has been recruiting members with goal of 1/3 each business, neighbors, urban experts, plus alders
* Based on interest expressed during this meeting and subsequent followups, the committee will consist of:
  + Business: Ellen Stabelfeldt (Tosa Peds), Michael Gardner (Rays), Tom Kreinbring (AlignLife), Sean Phelan (LockersPoint)
    - Would like Nick Bandoch (Sendiks) to also consider
    - Greg Eisold (Ace) also interested, depending on meeting times
  + Neighbors: Matt Borden (PNA), Marty VandeVelde (N 85th St), Brad Foley (Lowell Damon President), Monica Deluhery (Jackson Park)
  + Urban Planners: Ed Haydin, Kevin Hardman, Carolyn Esswein
    - Bill Robison also considering
  + Other: Jeff Roznowski
* Steering committee will likely meet once per month, with an extended meeting for a design studio
* Committee needs to begin focusing on:
  + Issues & objectives
  + Focus groups: grouping similar people (alders, businesses, neighbors) and begin recruiting participants

1. Membership Updates

* 14 current members representing about $3,700 in donations
* With $1200 in expenses from MidTown fans, we will have a net of $2500 in the bank
* Cindy has priced out T shirts and mugs for member benefits, using Colectivo vendor
  + Mugs: $3.75 each if we order 72
  + T Shirts, short sleeve: $10 white, $11.25 color, with our logo, if we order 100
  + Total cost of around $1500

1. Communication/Outreach
   1. Member ideas from Align Life

* Tom went over his email
  + 5K idea: Tom will investigate with police and other experts
  + Door to door recruitment
    - For business members, makes sense for board to each take a few businesses
    - For neighbors, let’s see what RDG might recommend
  + MidTown Tosa Week: July 15-23
    - Event will be Saturday, July 22
    - Tom, Cindy, Sarah and Mark will form a subcommittee to develop plans

1. Newsletter

* Second issue published, sent to city staff/alders, neighbor associations, NAC blast, MidTown businesses, WauwatosaNow, PNA social, Kiwanis
* Hard copies available for businesses
* Publish more often if needed

1. Other

* Tom attended PNA social on 2/19 (had newsletter copies, fans, and copy of RFP) and Jeff and Tom gave a MidTown presentation to Kiwanis on 2/21

1. Signs / Banners

* No update. Tom will help Cindy

1. Government Affairs

* The Ruckus: zoning change to commercial failed; new application for commercial zoning by any business must wait 6 months
* Bike Lanes: MidTown Bike lanes were recommended by Transportation Affairs committee on 2/28; goes to council on 3/7
* MidTown’s positions on behalf of its members: defer to future meeting

New Business that came before the BOD

* 3/20 District 6 Crime Town Hall at McKinley School (7 pm?)
  + Opportunity for MidTown Update
* Schedule Annual Meeting
  + Tentative Date: 4/26
  + Need to determine format (e.g. evening with food? Update presentation?)

Next Meeting

* Wednesday, March 22, 2017 8 am, Ray’s

**9:05 am – Meeting adjourned**