

WPB Executive Committee  
Minutes  
February 14, 2017

In attendance: Brent Norsman (chair), Rebecca Dohe (vice chair), Wayne Janik (treasurer), David Ginople (secretary), Pamela Maass (executive director), Jessica Wobbekind (managing director), Michael Ashkenasi (program specialist), Robert Kelley (guest for Commissioner interview)

1. The committee discussed joining the International Downtown Association (IDA), it is agreed the Chamber will join and split the costs with the SSA.
2. The committee discussed the agreement with the Chamber Executive Committee to hold a quarterly joint meeting, proposed meeting date is sometime in March. JW will set a date.
3. The committee discussed the public art installation at Milwaukee / Wood / Wolcott- the press release went out last week, DG requests that JW send the press releases to the appropriate committee chair for input before sending.
4. The committee discussed the Quality of Life / Safety programming
  - a. MA created a flyer and a one-pager to distribute and house on the website.
    - i. JW will find out if the one-pager can be included in the annual report mailing.
    - ii. BN requests that a note to not leave anything visible in cars is added.
  - b. JW spoke to Jim Peters, he is going to send a proposal, it is going to cost more than originally anticipated.
    - i. There are many options for what Mr. Peters can do during his visit, once we get the proposal, the committee will decide and determine who to invite.

Motion 1: to approve an additional \$2,000 to fund the hiring of a consultant, Jim Peters from the Responsible Hospitality Institute, from line item 5.05 (General Safety and Security Programs).

5. The committee interviewed Commissioner applicant, Robert Kelley.
  - a. Mr. Kelley is a Bucktown resident, owns a property on Milwaukee Ave, owns a business- the University of Aesthetics and Cosmetology, has sat on many boards, will be out of town for 4 out of 11 commission meetings each year.
  - b. BN invites Mr. Kelley to attend a commission meeting
6. The committee discussed the neighborhood guide. The Promote Committee reviewed three proposals but had a few follow-up questions and didn't vote on the vendor. The committee discussed different options and the possibility of not producing a guide this year. It is agreed that the guide has value and should be produced. We want to request that the cover has a high impact photo and that the gnome appears somewhere in the guide.

Motion 2: to approve the funding of the 2017 neighborhood guide to be produced by WHERE Magazine in an amount not to exceed \$22,000 from line item 1.07 (print materials).

7. The committee discussed a commission retreat in March. JW will send around a potential date and gauge availability.
8. The committee reviewed the motions for the Commission meeting agenda.