



COMMUNITY DEVELOPMENT
S U M M I T

**CREATING AN ECONOMIC VISION
FOR MILWAUKEE – TOGETHER**














Thursday, July 12th, 2007
7:30 a.m. to 4:00 p.m.

At the Italian Conference Center
Milwaukee, WI




Presented By
Urban Economic Development Association of Wisconsin (UEDA)
City of Milwaukee Department of City Development
Tom Barrett, Mayor of Milwaukee

This event was made possible through the generous support of the companies and organizations listed below. Their involvement with UEDA and this event continue to make the Community Development Summit such a success!

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2212 N. Dr. Martin Luther King Jr. Drive
Milwaukee, WI 53212
Telephone: (414) 562-9904
Fax: (414) 562-9906
www.uedawi.org



HOW TO GET INVOLVED

This event was structured to allow attendees from all sectors to provide their thoughts, ideas and reactions to the City of Milwaukee's Economic Opportunities, Vision and Strategy Framework. Throughout the day, there will be opportunities for attendees to engage and react through active discussion, comment cards and reaction boards. The City of Milwaukee is actively seeking feedback on how to best strategize around the assets and opportunities offered by the Economic Opportunities, Vision and Strategy Framework, and prioritizing future efforts to implement the "big ideas." Discussion outcomes resulting from the afternoon session will be reported out at the end of the day, but this process will continue through future quarterly gatherings hosted by UEDA and web-based communication tools with the City of Milwaukee.

If you would like to continue participating in this process, please take the time to fill out the response card passed out during lunch. Additionally, you can:

- Become a member of UEDA to receive the latest updates. Visit us at the registration area or at www.uedawi.org for more information on how to join.
- Visit the City of Milwaukee Department of City Development website page devoted to this effort to find the most current information. The address is www.mkedcd.org/planning/EDP.
- Attend future UEDA quarterly gatherings for updates and follow-up on the framework and resulting economic development plan.
- Sign up for the City of Milwaukee's E-Notify service and choose the "citywide policy plan" option. You will receive email notifications of activities related to the planning process. Sign up at www.city.milwaukee.gov.
- Contact UEDA for more information on how to stay involved. They can link you to other organizations and individuals who are working on issues of interest to you.

We welcome your active involvement!

WE THANK OUR MILWAUKEE SUPPORTERS THAT DONATED DOOR PRIZES!

Alterra Coffee Roasters	Milwaukee Bucks
German Fest	Milwaukee County Zoo
Indian Summer Festivals	Milwaukee Public Museum
Milwaukee Admirals	Milwaukee Repertory Theater
Milwaukee Brewers Baseball Club	Wisconsin State Fair

WELCOME

Welcome to the 6th Annual Community Development Summit: Creating an Economic Vision for Milwaukee – Together. UEDA and the City of Milwaukee are pleased to partner and provide this opportunity for public discussion and feedback on the City of Milwaukee's new Economic Vision and Strategy Framework, which has been developed in conjunction with the Milwaukee 7. This event will focus on strategies to build on the region's assets and opportunities that will foster economic growth throughout the city, and integrate neighborhood assets with regional efforts. We are anticipating that this process will inform the development and implementation of the City of Milwaukee's Economic Development Plan.

The Community Development Summit was initiated seven years ago as a vehicle to bring community and economic development organizations and professionals together for learning and networking. The event has now become a gathering place for a broad array of individuals representing the nonprofit, public and private sectors who are committed to improving this community, the region and the state.

Your participation in this event is integral to ensuring the health and prosperity of Milwaukee and Southeast Wisconsin. Throughout the day, we invite you to share your thoughts and ideas, as we move forward in creating a city and region that is economically healthy and provides opportunities for all our citizens.

Mayor Tom Barrett
City of Milwaukee

William Johnson
Executive Director, UEDA

2007 COMMUNITY DEVELOPMENT SUMMIT PLANNING COMMITTEE

Today's event would not have been possible without the generous assistance and commitment of these Committee Members. The unselfish contribution of their time and expertise was invaluable in the successful planning and execution of this event. Please join us in thanking each of them for their help!

Kathryn Berger, UEDA Board
LISC

Julia O'Connor, UEDA Board
Willie Johnson, Jr., UEDA Board
Milwaukee County Supervisor

David Balcer
US Dept. of Housing &
Urban Development

Robert Berlan
US Dept. of Housing &
Urban Development

Martha Brown
City of Milwaukee Dept. of
City Development

Kein Burton
City of Milwaukee Dept. of
City Development

Travis Evans
US Bank

Pam Fendt
Good Jobs & Livable
Neighborhoods Coalition

Melissa Goins
Maures Development Group LLC

Peter Hoeffel
Disability Rights Wisconsin

Brenna Holly
30th Street Industrial Corridor Corp.

Steven Mahan
City of Milwaukee Community
Development Grants Administration

Sernorma Mitchell
Greater Milwaukee Foundation

Eric Palm
Robert W. Baird & Co.

Sharon Robinson
City of Milwaukee Dept. of
Administration

Bethany Sanchez
Metro Milwaukee Fair
Housing Council

Ray Schmidt
Select Milwaukee

Kori Schneider
Metro Milwaukee Fair
Housing Council

Teig Whaley-Smith
Historic King Drive B.I.D.

AGENDA

7:30-8:30 **REGISTRATION/CONTINENTAL BREAKFAST**

8:30-10:00 **WELCOME/OPENING PLENARY**

The Mayor and his staff will present the City of Milwaukee's own strategic economic vision that is aligned with the Milwaukee 7, a regional cooperative economic development platform. This framework will form the basis for the City of Milwaukee's economic development plan.

10:00-10:15 **BREAK**

10:15-11:45 **REACTION & DISCUSSION**

An expert panel will provide a community-based perspective to Milwaukee's new Economic Opportunities, Vision and Strategy Framework, and will discuss their involvement with similar strategies and opportunities.

Moderator: Linda Sowell, Gilbane Building Company

Panelists:

- Laura Bray, Menomonee Valley Partners
- Dr. Darnell Cole, Milwaukee Area Technical College
- Michael Harper, Gonzalez Saggio & Harlan LLP
- Cheryle Robinson Jackson, Chicago Urban League
- Tracy Smith Hall, Focus: Hope
- Ted Wysocki, Local Economic & Employment Development Council (LEED)

Noon-1:30 **LUNCH & NETWORKING**

1:30-3:30 **COMMUNITY RESPONSE/REACTION**

This is your chance to provide feedback and be directly involved. Facilitated breakout sessions will assist the City of Milwaukee in establishing priorities and implementation strategies for the Economic Opportunities, Vision and Strategy Framework. Participants will also assess local initiatives currently underway and how to strengthen these efforts.

3:30-4:00 **CLOSING PLENARY**

Participants will report discussion outcomes to the Mayor and other City of Milwaukee representatives. Next steps and potential collaborative opportunities will be discussed for future follow-up.

AFTERNOON SESSION

COMMUNITY RESPONSE/REACTION

UEDA would like to thank the individuals below for their participation in today's event. They have volunteered to facilitate our dialogue and our work, and their commitment to building our community assets is appreciated.

FACILITATORS

Steve Adams, Riverworks Development Corp.

Robert Berlan, U.S. Department of Housing & Urban Development

Melissa Goins, Maures Development Group LLC

Brenna Holly, 30th Street Industrial Corridor Corp.

Jim Milner, Urban Strategies, Inc.

Teig Whaley-Smith, Historic King Drive B.I.D.

DISCUSSION LEADERS

Tim Casey, 30th Street Industrial Corridor Corp.

Karen Gotzler, Urban Strategies, Inc.

Darryl Johnson, Riverworks Development Corp.

Gordy Kacala, Racine County Economic Development Corp.

Juli Kaufman, Pragmatic Construction

Val Klump, Great Lakes WATER Institute

Michael Maierle, City of Milwaukee Department of City Development

Peter McAvoy, Sixteenth Street Community Health Center

Eric Parker, The Wisconsin Regional Training Partnership

Rosemary Potter, Transit Now

Thelma Sias, We Energies

Julia Taylor, Greater Milwaukee Committee

A special thank you to the City of Milwaukee and HUD Field Office for providing staff support throughout the day to assist with registration, logistics and facilitate discussion in the afternoon.

program areas include social services; education and training; community arts programs; community and economic development initiatives; a manufacturing operation; children's day care and education, conference facilities, and volunteer and outreach activities. In addition to overseeing public fundraising and public policy advocacy, she directs departments with responsibilities for volunteer and community outreach, communications and marketing, research and related activities.

Dr. Hall's wide range of expertise encompasses nonprofit leadership and management, public policy advocacy, legislative/regulatory processes, workforce development/career transition, and public administration-related research. Her expertise is grounded in over 20 years of federal and state political and government relations service – including time in both the federal legislative and executive branches, as well as in the private sector as a lobbyist. Dr. Hall completed her doctor of philosophy in public administration and public affairs from Virginia Tech in 2006. She earned a Master of Public Administration from The George Washington University in 1993. Proficient in Japanese, Hall received a Bachelor of Arts in Japanese Studies from Bucknell University in 1982.

Ted Wysocki

President & CEO, Local Economic & Employment Development (LEED) Council • Chicago, IL

Ted has been the CEO of the LEED Council since February, 2002. For 25 years, LEED Council has advanced a community development model, which integrates economic and employment development programs by partnering with local businesses. LEED Council was instrumental in creating Chicago's Planned Manufacturing Districts (PMDs), starting in 1988.

Under Ted's leadership, LEED Council conducts an Entry-Level Industrial Skills Training [ELIST] program, while continuing its Entrepreneurship Development Program and leveraging its bank partnerships to offer financial education. Since 2003, LEED Council has been advancing "green" practices by promoting transportation options and innovative pollution-reduction strategies as a demonstration corridor for the Clean Air Counts Campaign.

During Ted's 17-year tenure as CEO of the Chicago Association of Neighborhood Development Organizations, CANDO was the primary advocate for industrial retention and retail expansion in Chicago neighborhoods, working with the City to designate "Model Industrial Corridors" and launch the "Retail Chicago" program. Previously, Ted worked for over 12 years for Gale Cincotta, the "mother" of the Community Reinvestment Act, at the National Training & Information Center [NTIC]. Ted was the founding editor of NTIC's national publication, DISCLOSURE in 1974. Ted is currently a board director of the National Community Reinvestment Coalition.

SUMMIT PRESENTERS

WELCOME & INTRODUCTION

William Johnson

Executive Director, Urban Economic Development Association of Wisconsin

MASTER OF CEREMONIES (MC)

Kathryn Dunn

Program Officer, Helen Bader Foundation

OPENING PLENARY

Tom Barrett

Mayor, City of Milwaukee

Martha Brown

Deputy Commissioner, Department of City Development • Milwaukee, WI

Martha joined the City of Milwaukee Department of City Development in 1979 and has worked in a variety of positions. Prior to her appointment as Deputy Commissioner in 2004, she managed the development permitting operations of the Milwaukee Development Center, and did economic development marketing for the department. She holds a Bachelor of Science degree in Urban Analysis from the University of Wisconsin-Green Bay.

REACTION PANEL

Moderator:

Linda Sowell

Director of Strategic Programs, Gilbane Building Company • Milwaukee, WI

Linda Sowell is the Diversity Coordinator and Director of Strategic Programs at Gilbane Building Company. She is responsible for developing strategies and managing strategic alliances to support workforce and minority enterprise participation on public and private projects. She serves as Gilbane's liaison to trade contractors, construction industry associations, labor training organizations and minority, women, disadvantaged and emerging business enterprises in Southeast Wisconsin.

Laura Bray

Executive Director, Menomonee Valley Partners, Inc. • Milwaukee, WI

With more than 13 years experience in community and economic development, Laura Bray has served as the executive director of Menomonee Valley Partners, Inc. (MVP) since September 2004. In this role, Bray leads a group of public-private partners working to redevelop Milwaukee's primary industrial district in a way that balances strong local economy and family-supporting jobs with environmental health. She guides the work of more than 100 professionals and community representatives who contribute time to projects including infrastructure and real estate development, recreational trails and community art, green building and habitat restoration.

Bray holds a BA, with majors in political science and public relations, and an MBA, both received from Marquette University. She received her certification as an Economic Development Finance Professional through the National Development Council. She has been involved in many community volunteer activities throughout her career, currently serving as co-chair of the Health Girls Allocations Committee for the United Way of Greater Milwaukee, and as board member for the Friends of the Hank Aaron State Trail.

Dr. Darnell Cole

President, Milwaukee Area Technical College • Milwaukee, WI

Dr. Darnell E. Cole became the eighth president of Milwaukee Area Technical College in 2001. Founded in 1912, MATC is the Midwest's largest two-year community-based technical college, serving more than 13,000 full-time equivalent students annually, with campuses in Downtown Milwaukee, Mequon, Oak Creek and West Allis. Previously, Dr. Cole served as vice president of Indiana's Ivy Tech System and chancellor of Ivy Tech State College Northwest in Gary, Indiana.

He earned his Ph.D. in Education Administration from Michigan State University; a master's degree from Central Michigan University; a bachelor's degree from Ferris State University, where he also received Distinguished Alumnus and Honorary Doctorate awards; and an associate degree from Ferris State University. Dr. Cole received an Honorary Doctor of Humane Letters from Texas College in 2003, for building academic bridges between MATC and historically black colleges.

Dr. Cole belongs to numerous community organizations, including the Greater Milwaukee Committee, the Public Policy Forum, the Private Industry Council and the Milwaukee Partnership Academy.

Michael S. Harper, MS

Administrative Project Coordinator, GSH Consulting • Milwaukee, WI

Michael S. Harper currently works as an Administrative Project Coordinator for GSH Consulting, an affiliate of Gonzalez Saggio & Harlan LLP, and is responsible for special projects and business development. He also provides support to the Administrative Team, which manages the operations of the firm. Recently, Mr. Harper has completed the Alliance of Mergers and Acquisition Advisor Certification, and will be complementing the firm activities through advisory and transactional services

related to strategic growth and development, acquisitions, and exit planning. Mr. Harper's prior experience as a Market Maker on the Chicago Stock Exchange, the American Stock Exchange and the Chicago Board of Options Exchange has given him a unique perspective on strategies that are essential for individuals managing their money. As the Operations Manager of Sovereign Capital Partners LLC Chicago office, Mr. Harper assisted the organization in accessing up-to-date market information, integrative training programs and focused risk management. His prior experiences include: Listed Equity Trading at Olde Discount Corporation (now H&R Block), derivatives trading at Hull Trading LLC (now a part of Goldman Sachs & Co.), and at Larocque Trading Group and Sovereign Capital Partners LLC.

Mr. Harper holds NASD Series 63, 65, and is currently pursuing the designation as a Certified Financial Planner (November 2002). Mr. Harper completed his Bachelor's in Finance at Miami University in Oxford, Ohio, a Master's in Financial Markets and Trading at the Illinois Institute of Technology (Chicago, IL), a Certificate in Financial Planning at DePaul University (Chicago, IL) and a Certificate in Association of Commercial Real Estate (ACRE) at Marquette University (Milwaukee, WI).

Cheryle Robinson Jackson

President & CEO, Chicago Urban League • Chicago, IL

In October 2006, Cheryle Robinson Jackson was appointed the first female president and CEO in the 90-year history of the venerable Chicago Urban League, one of the city's most respected social and civil justice organizations. The League focuses on the city's African American workforce and business community to empower and inspire individuals to reach and exceed their economic potential.

Prior to her appointment at the League, Jackson served in the administration of Illinois Gov. Rod R. Blagojevich, most recently as deputy chief of staff of communications and before that as communications director and chief press secretary, making her both the first woman and African American to hold the position in the state's history. Before joining Gov. Blagojevich's administration, Jackson spent three years in senior-level government affairs positions with Amtrak as vice president for communications and government affairs. In addition, she served in various capacities at National Public Radio (NPR), including as vice president of communications and brand management, director of corporate communications and director of corporate identity and information.

Jackson serves as a director on the boards of the Metropolitan Planning Council and the Chicagoland Chamber of Commerce and serves on the 2016 Chicago Olympics Committee and the Daniel Burnham Anniversary Planning Committee. She is a native of Chicago and graduated from Northwestern University in 1988.

Tracy Smith Hall, PhD

Director of External Affairs, Focus: Hope • Detroit, MI

Tracy S. Hall joined Focus: HOPE in 2002 as a Government Affairs Officer and was appointed Director of External Affairs in May 2006. Focus: HOPE is a nationally recognized civil and human rights organization in Detroit, Michigan. Their mission is to use intelligent and practical action to fight racism, poverty and injustice, and their