

Friends of Cathedral Square
Steering Committee Meeting
02/16/2016

16 February 2016/ 6:00 PM /The Juneau Room at The Knickerbocker Hotel and Condominiums at 1028 East Juneau Ave, Milwaukee , WI

ATTENDEES

Kim Morris, Carl Baehr, Dave Reid, Edward Beckard, Emily McElwee, Greg Patin, Mariiana Tzotcheva, Thomas Leisle Jr.

Not in attendance: Mary Patzke, Rob Holtz, Laura Schloesser (Parks Department)

AGENDA

- 1) Approval of Minutes, Review and Approval
- 2) Mission Discussion and Supportive Goals
 - Programming – Current, Future
 - Vision for the Square
- 3) Organizational Structure
 - By Laws Discussion
 - Steering Committee
 - Board Member Inclusions
- 4) Relationship Approach
 - Milwaukee County Parks
 - Operator – East Town Association
- 5) Outreach Strategy
 - Short Term – Becoming Recognized
 - Larger, Longer Term Efforts
- 6) Next Steps

Assignments

Next Meeting Time and Place

NOTES

1. Approval of Minutes, Review and Approval

Steering committee reviewed and approved the minutes from the January 20th meeting.

2. Mission Discussion and Supportive Goals

Discussed mission statements, proposed by Ed Becker, Dave Reid and Greg Patin:

“The mission of The Friends Of Cathedral Square Park is to create a diverse urban destination for fun and relaxation that adjusts well to an ever changing downtown while still honoring the unique role the square has played in Milwaukee’s History.” (Ed Becker)

“To make Cathedral Square Milwaukee’s most inclusive, vibrant and beautiful public gathering place.” (Dave Reid/Greg Patin)

“To enhance Cathedral Square to be a more inclusive, vibrant and beautiful public gathering place.” (Dave Reid/Greg Patin)

General agreement among the group on Mission/Vision goals. The following top priorities for the park were discussed:

- The park to be referred as “Cathedral Square” going forward without reference to the word “park”. By calling it Cathedral Square, we are emphasizing that it’s a square, we are drawing people’s expectations
- Park is maintained - lawn is cut, paving certain areas is ok
- Simple adjustments to functionality of the space, for example, bringing electric power to the park
- More active place - Cathedral Square to be a more active space, to become a place where people want to go, to eat, to sit in the square

- Make the place more attractive- fountain, art, things that change around
- Have results that show success, for example, the Christmas decorations make the park vibrant, there are kids/families at 10 pm at night walking in Cathedral Square
- A typical town square has both - lawn and pavement. For comparison, a Plaza is usually paved and a Park is usually passive
- Currently at Cathedral Square you are forced to walk on the lawn as opposed to a nicely paved area
- Currently, there are no flowers, would be nice to have some planted
- East Town Association had watered the grass in the past
- East Town Association will be changing the name of the farmers market held at Cathedral Square from East Town Farmers Market to Cathedral Square Market
- All streets around Cathedral Square will change with the Streetcar
- Jefferson Street should have plaza quality
- Jackson Street should have paving from the Cathedral that runs across the street to the square
- Cathedral Square should be adoptable space for different events
- It should be more embraced by the neighborhood
- Branding of Cathedral Square is important
- The goal should be to have more people fall in love with Cathedral Square
- We should be telling the Story of Cathedral Square. It was the city square for Juneau Town, we can resurrect that image. We are coming back to the history of the town square, we are honoring history
- Cathedral Square should feel like outdoor living rooms, designed so that they are easily convertible for larger events, with little non-permanent structures, coffee kiosks, cafe tables, tables/chairs that move around, Downtown BID kiosk. If people are using it, stuff will not get stolen. Being busy and good lighting will make people feel safe

3. Organizational Structure

- Legal organization and finance organisation are different

- The State has a non-for-profit Corporation Charter that can be involved : President, VP, etc. The State recognizes as non-for-profit that later can become 503C. The group can incorporate and use Parks People as a fiscal agent. Example, Doctors Park friends group.
- Populate Board with neighboring organisations to get legitimacy.
 - Large Corporations - JCI, NM, Marcus, the other hotels, etc.
 - Small Businesses around
 - Institutions - Cathedral, MSOE
 - BIDs - Downtown BID

They also have economic benefit off the Square and it is in their best interest to have a successful place

- Legal requirements could be having three directors. We could have small working group and larger group that attends annual meetings and helps with fundraising. The group could be comprised of half business interest and half residents.
- Board participation could be restricted geographically - example East Town boundaries
- Large Boards also represent challenges such as attendance. Examples discussed were Downtown Neighborhood Association`s and Lake Shore State Park`s boards.
- A layered board structure could work, with different subcommittees, for example: Outreach Committee

4. Relationship Approach

- Milwaukee County Parks should continue existing maintenance
- East Town operates “Cathedral Square Market” and “Bastille Days” and “Jazz in The Park” is a separate entity that operate in Cathedral Square.

5. Outreach Strategy

It is important for the group to get established and recognized.

6. Next Steps

Goal to sign off on a Mission Statement at next meeting

ACTION ITEMS

1. **Edward Beckard** - email the group Mission Statement
2. **Mariiana Tzotcheva** - email the group Meeting minutes and Missions Statement

NEXT MEETING

03/15/2016, 6:00 pm, 825 N Jefferson St, Milwaukee, WI, Board Room 1st Floor