

**HISTORIC BREWERS HILL ASSOCIATION
BOARD OF DIRECTORS
MEETING AGENDA**

Date: Tuesday, February 24th, 2026
Time: 6:00PM

- I. **Call to Order:** 6:25pm
 - **Present:** Rachel, Allyn, Tara, Laura, Kristen, Tim, Evan, Aaron

- II. **Treasurer's Report & Membership Update**
 - Current Balance:
 - i. Main Account: \$3,840.01
 - ii. Community Outreach: \$500.01
 - Current Membership:
 - i. Total Voting Members: 157
 - 1. Household (H): 64
 - 2. Individual (I): 29
 - ii. Total Non-Voting Members: 0
 - 1. Supporter (S): 0
 - iii. Total Business Members: 7
 - 1. Gold: 7
 - 2. Silver: 0

A big thank you to Evan, who directed a \$5,000 charitable donation from his employer, AtriCure, to support the Historic Brewers Hill Association. Gifts like this make a real difference for a volunteer-run organization with a small operating budget. This also sparked a broader reminder for neighbors: if your workplace offers charitable giving programs, matching donations, or employee-directed grants, HBHA is a great local option to consider—especially during the end-of-year giving season when many people make donations. The board also briefly discussed long-term possibilities for supporting the neighborhood, including planned giving and creative community investment ideas. One example mentioned was the potential for a community land trust, where donated properties or other assets could support neighborhood priorities in the future. Just some big-picture thinking about how Brewers Hill can keep thriving for generations to come.

- III. **Secretary's Report:**
 - Review and approval of past meeting minutes
 - i. Approved! All in favor except Tim who abstains (he was not present)

- IV. **Vice President's Report**
 - The board shared updates on several upcoming neighborhood events as the Brewers Hill social calendar heads into spring.
 - The O'Brewers Hill Social returns on March 13 at Dead Bird Brewing—our St. Patrick's-themed neighborhood gathering that's become a favorite tradition. In April, families can look forward to the Easter Egg Hunt on April 4 at the Palmer & Reservoir lot, followed later in the month by the Beautify Brewers Hill Cleanup on April 25. The cleanup may coordinate with nearby volunteer efforts and could wrap up with a neighborhood hangout at Lakefront Brewery. More details to follow!

- The board also discussed ways to make the neighborhood quarterly meeting in February even more welcoming—such as drink tickets, better signage, and clearer ways for neighbors to learn about and join HBHA committees.
- Finally, neighbors should be encouraged to attend upcoming District 5 Crime & Safety meetings, which have been well attended and often feature helpful guest speakers and updates on issues affecting the area.

V. **Development, Licenses & Permits**

- The board reviewed several development and property updates around the neighborhood.
- A **new proposal at 137 E. Garfield Ave** would divide the existing parcel into two lots to separate current structures. Because the property sits next to a recently active vacant lot, the board decided to reach out to the applicant to learn more about their plans.
- At **2153 N. Dr. Martin Luther King Jr. Drive (ThriveOn)**, a zoning appeal was filed related to MCW’s special use for a health clinic within the building.
- Another new item: **Sharrie’s Sweets & Eats at 2230 N. Dr. Martin Luther King Jr. Drive** has applied for a food dealer retail license, the board will follow up with the King Drive BID to learn more.
- There was also an update on **140 W. Garfield Ave (the former church site)**. The proposal previously reviewed by the Historic Preservation Commission and Common Council has now completed the approval process. The church now has local historic designation.
- The board continues to keep an eye on other nearby development activity and will share updates as plans move forward.

VI. **New Business**

- **Community Partnerships:**
The board reviewed updates from neighborhood and city partners. The **King Drive BID** has no new updates to share via the board member, Tim, though they met with a company about branding and have a meeting coming up on February 27. **Halyard Park** won’t participate in this year’s community blood drive but is planning a big **50th anniversary and Beechie O. Brooks statue celebration** in September; neighbors interested in joining the planning committee are encouraged to reach out. They also requested updates on short-term rental regulations. **Versiti on King** and the **Greater Milwaukee Urban League (GMUL)** will speak at the February 25 neighborhood meeting. We are moving forward with the blood drive at Versiti on King, aiming to engage multiple community groups. **Harambee NID** is interested in joining the blood drive too. The board also connected with **One MKE Coalition**, exploring ways to boost civic engagement and nonprofit collaboration across Milwaukee.
- **Crime & Safety**
 - i. **Neighborhood Block Watch Group** – *The HBHA Block Watch team met on January 29, 2026, and discussed ways to get more neighbors involved. Ideas include creating HBHA **committee landing pages** on our website, and a “**Do One Thing**” campaign to encourage residents to try one new way of participating in the neighborhood. The goal is to engage people who are just outside the usual “bubble” and make it easier for them to participate.*
- **2026 Committees:**
 - i. **2026 Committees** – *Neighbors are reminded they can **join a committee, club, or group** to get more involved and help shape neighborhood activities.*

ii. **Neighborhood Engagement**

New! The board discussed ways to engage neighbors who are already living in the community but may be untapped, particularly renters behind locked doors or in condo associations. Strategies include connecting with **building managers**, creating flyers/brochures, and potentially conducting a **feedback survey** to better understand residents' interests and membership patterns.

The **Good Neighbor Grant** could fund a **canvassing campaign** with brochures or flyers to increase visibility, introduce neighbors to HBHA, and recruit new members. Different materials would target businesses, condo/apartment buildings, and door-to-door outreach, possibly including magnets for easy recognition. This could build on the resource magnet campaign we already started.

- iii. **Committees & Community Groups** – The board highlighted active committees: Block Party, Community Outreach, Cleanup Club, Historic Preservation, and Tech & Marketing. Neighbors are encouraged to join and contribute.
- iv. **Tech & Marketing Updates** – Work continues on the **HBHA website**, with a focus on the **Member Portal**, branding enhancements like Mailchimp templates, and internal communication via Rocket.Chat. The Bonfire merchandise store is exploring new **custom designs from a local artist**, with opportunities to sell at events like the Block Party. The board is also evaluating why current merchandise isn't moving and considering more physical availability.

VII. **Adjournment:** 8:34pm

- Next BOD Meeting: Tuesday, March 24th