

Department of Administrative Services

Information Management Services Division

2022 Recommended Budget

October 15, 2021



Department Purpose

Vision

Information Management Services Division (IMSD) is a transformational technology leader that enables Milwaukee County with innovative digital services and solutions.

Mission

IMSD is a strategic partner that empowers Milwaukee County through superior and effective information and technology services.

Whom do we serve? How do we align to the County's vision?

IMSD supports customer departments and the public by achieving high quality, cost effective, innovative, and customer-oriented solutions, as well as reliable technology operations and infrastructure. This support provides the technical enablement for the County and departments to achieve the vision of becoming the healthiest county in the state.



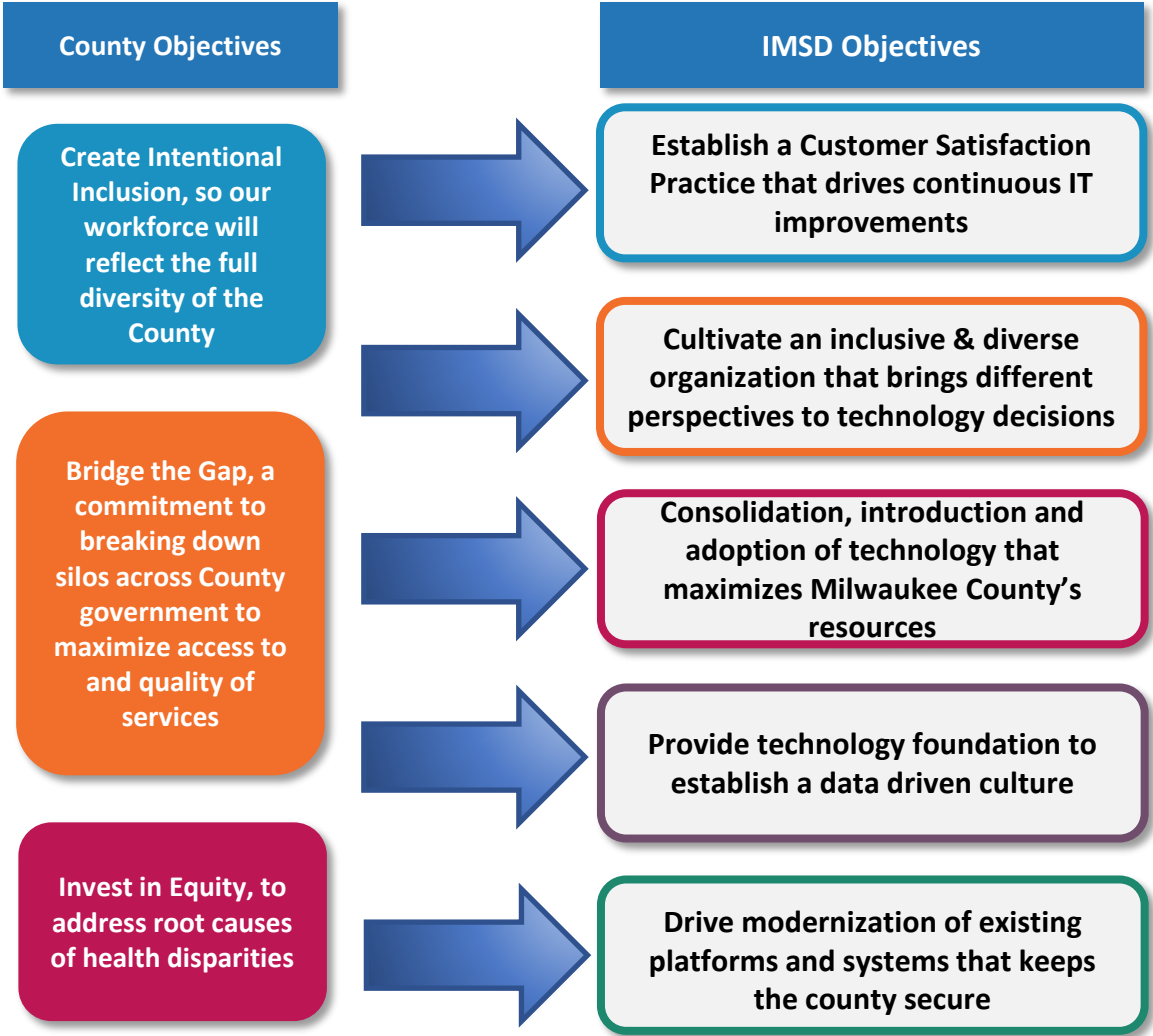
IT Satisfaction Scorecard - Milwaukee County Consolidated Survey Results – January 2021



Relationship



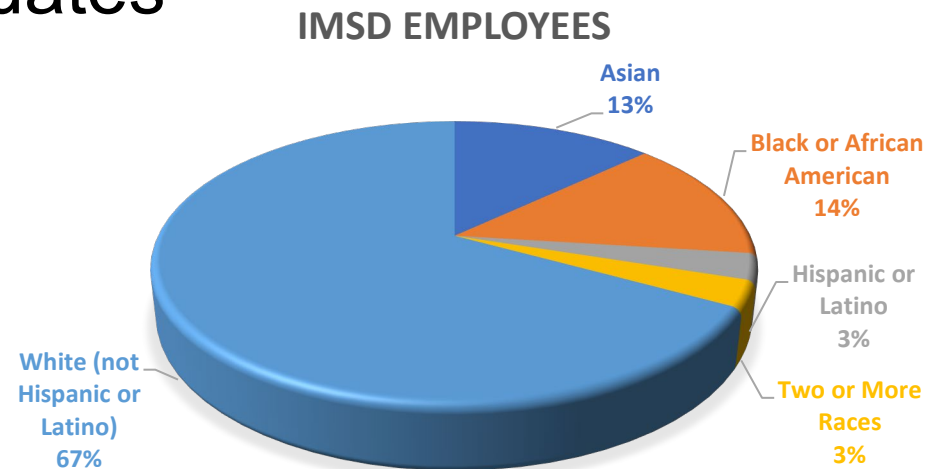
IMSD Strategic Plan Overview



Create Intentional Inclusion, so our workforce will reflect the full diversity of the County

2021 Successes

- Success hiring diverse technology candidates
 - Instituted diverse hiring panel.
 - Filled 13 positions while being a distributed workforce
 - 10 of which are POC.
- Promoted 6 internal candidates
 - 3 of which are POC.



2021 Successes

- MyCounty Customer Portal – 6 services live
- Register of Deeds Kiosks – Milwaukee County ROD office has become the first in Wisconsin to automate vital records (VR) requests.
- BHD Assistance – Realized \$800K in state grants for electronic medical record (EMR) upgrades.
- Ceridian Dayforce upgrade implementation of HR, Learning Management, and Talent Acquisition
- Infor ERP Implementation and Mainframe Retirement
- Multi-Factor Authentication
- Follow Me Print and eFax
- Phone System Upgrade – Avaya Voice over IP (VoIP)

Invest in Equity, to
address root causes of
health disparities

2021 Successes

- I.C.Stars* mentoring partner
 - Mock interviews
 - Career & Coffee chats
 - High Tea
- Working with United Way – Techquity
 - Broadband Access
 - Computers
 - Technology Training

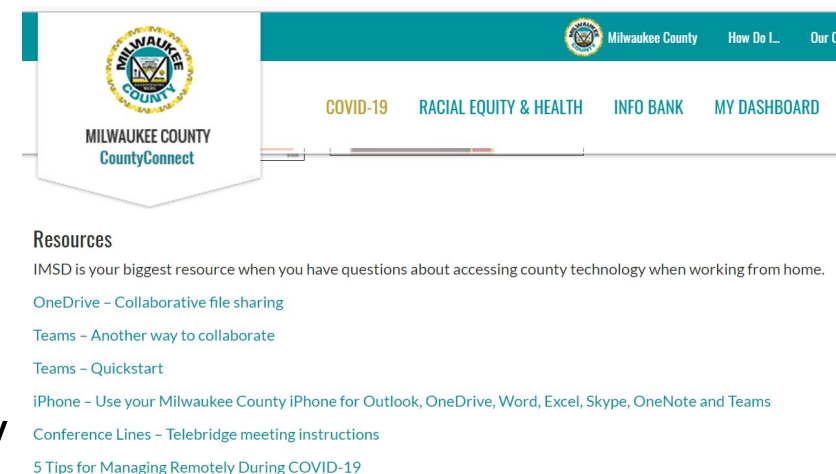


2021 Successes

Invest in Equity, to
address root causes of
health disparities

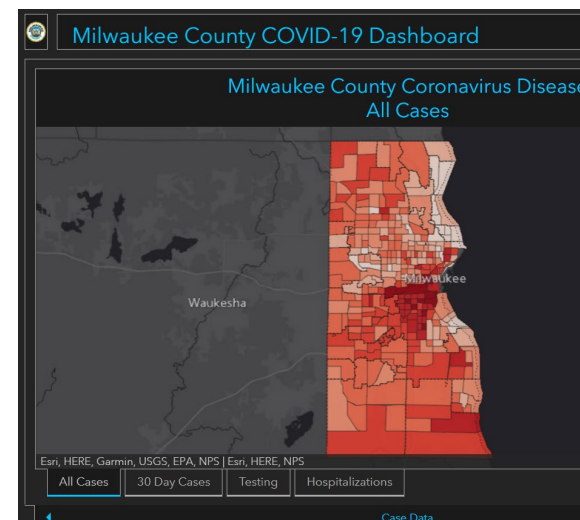
COVID-19 Response

- Continued support of the County's distributed teams
- Internet circuit and IT equipment to support County vaccination sites
- COVID-19 vaccination reporting capabilities for County employees (Vaccin8 and Mandate)
- Homebound COVID-19 vaccination support
- HOC vaccination dashboards support
- Public facing COVID-19 dashboards support
- Hybrid County Board Conference Room



The screenshot shows the Milwaukee County CountyConnect website. The header includes the Milwaukee County logo and navigation links for COVID-19, RACIAL EQUITY & HEALTH, INFO BANK, and MY DASHBOARD. Below the header, there is a 'Resources' section with the following links:

- IMSD is your biggest resource when you have questions about accessing county technology when working from home.
- [OneDrive - Collaborative file sharing](#)
- [Teams - Another way to collaborate](#)
- [Teams - Quickstart](#)
- [iPhone - Use your Milwaukee County iPhone for Outlook, OneDrive, Word, Excel, Skype, OneNote and Teams](#)
- [Conference Lines - Telebridge meeting instructions](#)
- [5 Tips for Managing Remotely During COVID-19](#)



Challenges



Challenges

- Talent Acquisition and Retention
 - Diversity – Need to add entry-level or developmental positions (e.g., entry-level Developers, Business Analysts, Network Engineers, and Project Managers).
 - Compensation – Current IT compensation is not keeping pace with market trends (locally and nationally).
- Internal Labor for Projects is not capitalized resulting in higher contractor costs for Capital Projects and loss of internal knowledge.
- Right size IT staffing to meet County demand and technology needs.
 - Researching IT comparability of spend and staffing with other like counties.

Challenges

- Enterprise Technology Investments
 - Siloed nature of organization leads to minimal process re-design (i.e., technology is implemented to existing processes).
 - Efficiencies, automation, and enterprise-wide cost savings are not achieved. Department strategic plans are not achieved.
- Quasi-Connected Departments to IT (e.g., GMIA, District Attorney's Office, Courts, GIS, Wraparound)
- Enterprise Data Services Funding
 - Positions / Analytics
 - Data Structures, Governance, Classifications, and Quality
- Information Security Funding
 - Applications Security Analyst
 - Cyber Insurance cost increase (2023 Data Loss Prevention needs)
- Digital Engagement Funding
 - Constituent Engagement – Mobile / Digital

Challenges

- “Keep the Lights On” Spend vs Innovation and Transformation
 - The majority of technology spend is keep the lights on / recurring spend.
 - Limited budget is available for investment in innovation and transformation.
- Lack of dedicated funding for non-profit engagements
- Broadband Initiatives
 - Lack of funding to provide public WiFi (Parks)

Changes in 2022

- Salaries increased to support pay increases and new positions
 - Applications Architect (OnBase)
 - Applications Digital Architect
- However, commodities and services reductions, which were mainly driven by the Mainframe retirement, reduced overall spend by \$425K vs 2021.
- Infor ERP expense transitioned from Capital to Operating \$878K (Central Spend).
- Reduction for SciQuest Procurement \$297K in Operating (Central Spend).



Closing

- To achieve Milwaukee County's vision;
 - Continue focusing and investing in diverse training and recruiting.
 - Make data reporting and processing front and center in projects and what we do every day.
 - Continued focus on information security.
 - Invest in technologies that engage constituents.
 - Continue community technology engagements.



Operational Budget Questions?



Capital Requests

FUNDED IMSD PROJECTS

ID	Request	\$ Funded - 2022
WO65301	Asset Protection Remediation Services Phase 2	784,500
WO29701	Asset Protection-Security Subscriptions-Phase 1	460,000
WO64701	Enterprise Platform Modernization-Phase 3	700,000
WO19701	Wireless Infrastructure Cnty Bldgs-Phase 1	250,000
	Total	2,194,500

NOT FUNDED IMSD PROJECTS

		\$ Requested
WO55201	Enterprise Data and Analytics	711,600
WO65701	Digital Engagement Transformation	491,993
WO33001	IMSD Operational Enhancements-Phase 1	372,000
WO65201	Enterprise Virtual Desktop Srvcs-Hrdwre-Phase 1	200,000
WO65201	Enterprise Video Surveillance	817,790
	Total	1,881,783



Capital Requests – Challenges

- Ongoing Funding Once Initial Project Investment Made – Lifecycle Management
- Resources to Transform Business Processes to Optimize IT Investment
- Ownership for Enterprise Camera Technology and Strategy
- Lack of Resources / Funding for “Superior” Technology Capability to Support IMSD Vision & Mission



Capital Budget Questions?





**MILWAUKEE
COUNTY**

Milwaukee County Zoo

2022 Recommended Budget
October 15, 2021



Department Purpose

- For whom does your department exist? Whom do you serve?
 - Education for public and school children
 - Animal species and their habitats (to save endangered animals and take proper care of animals)
 - Community asset
 - Economic boost for local community
- How does your department align to the County's vision?
 - The Zoo provides a solid/strong cultural institution for the community.

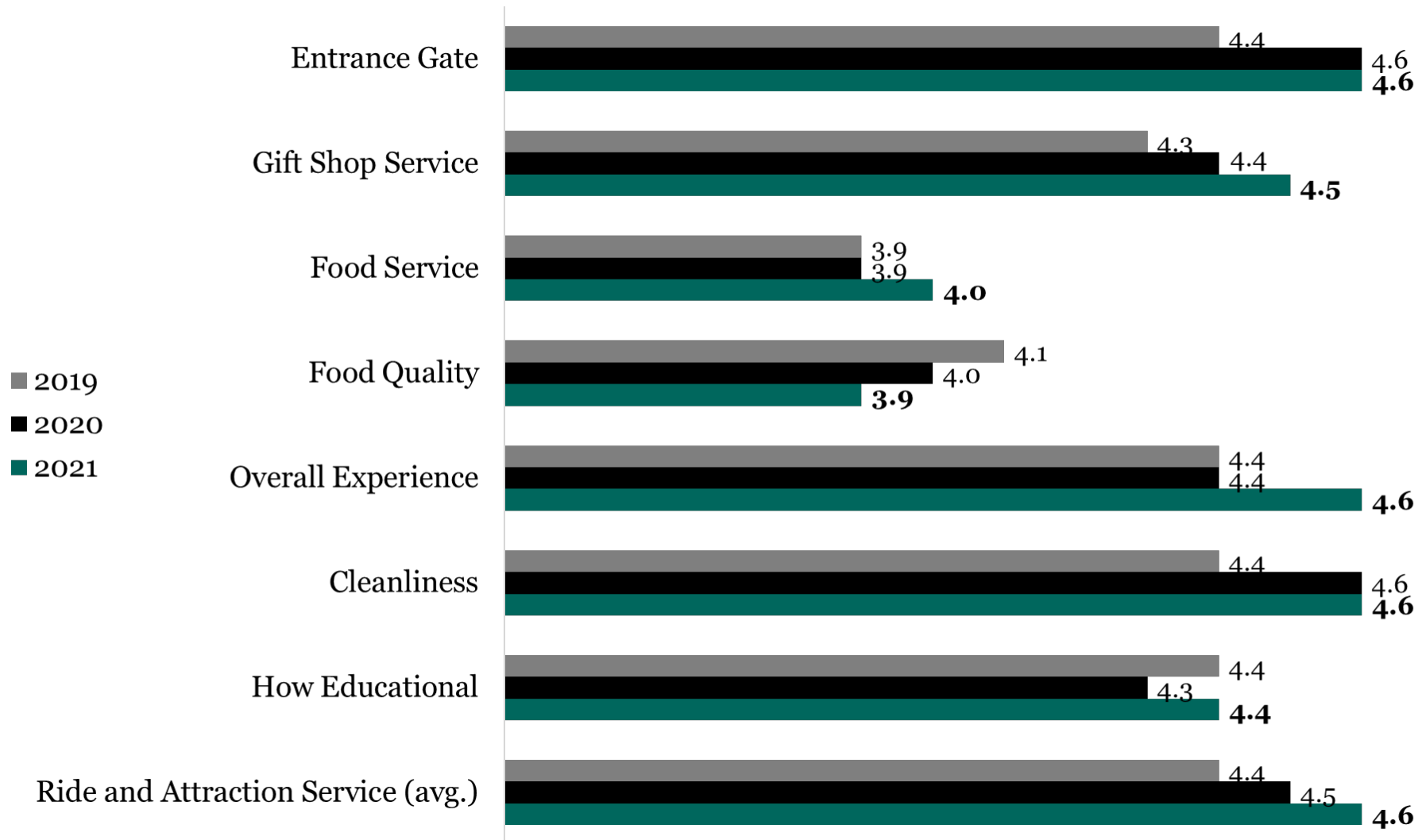


2021 Successes – County's Vision

- Continued 2020 partnership with Courts to provide essential children courts hearing space at the Zoofari Conference Center to assist in the backlog of cases.
 - *Outcome: Safe COVID space to advocate for children and their rights*
- 2021 attendance projected to be 562,710 guests more than 2020
 - *Outcome: Increased access and improved fiscal outlook*
- U.S. Small Business Administration – Shuttered Venue Operators Grant
 - *Outcome: \$6.8M to benefit the Zoo*



2021 Exit Survey Results

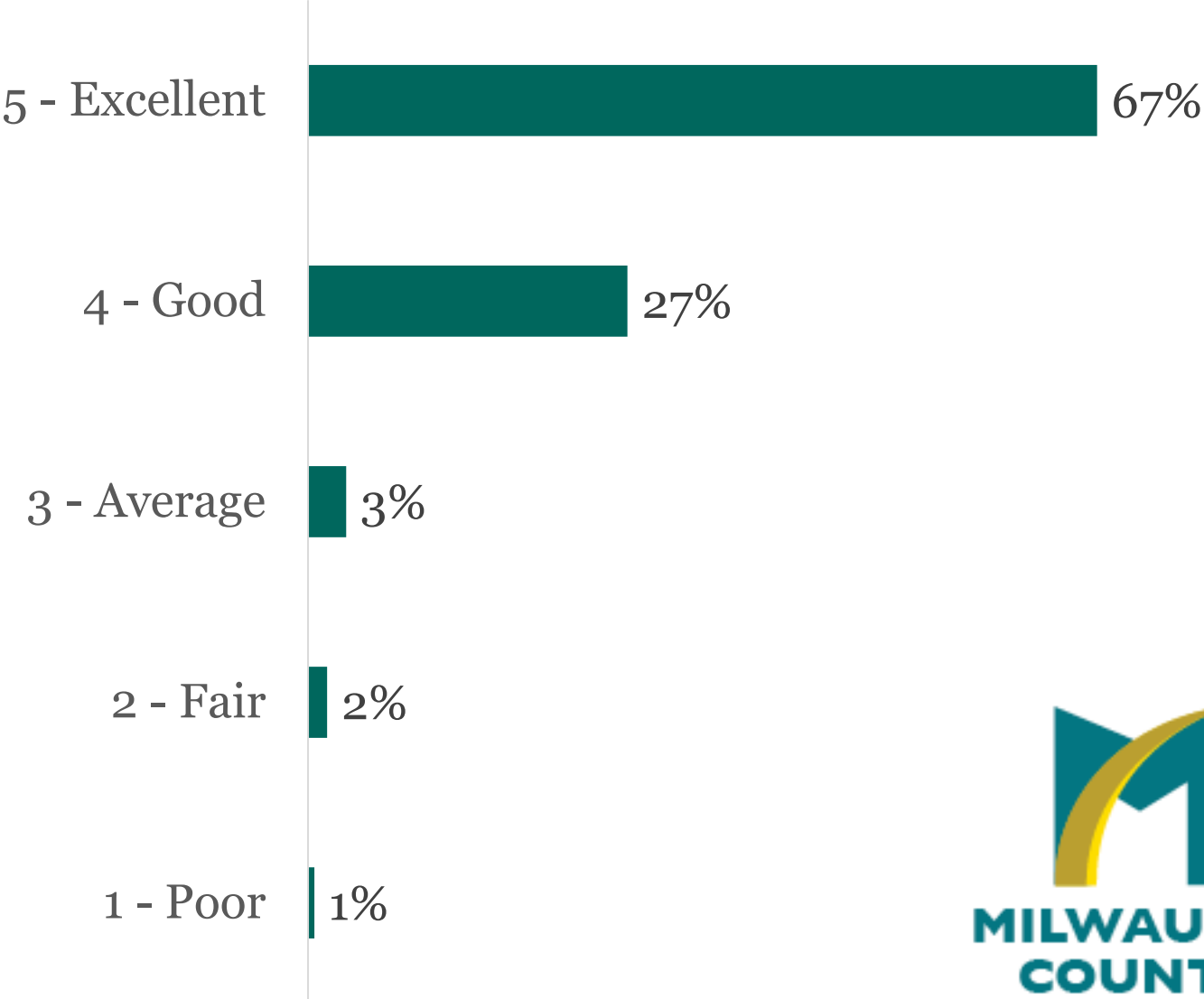


**Average
Ratings**



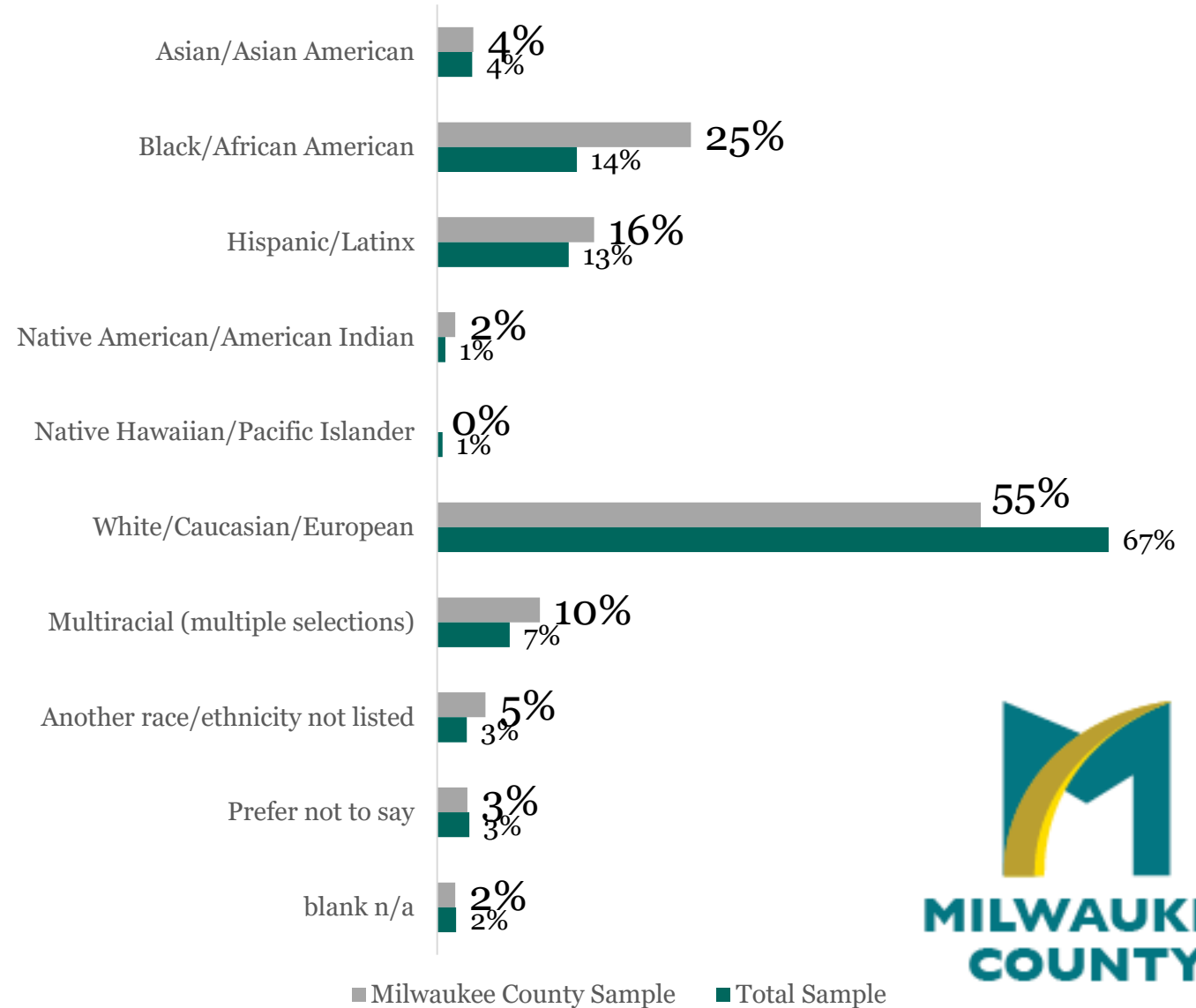
Exit Survey Results – Animal Care

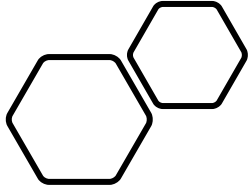
How would you rate the overall quality of animal care at the Milwaukee County Zoo?



Milwaukee County Sample

- About forty-five percent of survey participants reported visiting from Milwaukee County and the average overall experience rating was 4.5/5.
- Milwaukee County sample is more diverse than the total sample. There is a higher percentage of Black, Latinx and Multiracial respondents. The percentage of White respondents is also lower than in the overall sample.

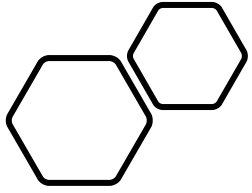




Adventure Africa - Elephants

- Opened in 2019
- Elephants continue to be the number one animal when asked “Did you visit the Milwaukee County Zoo to see a specific animal or exhibit?”





Adventure Africa - Hippos

- Opened during the Pandemic in 2020
- Hippos are the #2 animal guests come to see from the annual Exit Survey



Challenges – Advancing Strategic Plan

- The partnership with the courts is a success but also a challenge due to the loss of group sales rentals. Unsure of long-term impact
- Seasonal starting wages
- Balancing revenue generation and the safety of guests
- Fiscal health the Society and our revenue generating partners
- Technology – Zoo-wide Wi-Fi access



2022 Strategic Focus Area Alignment

- New position of Program Coordinator with a focus on Diversity, Equity, Inclusion and Accessibility (DEIA)
- Accessibility Program
- Expanded Family Farm Agriculture Internship Program
- Diversity Internship Programs – all Divisions Participating including Partners
- Zoo Maps in Different Languages
- Marketing Strategy
- Continue KultureCity Sensory Inclusion & Project Search Programs
- New Public Event – “Celebrate Diversity”
- Strategic Pricing Plan
- Society Education Programs



Changes in 2022

How we Reached our Tax Levy Target

- Expenditures and revenue increases are the result of new or expanded programming
- Unassigned V&T of (\$198,411)

2022 Major Changes

- Extension of Wild Lights from 10 to 25 nights
- 4D Theater Revenue Share
- Climbing Wall
- Free Bird Show at Family Farm Theater
- Dragon Outdoor Special Exhibit
- Position Requests
- Construction for Parking Lot #4 included in the 2022 Capital Budget



2022 Strategic Pricing Plan

Goals:

- Enhance visitor experience
- Increase advance/on-line purchases
- With greater on-line sales, better efficiencies in staffing and planning
- Enhance community accessibility
- Shift attendance from peak to off-peak periods
- Increase attendance
- React to weather conditions
- Enhance revenue forecasting
- Grow Revenues
- Convert visitors to members



Pricing Plan

- Strategic Pricing beginning on April 1, 2022

Current Admission Rates				
Category	County Admission Rates		Non-County Admission Rates	
	Off Season	Peak Season	Off Season	Peak Season
Adult	\$12.50	\$15.00	\$14.25	\$16.75
Child	\$9.50	\$12.00	\$11.25	\$13.75
Senior	\$11.50	\$14.00	\$13.25	\$15.75

Milwaukee County Proposed Admission Rates			
Category	Peak Season	Shoulder Season	Off Season
Adult	\$10.50 - \$18.00	\$10.50 - \$17.00	\$10.50 - \$12.50
Child	\$8.00 - \$15.00	\$8.00 - \$14.00	\$8.00 - \$9.50
Seniors	\$10.50 - \$17.00	\$10.50 - \$16.00	\$10.50 - \$11.50

Non-County Proposed Admission Rates			
Category	Peak Season	Shoulder Season	Off Season
Adult	\$13.75 - \$19.75	\$13.75 - \$18.75	\$12.75 - \$14.25
Child	\$10.75 - \$16.75	\$10.75 - \$15.75	\$9.75 - \$11.25
Seniors	\$12.75 - \$18.75	\$12.75 - \$17.75	\$11.75 - \$13.25

Range: \$3 Max change to both the lowest and highest rates

Continues 6 free Saturdays (Oct-March)

Special Event and promotional Pricing Continues – Free for Moms on Mother’s Day, etc.; \$4 on the 4th of July

Milwaukee County Wednesday discount continues

NEW: Wednesday MC rates one Sunday per month (May-July)



Upcoming Events



Boo at the Zoo: Drive-Thru!

- Dates: October 14-17 & 21-24
- Time: 5:30-9pm
- Admission:
 - \$55/Carload
 - \$50/Member carload
- Tickets on sale online



WILD LIGHTS | Milwaukee County ZOO





Thank you!



Questions?





**MILWAUKEE
COUNTY**

UW Extension



2022 Recommended Budget

Jerry Braatz, Area Extension Director

October 15, 2021

One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin



Department Purpose & Strategic Alignment



- The *Wisconsin Idea* is a philosophy embraced by the University of Wisconsin System that holds that university research should be applied to solve problems and improve health, quality of life, the environment, and agriculture for all citizens of the state.* Our Extension office is the conduit by which those services are provided to Milwaukee County.
- By leveraging the county tax levy with grants and other funding, we bring university-based research and programming to predominately under-represented, low- to moderate-income audiences that directly aligns with Milwaukee County's mission and vision of racial equity and enhanced quality of life.

* <https://www.wisc.edu/wisconsin-idea/>

One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin

2021 Successes

- **Returning Citizens** is a free program that offers lifelong mentorship, re-entry preparation, employee readiness, and entrepreneur training to justice-involved individuals.
 - In partnership with Defy Ventures
 - Funded by a \$170,000 grant from the Department of Corrections and \$150,000 from the American Family Insurance Foundation



OUTCOME:

- We connect formerly incarcerated individuals with community members to be mentors and coaches.
- 90% of graduates reported increased employment readiness and re-entry well-being.

One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin



2021 Successes

Exceeded FoodWise Outreach Goal

- 2021 Target: 12,500 participants
- 2021 Actual MTD = 13,940 participants

OUTCOME:

We are reaching increasing numbers of youth, families, and seniors with low to moderate income.

Recent census data shows 1:4 youth in Milwaukee County lives in poverty.*

*US Bureau of the Census, 2020



One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin

2021 Successes

- In partnership with Hunger Task Force, we educated all 17 farmers markets about **FoodShare**.
- We created an easy-to-use resource to inform shoppers where and how to use their benefits.



OUTCOME:

Nine (9) farmers markets are now accepting EBT.



One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin

2021 Successes



- In partnership with the Greater Milwaukee Foundation, implemented Milwaukee Market Match.

HAVE EBT?

Get FREE fruits & veggies with

MILWAUKEE

MARKET MATCH



BUY \$1 with QUEST card  **GET \$1 FREE produce**

For more info & participating markets, visit bit.ly/EBTMKE

One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin

2021 Successes



StrongBodies participants at Lapham Park with educator, Denise.
From 2010-2020, the senior populations in Milwaukee County increased by 24%.*

Improved Health

“This program has been so beneficial to our residents. I hear so many success stories of how people have been able to do things they haven’t in some time.”

**- Vanessa Giraldez,
CommonBond (affordable
housing organization)**

*US Bureau of the Census, 2020

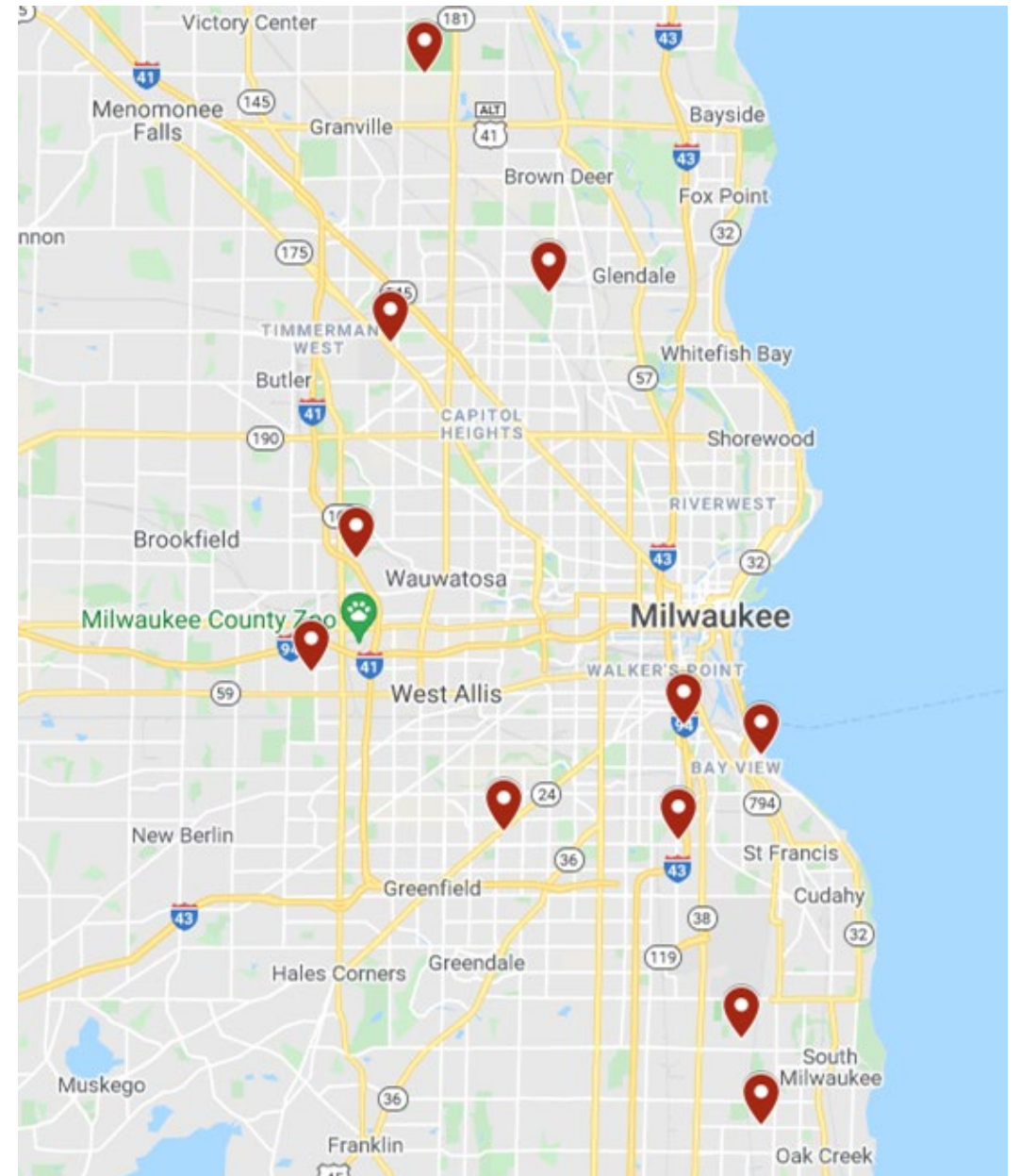
2021 Successes

Community gardens

- # Plots leased: 2500
- # Residents using plots: 1400

OUTCOME:

We continue to provide residents across the county urban garden space to grow healthy produce for their families.



2021 Successes

We are in the second year of a **\$640,000 CYFAR grant*** (Children, Youth, and Families at Risk) for programming that is focused on science and leadership development of Black and Latinx youth.

[USDA CYFAR Grant](#)

OUTCOME:

Program provides science and leadership opportunities for youth while engaging them with our community gardens.



2021 Successes

Leveraging county tax levy

Grants and Contracts:

- Expanded Food and Nutrition Education Program (EFNEP): **\$220,000**
- Supplemental Nutrition Assistance Program Education (SNAP-ED): **\$759,519**
- Wisconsin Economic Development Corporation: **\$71,000**
- Greater Milwaukee Foundation: **\$35,000**
- Wisconsin Department of Corrections: **\$170,000**
- American Family Insurance Foundation: **\$150,000**
- USDA Children, Youth, and Families at Risk (CYFAR) grant of **\$640,000**

2021 Tax Levy: \$343,450

2021 Department grants and contracts = \$1,978,519



2021 Challenges

- Our work is in the community; primarily with limited-income citizens and non-profits. In-person limitations due to COVID-19 created barriers to teaching (lack of access to virtual meeting technology among our clients and partners.)
- Costs continue to increase without additional County support.
- Old tractors from the 1960's need to be replaced to sustain urban community gardens.



One County, One Vision: By achieving racial equity, Milwaukee is the healthiest county in Wisconsin

Strategic Focus Area Alignment

Create Intentional Inclusion

- We created **diverse hiring committees** for new hires in 2021 that included staff and community partners of color.
- **Intentional recruitment** of Black participants in our Returning Citizens program that provides reentry support to current and formerly incarcerated citizens.
- Continued the Entrepreneurs of Color Program through funding from the Greater Milwaukee Foundation which provides support for **success and growth of local African-American businesses**.
- We are in the process of evaluating three community gardens to identify opportunities for more **culturally-relevant programming**.

One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin



Strategic Focus Area Alignment

Bridge the Gap

- Partnered with Milwaukee Christian Center to provide a series of free STEM classes to low-income youth.
- Increased exposure and enhance understanding of the sciences, developed critical thinking skills, and improved problem-solving abilities.
- 81% of FoodWise participants are families and people of color



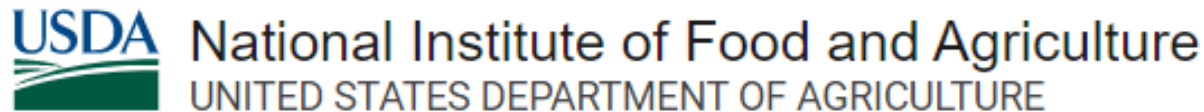
*One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin*



Strategic Focus Area Alignment

Invest in Equity

We pursued and won grants and contracts totaling **\$1,978,519** that invest in local community organizations & businesses.



**Thank you for your continued
support of our important
outreach programs!**



Questions?

One County, One Vision: By achieving racial equity,
Milwaukee is the healthiest county in Wisconsin

PARKS DEPARTMENT

2022 Recommended Budget
October 15, 2021



Department Purpose

- **Parks Mission** To steward a thriving park system that positively impacts every Milwaukee County Park visitor. **Parks Vision** To foster dynamic connections through our land and community, heighten the quality of life in the county, and lead as a model park system.
- **Parks 10-year Target** To advance racial equity to support Milwaukee County as the healthiest county in Wisconsin; equitably balance the system to make it sustainable in services, facilities, staffing, and funding; grow a diverse workforce that reflects the diversity of Milwaukee County residents; and invigorate public health & wellness through recreation experiences.
 - With racial equity at the forefront of what we do, Parks strives to create intentional inclusion by growing staff diversity to better represent County residents, with a focus on bringing diverse voices to the decision-making table.
 - Parks works to bridge the gap in racial health disparities by ensuring we support public health through equitable access to open spaces and healthy recreation experiences.
 - Parks invests in equity by working toward the establishment of long-term, sustainable Parks funding resources to ensure our system can exist for future generations supporting Milwaukee County as the healthiest county in Wisconsin.



2021 Successes

- Re-Opening all Parks services during the pandemic to support active lifestyles and access to nature
- Fresh Coast Fresh Start workforce program completed with 10 individuals and 2 crew leaders
 - Removed over 500 bags of invasive species, planted hundreds of pollinator plants, maintained and improved hundreds of feet of trails
- Refinement and use of the Parks Equity Index in major decisions
- Improving Parks through partnerships
 - Completion of PEAK youth community center in Tiefenthaler Park
 - Starting work on the Children's Garden at Boerner Botanical Gardens
 - Successful Friends group partnerships – launched five new Friends groups in 2021
- Improving communication and information sharing with the public through digital applications
 - Online issue reporter through CityWorks
 - GIS based capital project tracker
 - Parks Explorer app
- Milwaukee Estuary Area of Concern – one "beneficial use impairment" removed, making progress to address environmental quality



Challenges

- Continually under-staffed
- Limited ability to engage with the public to know what new or different services are needed
- Inability to invest in "upstream" factors impacting health equity
- Cannot adequately maintain the old assets in our system, how can we consider anything new
- Parks is on an unsustainable path and needs short- and long-term structural changes



Strategic Focus Area Alignment

- Create Intentional Inclusion:
 - Support workforce development programs like Fresh Coast Fresh Start (1A)
 - Convert 17 current picnic sites from reservation-only to “first-come, first-served” that are free to use for park patrons (1B)
- Bridge the Gap:
 - Continued refinement of Parks Equity Index (2C)
- Invest in Equity:
 - Focus on swim inequity and invest in potential solutions (3A)
 - Address lost tree canopy by investing \$100,000 from trust funds in new tree plantings (3A)
 - Adjust golf cart rental fees and discount card memberships (3B)



Changes in 2022

- Invest \$100,000 on tree plantings from the Weigel-Hearst trust fund to improve tree canopy
- Provide \$40,000 to address swim ability in an effort to reduce drownings and support public safety and ultimately improve lifeguard recruitment
- Maintain 2020 level of service for Aquatics - 14 wading pools and 7 splash pads that were opened and operated in 2021 will also be opened in 2022. The same number of deep well pools and water parks will be budgeted to open in 2022
- Convert 17 current picnic sites from reservation-only to “first-come, first-served” that will be free to use for park patrons. Additionally, the pricing structure will be adjusted for weekday, non-profit and weekend rates
- Increase fees for golf cart rentals and discount card memberships at executive level courses for a revenue increase of \$145,000
- Beginning planning for new uses and conversion of Doyne Park Par 3 golf course
- Six new FTE – 1.0 Cement Mason, 4.0 Park Maintenance Workers, and 1.0 Office Asst 1



Closing

Milwaukee County Parks financial structure is unsustainable, and our system is at risk. Without significant change park services will continue to be eliminated, and park spaces will further deteriorate.

- Operating with approximately the same total budget amount for at least 30 years
- Staff levels dramatically decreased during that period – 1,073 FTE in 1989 to 469 in 2019
- Revenue mix has also evolved from 74% tax levy support and 25% earned revenue in 1989 to 43% tax levy support and 57% earned revenue in 2019



Questions?





**MILWAUKEE
COUNTY**

**SINCE
1935**



**MILWAUKEE CO.
HISTORICAL SOCIETY**



MILWAUKEE COUNTY RECORDS AND MCHS

Beyond a Cultural; A Service Provider

Provides third party records retention services for Milwaukee County; a state-statute requirement.

What if you needed a vital record to obtain social security benefits?

***Or a family member is now deceased, and you need to prove you are
next of kin?***

To obtain an ID? To obtain veteran's benefits?

The Milwaukee County Historical Society

- Founded with the purpose of being the third-party agency responsible for record retention for Milwaukee County.
- 12,000 cubic feet of County records in our collection



MCHS as a Cultural Organization

- Provides history education services to the community including:
 - More than 3,000 school children annually
 - Operating three historic sites (two for the County)
 - Serves more than 25,000 people annually with exhibits, programs, events



CULTURAL AND SERVICE PROVIDER

If not the Society, the County has to have another records retention provider



What is the problem?

- MCHS has a major hurdle ahead to care for the current Society collections
- New County documents are not being passed on (nor could we take them all right now)
- No retention schedules or organizational processes exist for born-digital documents.
- We do not have infrastructure for born-digital documents
- Not enough funding to carry out state-statute-dictated service and Society's founding mission

Something has to change

- Limited Resources
- Not Ideal Conditions
- Costs Continue to Rise
 - Warehouse costs
- Accessibility is Key to our service to the community

An Expense for MCHS

- It costs MCHS at least 50% more than what we receive from the County to preserve and share the County collection
- Privately fundraising a state statute-dictated service
- Rising costs means we are putting storage and preservation above all else

WHERE WE ARE: ANNUAL BUDGET - \$900K

COLLECTIONS: \$311K

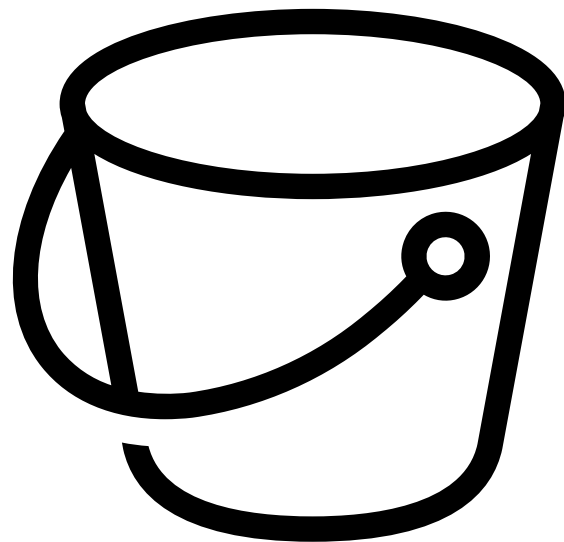
COUNTY CONTRIBUTION: \$205K

WHERE WE NEED TO BE: \$1.1M

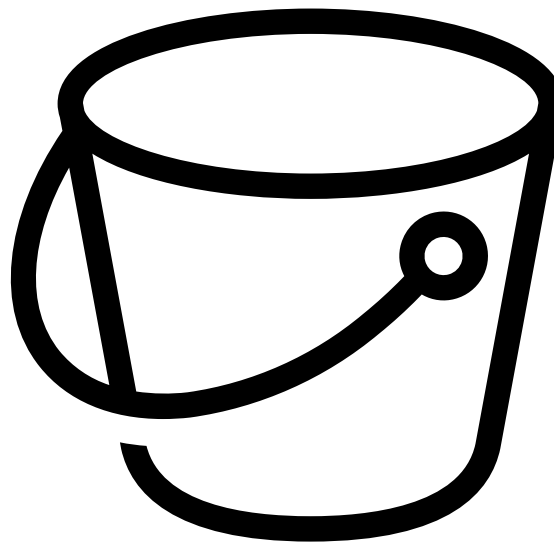
COLLECTIONS: \$450K

COUNTY CONTRIBUTION: \$450K and annual increase

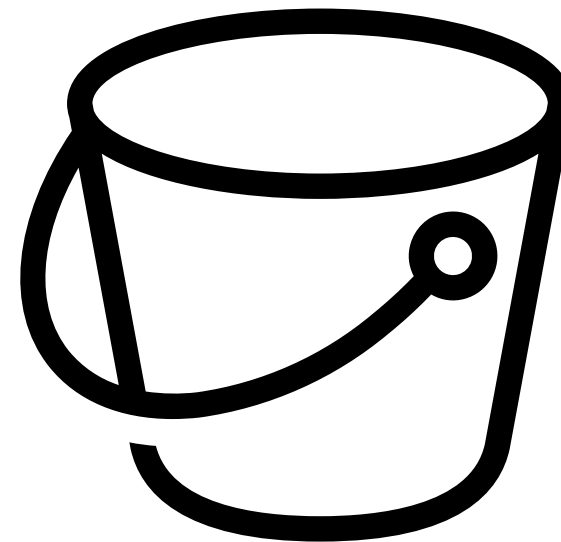
CURRENT COLLECTIONS



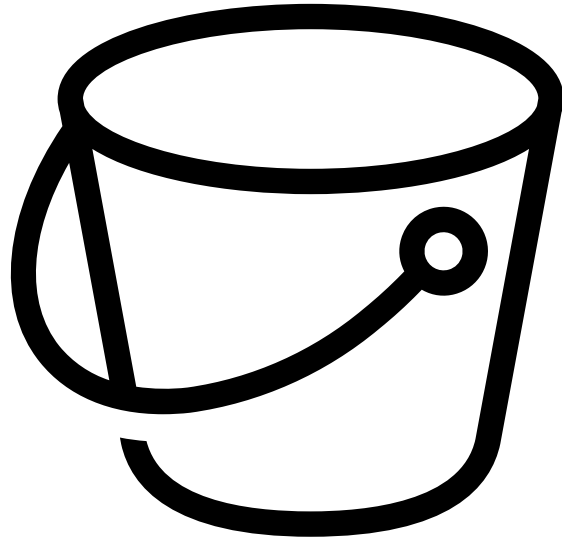
RETENTION/TRANSFER



BORN-DIGITAL

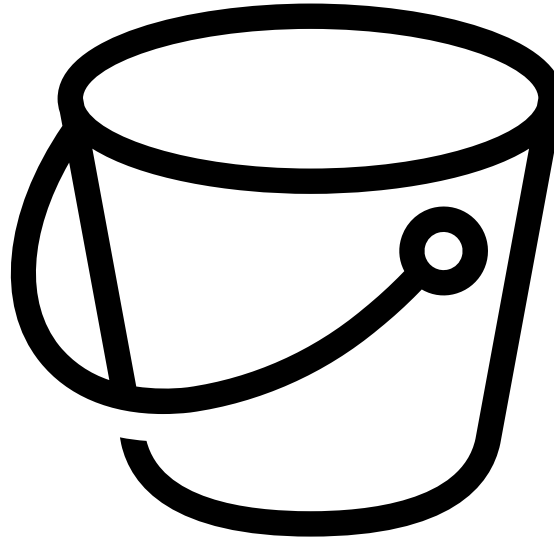


CURRENT COLLECTIONS



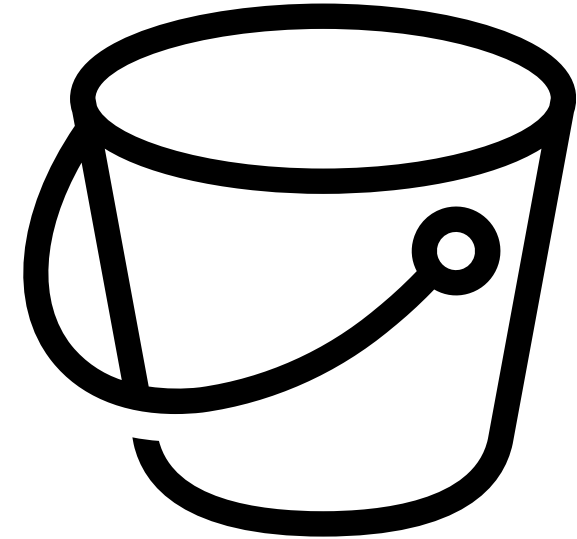
- Digitize most important documents
- Improve storage

RETENTION/TRANSFER



- Develop IT infrastructure
- Refine retention process
- Address accessibility

BORN-DIGITAL



- Develop born-digital policies
- IT staff/Digital Archivist

INVESTMENT

\$50K to look forward – recommendations, protocol and policy development for born-digital records

\$10-15K for IT planning costs

\$20-25K in digital system planning and purchasing

\$10-20K in planning and project management

RESULTS

- Recommendations for County and Society for born-digital records
- Budget for next five years
- Updated retention schedule and policies for County and Society
- Infrastructure plan
- Work flow/staff investment

RISKS/CONCERNS

- If anything happens to current collection, it is gone forever
- Continued funding – this isn't a one-year investment
- Not thinking 5, 10, 20+ years ahead as we figure this out.

**SINCE
1935**



**MILWAUKEE CO.
HISTORICAL SOCIETY**

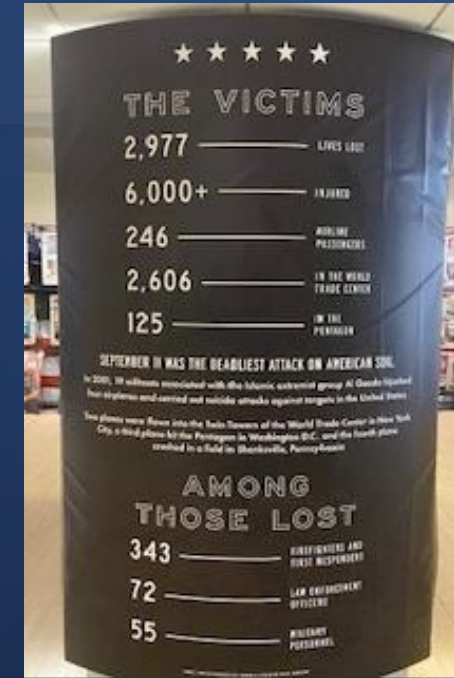




Milwaukee County War Memorial

2021 Update

Operation Never Forget 9/11 Exhibit Open Now – January 2022



I AM NOT INVISIBLE EXHIBIT LAUNCH PARTY

NOVEMBER 4, 2021 • 6:30–8:30 PM

GENERAL PUBLIC: \$10 • IANI PARTICIPANTS FREE +1 • APPETIZERS AND CASH BAR

WAR MEMORIAL CENTER • MEMORIAL HALL

REGISTER BY OCTOBER 15 AT [WARMEMORIALCENTER.ORG/IANI-LAUNCH-PARTY](https://warmemorialcenter.org/iani-launch-party)



**SCAN TO
REGISTER
ONLINE**

Honor Roll Library Talks – War Memorial Center

WAR MEMORIAL CENTER

PRESENTS

WAUWATOSA'S WWII HONOR ROLL STORIES

TUESDAY • NOVEMBER 2, 2021 • 6:30 PM
FIREFLY MEETING ROOM, WAUWATOSA LIBRARY, 7635 W. NORTH AVE.

LEARN ABOUT WAUWATOSA'S WWII WAR DEAD AND GET TIPS FOR YOUR OWN GENEALOGY RESEARCH.
MORE INFO: EDUCATION@WARMEMORIALCENTER.ORG, 414-273-5533
FREE OF CHARGE, NO REGISTRATION REQUIRED, MASKS ENCOURAGED BUT NOT REQUIRED



WAR MEMORIAL CENTER

PRESENTS

BROOKFIELD'S WWII HONOR ROLL STORIES

THURSDAY • DECEMBER 9, 2021 • 7:00 PM
COMMUNITY ROOM, BROOKFIELD PUBLIC LIBRARY 1900 N CALHOUN RD.

LEARN ABOUT SOME WISCONSIN SAILORS WHO WERE SERVING AT PEARL HARBOR AND THE BROOKFIELD CONNECTIONS TO THE WAR MEMORIAL CENTER HONOR ROLL OF FALLEN SERVICE MEMBERS.
FREE OF CHARGE, NO REGISTRATION REQUIRED. MASKS ENCOURAGED BUT NOT REQUIRED.



Mental Health – Suicide Prevention Initiatives

- **ReachOutWIS.org Statewide Media Campaign Veteran Suicide Prevention PSA Launch:**
 - **Fall 2021 – Summer 2022**
- **SE WI Suicide Prevention Task Force Member**
 - **SAVE Training (online) in partnership with VA Medical Center Staff**
 - **October 21: A Conversation of Sleep & PTSD**
 - **Dr. Gregory Burek (Aurora), Dr. Erich Roush (Aurora), Dr. Peter Graskamp (VAMC)**



U.S. Department
of Veterans Affairs



VA S.A.V.E. Training
Supporting Our Veterans



War Memorial Center

A CONVERSATION ON SLEEP & PTSD

OCTOBER 21, 2021 • 4PM

WAR MEMORIAL CENTER

Join us for a panel discussion on sleep and PTSD. With Doctors Greg Burek, Peter Graskamp, Kavita Ratarasarn, and Erich Roush, this panel will provide expertise on how getting better sleep can affect those experiencing PTSD.



THIS EVENT IS FREE TO THE PUBLIC

VERLO MATTRESS WILL BE PROVIDING FREE WEIGHTED BLANKETS TO
THE FIRST 30 VETERANS THROUGH THE DOORS.

REGISTER
HERE



WAR MEMORIAL CENTER 750 N LINCOLN MEMORIAL DRIVE MILWAUKEE, WI 53202

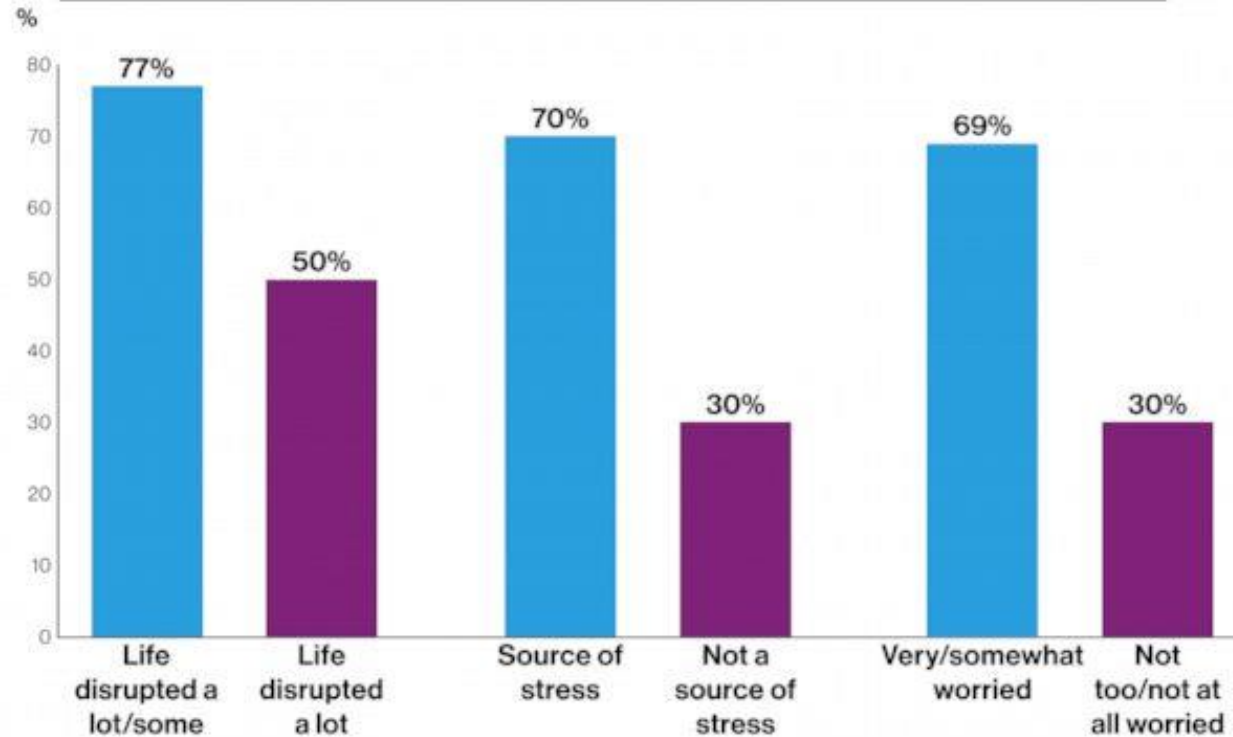
A Conversation on healthy sleep and the impact on PTSD

Join us for a panel discussion on sleep and PTSD. With Dr. Gregory Burek (Aurora), Dr. Peter Graskamp (VA MC), Dr. Kavita Ratarasarn (VA MC), and Dr. Erich Roush (Aurora), this panel will provide expertise on how getting better sleep can affect those experiencing PTSD.

Verlo Mattress will be providing free weighted blankets to the first 30 veterans through the doors. This event is free to the public.

At the War Memorial Center: October 21, 2021 4pm

Impact of the Coronavirus Outbreak



SOURCE: ABC NEWS/WASHINGTON POST POLL

abc NEWS

COVID-19 Impact

- The War Memorial Center continues to struggle with the financial impact the pandemic has had on normal revenue.
- Financial loss YTD in 2021 averages -\$220,000 of earned revenue.



A Conversation on healthy sleep and the impact on PTSD

- Ceremony at 10:30 am
- Veterans Gallery – Mason Street Entrance Level
- Live Stream Via:
[Facebook.com/WarMemorialCenter](https://www.facebook.com/WarMemorialCenter)



VETERANS DAY
HONORING ALL WHO SERVED

NOVEMBER 11, 2021

CEREMONY AT 10:30 AM
WAR MEMORIAL CENTER
750 N. LINCOLN MEMORIAL DRIVE

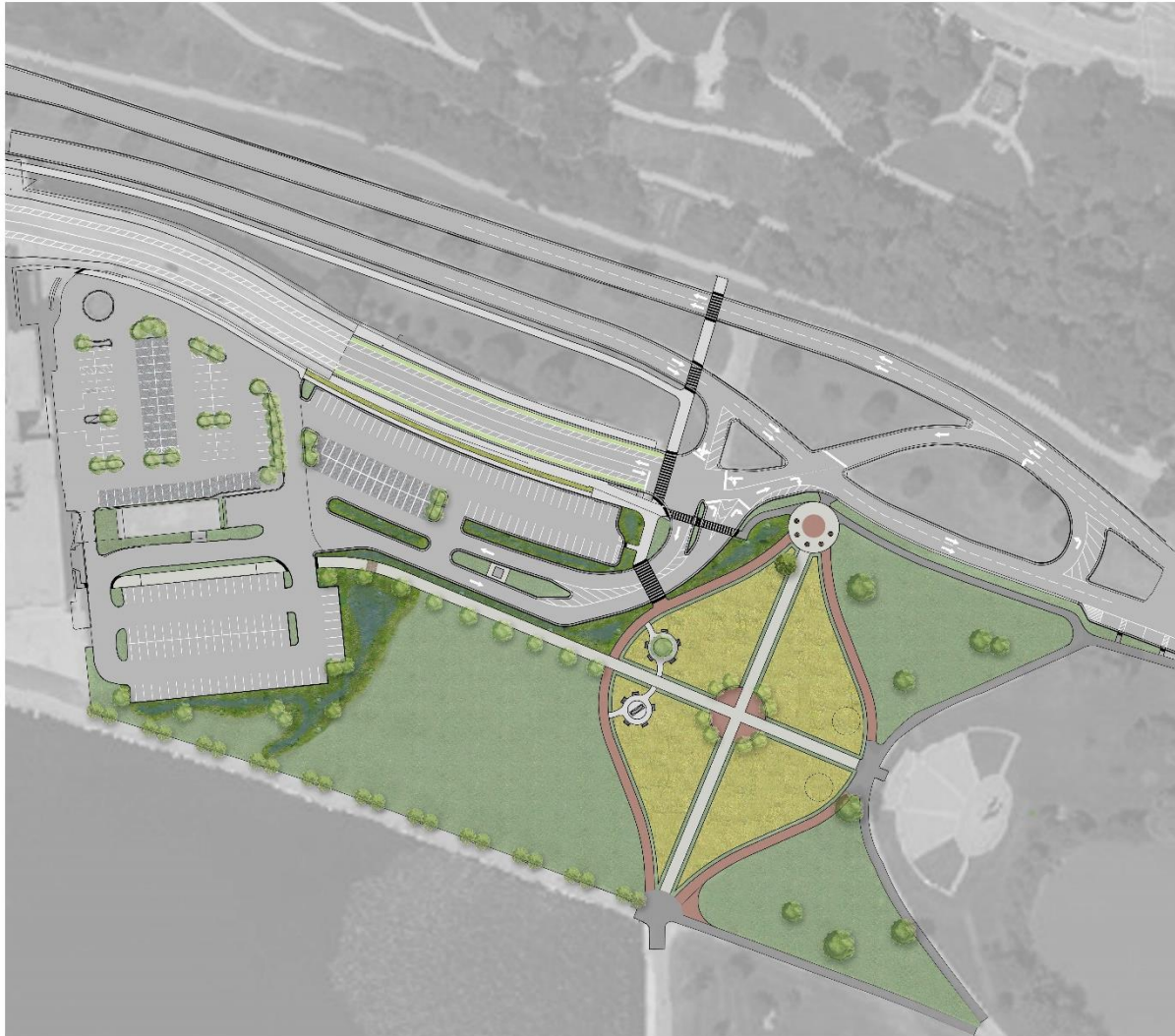
ALSO, LIVE STREAMED [facebook.com/warmemorialcenter](https://www.facebook.com/warmemorialcenter)



SPONSORED BY MILWAUKEE POLICE POST 415
AND MILWAUKEE FIREFIGHTERS POST 426
OF THE AMERICAN LEGION

Capital Budget Project 2021

- Roof Replacement Completed – July 2021
- Green Print (Green Infrastructure) Completed – July 2021
- **Still pending project starts from previously approved Capital Budgets:**
 1. Electrical Switch-Gear
 2. ADA Bathrooms Remodel
 3. WMC/MAM Flood Mitigation





War Memorial Center.org

Q&A



Cultural Contributions Committee on Finance

October 15, 2021

**MILWAUKEE
ART
MUSEUM**

Milwaukee Art Museum Mission

Strategic Overview

The mission of the Milwaukee Art Museum (MAM) is to serve the community and present art as a vital source of inspiration and education. Through exhibitions and related programs, the Museum is committed to bringing people together to inform, educate and engage in conversation around art.

Art is a vital, life-enriching celebration of humankind's creative history; through it, stories and events from times past and present are told, explored, and challenged. Art ignites imaginations. It makes us feel; it makes us think. Art sows the seeds of creativity, feeds the hunger for beauty and meaning, and connects us with others in ways nothing else can.

Re-Opening Safely

Re-Opening Safely

- Museum Re-Opened first-floor galleries to the public on March 4th, 2021
 - Reopened Second floor galleries in June
 - Currently open 4 days per week
- We still maintain health and safety measures including capacity limits, mask requirements, social distancing, and staff temperature screening
- Welcomed the public back for free on Friday, March 5th thanks to Educator's Credit Union
- Celebrating the 20th Anniversary of Santiago Calatrava's Quadracci Pavillion and Dan Kiley's Cudahy Gardens



Milwaukee Art Museum Exhibitions

FY22 Planned Exhibitions

Exhibitions planned for next year include:

- *The Quilts of Pauline Parker*
- *Americans in Spain: Painting and Travel, 1820-1920*
- *An-My Lê: On Contested Terrain*
- *Always New: The Posters of Jules Chéret,*
- *On Site: Derrick Adams,*
- *Currents 38: Christy Matson,*
- *First Impressions: Early Printed Books in Europe*
- *American Memory Chapters 1, 2, and 3*



Milwaukee Art Museum Robust Virtual Experiences

Virtual Experiences

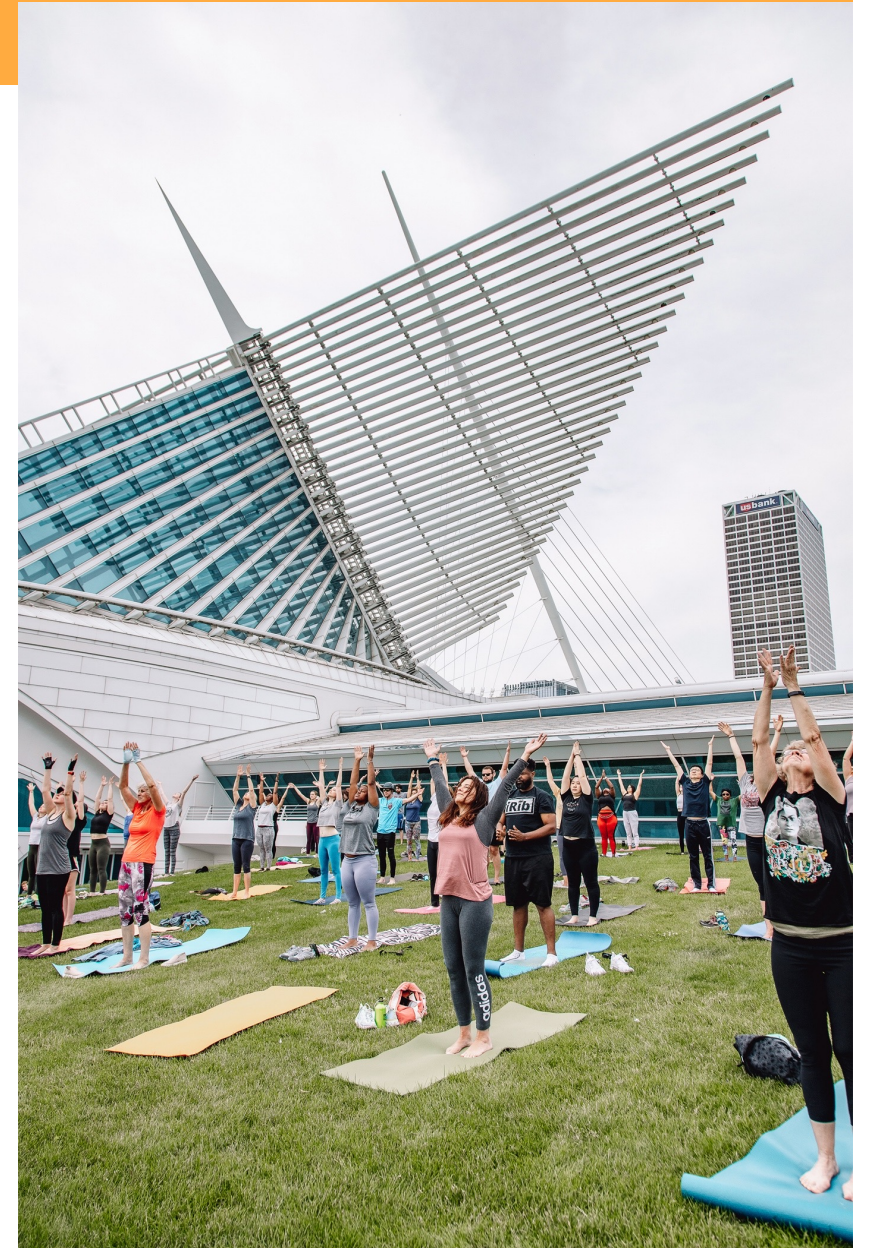
- *Storytime in the Galleries*
- *360 degree virtual experiences of exhibitions*
- *American Memory Expanded microsite to complement the exhibit*
- *Virtual Artists Lectures and Staff Insights*
- *Free mobile tours for museum architecture, collection, and exhibits*



Milwaukee Art Museum Robust Free Experiences

Free Experiences

- *On Site: Derrick Adams – Our Time Together*
 - *Free access from Lakefront and Museum's East End*
- *Lakeside at MAM (Thur-Sun for the whole summer)*
 - *Hosted 12,000 guests for free in 2021*
 - *Free Art Making – thanks to Kohls*
 - *Free Performances by local artists*
- *Installing works of Sculpture in Free Spaces*
 - *Dale Chihuly's - Monumental Glass Sculpture in the East End*
 - *Betty Gold's - Monumental Holistic III*
 - *Kara Hamilton – Curtain Wall*
 - *Alison Janae Hamilton – The people cried mercy in the storm*



Milwaukee Art Museum Racial Equity

Racial Equity Efforts

- 2-year Community Taskforce initiative including a dozen community leaders from diverse organizations in Milwaukee.
- Hired a new Curator of Community Dialog – Dr. Kantara Souffrant and established a department focused on partnerships and programming that engages diverse communities in Milwaukee
- Established a Native Initiatives Taskforce to highlight connections of indigenous people to collections of the museum and to highlight themes and programs that respect and engage with indigenous cultures.
- DEAI Readiness (MASS Action Assessment) Every department in the Museum developed DEAI Goals for their work and presented these goals as part of all staff meetings.
- Museum-wide Knowledge Management Initiative to highlight artworks by BIPOC and other under-represented artists



THANK YOU!

For Supporting the Milwaukee Art Museum

