



Milwaukee County

County Courthouse
901 N. 9th Street, Rm. 105
Milwaukee, WI 53233

Meeting Minutes Milwaukee County Task Force on the Mitchell Park Conservatory Domes

Chairperson: William H. Lynch

Task Force Coordinator:

Kelsey A. Evans, 414-278-4013

Research Analyst: Emily Petersen, 414-278-4741

Tuesday, May 7, 2019

5:30 PM

Journey House
2110 West Scott Street,
Milwaukee, WI 53204

Call To Order

Roll Call at 5:31 p.m.

Present: 8 - Bria, Carron, Gurda, Krawiecki, McCarthy, Smith, Ortiz-Velez, and Lynch

Excused: 3 - Bautista, Haas, and Washington

Supervisor Haas was not present at the time the roll was called, but appeared shortly thereafter.

Mr. Dyango Zerpa, Legislative Assistant, Milwaukee County Board of Supervisors, appeared on behalf of Supervisor Ortiz-Velez.

**DEDICATED FILE FOR REPORTS TO THE MILWAUKEE COUNTY TASK FORCE ON
THE MITCHELL PARK CONSERVATORY DOMES**

- 1 [19-102](#) Informational reports pertaining to the Milwaukee County Task Force on the Mitchell Park Conservatory Domes, authorized by Adopted File No. 16-200. **(INFORMATIONAL ONLY)**

Attachments: [ArtsMarket Phase III Powerpoint \(06/13/19\)](#)
[AUDIO Intro \(06/13/19\)](#)
[AUDIO Item 2 \(06/13/19\)](#)
[AUDIO Item 3 \(06/13/19\)](#)
[AUDIO Item 4 \(06/13/19\)](#)
[AUDIO Item 5 \(06/13/19\)](#)
[AUDIO Items 6 and 7 \(06/13/19\)](#)

Attachments to this file were DISCUSSED WITH NO ACTION TAKEN.

- 2 **Approval of the Minutes from the meeting of April 3, 2019.**

A motion was made by Domes Task Force Members McCarthy and Gurda that the draft minutes of the April 3, 2019, meeting of the Milwaukee County Task Force on the Mitchell Park Conservatory Domes be **APPROVED**. The motion **PREVAILED** by unanimous voice vote.

Ayes: 8 - Bria, Carron, Gurda, Krawiecki, McCarthy, Smith, Ortiz-Velez and Lynch

Excused: 3 - Bautista, Haas and Washington

- 3 **Update on the Status of the Concrete and Glazing System Rehabilitation Methods Studies. (INFORMATION ONLY)**

APPEARANCE:

Julie Bastin, Project Manager, Architecture, Engineering, and Environmental Services Section, Facilities Management Division, Department of Administrative Services

Ms. Bastin indicated that a contractor has been secured for the concrete testing, and that they hope to have a report completed by this summer, with a goal of completion by the first week of August. Ms. Bastin stated that the cost for the concrete testing was \$67,000. In addition, Ms. Bastin relayed that a contractor has been selected to complete the glazing study, ZS, LLC, in conjunction with Super Sky Products Enterprises, LLC, and an additional firm which specializes in atriums and large glazing systems. Ms. Bastin stated that completion of the second task in the investigation, including building a prototype, doing testing for water tightness and cracking, and a final cost estimate, will require a fee increase in the contract. Ms. Bastin indicated that the contract would cost roughly \$195,000 in total, and that she will be requesting a preliminary summary report in July for consideration by the

Domes Task Force.

This Informational Item was DISCUSSED WITH NO ACTION TAKEN.

Items 4, 6, and 7 were considered together.

**4 Discussion Regarding Phase III of the Future Path and Feasibility Study.
(ACTION ITEM)**

The following people appeared and spoke for information only regarding this item:

Louise K. Stevens, President, ArtsMarket, Inc.

John Stevens, Owner, ArtsMarket, Inc.

Mark Ernst, Partner, Engberg Anderson Architects

Ms. Stevens provided an electronic presentation, which is attached to this file as "ArtsMarket Phase III Powerpoint (05/07/19)."

Ms. Stevens provided background information regarding ArtsMarket, Inc., and the team of outside consultants who will be conducting the Phase III work of the Mitchell Park Domes (the Domes) Future Path and Feasibility Study. Ms. Stevens relayed the scope of work that was contracted for in direct response to the Request for Proposals issued by Milwaukee County, which included an analysis of governance, partnerships, funding, services offered to the community, the refinement of ideas, and making recommendations for the path forward for the Domes. Ms. Stevens presented a month-by-month timeline for the completion of Phase III work, which forecasted final recommendation to be completed and submitted to the Domes Task Force by early August, 2019. Ms. Stevens indicated that analysis conducted by the team so far has been focused on comparing the Domes to other successful conservatories, studying current programming, operations, and budgets at the Domes, and examining the relationship of the Domes to the surrounding neighborhood and community at large. Ms. Stevens stated that the team will strive to create a model for the Domes which would create sustainable, long-term success, including the development of a feasible business plan. Ms. Stevens indicated that the business plan would include capital funding and financing from multiple sources, partnership and investment support, a wide range of revenue streams, phased development, growing capacity, and a 10-year master plan.

Ms. Stevens made several recommendations to the Domes Task Force based on preliminary analysis. Ms. Stevens recommended the development of a business plan for Mitchell Park and the Domes to sustain both entities for the next 50 years. Ms. Stevens indicated that the team found that "Option 4" as previously considered by the Task Force would not sustain Mitchell Park and the Domes for 50 years, and missed programming and revenue stream opportunities. Ms. Stevens stated that "Option 5" as considered by the Task Force should be significantly enhanced. Another recommendation offered by Ms. Stevens suggested re-building/planning for the entirety of Mitchell Park to create an "urban horticultural destination," not just the Domes themselves. Ms. Stevens also recommended rethinking the types of exhibits displayed in each of the three Domes, and indicated that there is opportunity for food and cultural exhibits within each Dome.

Ms. Stevens recommended programming outside of the Domes, and creating "eco-centers" within Mitchell Park, including areas for children and families, teens and adults, and a health and healing center. Ms. Stevens also recommended the creation of "activity zones" around the park, such as wedding gardens, restaurants, an outdoor amphitheater, and a visitor center. Ms. Stevens recommended phasing in each of these elements over a 10-year span, and that in order to do that, to analyze expanding operating and programming budgets to generate revenue and public interest first.

Task Force Member Gurda expressed interest in what priority order any development would be phased in over the 10-year plan. Ms. Stevens indicated this priority list would be influenced heavily by participating donors. It would also be influenced by the ability to package together various tax credits. Mr. Ernst added that the partnerships ultimately selected will also affect phasing development in the park.

Task Force Member McCarthy expressed concern regarding a possible cap on historic tax credits imposed by the State of Wisconsin. Ms. Stevens expressed the importance of layering historic tax credits among other credits for fiscal sustainability.

Supervisor Haas inquired if the recommendations assumed that the Domes would no longer be owned and operated by Milwaukee County. Ms. Stevens indicated that multiple models of governance were being explored, and that it is too early in the process to be decided.

Task Force Member Krawiecki remarked that the phased growth recommended by the consultants was similar to "Option Four" selected in Phase II of the Future Path and Feasibility Study, which included targeted investments, in and around the Domes, over an extended time period. Mr. Ernst and Ms. Stevens expressed concern that this strategy would not excite public interest, attract donors, or increase visitation.

Dr. Bria expressed support for expanding outside of the Domes, and the potential for additional sports-based activities. Ms. Stevens stated that planning had been conservatory focused, and had not analyzed expanding on recreational activities outside of the Domes mission.

Director Smith expressed support for the large-scale planning effort for the Domes and Mitchell Park, and activating additional parts of Mitchell Park.

Task Force Member Gurda inquired what activities would remain open and free to the neighborhood and members of the public, and which activities would be fee-based. Ms. Stevens indicated that would be an important point of consideration in the planning process.

Chairman Lynch expressed support for the economic development and business opportunities that will be available to teens participating in educational programming at the park. The Chairman inquired how opportunities for scientific research would be incorporated into the Domes master plan. Ms. Stevens replied that the plant collection at the Domes does

not currently lend itself to research, but that could be a long-term goal for the facility.

Task Force Member McCarthy expressed concern about overly monetizing a public park, the sustainability of maintaining high levels of programming, and changing the park's historic landscaping.

Task Force Member Krawiecki pointed out several features of the park which should be taken into consideration in the planning process, including a historic marker, a salvage yard, and parking issues.

Ms. Stevens indicated that this process will be an ongoing dialogue between the team of consultants and the members of the Domes Task Force.

Items 4, 6, and 7 were considered together.

This Action Item was DISCUSSED WITH NO ACTION TAKEN.

**5 Approval of a Fund Transfer from the Domes Task Force Planning Account to the Domes Task Force Disbursement Account For Phase III Expenses.
(ACTION ITEM)**

APPEARANCE:

Julie Bastin, Project Manager, Architecture, Engineering, and Environmental Services Section, Facilities Management Division, Department of Administrative Services

Chairman Lynch notified Domes Task Force Members that an additional \$60,000 in funding would be needed to complete Phase III of the Future Path and Feasibility Study. Chairman Lynch proposed that the Task Force make a request to the Milwaukee County Board of Supervisors (County Board) to transfer the additional monies, and for authority to spend it.

Ms. Bastin indicated that the \$60,000 would cover \$45,000 for the contracted work, and \$15,000 in project administration.

A motion was made by Domes Task Force Member McCarthy to request the County Board to transfer \$60,000 from Capital Improvement Project WP53301--Mitchell Park Conservatory Planning, to the Mitchell Park Domes Long-Term Planning account, within Capital Improvement Project WP49003--Mitchell Park Domes, for the purpose of completion and conduct of Phase III of the Future Path and Feasibility Study, and for the authority to spend such funds for that purpose.

Dr. Bria seconded the motion. The motion was **APPROVED** by the following vote:

Ayes: 9 - Bria, Carron, Gurda, Haas, Krawiecki, McCarthy, Smith, Ortiz-Velez and Lynch

Excused: 2 - Bautista and Washington

Items 4, 6, and 7 were considered together.

6 Public Comment

Items 4, 6, and 7 were considered together.

There were no appearances by members of the public.

7 Dates, location, and topic for the next meeting of the Milwaukee County Task Force on the Mitchell Park Conservatory Domes.

Items 4, 6, and 7 were considered together.

No members of the Domes Task Force expressed scheduling conflicts for upcoming meetings.

Length of Meeting: 5:31 p.m. to 7:27 p.m.

The foregoing items were not considered in agenda order.

Adjourned,

**Kelsey A. Evans
Committee Coordinator,
Legislative Services Division, Office of the County Clerk
Milwaukee County Task Force on the
Mitchell Park Conservatory Domes**

The next meeting of the Milwaukee County Task Force on the Mitchell Park Conservatory Domes is to be announced.