

*Making Things Happen*



**The View From Milwaukee's 14th District**

## Dear Neighbor,

Happy Holidays! This newsletter will focus on major developments in three areas: stimulating economic growth, revitalizing our neighborhood and business districts, and helping to preserve the democratic process.

If we are going to revitalize the economy we need to level the playing field for the American worker. That is, we believe in family supporting jobs, worker's compensation, Social Security, providing for the safety of workers and protecting the environment. Over the past decades, manufacturing plants have been closing down and taking these jobs overseas so they can avoid the costs that are associated with a socially responsible society. Trade is good if it is on a level playing field.

One way to help level the playing field is to participate in the growing sweat-free movement, support local industry and participate in the checks and balances consortiums can provide. In this newsletter, I discuss a number of recent pieces of local legislation that help protect workers and industry in the United States.

You will also read about how Targeted Investment Neighborhoods are reshaping our district and how they improve our quality of life. Local business associations and dedicated resident groups also keep District 14 strong. For more information on joining one, do not hesitate to contact my office.

This newsletter also highlights the new solar apartments coming to our area, new recycling collection practices for the city and the troubles with a proposed MPS mayoral takeover.

As always, if at any time you have any concerns or needs, I encourage you to contact my office. E-mail me at [tzieli@milwaukee.gov](mailto:tzieli@milwaukee.gov) or call me at 286-3769 or 744-1802.

Have a safe and warm holiday season, enjoying all of District 14 and Milwaukee's offerings!

Sincerely,

**Tony Zielinski**  
Alderman, 14th District



### COMMITTEE ASSIGNMENTS

- CHAIR** • Anti-Graffiti Policy Committee
- VICE CHAIR** • Community & Economic Development Committee
- MEMBER** • Licenses Committee • Zoning, Neighborhoods & Development Committee • Milwaukee Commission on Domestic Violence and Sexual Assault

## United Against Graffiti



Ald. Zielinski and Donovan joined forces with representatives from the Department of Neighborhood Services and others to discuss the need to abate graffiti across the city.

## The City of Milwaukee's Budget

*I voted against the 2010 budget because it contains too much spending.*

This year, I continued to fight for public safety in Milwaukee. The Council worked to reduce unpaid furloughs for police officers and, in the end, approved two furlough days for 2010 and no police officers or firefighters will be laid off. The entire \$1.44 billion budget was approved 13-2 and Alderman Bohl and I **opposed the budget because it did not cut spending deeply enough.**

Falling property values have pushed up tax rates overall, however, and the combined tax rate for Milwaukee homeowners (including county, city and MPS rates) is expected to rise from \$24.03 per \$1,000 of assessed value to \$25.98.

We have uniquely benefited from stimulus and federal monies, particularly in public safety, as one of the only cities to receive the full allocation of funding for a new police class and federal aid will pay for another 50 officers.

I've been making sacrifices for years as a Council member including paying for my own cell phone and sharing that number with residents so they can reach me. Further, I proposed additional furlough days, taking a personal pay cut in order to save other services. I have also voted with my colleagues to freeze Common Council members' salaries in the 2010 budget.

## New Kuwaiti Sister City Explored



Ald. Zielinski met with Bajas Al-Barjas to discuss the creation of a Sister City relationship between Milwaukee and Kuwait City, the capital city of Kuwait. Like Milwaukee, Kuwait City is also part of a coastal region.

## Powerful Development Tools: Business Improvement Districts and Targeted Investment Neighborhoods

Recently I was successful in getting Kinnickinnic Avenue approved as a Business Improvement District (BID). A BID is an economic development tool designed to help revitalize a business district. A BID takes advantage of additional city services that are not available otherwise. For example, there are matching grant programs for projects and graffiti removal.

For our neighborhoods, we also secured the 14th District's first Targeted Investment Neighborhood (TIN) for the area bounded by Lincoln, Howell, Greeley and Rosedale. TINs provide money for property owners in the designated area to help with the rehabilitation and improvement of their property. Anyone who lives within those boundaries can contact me and I can discuss the program with them and help them navigate the specific requirements.

## New Legislation Prompts Purchase of Wisconsin-Made Electric Vehicles



Ald. Zielinski takes a test drive in the City of Milwaukee's "Summit" work vehicle. This electric car is used primarily in the city's parking services.

New legislation proposed by Ald. Zielinski passed last year allows for Neighborhood Electric Vehicles (NEVs) to be legally used on city streets. The highly efficient electric cars not only cut down on noise and fume emissions and greenhouse gases, they also help reduce our reliance on foreign oil.

They can go significant distances on one charge and Ald. Zielinski's legislation prompted our own Department of Public Works to invest in the vehicles—made locally by Columbia ParCar in Reedsburg, Wisconsin. DPW has not only "bought American," they've put Wisconsinites to work by investing in this progressive technology. The new car is used in city-owned parking structures for routine maintenance and the transportation of trash and supplies. The vehicle replaces an old, gas-guzzling pick-up truck and has been a money-saving investment for the city. To learn more about the cars, go to [www.parcars.com](http://www.parcars.com).

## All Fired Up About Budget Cuts



Ald. Zielinski talks with local firefighters during a rally to protest budget cuts that included cuts in staffing to the fire department.

## Business Association Back in Action



Ald. Zielinski with the President of the Bay View Business Association, Jason Wedesky (left) and other members of the Association after a recent meeting.

# The City of Milwaukee is Making a Difference - By Alderman Tony Zielinski

## Joining Sweat-Free Consortium

Governmental entities are passing ordinances and bills requiring certain purchases take place with companies that can demonstrate their workers are paid above poverty level wages. As more legislation that supports this idea passes, the more we will continue to level the playing field for the American worker.

The next step in the movement is to ensure that these companies are not falsifying affidavits that their workers are paid above poverty level wages. To that end, I recently passed legislation that had Milwaukee join the **National Sweat-Free Consortium**. This Consortium pools resources to verify that these companies are actually in compliance.

## Buy American Ordinance Passes

Cooperative efforts to ensure worker wages and safety are not sufficient, however. We must also help protect and expand the few manufacturing jobs we have left. To that end, I passed a **Buy American Car Ordinance** requiring that the city purchase American made cars. Additionally, I am encouraging other governmental entities to pass similar legislation.

The purchasing power of many municipalities and government agencies combined can make a significant difference. If most of the governmental entities and most of the people in this country would purchase American made cars, we could help address our unemployment rate and provide the necessary boost to help save our economy.

A number of friends have told me that they would like to buy American made cars but they are unsure how to go about this because so many parts of a vehicle are made in different areas of the world. The answer is to simply log on to **www.uaw.org** and they can identify cars that are primarily made in the U.S.

If we focus on General Motors and Ford cars we can help prevent the demise of the automobile industry in the United States. If the American automobile industry falls then the jobs we lost so far will pale in comparison.

In Wisconsin we have to realize that we have the most jobs per capita in manufacturing and that many jobs directly and indirectly rely upon the automotive industry. No doubt, this is a difficult undertaking and the odds are against us, but we have no choice. We have to try.

To facilitate this, I have worked to help pass an ordinance that allows the city to evaluate bid contracts not simply based on lowest bid, but also on whether the vehicles are American made. We have various contract provisions that help ensure our contractors provide fair wages, stay within Emerging Business Enterprise requirements and offer the lowest price. I've added the American made vehicle standard to our contracting.

## Business Growth in the 14th District is Key

In order to maximize the business growth in our district, I helped reestablish the Bay View Business Association. Any business that wants to join should contact the President, Jason Wedesky at **Jason@actaea.com**. I am also talking to business owners around 13th St. about reestablishing a business association in that part of our district.

It is also encouraging that we have a new full service grocery store, **Mi Super Foods**, on the corner of 13th St. and Oklahoma Ave., and in late December or January, **Monterrey Market** grocery will be opening at 3014 S. 13th St. That area has desperately needed a full service grocery store ever since Piggly Wiggly left. As a result of these developments, coupled with closing down many bars in the area, we've seen a noticeable improvement in our 13th St. revitalization efforts.

# SOLAR NEWS

## Developments in Solar Power

One thing we can do for our environment, our neighborhood and the economy is to take advantage of renewable energy such as solar power. I encourage developers in my district to include renewable energy features in their projects. One of the more notable examples is a new residential development on the corner of Ward St. and Lincoln Ave. that will have more solar power than any other such development in the state.

Not only does solar power emit no greenhouse gases but it helps reduce our reliance on foreign fossil fuels. Reducing this reliance also helps reduce our imbalance of trade as we get energy from the sun without having to ship oil from overseas.



Pictured above is the proposed Bay View Solar Lofts. The 32-unit apartment building will feature sustainable elements and renewable energy components and serves as a prime example of innovation in sustainable development.

## Harnessing Solar Heat

Milwaukee was one of 12 recipients of Solar America Cities grants in 2008 and in the second round of grant funding, our efforts have been rewarded with a \$1.3 million dollar grant to help fund the

**SOLAR AMERICA CITIES**



installation of solar clusters and 15-20 solar powered water heaters. The goal of the grant is to use the Milwaukee area for training, testing and development

of a "best practices" protocol for the installation of solar products in homes within the region. As the city continues to explore ways to harness solar energy, we are creating local jobs and finding alternative energy sources that reduce our demand for foreign oil.



The View From Milwaukee's 14th District



Visit me on the web at:  
[www.milwaukee.gov/district14](http://www.milwaukee.gov/district14)

E-mail me at:  
[tzieli@milwaukee.gov](mailto:tzieli@milwaukee.gov)

## Halloween Costume Competition



The Ohio Park Neighborhood Association hosted its regular Halloween costume competition. Pictured with Ald. Zielinski are the 2009 winners.

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## Changes to Recycling Pickup

As part of the budget changes for 2010, the city will now pick up recycling every three weeks instead of every 31 days. Residents will have a defined date of pick up and I encourage all of District 14 to maximize recycling efforts. The state has increased its tipping fee for garbage collection, so recycling has become even more important to the financial well-being of the city.

## Putting the Focus on Milwaukee Public Schools - By Alderman Tony Zielinski

I have been actively opposed to the proposed takeover of the Milwaukee Public Schools (MPS). No doubt, we have problems with MPS, just like there are problems with all levels of government, but dismantling a democratically elected legislative body in favor of an appointed body is not the answer. Our right to vote is one of the most fundamental rights we have. Many people have risked their lives and some have actually lost their lives for this right. In fact, some segments of our society had an additional challenge and had to march for the right to vote.

With that in mind, I encourage you all to become familiar with our representatives. Aldermanic District 14 is represented by school board districts 5 (Larry Miller) and 8 (Terry Falk). Director Miller's term expires in April 2013 and Director Falk's term expires in April 2011. All Board of School Directors representatives are elected for four-year terms.

All levels of government have to work together to help address the social ills that contribute to the problems we are experiencing in MPS. Not surprisingly, most of the kids in MPS live in a state of poverty.



Ald. Zielinski has been active in the debate on MPS leadership. Here he hosts a news conference on the importance of an elected school board. The alderman has hosted a number of public discussions on the subject.



**Milwaukee's Future:**  
**IT'S IN OUR HANDS**  
April 1, 2010 is Census Day!  
**STAND UP AND BE COUNTED**

Find out more at: [www.milwaukee.gov/2010census](http://www.milwaukee.gov/2010census)



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