

# ALDERMAN Tony Zielinski

SPRING 2011

*Prosperity Through Fair Trade*



*The View From Milwaukee's 14th District*

## Dear Neighbor,

Welcome to the best part of the year in Milwaukee: festival season. To that end, I have included a calendar of the festivals and highlighted the ones in our district. This year for the first time the **International Cycling Classic** is coming to Kinnickinnic Ave. This will bring more than 5,000 people to that business district on July 23rd.

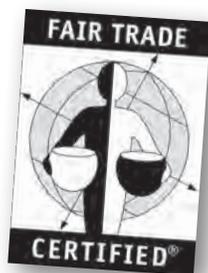
The next part of the newsletter deals with jobs for the future and urban agriculture. In the next 40 years we will need to produce as much food as we have in the last 8,000 years and those communities that prepare now will be the ones that will grow and prosper in the future. Between my collaboration with **Sweet Water Organics** and **Growing Power** we will be adding hundreds of jobs to the workforce in the next few years.

On the neighborhood front, Bay View just completed its first **Targeted Investment Neighborhood (TIN)** and the **Lincoln Village** part of our district will be starting a new TIN. TINs infuse badly needed capital into homeowners' improvement projects on their property.

On the constituent services front, Indiana St. complained about ongoing problems with lights on their street and as a result I was successful in getting a lighting pilot program started which will be installed in the late summer. This came about because constituents contacted me. Should you have any issues or concerns please feel free to contact me as well.

Part of creating a localized set of jobs and reducing our reliance on other nations for our welfare is to pave the way for renewable energy products and jobs. So, in this newsletter you'll also learn about a new program that reduces our imbalance in trade with other nations, namely for oil, by paving the way for renewable energy and sustainable jobs. The city's new home **energy efficiency upgrade program, Me<sup>2</sup>** uses federal stimulus dollars to help homeowners upgrade their home. Basic improvements like improved air sealing, new insulation and even replacing old appliances like water heaters or furnaces can dramatically reduce your energy costs and make your home more comfortable. Learn more about this program and our partnership with Summit Credit Union which provides low-interest, long term loans for these improvements – no equity required!

**I'm always concerned about the tax issue.** I have voted for more budget cuts than any other Council member. I have also voted against more



budgets than any other Council member. Make no mistake, however, I support maintaining the integrity of our essential services. I have made personal cuts to help set the example, including using my personal cell phone for constituents and paying for it out of my own pocket and voting for our pay freezes and furlough days in the last three years – essentially taking a pay reduction with my Council colleagues.

I believe many of our economic woes are due to the unfair trade practices that have resulted in family-supporting jobs being exported to overseas nations. As a society, we have a value system that places a premium on family-supporting jobs, but manufacturing and information technology jobs have been allowed to move overseas for decades. Locally, I've worked to impact this crisis by crafting some of the most aggressive **Fair Trade, Sweat Free and Buy American** legislation in the nation. I have worked with multiple levels of government to pool the aggregate strength we need to reverse these potentially fatal trends. In short, I believe the key is "Prosperity Through Fair Trade."

So there you have it, an update on specific neighborhood issues along with my vision from a macro perspective. I am taking all my training and driving it with my innermost passion to do the best job for you and your families so that we have the highest quality of life!

Have a great summer!

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

# 2011 Festivals & Events

Events listed in orange take place in the 14th District.

- Jun. 1 - Oct. 26** • Westown Farmer's Market, Zeidler Union Square
- Jun. 2 - Sept. 22, Thursdays** • Jazz in the Park, Cathedral Square Park
- Jun. 4 - Oct. 29** • East Town Market, Cathedral Square
- Jun. 4** • Bay View Garden And Yard Society Plant Sale, South Shore Park
- Jun. 4** • Milwaukee Highland Games, Hart Park, Wauwatosa
- Jun. 5** • UPAF Ride for the Arts, Hoan Bridge, Milwaukee
- Jun. 7 - Aug. 30, Tuesdays** • Chill on the Hill, Humboldt Park
- Jun. 8 - Aug. 24** • River Rhythms, Pere Marquette Park
- Jun. 10 - 12** • PrideFest, Henry W. Maier Festival Park
- Jun. 17 - 19** • Lakefront Festival of Arts, Milwaukee Art Museum
- Jun. 17 - 19** • Polish Fest, Henry W. Maier Festival Park
- Jun. 18 - Oct. 15, Saturday Mornings** • South Shore Farmers Market, South Shore Park
- Jun. 19** • 40th Anniversary Juneteenth Day Celebration, N. Martin Luther King Jr. Dr.
- Jun. 29 - Jul. 10** • Summerfest, Henry W. Maier Festival Park
- Jul. 8 - 24** • Point Premium Root Beer International Cycling Classic and Superweek Pro Tour, Various Locations
- Jul. 10** • Summerfest Rock 'n Sole Run, Henry W. Maier Festival Park
- Jul. 14 - 17** • Bastille Days, East Town (Jefferson St./Cathedral Square)
- July 14 - 17** • St. Veronica Parish 52nd Annual Summer Music Festival, 4001 S. Whitnall Ave.
- Jul. 15 - 17** • South Shore Frolics, Various Bay View Locations
- Jul. 21 - 24** • Festa Italiana, Henry W. Maier Festival Park
- Jul. 28 - 31** • German Fest, Henry W. Maier Festival Park
- Aug. 4 - 14** • Wisconsin State Fair, Wisconsin State Fair Park
- Aug. 5 - 26** • River Flicks, Pere Marquette Park
- Aug. 6 - 7** • Milwaukee Air & Water Show, Bradford Beach
- Aug. 12 - 14** • St. Augustine Festival, 2520 S. Howell Ave.
- Aug. 18 - 21** • Irish Fest, Henry W. Maier Festival Park
- Aug. 26 - 28** • Mexican Fiesta, Henry W. Maier Festival Park
- Sept. 5** • Labor Fest, Henry W. Maier Festival Park
- Sept. 9 - 11** • 25th Indian Summer Festival, Henry W. Maier Festival Park
- Sept. 17** • Bay View Bash, Between Potter & Clement on S. KK

## Time to Think About Your Block Party Permit

Block Party Permits are issued to residents in the City of Milwaukee who would like to barricade the residential street they live on for a neighborhood event - main thoroughfares are not closed for block parties. Planning a block party is a big job and requires the support of all those who reside on the block that will be closed. For first-time events and at the request of the District Alderman, residents on the block must sign a petition verifying their support.



The block party applicant must reside on the block and is responsible for the event - including setup and take-down of the barricades as described in the permit - cleanup of the public right-of-way following the event, and maintaining a clear lane for emergency vehicles.

Applications should be submitted 30 days prior to the event because they must be reviewed and approved by the District Alderman, the Department of Public Works, and the Milwaukee Police Department. When choosing the date and time of your event, it is important to be mindful and considerate of those who reside in the surrounding area as well as on your block.

Residents may apply for one non-fee block party permit annually. A fee for subsequent block parties in the same year will be imposed for the delivery of barricades, which typically is \$31.00.

Block Party Applications may be downloaded from DPW's website at [www.milwaukee.gov/mpw/BlockParties.htm](http://www.milwaukee.gov/mpw/BlockParties.htm) or call the **Special Event Permit Office** at **286-3329**.

## Putting Up A Fence?



If you are planning to put up a fence, check the city rules on fences before you put it up. People have had to take down fences after spending money on them because they were too high, in the wrong place or facing the wrong way.

For more information on rules governing fences and other permits that may be needed, check the Milwaukee Development Center at [www.milwaukee.gov/dcd](http://www.milwaukee.gov/dcd) or call **286-8211**.

## TIN for the Lincoln Village Area of the 14th District

Alderman Zielinski was instrumental in bringing the first Targeted Investment Neighborhood (TIN) to our area with the Kinnickinnic TIN (TIN #14, Lincoln Ave. to S. KK) last year. The project brought an investment of \$350,000 into the community, improving streetscaping and security and fostering home improvements that added value to the area. Now, the area is building on this success and creating a second TIN investment opportunity for residents of the 14th District. The TIN uses federal funds to help home owners and responsible landlords do home repairs. The boundaries for the Harrison Ave. TIN are from 6th St. to 10th St. and Arthur Ave. to Cleveland Ave. Our partner in the Harrison Ave. TIN is the Sixteenth Street Community Health Center.

### What happens in a TIN?

Homeowners can apply for a combination of low interest and forgivable loans to make home repairs. The maximum loan is \$30,000, of which \$10,000 may be forgiven over a five year period. The TIN is an opportunity for you to:

- fix roofs
- replace and/or fix furnaces
- install new siding
- do electrical and plumbing upgrades (fuses to breakers)
- install home insulation and/or weatherization projects
- install new windows
- fix or replace porches

In a TIN, city departments will be more proactive. The neighborhood will become cleaner, and problems reported more quickly. You can help by:

- keeping your property clean and free of debris
- call in areas with trash and/or nuisance vehicles
- where there are excessive amounts of trash, old furniture, electronics, or other unsightly items on a property, the property owners may receive a notice from the city requesting that the trash be cleaned up within 30 days.
- disposing of your large items for free at the Milwaukee Self-Help Facility, 3879 W. Lincoln Ave.

Please call our community partners at the **Sixteenth Street Community Health Center** with any questions, ideas, or comments: Nadia Bogue 385-3749.

**Also, be sure to attend the Healthy Neighborhoods Bloom and Groom on June 4 from 10:00 a.m. – noon. Annuals and perennials will be distributed to residents at the intersection of 11th St. and Harrison Ave. in the Lincoln Village.**

*If you don't know who to call for help with family, health and social services:*



Simply call  
211 to get  
help with life.

To call using a cell phone, dial 414-773-0211  
or on a pay phone, dial 1-866-211-3380.

## Point Premium International Cycling Classic Brings Superweek to Kinnickinnic Ave.

The **Point Premium Root Beer International Cycling Classic** (ICC) began as a single race at Milwaukee's Summerfest in 1969 and quickly expanded into a successful week-long racing series in the Milwaukee metropolitan area under the name Superweek. In 1985, Superweek added several races in cities to the north of Milwaukee, venues which had been part of the recently-ended "Milk Race" series. This expansion brought about the two-week racing format which the Point Premium Root Beer International Cycling Classic maintains to this day.

The event has a long-running tradition of international participation. Each year, a European contingent travels overseas to compete in the Classic, many of whom are emerging stars on the European racing scene.

The ICC has earned the distinction of being a world-class cycling event among the participating cyclists, sponsors, and spectators. This year, the event will provide incredible marketing exposure for the KK BID because our leg of the race is at the end – July 23 – after having 17 days of promotion throughout the Chicago/Milwaukee area. More than 5,000 visitors will be welcomed in our community to share in the excitement this unique race offers.



*Alderman Zielinski worked closely with International Cycling Classic Director of Operations Andy Garrison to make this bike race a success on KK and to help market the area.*

### FREE Landlord Training

For future training dates call 286-2954  
or to learn more about the program  
and view a class schedule go to:

[www.milwaukee.gov/landlordtraining](http://www.milwaukee.gov/landlordtraining)

# Sweet Water Organics

## Local Eats Get National Recognition

Sweet Water Organics delivered 10 pounds of yellow perch to MK Chicago restaurant for President Obama's April \$35,000-a-plate fundraiser, one of three fundraisers in the president's hometown.

The perch, raised at Bay View's own urban fish and vegetable farm, is grown in conditions that mimic the Earth's natural ecosystem in an industrial building Harnischfeger Industries once used for shipping mining cranes. Sweet Water Organics is the first commercial test of Milwaukee urban farmer Will Allen's innovative aquaculture model.

Sweet Water has also set up a miniature version of its aquaponics system for students at the first lady's alma mater – Whitney M. Young Magnet High School – to raise their own fish and vegetables while learning about science and the environment.

James Godsil, co-owner of Sweet Water said it is working to build more relationships in Chicago to spread the reach of urban agriculture.

## Growing Local Business

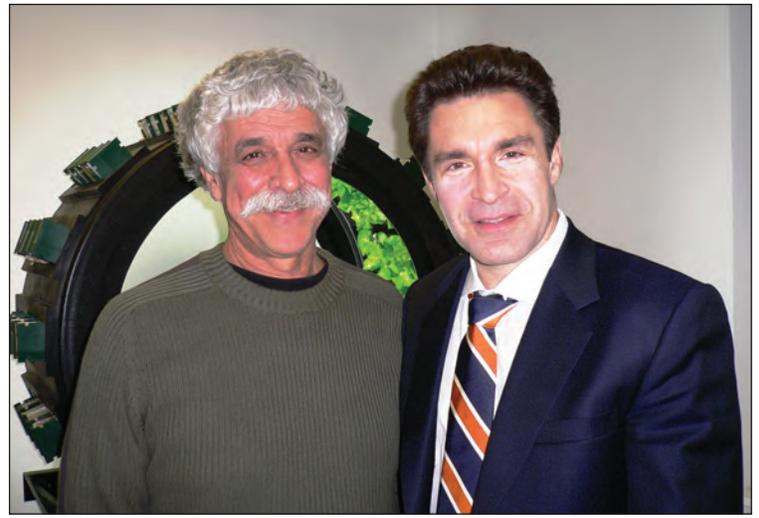
Sweet Water Organics' success isn't simply in providing food to restaurants. This spring, I spearheaded legislation to secure funding for the organization to help foster forward-thinking jobs in the city. The Common Council approved the measure on May 3. Urban farming is a necessary industry as, according to researchers at the World Wildlife Fund, as reported during a United Nations conference, our world will need to produce as much food in the next 40 years as we've produced in the past 8,000.

The cities that are the most prepared for this dramatic shift will be the most prosperous and Milwaukee's first-in-the-nation initiatives not only create jobs in our city, but protect our environment. Growing food locally means we save gas and transportation costs of food distribution.

Because I am particularly sensitive to how we spend tax payer dollars, using money from the development fund was the best choice to help assist in the Milwaukee Grow Zone project sponsored by Sweet Water. These funds were already earmarked to specifically create projects that foster economic sustainable activities to bolster our community and Sweet Water does just that.

Bay View as a community is known for embracing creativity and innovation and spearheading sustainable projects like this one, and we're not the only ones who recognize the value of Sweet Water's contribution. Recently, IBM has announced that Milwaukee is among 24 cities worldwide to receive a Smarter Cities Challenge grant, which will give the city access to top IBM experts and technology to potentially expand local, cutting-edge urban agriculture efforts around the globe and Sweet Water was a part of the award-winning suite of projects.

The measure to fund continued development of this urban aquaculture group passed committee unanimously. The organization itself also supports many of Milwaukee's principals in hiring and support of the local economy – Sweet Water and its foundation currently provide opportunities for minority members in the community to



*Alderman Zielinski congratulated co-owner of Sweet Water Organics, James Godsil, on the success of his organization and their recognition by IBM.*



*Sweet Water's program creates a means for fish and plants to grow in a healthy, symbiotic system in small urban spaces.*

learn life-long skills, trades and technology applications and apply them to careers at Sweet Water and other food producers in the city. Further, the group is committed to hiring as many as 20% of those trained minority members to full-time positions as they become available.

Sweet Water currently utilizes over 600 hours of minority member labor a month, estimated to rise to 1,400 hours monthly within 2 years, to assist in its operation, many of whom will go on to hone their skills and obtain well paying jobs at all levels within the market place.

Currently, less than 1% of the food in the city is grown locally. I'd like to bring that to 10% which could mean tens of millions of dollars in revenue added to the city's economy. Sweet Water is an excellent place to begin.

This is a win on multiple fronts for the city – we're saving environmentally by utilizing and expanding local food production, we're hiring locally to invest in the community and we're leading the nation as we sustain Milwaukee's reputation as the hub of the urban farming movement.

## Growing Power Grows

Sweet Water Organics takes its cue from Growing Power and creator Will Allen's innovative and award-winning practices. This year I've created legislation that connected Growing Power's industry with new jobs. This spring, I was able to secure non-property tax levy dollars to allocate to Growing Power to initiate a hoop house growing project. A total of 150 hoop houses for gardening will be created on vacant lands throughout the city for growing produce. The project will create 50 permanent jobs annually for a total of 150 jobs over the three year program.

The jobs are not only essential to our community, but also provide skills in that help to train workers for the economy of the 21st century where sustainable agriculture, renewable energy, environmental education, and community food systems development are all essential tasks.

## Sanitation Updates – Self-Help Centers

City of Milwaukee residents have two convenient locations where they can recycle or safely dispose of a wide variety of residential refuse. To gain access into the Self-Help Center, at least one occupant must provide proof of City of Milwaukee residency. The driver of the vehicle must also have a valid driver's license from within the United States. No contractors or commercial vehicles are allowed on the premises to dump. The Self-Help Centers are located at:

- 6660 N. Industrial Road
- 3879 W. Lincoln Avenue

The hours have changed, however. The centers were closed on Wednesdays, but are now closed on Mondays instead.

**April 3 through November 26, 2011 hours:**  
**Tuesday, Wednesday, Thursday, Friday, Saturday,**  
**and Sunday - 7:00 a.m. - 3:00 p.m.**  
**Closed Mondays**

## KK Business Improvement District

When business owners in the KK area asked for remediation for graffiti and security problems, I took the lead and helped to develop the KK BID. This area has thrived in the program. Currently, the BID, which stretches from Becher St. to Morgan Ave., is putting together a website to continue to build the marketing of the area. This summer's bike race (see two pages to the left) will launch excellent marketing opportunities for the area, but we cannot stop there. The BID is creating a web-based survey to assess the next priorities for the area. In the meantime, the area is reaping the benefits of speedy graffiti removal and pride that the security camera system they've helped to implement on the street has yielded evidence for police. We've caught taggers on camera! All of these changes and the active participation of existing businesses make bringing new stores to the area much easier. KK's BID is encouraging and inspiring and the 13th St. BID is now moving forward and I look to develop similar progress in that area of the district as well.

## Pet Waste and Leash Laws

You shouldn't have to watch where you step in our neighborhoods, but unfortunately there are people who neglect to pick up after their pets. Not only is it unsightly, pet waste left on the lawn or next to the sidewalk washes into storm drains which carries it directly into our rivers and Lake Michigan.

Please, on behalf of your neighbors, double-bag pet waste in plastic bags. Seal the bags and then put them in the green garbage cart. If you have any questions, call the Call Center at **286-CITY**.

There is a serious problem of unleashed dogs in the city, and Alderman Zielinski would like to remind residents that city law prohibits an owner from permitting an animal to be at large.

## Milwaukee Energy Efficiency

I'm proud to say the City of Milwaukee was one of only 25 cities to be awarded grant dollars to help residents improve the energy efficiency of their homes. One of the greatest ways to support the city's move toward sustainability is to start in your own home or business.

We have created a unique version of the program that gives you an Energy Advocate to work with you hand in hand through the entire process. Once your home is assessed by a trained professional, you work on solutions to any energy leaks or problems that are discovered and you have an approved contractor come in to do the work. Then, the quality of the work is checked by our Energy Consultants.

The program has partnered with Summit Credit union to provide low-interest financing that doesn't require home equity. Loans are easy to apply for and can have terms of up to 15 years.

If those incentives aren't enough, the program also partners with Focus on Energy and you may be eligible for home energy upgrade rebates for some of the changes you make. Contact an Energy Advocate today or visit the website for more information, [www.smartenergypays.com](http://www.smartenergypays.com) and reduce your home's carbon footprint – and your energy bills!

**SmartEnergyPays.com (877) 399-1203**

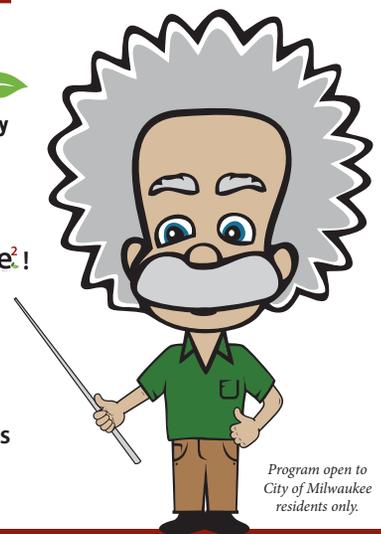
# Me<sup>2</sup>

**Milwaukee Energy Efficiency**  
*Smart energy pays.*

**Want to make your home more energy efficient? Me<sup>2</sup>!**

**Want help with the up front costs? Me<sup>2</sup>!**

**Want to see instant savings on your energy bill? Me<sup>2</sup>!**



Program open to City of Milwaukee residents only.

**Contact an Energy Advocate today to make Smart Energy Pay!**

ALDERMAN  
**Tony Zielinski**

*Making Things Happen*

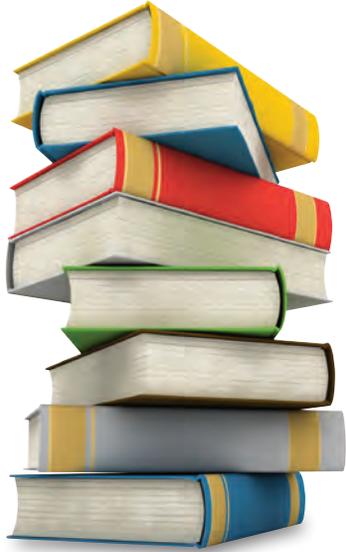


The View From Milwaukee's 14th District



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)



## Support Your Local Library!

As you may know, unfortunately libraries are continuously struggling to stay open, but there are some things you can do to support your local library.

- Get a library card
- Return books on time
- Pay fines
- Hold community meetings there
- Patronize
- Participate in programming
- Encourage others to use the library

Find out more at: [www.mpl.org](http://www.mpl.org)

**Bay View Library – 2566 S. Kinnickinnic Ave.**  
**Tippecanoe Library - 3912 S. Howell Ave.**

## One Call That's All: 286-CITY (2489)

That one number can connect you with 21 departments, 8,800 employees and 100s of city services, ranging from building permits to parking permission to library hours to garbage pickups.

Alderman Zielinski says the city continues to seek ways to improve communications with residents, and this one-stop number for city services makes it even easier to find the right department and person to handle your complaint or request. Residents will still call 911 for emergencies but can use the new number for any other city-related calls.

Of course you can always contact Alderman Zielinski's office by calling **286-2873**.

## New Garbage Cart Policies – Waste Reduction Works!

More people are finding they no longer need two or more garbage carts because they're doing an effective job of recycling and generating less garbage. If you have an extra cart, please call **286-CITY (2489)** or fill out an online service request at [www.milwaukee.gov/eservices](http://www.milwaukee.gov/eservices), and the city will collect it. One of the changes brought about by this year's budget, however, includes a \$20 annual fee for every extra garbage cart you'd like added to your residence. The Sanitation Division repairs broken carts. Call **286-CITY (2489)** or fill out an online service request to have your cart picked up for repair or replacement.

**Tony Zielinski**  
City Hall, Room 205  
200 East Wells Street  
Milwaukee, WI 53202

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## Movie Theater Coming to the 14th

Alderman Tony Zielinski has been working for a long time to bring a new theater venue to Bay View. His support was instrumental in helping Jay Hollis, a former owner of the Rosebud Cinema Drafthouse, purchase the Bay View Brew Haus building on S. Kinnickinnic Ave. to open a movie theater.

The project includes opening a theater, establishing a restaurant on the building's first floor and leasing the lower floor to a new business. "This will be a movie going experience we haven't seen before – I am proud to bring Jay Hollis and his track record for innovation into the Bay View area," Alderman Zielinski said. Mr. Hollis is hoping to open the theater by late October or early November at the earliest.