



**MEETING MINUTES OF THE SOLDIERS HOME
COMMUNITY ADVISORY COUNCIL
APRIL 10, 2017, 5:30 – 7:30 PM
MEETING HELD AT VETERANS MANOR**

ATTENDEES:

First	Last	Organization/Company
George	Banda	Veterans Community Relations Team
Joe	Bova	Milwaukee Preservation Alliance
Carlen	Hatala	City of Milwaukee Historic Preservation
Howard	Hinterthuer	Vietnam Veteran
Elizabeth	Hummitzsch	Mueller Communications
Terry	Longo	DAV #1
James	Madlom	Mueller Communications
Dawn	McCarthy	Milwaukee Preservation Alliance
Scott	Ramlow	Uihlein Wilson Architects
Genell	Scheurell	Midwest Office NTHP
David	Uihlein	Uihlein Wilson Architects
Ken	Walz	Veterans Community Relations Team
Greg	West	Veterans Community Relations Team
Peter	Zanghi	Milwaukee Preservation Alliance
Claire	Zellner	Veterans Community Relations Team
Pam	Schoechert	Milwaukee Preservation Alliance
Lori	Gensch	Milwaukee Preservation Alliance
Chas	Mulcahy	Veterans Community Relations Team

MATERIALS AVAILABLE AT MEETING:

- [Agenda](#)

I. Rehabilitation Project Update

CAC Member Jonathan Beck of The Alexander Company provided an update on the redevelopment project.

- **Project Team:** Jonathan provided an update on the project team, which includes Uihlein Wilson Architects, Beyer Construction and a new addition: Friends of Housing.



- Friends of Housing is a partner of the Housing Authority of the City of Milwaukee (HACM) and will be performing property management services for the project. You can learn more about the organization [here](#).
- **Funding:** Jonathan also provided a recap of the proposed funding structure for the first phase of the project:
 - Low Income Housing Tax Credits
 - The project team has an application into the Wisconsin Housing and Economic Development Authority (WHEDA) for these funds.
 - Federal Historic Tax Credits
 - State of Wisconsin Historic Tax Credits
 - Fundraising to close the financing gap (approximately 10% of the total project cost).
 - The project team is working to secure funds from select foundations
 - Additional funds will be secured through a fundraising campaign led by The Sweeney Group.
- **Project Plans:** Jonathan provided an overview of updates made to the floor plans for Old Main.
 - [Click here](#) to view the latest project fact sheet

II. Fundraising Focus Group

Former CAC Member Genell Scheurell of The Sweeney Group led a focus group discussion regarding fundraising for the rehabilitation project. The following is a summary of the conversation.

- **Overview:** Genell provided an overview of the focus group process and purpose.
 - The Sweeney Group was invited to be part of the Enhanced Use Lease proposal by Alexander Company.
 - The Sweeney Group is currently developing a campaign feasibility study to see if the amount of money that needs to be raised can be supported in the community.
 - The Sweeney Group has interviewed roughly 35 individuals and sent out invitations to participate in electronic surveys to another 85.
 - The Sweeney Group also wanted to talk to the CAC because its members have been such an important part of the project for the past six years.
 - The CAC's feedback will be incorporated into the feasibility study, which will be completed within the next few weeks.
- **Focus Group Summary:** Genell led a Q&A with CAC members. Here are the key takeaways from the discussion:
 - The group agreed that homelessness among veterans is a major concern and one that needs to be addressed.
 - The group agreed that one of the strongest messages we can communicate about this project is the fact that we will be returning the buildings to their original purpose: the service of veterans. The group agreed this should be a primary message in our case for support.



- The group believed there would be a willingness to help close the funding gap for this project.
- The group cautioned against potential naming opportunities, indicating we need to keep the focus on veterans.
- The group indicated the best way to engage veterans in the process is through Veteran Service Organizations.

III. Wrap Up and Next Steps

- Dawn McCarthy shared that the Milwaukee VA Medical Center will be recognized by the Milwaukee Historical Society for its 150th Anniversary as part of the Historical Society's Annual Awards Reception on May 9th. For more information about the event, [click here](#).
- Dean Schwaller provided an update on the VA Medical Center's plans for a June 3 anniversary celebration. It will be a day-long event featuring re-enactors, musical entertainment, tours of the grounds and select buildings, adaptive sports demonstrations and a look at its history of care over 150 decades. For more information, [click here](#).

IV. Adjourn