



Downtown Alliance of Milwaukee

Steering Committee Agenda 2-18-2026

1. Meet and Greet
 - a. Board
 - i. Andy
 - ii. Rob
 - iii. Aaron
 - iv. Rebecca Curton
 - v. Mike
 - vi. Nick
 - vii.
 - b. Non Board
 - i. Dan
 - ii.
2. DAM Misson Statement
3. Review and approve meeting minutes from January- Ann
 - a. Approved as is
4. Treasurer's Report – Amanda
 - a. Approved as is
5. Board Expectations – Nick
 - a. Combine with code of conduct and review annually with Board members and get additional commitment
 - b. Remove board members Estelle, Karen, review Tyler next meeting
6. Board member Fundraising Expectations- Aaron
 - a. Recommend including this as part of the board application and commitment for review prior to voting forward a board or exec committee. Review at March meeting. Include update in treasury report quarterly.
7. Nick officially added to Exec Committee – Andy
 - a. Motion passed unanimously
8. Board Exec Committee nominations start March Meeting – Andy
 - a. Goal is to have Board Expectations, code of conduct, and commitments from all board at March Meeting – Aaron, Nick, Andy to format and send out to board for review prior to March meeting.
9. Bylaw review to extend DAM work area beyond downtown for Passport – Andy

- a. Board to review this in March and consider redrawing downtown boundary
 - b. Outside of downtown businesses can sponsor for Summer
 - c. Andy to reach out to NDAs to ask if they are interested in a broader city Passports if they do the collection work
10. Follow up DAM focus meeting with City & Funding Ask MRCCACC next week – Nick/Andy
 - a. Wednesday the 25th 5:30 at City Hall, all are welcome, we have coverage already
11. Metro Hub Office Hours at Good Measure February 25th 9am-12pm
 - a. Open to all businesses who are helpful
12. Earth Day April 25th in the morning at Scott Park
 - a. City organized event, HMNDA is holding separate work party to mulching
13. Chair Conclusion on City Grant agreements and partnerships – Andy/Nick
 - a. Andy to prepare a letter and present to board in March, after board approval letter to be send from Board to city
14. Chamber meeting follow up – Nick/Andy
 - a. Agreements to cross promote with Chamber, Chamber to set up business profile on DAM site, Cross promoting events within networks, quarterly call between Chamber & DAM, copy Chamber on press releases and ribbon cuttings
15. FFM - Rob & Shalena
 - a. Rob talked with Jillian about getting involved and she is interested. Jillian is putting together a flyer, Rob will send to Andy to include in the newsletter.
 - b. Rob to send Andy and Amanda volunteer needs to send out in newsletter and socials
 - c. Who will manage the FFM website this year – Andy texted Estelle to ask
16. Web Updates – Dan
 - a. Businesses and events have been approved, need to forward those emails to Dan
 - b. Need to confirm who has access or gets copied on info@ email
 - c. Dan looked at volunteer access platforms and is continuing to look at options
17. PR & Social Media Updates – Amanda
 - a. Need to hire someone/volunteer asap
 - b. Mike has someone who may be able to help and will follow up with Amanda
18. MLW update pursue either Milwaukie Sign or downtown Light Fixtures – Andy
 - a. Pursue sign, location and design TBD
19. 2026 Focuses follow up and needs:
 - a. Passports (Summer and Winter) – Amanda
 - i. Request for \$650 for graphic designer - not at this time
 - ii. Aaron to follow up with Amanda and connect with Jeremy
 - b. Taste of Milwaukie – Mike/Zak/Tyler
 - c. Wayfinding Signs – Amanda/Shalena/Rebecca
 - d. Walking Map & Business Directory – Aaron/Amanda

- e. Business Development – Ciara to bring resources/Ann
 - f. Little Float pt 2 – Rob/Andy/Amanda/Nick
20. Meeting agenda items and requests - Andy
21. New items