



Meeting Minutes

PROJECT: University of Wisconsin-Milwaukee - Campus Master Plan
DSF Project Number 07G2U
HGA Commission Number 1190-016-00

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DATE: April 15, 2008

MEETING

Purpose: Initial Project Meeting with the Executive Leadership Team
Date: April 4, 2008 Time: 8:50-10:00 a.m.
Location: UWM Union - Wisconsin Room

INVITEES: Those present indicated by 'X'

Executive Leadership Team:

- James Doyle, Governor/Chair, State Building Commission (delegate)
Michael Morgan, State of Wisconsin DOA Secretary (delegate)
X David Miller, delegate, UW System Administration
X Carlos Santiago, Chancellor - UWM
X Rita Cheng, Provost - UWM
X Tom Luljak, Vice Chancellor, University Relations and Communications - UWM
X Christy Brown, Interim Vice Chancellor for Finance and Administrative Affairs - UWM
X Helen Marmarchev, Vice Chancellor for Student Affairs - UWM
X Joan Prince, Vice Chancellor for Partnerships and Innovations - UWM
X Colin Scanes, Vice Chancellor for Research and Dean of the Graduate School - UWM
X David Gilbert, Interim Vice Chancellor for Development - UWM
X Tom Barrett, Mayor, City of Milwaukee
T. Michael Bolger, President, Medical College of Wisconsin
Scott Walker, County Executive, Milwaukee County
Theresa Estness, Mayor, City of Wauwatosa
X Guy Johnson, President, Village of Shorewood

Others:

- X Pat Curly, ?
X David Helbach, DOA/DSF Administrative Office
X Jon Jenson, Project Manager, DOA/DSF Architecture & Engineering
X Patricia Arredondo, Associate Vice Chancellor, Academic Affairs - UWM
X Chris Gluesing, Assistant Director, University Architects/Planning - UWM
X Claude Schuttey, Director, University Architects/Planning & Transportation - UWM

Consultant Team:

Sasaki

- X Greg Havens, Sasaki
X Philip Parsons, Sasaki

HGA

- X Julie Penman
X Lora Strigens
X Jim Vander Heiden
X d'Andre Willis

COPIES:

DOA/DSF

Jon Jenson

UW System

Jeff Kosloske
Kate Sullivan

UWM

Patricia Arredondo
Chris Gluesing

Consultant Team

Those Present

**Item**

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1. The Chancellor opened the meeting and described the background drivers for a comprehensive master plan for UWM. Several key points were made:
  - a. The current Kenwood campus presents challenges as a dense urban campus.
  - b. UWM has not had a master plan in 35 years.
  - c. UWM can provide unique benefits to the region and influence greater economic development.
  - d. Desired “water cooler” effect – collaboration and idea generation.
  - e. The master plan will promote the UWM mission of access and research.
2. Greg Havens (Sasaki) provided background on the process and components of a master plan using another project example.
  - a. A process that is rich and internally transformative.
  - b. A roadmap of academic, financial and physical progress; an integrated master plan addresses this triple bottom line.
  - c. A master plan acts as a catalyst for leveraging the role of the University. Universities are a major driver of the knowledge-based economy.
  - d. A master plan addresses space use – how well can you maximize use of space? How do you create high quality spaces?
3. Process Overview – UWM Master Plan will be organized in four phases:
  - a. Observation and Assessment
  - b. Principles and Concept Plan
  - c. Site/Area/Precinct Planning
  - d. Implementation Plan
4. Discussion by the Executive Leadership Team ensued, with comments as follows:
  - a. Mayor Barrett: In the shift from manufacturing economy to a broadly mixed economy, two keys are water and institutions of higher education. UWM’s role in access to education and advancement of research are critical to this transition for Milwaukee. Challenges of the landlocked nature of campus; challenges of transportation. The City needs more jobs, particularly at the lower end of the economic scale. The University’s impact in research creates new businesses, which then create broad job opportunities. Access issues have a broad impact on residents of color, and those of lower economic status.
  - b. Dave Helbach (DSF Administrative Office): Milwaukee is the traditional heart of Wisconsin and its regional economy. Access to education for non-traditional students strengthens the State.
  - c. David Miller (UW System Administration): Vision of Regents is to build up UWM as the State’s second large research institution. There is opportunity here in the infrastructure of existing businesses that doesn’t exist in Madison. The economy is already an incubator.

The University can serve as a hub of linkages which fosters flow of information in and out. Physical vision should mirror this role of linkage.

- d. Mayor Barrett: Need to gain broader acceptance in Madison to see UWM as another place for upstarts in the State – still remnants of view that this upstart shouldn't challenge UW-Madison.
- e. Madison is a city that's all about the University; Milwaukee is a University that's all about the city.
- f. Need to balance between our mission of access for students from the Milwaukee area and within Wisconsin, while looking to draw in new students from out-of-state.
- g. What needs to be done to foster access?
  - 1) Transportation.
  - 2) Student Housing.
  - 3) Free up lack of space throughout, ease the crunch from growth.
  - 4) Work with the neighborhoods.
  - 5) Build on unique draws: architecture, nursing, public health, programs that rely on urban environment.
  - 6) Make better connections to City for students from other parts of the state. Encourage them to stay.
- h. Developing Research is dependent on creating real connections with private partners, and with creating high quality spaces.

**The foregoing represents HGA's understanding of the discussions and decisions made during this meeting. If anyone has any changes or comments, please notify the author within seven days of the date of this document.**