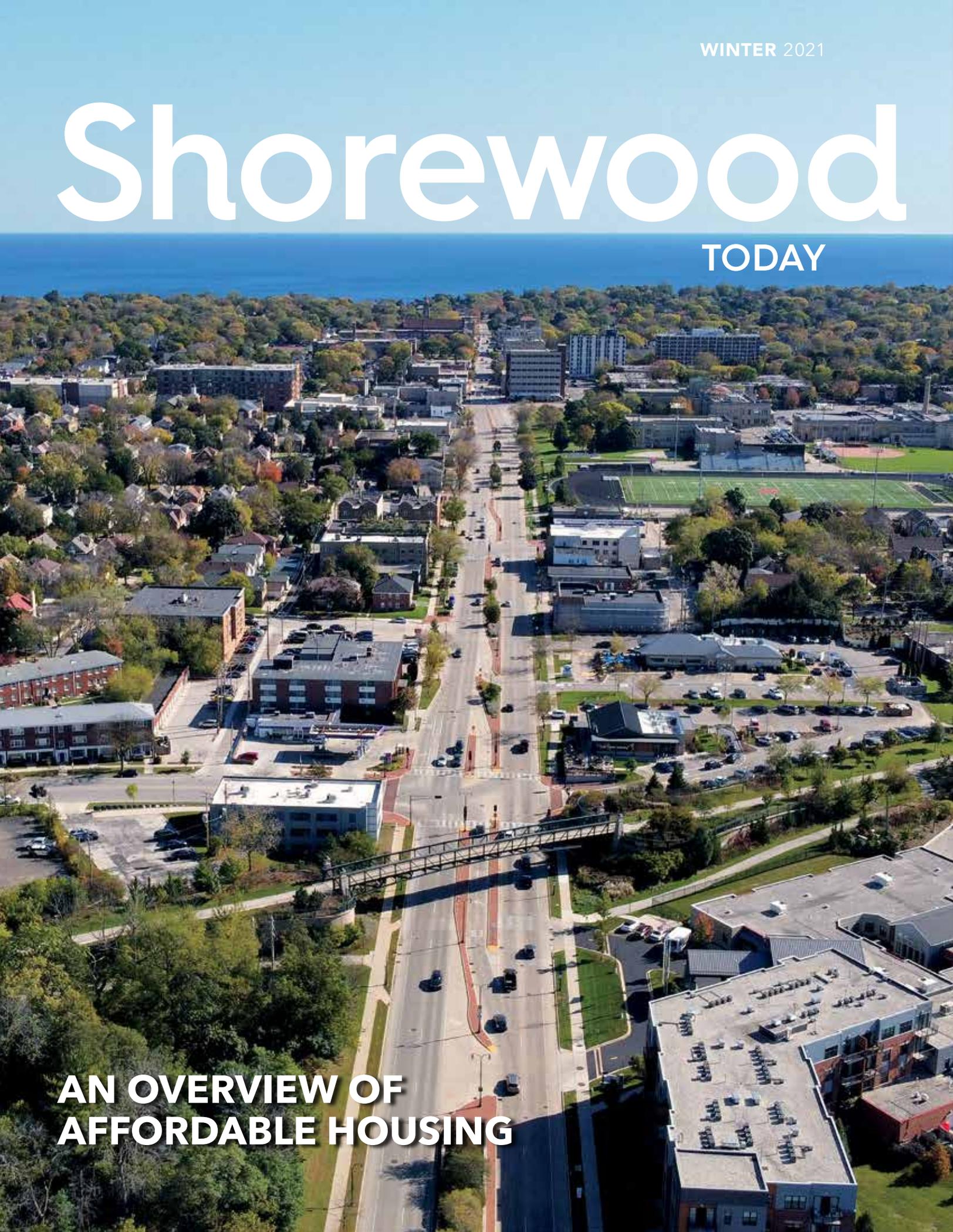


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## Learning as a community

A single, unanimous Village Board vote has given Shorewood an opportunity. This opportunity is both exciting and challenging, filled with possibilities and complexities. The vote carved out resources to support affordable housing in our community.

The Community Development Authority has been asked to lead learning and conversation around how to apply these resources. It is an important community conversation, and one to which we invite everyone to contribute.

Housing is a basic need. It's also a key part of any community's identity. As one who grew up in Shorewood and later raised my family here, I believe that Shorewoodians share many common values, including the ongoing pursuit to be our best selves and a desire to do the right thing in every endeavor. While we all share this, we also appreciate different perspectives. We want a diversity of people and perspectives right here in our community – but to have that, we must live in community.

A diversity of housing stock is central to a diverse community. We have up to \$2 million to help make living in our community more broadly accessible. To do so, we need to come to agreement on a very specific, actionable plan. That is going to be the hard work, and we want everyone to participate. We all have a piece of the solution, and our responsibility is to bring the pieces together in a respectful and constructive way. After all, our end goal is a shared one. It's a Shorewood that we all aspire to live in. That is the destination. I believe that together, we can get there.

—Peter Hammond,  
Chair, Shorewood Community  
Development Authority



Shorewood Today is published four times a year with support from our community of advertisers as well as the Village of Shorewood, Shorewood School District, Shorewood Business Improvement District, Shorewood Community Development Authority and Shorewood Foundation.

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On the cover: A bird's-eye view of central Shorewood, looking east on East Capitol Drive from the Oak Leaf Trail Bridge to Lake Michigan. Photo by Joe Stoll, Premier Drone Photography, pdpbystoll.com.



# happenings

## AFFORDABLE HOUSING IN SHOREWOOD

PAGES 11-19

This issue of *Shorewood Today* takes an in-depth look at the Village's opportunities, challenges and perspectives as the community works to address affordable housing. Our intention in devoting space and attention to this topic is to reflect community perspectives, provide context and convey that all are welcome to this community conversation.

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“

WE ASKED  
SHOREWOOD  
RESIDENTS...

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# Shorewood News

Students use the new equipment on the west playground at Atwater Elementary School.

## DISTRICT CONSTRUCTION nears completion

The Shorewood School District's facilities referendum construction project remains on schedule and is in the final stages, with full completion expected by the end of 2022.

During this past summer and fall, both Shorewood elementary schools received brand-new traditional playgrounds, minor landscaping, site utility and fire suppression work, and final classroom renovations. The project have achieved 100 percent completion at both sites. A new natural playground will likely be installed at Lake Bluff in 2022.

The majority of Shorewood High School's construction is also complete. The main parking lot was successfully repaved and renovations across the administration building are complete, including the installation of a new copper dome. Along with major arena, auditorium and pool renovations, upgrades have also been made to the Powerhouse administration building, as well as classrooms and bathrooms.



The District's next construction projects focus on Shorewood Intermediate School and will begin in early 2022. Classroom renovations will be cycled throughout the remainder of the school year, and the big construction projects – including filling in the SIS Commons pit – are set to take place during summer 2022.

For construction updates, visit [shorewood.k12.wi.us/apps/pages/facilities](https://shorewood.k12.wi.us/apps/pages/facilities).

## Hiring committee advances POLICE CHIEF RECRUITMENT

The Village Board has approved the selection of a professional search firm to conduct a recruitment process to hire a new Shorewood chief of police. A committee comprising a member of the Shorewood Police Commission, the Public Safety Committee chair, a representative from the Human Relations Commission and members of the Village staff recommended Madison, Wis.-based The Riseling Group, LLC.

The firm is working to develop a list of qualified candidates based on a profile created with community input. Richard Cole, Shorewood Police Commission president, says opportunities for resident feedback have been and will continue to be a critical aspect of the hiring process.

In September, the Police Commission appointed Thomas Liebenthal as interim police chief. A seven-year veteran of the Shorewood Police Department, Liebenthal most recently served at the lieutenant level and was promoted to captain shortly before being appointed.

“It is important to us to have an open process with multiple opportunities for the residents of Shorewood to take part.

—Richard Cole, Shorewood Police Commission president

## Board brings consistency to PARKING REGULATIONS

The Village Board has approved staff recommendations to bring more consistency and clarity to Village parking regulations.

The Board voted to do away with alternate-side overnight parking on residential streets. According to Planning and Development Director Bart Griepentrog, police and public works staff reported that the policy, which began Jan. 1, 2021, had not proved beneficial to their operations. Users also reported confusion and frustration. Alternate-side parking restrictions will be maintained and enforced nightly on North Oakland Ave. and on East Capitol Dr. east of North Oakland Ave.

On-street, overnight parking restrictions for cars without permits will expand by one hour to be enforced from 2 to 5 a.m. The three-hour time frame enables parking monitors to make a full sweep of the Village, beginning with residential streets and then proceeding to the commercial district.

Regarding winter parking restrictions, streets 36 feet or more in width will see these restrictions fully lifted. This change affects eight streets in the northwest quadrant of Shorewood.

Finally, the Board approved more consistent daytime parking regulations by formalizing general two-hour or 15-minute categories within residential and commercial districts. All changes take effect on Dec 1, and Griepentrog says posted signage will be updated accordingly.

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## NEW BUSINESSES



Marko Mitic, co-owner, stands inside the new Center for Covid Control.

### Center for Covid Control ▲

2223 E. Capitol Dr. | [centerforcovidcontrol.org](http://centerforcovidcontrol.org)

The Center for Covid Control, a national, Chicago-based company that partners with the Centers for Disease Control and Prevention to offer free Covid-19 tests, has opened a new clinic in Shorewood. With no appointment or insurance needed, members of the public can stop in and take a Rapid Antigen test and have the results within the hour. Polymerase Chain Reaction (PCR) tests are also available, with results within 48 to 72 hours.

Negative rapid tests results are often required for concerts and sporting events, as well as for students experiencing symptoms or those with known exposures in the public schools. A negative PCR test is now required for most international travel.

The center's spokesperson, Aleksandar Cirkovic, says the clinic will be open "for as long as there is a pandemic." All tests will use nasal swabs, and clinic employees will conduct thorough sanitizing procedures before and after each patient. The tests are available for anyone over the age of 2 and results are conveyed by email. The clinic does not offer antibody testing or vaccinations. Visit [centerforcovidcontro.org](http://centerforcovidcontro.org) for hours of operation.

### Cosmic Destroyer Collectibles ▼

1920 E. Capitol Dr. | [cosmicdestroyers.com](http://cosmicdestroyers.com)

Jon Gutierrez has brought his lifelong love for hunting down collectible toys, comics and trading cards to Shorewood with his new store, Cosmic Destroyer Collectibles.

For years, collecting and then selling these items has been a steady source of joy and income for Gutierrez, and his dream has long been to take the business out of his living room and into a bricks-and-mortar store. Last spring, he noticed a vacant storefront on East Capitol Drive while on his way to the Shorewood Post Office, a near-daily destination for mailing items to online buyers. Drawn to Shorewood for the "small-town feel," Gutierrez says he reasoned that the foot traffic and proximity to schools would be a boon to the business.

In addition to selling collectible items, the store will offer a separate space for gathering to play games such as Yu-Gi-Oh! or Pokémon. "Everyone's so into their phones now," says Gutierrez. "These games allow players to interact and have fun in a hands-on social activity."



Jon Gutierrez stands with items organized along the wall of the new Cosmic Destroyers Collectibles.

### Shorewood BID establishes new nonprofit

Shorewood's Business Improvement District has created Shorewood Partners Inc., a nonprofit offshoot that enables the BID to raise additional funds that support special projects and events.

Like most BIDs, Shorewood's BID is funded by a special tax levied on member businesses. That funding is used to promote and develop the business community by marketing the Village and its events and attracting outside investment.

Shorewood Partners allows the BID to seek and accept contributions from third parties so that the financial weight of special projects isn't entirely borne by the existing BID tax, says Shorewood BID Director Steph Salvia. Additionally, because of the group's status as a 501(c)(3), donations are tax deductible

for the donors and also exempt from sales and use tax, enabling the BID to save thousands of dollars.

Shorewood Partners was recently leveraged to act as the fiscal agent for the Shorewood Artisan Market, and Salvia says it's these types of collaborations that the new organization makes possible.

"This allows us to jump on exciting new opportunities that come up for Shorewood without putting the burden on our small businesses," she adds. "We'll be able to serve our community better by creating and supporting events and programs that will take us to a whole new level."

## Shorewood Today welcomes student intern



Thanks to a generous grant from the Shorewood Foundation, *Shorewood Today* magazine has brought a student intern on board for its Winter 2021, Spring 2022 and Summer 2022 issues. Sophia Wiley has joined the production team to learn about and assist with advertising, editorial planning and content, and design. A 2021

graduate of Shorewood High School, Sophia was a multi-year staffer for the student newspaper, *Ripples*, among other activities. Fun fact: Sophia has appeared on two *Shorewood Today* covers, one with her family and another with her classmates and co-organizers of Shorewood's June 2020 march for racial justice.

## LIBRARY RENOVATION gets green light



A conceptual rendering from the Shorewood Public Library's renovation master plan.

Courtesy of HGA

The Shorewood Public Library will move forward in 2022 with a significant renovation to support library goals as outlined in its 2019-2024 strategic plan.

The Shorewood Village Board voted in support of the renovation, estimated at \$1.8 million and funded by a generous 2018 bequest from Larry and Elaine Lange. The Board also approved a commitment to provide Village spaces for library services during construction and moved to spend up to \$35,000 in 2023 capital funds to resolve a known liability issue in the library building.

The library contracted with architectural firm HGA to create a renovation master plan, a process guided by the existing strategic plan as well as community, staff and Library Board input.

The plans are intentionally designed to enhance the library's ability to provide a welcoming, accessible and inclusive space that fosters community connections, says Library Director Rachel Collins. Elements including lounge seating, computer stations where two or more people can work together, and multiple tables with seating for up to four people needing to collaborate, conduct interviews, meet with clients and more.

"The renovation is definitely going to increase space that encourages conversations and collaborations among library visitors, while maintaining ample space for quiet activities," Collins says, explaining that the design includes solutions to absorb and contain sound.

Strategic relocation of service points, more stroller- and wheelchair-accessible restrooms, a glass-walled teen lounge area, and more are among planned features to make the library more welcoming and inclusive.

The renovation master plan is available at [shorewoodlibrary.org/discover/renovation](https://shorewoodlibrary.org/discover/renovation).

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## Equity Update

### Village sponsors racial justice courses

This past fall, 18 Village employees, elected officials and volunteers participated in the YWCA Southeast Wisconsin's flagship racial justice courses, "Unlearning Racism: Tools for Action" and "Conversations about Race."

The courses cover the roots, impact and manifestations of racism and offer specific, constructive actions to take when encountering it. They also discuss white privilege and how the concept of white superiority has been leveraged throughout America's history to justify social inequities.

The \$650-per-person cost is part of the Village's 2021 operating budget.

The classes were available to any Village employee or volunteer committee member.

Village Trustee and class participant Kathy Stokebrand says she is grateful for the Village Board's commitment to this initiative. She adds that the courses have helped her "learn from and develop an understanding of various perspectives that are relevant to fighting racism and its effects."



**(I can) learn from and develop an understanding of various perspectives that are relevant to fighting racism and its effects.**

—Kathy Stokebrand,  
Village Trustee

### Schools revamp hiring process to align with equity goals

The Shorewood School District's commitment to eliminating inequities system-wide and the alignment of District administrators, teachers, staff and board members in prioritizing the initiative has led to a review and revamp of the District's hiring process, says Shari Tucker, District director for equity.

Tucker says collaboration with human resources leaders and building-level administrators has aligned the hiring process with the District's commitment to equity, growth and excellence for all. "The questions that our newest hires had to answer in interviews were developed and refined through an equity lens," Tucker says. "This is one way the District is demonstrating our continued commitment to making sustainable, structural, systemic change."

Now in year two of working with Integrated Comprehensive Systems for Equity to implement its proven, systematic framework to eliminate inequities, the District is creating collaborative commitments for equity that originate at each school and are ultimately reviewed by the School Board to ensure system-wide alignment. A District equity audit process is also underway using the ICS framework to identify inequities through data analysis and develop approaches to eliminate them. Tucker says that building an annual equity audit into District operations will help identify any year-over-year gains and areas for improvement.

More information about the District's ICS for Equity work is online at [shorewood.k12.wi.us/apps/pages/ICSEquity](https://shorewood.k12.wi.us/apps/pages/ICSEquity).

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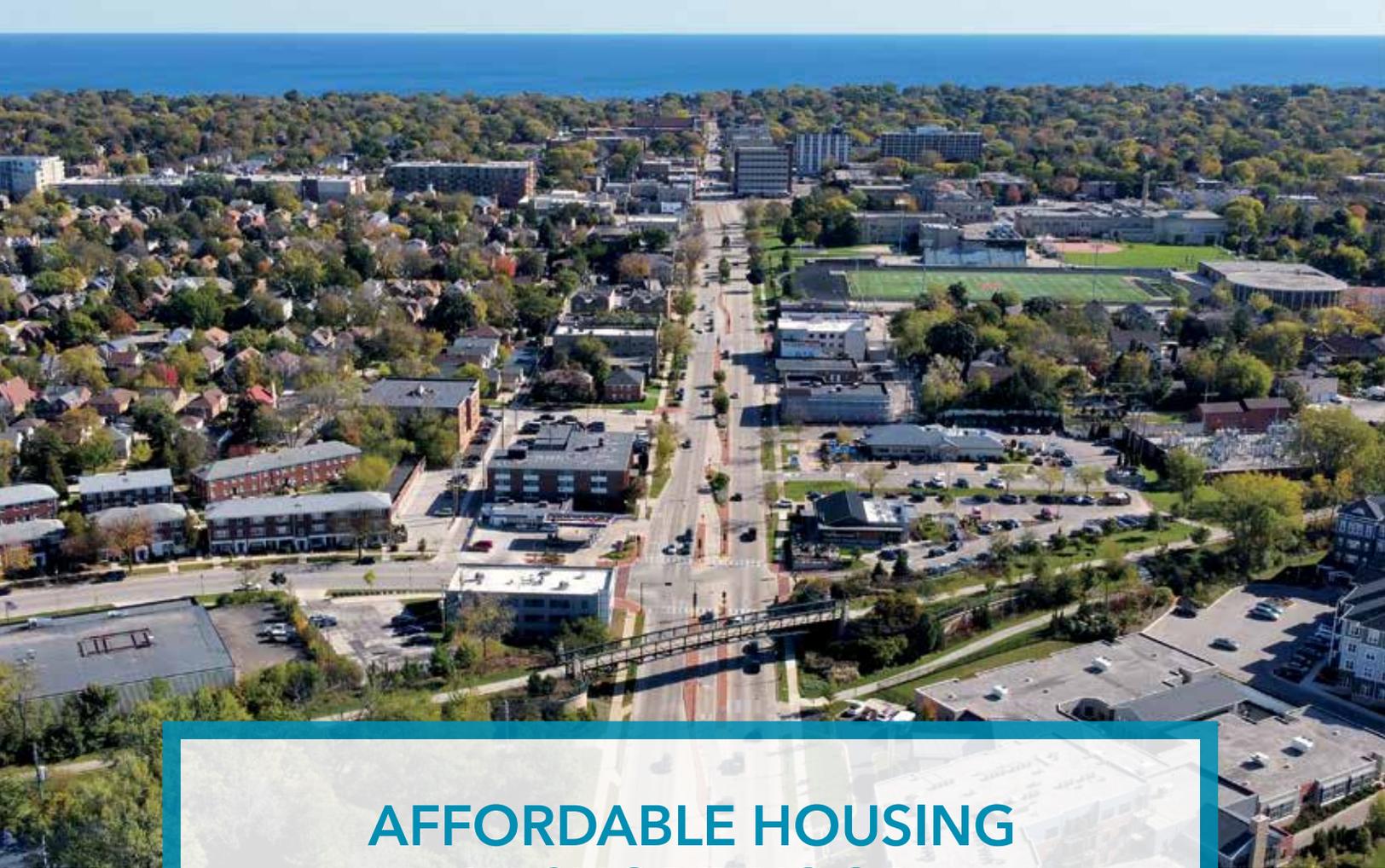
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# AFFORDABLE HOUSING IN SHOREWOOD

With an unprecedented opportunity to direct resources to affordable housing, Shorewood is taking steps to determine the way forward.

BY JENNIFER ANDERSON AND PAULA WHEELER  
PHOTOS BY JOE STOLL

How might Shorewood direct up to \$2 million allocated to support affordable housing in the Village? It's a question on the minds of not only Shorewood Village leaders, staff and community development volunteers, but also many residents. As the community learns together about the history, possibilities and challenges related to affordable housing, an equally important question begs to be answered, and it boils down to one word: Why? Determining the community's reasons for supporting affordable housing will help in answering the "how."



A view of East Capitol Drive in Shorewood, from the Oak Leaf Trail Bridge (bottom) to Lake Michigan.



*Continued on page 12*

“

**We have a great Village, and it should be accessible to more people.**

When workers can afford to both live and work in Shorewood, our Village is made stronger by those additional anchors.

Shorewood's best version of itself is one that is economically and racially diverse.

A healthy, inclusive community supports initiatives that encourage new social connections.

Supporting those who want to raise their families in a great community but have circumstances that make it cost prohibitive – for example, single moms.

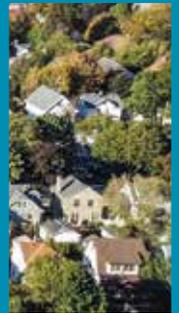
**It would increase options for seniors to stay in our community after retirement.**

An inclusive community benefits everyone. I am excited that Shorewood is taking this on.

Maybe our mass transit options would improve. More people might mean more riders.

**WE ASKED SHOREWOOD RESIDENTS:**

**If you support affordable housing in Shorewood, why do you believe it will positively impact the community?**



We all benefit from diversity, and diversity of income is one measure.

**I believe it would help more families find a safe neighborhood and quality schools for their children.**

**Socioeconomic status should not be a significant barrier to a safe community and great schools.**

Shorewood is a great place to work and live for those who are disabled, but (addressing) the lack of affordable and accessible housing should be a priority.

A diverse community makes a stronger community. It allows us to learn from each other and understand broader experiences than just our own.

It puts our many words about diversity, inclusion, equity, empathy, openness, etc., into ACTION.

**Equity and justice. Pure and simple.**

More stability for Shorewood's children: If families have a variety of housing choices here, that could allow kids to remain in our schools even if their families' circumstances change.

**Affordable housing is one tool to slow gentrification.**



Affordable housing should also have access to safe parking.

High-end apartment complex developers using "affordable housing" as a way to get their foot into Shorewood and make a lot of money.

If not done well, it may cause Shorewood to lose the "old-house neighborhood" feel.



I would like to see affordable housing mixed in with other housing, rather than standing alone.

I am worried about my taxes going up.

What would be the impact on property values?

Shorewood is already too densely populated.

Where and what type of housing?

Making sure landlords maintain quality properties.

Increased crowding and increased traffic.

### WE ASKED SHOREWOOD RESIDENTS:

## What concerns or questions do you have about affordable housing?

Who would affordable housing be targeted to? How do you qualify to live there?

It is unlikely to increase racial diversity.

Is increased affordable housing associated with a rise in crime?

Not having availability for medium to large families. One- and two-room living quarters is not inviting.

I am concerned about equating affordable with a lack of parking built into new buildings, and our streets becoming more congested as a result.

What defines affordable in a relatively rich suburb? What is a real, achievable goal here?

I hope "NIMBY" doesn't rear its ugly head in Shorewood.

NIMBY: Not in my back yard

I worry that we will let developers drive this process.

Shouldn't the discussion of affordable housing include homeownership as well as renting?

Affordable housing seems like a generic term – is it subsidized, rent-controlled or below-market-rate housing?



Will we be getting a tax credit? How is this fair to those of us who pay high taxes?

I would like to consider how to keep our existing stock affordable rather than focusing on affordable new construction.



Continued on page 15



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# SPOTLIGHT ON HOUSING

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hen the Shorewood Board of Trustees unanimously voted to delay property tax relief and instead set aside up to \$2 million for the sole purpose of creating an affordable housing fund, regional and state representatives were quick to voice their support. State Senator Lena Taylor told the community, "I am so proud to be your senator," while State Assembly Representative

David Bowen called the decision "precedent setting." Milwaukee County Executive David Crowley applauded the Board's leadership and said he looked forward to "collaborating with the Village of Shorewood to make the most of this important investment in equity."

The vote, which happened in March 2021, extended the life of Shorewood's Tax Incremental District (TID) No. 1, a defined area that includes much of the Village's commercial district. A little-used 2009 state law known as the Affordable Housing Extension allows municipalities to extend a TID one year beyond its planned closing date, as long as at least 75 percent of tax revenues generated from TID-included properties during the additional year are used "to benefit affordable housing and improve housing stock anywhere within the community," according to the League of Wisconsin Municipalities.

Supporters of the decision saw a historic opportunity, in part, to right past wrongs perpetuated over decades to deny opportunities to non-white Americans, such as the use of racial covenants and red lining that restricted where they could live. It was clear that the Board, local politicians and many residents of Shorewood viewed the vote as a move toward creating a more equitable community.

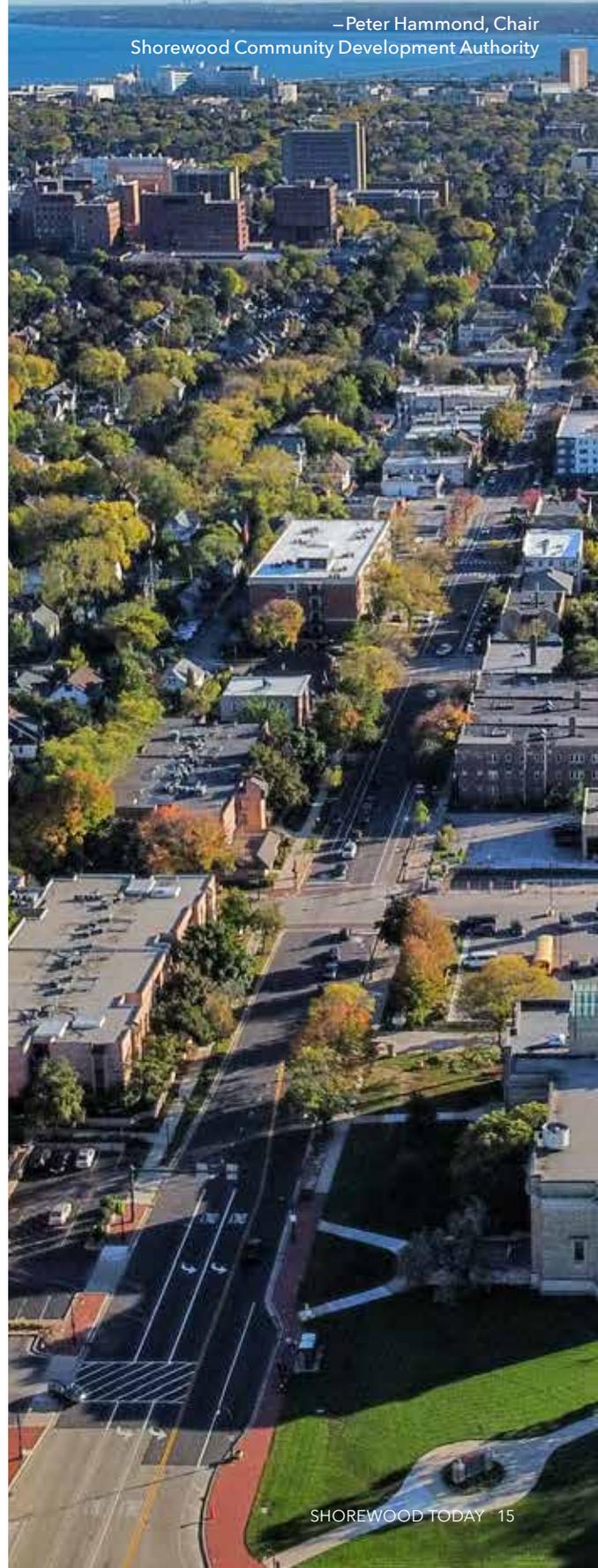
What has been less clear is the best way to spend the allocated funds. The trustees have tasked the Shorewood Community Development Authority with investigating that issue, and CDA Chair Peter Hammond declared that the body was ready to take on the challenge. Hammond advocated for starting the process with education for both CDA members and the community on regional issues around affordable housing, "so that we can all learn together."

"I think Shorewood as a community is at a conceptual level of wanting to be on the right side of this," Hammond said at a July 9 CDA meeting. "The challenge comes (as we move) from the concept (of affordable housing) to what it actually looks like in the community."

“

I think Shorewood as a community is at a conceptual level of wanting to be on the right side of this. The challenge comes (as we move) from the concept (of affordable housing) to what it actually looks like in the community.

—Peter Hammond, Chair  
Shorewood Community Development Authority



Continued on page 16



**AFFORDABLE HOUSING\***: Housing that can be obtained for **30 percent or less** of a household's income. Unlike public or low-income housing, affordable housing is **not necessarily subsidized** by the government.

\*U.S. Department of Housing and Urban Development

## What is affordable housing?

References to “affordable housing” are popping up frequently in Shorewood conversations and at Village-related meetings as the community explores options for directing resources to developing and/or improving it. But what is the term’s technical definition?

The U.S. Department of Housing and Urban Development defines affordable housing as housing that can be obtained for 30 percent or less of a household’s income. But according to Reggie Jackson of Nurturing Diversity Partners, as well as a number of economists, this “share of income” approach oversimplifies the issue.

For example, a family making \$250,000 a year and spending 30 percent of that on housing will generally have sufficient resources for other expenses. However, if a family’s household income is \$30,000, making ends meet on what’s left after the 30 percent for housing is taken out is likely a serious challenge, especially in a major metropolitan area like Milwaukee. This goes to show, says Jackson, how HUD’s metric fails to adequately represent the challenges low-income families face in making ends meet if housing costs account for 30 percent of their income.

A more meaningful and realistic definition, he suggests, incorporates the concept of “residual income,” which measures housing affordability based on what’s left over after a family has covered its basic needs, such as food, clothing, childcare and transportation. This considers variations like the number of children and income levels in a household.

A common misconception is that the term “affordable housing” is interchangeable with “subsidized housing” (which is also known as “low-income housing” or “Section 8 housing”). Subsidized renters receive governmental assistance, generally paying no more than 30 percent of their monthly income toward their rent, while HUD pays the remainder. Affordable housing does not necessarily offer rent support from the government.

*Continued from page 15*

## WHAT SHOREWOOD HAS LEARNED

To launch the community’s educational journey, the CDA partnered with the Shorewood Public Library, the Shorewood Human Relations Commission and the Shorewood Senior Resource Center to create educational programming for the community under an umbrella initiative titled “The Role of Suburbs in Creating a Diverse and Inclusive Region: Spotlight on Housing.”

The first educational session focused on learning about Milwaukee County’s stated vision to “achieve racial equity in order to become the healthiest county in Wisconsin,” and exploring Shorewood’s role in helping achieve this vision. At its July 9 meeting, the CDA hosted Isaac Rowlett, Milwaukee County’s director of strategic initiatives, and Jeff Roman, director of the county’s Office of African American Affairs.

Rowlett explained that dismal statistics on health disparities between Black and white populations led Milwaukee County to declare racism a public health crisis in 2019, becoming the nation’s first jurisdiction to do so. The county has since developed a strategic plan to achieve racial equity, and one objective of this plan is to “dismantle barriers to diverse and inclusive communities.” Roman pointed out that this can only be achieved in partnership with all county municipalities.

A subsequent educational session invited members of the Milwaukee County Community Development Alliance, a public/private collaborative with the goal of creating a quality, affordable home for every

Milwaukeean, to discuss their work and provide input on Shorewood's opportunities. In September, Reggie Jackson of Nurturing Diversity Partners gave a presentation, open to anyone via Zoom, called "Affordable Housing 101: What You Need to Know About Affordable Housing Opportunities and Challenges."

### AN AFFORDABLE HOUSING GAP

In late October, a representative from Novogradac, which contracted with the Village in 2019 to complete a comprehensive housing market study and needs analysis, gave a presentation revisiting the study's findings with a focus on affordable housing data, market gaps, feedback and recommendations.

The study found that housing costs in Shorewood are "unaffordable for a wide variety of households" and confirmed Shorewood's lack of properties meeting the legal definition of affordable housing (see "What is Affordable Housing?", p.16).

Shorewood does have government-subsidized apartment units in two locations, both with income restrictions for renters. The Lighthouse 4041 on North Oakland Avenue contains 17 units, with more than 500 potential renters on the waitlist. The River Park apartment complex, which rents to seniors 62 years and older or disabled adults 50 years or older, is classified as Section 8 housing and contains 427 units.

The study also found some "naturally occurring affordable housing" rental units among some of Shorewood's older, unrenovated properties, but without income stipulations on these rentals, the study noted that "much of the affordable supply is occupied by higher-income households."

While the Village encourages landlords to make environmental upgrades to their existing buildings, this can result in a rent hike that puts those units beyond the reach of lower-income households.

 *Continued on page 19*

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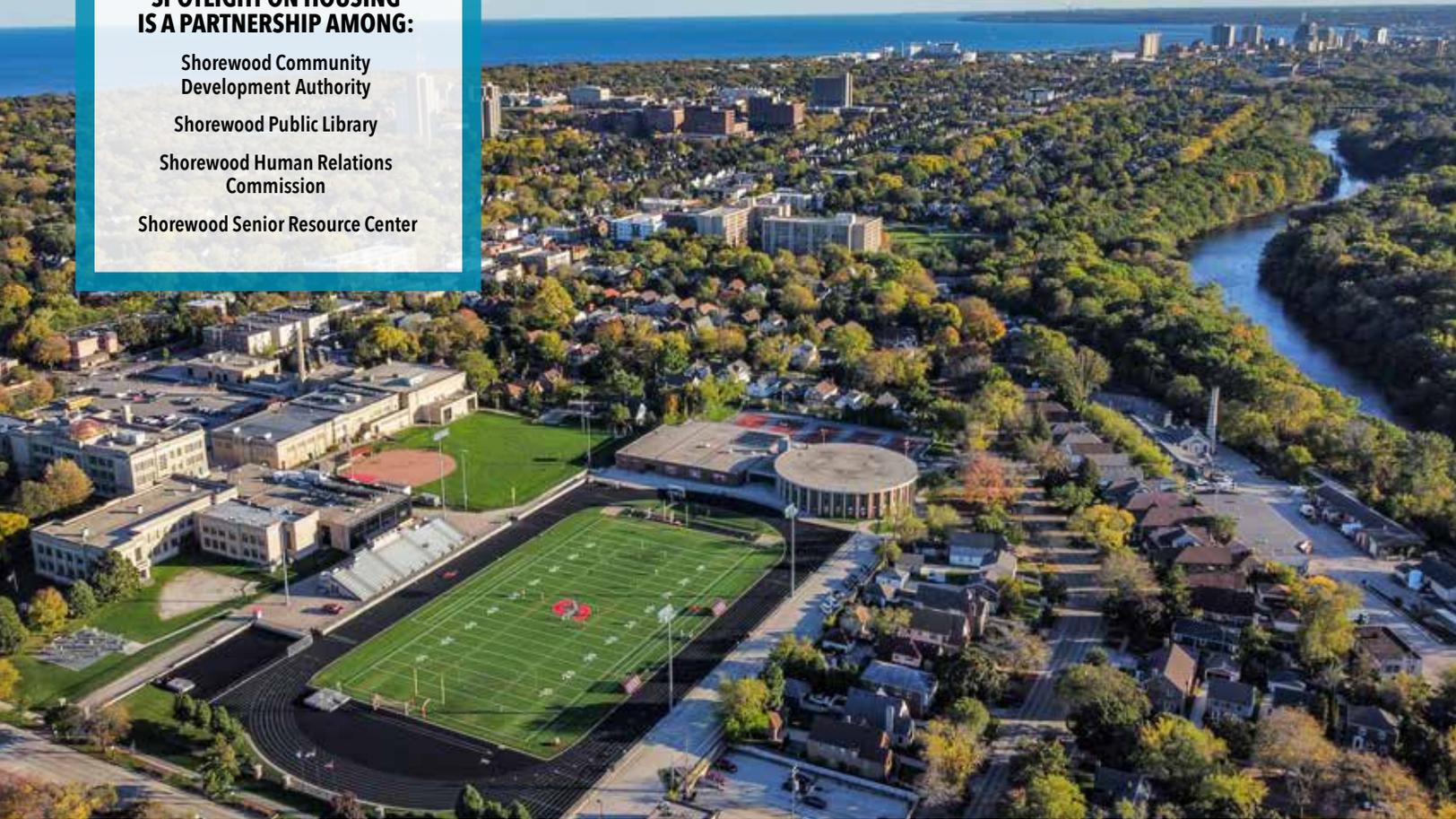
## "SPOTLIGHT ON HOUSING" IS A PARTNERSHIP AMONG:

Shorewood Community  
Development Authority

Shorewood Public Library

Shorewood Human Relations  
Commission

Shorewood Senior Resource Center



*Continued from page 17*

### A COMPLEX CHALLENGE

There are myriad issues that complicate the discussion on affordable housing, such as the cost to develop parking and transportation options, some residents' aversion to new development or drastic changes in their neighborhood (a reaction often referred to as NIMBY-ism, an acronym for "Not In My Back Yard"), the difference between affordable homeownership and renting, and how to create new housing within Shorewood's significantly space-constrained square mile.

Also at issue are the competing needs of different interest groups. At the July 9 CDA meeting, Hammond noted that residents have a variety of specific visions of what an affordable housing program could support, including racial equity and increased community diversity, solutions for aging in place, or supportive housing for people of all abilities.

Moving forward, the community will need to collectively answer some questions surrounding the issue of affordable housing: How do we define it? Why is it important for the community? How do we achieve it? A "Shorewood Speaks" event on Nov. 18 gave community members a chance to respond to these questions, and the dialogue continues. ■

To view education session recordings, review meeting minutes or access other resources from the "Spotlight on Housing" initiative, visit [villageofshorewood.org/162/Community-Development-Authority](http://villageofshorewood.org/162/Community-Development-Authority).

### What is the Community Development Authority?

The Shorewood Community Development Authority was created nearly 30 years ago to provide advice and assistance to the Village on improving the economy and quality of life in Shorewood. Made up of seven qualified volunteer residents, two of whom are members of the Village Board of Trustees, the CDA is focused on the following objectives:

- ▶ Strengthening the Village's long-term economic viability
- ▶ Eliminating blight and encouraging sustainable development
- ▶ Reviewing proposals for public financial assistance, which may include utilizing Tax Incremental Financing
- ▶ Enhancing and preserving the community's tax base
- ▶ Expanding the availability of affordable housing and other housing programs

The CDA has its own page at [villageofshorewood.org](http://villageofshorewood.org) that contains meeting agendas, minutes and updates on initiatives including its work on affordable housing.

# Shorewood Events

## ANNUAL Holiday Book Sale



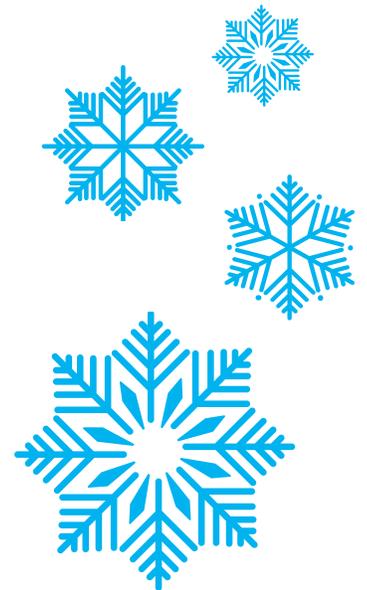
**Saturday, Dec. 4  
11 a.m.-12:30 p.m. via Zoom**

Books make great gifts any time of year – and the Friends of the Shorewood Public Library's Annual Holiday Book Sale offers an opportunity to get a jump on holiday shopping. The always-entertaining Daniel Goldin, proprietor of Boswell Book Co., is the perfect guide to the best reads of 2021, and he will offer his take on dozens of books in all genres along with amusing anecdotes about their authors, editors and publishers. As a special bonus at this year's event, Goldin will announce the Shorewood Reads 2022 book and author. All of the book selections will be readily available for purchase in-store and online. A portion of the sale proceeds will be donated to the Friends to support the library. More information can be found at [shorewoodlibrary.org](http://shorewoodlibrary.org).

## Merry Mobile Music

**Saturday, Dec. 4,  
3:30-6 p.m.**

The Shorewood Business Improvement District presents a holiday celebration with Merry Mobile Music! A roaming fire truck will travel through the business district, making various stops to entertain out-and-about shoppers with music from the Shorewood School of Rock and treats and greetings from Santa! Greet the truck at 4:40 p.m. in Wood Square, outside of Metro Market, and stay for the tree lighting. Visit [shorewoodwi.com](http://shorewoodwi.com) for the most updated details on this event.



## 4TH ANNUAL Shorewood Chill

**Saturday, Feb. 5,  
Noon-4 p.m.**

The Lake Bluff Ice Captains have partnered with the Shorewood Recreation and Community Services Department and the Village of Shorewood to host the 4th Annual Shorewood Chill. Join in this community-wide event at the Lake Bluff Elementary School Ice Rink and celebrate our wonderful Wisconsin winter. The festivities will include ice skating, s'mores and hot chocolate, music, and much more. More detailed information will be shared as it becomes available via District and Village communications.



## SHS ANNUAL Black History Celebration

**Thursday, Feb. 3, 7 p.m.**

Learn more about Black history and culture at the student-run, student-produced Annual Black History Celebration. Students teach the audience about aspects of Black history and pay tribute to their cultural heritage through singing, dancing, poetry, videos and more.

The program is scheduled to take place in the SHS Gensler Auditorium, though the District is exploring options for both virtual and in-person attendance and will continue to monitor Covid-19 transmission rates and adjust the format accordingly. All Shorewood schools will hold additional celebrations throughout February in honor of Black History Month. Details on these activities as well as updated information about the Black History Celebration format will be posted at [shorewoodschools.org](http://shorewoodschools.org).

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## Plastic's Foil

Meenal Atre envisions a plastic-free Milwaukee

BY JENNIFER ANDERSON  
PHOTO BY PATRICK MANNING

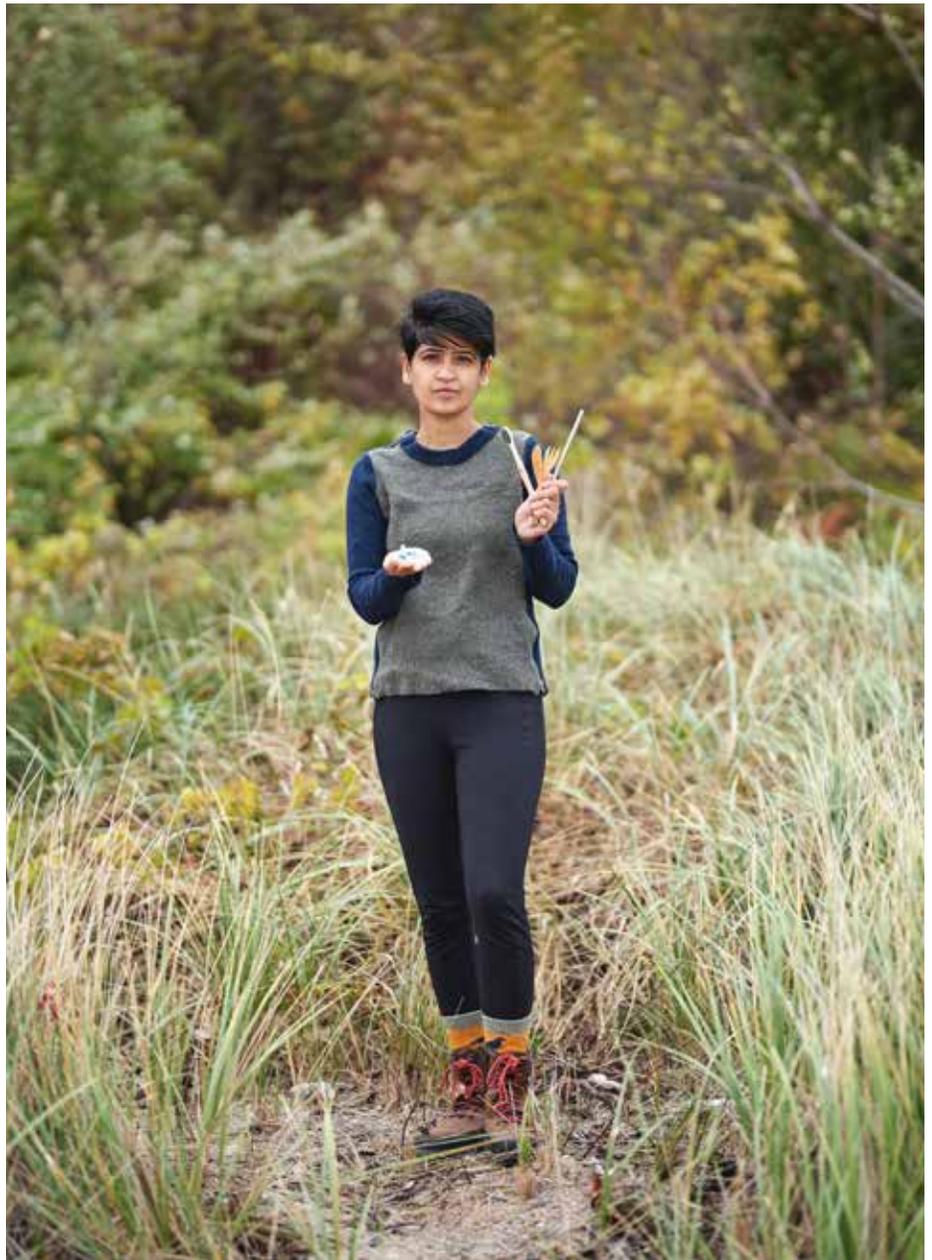
For Shorewood resident Meenal Atre, there are few items more objectionable than a plastic bag.

Used for a brief moment but designed to last forever, choked on by countless birds and turtles, and piled high in landfills throughout the world, plastic bags cause stress on the planet, and Atre is on a mission to get rid of as many as possible.

Atre, co-founder of the grassroots group Plastic Free MKE, remembers growing up in India when shopkeepers simply wrapped goods in newspaper. Those days are long gone, and the world has become addicted to single-use plastic. Today, Atre works diligently to wean both herself and others off its use, and now has a wealth of information to share on how to live a life as free of plastic as possible.

Her "Milwaukee Without Plastic" Facebook page abounds with ideas from the simple and small – think declining straws and plastic silverware with takeout meals – to those with bigger impact, like organizing a day of trash clean-up at Atwater Beach or collecting floating trash while boating down the Milwaukee River.

Atre also uses the Facebook page to highlight victories in the efforts to reduce single-use plastic, like when Goodwill announced it would no longer use plastic bags or when a local business receives her group's "Lake-Friendly Certification" that shows they've committed to making sustainable choices.



▲  
Meenal Atre stands at Atwater Beach holding objects made of sustainable alternatives to single-use plastic.

And while she reiterates the importance of proper recycling, she believes even more in the power of saying no to plastics up front. "We need to stop the problem at the source," she says.

Atre understands that the problem can sometimes seem overwhelming. "I encourage people to try to make one change a month to get rid of plastic in their lives," she says. "If you take on too much at once, it's more likely to fail."

Firmly believing that when enough people join together to demand change, corporations and governments will listen, Atre encourages people to flex their consumer muscles through actions like providing packaging feedback about their online purchases or requesting that their favorite restaurant switch to compostable takeout containers.

"It is impossible to remove single-use plastics completely from our lives until that responsibility is shared proportionately by retailers, manufacturers, government and consumers," she says. "Currently, I think the burden is on consumers to do our part." ■

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# A DAY IN THE LIFE

## Shorewood School District Nurse Kelly Barlow

BY JENNIFER ANDERSON

ILLUSTRATION BY JENNIFER COONEY VULPAS



**6:30 AM:** The sun is barely up, but Shorewood School District Nurse Kelly Barlow is scrolling through email while waiting for her daughter's waffle to pop out of the toaster. "Uh-oh," she says, upon learning that a student has tested positive for Covid-19. While her daughter enjoys breakfast, Barlow organizes contact tracing and notifies the student's teacher. This will be the week's fourth positive case, all from exposures outside of school.

**8:20 AM:** Once settled into her office at Shorewood High School, Barlow takes a sip from the black, 48-ounce thermos that is never out of her reach. "This is how much coffee I drink," she says. "And I don't feel bad about it." She reviews the morning's attendance calls, following up with any that involve Covid symptoms to ensure students get tested before they return to school.

**9:17 AM:** The custodian at Atwater Elementary texts her; the AEDs (Automated External Defibrillators) are beeping again. Possibly due to near-constant construction in the building, the AEDs have started randomly going off. Barlow will need to get over there later to swap out the batteries.

**10:35 AM:** A Lake Bluff Elementary School health aide has a family emergency, and Barlow will have to take over. As she packs up her laptop and thermos, she reimagines plans for a homemade pizza dinner with her kids, as she'll now need to finish all her usual work after hours.

**11:37 AM:** A second grader comes in complaining that his stomach hurts. This case seems pretty run-of-the-mill, but Barlow knows that symptoms like stomach aches and headaches can be manifestations of emotional issues. For students with frequent physical complaints, Barlow often checks in with parents or the guidance counselor.

**1:27 PM:** Barlow sets up a meeting with the parent of a child with diabetes. She constantly updates the health care plans of dozens of students with special medical needs, whether it's checking to see if the target blood glucose range for a student with diabetes has changed or ensuring accommodations are made for a student with a gastronomy tube.

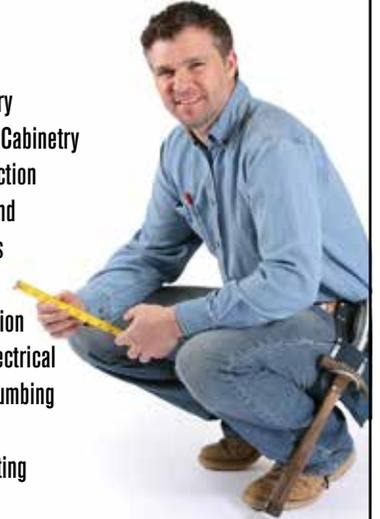
"When I first started as a school nurse, I thought it would be all Band-Aids and ice packs," says Barlow, who began her job in Shorewood six years ago after stints at Nicolet High School and as a Milwaukee public health nurse. "I quickly learned there's a lot more to it than that. But I have definitely found my calling."

**3:20 PM:** Barlow's two children meet her in the nurse's office and they all head over to Atwater to check on those AEDs. Later, she'll work at her dining room table while her kids sprinkle cheese onto pizza dough. Since Covid began, Barlow's professional demands have eradicated all boundaries between home and work. Looking ahead, she says, "normal" often feels a long way off. ■



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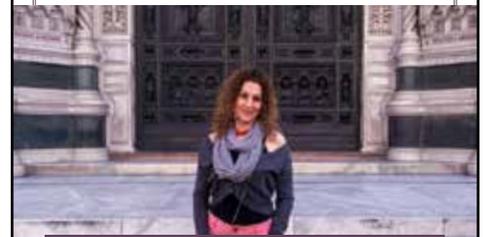
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Volunteer instructor Alan Owan, a professional electrical engineer at GE Healthcare, works with students (left to right) Finian Little, Mason Engelking and Sam Mitch in a Shorewood Recreation Department First Tech Challenge class.

RECREATION

## FULL STEM AHEAD

Shorewood Recreation offers classes in fast-growing disciplines

BY KATELIN WATSON | PHOTO BY PATRICK MANNING

In our ever-evolving, complex world, it's essential for students – our future leaders – to have real-world problem-solving experience, learn critical thinking skills and be able to work collaboratively and innovatively. Such skills can be developed through science, technology, engineering and math, and the Shorewood Recreation Department makes it a priority to offer STEM-related courses.

Currently, there are four offerings for students from grades 1 through 12: First Lego League (FLL) Explore, First Tech Challenge (FTC), Robotics Coding and 3D Printing. All programs are run by volunteer coaches.

FLL Explore introduces students in grades 1 through 4 to STEM concepts through an exciting, hands-on, guided global robotics program that dabbles in coding and design. FLL coach Joe Hammann says that this year's challenge, "Cargo Connect," challenges students to improve cargo transportation throughout communities and around the world.

"I believe it's never too early to get exposed to STEM," says Hammann. "At this age (6 to 9), the energy and excitement the students bring to our LEGO building and coding work is super fun and gives me confidence that this program and others like it are successfully building a future pipeline of STEM professionals."

FTC, for students in grades 7 through 12, allows students to

work together as a team to design, build and program an Android-based robot from a provided kit of parts, including motors, sensors and multiple mechanical components. The class then culminates at an FTC competition including live games where the robots go head-to-head, performing tasks to earn points and trying to outscore the opponent.

"The tournaments have a great sport-like atmosphere," says FTC coach Alan Owan. "Leading up to the day, I like watching team dynamics evolve as the kids face and overcome technical challenges and manage their project schedule. I provide guidance with skills from the business world, but also learn a lot in return from observing the natural way they work together with enthusiasm and honest emotion."

The Robotics Coding and 3D Printing courses are both offered to students in grades 4 through 8 and are taught by Shorewood Intermediate School teacher Dustin Slusser. In Robotics Coding, the students gain an understanding of the role of robotics and robots in their everyday life. They are introduced to Spheros and Lego Mindstorms, build and read block codes to program robots, and program robots using Java text.

In 3D printing, the students learn the history of 3D printing and the importance and value it can add to their everyday lives as they get older. They use a kid-friendly CAD program called Tinkercard to build and design projects that they can 3D print using the District's Makerbot printers.

"There are a couple reasons I think it's vital to have these types of programs in Shorewood," Slusser says. "First, the skillset required by today's jobs is way different than it was five to 10 years ago. Jobs today require a lot of critical thinking, problem solving and collaboration for success, and my courses stress these skills. Secondly, it's about exposure. We want to give our students the best chance to succeed after they leave. The skillsets they learn are crucial for student success not just in my classes, but throughout their entire education and as they move into the workforce." ■

For more on the programs above, visit [shorewoodrecreation.org](http://shorewoodrecreation.org). Courses are subject to change based on volunteer availability.

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▲  
The C.C. Conrad Jewelers interior, renovated by owners Emilia and Vladimir Beker.

## C.C. Conrad Jewelers: **A SHOREWOOD GEM**

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

### BUSINESS SPOTLIGHT

Shorewood's C.C. Conrad Jewelers is a bit of a holdover from another era: All the workmanship is done in house, and the owners, siblings Vladimir and Emilia Beker, have built their reputation for customer service by taking the time to get to know their clientele. Everyone

who enters their charming showroom gets the same level of care, whether they're dropping off a necklace in need of a chain fix or creating a modern ring from the stones in Grandma's brooch.

The store is truly a one-stop bauble shop. The Bekers and their in-house goldsmith do just about anything: appraise jewelry for insurance, purchase estate sale jewelry, design original engagement rings and other jewelry, repair broken or lose items, and sell distinctive rings, bracelets, necklaces and watches. Emilia has a gift for creating custom designs to reflect the owner's personal style, and Vladimir, when not helping his sister in the shop or at their wholesale business in Chicago, is often globetrotting to seek out the best diamonds.

The siblings left Communist Russia to come to the United States during the Cold War era, frustrated by the constraints of communism and, after the Chernobyl nuclear power plant explosion, concerned for their children's health. A great uncle lived in Milwaukee, so they settled here. Emilia took a third-shift job at the Koss Stereophones factory, and Vladimir worked at a junkyard and delivered pizzas.

"We left behind everything in Russia," says Vladimir, noting that even Emilia's wedding band was confiscated by the government. The two have become U.S. citizens, and perhaps not surprisingly, Vladimir says they have "no nostalgia" for Russia – although Emilia still makes a mean borscht.

After several years of learning English by listening to audiobooks he checked out from the Shorewood Public Library, Vladimir traveled to New York to train in the jewelry business and Emilia took a job at C.C. Conrad Jewelers, a local fixture since 1978. In 1994, they bought the business from Conrad and renovated the store, keeping the name and the stately grey vault built into the back wall many generations before.

Today, couples who bought engagement rings from the Bekers years ago send their adult children in to buy their own rings, and the Bekers expect to remain in business in Shorewood for many years to come. They emphasize the importance of seeing and touching jewelry in person and developing lasting relationships with local business owners.

The Bekers maintain a deep loyalty to Shorewood – their first home after leaving Russia behind – and to the friendly people who welcomed them.

"We came here because we wanted a better life for our children and our grandchildren, and the U.S. gave us that," Vladimir says. "We love Shorewood, and we've seen a lot of changes for the good over the years." ■

# Modeling Success

## THE CAMERA LOVES SHS ALUMNA SYDNEY CROSS

BY SOPHIA WILEY



Photo provided by Sydney Cross

Typically, when meeting with a modeling agency for the first time, models are instructed to wear form-fitting clothes and a black swimsuit for their photos, which are called “digitals” in the modeling world. Due to a sort of miscommunication, Cross recalls, the first meeting didn’t quite go as planned.

“I show up sweating, a couple minutes late, and it’s so funny but they ended up signing me,” she says. “My first digitals are in this bright teal, freaky lace underwear and I look a little disheveled, but very excited to be there. They loved my walk and personality, so it was all up from there. I’m very grateful for that day. It was crazy.”

Cross signed with Select Model Chicago in 2013 but continued to focus on her studies. She worked a few fashion shows and local gigs but didn’t start seriously modeling until after graduating from Loyola with a degree in international studies in 2016.

Today, Cross does the occasional runway show but is focused mainly on print work, which includes “e-comm” or the “bread and butter of modeling”—when brands hire models for their online merchandising. Some of Cross’ most memorable career milestones include being posted in Times Square for a campaign with Lady Foot Locker and appearing in *Forbes* magazine for her work with designer Maria Pinto.

Most recently, Cross has gotten into acting. After signing with Stewart Talent Chicago in 2019, Cross shot a commercial this summer for Google Chromebook, which she describes as “the highlight of my career.” Cross loved the experience and hopes to focus more on acting in the future.

Though Cross is passionate about her work, it has its challenges. She emphasizes the importance of maintaining both her physical and mental health. She makes sure to take mental health days, meditate, do yoga and repeat a mantra that is based on well-known advice from Maya Angelou about how to treat others.

“You can’t always place such an emphasis on how you look or what you’re doing,” Cross says. “Sometimes the emphasis should be placed on how you make people feel, because at the end of the day that’s what people are going to remember.” ■

### EDUCATION SPOTLIGHT

When picturing her future, Sydney Cross, SHS ’12, never seriously considered modeling as a career path. Now, she’s a successful model based out of Chicago, having worked with top brands like Neiman Marcus, Diane von Furstenburg, Kohl’s, Nike and Peter Millar.

During her time as a student at Shorewood High School, Cross played volleyball, ran track and competed in the 2012 track and field state competition. She was also her senior class president.

After graduating, Cross attended Loyola University Chicago. It was during winter break her freshman year that she was scouted at a hot yoga class by Shorewood resident and professional model Cathy Reilly. Reilly invited Cross to her house to take some photos, which she sent to her agency, Select Model Chicago. The agency liked the photos and invited Cross to come into the office.



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# Hi, Neighbor

## New Stage

As live theater returns to Milwaukee, a Shorewood actress helps launch an inclusive new space for performing arts and makes her directorial debut

BY PAULA WHEELER  
PHOTO BY PATRICK MANNING

During more than a year devoid of live theater, Maggie Marks found a few opportunities to keep her acting chops honed safely, from home. But sketch-comedy fundraisers over Zoom can't hold a candle to stepping onto the stage, surrounded by eager theater fans.

Marks was able to do just that this fall, in the very first production at Sunstone Studios, a new performing arts space she helped launch in downtown Milwaukee.

Formerly home to a now-defunct theater company, the space at 127 E. Wells St. is a product of love, money and hard work from a dedicated group of creatives that includes Marks and founders Amber J. Regan and Jim Neuner.

"Amber put her own equity into it and put out a call to all her friends in the theater world," Marks says. "And people came running to help and make it what it is now. Personally, I've been in there to paint, rip stuff out, build walls, work on stairs, pull out rugs ... I have a lot of sweat equity in the company. It's not a big place, but it has big hopes and dreams."

Sunstone's mission is to cultivate a diverse community of artists, in part through intentionally selecting participants through that lens.

"The theater has traditionally been a 'white space,' and we want to break barriers," Marks explains. "The whole point of Sunstone is to involve everyone who is marginalized, whether it be BIPOC, LGBTQ artists or older, 40-something women who are trying to start directing for the first time."

Marks is among the latter: After her turn in the studio's inaugural production, Lauren Gunderson's *Toil and Trouble*, she made her directorial debut in November with Gunderson's *The Taming*, during



▲  
Maggie Marks at the new Sunstone Studios performance space, where she does a little bit of everything.

which, she says, she received invaluable mentoring. Mentorship is another of Sunstone's pillars, offered to people of all backgrounds and ages who want to get into both the performance and technical aspects of theater.

Marks brought her impressive credentials and experience – including an acting degree and training and experience in Chicago, Los Angeles, Oxford, England, and Cleveland – to Milwaukee almost 15 years ago, but as she was attempting to break into the local theater scene, she became pregnant with her first child. After more than a decade focused on raising her kids, her active involvement in Sunstone is a welcome role.

"I need to be able to not only do theater, but be more involved with it day-to-day and expand my skill set," she says. "I'm (at Sunstone) to work as an actor and as a director, but also to continually organize the space and make it better." Starting a theater space as society slowly emerges from Covid-19 "has definitely been a gamble," she says. "I hope it pays off." ■

Know an interesting Shorewoodian? Please send your ideas for our "Hi, Neighbor" column to [shorewoodtoday@shorewoodwi.gov](mailto:shorewoodtoday@shorewoodwi.gov).



# Thank You Shorewood!



**On behalf of our Board of Directors, thank you to our 2021 donors.**

Your 2021 donations supported the COVID Small business Relief Fund, July 4<sup>th</sup> Fireworks and festivities, the launch of the Shorewood Artisan Market, upgrades at Atwater Park, the Shorewood Farmers Market and much more. Your generosity helps make Shorewood a great place to live, work and play.

**To learn more and view our donor list visit: [shorewoodfoundation.org](http://shorewoodfoundation.org)**



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# Shorewood Resources

## Your Shorewood Property Tax Questions ANSWERED

### Why is the Village changing the way it charges the Public Fire Protection Fee?

#### What is the Public Fire Protection Fee?

The Public Fire Protection Fee is a fee charged to all property owners. The funds cover infrastructure costs associated with the installation and use of fire hydrants within the community.

#### How have property owners been paying this fee?

Through tax year 2020, the Village of Shorewood included this fee under the general property tax levy. But Shorewood was the only municipality among its peer communities to do this. Other nearby communities collect the fee as part of residents' water utility bills.

#### How will the Village collect the fee going forward?

Beginning with the February 2022 utility bill, the Public Fire Protection Fee will be collected as quarterly charges on customers' utility bills.

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#### Why did Shorewood make this change?

By moving the fee from the property tax bill to the utility bill:

- ▶ Shorewood becomes more comparable to neighboring communities in terms of the services covered by property tax revenue.
- ▶ Removing this fee from property tax bills removed \$417,000 in tax expenditures. This enabled Shorewood to do two things:
  1. Restore capital funding to its annual budget without increasing property taxes
  2. Continue to qualify for state aid of approximately \$260,000 from Wisconsin's Expenditure Restraint Program

#### So, is this a new fee or a fee increase?

It is neither a new fee nor a fee increase. This is simply a change in how the fee will be collected, giving the Village more flexibility to maintain sustainable budgeting practices.

### NEW STUDENT ENROLLMENT AND 4K OPEN HOUSE

For resident families with students new to the Shorewood School District, enrollment for the 2022-23 school year begins Jan. 3, 2022. Families should visit [shorewood.k12.wi.us/apps/pages/newenrollment](https://shorewood.k12.wi.us/apps/pages/newenrollment) to complete online registration.

Families with a child that will turn 4 years old as of Sept. 1, 2022, may register for 4K Kindergarten. Within online registration, parents/guardians can state a preference for the morning (8:15-11:05 a.m.) or afternoon (12:35-3:25 p.m.) 4K Kindergarten session. A lottery for placement will be held in early February for those who are registered online by Jan. 31, 2022. Families will be notified of their child's placement by Feb. 11. Families who do not receive their time preference may join a waiting list.

Open House for incoming 4K students will be held from 5:30 to 6:30 p.m. on Wed., Jan. 12 at both Atwater and Lake Bluff Elementary Schools, giving students and families the opportunity to meet the teachers and view the classrooms. For more information, visit [shorewoodschoools.org](https://shorewoodschoools.org).

### PLANNED SEWER FEE INCREASE takes effect in 2022

As the Village continues to prepare for the sewer reconstruction project in the southeast quadrant to reduce the risk of system back-ups during severe rain events, sewer utility usage rates will increase from \$5.50 to \$7.00 per ccf, or 748 gallons, beginning on Jan. 1, 2022.

This increase is referenced in the 2022-2031 long-range financial planning process and has been planned for several years as part of continued incremental increases in sewer utility rates to support this major project. The fixed connection fee will also increase from \$12.25 to \$13.30 per quarter. Overall, most customers will see an increase in the sewer portion of their utility bill of approximately 25 percent in 2022.



## FALL & WINTER REMINDERS

As seasons change, it's a good time for a few weather-related reminders to keep Shorewood's services running smoothly and help prevent snow and ice-related accidents.

### Leaf Raking:

Homeowners should rake their leaves onto the parkway in front of their home and not into the street. Many of Shorewood's streets are too narrow to accommodate leaf piles. Leaves also clog storm drains, which can cause road and basement flooding, and the phosphorus in the leaves causes toxic algae to bloom in the area's waterways.

Do not put other items such as branches, plants or pumpkins into leaf piles for collection, and keep in mind that DPW can't collect leaves that are frozen to the ground. In freezing, wet weather, leaves should be bagged in yard waste bags.

### Garbage and Recycling Collection:

Please clear the snow from around the refuse cart space to ensure easy access for DPW staff. Carts must be placed on level ground and not perched precariously on top of snow banks.

The Village will collect Christmas trees from the curbside for composting.

### Snow Removal:

In a community with lots of walkers – children going to school, older people out for exercise, dog owners on daily jaunts – it's vitally important that homeowners promptly clear snow and ice from the sidewalks in front of their homes. Per Village ordinance, homeowners must clear snow from the full width of the sidewalk to bare pavement within 12 hours of a snowfall. For corner lots, this includes removing snow on pedestrian ramps leading to the street. Homeowners can be fined and charged for an outside party to shovel their walkway if not in compliance. Additionally, please do not blow or shovel snow from your driveway or sidewalk into the street.



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# Senior Resource Center

Please read event information closely and note fees and/or pre-registration requirements. Unless otherwise indicated, programs are free and meet in the lower level of the Shorewood Village Center at 3920 N. Murray Ave.

## IN-PERSON EVENTS

### Covid-19 Safety Protocols

All staff and presenters are fully vaccinated. We have added new virus-filtering air purifiers and a hand sanitizing station to our meeting rooms. A mask is required for all who attend SRC indoor events.

### Pick-up Box Lunches

**Wednesdays, Dec. 15, Jan. 19 & Feb. 16, 11:30 a.m.-1:30 p.m.**

When you stop for your Grab & Go box lunch and goody bag, plan to carve out 30 minutes for fun and games. This is a great time to meet new friends and say hello to old ones.

- Dec. 15: Roast Beef Sandwich on Croissant from Irene's Catering (Also, Young at Heart returns with a mini holiday show!)
- Jan. 19: Chicken Salad on Croissant from North Shore Boulangerie
- Feb. 16: Egg Salad Sandwich from Beans and Barley

Vegetarian/gluten-free options and delivery available by request. \$10/person per event. Payment due one week prior to each event. If you plan on attending all three events, please consider making one payment of \$30.

### Toe Nail Trimming Clinics

**Mondays & Tuesdays, Dec. 20 & 21, Jan. 17 & 18, Feb. 21 & 22**

Toe Nail Trimmers LLC provides safe, cost-effective toe nail trim, foot assessment, massage and moisturizer for \$31, cash or check. Tips are encouraged and appreciated. Call 262.719.0336 to schedule an appointment. All appointments are at Village Center. Mask required.

### Tips for Fall Prevention

**Wednesday, March 9, 10-11 a.m.**

Falls are a threat to the health of older adults and can reduce the ability to remain independent. Join Claire Wycklendt, P.T., for tips on how to reduce your chance of falling or help a loved one prevent falls. Participants will leave with take-home exercises to improve balance. *FREE; pre-registration required.*

## ZOOM FITNESS CLASSES

*Fitness classes are ongoing and designed so that Shorewood residents may join/begin any time.*

### Qi Gong with Sherrod Milewski of the Milwaukee T'Ai Chi Ch'uan Center

**Mondays, 10 a.m.**

Qi Gong focuses on reducing stress, improving balance and general coordination.

### Gentle Yoga with Meredith Watts of the Milwaukee Yoga Center

**Tuesdays, 10 a.m.**

Yoga works with all muscle groups and helps maintain flexibility of the spine and joints.

## ZOOM EVENTS

*Contact the SRC to preregister for all Zoom sessions.*

*All you need is an email address and the Zoom application on your device.*

### A Date with History

**Mondays, Jan. 17 and Feb. 21, 11:30 a.m.-12:30 p.m.**

Discussions led by amateur historian Kathleen Smith give us a closer look at people who made history.

- Jan. 17 *Hank Aaron and the Home Run That Changed America* by Tom Stanton
- Feb. 21 *Emma Goldman, a.k.a. "Red Emma," Famous Activist and Revolutionary* (no book)

### Share Your Stories

**Thursdays, Jan. 20-Feb. 24, 1-2 p.m.**

Everyone has family stories, and the best part of these memories is sharing them! Don't have the time or know how to begin? This six-week class, facilitated by Kelly Schroeder Strong, will motivate you to start writing and archiving your work. You decide the length. Please plan to dedicate a fresh notebook to this project OR create a file on your computer, whichever feels best. No writing experience necessary. *Free; pre-registration required.*

### Brain Health and Wellness Programs

**Mondays, Jan. 24, Feb. 28, March 28, 2-3 p.m.**

- Jan. 24 & Feb. 28 **High-Tech/Low-Tech Memory Aids at your Fingertips** with Susan Carneol, MS, CCC-SLP Speech-Language Pathologist
- March 28 **Building a Resilient Brain** with Dawn Adler, R.T., Director of Ovation Adult Day Services

### Planning Your Retirement with Social Security

**Wednesday, Feb. 2, 10-11:30 a.m.**

This free workshop with a Social Security public affairs specialist will include discussion of eligibility, disability, survivors, spousal benefits and how to get the most from your benefits.

## CONTACT US

Winter office hours: Mon. - Thurs., 9:30 a.m. - noon or by appointment. Registration or questions: 414.847.2727 or email: src@shorewoodwi.gov  
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# Out & About in Shorewood



1

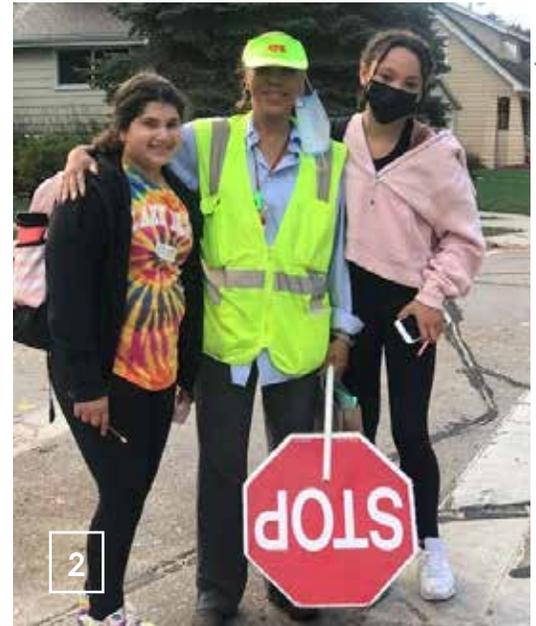


Photo by Kaitlin Watson

2



Photo by Sam Kirby

3

**1** With precautionary Covid-19 measures, the SHS Chamber Orchestra and Choir and the adult Choral Arts Society returned this year to St. Robert Church for the annual Masterworks Concert on Oct. 26.

**2** A Shorewood crossing guard poses with Lake Bluff Elementary School fifth graders Shalani Menon (left) and Rose Kessler (right) on Walk to School Day Oct. 6.

**3 & 4** The Second Annual Shorewood Feast on Sept. 11 included live music, art and food vendors, family fun – including a climbing wall (bottom) – and the signature event, the Harvest Dinner in the middle of North Oakland Ave. (top).

**5** Students braved rainy weather to cheer on the Messwood football team at the SHS Homecoming Game on Sept. 24.

*Photos by Patrick Manning unless noted.*



Photo by Sam Kirby

4



Photo by Kaitlin Watson

5

# Shorewood A Look Back

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## River Park Apartments (1976)

▲ The River Park Apartments in Shorewood, which look much the same today as when constructed in the 1970s.

The southwest corner of Shorewood has undergone the most frequent transformations of any area in the Village. It has been the site of a family farm, a park, an amusement park and a streetcar maintenance operation. In 1970, the Village of Shorewood bought the land and began looking for a developer. Recognizing that rental housing was needed for elderly people and those with lower incomes, the Village sold the land to Riverpark Inc. to build large apartment buildings. The building project was partially supported by a federal Housing and Urban Development grant. The Village also received a HUD block grant to develop the park area around the apartments, install wheelchair ramps on sidewalks and extend the street to the apartments.

As with most projects that involve extensive planning, financing and several levels of government approval, multiple hurdles

threatened the project's construction and the groundbreaking ceremony didn't happen until September 1975. The first tower, with 215 apartments, was completed in 1976. A second tower of similar size was constructed in 1978. A third tower was planned but dropped due to changes in the rental market.

Today, the complex is privately owned, and its 427 one-bedroom apartments are classified as Section 8 housing, subsidized by HUD. They are rented only to seniors over age 62 or disabled individuals over age 50 with qualifying incomes. Tenants pay no more than 30 percent of their income as rent.

While the parkland around the buildings has been developed to host ball games and to encourage apartment residents to stroll along the tree-lined sidewalks, the buildings look very much as they did when constructed. ■

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## Shorewood Winter Calendar

SIS = Shorewood Intermediate School | SHS = Shorewood High School

### DECEMBER

**THURS. DEC. 2** SHS Orchestra Concert  
7pm, SHS Gensler Auditorium

**SAT. DEC. 4** Annual Holiday Book Sale  
with Special Guest Daniel Goldin  
11am-12:30pm, Zoom

**SAT. DEC. 4** BID Holiday Event:  
Merry Mobile Music 3:30-6pm,  
Shorewood Business District

**WED. DEC. 8** SIS & 6th Grade Band Concert  
7pm, SHS Gensler Auditorium

**THURS. DEC. 9** SHS Band Concert  
7pm, SHS Gensler Auditorium

**WED. DEC. 15** SIS & 6th Grade Orchestra  
Concert 7pm, SHS Gensler Auditorium

**THURS. DEC. 16** SIS/SHS Choir Concert  
7pm, SHS Gensler Auditorium

**TUES. DEC. 21** Shorewood Woman's Club  
Presents SHS Chamber Orchestra, directed  
by Karen Frink 1pm, Eastwood Condominium  
Community Room, 3942 N. Oakland Ave., and  
Zoom. Visit [gfwcwishorewoodwomansclub.com](http://gfwcwishorewoodwomansclub.com)  
for details.

### JANUARY

**WED. JAN. 12** Atwater and Lake Bluff K4  
Registration and Open House 5:30pm,  
Atwater and Lake Bluff Elementary Schools

**TUES. JAN. 18** Shorewood Woman's Club  
presents Lauren Fox, Shorewood resident,  
on her latest novel, *Send for Me* 1pm,  
Eastwood Condominium Community  
Room, 3942 N. Oakland Ave., and Zoom.  
Visit [gfwcwishorewoodwomansclub.com](http://gfwcwishorewoodwomansclub.com)  
for details.

**SUN. JAN. 23** SHS Chamber Choir &  
Orchestra Concert 7pm, Kingo Lutheran  
Church

**THURS.-SAT. JAN. 27-29** SHS Winter  
Musical, *Cinderella* 7pm, SHS Gensler  
Auditorium

### FEBRUARY

**THURS. FEB. 3** SHS Annual Black History  
Celebration 7pm, SHS Gensler Auditorium

**SAT. FEB. 5** Fourth Annual Shorewood Chill  
Noon-4pm, Lake Bluff Elementary School skating  
rink and grounds

**WED. FEB. 9** Band-o-Rama 7pm, SHS Arena

**TUES. FEB. 15** Shorewood Woman's Club  
presents Jessica Michna in performance  
as Mary Todd Lincoln 1pm Visit [gfwcwishorewoodwomansclub.com](http://gfwcwishorewoodwomansclub.com)  
for details.

