

2009 year in review at Urban Anthropology Inc.

Citywide/statewide programming (see details below)

1. Documentaries
2. Museum Exhibits
3. Boat Tours
4. Development of bus tours
5. Development of Ethnic Wisconsin tours
6. Ongoing Studies
7. Internship program/educational programming
8. Cultural Connect Program
9. Tobacco Cessation Consulting
10. Tobacco Cessation Study

Old South Side Programming—Milwaukee (see details below)

1. Healthy Neighborhoods
2. Winter Wonderland Program and skating
3. Beautiful Blocks programs
4. Old South Side Settlement Museum
5. Artist activities (Guild, Art Spaces, Gallery Night)
6. Community Collaborations (Safety, Greening, KK River development)
7. Old South Side Farmers Market
8. Ethnic Entrepreneurs Program
9. Youth Art Pillars
10. Lincoln Village surveys
11. Lincoln Village Book Clubs
12. Lincoln Village Block Clubs
13. Old South Side Lecture Series
14. Art in the Park program
15. Lincoln Village newsletter
16. Lincoln Village cultural and architectural tour

LOOK IN THE FUTURE FOR:

1. New executive director
2. Something about the Baran Park neighborhood

ACCOMPLISHMENTS THIS YEAR: CITYWIDE PROGRAMMING

#### 1. DOCUMENTARIES

Throughout its 12-year history, UrbAn has developed documentaries about greater Milwaukee cultures and neighborhoods. All of these have appeared on television, and most have appeared on PBS. We have produced 14 documentaries to date, and

several are in progress this year. Many have been funded by the Fleck Foundation and UrbAn members. These documentaries have also been the nucleus of most of our other programs.

**ACCOMPLISHMENTS:** The current documentary in development is “Downward Mobility: A homeless prevention experiment with Marquette graduate students.” The experiment was done with Marquette graduate students who assumed mock identities of low-income individuals with the goal of trying to avoid homelessness for one school semester. Over the years we have seen a gradual increase in use of these documentaries in educational programs. Most of the UrbAn filming has been done by Rick Petrie and Kathrin Schmid, and the editing done by Jill Florence Lackey

**NUMBER OF PEOPLE SERVED** in documentaries: These are aired every week on Channel 14 and are loaned out in libraries and other venues. Estimated people that saw them in 2009: 10,000.

**CHALLENGES:** Our narrator and musical score producer, Bob Stefaniak, died last year. His value cannot be overstated. We have not replaced him and his loss will be a major issue for us in our documentary series.

## 2. MUSEUM EXHIBITS

We are working on two modular traveling exhibits. One is called “A Day in the Cultural History of Bronzeville” and the other is “A Day in the History of the Jones Island Villagers.” The Bronzeville exhibit will highlight the community-contributing businesses and social clubs that existed before the area was razed by the Urban Renewal Program and the freeway. The Jones Island exhibit will feature the Kashubian fishing village and African American barracks that were settled side-by-side on the Island in 1918. We are also looking into an exhibit on Riverwest history.

**ACCOMPLISHMENTS:** Through a grant from the Greater Milwaukee Foundation and Bradley Foundation, we completed all research and collaborative work needed to produce these permanent, but traveling exhibits. We have also finalized the permanent sites. On Jones Island, we conducted an oral history project, researched the daily activities of the communities, created the documentary called “The People Nobody Knew,” and continue to host boat tours of the area. On Bronzeville, we conducted an oral history project, collected photos and artifacts on the social clubs, created a documentary, and hosted walking tours of the Bronzeville area. Jill Florence Lackey has been the major UrbAn contributor to this project.

**NUMBER OF PEOPLE SERVED** by exhibits in 2009: none as they are still in development.

**CHALLENGES.** We still need funding for the materials to put the exhibits together.

### 3. BOAT TOURS

This was the sixth year of our Milwaukee tours and the program is completely self-sufficient. This year we offered two boat/walking tours: The People Nobody Knew—The Kashubes of Jones Island, and The River Cultures—A Rustic Cruise. The tours included information provided by our cultural anthropologists, an ethnic meal, our documentaries on the cultural groups, and boat rides around the targeted areas.

**ACCOMPLISHMENTS:** We have met all our goals with our boat tours and our evaluations of the tours have remained consistently strong. Alex Trumbull, Sara Rich and Kathrin Schmid deserve most of the credit for giving absolutely perfect tours for the past several years.

**NUMBER OF PEOPLE SERVED** in boat tours in 2009: 207.

**CHALLENGES:** We lost our boat captain and as a result lost our access to a small boat. We ended up having to subcontract with the Iroquois Boat Line and used the larger boats. However, to do this, we needed a minimum of 35 people per tour. This ended our biweekly tours where participants could reserve individually, and set us in a situation where we had to do large group tours only. In addition, we needed a dock that could accommodate a large boat. The only one acceptable to our needs was at the Rip Tide restaurant, and we ended up having to use the Rip Tide for our needs. We still drew the necessary number of people to meet our goals (200+).

### 4. DEVELOPMENT OF BUS TOURS

We developed two bus tours in 2009. One is called Lost Milwaukee which focuses on the extinct communities of Milwaukee's past: The Mound Builders, the Kashubes of Jones Island, the Third Ward Irish, Germans, Bronzeville, and Little Italy. Another is Milwaukee's South Side Cultures: Who was, who came, & who joined? This tour focuses on the Natives, Poles, and Mexicans that made the South Side their home.

**ACCOMPLISHMENTS and CHALLENGES:** These tours are nearly fully developed, including documentary segments, and will be implemented in spring. Rebecca Mueller, Rick Petrie, and Jill Florence Lackey from UrbAn are working on these.

**NUMBER OF PEOPLE SERVED.** None, until spring.

## 5. DEVELOPMENT OF ETHNIC WISCONSIN TOURS

We are developing a series of bus tours outside Milwaukee. The first, which is partly developed, is on communities in Ozaukee and Washington counties, and includes these ethnic groups: Natives, African Americans, Luxembourgers, and Dutch.

ACCOMPLISHMENTS and CHALLENGES. One tour is partially developed, and will be implemented in spring. Rebecca Mueller, Rick Petrie, and Jill Florence Lackey from UrbAn are working on this.

NUMBER OF PEOPLE SERVED. None, until spring.

## 6. ONGOING STUDIES

This program is entirely self-supported. UrbAn anthropologists and university interns assigned to UrbAn have completed over 30 community studies to date. Many of these result in documentaries. Those currently in development include (a) Italians in Milwaukee, (b) the Martin Drive neighborhood, and (c) the Burnham Park neighborhood. Jill Florence Lackey and over 100 interns have contributed to these studies.

ACCOMPLISHMENTS: We have never had a semester without interns in our decade in operation, and that includes summer sessions. We cannot overemphasize the importance of our interns in making our community studies a reality. Ultimately books and cross-cultural documentaries will result from the totality of this work. Jill Florence Lackey has overseen all studies.

NUMBER OF PEOPLE SERVED in ongoing studies. We cannot estimate the number as the studies inform every one of our programs.

CHALLENGES: None. This has been a strength from the onset.

## 7. INTERNSHIP PROGRAM/EDUCATIONAL PROGRAMMING

We have internship programs through various departments at UW-Milwaukee, Marquette, Alverno, Beloit College, Columbia University, Mount Mary, and UW-Madison. The interns assist us in completing the ongoing studies and we educate them on US ethnic migrations.

ACCOMPLISHMENTS: We had 7 interns in 2009. Jill Florence Lackey and Kathrin Schmid from UrbAn have supervised the interns.

NUMBER OF PEOPLE SERVED. Over our 12 years, we have worked with over 100 interns.

CHALLENGES: None. We have never had a semester (including summer) without an intern.

## 8. CULTURAL CONNECT PROGRAM

This program, funded by the Helen Bader Foundation, brings information about Milwaukee's cultural groups to middle- and high-school students. The groups include African-, Hmong-, German-, Irish-, Polish-, Jewish-, Mexican-, Homeless-, Puerto Rican-Americans, and urban Indians. The program includes local anthropologists discussing their own cultural histories on video, prizes, and games.

ACCOMPLISHMENTS: The program is now available in curriculum form, including videos, instructions, games, and "Faceball" cards. Erin Malcolm and Kristen Matlick of UrbAn were major contributors to this program.

NUMBER OF PEOPLE SERVED in CC program: 120 overall.

CHALLENGES: This initiative has now been made into a permanent print and video program, available to schools and other youth groups. We have not yet worked at marketing this program, but hope to come up with a plan in 2010.

## 9. TOBACCO CESSATION CONSULTING

For the sixth year, anthropologists from UrbAn served as consultants to the Center for Tobacco Research and Intervention (CTRI) at the University of Wisconsin-Madison. The consultants help researchers in Wisconsin and Minnesota with research methodology and ways to direct the research and programs to culturally diverse populations.

ACCOMPLISHMENTS: This is a contract that the University of Wisconsin-Madison has renewed with us every year since the project began, and we hope this will continue. It is a most worthy cause. Jill Florence Lackey and Kathrin Schmid have been major UrbAn contributors to this project.

NUMBER OF PEOPLE SERVED in tobacco cessation consulting: We cannot estimate the effects of these studies.

CHALLENGES: None. This partnership has a long history of successful collaboration.

## 10. TOBACCO CESSATION STUDY

Anthropologists from UrbAn collaborated with the University of Wisconsin Medical School to study the effects of a Fax to Quit (with academic detailing) program to help culturally diverse people quit smoking.

ACCOMPLISHMENTS: The study is now underway and must be completed by fall, 2010. Rick Petrie and Jill Florence Lackey have been the major UrbAn contributors to this study.

NUMBER OF PEOPLE SERVED in tobacco cessation study: We cannot estimate the effects of these studies.

CHALLENGES: None. This is a long-standing collaboration that has worked very well for UrbAn anthropologists Jill Florence Lackey, Kathrin Schmid, and Rick Petrie.

## ACCOMPLISHMENTS THIS YEAR—OLD SOUTH SIDE/MILWAUKEE

### 1. HEALTHY NEIGHBORHOODS INITIATIVE

Healthy Neighborhoods is a Milwaukee program that selects neighborhoods to assist in stabilizing area real estate and developing community solidarity. Lincoln Village, through UrbAn, became a Healthy Neighborhood in 2009 through a grant from the Greater Milwaukee Foundation. This was the most important development in the history of UrbAn, as the program provided us with many resources to strengthen Lincoln Village and the Old South Side.

ACCOMPLISHMENTS: Through Healthy Neighborhoods, we have been able to offer real estate services to Lincoln Village and a number of small programs that will be outlined below. Those involved in Healthy Neighborhoods this year included Jill Florence Lackey, Rebecca Mueller, Rick Petrie, Alex Trumbull, Kathrin Schmid, and Temo Rodriguez.

NUMBER OF PEOPLE SERVED in HN: Several thousand.

CHALLENGES: None.

### 2. WINTER WONDERLAND/ICE SKATING

Winter Wonderland brings youth from three youth-serving organizations to our museum to learn about several of the cultural groups in this area, try the winter foods of antiquity of these groups, and participate in a range of winter sports. Our anthropologists also teach the youth the cultural traditions involved in winter sports, such as skating and tobogganing. As part of this program we will also sponsor some limited skating for families on the lagoon at Kosciuszko Park.

**ACCOMPLISHMENTS:** We were able to fund the program through the Helen Bader Foundation in 2009 and have drawn matching funds from the NIDC/Healthy Neighborhoods to fund this again. Kathrin Schmid and Rick Petrie are the major UrbAn organizers of this project.

**NUMBER OF PEOPLE SERVED** in WW program in 2009: 280.

**CHALLENGES:** Milwaukee County Parks changed their rules this year and made us 100% liable for safety during the four weeks of the program. It took us a long time to secure insurance coverage for this effort. We are still awaiting the final agreement from the Milwaukee County Parks, but expect to open on January 11, for four weeks.

### 3. BEAUTIFUL BLOCKS PROGRAMS

This program was supported primarily by the NIDC and Healthy Neighborhoods. In 2009, the program gave rebates to residents to improve the front of their homes, their yards, and porches. The University Extension also gave us free flowers and the South Side Artist Guild designed Idea Books and signs for the residents. A second Beautiful Blocks program was implemented in September of 2009, and will help fund the skating program, 7-10 residential improvements, and bring Lincoln Village a gateway sign at 6<sup>th</sup> and Lincoln (with matching funds from the Lincoln Village Business Association).

**ACCOMPLISHMENTS:** This was a very successful program. Thirty-three homes were improved and historic markers are being brought to Lincoln Village. The residents invested over \$35,000 in improvements. Those most involved with Beautiful Blocks from UrbAn have been Jill Florence Lackey, Rick Petrie, Alex Trumbull, and Temo Rodriguez.

**NUMBER OF PEOPLE SERVED:** Over 100 families (approximately 500 individuals) have been and are being served through Beautiful Blocks I and Beautiful Blocks II.

**CHALLENGES.** There are no challenges except the complexity of keeping track of receipts and before/after photos.

#### 4. OLD SOUTH SIDE SETTLEMENT MUSEUM

The OSSSM was funded by the Greater Milwaukee Fdn. and the Bradley Fdn. and is now working on becoming self-sufficient. The museum celebrates the immigrant families that settled this Old South Side neighborhood. Our museum offers weekly and group tours to interested visitors. We are entirely self-supporting, though tour fees and indirect funds from our research contracts. The museum is also used as an intimate community center for area groups and youth programs.

**ACCOMPLISHMENTS:** There is simply no visitor taking our museum tours that doesn't rave about the museum or the tour, and our evaluations have remained extremely high. We have large numbers of community meetings that take place in the museum. At times we have a community meeting several times a week. Jill Florence Lackey and Kathrin Schmid have been the major UrbAn organizers of museum activities.

**NUMBER OF PEOPLE SERVED** in the OSSSM: 171.

**CHALLENGES:** Despite the great feedback, our visitor numbers still do not come close to supporting our museum costs. New configurations of the museum tour are being planned out for 2010.

#### 5. ARTIST ACTIVITIES (GUILD, ART SPACES, GALLERY NIGHT)

The goals of UrbAn's South Side Artist Guild are to exhibit the work of artists and writers living or working on the South Side. A secondary goal is to draw artists to the Lincoln Village neighborhood.

**ACCOMPLISHMENTS:** During 2009, three art spaces were created, using artist exhibits from the Guild. These semi-permanent art spaces are at the Old South Side Settlement Museum, the Lincoln Village Business Association, and Harris Bank. In addition, UrbAn held its first gallery night in July and used the museum as part of the exhibit. The backyard also became an exhibit area. A musician also moved to LV this year. Jill Florence Lackey and Rick Petrie were major UrbAn organizers of the artist effort.

**NUMBER OF PEOPLE SERVED** in the art guild: Approximately 2,000 including those that viewed exhibits at the art spaces and Gallery Night.

**CHALLENGES:** We are still looking for other businesses that will offer space for exhibits.



## 5. COMMUNITY COLLABORATIONS

UrbAn works with several organizations to strengthen Lincoln Village. We collaborate with the Milwaukee Police Department, Community Partners, and the District Attorney's office to reduce crime in Lincoln Village. We worked with the Extension Community Gardens program and the Lincoln Village Business Association to create over 50 large flowering planters along Lincoln Ave. this year. We are collaborating with several organizations in revitalizing the Kinnickinnic River in the neighborhood, including the MMSD. We collaborate with staff from Milwaukee County Parks and the Kosciuszko Park Community Center to offer programs at the Park. We collaborate with Inland Seas High, St. Josaphat's Middle, Riley Elementary, and Ace Boxing on art and culture programs.

**ACCOMPLISHMENTS:** We have been successful in getting a number of drug and gang houses closed in the Lincoln Village neighborhood, held joint programs, and continue to beautify the area. Jill Florence Lackey, Rick Petrie, and Kathrin Schmid have been the most involved UrbAn staff on collaborations.

**NUMBER OF PEOPLE SERVED** in collaborations: approximately 1,000.

**CHALLENGES:** The movement on community involvement on the KK river development this year had been slow, but eventually all community issues were resolved.

## 7. OLD SOUTH SIDE FARMERS MARKET

We held a farmers and craft market at Kosciuszko Park between late July and early September in 2009. The market has an ethnic flair and featured foods and crafts of the neighborhoods dominant cultural groups—the Poles and the Mexicans. The market is held on Sunday afternoons.

**ACCOMPLISHMENTS:** The ethnic products retailed by Urban Anthropology sell very well at the market, and surpassed our expectations. The Polish and Mexican musicians also drew their own followings. Jill Florence Lackey and Rick Petrie have been major contributors from UrbAn.

**NUMBER OF PEOPLE SERVED** at the farmer's market: With an average of 130 per week for 5 weeks, we served approximately 650 people.

**CHALLENGES:** The turnout during the market's first and second year was much less than we hoped. We were only able to support 6 merchandise and vegetable tents during 2009.

## 8. ETHNIC ENTREPRENEURS

Ethnic Entrepreneurs brings together a cadre of youth to create an Old South Side “business.” With the help of our anthropologists, master gardeners, and local artisans, the youth are trained to create ethnic crafts and tend a “salsa garden” in the backyard of the Museum. They organize their work like a traditional business, keeping books, analyzing costs, studying their markets, and selling their wares at the Old South Side Farmers Market.

**ACCOMPLISHMENTS:** The participating youth had activities to do during the summer of 2009 and also made over \$200 profits from selling their merchandise. Kathrin Schmid has been the main UrbAn organizer, with some help from Jill Florence Lackey.

**NUMBER OF PEOPLE SERVED:** 10 youth and approximately 100 people purchasing merchandise.

**CHALLENGES:** While we received some funds from the Faye McBeath Foundation, the program does not have a secure source of ongoing funding.

## 9. YOUTH ART PILLARS

One Youth Art Pillar is complete and was installed in August in Kosciuszko Park. Another is on its way. The first pillar celebrated the history of the Natives, Poles, and Mexicans in Lincoln Village. The second, in the works, will celebrate the history of the Puerto Ricans, Germans, and African Americans in the neighborhood. Youth artists at St. Josaphat’s School, Ace Boxing, Inland Seas High, and Riley Elementary School create artistic renderings of the history and culture of Lincoln Village on 12x12” surfaces. The winning drawings or designs become permanent tiles on a three-sided pillar.

**ACCOMPLISHMENTS:** We received funding for the project from the Pettit Foundation, Mary Nohl Fund, and a large group of Lincoln Village businesses (Carpet Mill, Tres Hermanos, Jill Florence Lackey, Lincoln Village Business Association, Mi Super Mercado, Rozga Funeral Home, Studio Z, BMR Design, and Harris State Bank). The youth are right on schedule producing the second art pillar. Rick Petrie is the major UrbAn organizer of the program.

**NUMBER OF PEOPLE SERVED** in developing the art pillar: 40 youth participated.

**CHALLENGES:** Some funding still needs to be secured.

## 10. LINCOLN VILLAGE SURVEYS

During the warmer months, UrbAn staff conduct door-to-door surveys of residents to get their input into needs, choices, assessments, and programs they wish to participate in.

**ACCOMPLISHMENTS.** In 2009 residents voted on the art they preferred in the Park and KK developments. They also signed up for various programs and told us about their major needs (crime prevention, youth programming, and elder service). The major UrbAn participants have been Rick Petrie, Temo Rodriguez, Jill Florence Lackey, and Alex Trumbull.

**NUMBER OF PEOPLE SERVED:** 560 households were surveyed in 2009.

**CHALLENGES.** The overwhelming majority of people who say they wish to participate in various programs do not when they are contacted later.

## 11. LINCOLN VILLAGE BOOK CLUBS

Two book clubs have been organized by UrbAn staff—one in English and one in Spanish. .

**SUCCESES:** The book clubs have not drawn many people, but those that have attended have been selecting and reading books, mainly about history. Alex Trumbull and Temo Rodriguez have been the major organizers

**NUMBER OF PEOPLE SERVED** in book clubs: 7.

**CHALLENGES:** While over 100 people signed up for the book clubs during the door to door survey, only 7 actually participated.

## 12. LINCOLN VILLAGE BLOCK CLUBS

We have been developing block clubs and watches in Lincoln Village. UrbAn staff have created large booklets with block club ideas for captains, and the ideas focus on the positive things that block clubs can do to strengthen an area. We collaborate with Jesus Gloria of the Milwaukee Police Department, District 2. UrbAn staff also maintain a database of area crimes and analyze trends.

**ACCOMPLISHMENTS:** This project is early in development. Captains have been identified in 5 of 50 Lincoln Village clusters. The captains are now being trained.

Rick Petrie, Rebecca Mueller, and Jill Florence Lackey have been main UrbAn organizers.

NUMBER OF PEOPLE SERVED: 5 captains for now, but hundreds in the future.

CHALLENGES: As with the book clubs, many residents volunteer to host block clubs while staff conduct the door to door surveys, but when called back to begin the activity, change their minds.

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### 13. OLD SOUTH SIDE LECTURE SERIES.

In 2009 we began the South Side Lecture Series. We had four lectures planned, but one was rained out (these are held under tents in the backyard of our Museum). There is a lecture on some aspect of Milwaukee's South Side once every other month.

SUCCESES: The three lectures were on South Side history, South Side prehistory (e.g., the mounds), and the Kashubes. Jill Florence Lackey was the major organizer.

NUMBER OF PEOPLE SERVED in lecture series: 66.

CHALLENGES: As other programs like this, we do not expect large audiences (and could not accommodate them either), but we hope this and other recent resources will help solidify the neighborhood and draw in more community-contributing residents.

### 14. ART IN THE PARK PROGRAM

We worked with a famous South Side artist, Juan Flores, in 2009 to provide several drawings of proposed art for Kosciuszko Park. With the help of a community survey, UrbAn selected an Aztec feathered serpent to be erected on the Park grounds near 7<sup>th</sup> and Lincoln.

ACCOMPLISHMENTS: UrbAn was able to secure a Mary Nohl grant to fund the public art. Area youth will help Juan erect the art.

NUMBER OF PEOPLE SERVED: None yet.

CHALLENGES: The project still must get through the County Board, to be approved.

### 15. LINCOLN VILLAGE NEWSLETTER

We began a monthly Lincoln Village newsletter this summer. It has been distributed mainly by email, but print copies are also available in the literature box at the Museum.

ACCOMPLISHMENTS: The newsletter has drawn a lot of email chatter, which is positive. The two-page size is also very readable for people. Jill Florence Lackey, Rebecca Mueller, Kathrin Schmid, and Alex Trumbull have been mainly responsible for writing and producing the newsletter.

NUMBER OF PEOPLE SERVED: 200

CHALLENGES: The newsletter needs to be circulated more widely. 2010 should be the year to see its circulation expand.

## 16. LINCOLN CULTURE AND ARCHITECTURE TOUR

2009 was the first year of the Lincoln Village Culture and Architecture tour. The walking tour ran every Saturday in the warm months and highlighted the art spaces, cultural migrations, and excellent architectural features of Lincoln Village.

ACCOMPLISHMENTS. The tour started out slow, but by late summer had participants nearly every week.

NUMBER OF PEOPLE SERVED: 168 people took the tour.

CHALLENGES: None. It was successful for a first year effort.

## WATCH FOR NEWS IN THE FUTURE ABOUT

1. A new executive director for Urban, as Jill Florence Lackey semi-retires.
2. Some news about the Baran Park neighborhood