

OAK CREEK - FRANKLIN
JOINT 27th STREET STEERING COMMITTEE

August 15, 2007

Oak Creek City Hall

Meeting Minutes

Approved September 12, 2007

I Call to Order and Roll Call 6:04

Member Grintjes, Rhiner and Myszkowski were present. Member Foeckler arrived at 6:18. Also present were Doug Seymour, Doug Wheaton, Mark Kaminski and Lori Holly)

II Citizen Comment Period.

No comments were received.

III Approval of Meeting Minutes.

July 9, 2007. The minutes of July 9th were held over.

July 24, 2007

Marie Myszkowski asked that the minutes be revised to include the following:

'Marie Myszkowski noted that any services called upon from the Zizzo Group should come from the committee as a whole and should be discussed and agreed to in steering committee meetings.'

Myszkowski moved to approve the minutes as revised. Rhiner seconded the motion. On roll call the revised minutes were approved

IV Report of the Committee Chair

Ted Grintjes asked the Zizzo Group to prepare an interim Powerpoint template. The template was presented to the committee for their review. The font size has been reduced to allow for more content on the page. He noted that we need to start using standardized materials when we make presentations on 27th Street. We may want to consider placing the standardized presentation and animation on flash drives.

Ted Grintjes updated the committee on the Staybridge Suites hotel (100 rooms – 5 stories) project

Doug Seymour updated the committee on the status of the Liberty project. He asked what the lighting specs were for Wheaton Way. Jim Rhiner will get the spec sheets from the draft streetscape plan for consideration by Liberty.

Marie Myszkowski asked if there is any way we can get the businesses to contribute to PR (press releases/grand openings to minimize the cost to the municipalities? Lori Holly noted that these types of costs are not typically passed on to clients and partners.

Doug Seymour talked about the meeting in Greendale tomorrow with the Simon Group over the future of Southridge Mall.

Jim Rhiner noted that it is important that we approach our efforts from a coordinated, collective perspective as opposed to a distinct Oak Creek or Franklin perspective.

Ted Grintjes talked about a meeting (a year ago) where we discussed cost sharing for Drexel interchange. We need to have the cities get together to figure out the cost sharing formula for the interchange. The Councils authorized the hiring of a firm to do a study to allocate the costs in an equitable manner. Doug Seymour said that it was his understanding that this was awaiting an initial decision by the State on the status of the interchange. Ted Grintjes asked that this be considered as an agenda item for a future meeting.

V. Business

A. Discussion of marketing for the 27th Street corridor, including;

1. **Branding, theme, logo and public relations activities for the South 27th Street Corridor Plan Area.** This item may include, but not be limited to, future services that may be provided by a marketing firm, including scope of work, terms and conditions, timing, and contracts. The Steering Committee may enter into closed session pursuant to §19.85(1)(e), Stats., to deliberate upon the terms of and to consider the negotiation of and negotiate services agreements to provide the products of the above subject matter, for competitive and bargaining reasons, and to reenter open session at the same place thereafter to act on such matters discussed therein as it deems appropriate.

Ted Grintjes started the conversation by saying that at our last meeting we asked HNTB/Zizzo to revise the scope and budget.

Mark Kaminski handed out the revised proposal and supplemental contract. He talked about how the time scale and product has been revised to focus more on a 12 month schedule as opposed to the six months previously suggested for branding.

Lori Holly said that they went back, and in talking with Ted, the branding and creative will take between 9 and 12 months. The public relations portion was reduced to a six month time period starting in October. The public relations is broken down into one time projects like the branding and creative, and the media kit. The monthly budget covers media relation like editorial development, media lists, and a minimum of one media pitch per month delivered to the appropriate target, follow up, event planning and national media focus.

Lori Holly stated that the Zizzo Group does not believe that they and HNTB can deliver the type of public relations and project management that we want for under the \$250,000 target mentioned at a previous steering committee meeting.

She felt that the minimum figure (for the first year) would be (Zizzo's costs only) \$265,822.92, the bulk of which was for the one-time creative and branding costs., After your first year, these costs would be drastically reduced, and would include the monthly expenses and ongoing public relations.

This assumes a September 1 start date for the creative work. There would be one month for the logo and creative design work before they would put resources into public relations. These costs are not to exceed figures.

She also noted that to date, the Zizzo Group has already done \$24,577.92 of work on behalf of the cities. Also they have yet to receive the signed letters of intent that they sent to the respective Mayors several months ago.

Mark Kaminski noted that the reduction of costs on the project administration side was a reflection of their participation in meetings based on a six month schedule, rather than a twelve month schedule.

Marie Myszkowski noted that the reduction in costs was accomplished by modifying the duration and timing of the initial public relations effort.

Al Foeckler asked the question if HNTB were not involved, would the product be any different with respect to public relations and branding.

Mark Kaminski said that they were happy to work with Zizzo to coordinate, but that it was the committee's decision as to whether they wanted HNTB to administer the contract.

Jim Rhiner said that it was his recollection that this was to be kept under the original contract. Al Foeckler said that, while this may be the case, he did not think that it was anyone's impression that this (project administration) would cost this much.

Ted Grintjes noted that the attributing of these administration costs only to marketing and public relations was deceiving, and that HNTB's involvement transcended the marketing effort. Their involvement is needed to coordinate the implementation of the streetscape and corridor plans; only one of which is marketing.

Marie Myszkowski agreed, and saw HNTB as the implementer of our plans and the administrator of such. We would end up spending more money if we only used Zizzo, without having coordination on the HNTB end.

Ted noted whether it would be appropriate to have an amendment to the HNTB contract that was not solely tied to marketing, but included corridor-wide implementation efforts.

Al Foeckler agreed that this was more appropriate, as the original proposal to have HNTB administer the marketing may have been perceived by some as a cost mark-up, which is not the case, since their (HNTB's) scope includes much more than just coordinating the marketing with the Zizzo Group.

Jim Rhiner agreed that a separate contract would be more appropriate.

Doug Seymour noted that this was fine provided that we do remember that the initial reason why this was considered an amendment to the HNTB contract was that the Zizzo Group was working as a subcontractor to HNTB, and that the marketing effort would not have had to go out to a lengthy at-large selection process involving the two Councils.

It was noted that this was competitively bid through a short list process.

Marie Myszkowski noted that this would actually require two motions at the Council level; the first involving the marketing contract with the Zizzo Group, and the second involving the amendment with HNTB to allow for the coordination and implementation of the streetscape plan.

Mark Kaminski noted that HNTB's costs were not marked up at all. They were reflective of their actual cost in administering and managing the Zizzo contract.

Marie Myszkowski asked if it was the impression that either of the Council's felt that HNTB's role in the corridor was complete. The committee felt that it was everyone's feeling that HNTB was to continue their role in implementing the corridor and streetscape plan. It was the feeling of the committee that we would not be getting the same product if HNTB were not involved in managing the marketing effort, and that the costs quoted by Zizzo anticipated having HNTB as a resource during this process.

Al Foeckler questioned the out of pocket creative costs, including the 17.65% markup on costs. Lori Holly clarified that the markup was to cover the time and resources that Zizzo has spent in establishing relationships with their preferred vendors to

achieve cost savings for their clients. She will clarify which costs are actually subject to that mark up. Items such as mileage or photocopies are not subject to this markup.

Marie reiterated that the committee had asked for comparable contracts from other public projects. Lori Holly apologized that she has not gotten those, but will forward a copy of those contracts to show that these costs are fairly standard.

She noted that the costs in this contract compared favorably with similar work they have done. She cited that the costs for the website (\$25,000) and collateral materials may vary, but that the estimate allowed for a good website with interactive capabilities. Since we have not identified what the collateral materials will be, this figure is only an estimate. The Zizzo group would provide more detailed figures for the cities to sign off on prior to developing the collateral materials.

Jim Rhiner noted that HNTB's initial project management figures were still based on 12 months. Mark noted that this was a typographical error that would be changed. He also noted that the original streetscape contract was based on a 'not to exceed' figure. The project management and administrative functions are more appropriately handled through a 'cost-plus' contract. This means that there is no guarantee on the amount. They only bill for the actual time that they spend on the project.

Ted Grintjes indicated that we would go back to the cities after the initial six months, once we had a better indication of what the ongoing public relations costs would be.

Lori Holly agreed, and indicated that there would not be a heavy public relations focus initially, before the collateral projects are completed. But as you start to get momentum along the corridor, you want public relations at that time. You could use public relations throughout the process. However some months are going to be more heavily focused on branding and positioning.

Doug Seymour asked whether Zizzo would be able to demonstrate a return on investment on the public relations during the initial six month period that would make the Council's more comfortable in extending the effort. Lori Holly said that they could show how the process was moving forward. They could see the messages that are being developed.

It was discussed that the initial six month time period for public relations serves as a check, and that the figure could be adjusted based on our actual needs at that time.

Ted Grintjes reminded the committee that these are TIF reimbursable costs.

The committee discussed initial funding options for this project through the respective TIF districts, and how the initial funding might be accomplished by borrowing from other funds. Ted Grintjes offered his services and those of the Franklin finance officer to investigate how Oak Creek can make this work financially without making it part of the operational budget.

The committee talked about how this would be presented to the Council(s).

It was agreed that we would use a format of identifying the components of each of the projects with a cost summary for each group, not necessarily each line item.

Marie Myszkowski asked that each of the cities be prepared to talk about the return on investment by citing the potential number of developable acres within the corridor and then illustrating the value (at \$1 million per acre minimum) and what that translates into today's tax rates.

Ted Grintjes asked Mark Kaminski if there are other things that HNTB needs to do to implement the corridor and streetscape plan, and is this the appropriate time to ask both Councils to consider additional work by HNTB.

Al Foeckler thought that might be too ambitious for the next meeting.

Mark Kaminiski suggested that we give the Councils a status report on the corridor, and to show them the benchmarks that we have met, but that we will likely be coming back to them to implement other parts of the plan.

Ted Grintjes reminded the committee that the Council needs to know that these are not studies...they are implementing the plans that were previously adopted. He volunteered to make that presentation before the joint Council.

Doug Wheaton noted that he had four issues:

- i. There are not unlimited funds in TIF 4 for marketing; they may need to go back to the joint review board.*
- ii. Franklin city attorney has repeatedly requested copies of previous public contracts with the Zizzo Group – Lori Holly will provide these.*
- iii. He asked that Doug Seymour email him the adopted revisions to the July 24th minutes.*
- iv. He noted that documents (final cost estimates and supplemental agreement) for joint council meeting need to be emailed to both cities to forward to the respective city attorneys as soon as possible (pages should be numbered)*

Ted asked that the presentation be handed out ahead of time. Lori Holly said that generally this would be something that would be handed out at the end.

Doug Seymour noted that they (the Councils) must have that information ahead of time, or else they will not feel comfortable acting on any of this at the meeting.

Ted Grintjes asked that the line item costs (but not the descriptions) be removed from the presentation, and that the figures be presented for each category (such as branding or positioning). Marie Myszkowski and Al Foeckler agreed.

Doug Seymour asked what changes needed to be made to the Memorandum of Understanding (MOU). Doug Wheaton was not sure where that was at with the City Attorneys. Staff will check with the City Attorneys on the status of the MOU.

Doug Wheaton noted that the Franklin Mayor had asked if the joint meeting could take place prior to a scheduled Council meeting in September. The committee felt that this would be a needless delay. Ted Grintjes noted that we need to get the Zizzo Group under contract. Lori Holly indicated that they still have not received the signed letters of intent that were sent to the respective mayors several months ago.

2. Agenda and support documentation for the August 30th meeting date for joint Common Council meeting to consider a scope of services and terms of a contract and memorandum of understanding for marketing of the South 27th Street Corridor.

see item V.A.1 for discussion

- B. Discussion of transportation improvements proposed for the 27th Street corridor, including;

1. Freeway interchanges for Interstate I-94 at West Drexel Avenue and at approximately West Elm Road.
2. Reconstruction of South 27th Street (Wisconsin State Highway 241) between West College Avenue and Racine County.
3. Reconstruction of the intersection of South 27th Street (Wisconsin State Highway 241) and West Rawson Avenue.
4. Future date(s) for a meeting between the Mayors and the Secretary of the Wisconsin Department of Transportation to discuss transportation improvements proposed for the 27th Street corridor.
5. Scheduling of ongoing coordination meetings between steering committee, city staff and WisDOT project teams for State projects affecting the 27th Street corridor.

Mark Kaminski emailed Vida Shaffer and requested the dates and list of possible attendees for the monthly coordination meetings. He also talked to Brian Swenson to set up a meeting with the WisDOT Secretary to update the State on the progress of our projects. Ted Grintjes reiterated that we wanted the project teams for each of the WisDOT projects to meet on a regular basis to coordinate their efforts.

This item will appear on the next agenda.

- C. Discussion of the 27th Street Corridor Plan and Streetscape Design Manual, including;
 1. Implementation Schedule
 2. Future meeting dates for CDA and Common Council to consider adoption of the 27th Street Corridor Plan and Streetscape Design Manual.
 3. Zoning ordinances for the South 27th Street Corridor Plan Area.
- D. Discussion on the coordination of local sign ordinances as they pertain to properties within the 27th Street corridor.

This item will be moved to the next agenda.

VI. Next meeting date(s) and location(s).

- i. *August 30th joint Council meeting.*
- ii. *September 12th, 8 a.m. at Oak Creek*

VII. Adjournment.

The meeting was adjourned at 8:23 p.m.