

OAK CREEK - FRANKLIN  
JOINT 27th STREET STEERING COMMITTEE

February 14, 2008

Meeting Minutes  
Approved March 5, 2008

I. Call to Order and Roll Call

*The meeting was called to order at 4:17 p.m.*

*Members Grintjes, Rhiner, Myszkowski and Michalski were present. Also present were Matt Hensler and Lisa Ninmer (Zizzo Group), Mark Kaminski and Ashley Booth (HNTB) and Doug Seymour (City of Oak Creek), Julie Becker (Oak Creek Now) was also present.*

II. Citizen Comment Period

*There were no citizen comments.*

III. Minutes of the meeting of January 31, 2008

*Jim Rhiner moved to approve the minutes from January 31, 2008. Tom Michalski seconded. On roll call, all voted aye.*

IV. Business

A. Preparation for February 18, 2008 (2 p.m.) meeting with the Wisconsin Department of Transportation.

*Ted Grintjes, Doug Seymour and Ashley Booth will attend the February 18th meeting with WisDOT. Marie Myszkowski also tentatively plans on attending.*

*The committee went over the presentation for Monday's meeting. The goal is to show how all of the planning and construction projects within the corridor all tie together. The desired end result is a memorandum of understanding (MOU) between the cities and WisDOT concerning the utilization of streetscape elements, not only on 27th Street, but also on the major roads (College, Rawson Drexel, Ryan and Elm) connecting the corridor to I-94.*

*Ted Grintjes and Jim Rhiner spoke to the committee about their involvement in a committee to guide the context sensitive design (CSD) elements of the I-94 reconstruction program. He mentioned that, of all the design elements, the design and treatment of the bridge overpasses would be the most critical. Doug Seymour asked that additional members from Oak Creek be considered for the committee. Mark Kaminski asked that Oak Creek contact Tom Kindschi (HNTB) with additional names for participation on that committee. Marie Myszkowski suggested that Oak Creek resident Mike Kinney would be an appropriate person to contact. Alderperson Grabowski was also suggested as a possible member of the committee.*

B. Marketing of the South 27th Street Corridor, including, but not limited to, follow-up activities, and next steps in the preparation of the plan for branding, theme, logo, positioning, and public relations activities for the South 27th Street Corridor Plan Area.

1. Review and approval of "Frequently Asked Questions" document.

*Matt Hensler distributed the updated status report from the Zizzo Group. Lisa Ninmer briefed the committee on the status of the public relations plan and*

*media kit. Additional detail will be provided to the steering committee at their next meeting.*

*The 'Frequently Asked Questions' document was discussed. This document, once completed, is to be distributed to the Mayor(s), Council(s), CDA(s), and staff. It was reiterated that the communities should be sending all important corridor news to Lisa Ninmer.*

*Matt Hensler will redistribute the FAQ document. The Committee will review and respond back to Matt with any comments. The committee was reminded that media inquiries (to the extent possible) should be handled through the Zizzo Group.*

*Doug Seymour asked what the timeline was for the website. Matt Hensler informed the committee that the website would not be put into place until we were further along with the naming and branding. The cities may still place information on their respective websites prior to the corridor website being put in place.*

*The committee discussed creating an email group that would be sent continuous updates on the 27th Street information.*

*Ted Grintjes briefed the committee on the status of the Ryan Companies proposal for the Franklin Medical Center. He indicated that members of the steering committee had met with the Ryan Companies to clearly state what our expectations are with respect to the proposed development.*

2. Review and approval of short list for naming and branding options.

*Matt Hensler went over some of the previous options for corridor naming. The Zizzo Group has come up with additional naming options or variations based on the comments received from the initial list. He reiterated that the goal was to narrow the list down to five names, which would ultimately be pared down to a short list of three that would be presented for final consideration.*

*The committee is to provide feedback to the Zizzo Group in the form of their top five names (in order of preference).*

3. Review and approval of draft developer list for developer interviews.

*The committee gave the Zizzo Group the go ahead to move forward on creating a local developer list for the interview process. They will continue to work towards creating a list of national developers.*

C. Potential agreements between HNTB and the cities of Oak Creek and Franklin for Professional Engineering and Architectural Services for the South 27th Street Corridor Plan Area Streetscape Design, including:

1. third party review of development proposals
2. preliminary streetscape design and plans

*Discussion on these items is being postponed.*

D. Establish a date and agenda for a joint Oak Creek-Franklin Common Council meeting (April 29, 2008) to discuss progress to date on the corridor, as well as laying out the next steps in the process.

*Mark Kaminski briefed the committee on the draft 27th Street Implementation Update PowerPoint presentation for use at the proposed joint Common Council meeting. The committee discussed the possible use of this presentation for the WisDOT meeting on February 18th.*

*The committee identified April 29, 2008 as a date for a joint Common Council meeting to discuss progress and next steps on the corridor. The agenda for this meeting will be discussed at the next steering committee meeting (March 5th).*

- E. Consider next steps to further implement the “smart street” recommendations of the 27th Street Corridor Plan Area Streetscape Manual.

*Mark Kaminski will investigate whether someone from HNTB could assist us on this item. Further discussion on this item is being postponed.*

- F. Consider next steps to implement the regional stormwater management recommendations of the 27th Street Corridor Plan Area Streetscape Manual.

*Discussion on this item is being postponed until the Engineering Departments can be present.*

- V. Next meeting date(s) and location(s)

*March 5, 2008 – 9:30 a.m. at Oak Creek*

*April 2, 2008 – 9:30 a.m. at Oak Creek*

- VI. Adjournment

*Marie Myszkowski moved to adjourn. Seconded by Ted Grintjes. On roll call, all voted aye. The meeting was adjourned at 5:53 p.m.*