

OAK CREEK - FRANKLIN  
JOINT 27th STREET STEERING COMMITTEE

January 31, 2008

Meeting Minutes  
Approved February 14, 2008

I. Call to Order and Roll Call

*The meeting was called to order at 8:05 by Chairman Grintjes. The following members were present: Ted Grintjes, Jim Rhiner, Marie Myszkowski (the second Oak Creek position is currently vacant). Also in attendance was Ann Zizzo, Lisa Ninmer and Matt Hensler (Zizzo Group), Mark Kaminski and Ashley Booth (HNTB) and Doug Seymour (City of Oak Creek). Doug Wheaton (City of Franklin) arrived at 8:15.*

II. Citizen Comment Period

*No citizens were present for comments.*

III. Minutes

A. Approval of Meeting Minutes of November 26, 2007

*Member Rhiner moved to approve the minutes of November 26, 2007 as corrected to include the notation that there were no citizen comments, and that the minutes of November 7th were moved for approval by member Rhiner and seconded by member Myszkowski. Member Grintjes seconded. On roll call, all voted aye.*

B. Approval of Meeting Minutes of January 16, 2008

*Member Myszkowski moved to approve the minutes of January 16, 2008. Seconded by Member Rhiner. On roll call, all voted aye.*

IV. Business

A. Introduction of Lisa Ninmer, who has joined the Zizzo Group as the new Director of Public Relations.

*Ann Zizzo introduced Lisa Ninmer, the recently hired Director of Public Relations for the Zizzo Group.*

B. Discussion on Ryan Companies Franklin Medical Center proposal.

*Chairman Grintjes described the proposal by the Ryan Companies for the Franklin Medical Center. He indicated that there will be a meeting on Friday, February 8th at 4:00 p.m. at the Franklin City Hall to confirm the specifics of the project and to let the developers know what the steering committee's expectations are for the development. The meeting will be noticed.*

*Doug Seymour informed the steering committee that he had been approached by a reporter for the 'Oak Creek Now' newspaper. The reporter's line of questioning seemed to indicate that the paper was trying to draw attention to the perceived disparity in development on the Oak Creek side of the street. Mr. Seymour thanked the Zizzo Group for providing a series of 'frequently asked questions' (FAQ) to guide any interaction with the media.*

C. 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..

*(Public Relations) Matt Hensler provided the committee members with a sheet of frequently asked questions and background on the corridor, and reminded the committee that these should continue to be used as a guide in our dealings with the media. The committee is to review the FAQ document and provide comments back to the Zizzo Group in order that this document can be refined for the next steering committee meeting.*

*(Naming and Branding) Matt Hensler met with community leaders to refine the naming options for the corridor. He said they (Zizzo) were preparing a document describing this additional input and naming direction. They hope to narrow the list to five options for the next meeting. They will provide a more detailed write up on each of the alternatives. Based on the committee's review of the five alternatives, they hope to narrow that down to a short list of three options by the end of February.*

*(Developer Interviews) Matt Hensler spoke about the developers that they are planning to contact in order to validate the direction they are taking on the branding of the corridor.*

*Doug Wheaton asked that MLG be added to the list.*

*Chairman Grintjes commented that additional research is needed, and that more national developers should be contacted to get a broader perspective.*

*Member Myszkowski suggested that they (Zizzo) talk to the brokerage community.*

*Members of the committee are to review the draft developer list and to forward any changes to Matt Hensler. The Zizzo Group will provide a list of national developers for the committee's review at their next meeting.*

*Additional discussion took place regarding the format, content, recipients of and length of the proposed correspondence requesting the interview, and the best way to ensure the most participation by higher level executives.*

- D. Potential amendments to the Agreement between HNTB and the City of Franklin for Professional Engineering and Architectural Services for the South 27th Street Corridor Plan Area Streetscape Design.
1. Facilitate implementation of streetscape elements into Wisconsin Department of Transportation project design for the South 27th Street Corridor Plan Area.
  2. Develop a third party development review process.

*Chairman Grintjes informed the committee that the Franklin Common Council would be considering adoption of the streetscape plan, as well as the zoning amendments, third party review and continuing streetscape design contracts at their next meeting.*

*Doug Seymour noted that the Oak Creek Common Council had approved the Streetscape Plan and zoning amendments contract previously, but was not presented with the third party review and continuing streetscape design proposals. He stated that he felt that we needed to do a better job of internally marketing these proposals to the elected officials*

- E. Consider the establishment, composition and duties of a 27th Street Corridor Technical Advisory Committee.

*A proposal to add a technical advisory position from each community (likely from the Engineering Department) was discussed by the committee. This would be extremely useful for coordination in the areas of infrastructure improvements, stormwater, environmental issues and maintenance concerns.*

*It was the consensus that a letter be written on behalf of the committee to each mayor requesting Engineering resources as a permanent part of the steering committee.*

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

*This item will be discussed at the next steering committee meeting.*

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

*Steering Committee - February 14, 2008 – 4:00 p.m. (Oak Creek City Hall)*

*Steering Committee - February 28, 2008 – 4:00 p.m. (Franklin City Hall)*

*February 8, 2008 – 4:00 p.m. – meet with Ryan Companies (Franklin City Hall)*

*February 5, 2008 – 9:00 a.m. – WisDOT 27th Street Corridor kickoff meeting (Franklin City Hall)*

- VI. Adjournment

*Motion to adjourn by member Rhiner, seconded by member Myszowski. On roll call, all voted aye.  
The meeting was adjourned at 10:05 a.m.*