

OAK CREEK - FRANKLIN
JOINT 27th STREET STEERING COMMITTEE

July 24, 2007

Franklin City Hall

Meeting Minutes

Approved August 15, 2007

I. Call to Order and Roll Call

Members Grintjes, Rhiner, Foekler and Myszkowski were present. Also present were Doug Wheaton and Mark Kaminski (HNTB). Doug Seymour arrived at 8:20. Lori Holly was present for the open session discussion of Item V.A.

II. Citizen Comment Period.

No comments were received.

III. Approval of Meeting Minutes.

A. July 9, 2007.

No action was taken on the minutes.

IV. Report of the Committee Chair

The Chairman did not have anything additional to report at this time.

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.

At 8:05 the steering committee entered closed session to discuss the terms of a service agreement with HNTB/Zizzo.

At 9:05 the steering committee re-entered open session.

The steering committee expressed some concern regarding the costs for HNTB's administration of the Zizzo contract. They also questioned the need for some of the public relations work during the initial phase of the contract, when the branding and creative work is taking place. Chairman Grintjes noted that there still may be a need for public relations during this initial period, but that the cities need more control over those costs.

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.

Marie Myszkowski also noted a concern that the branding portion of the scope only allowed for one round of edits to the corridor logo. Lori Holly confirmed that that was the case, and that additional edits would incur additional cost.

The steering committee requested that HNTB/Zizzo communicate to the city(s) if/when they anticipate additional costs such as these. Lori Holly explained that, as part of the account management process, they would let us know prior to any additional expenditure like this such as extra editing costs.

The steering committee directed HNTB and the Zizzo Group to come back to the City's with a scope of services and schedule that is limited to the branding, creative and account management functions of the original scope, with a reduced public relations retainer for the initial branding and creative stage of the contract.

HNTB/Zizzo will provide the revised scope and contract to the cities by August 10th.

The steering committee felt that there was not sufficient time to revise the scope of services and memorandum of understanding prior to the scheduled joint Council meeting on July 31st. As such, it was decided that this meeting should be postponed. An alternate date of Thursday, August 30th was proposed. Staff will check on the availability of the respective Councils for that date.

2. Agenda and support documentation for the July 31st 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.

This meeting was postponed. (see Item A.1)

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.
 - A. CDA and Common Council meetings to consider Resolution in support of Drexel Avenue interchange.

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.

No discussion was held regarding these items.

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.

No discussion was held regarding these items.

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

The steering committee meeting previously scheduled for the morning of August 14th is being rescheduled to 6:00 p.m. on Wednesday, August 15th. This meeting will be held in Oak Creek.

VII. Adjournment.

The meeting ended at 9:55 a.m.