

OAK CREEK - FRANKLIN
JOINT 27th STREET STEERING COMMITTEE

July 9, 2007

Oak Creek City Hall

Meeting Minutes

Approved September 12, 2007

I. Call to Order and Roll Call

Meeting called to order at 8:00 a.m.

Members Grintjes, Rhiner and Myszkowski were present. Al Foeckler was excused. Also present was Lori Holly (Zizzo), Doug Wheaton and Doug Seymour. Mark Kaminski (HNTB) was also excused.

II. Citizen Comment Period.

Doug Seymour advised the committee that Oak Creek was looking to nominate the 27th Street Corridor project for a "Good Government Award". This award program is sponsored by Foth Engineering, in cooperation with the Wisconsin Counties Association and the League of Wisconsin Municipalities.

III. Approval of Meeting Minutes.

A. June 13, 2007.

Motion by Rhiner to approve, second by Myszkowski. All voted aye. Motion carried.

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, and logo 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 contacts. 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.

Lori Holly presented cost estimates based on the scope of work discussed at the 6-19 client meeting. She mentioned that this is

preliminary, and that an updated cost estimate would be sent to the communities in the next few days.

It was mentioned that there may be some fluctuation internally between some of the line items, but that it should not affect the bottom line. For instance, the actual billing for collateral materials may vary depending on the type and number of materials produced. At the same time, the cost of the competitive analysis may be lower, given that much of that information has already been gathered from other sources.

It was noted that the website cost is dependent on the number of pages and the hosting arrangements. It was also noted that out of pocket costs such as printing are not included.

Marie Myszkowski, in speaking of the DVD, questioned the need for testimonials from the Mayors, noting that the testimonials should come from the business community (our target audience).

Ted Grintjes stated that is important to have the support of public officials, and that the role of the Mayors was more a “welcome” than a testimonial.

Lori Holly stated that it would be typical for a script to be created for any welcoming statements or testimonials that would appear on the DVD.

It was the consensus of the group that we need to further define what the testimonials are to be, and who would be presenting them.

There was a discussion regarding the timeframe for the project, and the need to think about short and long term budgets for both communities.

Ted Grintjes noted that all costs should be TIF eligible, but that there is still a need to identify the initial source of funds that would be repaid through the TIF. He suggested that there may be funds available from existing projects that could be borrowed for this purpose.

Doug Wheaton added that it is important that you mention these as project costs in the TIF project plan, and suggested that we get a letter from our TIF legal counsel affirming that these marketing costs are eligible for reimbursement under the TIF.

Doug Wheaton advised Lori Holly that he had some historical information regarding Franklin that he would turn over to assist in their research. Doug Seymour noted that he will provide similar resources for Oak Creek.

2. Future meeting dates for CDA and Common Council to consider a scope of services and terms of a contract for marketing of the South 27th Street Corridor.

The Oak Creek CDA will consider the proposed scope on 7-18.

It was suggested that there be a joint meeting of the Common Councils on July 31st at 6:00 pm at the City of Franklin to consider the scope and contract amendment with HNTB/Zizzo.

It was also discussed that each community may be acting on slightly different items, given that the contract is between Franklin and HNTB, and that there is an MOU between Franklin and Oak Creek.

It was noted that it is important to identify funding sources and a schedule for the Councils to consider at this meeting.

It was also noted that the Franklin City Attorney needed to review the contract and amended MOU prior to this meeting. The Oak Creek City Attorney did not need to review the contract between Franklin and HNTB, but did need to review the amended MOU.

Doug Wheaton advised that the following information should be sent to the Councils for this meeting:

- 1. the scope and schedule from the Zizzo Group*
- 2. the contract amendment between Franklin and HNTB (this would be for informational purposes only for the Oak Creek Council)*
- 3. the amended MOU*
- 4. a letter from the Zizzo Group and HNTB explaining the contractual relationship between the firms*
- 5. a listing of costs*
- 6. a letter from the respective TIF legal counsel(s) affirming that marketing is an eligible cost*
- 7. the meeting minutes from the previous joint Council meeting at which the Councils authorized the steering committee to move forward on this.*

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.

NOTE: Discussion of item B was deferred until the next meeting.

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.

NOTE: Discussion of item C 1 and 2 was deferred until the next meeting.

3. Zoning ordinances for the South 27th Street Corridor Plan Area.

Doug Seymour questioned whether there had been any resolution to the point brought forward at the last joint Council meeting by the Franklin City Attorney. At that meeting he had asserted that HNTB was responsible for providing the required amendments to the respective zoning codes as part of the existing streetscape contract, and that no amendment, or additional funding was necessary.

Doug Wheaton suggested that this issue was not resolved, and that we needed to meet with HNTB to discuss this in further detail.

Doug Seymour noted that it was his recollection that the \$25,000 line item in the scope for the zoning was put in as a 'placeholder', and that it was not the City's expectation at that time that the work envisioned by the \$25,000 would be sufficient to correct the respective zoning codes to reflect the original intent of the Corridor Plan. He recalled that this was a major point of discussion during the negotiation of the scope because HNTB could not realistically place a cost on this work item until they had further defined what changes needed to be made based on the City's desires as expressed in the adopted Streetscape Plan. He noted that the Oak Creek CDA had already endorsed the concept of the additional work and cost.

Ted Grintjes explained that his understanding was that the unexpended funds from this line item would be credited towards the communities for the purpose of amending their respective ordinances to not only reflect the standards of the Streetscape Plan, but to correct any deficiencies that were not addressed as part of the corridor planning project with SAA and Ruekert & Mielke. (see Exhibit A)

He (Ted) said that he would discuss this with the Franklin City Attorney.

D. Other

1. Protocol for the naming of new public streets in the 27th Street corridor.

The committee discussed Doug Seymour's email of 6-22 regarding the naming of public streets within the corridor. It was the consensus of the committee that while it is preferable to have a continuous street naming across both sides of 27th Street, it is not essential, and it would be unreasonable to expect a company that is investing tens of millions of dollars not to be able to name the street it is developing (provided that it meets the respective city's criteria for street names).

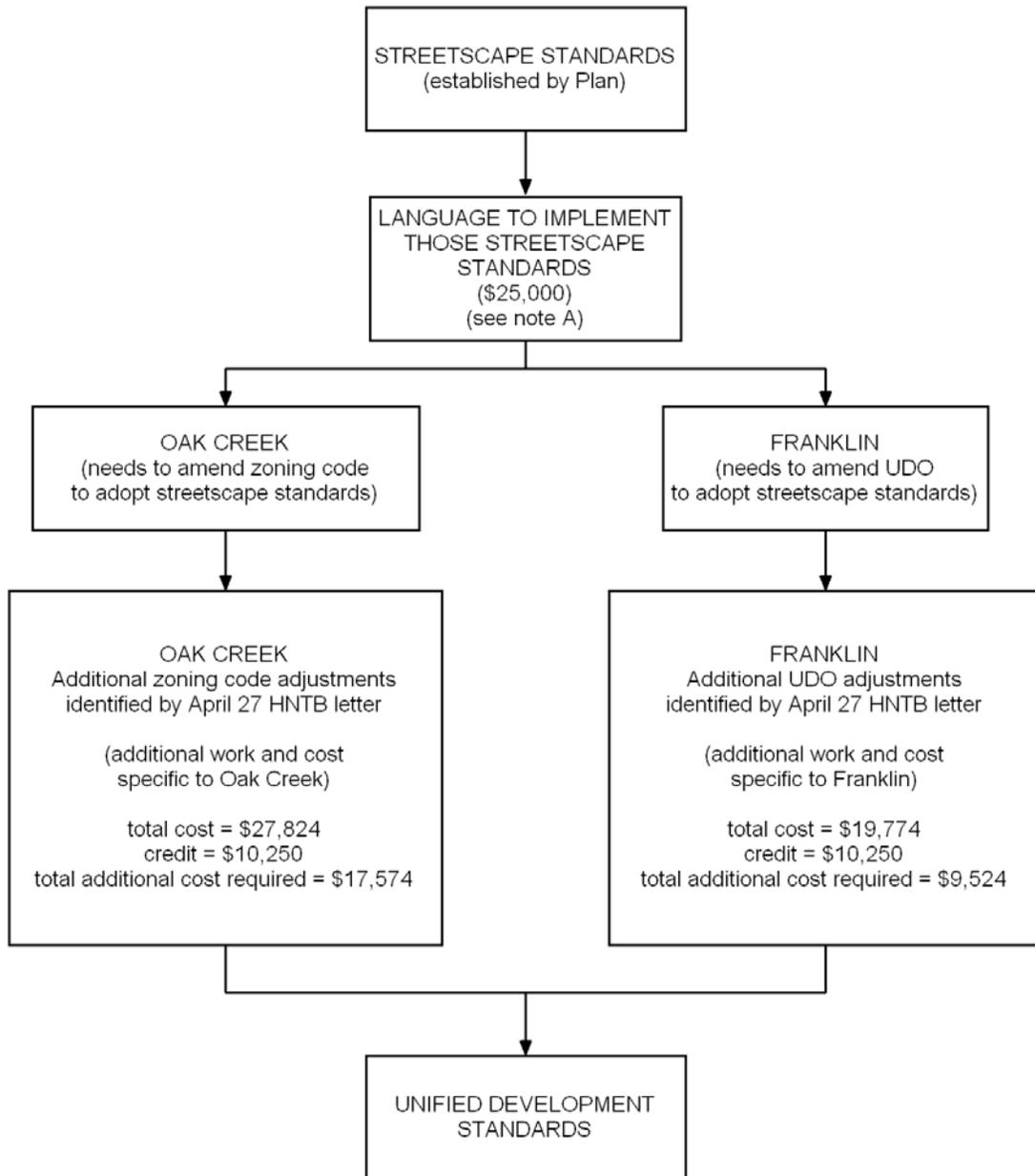
VI. Next meeting date(s) and location(s).

- A. *(Steering Committee) Tuesday, July 24, 2007 – 8:00 a.m. – Franklin City Hall. Please note that following the steering committee will be a meeting with We Energies to discuss gas and electric needs for development of the 27th Street corridor.*
- B. *(Joint Common Council) Tuesday, July 31, 2007 – 6:00 p.m. – Franklin (location to be determined)*
- C. *(Steering Committee) Tuesday, August 14, 2007, 8:00 a.m. – Oak Creek City Hall*

VII. Adjournment.

*Motion to adjourn by Mzyskowski, second by Rhiner. All voted aye.
Meeting adjourned at 9:48 a.m.*

EXHIBIT A
 EXPLANATION OF PROPOSED HNTB CONTRACT AMENDMENT
 FOR ADDITIONAL ZONING REVISIONS



Note A: There has been \$4500 previously expended under this line item leaving a balance of \$20,500.