

JOINT 27th STREET STEERING COMMITTEE
OAK CREEK - FRANKLIN

March 12, 2008

Meeting Minutes
Approved April 18, 2008

I. Call to Order and Roll Call

The meeting was called to order at 8:20 a.m.

Members Grintjes, Rhiner and Myszkowski were present. Member Michalski was excused. Also present were Matt Hensler and Lisa Ninmer (Zizzo Group), Mark Kaminski (HNTB) Doug Seymour and Pat DeGrave (City of Oak Creek), Doug Wheaton and Alderman Pete Kosovich (City of Franklin) were also present.

II. Citizen Comment Period

There were no citizen comments.

III. Business

A. Marketing, branding, positioning, and public relations activities for the South 27th Street Corridor Plan Area. This item will include, but not be limited to, an update on marketing activities from the Zizzo Group. The Committee may enter into closed session pursuant to §19.85(1)(e), Wisconsin Statutes, to deliberate on matters concerning investment of public funds relating to strategy for naming, branding, and marketing, 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.

Member Rhiner moved to enter into executive session pursuant to §19.85(1)(e), Wisconsin Statutes, to deliberate on matters concerning investment of public funds relating to strategy for naming, branding, and marketing, for competitive and bargaining reasons. Member Myszkowski seconded. On roll call, all voted aye. The committee entered closed session at 8:22 a.m.

Member Myszkowski moved to enter into open session. Member Rhiner seconded the motion. On roll call, all voted aye. The committee re-entered open session at app. 9:07 a.m.

Lisa Ninmer presented the committee with working drafts of the South 27th Street fact sheet, media Q & A and public relations working plan for internal review. The committee discussed key messages and the target audience(s) for this information.

Lisa Ninmer also discussed the ongoing media monitoring, relations and outreach efforts on behalf of the corridor.

The committee discussed an announcement protocol. The Zizzo Group would draft materials for the community(s) review. ZGA would share the materials with the committee, but would like to have a contact person from each community to make the final approval to move forward with the materials. Doug Seymour indicated that, while there may be one person from each community that ZGA deals with (most likely the community development directors), they must recognize that each community has their internal communications and

decision-making process that must occur prior to that point. For the purposes of a formal contact person, the two community development directors will serve as point people for their respective communities. ZGA will be responsible for sending out copies of all press releases to the elected officials and steering committee members for both communities.

Doug Wheaton indicated that Corporate Report Wisconsin may be interested in doing a story on the corridor.

Matt Hensler indicated that the 27th Street Fact Sheet is in a form that is ready to go to the media, or be distributed via the city(s) website(s) right away. The media Q & A is a document for internal use by staff, elected and appointed officials only, and should not be made available as part of the press kit.

ZGA will send updated (after edits are approved by the steering committee) copies of the 27th Street fact sheet and media Q & A to the elected officials and steering committee members. Once the fact sheet is approved and sent out, it should be posted on the city(s) website(s).

Lisa Nimmer indicated that the next phase will be more proactive, and will include building awareness for the name of the project including an explanation of the naming process and rationale. They would like to identify spokespeople, recognizing that the media will have a preference as to who they talk to from each community. The mayors will be considered spokespeople, as well as the chairman of the committee. The committee members may also serve in this capacity if the mayors (or city administrators) or chairman are not available. ZGA will send an email to verify the selections for spokespeople.

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

The committee will meet again on Wednesday, March 19th at 8:00 at the Franklin City Hall.

V. Adjournment

Member Myszkowski moved to adjourn. Seconded by member Rhiner. On roll call, all voted aye. The meeting was adjourned at 10:07 p.m.