

JOINT 27th STREET STEERING COMMITTEE
OAK CREEK - FRANKLIN

Tuesday, May 13, 2008

Meeting Minutes (approved)

I. Call to Order and Roll Call

The meeting was called to order at 4:27 p.m.

Members Grintjes, Rhiner and Michalski were present. Member Myszkowski was excused. Also present were Matt Hensler, Lisa Ninmer and Mike Stefaniak (Zizzo Group), Mark Kaminski and Ashley Booth (HNTB) Doug Seymour, Mayor Dick Bolender, City Administrator Pat DeGrave and Wayne St. John (City of Oak Creek), Doug Wheaton, Mark Luberda and Alderperson Kristen Wilhelm (City of Franklin) were also present. Also in attendance in the audience were Janet Evans, Greg Kowalski, Scott Thinnes and former Oak Creek alderperson Al Foeckler as well as other unidentified persons.

II. Citizen Comment Period

Janet Evans, 4415 W. Hilltop Lane asked why there are no minutes posted on the Franklin City website, or are there any minutes available?

Chairman Grintjes asked if there were any other citizens who wished to comment at this time. Alderperson Wilhelm asked if someone from the committee was going to respond to Ms. Evans' question.

Doug Seymour noted that any of the approved minutes of the steering committee are available upon request.

There were no additional citizen comments.

III. Minutes of the 27th Street steering committee for April 18, 2008

Member Michalski moved to approve the minutes from April 18, 2008. Member Rhiner seconded. On roll call, all voted aye.

IV. Business

Item A - Payment to HNTB Corporation - Development of branding and marketing for the South 27th Street Corridor (February 23, 2008, through March 28, 2008): \$29,254.24.

Doug Wheaton briefed the committee on the most recent billing statement. He introduced Mark Kaminski from HNTB to address any questions from the committee. Chairman Grintjes asked if they (Doug Wheaton and Mark Kaminski) had reviewed the bill and if there was a recommendation for approval.

Chairman Grintjes identified for the people in the audience the role of HNTB in the contract. He also briefly went into the status of project.

Doug Wheaton asked if any of the committee members had any questions. Hearing none, he recommended that the payment be approved in accordance with the adopted memorandum of understanding.

Member Rhiner moved to recommend approval of the payment to the HNTB Corporation for branding and marketing for the South 27th Street Corridor for the period February 23rd – March 28, 2008 in the amount of \$29,254.24. Member Michalski seconded the motion. On roll call, all voted aye.

Item B - Marketing, branding, positioning, and public relations activities for the South 27th Street Corridor Plan Area. This item may include, but not be limited to, a review of the selected corridor name and logo alternatives.

Chairman Grintjes noted that the Mayors have referred the name Boomgaard back to the steering committee. He reviewed the process that the steering committee and the Zizzo Group took to narrow down the naming and branding concepts. He noted that the name had to:

- that it be relevant to the vision for economic development,*
- that it reaches out to the international community,*
- that the name fit the background and character of our communities,*
- that it appeal to domestic and international investors,*
- that the name be unique,*
- that the name was easy to find on the Internet,*
- that it be simple for use in everyday conversation,*
- that it contribute to the streetscape,*
- that stakeholder input be used to develop themes.*

He noted that we (the Zizzo Group and steering committee) developed ten themes, which produced over 100 naming variations. This was reduced down to a dozen or so. The last five names were referred to our attorneys to protect the intellectual property rights, specifically the URL and trademarks. The attorneys suggested that the final selection be done in closed session to protect the URL. We announced the name, first to selected stakeholders within the corridor, than we made a public announcement.

He noted that, as a committee we have not had an opportunity to discuss this, and he suggested to the committee that for 90 days we suspend the corridor naming and logo activities and think about the process and direction for further action at a future committee meeting. He asked the Zizzo Group to provide direction regarding next steps for the marketing DVD, collateral materials and website.

Member Michalski asked whether we are suspending activity to go back and reconsider if this is the name that we want, or are we looking for a different name. Chairman Grintjes said that for now we are not making a decision on anything.

Member Rhiner asked what implications this had on the budget. Is the budget amount for naming and branding still the same? No answer was provided.

Doug Seymour said that all naming and branding activities, including logo development should be suspended, but that work could proceed on other parts of the contract.

Mayor Bolender said that the name did not appeal to him, but that he broke the tie for what he felt was the good of the project and 27th Street. He noted that he has received a lot of criticism for that. He asked that the committee take another look at the name, and get additional input from the citizens.

Member Rhiner asked if there is any guidance on time period. Chairman Grintjes suggested 60 days, possibly more, but noted that the time period needs to be determined through the public process.

Member Rhiner noted that there have been several delays on this project and that we need to set parameters so that we don't delay unnecessarily.

Mayor Bolender noted the need to continue with the entire project, but that the name was not time sensitive.

Member Rhiner said that we will need the name and logo at some point in the process, but that the other time critical issues, including WisDOT issues and streetscape design continue to move forward as soon as possible.

Member Michalski asked if 120 days was enough. He said that if a name change was to be made, that it be made sooner rather than later, or if the name is OK, we should go with it. There should be some sense of urgency and/or finality to the process.

Chairman Grintjes noted that we can do a lot of work on the website independent of naming and branding.

Item C - Meetings with the Wisconsin Department of Transportation relating to streetscape improvements for the South 27th Street corridor, and next steps in the design of streetscape improvements.

Chairman Grintjes noted that our relationship with WisDOT is excellent and that we have had several good meetings.

Mark Kaminski concurred and noted that their (WisDOT) primary focus right now is to define the right of way needs for the corridor. Each one of our monthly meetings focuses on a different aspect of the corridor. The most recent meeting dealt with signals and signage. The next meeting (June 12th) will deal with stormwater management.

The discussions we have are informational. They share the constraints that they work with. When we start designing the streetscape elements it will be important to note those constraints so that if we are designing something that doesn't meet their standards, we can begin the discussion regarding adjustments that we or they can make to fit within their guidelines.

Chairman Grintjes noted that where there is a difference in vision between WisDOT and the steering committee, there will need to be additional discussion.

Mark Kaminski noted that many of the things that we are asking for are not within WisDOT's criteria and that it is their preference that we maintain those standards.

Doug Seymour stated that he would characterize WisDOT's response as more than just a preference. At this point they were fairly adamant about using the standard design(s).

Mark Kaminski noted that the steering committee needs to establish priorities for negotiation with WisDOT on these design issues.

He notified the committee that the “kick-off” meeting for the streetscape engineering and design project will be Wednesday, May 28th at 1:00. This meeting will be two hours in length, with a workshop (1 hour) to follow.

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

The committee will meet again on Thursday, June 12, 2008 at 12:00 p.m. at the Franklin City Hall.

VI. Adjournment

A motion was made by Member Rhiner to adjourn. Motion was seconded by Member Michalski. On roll call, all voted aye.

The meeting was adjourned at 5:18 p.m..