

FRANKLIN - OAK CREEK  
JOINT 27th STREET STEERING COMMITTEE

Wednesday, May 28, 2008

Meeting Minutes  
Approved July 2, 2008

I. Call to Order and Roll Call

*Chairman Grintjes called the meeting to order at 1:02 pm. Members Grintjes, Rhiner, and Michalski present. Member Myszkowski excused.*

*Also present were Oak Creek City Development Director Doug Seymour, Oak Creek Public Works Director Wayne St. John, Franklin City Development Director Doug Wheaton; Mark Kaminski and Ashley Booth from HNTB; and Matt Hensler, Lisa Ninmer, Mike Stefaniak, and Kristin Settle of the Zizzo Group.*

II. Citizen Comment Period

*Lisa Ninmer of Zizzo Group introduced Kristin Settle, also from the Zizzo Group.*

*No citizens came forward. The Citizen Comment Period was closed at 1:05 pm.*

III. Meeting Minutes - May 13, 2008

*Motion by Michalski to approve the draft meeting minutes as amended to list those in attendance at the May 13<sup>th</sup> meeting. Second by Rhiner.*

*All present voted aye; motion approved.*

IV. Business

- A. 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 marketing DVD, collateral marketing materials, and website.

*Chairman Grintjes stated there as been a lot of attention to the South 27<sup>th</sup> Street Corridor and feels we need a public information website as soon as possible that would include the animation and zoning information, and be user-friendly.*

*Chairman Grintjes further stated at the last meeting on May 13<sup>th</sup> that we should be focusing on Items 2-A, 2-B, 2-C of the Zizzo Scope of Effort and recommends to the Steering Committee to develop the website in two steps; there should be an interim website in place now while continuing to work on structuring the formal website.*

*Member Rhiner suggested links to both the City of Franklin and the City of Oak Creek websites with a reverse link back to the 27<sup>th</sup> Street website.*

*Oak Creek City Development Director Seymour agreed on the need for a common website to allow access to current information about the project.*

*Chairman Grintjes stated that the Zizzo Group is proposing putting together an interim website together within the next few weeks that would include the Schreiber-Anderson documents, the Streetscape and zoning documents, the meeting schedules and basic information, and then get into a website that would have the ability to gather information from surveys, forums, etc.*

*Matt Hensler of the Zizzo Group provided an overview, and stated they have a draft of the site along with some supporting content pages that outline, based on their knowledge of the project, what types of materials users will be able to access. While they are doing some planning for the fully-functional robust marketing website, they understand the need to have an aggregate, public information site to house factual, easy-to-find information about this project and are looking to move forward with this site within the next couple of weeks. They should be about 95% complete by June 12<sup>th</sup> and will be ready to go live the following week. Looking for feedback, additions or deletions necessary to pull this together. Passed out the site outline with explanation to members with further discussion and feedback on site content and functions.*

**B. Scheduling and content of a kick-off meeting to set goals and create a project schedule for streetscape design development.**

*Mark Kaminski of HNTB discussed the need to schedule to date for a kickoff meeting, to review the overall schedule and conceptual design elements, and go through a design element priority exercise.*

*A kickoff meeting was scheduled for 8:00 a.m. on Tuesday, June 3, 2008.*

*Discussion regarding operational maintenance costs. Chairman Grintjes reported there is a session scheduled for discussion on maintenance and funding two or three meetings from now.*

*Discussion of funding for future maintenance costs for infrastructure within the South 27<sup>th</sup> Street Corridor Plan Area.*

**C. Wisconsin Department of Transportation Project Advisory Committee meeting for the South 27th Street Corridor Study.**

*The WisDOT Project Advisory Committee meeting is scheduled for Friday, June 6<sup>th</sup>, at 9:00 a.m., at Oak Creek Fire Station, 6<sup>th</sup> Street & Rawson Avenue.*

*The 27<sup>th</sup> Street Reconstruction Team will be presenting information including system-wide traffic modeling.*

**D. Preparation for meeting with the Wisconsin Department of Transportation, relating to coordination of streetscape improvements for the South 27<sup>th</sup> Street corridor.**

*No action taken.*

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

*Streetscape Implementation kick-off, Tuesday, June 3<sup>rd</sup> at 8:00 a.m., Oak Creek.*

*WisDOT Project Advisory Committee, Friday, June 6<sup>th</sup> at 9:00 am, Oak Creek Fire Station, 6<sup>th</sup> & Rawson.*

*Next Steering Committee meeting scheduled for Thursday, June 12<sup>th</sup> at 12:00 noon, at Franklin City Hall, Hearing Room, relating to the website, maintenance costs, and preparation for meeting with the WisDOT.*

*Monthly meeting with DOT scheduled for Thursday, June 12<sup>th</sup> at 2:00 p.m., immediately following the Steering Committee meeting, at Franklin City Hall, Hearing Room, covering storm water, fiber, and intelligent signs.*

*Public Policy Forum annual awards breakfast, June 19<sup>th</sup> at 7:30 a.m., at the Italian Community Center. The 27<sup>th</sup> Street project has been nominated for the Intergovernmental Cooperation award.*

VI. Adjournment.

*Motion to adjourn by Michalski, second by Rhiner.  
All present voted aye. Meeting adjourned at 3:01 pm.*