

**FRANKLIN - OAK CREEK
JOINT 27th STREET STEERING COMMITTEE**

**September 18, 2008
Franklin City Hall**

Meeting Minutes

I. Call to Order and Roll Call

The September 18, 2008 Joint 27th Street Steering Committee Meeting was called to order at 8:01 a.m. in the Hearing Room of Franklin City Hall. Members Myszkowski, Michalski, and Alderman Olson were present. Also present were City of Franklin Director of Administration Mark Luberda, City of Franklin Assistant Engineer Ron Romeis, Oak Creek City Development Director Doug Seymour, Mark Kaminski of HNTB, and Matt Hensler and Mike Stephaniak of the Zizzo Group.

II. Citizen Comment Period

No citizens came forward to speak.

III. Election of Committee Chair

Member Michalski nominated Steve Olson as Chair. Member Myszkowski seconded the nomination. Member Michalski moved to close nominations. Member Myszkowski seconded the motion. Upon vote, Ayes-All, motion carried and nominations were closed. By acclamation, Alderman Olson was elected Chairman of the Joint 27th Street Steering Committee.

IV. Approval of the September 3, 2008 Meeting Minutes

Motion made by Member Michalski and seconded by Member Myszkowski to approve the September 3, 2008 meeting minutes as submitted. No discussion followed. Upon vote, Ayes-All, motion carried.

V.A. Review of City of Franklin Plan Commission Waiver of S. 27th Street Design Overlay District Standards for Golden Corral Restaurant at the Northwest Corner of S. 27th Street and S. Riverwood Boulevard

Chairman Olson noted that he put this item on the agenda based on the fact that the Cities are partners on development of this street. Alderman Olson provided a summary of the waivers that were approved for the Golden Corral Restaurant and noted the unique characteristics of the site that required the waivers. Discussion was held. Members received the report; no action was taken.

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- V.B. Marketing, branding, positioning, and public relations activities for the South 27th Street Corridor Plan Area. This item will include, but not be limited to, a website development kick-off meeting to set goals, select appropriate elements, and develop a website schedule for the South 27th Street Corridor.

Mike Stephaniak, Senior Vice President of the Zizzo Group, along with Matt Hensler, Zizzo Group, discussed the long-term plans for the website. They noted that an interim website is in place to ensure accurate information is available, but there is a need to determine who the targeted audience is and what are the objectives, features, purpose, and functionalities required. They further explained that today is intended to be a brainstorming session from which the information and ideas gathered will be used to develop a scope of work and address the nature of the content and then they can go back and put that information together to develop a better potential cost estimate for website development and maintenance.

Discussion was held as to the ultimate purpose of the website and who it should be marketed to. That issue will then drive design and content of the website. By consensus, members agreed that the target audience for the website is the development community that they are trying to attract to the district. Comment was made that the website might also be used to gather information from the development community that might benefit the management of the corridor. Discussion was held. It was noted that in addition to attracting visitors to the website and holding people's attention on the website, the website also needs to provide good information quickly and provide capabilities to search for information quickly and easily.

Discussion was held on assessment of features and functionalities of the website. Discussion was held as to whether a website should be html based or content-management system based. No specific recommendation was offered. Discussion was held on the significance of search engine optimization and on options for the focus of content within the site. It was noted that identifying large employers would be important. Discussion was held relative to the nature of the statistical data that might be reflected on the site focusing on showing data that reflects positively on the communities and the district for the purpose of using the website as a marketing tool to hook people and businesses into contacting the communities directly. Marketing angles such as business friendly and making a joint community effort a positive thing were discussed. Representatives from Zizzo Group noted that the use of video in business to business communications has become much more significant and is very much on the rise. Alderman Olson noted that it was important to ensure that the website clearly defines and explains the development process in order to avoid the developer having surprises in the process.

Representatives from Zizzo Group presented a series of snapshots of different websites representing commercial or retail districts in other communities. These were used as samples for the purpose of identifying favorable design elements. Alderman Olson suggested that because the 27th Street is a corridor project, not an individual City project, the website style should probably represent the look and feel of the corridor as already conceptualized by HNTB in the design elements of the corridor itself. General consensus was that the whole page should be relatively clean and not have too much data or clutter. Comment was made that in designing the website, one needs to consider the ability for people to view it cleanly on a hand held device.

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Member Myszkowski pointed out that the website to be developed needs to have a different focus than those presented as examples, because the examples are all used to explain existing developments whereas our website will need to focus on trying to develop the location.

Representatives from the Zizzo Group noted that they had got what they needed from the discussion to enable them to move forward with the website design scope. A brief discussion was held on the remaining timeline and steps within the timeline for the development of a functional specifications document. A representative from Zizzo Group noted that in this process they would be building the site and establishing the environment and anticipate a timeline that would enable the website to be implemented in approximately February 2009. He noted that the timeline does have checks and balances and approval periods to help ensure that it stays on track and on target.

V.C. Preparation for Meeting with the Wisconsin DOT Relating to Coordination of Streetscape Improvements for the South 27th Street Corridor.

The Committee is requesting City Engineers to attend the next Joint 27th Street Steering Committee Meeting scheduled for 8 a.m. on October 8, 2008 at Oak Creek City Hall to review colored renderings of options for design elements.

Alderman Olson requested a brief update on the results of the prior meeting with the DOT. Discussion was held.

The next Wisconsin DOT Project Advisory Committee meeting is scheduled for 9 a.m. on Monday, October 6th.

VI. Future Meeting Date(s) and Location(s)

October 8, 2008 – 8 a.m. – Oak Creek City Hall
October 23, 2008 – 8 a.m. – Franklin City Hall

VII. Adjournment

Member Michalski moved and Member Myszkowski seconded to adjourn the September 18, 2008 Joint 27th Street Steering Committee Meeting at 9:46 a.m. Upon vote, Ayes-All, motion carried.