

**WILSON DRIVE COMMUNITY-WIDE
COMMUNITY TASK FORCE
STEERING COMMITTEE & WORK GROUPS**



February 24, 2016 6:00 PM
Village Center Lower Level
3920 N. Murray Ave, Shorewood, WI 53211

AGENDA

1. Call to order.
2. Consideration of February 10, 2016 meeting minutes.
3. Public comments received.
4. Welcome and introductions. (Henk/Steve).
5. Process to date. (Pat).
6. Road description. (5-min. Ericka)
7. Discuss Communications Plan (5 min. Therese)
8. Discussion of Work Group roles, responsibilities, relationships. (Joe)
9. Discuss Work Group process, communications, resources and tools.
10. Work Group breakout sessions and report back.
11. Discuss future agenda items.
12. Open comments.
13. Schedule next meeting.
14. Adjourn.

Should you have any questions or comments regarding any item on this agenda, please contact Ericka Lang, Planning Director, Planning & Development Department, at (414) 847-2640.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

**WILSON DRIVE COMMUNITY-WIDE
COMMUNITY TASK FORCE
STEERING COMMITTEE
MEETING MINUTES
February 24, 2016**

3930 N. Murray Ave, Shorewood, WI 53211

DRAFT



1. Call to order.

The meeting was called to order at 6:03 p.m. Members present: Co-chair Henk Joubert, Eric Couto, Therese Klein, Joseph Teglia, Donna Pollock, Tom Kuhlmann, Ellen Eckman, Tim Vander Mel, Tr. Pat Linnane, Tr. Davida Amenta. Elizabeth Beeghly arrived at 7:30 p.m. Steve Kavalauskas called in at 7:20 p.m. Member not present: Nathan Hemming. Also present Planning Director Ericka Lang.

2. Consideration of February 10, 2016 meeting minutes.

Mr. Couto moved to approve the minutes, seconded by Ms. Eckman. Vote 7-0.

3. Review action plan, timeline and project plan.

Klein proposed two key public events in June and October. The first townhall/open house event would introduce identified ideas, requesting input from the public. The second event would detail the predominant ideas, requesting additional input.

Members had consensus on the two events and timing.

4. Vision 2025 and supporting plans as framework for evaluation criteria.

Joubert briefly discussed. The purpose of these tools was to help clarify the ultimate objectives, how the Steering Committee and the Working Groups would contribute to the objective, and to coordinate the efforts. The working groups should use the Vision 2025 and the supporting plans in whatever way they see appropriate.

5. Discuss steering committee work group participation assignments.

Members wrote first and second choices and the work group subcommittee later assigned them.

6. Continued subcommittee breakout sessions and report out.

Communication subcommittee: Klein provided various handouts, categorizing communication methods by content, frequency, audience, owner and subcommittee lead. A stakeholders list was also providing, identifying each group and the level of communication. Subcommittee members were asked to be responsible for a communication method.

Work Group subcommittee: Teglia said the work groups are charged with formulating ideas.

Linnane reminded the committee that the Village Board Strategic Initiatives Committee (SIC) wanted as much information from the public as possible from the four work groups. Once the ideas are collected the next step is for the steering committee and the strategic initiative committee to create scenarios and could seek input from varying professionals. The preferred scenarios are then provided to the Village Board and the board could instruct additional information, such as through professional studies. The work groups are the public input. Pollock and Amenta did not agree.

7. **Working Group first meeting agenda**

Teglia reviewed a draft agenda for the February 24th meeting to be held at the Village Center lower level. The steering committee and work groups will first meet then break out into the work groups. Teglia assigned each steering committee member to a work group.

Development Work Group

Development Chair Eric Couto, Steering Comm
Tr. Patrick Linnane, Steering Comm
Therese Klein, Steering Comm
Elizabeth Beeghly, Steering Comm
Sam Essak
Stephen McCarthy
Joshua Pollack
Adrienne Houck
Lois Wesener
Mark Keane

Environmental Work Group

Environmental Chair Donna Pollack, Steering Comm, Conservation Rep
Nathan Hemming, Steering Comm
Henk Joubert, CoChair Steering Comm
Peter Sheehan
John Berges
Bonnie Pedraza
Lou Maris
Michael R. Skauge
Elizabeth Muslin

Parks & Recreation Work Group

Parks/Rec Chair Ellen Eckman, Steering Comm, Parks Rep
Tim Vander Mel, Steering Comm, Parks/Rec Rep
Steve Kavalauskas, CoChair Steering Comm
Brook Meier
Kurt Koenig
Vicki Herman
Kathryn Kamm
Kathy Herbst
Gregg Davis

Traffic & Safety Work Group

Traffic/Safe Chair Joe Teglia, Steering Comm
Tom Kuhlmann, Steering Comm, Ped Saf Rep
Tr. Davida Amenta, Steering Comm.
Rob Dilgard
Alexander Dykhne
Jennifer Cooney Vulpas
Katherine McDonnel
David Drews
Tyler Zwagerman

8. **Discuss future agenda items.**

Discussed under item #7.

9. **Open comments.**

None

10. **Schedule next meeting.**

The next meeting is February 24th with the Work Groups, 6:00 – 7:30 p.m. The Steering Committee will meet the second Wednesday of each month at 6:00 p.m. The Steering Committee and Work Groups will meet the fourth Wednesday of each month at 6:00 p.m.

11. **Adjourn.**

The meeting was adjourned at 7:55 p.m.

Recorded by,



Ericka Lang
Planning Director

Feb 10, 2016 Meeting Notes: Communication Committee

- Ericka Lang to confirm how electronic(email, social media) and written comments will come from the public to the village (in addition to meeting attendance), and be shared with this Communication Committee. WDTF Communication Committee member Tim Vander Mel will begin each committee meeting summarizing these comments for the group.
- The Communication Plan indicates who/how and how often awareness of the project will be communicated. Therese Klein will complete the final elements of the communication plan for the Feb 24th meeting.
- The Committee will organize implementation of the Communication Plan by focusing members on one element. Some of the elements were assigned, others yet to be assigned. These assignments may change over the course of the project. The assigned person would provide guidance for content on each element.
 - Public Communications - Tim Vander Mel
 - Project Website - Eric Couto
 - e-Notifications - assignment
 - Village Manager's Memo - Henk Joubert
 - New Releases - Therese Klein
 - Social Media - assignment
 - Direct Mail and Flyer's - Liz Beeghly
 - Posters & Signs - Donna Pollock

Agenda for March 9th, next Communication Committee

- Public Communications - Tim Vander Mel
- Project Website - Eric Couto
- e-Notifications - assignment
- Village Manager's Memo - Henk Joubert
- New Releases - Therese Klein
- Social Media - assignment
- Direct Mail and Flyer's - Liz Beeghly
- Posters & Signs - Donna Pollock
- Identify agenda items for next meeting

Wilson Drive Community Task Force Communication Plan					
Method	Description	Content	Frequency	Primary Audience	Wilson Dr Task Force Lead
Wilson Drive Project Website	A webpage created on the Village of Shorewood site. Used to provide general information, meeting minutes, ongoing updates and materials.	All project information, with updates from Task Force and Working Group Meetings	Twice Monthly	Interested in learning more about the project, digitally connected.	Eric Couto
e-Notifications	Notifications for public meeting notices or project updates by email and text messaging sent to those who have signed up via the village website (Notify me).	Updates	Monthly	Interested in learning more about the project, digitally connected.	
Public Meeting Notices	All Task Force agendas and meeting minutes are posted on the village website, at Village Hall, the Village Center, the Police Department and Department of Public Works. They are also sent to the CNI paper, Milwaukee Journal-Sentinal paper and Time Warner Cable.	meeting agenda	Twice Monthly	Interested and actively engaged in the project, participating in face to face dialog.	Shorewood Village
Weekly Village Manager's Memo	Contain's upcoming meetings, events, and general summaries. The memo is available on the village website and email distributed to persons who have requested, on the website.	Updates about the project and how to get involved	Monthly	Interested in learning what is happening in Shorewood, not necessarily about the project, digitally connected.	Henk Joubert
News Releases	Local media are updated and informed of upcoming meetings and other participation opprotunities as they arrise.	Awareness of the project	Monthly	Within and Beyond Shorewood	Therese Klein
Social Media	The village utilizes social media platforms to disseminate project information. Platforms used include Facebook, Twitter, and a civic engagement platform available via the village webpage.	Postings and comments	Twice Monthly	Interested in learning what is happening in Shorewood, not necessarily about the project, digitally connected.	
Written and Electronic Comments	Comments from the public submitted to a designated project staff person	feedback to the WDCTF	Summarized Monthly at WDCTF meetings	WDCTF and Working Groups	Tim Vander Mel
Direct Mail & Newsletters	Post cards or newsletters, mailed or distributed	Awareness of the project and how to get involved	Monthly	Building awareness of the project, invitation to engage	Liz Beegly
Posters & Signs	Placed in library, throughout the commercial district, at key public events, meetings or hearings	Awareness of the project and how to get involved	Initial Project Poster	Building awareness of the project, invitation to engage	Donna Pollock
Public Hearings	The Village Board by public hearing will consider the Wilson Drive Task Force and Working Group alternatives. Public Hearing notices are published in the offical local area paper.	Village Board Consideration of Wilson Drive Community Task Force Recommendations	once	Interested and actively engaged in the project, participating in face to face dialog.	Shorewood Village
Additional Methods which may be considered:	Description	Content	Contact	Primary Audience	Wilson Dr Task Force Lead
Garbage cart flyers	8"x10" flyers distributed by the DPW on garbage pick up day		DPW Dir Leeann Butschlick	Village Resident who are not digitally connected	
Mailed with Utility/Tax bills	8" x 10" mailer inserted with utility bill, distributed quarterly		Finance Dir Mark Emmanuelson		
School Bulletins	8" x 10" flyerrs		Steering Comm Elizabeth Beeghly		
Traveling Kiosk	Display kiosk being built for library on casters		Ericka Lang		
Announcements at Clubs					
School District Newsletter					
Yard Signs			Ericka Lang		
Northshore Now			Jeff Rummage		

Shorewood Now	digital version of Community Newspapers, which publishes eight weekly editions in the suburban Milwaukee area.		Community Newspapers Inc.		
Milwaukee Journal Sentinel			Tom Daykin		
Door Knocking					
Shorewood Today	Quarterly Print publication mailed to village residents		Linda Presto		
Open House at Village Center			Ericka Lang		
PTO Newsletter					
Thursday Folders at the schools			Steering Comm Elizabeth Beeghly		
Dedicated area in Library			Library Dir Rachel Collins		
Survey			Ericka Lang		
Collection of Documents at the library			Library Dir Rachel Collins		
Community Home meetings					
Ripples SHS Newspaper					