

**WILSON DRIVE COMMUNITY-WIDE
COMMUNITY TASK FORCE
STEERING COMMITTEE**



February 10, 2016 6:00 PM
Village Hall Court Room, 2nd Floor
3930 N. Murray Ave, Shorewood, WI 53211

AGENDA

1. Call to order.
2. Consideration of January 20, 2016 meeting minutes.
3. Review action plan, timeline and project plan (15 min).
4. Vision 2025 and supporting plans as framework for evaluation criteria (15 min).
5. Discuss steering committee work group participation assignments (15 min).
6. Continued subcommittee breakout sessions and report out. (30 min)
7. Working Group first meeting agenda (Joe 15 min)
8. Discuss future agenda items.
9. Open comments.
10. Schedule next meeting.
11. 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

January 20, 2016

3930 N. Murray Ave, Shorewood, WI 53211

DRAFT



1. Call to order.

Members present: Co-chairs Henk Joubert and Steve Kavalauskas, Eric Couto, Therese Klein, Joseph Teglia, Donna Pollock, Tom Kuhlmann, Ellen Eckman, Tim Vander Mel (arrived 6:08), Tr. Pat Linnane, Tr. Davida Amenta. Also present Planning Director Ericka Lang. Members not present: Elizabeth Beeghly, Nathan Hemming.

2. Consideration of January 6, 2016 meeting minutes.

Eckman moved to approve the minutes with noted changes, seconded by Couto. Vote 10-0.

3. Review action plan and project plan.

Member Klein created a draft of a detailed project schedule and was distributed at the meeting. Will discuss at next meeting.

4. Discuss strategy briefings and strategy models.

The draft strategy briefings and models are to ensure the steering committee and working groups have a mutual understanding of the goals of the task force and their groups. It was suggested to refer to these documents as a guide, allowing each work group to tailor to their specific focus.

5. Useful references and resources.

Joubert created resource list naming applicable publications and links. Some links are to existing village plans that are on the village website. Members made additional suggestions to add to the list.

Following this item Shorewood Today magazine writer Linda Presto was present. The spring magazine publication will feature the Wilson Drive Task Force Steering Committee. Pictures of the steering committee members will be done at the next meeting.

6. Continued subcommittee breakout sessions and report out.

a. Set dates for task completion.

Members broke out into the communication subcommittee and the work group formation subcommittee.

Work group formation report-out by Teglia: discussed expectations of work groups- will attend one meeting per month and tour site; anticipate six meetings. Applicants will be notified to resubmit their priority work groups by February 3rd to village staff.

Communication report-out by Klein: concluded communication is about engagement, awareness and participation. Joubert will identify events within the project schedule that are high, medium or low impact events to help specify communications. Key to identify milestones in timeline.

Wilson Drive Task Force Steering Committee
January 20, 2016 meeting minutes

7. Discuss future agenda items.

Review project plan timeline, identify milestones, and discuss technical assistance.

8. Open comments.

9. Schedule next meeting.

The next two meetings will be February 10th and 24th at 6:00 p.m. at Village Hall.

10. Adjourn.

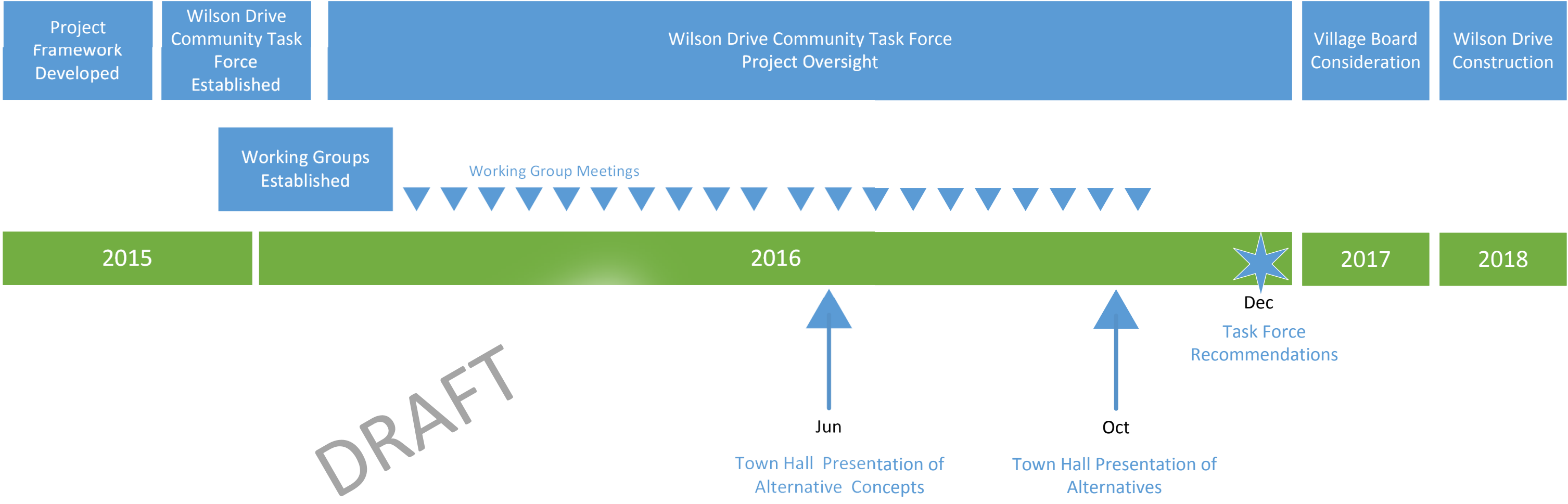
The meeting was adjourned at 7:50 p.m.

Recorded by,

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned above the printed name and title.

Ericka Lang
Shorewood Planning Director

Wilson Drive Project Timeline



Jan 20th Meeting Notes: Communication Committee

The goal of the WDCTF Communication Plan is to maximize resident and stakeholder engagement and ensure public participation. Engagement and participation were further defined by the group as awareness, an invitation to participate, making it clear that all have roll in the project, now is the time for your voice to be heard.

Residents/Businesses/Organizations may have varying degrees of impact of this project. The group agreed to add a High/Medium/Low indication of impact to the Stakeholder Table. The Communication Plan should consider more frequent communications and engagement with those highly impacted by the project.

A high level time line graphic was suggested to help communicate the project with a simple visual. This could be used as a project logo. A draft of the WDCTF time line will be presented at the next meeting.

Feedback from the public can come in many ways. The group discussed how both electronic and written feedback about the WDCTF should be directed to someone in the village office. Ericka Lang was requested to create a village email address for the project, and identify how any written correspondence would be handled.

The group review the stakeholder list and methods identified in the Communication Plan draft. The next step is to complete the remaining elements of the plan.

Agenda for the next WDTCF Communication Committee meeting:

- Committee Responsibilities and time line
 - - Review WDCTF Action Plan, item 2, for this committee's, amend as needed
- Propose to have review of community feedback at each Communication Committee meeting. Assign member to review and summarize new feedback for the Communication committee, this can be a rotated role, open for suggestions.
- Identify contact names for stakeholders listed in the Communication Plan
- Identify communication method for each stakeholder
- Identify High/Medium/low impact for each stakeholder
- Complete the Communication Plan and present to WDCTF

Expectations of Work Group Members

1. Attend one meeting per month on the 4th Wednesday.
2. First meeting will be 2-24.
3. Anticipate a total of approximately 6 meetings with the last meeting the month of July or August.
4. Willingness to review & educate themselves via resources suggested by steering committee and others.
5. Abide by steering committee meeting guidelines for conduct.
6. Fully engage in the process including personal visits to Wilson Drive seeing it by car, bike, and by foot.
7. Honor all opinions.
8. Understand and except that the purpose of the work groups are to share ideas and accept all comments so as to participate in a creative process and through this provide information to the steering committee so that they can create recommendations to the village board.

Populating the Work Groups

1. Contact will be made via email to the existing list of candidates. Ericka will send out email (blind copy) no later than end of day (EOD) 1-27.
2. Candidates will be given expectation list and asked to choose their first and second choice. Response due by EOD 2-3.
3. Ericka will report response to steering committee 2-10.
4. Work group subcommittee shall make final participant selection at 2-10 meeting.

Assignment of Steering Committee Members to Work Groups

1. Committee members shall come to the 2-10 meeting with their first and second choices.
2. Committee members shall also state their interest in being work group chairperson.
3. Work group subcommittee shall make final participation selection and chair designation at 2-10 meeting.

First Work Group Meeting

1. First meeting shall be 2-24.
2. All work groups shall meet together for a general orientation and then break out into separate work groups.
3. Work group formation subcommittee to create agenda for 2-24 joint meeting.
4. Work group formation subcommittee shall create format / process for work group meetings prior to 2-24.

Expectations of Work Group Members

1. Attend one meeting per month on the 4th Wednesday.
2. First meeting will be 2-24.
3. Anticipate a total of approximately 6 meetings with the last meeting the month of July or August.
4. Willingness to review & educate themselves via resources suggested by steering committee and others.
5. Abide by steering committee meeting guidelines for conduct.
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Re: Wilson Dr Steering Comm Feb 10 Meeting

Henk Joubert <henk.joubert@gmail.com>

Sat 2/6/2016 12:17 PM

Via Email

Fellow Steering Committee Members,

Steve and I have talked about this and we agree.

During the initial meetings I introduced a number of documents/tools. The purpose of these tools was to help us clarify our ultimate objectives, how the Steering Committee and the Working Groups would contribute to the objective, and to coordinate the efforts.

It seems that some of these documents (especially the Vision 2025 Goals and Responsibilities spreadsheet) have become a distraction, rather than an aide.

In order to let us focus on the actual objectives of our assignment rather than on the tools, I am proposing that the working groups use the Vision 2025 and the supporting plans in whatever way they see appropriate. Let us not use documents/tools that distract us. This does not change anything about our ultimate objective of contributing to making Shorewood in the vibrant community aimed for in these plans,

The vision and the plans are thoughtful and inspiring. These plans are our compass, not the methods we use.

I would like to encourage all of us, and our Working Group members to read these documents as we move into the next phase of our efforts.

We have an item on the meeting on February 10 to discuss this further.

Sincerely,
Henk

Methods of Communication	Owner/ Contact	Description
Project Website	Shorewood Village	A special project webpage created on the Village of Shorewood site. Used to provide general information, meeting minutes, ongoing updates and materials.
e-Notifications	Shorewood Village	Notifications for public meeting notices or project updates by email and text messaging are sent to those who have signed up via the village website, located on the homepage and labeled Notify me.
Public Meeting Notices	Shorewood Village	All Task Force agendas and meeting minutes are posted on the village website and posted at Village Hall, the Village Center, the Police Department and Department of Public Works. They are also sent to the CNI paper, Milwaukee Journal-Sentinel paper and Time Warner Cable.
Weekly Village Manager's Memo	Shorewood Village	Contains 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.
News Releases	Shorewood Village	Local media are updated and informed of upcoming meetings and other participation opportunities
Social Media	Shorewood Village	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.
Written and Electronic Comments	Shorewood Village	Comments from the public submitted to a designated project staff person
Direct Mail	Shorewood Village	Post cards or newsletters mailed to residents
Posters	Shorewood Village	Placed in library, throughout the commercial district, at key public events, meetings or hearings
Public Hearings	Shorewood Village	The Village Board by public hearing will consider the Wilson Drive Task Force and Working Group alternatives. Public Hearing notices are published in the official local area paper.
Additional Methods which may be considered:		
	Garbage cart flyers	
	Mailed with Utility/Tax bills	
	School Bulletins	
	Traveling Kiosk	
	Announcements at Clubs	Such as Shorewood Men's Club, Shorewood Women's Club, Senior Center...
	School District Newsletter	
	Yard Signs	
	Northshore Now	Jeff Rummage
	Shorewood Now	
	Milwaukee Journal Sentinel	Tom Daykin
	Door Knocking	
	Shorewood Today	
	Open House at Village Center	
	PTO Newsletter	
	Thursday Folders at the schools	
	Dedicated area in Library	
	Survey	
	Collection of Documents at the library	
	Community Home meetings	
	Ripples SHS Newspaper	

Wilson Drive Community Task Force Communication Plan					
Element	Content	Frequency	Primary Audience	Owner	Communication Committee Lead
Project Website	All project information	Weekly with updates from Meetings			
e-Notifications					
Public Meeting Notices					Village
Weekly Village Manager's Memo					
News Releases					
Social Media	Postings and comments				
Written and Electronic Comments	feedback to the WDCTF	Summarized at WDCTF meetings	WDCTF and Working Groups		
Direct Mail & Newsletters					
Posters & Signs					
Public Hearings	Village Board Consideration of Wilson Drive Community Task Force Recommendations	once		Village Board	Village

WDCTF Stakeholder List	Impact (H/M/L)	Contact Person	Method of Communication
Shorewood Stakeholders			
Shorewood WILSON DRIVE Residents			
All residents	H		
Home Owners	H		
Renters	M		
Students	M		
Parents	H		
Commuters - Drivers	H		
Commuters - Cyclists	H		
Commuters - Pedestrians	H		
Pet walkers	H		
Bike Path Users	H		
Park Users	H		
Shorewood WILSON DRIVE Businesses			
Wilson Drive Businesses	H		
Business owners	H		
Business employees	M		
Rainbow Jersey	H		
Harbor Chase Assisted Living	M		
Active Senior apartments	M		
Developers	H		
Relators	H		
Future Businesses	M		
Home Businesses	M		
Landlords	H		
VFW	H		
customers of Shorewood businesses	H		
Shorewood Residents			
All residents	M		
Home Owners	M		
Renters	L		
Students	L		
Parents	M		
Commuters - Drivers	M		
Commuters - Bikers	M		
Commuters - Pedestrians	M		
Pet walkers	L		
Shorewood Businesses			
All Businesses	M		
Business owners	M		
Business employees	M		
Developers	M		
Realtors	M		
Future Businesses	L		
Home Businesses	L		
Landlords	M		
customers of Shorewood businesses	L		
Shorewood Organizations			
Clubs	M		
Churches	M		
Public Art Committee	M		
Senior Resource Center	L		
Shorewood Woman's Club	L		
Shorewood Men's Club	L		
Shorewood Little League	M		
Shorewood Kickers	M		
InterNorthShore Football Club	M		
Mom's Club	L		
Athletic Department	M		

WDCTF Stakeholder List	Impact (H/M/L)	Contact Person	Method of Communication
Shorewood Village Government			
Police Department	M		
Public Works	H		
North Shore Fire Department	M		
School District	L		
Public Library			
Historical Society	L		
School Administrators	M		
Shorewood Marketing Campaign	H		
Community Development Authority	H		
Neighboring Municipalities			
Neighboring Municipalities Residents			
All residents	M		
Neighboring Municipalities Businesses			
Beer Garden	M		
Food Trucks	M		
Bike Taxis	M		
Visit MKE	L		
Developers	L		
Realtors	L		
Neighboring Municipalities Organizations			
Clubs	L		
Disc Golf League	M		
Urban Ecology Center	L		
RiverKeepers	L		
Bike Advocates	L		
Soccer clubs	M		
Wisconsin Bike Federation	M		
Friends of Estabrook Park	L		
Parks People	L		
Sporting event attendees	L		
Badgerland Striders	L		
Neighboring Municipalities Government			
Milwaukee County Transit System	M		
Whitefish Bay	H		
Glendale	M		
Milwaukee County Parks	M		
Milwaukee County Supervisors	M		