

Transportation Committee
February 9, 2012
Minutes

In attendance: Brent Norsman (co-chair), Eric Kanagy (Red Post), Julia Kim (ATA), Anjuli Maniam, Jessica Wobbekind (Program Manager), Adam Burck (Executive Director)

1. Open Streets Update, provided by Julia Kim
 - a. The alderman are in support of the program, they will be invited to sit in on the city meeting.
 - b. JK provided a draft of the JVA with WPB as a sponsor/partner
 - c. With the \$50,000 that WPB has budgeted, that leaves us with \$110,000 that needs to be raised.
 - d. The best date is Sep. 16- this is one week after CLA's Open Streets (9/8).
 - i. The question was posed whether the marketing budget would be lower if we co-marketed the 2 events. JK said no, the events need to be viewed as 2 separate events.
 - ii. BN asked how the marketing is done, is there an ask list that we can see, how are we involved and kept up to date. JK said that there is a meeting where a sponsorship package is presented. There is an ask list that includes corporations, foundations, she can share the list with us, and will do regular check-ins to keep us up-to-date.
 - iii. The funding timeline goal is that we would like to see all of the funding in place by the end of July.
 - e. ATA needs to be very involved in the programming because if they are selling corporate sponsorship, the space will be used very deliberately.
 - f. The next steps:
 - i. JK will put together a timeline and work plan
 - ii. JK will share the selling package with us
 - iii. JK will have a meeting with the City
 - iv. Get the JVA signed (ATA needs the \$ from WPB to move forward)
2. Red Post update from Eric Kanagy
 - a. Red Post would like to enter into a new agreement with WPB that will include:
 - i. the placement of 20 signs altogether, these signs would no longer belong to WPB but will belong to Red Post
 - ii. a new mobile website that promotes the neighborhood through event listings, deals, business listings. This would all be pulled off the WPBCC site so we are not duplicating work.
 - iii. continued bus-tracker
 - iv. more advertising for three years

MOTION: To approve \$8000 from Line Item 6.05 (Public Transit Enhancements) to fund a three year agreement with Red Post.

3. POY, Milwaukee Wood Wolcott Update- we have received a request from the City for \$27,000 so the project is moving forward.
 - a. JW will look into the 6" raised planters and request that there are curb cuts to allow for a rain garden.
4. Other business:
 - a. Guide Development started a list of desired crosswalk locations. JW will send that list to the Transportation Committee to add to, then we should move forward with getting those placed.

Next Meeting:

March 8, 8:30 a.m. WPB Office