

Metropolitan Council

Metropolitan Council Chambers, 390 No. Robert St., St. Paul, Mn. 55101

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**Meeting of the Central Corridor Management Committee  
June 8, 2011**

Members Present	Susan Haigh, Chair	Kathleen O'Brien	Reynaldo Aligada
	R.T. Rybak (Peter Wagenius – alt.)	Rafael Ortega	Matt Kramer
	Toni Carter (Jackie Cooper - alt.)	Jon Commers	Peter McLaughlin
Members Absent	Paul Krause	Keith Bogut	Chris Coleman
	Scott McBride		

**1. CALL TO ORDER**

A quorum was not present when Chair Haigh called the June 8, 2011 meeting of the Central Corridor Management Committee to order at 1:15 pm at the Metropolitan Council offices at 390 North Robert St., St. Paul. Chair Haigh began the meeting with Item 3 below while waiting for a quorum.

**2. APPROVAL OF MINUTES**

Once a quorum was reached a motion was made by O'Brien, seconded by Ortega to approve the minutes of the April 13, 2011 and May 11, 2011 CCMC meetings. Motion passed.

**3. DISCOVER CENTRAL CORRIDOR PRESENTATION – St. Paul Area and Midway Chamber of Commerce**

Committee member Matt Kramer introduced Zach Schwartz – St. Paul Area Chamber, Kari Canfield – Midway chamber, J.Marie Fieger – Niemer Fieger, and Megan Swenson – Niemer Fieger.

The group gave a presentation on the marketing efforts for the CCLRT. A grant was awarded for a grass roots marketing effort (\$50,000 from Funders Collaborative, \$75,000 from City of St. Paul). The grass roots marketing logo is "Discover Central Corridor". Some examples marketing efforts prior to the grant, and the "Discover Central Corridor" effort are:

A central website for business owners to register, reach more customers, and share information (i.e. discounts). A perks card provided by Augeo Affinity Marketing.

Partnering with other associations to promote and expand "lunch on the avenue" program where a group meets every-other Thursday for lunch at a business on University Avenue. Attendance has reached anywhere from 12-14 to 30-40 participants. On Thursday June 16<sup>th</sup>, the group will be lunching at JJ Fish and Chicken and anyone is invited. Promotions for breakfast and happy hour events are also planned to reach out to U of M students.

Niemer Fieger partnered with businesses, gave merchants toolkits with the "buy local" theme (buy local stickers, "open for business" banners). They also put together a street team wearing t-shirts with the "buy local" branding. The street team hands out information on upcoming events

such as: Taste of Central Corridor – 8/18; Taste of Stadium Village – 9/10 and Lowertown Event – date TBD, 4<sup>th</sup> quarter 2011.

Nierner Fieger is also engaging in media relations featuring restaurants on the Kare 11 Today Show and newspaper articles. Space has been donated on transit bus sides for advertising; TV and radio PSAs are also coming.

Nierner Fieger is also donating time to provide input to Midway and St. Paul Chambers on what a comprehensive marketing plan would look like; a consistent and unified campaign across all groups. This comprehensive marketing campaign is larger than the grass roots campaign and the goals are: to drive traffic, highlight a vibrant and diverse corridor, sustain foundation for business, and support & add to local efforts. A future goal would be to establish a delivery program with the restaurants and a paid media program.

Canfield provided approximate costs for the comprehensive marketing plan after the grass roots campaign (grant) ends in 2011. The costs are approximately \$1M/year.

The group is thankful for the grant and excited to continue marketing efforts on the corridor.

Kramer commented that the investments were initially provided by the Chamber, but the Chamber cannot continue to fund after the grant is used. The Chambers are seeking a model that brings the marketing through the opening of CCLRT in 2014.

Chair Haigh stated that the marketing campaign is a wonderful idea, there is a need to identify the resources and participants.

#### **4. RIVERSIDE AREA CONSTRUCTION UPDATE – City of Minneapolis**

Bill Fellows, Minneapolis Public Works, presented on this topic. The City of Minneapolis has many upcoming projects in the Riverside area: bicycle paths, paving, sealcoating, resurfacing, sewer and storm drain work. Projects will require coordination with the CCLRT project and Hennepin County and some may require road closing at off-peak times. O'Brien asked if any of the projects are funded by the State and if the funding could be affected in the event of a government shutdown. Fellows answered yes that is possible, but did not have specifics. O'Brien also asked about the Central Corridor LRT project status in regard to a possible state government shutdown. Chair Haigh answered that there is no definitive answer, yet. There is a possibility that the state financial services that disperse money to other entities may not be considered essential during a shutdown and that would affect the CCLRT.

Wagenius commented that many of these projects are funded with federal money and have sunset dates for the use of the funds. The City of Minneapolis notes that performing some of these construction projects at the same time will be inconvenient, it is a good use of funding.

#### **5 LAFAYETTE BRIDGE AND I-94 CONSTRUCTION UPDATE - MnDOT**

Wayne Norris, MnDOT, presented on the Lafayette Bridge construction. An agreement between MnDOT and Metro Council was signed on 6/01/10 detailing the coordination during design, construction, operations and maintenance, and identifies each party's responsibilities. Norris detailed the interface between the Lafayette Bridge and the OMF facility construction and the dates of various construction phases.

Scott Pederson, MnDOT, presented on the I-94 construction. The first phase (2010) took place between Highway 280 and Western Avenue. The second phase between Nicollet Avenue and Hwy. 280 will be in 2011-2012. Pederson detailed the dates and phases of the I-94 construction project. MnDOT has ongoing coordination and updates with City of Minneapolis, CCLRT, Hennepin County and local communities regarding traffic impacts. O'Brien stated that the U of M appreciates the coordination, and is especially concerned with maintaining continued access to the hospitals and clinics.

**6. CCLRT MAINTENANCE OF TRAFFIC AND CONSTRUCTION UPDATE - CCPO**

Due to time constraints this item was shortened, although details are provided in the powerpoint presentation copies. Dan Soler and Kevin Ryan, CCPO, gave a short status report on the maintenance of traffic and construction in highlighted areas: 4<sup>th</sup> Street in St. Paul, Cedar Street (including ramp/driveway access plan), Capitol area, Robert Street, University and Washington Aves. The Westgate Station foundation may be poured today. Rails are being delivered and worked on at another site.

Lucas Miller, Workforce Coordinator for Office of Diversity and Equal Opportunity, gave an update on DBE achievement for professional services and construction, and the workforce achievement. There were no questions from members.

**7. ADJOURN – Next meeting scheduled for July 13, 2011 AT 1:00 pm**

Chair Haigh adjourned the June 8, 2011 CCMC meeting at 2:30 p.m.

Respectfully submitted, LuAnne Major