

Court International Building, Ground Floor-RM #150 2550 University Avenue West St. Paul
Meeting of the Central Corridor Business Advisory Committee
Monday, May 18, 2009
Meeting Minutes

Members Present: Lori Fritts, Lu Hang, David Jones, Jeannine Kessler, Brenda Kyle, Jim Roth, Jim Segal,

Others Present: Robin Caufman, Linda Jungwirth, Hue Pham, Karri Plowman, Ellen Watters

1. WELCOME

Lori Fritts opened the meetings at 4:10 PM and asked if anyone had comments on the April meeting minutes. There were no proposed changes.

2. PROJECT UPDATES

Robin Caufman provided a quick update on the project to note that the FTA annual New Starts Report was published. The report indicated that the project has been upgraded from a “Medium” rating to “Medium High.”

3. STATION DESIGN AND PUBLIC ART CONCEPTS

Alicia Vap provided an update on the station design by showing some of the materials including cooper for the canopy, stainless steel, metal mess, and colored concrete. Ms. Vap also talked about activities since the station design was last presented to the BAC including cost estimate, refinement of the design and determination of materials.

She reviewed the standard layout for the three types of stations as well as the standard design options for the communication buildings.

Lori Fritts asked Ms. Vap to show where the various materials will be on the station. Screening will be a safety screen to separate passengers from motor vehicle traffic. The glass used on the stations will be tempered glass with a subtle pattern to discourage etching vandalism but allow for visibility. The design team and project partners are leaning towards a small dot pattern that is minimal but still provides enough of a pattern to discourage etch graffiti. Cooper will be used on the canopy.

Jim Segal asked if the station design is finalized. We are continuing to finalize the station design, including location of the ticket vending machine. Larger structures such as the communications cabinet are finalized.

Lori and Jim indicated the business community’s concern over transparency and not blocking visibility of businesses at the station areas.

Ellen raised the concern over potential theft opportunity of the cooper. Over a year ago we discussed this issue and were assured that security cameras and other measures deter vandalism and theft.

Karri asked if the project office is still looking at using some of the old pavers in the station architecture. We've discussed with contractors and found that there will be challenges to using it in the standard station design. However, several of the artists are looking at incorporating the materials in their public art design.

4. PUBLIC ART

Ms. Vap discussed the artists working on the project and the themes they are developing for their station art concepts. Nancy Blum is working on the West Bank, East Bank and Fairview stations; she has detailed designs that focus on nature. Her concept for the Fairview station has a theme of oak trees. Roberto Delgado is working on the Stadium Village, Snelling and the 4th and Cedar Street stations. He uses a time motif theme for his stations. Seitu Jones is working on the Lexington, Dale and Rice stations. He provided single concept that he is continuing to develop as he works with the community. Janet Lofquist is working on the 29th, Capitol East and 10th Street stations. A theme she has proposed for both the Capitol East and 10th Street station builds on the ice castle history in St. Paul. Myklebust and Sears are working on the Westgate, Raymond and Union Depot Stations. They use historic themes from each of the areas; especially incorporating the use of wheels during different periods.

Lori Fritts asked if each of the artists is developing several concepts for each station. Several of the artists developed different designs that the community can pick from.

Ms. Fritts asked how the public has an opportunity to influence the station design if they don't have options to pick from. The community has an opportunity to discuss the concept with the public.

Karri Plowman noted that all of the artists used the flat surfaces. Alicia noted that we are working with the artists to encourage

Jim Segal asked if there are marketing and wayfinding signage on the stations. Lori recalled that the art was going to be focused primarily on the floor and columns. Jim Segal clarified that he does not want the stations to be turned into a billboard; he is interested in some sort of mapping of surrounding area. There will be wayfinding signs, bus connections etc...BAC members expressed interest in having a discussion about what materials go onto the wayfinding map such as bikeway connections. Karri suggested something similar to the general maps they have at the airports to identify restaurants, general attractions etc...

5. Business Mitigation

Karri Plowman introduced Ellen Waters and reviewed several of the tasks she is working on to get information out:

- Frequently asked questions

- Business resource document
- BAC membership

Ms. Watters provided some background about herself, including that she lives in the corridor and has followed the project as far back as 1991. She highlighted some of the things she is working on by starting with an evaluation of the BAC. The purpose of this evaluation is to assure that the BAC serves its core function of providing input on key business issues. She will be interviewing the BAC members and providing a summary report to the BAC leadership.

Karri Plowman provided some background on the business frequently asked questions based on input from the BAC and business listening sessions. Ellen and Karri have boiled it down to a list of key questions, which were handed out, and are working with the Met Council to compile answers. Ellen is able to provide an outside perspective, looking at the issue through the eye of the small business owner on University Avenue.

Jeannine Kessler said that the idea is great but is concerned about the answers. The idea is to provide a concise response to basic questions and identify where they can get more information. The idea is to have general information now with more information available later this fall. Ms. Kessler noted that this document will help people to start thinking about issues and things that they can do now to prepare. Outreach is key because each business is key, so each business really needs to contact their outreach coordinator.

Ms. Watters indicated that credibility is key; the document needs to be honest, provide assurance but not overpromising.

Brenda Kyle noted that she has worked in telecommunications and that crisis will occur. She encouraged use to start compiling a list of all the utilities and their emergency contact information.

Lori Fritts noted that it is important that all the businesses do pre-work with the project office to determine specific issues and concerns.

Karri Plowman threw out the idea of a block captain for each of the businesses and asked the BAC for their feedback; the block captain would work to help get information out. Lu Huang said that this would be effective, especially with ethnic businesses. He also suggested translating the one-pager into other languages.

Mr. Plowman also indicated that we could tap into other resources to get the word out such as UABA, District Councils, and U7 etc... The outreach coordinators would be the first ones responsible for getting information out to the other community groups.

Robin Cauffman mentioned different ways to get construction information to the community such as the website, automated email system, and

Lori Fritts suggested notification by text messaging.

Jim Segal said that maintaining the website will be important because people will seek that information out.

David Jones said that larger employers are mostly concerned about their employees' commutes. He suggested a weekly update that employers could give to their employees. He said that the outline is a great start; suggested making one for employees too.

6. ADJOURNMENT

The meeting was adjourned at 5:35 PM.

Next Meeting: June 15, 2009