

**MINUTES**

**SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION**

**EXECUTIVE COMMITTEE**

Thursday, November 17, 2005

2:00 p.m.

SEWRPC Office Building  
Commissioners' Conference Room  
W239 N1812 Rockwood Drive  
Waukesha, Wisconsin

Present:

Excused:

Committee Members:

Thomas H. Buestrin, Chairman  
William R. Drew, Vice-Chairman  
Robert A. Brooks (Alternate)  
Adelene Greene  
Allen L. Morrison  
Daniel S. Schmidt  
Linda J. Seemeyer  
Paul G. Vrakas  
Gustav W. Wirth, Jr.

Richard A. Hansen

Absent:

Staff:

Philip C. Evenson  
Loretta Watson

Executive Director  
Executive Secretary

**ROLL CALL**

Chairman Buestrin called the meeting to order at 2:10 p.m. Roll call was taken and a quorum declared present. Mr. Evenson noted for the record that Commissioner Hansen had asked to be excused. Mr. Buestrin noted that he had asked Mr. Brooks to attend the meeting as an alternate member of the Committee.

**APPROVAL OF MINUTES OF OCTOBER 27, 2005, MEETING**

On a motion by Mr. Wirth, seconded by Mr. Morrison, and carried unanimously, the minutes of the Executive Committee meeting held on October 27, 2005, were approved as published.

**ADMINISTRATIVE COMMITTEE REPORT, MR. VRAKAS REPORTING**

(Meeting of November 17, 2005)

Mr. Vrakas reported that the Administrative Committee, at its meeting held just before the Executive Committee meeting, had taken the following actions:

1. Reviewed and approved the Commission disbursements for one financial reporting period: Year 2005 No. 22, extending over the period October 17, 2005, to October 30, 2005.
2. Reviewed the Statement of Projected Revenues and Expenditures for the financial reporting period ending October 30, 2005. With about 85 percent of the year completed, the projections indicated a year end surplus of about \$100,000, exclusive of any miscellaneous revenue and interest.
3. Received a report on employee enrollment in the 2006 group medical insurance program. A total of 60 Commission employees elected to obtain medical insurance coverage, paying at a minimum 18 percent of the premium cost. Ten Commission employees declined medical insurance coverage. While a few staff vacancies remain, the adopted 2006 budget of about \$743,000 for medical insurance premiums will be adequate.
4. Received a report that \$1,000,000 in Commission funds have been placed irrevocably with JP Morgan, the trustee for the Rockwood Drive Building bonds. These funds will be used to purchase U.S. Treasury Notes until March 2011 when the bonds outstanding at that time may be redeemed without penalty.
5. Received a report that negotiations continue with Medical Associates, Inc., relative to an extension of that firm's lease in the Rockwood Drive building. The present lease expires on March 31, 2006.

There being no questions or comments, on a motion by Mr. Wirth, seconded by Mr. Schmidt, and carried unanimously, the Administrative Committee report was approved.

### **REPORT ON CONTRACTS**

Chairman Buestrin asked Mr. Evenson to review the proposed contracts and agreements, noting that the Committee members had received a table listing the contracts and agreements prior to the meeting. Mr. Evenson then briefly reviewed the two contracts reported on the table, noting that the first entry pertained to the regional digital orthophotography program and involved the commitment of funds on the part of Walworth County to help provide the local share of the cost of this program. The second contract involves a major work effort by the firm of Earth Tech, Inc., on the KRM commuter rail study. Mr. Evenson reminded the Committee that the Commission is acting as agent for the KRM Steering Committee which is overseeing the advanced planning and environmental work necessary to move the KRM service proposal to the preliminary engineering stage of project development.

After a brief discussion focusing on the risks entailed on the part of the Commission in its role as agent for the Counties and Cities of Kenosha, Milwaukee, and Racine in undertaking the KRM study, on a motion by Mr. Schmidt, seconded by Mr. Morrison, and carried unanimously, the report relative to the contracts was accepted and placed on file (copy of report attached to Official Minutes).

### **CONSIDERATION OF IDEAS RELATIVE TO A NEW COMMISSION LOGO**

Mr. Evenson recalled that the Commission had retained Mueller Communications to help develop a new Commission logo and attendant public informational materials. He then displayed materials developed by the Mueller firm relative to a new logo, noting that the firm was recommending that the Commission seek to abandon its long-established SEWRPC acronym which conveys to many individuals a representation that the Commission is involved only in matters pertaining to the development of sewerage systems. The focus instead would be on the letters RPC, with all materials to denote that the Commission is the Regional Planning Commission for a seven-county region and with the adoption of a new tag line that would read

“Partners In Planning A Better Future”. A discussion then ensued which resulted in the following consensus comments:

1. Abandonment of the SEWRPC acronym should be pursued
2. The proposed new tag line is sound and should be included
3. The focus in the logo on the letters RPC is sound and should be retained, although perhaps down-sized
4. The names of the seven counties should be more prominent
5. Adjustments should be made to the green color to make it more bold
6. Consideration should be given to dropping the proposed blue band on the letterhead
7. Consideration should be given to how well the colors show up on photocopies
8. Consideration should be given to an alternate black and white logo scheme

Mr. Evenson said that he and the Commission Chairman would report on this matter to Mueller Communications, Inc., and bring back to the Committee some further developed materials.

#### **CORRESPONDENCE/ANNOUNCEMENTS**

Mr. Evenson reported that the Commission had received a letter from Commissioner Lee Holloway in his capacity as Chairman of the Milwaukee County Board of Supervisors. He then distributed copies of Mr. Holloway’s letter of November 11, 2005 (copy attached to Official Minutes). Mr. Evenson indicated that the staff was in the process of responding to Mr. Holloway’s comments and, in particular, to his request that the Commission provide an accounting of Milwaukee County-based projects. In an ensuing brief discussion, Mr. Morrison noted that the Commission needs to make special efforts from time to time in all counties to communicate with elected officials, noting that Mr. Evenson had made such an effort in recent years in Walworth County. Ms. Greene commented that in addition to providing a written report to Mr. Holloway, the Commission should seek an opportunity for verbally explaining matters to Milwaukee County Board members, giving them an opportunity for questions and comments.

#### **ADJOURNMENT**

There being no further business to come before the Committee, the meeting adjourned at 2:40 p.m., on a motion by Mr. Morrison, seconded by Mr. Wirth, and carried unanimously.

Respectfully submitted,

Philip C. Evenson  
Deputy Secretary

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Attachments