



US Hwy 169 Corridor Coalition

Working together to enhance safety, reduce congestion and maximize economic development along the US Highway169 inter-regional corridor.

Joint Executive and Technical Committee Meeting Minutes

March 20, 2014

6:00 p.m. – 7:00 p.m.

Location: Marschall Road Transit Station
1615 Weston Court
Shakopee, MN 55379

First Name	Last Name	Title	Agency
Bob	Broeder	Mayor	City of LeSueur
Andrew	Carlson	Council Member	City of Bloomington
Lisa	Freese	Transportation Program Director	Scott County
Jim	Gates	Deputy Director Public Works	City of Bloomington
Bruce	Loney	Public Works Director	City of Shakopee
Vance	Stuehrenberg	Commissioner	Blue Earth County
Ed	Shukle	Administrator	City of Jordan
Jon	Ulrich	Commissioner	Scott County
Emily	Hyland	Public Involvement Manager	HDR
Dana	Petersen	Public Involvement Coordinator	HDR

The meeting was called to order at 6:00PM by Chairman, Commissioner Jon Ulrich.

1. Welcome/Introductions – Jon Ulrich, Chair, Scott County Commissioner

2. Adoption of Agenda

Mayor Broeder made a motion to approve the agenda. The motion was seconded by Commissioner Stuehrenberg and approved.

3. Adoption of February 20, 2014 Minutes

Commissioner Stuehrenberg made a motion to approve the minutes. The motion was seconded by Mayor Broeder and approved.

4. Financial Report

- The February 2014 report was reviewed.
- Many deposits from members were received and one payment to HDR.
- Bills were sent out in December 2013
- Mayor Broeder makes a motion to approve the financial report. Commissioner Stuehrenberg seconds the motion and it is approved.

5. Legislative Breakfast Summary

- Execution and presentation went very well, though attendance was low due to various factors
 - Short session this year; unsure of prominence of transportation initiatives this session
- Little representation from the southern portion of the corridor
- Comments were received from Mike McNeil of City of Shakopee
- Suggestions for future outreach
 - Move to one-on-one meetings with legislators
 - Invite them to Coalition board meetings
 - Have County lobbyists set up meetings
 - Talk to Transportation Committee directly
 - Continue to get name and message out there for consistency and recognition
- Follow-up and action items
 - Send brochure to invitees and attendees
 - Put presentation and summary news announcement on website

6. Outreach Discussion

- Discussion about ways to update the website with new graphics and development of a strategy
 - Would like to integrate with social media (Facebook and LinkedIn)
 - Feature projects, members, and success stories more prominently
 - Include testimonials from local representatives and businesses
- Database organization and contact capability to provide efficient and consistent communication
 - Old contact system was set up by previous consultant
 - Coalition is okay using a different system
- Local business outreach will move towards grassroots approach to be segmented by area and appointed board member
 - Hope to gain support and testimony before November outreach event
- The Coalition hopes to hold an anniversary event in November to celebrate members and reestablish mission and objectives
 - Review of promotion schedule and development of materials leading up to event
 - Plan to host in City of Jordan

7. May Board Meeting Agenda – May 2014

- Contact Margaret at MoveMN for presentation at May board meeting
- Hold meeting in Bloomington, Jim Gates to schedule

8. Joint Executive and Technical Meeting Agenda – April 2014

- Hold meeting at the Marschall Road Transit Station
- Continue Outreach discussion
 - Identify businesses and segmentation
- Draft agenda for May
- In the future, have conference call option for Joint Executive and Technical Meetings

9. Upcoming Meeting Schedule Discussion

- Joint Executive and Board Meeting: Thursday, April 17, 2014, 6:00 – 7:00 pm
- Board Meeting: Thursday, May 15, 2014, 7:00 pm

10. Adjournment

Commissioner Stuehrenberg moves to adjourn the meeting. Mayor Broeder seconds the motion and it is approved.