

**LIVABLE STREETS ADVISORY BOARD  
ACTION LETTER  
CITY OF LEE'S SUMMIT**

Tuesday, March 19, 2013  
7:00 p.m.

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Present –

<i>* Aija Mignon</i>	<i>Present</i>	<i>Ed Kraemer</i>	<i>Present</i>
<i>Bob Busby</i>	<i>Present</i>	<i>Ryan Philyaw</i>	<i>Present</i>
<i>Dan Wiltshire</i>	<i>Present</i>	<i>Eric Kratz</i>	<i>Present</i>
<i>Kathryn Biagioli</i>	<i>Present</i>	<i>Greg Hunsucker</i>	<i>Present</i>
<i>Mike Barnett</i>	<i>Present</i>	<i>Matthew Fuller</i>	<i>Present</i>
<i>Craig Faith</i>	<i>Absent</i>		

*Staff Liaison Michael Park and Jim McKenna, Brand Manager, were present.*

**1. CALL TO ORDER:**

*Chair, Aija Mignon, called the meeting to order at 7:00 p.m.*

**2. PUBLIC COMMENTS:**

*None*

**3. APPROVAL OF AGENDA:**

*On motion of Bob Busby, second by Mike Barnett, the Board voted unanimously to approve the agenda with the following schedule modification: Item #6 will precede Item #5 on the Agenda.*

**4. APPROVAL OF February 19, 2013 MEETING MINUTES:**

*On motion of Ed Kraemer, second by Bob Busby, the Board voted unanimously to approve the February 19<sup>th</sup>, 2013 meeting minutes.*

**5. COMMITTEE ASSIGNMENTS AND REPORTS:**

*Prior to committee reports, new board members Matthew Fuller and Greg Hunsucker were introduced. Mr. Fuller and Mr. Hunsucker briefly shared their interests and background. Other board members, staff and council liaisons introduced themselves with some Livable Streets and personal history. Aija Mignon asked all board members to consider their current committee commitment(s) for potential changes next month. Michael Park noted Chair and Vice Chair elections will also occur at the meeting in April.*

- Encouragement/Education Committee

*Kathryn Biagioli scheduled a Livable Streets presentation to a women's group on August 26<sup>th</sup> with more information to come as the date approaches. Ms. Biagioli reported the committee had a meeting to discuss Bike/Walk Month activities. That meeting included herself, Michael Park, Ed Kraemer, Eric Kratz, Dan Wiltshire, Mike Barnett, Mellissa Fears (City Public Information Officer), and Jennifer Taylor (Police Officer). The following tasks were assigned at the meeting in support of May Walk/Bike Month and an update regarding each task was provided as noted:*

- *Michael Park submitted a proclamation to the Mayors office for May Bike/Walk Month. This proclamation should be read on May 2<sup>nd</sup>.*
- *Michael Park got approval for a May Bike/Walk Month notification in the Water/Sewer Utility Bill. The notice will be issued in the April utility bills (several weeks).*

- *Michael Park got approval for a message in CityScope. The May Bike/Walk Month information with reference to livablestreetsls.com will be in the April issue of CityScope.*
  - *Several articles will be written in the month of May for Bike/Walk Month (up to three separate articles). Ed Kraemer is tasked to write a related article in the normal Health Education Advisory Board space, Jennifer Taylor is tasked to write an article from the perspective of a Bike Officer, and the Livable Streets Advisory Board will continue to write its monthly article.*
  - *Mike Barnett has arranged for both Hy-Vee stores in Lee's Summit to have bicycle displays in May with related information for healthy diet and activity.*
  - *Kathy Biagioli has coordinated with both library branches in Lee's Summit to display books related to cycling, walking, jogging, etc. They will also post Bike/Walk information on the web and Facebook.*
  - *Ed Kraemer will work with Melissa Fears to have a AAA produced video appropriate for Bike/Walk safety used on LSTV. They will also air the City produced Bike/Walk month video featuring Ed Kraemer that was used last year.*
  - *Ed Kraemer will discuss a potential Bike/Walk month message in the LS360 Newsletter with Nick Edwards, Administration Staff.*
  - *Ed Kraemer and Craig Faith will talk with the Chamber of Commerce about possible outreach for Bike/Walk Month.*
  - *A list of regional and local bike events were sent to Eric Kratz from different advocacies throughout the metro. Michael Park sent out a listing of all events (bike/walk/run) scheduled in Lee's Summit.*
  - *The board discussed engaging the Mayor and Council in a bike or walk event during May. Dan Wiltshire and Kathy Biagioli met with Councilman Gray. Councilman Gray had previously shown interest in supporting this initiative. The committee, with board support, identified the Longview Kite Festival and associated 5K/8K event is the primary event for Mayor and Council participation (and example of support for May Bike/Walk Month). Kathy Biagioli reported Councilman Gray's suggestion of a Walk/Bike/Kite event. Aija Mignon asked Councilman Binney for his support and to approach Council with this interest. He agreed. Dan Wiltshire will contact the organizers of the race event and Kite Festival for materials and request a photo op with the Mayor and Council. Additional event contact and coordination is planned. Councilman Binney asked the board to consider an event next year that starts at the eastern part of the City (e.g. Legacy) and traverses to the western part of the City (e.g. Longview) through downtown (or similar) with varied stages so that all districts are impacted.*
- *Designations/Awards Committee*

*Dan Wiltshire clarified for the board what the Bicycle Friendly Business program is, some key requirements and benefits. He encouraged board members to identify potential Bicycle Friendly Businesses that the committee should contact and work with to make an application. Mr. Wiltshire requested board members to find and send him ideas. There is a lot of BFB education needed for businesses in Lee's Summit. To date, Bike Stop is the only designated Bicycle Friendly Business in the City.*

- *Development Standards/Codes Committee*

*Michael Park, on behalf of Craig Faith, shared the results of a productive meeting between Craig Faith and Chief Piccinini (Police Department). It was a very productive meeting. The Police support Livable Streets and would like the board to review the City's Bicycle related ordinances for any challenges or omissions. A review that includes suggested improvement revisions consistent with best practice or validation of existing ordinances would help the Police Department and Livable Streets.*

Since all of the organizational meetings have been completed, Michael Park suggested the committee meet to review all the feedback received and prioritize for board direction. The board agreed with this process before making new organizational assignments. Mr. Park will summarize past minutes from when this committee discussed organizational meetings with the board and send the summary to Aija Mignon and Craig Faith. Aija Mignon will send a separate communication to the board with the summary and draft priority for consideration at the April 16<sup>th</sup> meeting. Bob Busby confirmed with the board that no new assignments (e.g. Arts Council and Downtown Main Street) are needed at the moment and will be discussed after a review of prior organizational meeting assignments is completed.

## **6. PRESENTATION – MARKETING LEE’S SUMMIT (JIM MCKENNA, BRAND MANAGER)**

Jim McKenna discussed the need for branding/marketing and explained the Lee’s Summit Brand vision, current branding/marketing efforts, current and planned environment, and target audience. The brand message was communicated and examples described. It is about “what Lee’s Summit has that makes it great”, it’s honest, believable, and what the City has needs to be capitalized and communicated. The brand is not a catchy slogan; it is empowerment in the community. He covered the implementation of Lee’s Summit’s brand and current slogan “Yours Truly”. Several questions and clarifications were discussed between board members and Mr. McKenna. The board discussed opportunities for shared interest between the branding initiative and Livable Streets. There seems to be a lot of similarities in both goals and message (quality of life in Lee’s Summit). The board asked specifically if it could help branding. Mr. McKenna said a Marketing Task Force will be developed and board involvement is a possibility. A future meeting with board leadership, staff liaison and Jim McKenna was expressly desired and would be mutually beneficial.

Council Liaison Rob Binney present at 7:22 p.m.

## **7. PROJECT UPDATES/UPCOMING EVENTS:**

- No-Tax Increase Bond Issue

Michael Park distributed bond election materials prepared by Administration to the board prior to the meeting via email. Councilman Binney provided some reference information and said he is available for any questions. The board was reminded to vote on April 2<sup>nd</sup>.

- Website Server Application

Eric Kratz gave an interactive review of the website to the board. He also displayed the Livable Streets Lee’s Summit Facebook page. He requested the board visit the website, [www.livablestreetsls.com](http://www.livablestreetsls.com) and Facebook page to seek out further improvements. If the board has any comments or suggestions, please email or contact Eric Kratz.

- Development Activity Update

Michael Park provided an update for recent development projects.

- Capital Improvement Plan Update

Michael Park provided an update for the Capital Improvement Plan. A very brief overview of the CIP, its purpose, approval process, included projects/funding and commitments were covered. There is very little difference in this year’s plan from last years. A couple new traffic signals are programmed. There was also an increase in the Traffic/Thoroughfare Program budget (about \$25K additional funding) to include small but important projects that are not large enough to be independent capital projects in the plan. For example, this additional fund allocation will be used

*in the next fiscal year to provide paved shoulders along O'Brien over US 50 Highway between Murray Road and Executive Way as a needed safety and access improvement. If the bond election passes, Orchard Street and Pryor Road paved shoulders would also be added to the CIP. The Livable Streets Summary and Livable Streets Elements matrix were also updated. The CIP is scheduled for approval in April or May. The board was pleased with the CIP proposal and had no issues with its approval as described.*

**8. DISCUSSION – WALK FRIENDLY AND BICYCLE FRIENDLY COMMUNITY FEEDBACK REPORTS:**

*The board decided to table this discussion to a future meeting in the interest of time management.*

**9. ROUNDTABLE:**

*Michael Park mentioned his attendance, published technical paper on traffic calming in Lee's Summit and presentation to the Institute of Transportation Engineers in San Diego, CA . He also noted a contribution to the newly released ITE publication for separated bikeways.*

*Ed Kraemer gave a Livable Streets update to the Lee's Summit Noon Rotary and the Lee's Summit Chamber of Health Advisory Board.*

*Michael Park noted a legal Q/A with staff for the board might be available in May. The board had previously requested an opportunity to review business procedures and activities by the board, especially considering new membership. It has been a couple years since the board last talked with city attorneys in this regard.*

**10. NEXT MEETING: April 16, 2013**

**11. ADJOURN:**

*There being no further business, on motion by Dan Wiltshire, second by Mike Barnett, the Board voted unanimously to adjourn the meeting. The March 19, 2013 Livable Streets Advisory Board meeting was **ADJOURNED** at 8:48 p.m.*

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Michael Park, PE, PTOE  
City Traffic Engineer