

GOVERNING BODY WORKSHOP MINUTES
Roeland Park City Hall
4600 W 51st Street, Roeland Park, KS 66205
Monday, January 17, 2017 6:00 P.M.

- Joel Marquardt, Mayor
- Becky Fast, Council Member
- Tim Janssen, Council Member
- Ryan Kellerman, Council Member

- Teresa Kelly, Council Member
- Sheri McNeil, Council Member
- Michael Poppa, Council Member
- Michael Rhoades, Council Member
- Erin Thompson, Council Member

- Keith Moody, City Administrator
- Jennifer Jones-Lacy, Asst. Admin.
- Kelley Bohon, City Clerk
- John Morris, Police Chief
- Jose Leon, Public Works Director

Admin
Poppa
Fast

Finance
Kelly
Janssen

Safety
Thompson
Rhoades

Public Works
Kellerman
McNeil

CMBR Thompson called the meeting to order at 6:00 p.m. All Councilmembers and Mayor Marquardt were present.

MODIFICATION TO THE AGENDA

City Clerk Bohon said that Item #4, R Park Master Plan, will be presented at the next Workshop.

I. MINUTES

1. September 6, 2016
2. November 7, 2016
3. November 21, 2016
4. December 5, 2016

CMBR McNeil asked for clarification on the November 7 minutes, Item #12 and the City being unable to obtain property insurance on the property. City Administrator Moody clarified it is title insurance they are unable to obtain, which is a guarantee that the city owns the property.

CMBR McNeil added that “his” should be changed to “hers” in the December 5th minutes when referring to Shannon.

The Governing Body agreed to approve the minutes with the changes.

II. DISCUSSION ITEMS:

1. Branding Committee Presentation

Clay Johnson from Benedictine College gave a PowerPoint presentation on the research and initial designs for the City’s rebranding. Mr. Johnson oversaw the students’ research, analysis, creation, and planning. From that research a 17- page report was generated.

Mr. Johnson said the encompassed people from every ward in Roeland Park. There were six citizen survey questions that were analyzed and he also conducted non-resident interviews with people passing through town or non-residents who work here. The report showed that people are very satisfied with living in the city. Some common themes were that people had a very strong sense of community among their neighbors and know their neighbors well, and good proximity to the amenities in town and a quiet community in the heart of the city. They also thought Roeland Park had a progressive city governance and they love the green space and the nature. They also expressed that they feel Roeland Park has a lack of a defined identity when compared to surrounding

communities. Friendly, quiet and safe were the words used most frequently to describe Roeland Park. From the research they developed a positioning statement which led to a creative brief. This was shared with every artist that was involved in the re-branding project. In the design phase, nine residents of town submitted 18 designs. 16 students submitted as well. The Re-Branding Committee has decided they are not prepared to make a final recommendation until they give the artist a couple more chances to adjust to some of the thoughts of the committee.

CMBR Fast stated it is difficult for artists when the city itself is still working on their identity. She did say she sees that happening in the next two years especially with the Roe visioning process. She believed working with Benedictine was the first step in the creative process, but feels there is still a ways to go in identifying who we are as a city when they're still working on gateway elements and art. The central theme that's missing in all of the submissions is Roe and there is too much emphasis on the Kansas City skyline. She showed residents in her ward the drawings and said nobody quite got it. She recognized that Mr. Johnson and his students for their hard work, but acknowledged the city has a lack of identity and it makes it hard if there is no direction from the city.

Mr. Johnson said that thought came up in multiple meetings.

CMBR McNeil said there was only one design that says Roeland Park that did not have the skyline, but added that even reflects Roeland Park. She reiterated CMBR Fast's statements as to the gateway elements and would like to incorporate what the final vision would be.

CMBR Thompson knows the students put a lot of work into this and commended all of them. She expressed her disappointment and the fact she would like designs without Kansas City involved. She said the brand of the city should represent what's inherent and unique to Roeland Park. She would like to see a logo without a Kansas City reference as that is not who they are. She does not want Roeland Park's selling point to be that we're close to cool stuff in other cities. Roeland Park wants to be known as that cool city.

Mayor Marquardt said he believed this is the right time for working on the city's re-branding. He agreed that they're not quite there as far as the actual piece, but, yes, the timing is right.

CMBR Kellerman reiterated the comments of the Mayor that the timing is correct or the Governing Body would have not voted to hire it out. He preferred the design with the backward R and letter P with a skyscraper. He suggested putting Roeland Park at the bottom, so that those unfamiliar with City would at least know where they are as opposed to a backwards R and P.

CMBR Fast said the backward R and P reminded her of rest in peace. She also stated that she believed that Benedictine's work is done and they have fulfilled what was asked of them.

CMBR McNeil said she hopes the city gets a good identity so they do not have to be the city that's close to everything else or a city that's just moments away from anywhere.

CMBR Kelly said she agreed with some of the messaging, but not necessarily the imagery. She applauded the committee and acknowledged everyone's hard work. She asked if there was different symbolism that could be used for the words. She said if the R and P were taken away it would be generic with nothing identifying Roeland Park.

CMBR Poppa also agreed that the timing is right. He said he knew it was a process that doesn't necessarily end in December and what was shown tonight is not the final presentation. He thanked the students for their submissions and also everyone who has submitted. Mr. Poppa said that everyone has been great about working with the committee and taking notes. He did agree that the imagery is not 100 percent right, but it is going to get there because they want to get it there even if it takes a bit longer.

CMBR Rhoades asked for a consensus that now is the right time to continue this process.

CMBR Fast said students are finished with their class, and to further have them continue to volunteer is unrealistic.

Mr. Johnson said if everyone is satisfied with the research and the things informing the design and would like to move forward, it would require a change of strategy. As an instructor he said this has been an incredible learning experience for the students. They have been fired up all semester long and still come into his office asking what's going on, it was really great to work on.

The majority of the Council agreed that now is the time to work on this.

CMBR Rhoades would like everyone to spend more time reviewing the designs and give it some time.

Mr. Johnson said he is satisfied with the feedback. If it goes too much past a couple more artistic iterations it will probably require a change of strategy. They can use the research documents to inform another designer, but the student involvement would be out from that point.

CMBR Fast said an option would be to put out a request for proposal.

City Administrator Moody asked if the Governing Body wanted all the options presented at the Community Forum.

CMBR Kellerman said they have already been made public. CMBR Fast and CMBR Thompson said that the presentation to the Governing Body should be the same one presented at the Community Forum.

Mr. Johnson will give this presentation at the Community Forum on January 23.

2. Roe Blvd. Phase One Engineer Contract

Public Works Director Leon sent out an RFQ for design consultation for the Roe Boulevard project and received about six responses. After ranking and an interview process, the committee asked Mr. Leon to begin negotiations of a scope and fee for services with George Butler Associates (GBA). He said that Vireo is also a part of the team and will be involved in the community engagement process while GBA will be heading the design efforts.

Mr. Leon presented the scope of services for the visioning phase and will be asking Governing Body approval at the City Council meeting.

Mayor Marquardt asked if the City Engineer has reviewed the contract. Public Works Director Leon said they had and they have also reviewed the scope of services. Mr. Leon said he knew they wanted to have high public involvement in the process and the community engagement will generate feedback and buy-in for the project. He also said this is not considered a common construction project.

City Administrator Moody said the first phase should determine what the design will be and the second phase will be the actual design. If the construction project turns out not to be as broad as initially anticipated, then the scope and the fee associated with that scope will be less. The timeline of completing the steps has been reviewed by the city engineer who makes sure they meet timelines for the STP funds that have been allocated to this project. Because it has those STP funds the street project will be administered by KDOT.

Mayor Marquardt received confirmation that GBA anticipates payment of 40 percent of the design process. The public outreach Verio is participating in is a big portion of the first phase. They will be doing a lot of community outreach. There will be a project survey as part of the initial visioning phase that will provide them good information and to help them make better decisions as they move through. They will also obtain ownership and encumbrance documents that provide information on utility easements, etc. as they want to know and minimize

their right-of-way impacts as they move on through the process. They felt that having that information up front as part of the visioning process would be beneficial.

CMBR McNeil - asked if this would be a bond or mainly from government funding. City Administrator Moody anticipates \$500,000 of the total project cost would be funded with bond proceeds with the first bond issue occurring at the very beginning of 2018.

CMBR Fast asked for a description of the community outreach, community involvement, advisory committee meetings, and how that structure will happen and who will do it.

Triveece Penelton with Verio said she will be working in the visioning phase. She said this will be a pretty fast phase insomuch they will be done by the summer with the visioning. They are asking to create an advisory committee made of people interested in the corridor, elected officials, transit people, bike-ped people, businesses, property owners, and even those not excited about the project. They will also do landscape architecture or aesthetics renderings to create a sense of place and have conversations about with the advisory committee so they can get a preferred concept. They will also do engagement in community meetings. The community engagement will continue online with surveys that pair with the public meetings, so if someone misses a meeting they still have an opportunity to provide feedback. They will also set a page on social media to continue the discussion.

City Administrator Moody said he would like to have two Governing Body members chosen at the meeting to begin working with Verio in setting out the timeline and the process.

CMBR McNeil said she would like to be on the committee.

CMBR Kellerman said he too would like to be on the committee and said that he and CMBR McNeil have already been a part of this process as it falls under the Public Works committee.

CMBR Rhoades asked Verio what they see in the visioning process. Verio is thinking about the future of Roe and had the idea of creating a hub in the Walmart shopping center that used to be a gathering spot in the city and whether there are opportunities to do that again. If that area is to be the primary gateway to the city, they also want to discover what could be possible secondary gateways. This process is different than looking at banners and lighting and the placement of trees.

CMBR Kelly asked for clarification on CMBR Kellerman's statements about transitioning at the end of their ad-hoc terms. Ad-hoc committee changes are in February 2017.

CMBR Rhoades said if someone is on a committee, they should stay on it because of the relationships that have been built.

CMBR Poppa said the visioning process is slated to end in July 2017 and whoever is appointed to the committee would be able to carry out their term on the committee as an elected official even though the subcommittee chairs change next month.

CMBR Kelly said they should stick with the folks that want to be on it. She did offer her assistance with the connections she has made working on other committees including the bike-ped committee.

There was agreement to add this item under New Business for approval of CMBR McNeil, CMBR Kellerman and Mayor Marquardt to be on the committee.

There was agreement to approve the contract under the Consent Agenda.

3. Discuss Leaf Pickup Program

4. R Park Master Plan Presentation
5. 4th Qtr. Safety Stats
6. Sales vs. Lease of City Property
7. Changes to Type 1 Special Event Terms
8. Solid Waste Bid Process for 2018 Services

III. NON-AGENDA ITEMS

CMBR Kellerman recommended reconvening the Workshop after the City Council meeting to take up the remaining items.

There was Council discussion of reconvening the Workshop or incorporating the remaining items into the City Council agenda. The Governing Body 5-4 to incorporate the items into the City Council agenda.

IV. ADJOURNMENT

CMBR Thompson adjourned the meeting.

(Roeland Park Governing Body Workshop Adjourned.)