

# Central Entrance Steering Committee Meeting Summary

Friday, April 9, 2021 | 10-11:00am |

---

## Attendees

Ron Chicka, MIC  
Rondi Watson, MIC  
Mike Wenholz, MIC  
Adam Fulton, City of Duluth  
Kris Liljeblad, City of Duluth  
Cari Pederson, City of Duluth  
Chris Belden, Duluth Transit Authority  
Doug Kerfeld, MnDOT  
Bryan Anderson, MnDOT  
Jody Martinson, WSB  
Tony Heppelmann, WSB  
Dan Pfeiffer, WSB  
Austin Hauf, WSB

## Summary

1. Welcome & Introductions - Ron Chicka/Jody Martinson
  - a. Jody and Ron welcomed the group.
  - b. Attendees introduced themselves.
  - c. Jody gave an overview of the agenda for the steering committee meeting.
2. Project Goals and Objectives - Jody Martinson
  - a. Jody gave an overview of the project goals & objectives.
    - i. Goal for the project team is not recreate what has been done before - will build on the work that has been done previously.
    - ii. Purpose of the steering committee is to
      1. Ensure that goals and objectives are being met.
      2. Ensure that a diverse group of stakeholders within CAC are involved.
      3. Provide advice/recommendations to Project Team, TAC, and policy board at key decision points in the process.

- iii. Key date: October 31 - Develop 10 concepts for the corridor, have draft plan prepared, steering committee will have one month to review.
3. Public Engagement - Dan Pfeiffer
    - a. Dan provided an overview of the public engagement work plan.
      - i. Visioning Process/Public Engagement Framework
        1. Develop public engagement plan for visioning process.
        2. Community Visioning: Community Advisory Committee, Virtual Corridor Walks, Online Engagement
        3. Community Advisory Committee planned to have 4-5 virtual meetings. Invitation to local elected leaders to appoint members.
          - a. Question posed to City of Duluth staff - Would they like to ask local elected leaders to appoint CAC members?
          - b. Targeting 12-16 members, 20 max.
      - ii. Results of Engagement Planning Survey
        1. Dan shared the results of the Engagement Planning Survey
        2. Potential stakeholders, concerns, and ideas.
        3. Public expectation vs decision-makers expectations for the public. Important to convey that we will incorporate ideas into the plan and if not possible, explain why.
        4. Success in the process vs. success in the outcome
        5. Challenges or opportunities in the corridor
        6. Challenges or opportunities to project success
        7. "One Thing"
        8. What is "Right on Target"?
    - b. Building a Vision
      - i. What do you think of when you think of this corridor? Any words to describe the vision/project/process? This will help team develop the "brand" - cohesiveness and consistency throughout the process.
        1. Needs to be redeveloped.
        2. Gateway potential - Great view coming from the airport. Welcoming corridor into and out of the city.
        3. "Helter skelter" commercial environment. Should emphasize the neighborhood that it passes through. Emphasize community cohesion.
        4. Opportunity - Does not serve any of the stakeholders very well at the moment.
        5. Fresh start/clean slate.
        6. Needs to be "patient" versus now, which is "impatient." Can it be better while maintaining volume needs?
        7. Not very attractive today - lots of hard surfaces.

8. Multimodal connectivity.
  9. Has not changed much in 10 years. Non-airport runway look is needed. Narrow the vision triangle.
- c. Dan to start reaching out to organizations to seek representatives.
    - i. Early May corridor walkthrough with CAC.
    - ii. Discuss elements to be carried forward from previous plans and existing conditions.
  - d. Adam - City staff would like to review details of approach to have city staff appoint CAC representatives.
4. Overview of Past Studies - Jody Martinson/Austin Hauf
- a. Jody and Austin gave an overview of information from past plans and studies reviewed so far and suggested an approach for representing past recommendations visually on maps.
  - b. Suggestion to build on issues map from proposal - it was a good start in terms of representing the corridor.
  - c. Group agreed that graphics will be critical to communication as we go to the public.
  - d. Good opportunity to highlight where past recommendations conflict.
5. Next Meeting - Jody Martinson
- a. The group was okay with the second Friday of the month from 10-11am.
  - b. Discuss previous plans in more detail - Discuss draft visuals.
    - i. Will send materials ~1 week before.
  - c. Talk about upcoming placemaking event - Better Central Entrance - Run by Zeitgeist Arts June 4-5th.
6. Closing - Jody Martinson
- a. Chris shared that Central Entrance is a major focus of the Better Bus Blueprint process. There will be 10-minute frequencies on Central Entrance.
  - b. Next meeting May 14th

**Action items:**

- Dan to send PIP info to Adam for review.
- Dan to start reaching out to organizations to seek representatives for CAC.
- WSB to send meeting invites for next steering committee meetings.
- WSB to move forward with map representations of past recommendations.