

DRAFT  
STEERING COMMITTEE  
January 16, 2007

Attendees: Mayor Hsueh, Council President Geever, Council Vice President Kleinman, Planning Board Chairperson Gardner, Township Attorney Mike Herbert (Advisor), Representatives from Hillier Architecture: Bradley Walters, Anish Kumar, Mindy Sherwood, Gwen McNamara, Business Administrator: Chris Marion, Director of Community Development: Pat Ward, Township Clerk, Sharon L. Young.

- Notification of Residents: Press Releases, Cable TV Notices, Website Updates, Meetings with high school students, flyers for Kindergarten through 5<sup>th</sup> grade.
- Gerry Hutner is the school board contact for the distribution of flyers.
- Mayor reviewed DEP/NJ Transit meetings
- Traffic Study has been started
- Hyatt location for 2/22 (7pm-10pm) and 3/17(9:30am-12:30 pm) meetings. Mayor to negotiate a non-fee for use of Hyatt meeting rooms
- Village School for 4/19 meeting from 7 pm to 10 pm - Grover only had the theater available on 4/19.
- Reviewed 2/22 agenda
- Outlined Visioning Worksheet. Suggestions and comments are to be submitted to Hillier Architect for consideration before the 2/2 Steering Committee meeting
- 8-10 people per table, 1-Hillier person per every two tables to act as facilitators
- The five experts will float from table to table to answer questions.
  - Robert Hillier-Hillier Architect
  - Shuprotim Bhaumik Economics Research Associates
  - Dan Kueper-Orth-Rodgers & Associates
  - Tom Calu-Parking Expert
  - John Ryder-Van Note Harvey
- One person per table will write the members comments. Each table will select one individual to present the ideas.
- Meeting will produce a common set of goals for the Hillier team to create three draft plans from. These concepts will be presented at Workshop# 2.
- Ms. Kleinman suggested that the order of the visioning worksheet vary from table to table so not every table will be working on the same topic allowing experts to be accessible to the most amount of tables at exactly the same time.
- Mayor outlined dynamics of videotaping the charrette meetings. All presenters will be taped and there will be some degree of taping the whole room so that people watching from home will get a sense of how these meetings are set up.
- Chris Marion suggesting speaking to Jamie (camera man) about the logistics of video taping the meetings.
- Police may need to support with traffic and parking on the day of the meetings.

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- Coffee and Teas services should be provided.
- Hillier will need the facilities to provide a large screen, microphones that are hand-held and clip-on. Hillier will provide their own projector.
- Reviewed communication plan and P/R effort. All draft copies of PR material to be submitted directly to all Steering Committee members for final approval.
- Tag line:
  - Will have only West Windsor in it
  - All Aboard – build upon
  - Green and Yellow color scheme
  - Eliminate train images
  - Collage of imaged for posters and presentations
  - Logo that will be used to flow through entire project
- Website for redevelopment project that will be linked to Township website:
  - Hillier to maintain and update website
  - Non-interactive
  - Correspondence from website will be sent to Mayor and should include name, address and phone number. All correspondence to be forwarded to Council and the Steering Committee.
- Newspaper ad to be placed with WWP New – possible use page 3 and 4 was discussed. At the end of the meeting it was decided not to use this type of media.
- Direct Mail – approximately 7,000 households:
  - List kick off dates
  - Resident sign up
  - Mailed first week of February
  - Representative will get mailing costs
  - Print on largest style post card up to 8 1/2 x 11.
  - One page flyer with logo on it similar to what Rush Holt had sent out.
- Posters for placement at grocery stores, train station, schools, library, Homeowners' Associations, and post office.
  - Hillier to design
  - Township to distribute
  - Available no later then the 2nd of February at the Steering Committee meeting
  - Provide electronic version of poster for email distribution lists