BROWN DEER TRAFFIC AND PUBLIC SAFETY COMMITTEE
MARCH 10, 2016 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE
BROWN DEER, WISCONSIN

The meeting was called to order by Trustee Boschert at 5:30 PM.

I. ROLL CALL

Present: Trustee Boschert, Trustee Awe, Roger Gordon, Mike Kass, Alicia Lemke, Neil Wood, Bob Wazniak

Also Present: Michael Hall, Village Manger; Michael Kass, Chief of Police; Matthew Maederer, Director of Public Works/Village Engineer; Brad Caddock, Crime Prevention/Public Information Officer; Nancy Hoppe, Executive Secretary to Chief of Police

II. PERSONS DESIRING TO BE HEARD

Kent Qualls, 8671 N 60th Street. Mr. Qualls stated that he was in attendance to express his concerns about traffic on North 60th Street; he reported that speeding is his main concern. He further inquired if being passed on the right (in the bicycle lane) when turning into his residence was legal. He was advised that the practice was legal if a sufficient width for a vehicle to pass without leaving the roadway occurred. Mr. Qualls further stated that a pedestrian crossing in from of Saint Mark's church would enable people to cross North 60th Street to gain access to the sidewalk; he reported that a bus stop is on the corner northwest corner and a crosswalk would aide bus passengers as well. Discussion on previous reviews of 60th Street took place. Trustee Boschert inquired if the speed board could be put back in the area, Chief Kass answered in the affirmative and stated that area would also receive additional traffic details.

There were no other persons desiring to be heard.

III. CONSIDERATION OF MINUTES: January 7, 2016

It was moved by Mr. Wazniak, and seconded by Mr. Gordon to approve the January 7, 2016 meeting minutes. The motion carried unanimously.

IV. REPORT OF STAFF/COMMITTEE MEMBERS

Matthew Maederer reported that winter operations were finishing up and DPW staff are filling potholes, replacing signage and repairing or replacing mailboxes in the Village that may have been damaged during plowing operations. He further stated that projects for 2016 were recently recommended for approval at the Finance & Public Works Committee meeting. Mr. Kass inquired about the right turn lane at North Sherman Boulevard and West Bradley Road; Mr. Maederer advised the corner will be addressed in April. Mrs. Lemke mentioned that road painting on West Bradley Road at North Sherman Boulevard needs to be clarified.

Chief Kass spoke of the recent fatal accidents that occurred. He reported that all but one was due to speed/alcohol/drugs and no restraints being utilized. They were driver behavior choices. He stated that the department has been conducting High Visibility Traffic Enforcement (HVTE) since January and the department is trying to get the message out; not just for speeding vehicles but safer driving all around. He stated that details are shared with the State Patrol and when they have personnel available they assist with the HVTEs. Chief Kass reported the department made a conditional offer of employment, as a patrol officer, to Craig Wolc to start in April. Chief Kass stated that Code Enforcement duties have been taking on by the Community Service Officer in the Police Department.

V. OLD BUSINESS

None.

VI. NEW BUSINESS

A. "No Left Turn" sign at the northeast entrance/exit to Brown Deer Elementary School. Request from School Administration for a proposed time limit.

Courtney Smith, Principal of Brown Deer Elementary School was in attendance to request a signage change of the No Left Turn sign for vehicles turning onto West Dean Road when school is not in session. She said the school was requesting additional language on the signage; specifically for after school staff members and after school activities. Mr. Wazniak stated that school hours are unknown to citizens and a time frame would be helpful. Discussion of changing/adjusting school hours in the future took place. Ms. Smith reported that currently the school day is from 8:40 AM to 3:15 PM. And requesting 7:30 AM to 4:30 PM limitations would be workable. Trustee Awe stated that when the signage was first put in place it was to keep traffic flowing in one direction and that the Brown Deer Middle/High School has the same type of signage. It was clarified this request is for traffic turning west onto West Dean Road and not North 60th Street. It was the consensus of the committee to ask staff to discuss the changes to the ordinance with the Village Attorney. Chief Kass will contact the Village Attorney and Mr. Maederer will create the signage for implementation when approved by the Village Board. An ordinance change will be created and brought back to this committee for recommendation to the Village Board.

B. Brown Deer Police Department – Social Media Plan.

Chief Kass advised on the overall social media program that the Police Department has. He further stated that the program is overseen by Officer Brad Caddock who is the Crime Prevention Officer and Public Information Officer for the department. Officer Caddock inquired how many people "follow" the department. He advised how social media governs what people see and observe. He reported that as a department we are "transparent" – meaning that everything we do is clear and quickly reported to the citizens. He further reported it helps to develop trust with citizens and the media to show that accurate information from the department is being provided allowing the department to be proactive and not reactive (with misleading information provided by media or gossip). Officer Caddock stated that the local media is working with us; we put the information out right away and they have it to follow.

Officer Caddock reported that most municipalities are not as versed in social media as Brown Deer and that because we work so closely with the local media, we are spotlighted more. He further stated that the department has a Pinterest page; conducts "Wanted Wednesdays" where offenders with warrants through our department are highlighted; provides crime prevention tips (such as the recent IRS scam) and puts messages out through Facebook. Mrs. Lemke inquired if Twitter has been presented to the BDMHS students; Officer Caddock stated that he will speak with the Police School Liaison Officer to provide more information but the department is followed by some students. Trustee Boschert inquired about direction and public education about the "bump and stop" car-jackings and Officer Caddock reported all incidents are different and the department's goal is to educate on a on variety of topics. He further reiterated that people need to take the keys/laptops/phones out of their cars but to remember that it is only a car and belongings – they can be replaced; personal safety is more important. Mrs. Lemke asked if something could be sent to parents through the students at the elementary school regarding all the social media access to the department. Officer Caddock thanked Mrs. Lemke and stated that he would speak to the School Liaison Officer regarding that suggestion.

C. Sherman Boulevard/Teutonia Avenue "Merge Signage".

Discussion on northbound traffic on North Sherman Boulevard merging onto North Teutonia Avenue took place. It was noted that at times drivers may be confused as to what lane ends or where it ends. It was the consensus of the committee to suggest that chevrons are installed where the roadway curves. They further asked that the area of North Teutonia Avenue, southbound prior to West Dean Road, also be reviewed for chevrons. Mr. Maederer will work with Milwaukee County personnel for possible implementation.

VII. ADJOURNMENT

It was moved by Mr. Kass and seconded by Mr. Wazniak to adjourn at 6:47 PM. The motion carried unanimously.

Michael Kass, Chief of Police