VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING:	**REGULAR MEETING OF THE VILLAGE BOARD**
DATE AND TIME:	**MONDAY, August 1, 2022 7:00 p.m.**
LOCATION:	**Germantown Village Hall Board Room** **N112 W17001 Mequon Road**

NOTICE: Pursuant to the recommendations of the Centers for Disease Control and Prevention concerning the prevention of COVID-19 infections, any member of the body and/or citizen may also attend the meeting virtually through the WebEx platform, Meeting #: 2550 287 4186 Password: 66AHtwW5cgM which can be accessed by phone at 408-418-9388 or by logging on at https://villageofgermantown.my.webex.com/villageofgermantown.my/j.php?MTID=m5a6d62e4dd2733e8bc26686310a7958d Citizens not wishing to attend the meeting personally or virtually may submit any public comments by sending an email to comments@germantownwi.gov by 4 p.m. on the day of the meeting so that it can be provided to the members of the body for their consideration. All written comments will be made available to the members of the Village Board for consideration but may not be read during the hearing / meeting. Previously recorded Village Board Meeting Videos can be viewed at https://www.youtube.com/channel/UCOYp0EgELzTCa9X_iCohyhQ.

AGENDA

I. CALL TO ORDER: *This meeting has been given public notice in accordance with Section 19.83 and 19.84, Wis. Stats, in such form that will apprise the general public and news media of subject matter that is intended for consideration and action.*

II. ROLL CALL:

III. PLEDGE OF ALLEGIANCE:

IV. PRESIDENT'S REPORT:

V. APPOINTMENTS:

A. Commissions / Boards / Committees

1. **Plan Commission**
   Member Josh Tarantino (completing term ending 2024)

VI. ANNOUNCEMENTS OF FORTHCOMING EVENTS OF PUBLIC INTEREST COMMITTEE AND DEPARTMENT REPORTS:

A. The following individuals will be given the opportunity to make announcements of future municipal activities: Village President, Village Board Members, Village Administrator, Village Attorney, Village Clerk, And Department Heads, to include:

VII. CITIZEN INPUT/PUBLIC APPEARANCE on items not subject to a public hearing:

Please be advised per §19.84(2), information will be received from the public. It is the policy of this municipality that there be a three (3) minute time period, per person, with time extension per the Chief Presiding Officer's discretion; be further advised that there may be limited discussion on the information received, however, no action will be taken under public comments. (15 minutes) Written Public Comments should be directed to comments@germantownwi.gov*, by 4 p.m. on Monday, August 1.*

VIII. CONSENT AGENDA:

A. Approval of Minutes June 20, 2022, and July 25, 2022, Meeting.

B. Accounts payable/payroll:

1.	June 13, 2022	Accounts Payable	$ 300.00
2.	June 17, 2022	Accounts Payable	$ 332,581.85
3.	June 21, 2022	Accounts Payable	$ 944.00
4.	June 21, 2022	Payroll	$ 441,255.90
5.	June 24, 2022	Accounts Payable	$ 337,943.24
6.	July 1, 2022	Accounts Payable	$ 318,048.06
7.	June 30, 2022	Accounts Payable	$ 1,570.00
8.	July 5, 2022	Payroll	$ 284,507.32
9.	July 8, 2022	Accounts Payable	$ 57,459.73
10.	July 19, 2022	Payroll	$ 385,601.62
11.	July 15, 2022	Accounts Payable	$ 758,175.10
12.	July 22, 2022	Accounts Payable	$ 1,148,029.55
13.	August 2, 2022	Payroll	$ 306,972.65

The following items were forwarded from the **General Government and Finance Committee** with a unanimous recommendation

C. Employee Policy Manual - 24 Hour Vehicle Use.

D. Resolution 25-2022, Property Maintenance Special Fund.

IX. UNFINISHED BUSINESS

A. Cable Channel Solution.

B. Jon Weske, N104 W20255 Willow Creek Road. Variance request from Section 14.105(2) of the Village's Building Code to have a Solid Fuel-fired Heating Device in the Rs-4 Single-family Residential Zoning District.

X. PUBLIC HEARINGS:

A. None.

XI. NEW BUSINESS:

A. Paul Markiewicz – W124 N13025 Wasaukee Road. Ordinance 11-2022 to rezone 35.1 acres from the A-1: Agricultural to the A-2: Agricultural Zoning District and a 2-Lot Certified Survey Map (CSM).

B. Conditional Use Permit 02-2022, Thomas Ottow, Agent for Clinton Drive Property LLC, Property Owner of Milwaukee Appliance, N114 W18845 Clinton Drive. Application to amend Conditional Use Permit No. 04-09.

C. Ordinance 12-2022, Village Staff Proposed Amendment to Building Code Section 14.105 (Solid Fuel-Fired Heating Devices).

D. Contract for Communications Consultant related to the referendum on providing water and sewer utility service to Richfield.

E. Presentation on Next Generation 911.

F. Purchase of N104W12667 Donges Bay Road. The Village Board May Enter into Closed Session per Wis Stat § 19.85(1)(e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, and then may reconvene into open session to take such action as it deems appropriate; and,

G. Administrator Performance Objectives. The Village Board May Enter into Closed Session per Wis Stat § 19.85(1)(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility, and then may reconvene into open session to take such action as it deems appropriate.

XII. ADJOURNMENT:

The next regular meeting of the Village Board will be on Monday, August 15, 2022, at 7:00 p.m.

UPON REASONABLE NOTICE, *efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For Additional information or to request this service please contact the Village Clerk at (262)250-4740 at least 2 days prior to the meeting.*

VILLAGE OF GERMANTOWN
VILLAGE BOARD MEETING MINUTES
June 20, 2022

CALL TO ORDER: The meeting was called to order at 7:08 p.m. by President Wolter.

ROLL CALL: Present: President Wolter, Trustees Baum, Hudson, Kaminski, J. Miller, R. Miller, Myers, Pieper, and Neureuther. Also present: Administrator Kreklow, Clerk Braunschweig, Director Retzlaff, Director Ratayczak, Associate Planner Zandt, Chief Snow, and Superintendent Zimmerman.

PLEDGE OF ALLEGIANCE:

PRESIDENT'S REPORT:

President Wolter reported that tomorrow morning at 6:45 am, live interview on channel 58 as Hometown Presentation. There will be a Presidential Interview.

Connie Helgendieck, candidate for Clerk of Courts came to the podium and introduced herself.

Tr. J. Miller reported that the next meeting Fourth of July Meeting will be on June 29th.

Fire Chief Delain came to the podium to present a Chief's commendation. Chief Asmundy came to the podium and reported on specific calls with extraordinary circumstances.
He reported on extraordinary incidents of lifesaving events and lifesaving awards and presented commendations.
Alex Diamantopoulos,
Darin Dymond
Craig Rossman
Susie Weisflog
Ryker Holmes

The Lucas device frees up the hands to administer medicine. All invited to the Fire Department to see members in action.

President Wolter reported on the EMS and Budget Discussion and Full Time and Paramedic service, the decision was the correct decision for resident.

ANNOUNCEMENTS OF FORTHCOMING EVENTS OF PUBLIC INTEREST/DEPARTMENT AND COMMITTEE REPORTS:

The following individuals will be given the opportunity to make announcements of future municipal activities: Village President, Village Board Members, Village Administrator, Village Attorney, Village Clerk, And Department Heads, to include:

CITIZEN INPUT/PUBLIC APPEARANCE on items not subject to a public hearing:

Jason Giguere of Appleton Avenue came to the podium. He commented of the noise from Das Barrell Room from the outside bands.

Alex Diamantopoulos received his commendation.

Darin Dymond received his commendation.

Melanie Smythe commented on the great assistance she received from the Fire Department. She commented on the 2050 plan and the upcoming June 27th meeting.

CONSENT AGENDA:

A. Approval of Minutes June 6, 2022, Meeting.

B. Accounts payable/payroll:

1.	June 3, 2022	Accounts Payable	$ 50,990.71
2.	June 10, 2022	Accounts Payable	$ 2,020,347.86

The following items were forwarded from the **Public Safety Committee** with a unanimous recommendation:

The following items were forwarded from the **Public Safety Committee** with a unanimous recommendation:

All premise licenses, items C.-H. recommendations / approvals to be conditional upon completion of all documentation, compliance of all code violations/requirements and monies owed to the village paid prior to issuance of licenses in addition to any other conditions noted.

C. The following have applied to the Village Board of the Village of Germantown, Washington County, Wisconsin, for **RENEWAL** of a "Class B" Fermented Malt Beverage and Intoxicating Liquor License for the period commencing July 1, 2022 and ending June 30, 2023:

1. **Barley Pop Brew Haus, LLC**, Jodi Kanzenbach, Agent, W4535 County Road A, Fredonia, d/b/a **Barley Pop Pub & Restaurant**, N116W16137 Church St First Floor, Basement
   Storage, outside beer garden located on North Side of Building and an additional 35'x39.10' on the Western Side of business. During July 4 parade beginning at 11 am outside extension from east end of building to western end to sidewalk.
2. WI Bier Stube LLC, Charles Hastings, Agent, N116W15841 Main Street, d/b/a **Von Rothenburg Bier Stube,** N116 W15863 Main Street. Basement keg cooler, 1st floor bar, includes outside fenced beer garden and garage extended to parking lot open until 10:00 p.m.
3. BSC Wisconsin LLC, Eric D Schroeder, Agent, N132W17573 Rockfield Road, Richfield, d/b/a **Big Sky Country Bar & Grill**, W204N11498 Goldendale Rd, Bar Area, Dining Area on First Floor, Banquet / Dining Area in basement, Office and 8' x 55' outside patio on side open until 10:00 p.m.
4. Black Dog Hospitality LLC, Jake Woller, Agent, N112W21209 Mequon Road, d/b/a **Bixenberg Tavern**, N112W21209 Mequon Road, NE Room of Building, 1st floor; East Patio; SE of Building on First Floor, and South Deck. Stored in Basement and North East side of Building on First Floor.
5. Blackstone Creek Golf Club Ltd, Troy Schmidt, Agent, N105W14467 Wilson Circle, d/b/a **Blackstone Creek Golf Club,** N112W17300 Mequon Rd, Clubhouse bar, golf shop, includes golf course property of 156 acres
6. Blazin Wings, Inc, Allen Hart, Agent, d/b/a **Buffalo Wild Wings,** N96 W17990 County Line Rd Patio, dining, bar, and beer cooler in kitchen. Attached patio with hours restricted between 10:00 pm and 8:00 am Reserve
7. Bubs on Main LLC, Scott Pecor Agent,10908 N Essex Drive, d/b/a Bubs Irish Pub, N116W16218 Main Street, Bar and Banquet, South Side Entry Ramp and Two Triangle Grassy Areas on South East side of building

8. Brinker Restaurant Corporation, James Linderman, 142 N Western Ave #J, Neenah, d/b/a **Chili's Grill & Bar**, N96W18640 County Line Rd; dining area and bar area, storage and five to go parking areas
9. Das Barrel Room LLC, Mark Brooks, Agent, N52W14018 Aberdeen Dr, Menomonee Falls, d/b/a **Das Barrel Room**, W201N10466 Appleton Ave, Main Building Basement Bar, Storage Room, Dining Areas, Deck and Lawn off of back of building.
10. Eastern Kettle Moraine Moose Lodge 1238, William Numrich, Agent, N88W17521 Christman Road, Menomonee Falls, d/b/a **E.K.M. Moose Lodge**, W198N10217 Appleton Ave, includes main building, kitchen, hall, and outside pavilion 22' x 20', and open area for Lodge picnics including buildings to be open until 10:00 pm, 480' x 525' grounds area
11. Fawn Lane, LLC, Boro Buzdum, Agent, 7697 County Highway WW, West Bend, d/b/a **Buzdum's Pub & Grill,** W188N10515 Maple Rd First Floor and basement and patio and field
12. Florian Park, Inc., Ryan Rahl, Agent, 311 Preserve Way, Colgate, d/b/a **The Florian,** N111 W18611 Mequon Rd three interior bars in two ballrooms, liquor storage room, beer cooler, includes outside premise Willow Path, Willow Gardens, and Willow Point on south end of Willow Pond to be open until 10:00 p.m. and outdoor designated smoking area to the north of property
13. Germantown American Legion Post #1, Inc, James A. Heimann, Agent, 2584 Country Aire, Cedarburg, d/b/a **Germantown American Legion Post #1**, N120 W15932 Freistadt Rd, Hall, bar, lounge, walk in cooler, office storage.
14. Goldendale Legacy LLC, Emily Schaefer, Agent, 1510 Greentree Road, d/b/a **Lone Star**, W204 N11912 Goldendale Rd. (First Floor, basement, includes horseshoe courts, path, outside fenced area to be open until 10:00 p.m., and outside front porch area)
15. JK GAM, LLC, Jon R. Gamroth, Agent, N104W15303 Donges Bay Rd, d/b/a **Gamroth's Kuhburg Junction,** W140 N10385 Fond du Lac Ave, Bar area, liquor room, office area, smoking area
16. Northridge Automotive Enterprises, Inc, David L Iverson, Agent, N166W19523 Ravens Way, Jackson, d/b/a **Ivee's at Main**, W157N11618 Fond du Lac Ave, 2300 square foot restaurant, and outside patio in front of building until 10:00 pm
17. Mama Mia's – Port, Inc., Jude Barbiere, Agent, N167W10547 Bridle Path, d/b/a **Mama Mia's Germantown**, N112W16344 Mequon Rd, Restaurant, bar liquor closets, beer walk in cooler, patio
18. Matteos AC LLC, Karla Coites, Agent, 761 S River Road #8, West Bend, Matteo's, W156 N11058 Pilgrim Rd, Bar Area, Dine In Area, Patio, Office, Hall and Kitchen
19. Marko's Pizza II Inc., Ken Ubert, Agent, 3943 Rosie Court, Colgate, d/b/a Marko's Pizza II, Inc., W156 N9664 Pilgrim Rd, Dining Room and Warehouse
20. Metro Cigars, LLC, Jennifer Lynn Groh, Agent, 1671 Holy Hill Lane, Hubertus , d/b/a **Metro Cigars, LLC**, N102W19455 Willow Creek Way, 3760 Square Foot Building, with 400 Square Foot Outdoor Patio
21. Barley Pop Brew Haus, LLC, Jodi Kazenbach, Agent, 709 S 2nd Ave, West Bend, d/b/a **The Precinct**, W161N11629 Church St Includes outside patio and additional 23'x35.9' beyond patio
22. Robin L. Bird, LLC, Robin L. Bird, Agent, W188N13367 Maple Rd, Richfield, d/b/a **Sports Corner Bar & Grill**, W187N12793 Fond du Lac Ave includes main floor, basement, outside volleyball courts and smoking room to be open until 10:00 pm
23. ST1X Golf Entertainment Bar LLC, Robert Stafford, Agent, 13985 N Pine Bluff Rd, Mequon, d/b/a **Stix Golf**, W164N11271 Squire Dr
24. Tiny T's, Christine BrockmanW156N11625 Pilgrim Road, W156 N11638 Fond du lac, bar, basement, outside patio, 4th of July, sand area backyard behind building and to the side of the garage for summer / fall bags
25. Wolverine WI LLC, Charles Hastings, Agent, N116W15841 Main Street, d/b/a **WI Big Boy,** N116 W15841 Main St, keg cooler basement, upstairs liquor room, bar area, includes outdoor deck open until 10:00 pm

D. The following have applied to the Village Board of the Village of Germantown, Washington County, Wisconsin, for **RENEWAL** of "Class C" Wine License for the period commencing July 1, 2022 and ending June 30, 2023

1. Latitude Café LLC, Shackar Levy, N87W15878 Belleview Blvd, Menomonee Falls, Latitude Café' LLC, W156N9635 Pilgrim Road, Wine in locked cabinet and dining area Old Germantown LLC, Scott Sommer and Georgene Sommer, W148N12696 Pleasant View Dr, Main Café, Brewery, Outdoor Patio, Future Storage included in Storage Building to the East of Main Facility.

E. The following have applied to the Village Board of the Village of Germantown, Washington County, Wisconsin, for **RENEWAL** of a Class "B" Fermented Malt Beverage License and "Class C" Wine License for the period commencing July 1, 2022 and ending June 30, 2023.

1. Brama's Pizzeria LLC, Carrie Wegner, N116W12831 Elm Lane, d/b/a **Brama's Pizzeria**, N112W16700 Mequon Road, Coolers and bar area located on the West wall, rear of restaurant in locked storage room / office; parking lot area in front of restaurant
2. Cracker Barrel Old Country Store Inc., William Gruver, N89W15353 Cleveland Ave, Menomonee Falls, d/b/a Cracker Barrel #175, W176N97788 Rivercrest Dr, Germantown, Cooler, dry storage, display area, porch area of restaurant
3. Hung D. Lu, Agent, N109W12628 Coneflower Cir., d/b/a **Hung Hao Restaurant**, N112 W15800 Mequon Rd, cooler in kitchen, dining area
4. MC Roadhouse LLC, Matthew Roadhouse, W160N10544 Old Farm Rd, **Swingtime**, W197N10340 Appleton Ave. Includes 12 acres of property, buildings and backroom

F. The following have applied to the Village Board of the Village of Germantown, Washington County, Wisconsin, for **RENEWAL** of a "Class B" Winery License and Class "B" Fermented Malt Beverage License for the period commencing July 1, 2022 and ending June 30, 2023

1. Apple Works Winery LLC, Kevin H. Behnke, Agent, W179N12536 Fond Du Lac Ave., d/b/a **Apple Works Winery/Behnke Estates**, W179N12536 Fond Du Lac Ave. Winery Store/Sales and Tasting Room Pole Building; Wine Manufacturing and storage; Includes outdoor patio area and tent.

G. The following have applied to the Village Board of the Village of Germantown, Washington County, Wisconsin, for **RENEWAL** of a "Class A" Fermented Malt Beverage, including cider, and Intoxicating Liquor License, for the period commencing July 1, 2022 and ending June 30, 2023:

1. Aldi Inc., Jessica Lomibao, Agent, 254 Nicks Way, Belgium, d/b/a Aldi #67, N96 W18838 County Line Rd. Single Story Brick Bldg, Grocery Store, Alcohol Beverages will be sold on the sales floor and stored in the backroom.
2. Colgate Gas, Inc, Didar Singh, Agent, W150N7248 Paseo Lane, Menomonee Falls, d/b/a **County Line BP**, N96 W21962 County Line Rd, Shelves, Cooler, Beer Cave, Storage
3. Fleet Farm Group, LLC, Shawn Stockfisch, Agent, N173W20425 Crestview Dr, Jackson, d/b/a Fleet Farm, N9618200 County Line Road, on pallets/shelves and in back room
4. Kwik Trip, Inc., Kimberly Kuecker, Agent, 320 N German St, Mayville, d/b/a **Kwik Trip 631,** W188N10963 Maple Rd storage coolers, Sales Floor and Behind Counter
5. Ajima Corporation, Rajan Shrestha, Agent, d/b/a **Holy Hill Road Shell,** N128 W21760 Holy Hill Rd, coolers, office, back storage
6. Sendik's Germantown LLC, Theodore Balistreri, Agent, 5566 N Diversey Blvd, Whitefish Bay, d/b/a **Sendik's Food Market**, N112W15800 Mequon Rd, store and storage, Includes exterior parking stalls designated for on-line grocery pick up

7. Ultra Mart Foods, LLC., Kristi O'Connor, Agent, 9611 W Forest Home Ave, Hales Corners, d/b/a **Pick 'n Save 6357**, N112 W16200 Mequon Rd. Grocery and liquor store, Includes exterior parking stalls designated for on-line grocery pick up. Displayed throughout the store.
8. Walgreen Co., Vickie Matt, Agent, 10174N9444 Devon Wood, Menomonee Falls, d/b/a **Walgreens #05427**, W156 N11261 Pilgrim Rd, 13,906 square foot building
9. NSM Enterprises LLC owned by Naheed Naseem, Naseem Abbas, Agent, N114W15775 Sylvan Ct, 20, d/b/a **Willow Creek BP**, W201 N10451 Appleton Ave, Behind the Counter, Back Office, Stock Area
10. Wal-Mart Stores East, LP, Alexey Hunt, Agent, 202 Royal Court, Appleton; d/b/a **Wal-Mart 1515**, W190N9855 Appleton Ave, 103,075 square foot building, 1,465 foot in front of building for display and storage, and outside parking lot specifically designated for online grocery pick up)

H. The following have applied to the Village Board of the Village of Germantown, Washington County, Wisconsin, for **RENEWAL** of a Class "A" Fermented Malt Beverage, including cider for the period commencing July 1, 2022 and ending June 30, 2023:

1. Speedway, LLC, Richard Eastham, Agent, 8290 W Orchard, West Allis, d/b/a **Speedway 4465**, W178 N9653 Riversbend Lane, Store, walk in cooler, sales area, storage / furnace room
2. Speedway, LLC, Dawn Reith, Agent, N75W222586 Cherry Hill Rd, Sussex, d/b/a **Speedway 4495**, W164 N11233 Squire Dr, store, walk in cooler, sales area / storage furnace room.

Motion (Myers/Baum) Consent agenda items, A-H. Kaminski requested to pull item C9, Das Barrel Room LLC. J. Miller requested to pull item E9, Brama's Pizzeria LLC, for the items to be with unfinished business.
Roll Call Vote for items A through H, except as above, carried unanimously.

(Tr. Kaminski/ Tr Hudson) to send back item, Das Barrel Room LLC to Public Safety Committee and request the Police Chief and reports of complaints. The expiration of the license is in a week. Attorney Sajdak advised of the timing involved and case law of non-renewal and property rights of a due process hearing.
Attorney Sajdak advised to Renew the license and ask the license holder to appear at the Public Safety Committee Meeting.
The motion was changed (Tr. Kaminski/ Tr Hudson) to Renew the license for Das Barrel Room LLC and ask the license holder to appear at the Public Safety Committee Meeting.
Motion carried unanimously.

UNFINISHED BUSINESS:

A. Brama's Pizza extension of premise – June 30, 2022, Brama's Pizzeria LLC, Carrie Wegner, N116W12831 Elm Lane, d/b/a **Brama's Pizzeria**, N112W16700 Mequon Road, Coolers and bar area located on the West wall, rear of restaurant in locked storage room / office; parking lot area in front of restaurant.

Motion (Pieper/R. Miller) to approve Brama's Pizza extension of premise – June 30, 2022, and July 1, 2022 – June 30, 2023, Brama's Pizzeria LLC, Carrie Wegner, N116W12831 Elm Lane, d/b/a Brama's Pizzeria, N112W16700 Mequon Road, Coolers and bar area located on the West wall, rear of restaurant in locked storage room / office; parking lot area in front of restaurant. Motion carried unanimously.

PUBLIC HEARING:

A. None.

NEW BUSINESS:

A. 2023 Budget Preview Presentation.

Manager Uselding presented a preview of the 2023 Budget. He reported on 2022 budget accomplishments with a 0% increase with pay adjustment for staff, head way on the IT and Financial Systems. The Public Safety call levels are increasing. The Village sees strong growth and healthy reserve. 2023 budget estimates were shown. Discussion ensued of TID in and TID out. Discussion ensued of current open positions. Discussion ensued of levy direction. Discussion ensued of using net new construction, TID out but include the TID in number. Discussion ensued of the use of levy limits and inflations. Discussion ensued of the residential net new construction. Discussion ensued of a scheduled meetings. Discussion ensued of looking at Public Safety staff over projects and look at need versus want.

B. CLA Contract.

Motion (Myers/R. Miller) to approve the CLA Contract. Administrator Kreklow reported on the item. This for the temporary assistant from CLA. Motion carried unanimously.

C. RFP for Public Engagement Services for Richfield Utilities Referendum.

Motion (R. Miller/Kaminski) to approve the RFP for Public Engagement Services for Richfield Utilities Referendum. Administrator Kreklow reported on the item and presented a draft of the RFP. Suggested to use AARPA funds or from the General Fund Balance.
Discussion ensued to proceed as part of the process.
Discussion ensued of a cap on it and not using AARPA Fund and use General Fund Balance.
Motion carried. Pieper opposed.

ADJOURNMENT.
ADJOURNMENT: There being no further business, the meeting adjourned at 8:24 p.m.

The next regular meeting of the Village Board will be on Monday, July 18, 2022, at 7:00 p.m.

Respectfully Submitted,
Deanna Braunschweig
Deanna B. Braunschweig, WCMC/CMC

VILLAGE OF GERMANTOWN
VILLAGE BOARD MEETING MINUTES
July 25, 2022

CALL TO ORDER: The Joint Village Board and Plan Commission meetings were called to order at 6:30 p.m. by President Wolter.

ROLL CALL: Present: President Wolter, Trustees Baum, J. Miller, R. Miller, Myers, Pieper, and Neureuther. Trustee Kaminski, Hudson, and Myers were absent excused. Plan Commission Member present were Bill Shadid via Webex, and Peter Nilles. Plan Commission Members absent excused: Williams, and Laszewski. Also present: Administrator Kreklow, Clerk Braunschweig, Director Retzlaff, Associate Planner Zandt, and Laura Johnson.

PLEDGE OF ALLEGIANCE:

VILLAGE BOARD CONSENT AGENDA:

The following items were forwarded from the **Public Safety Committee** with a unanimous recommendation

A. Fireworks User Permit Application for Dan Benning, July 30, 2022, 9 p.m., Homestead Hollow County Park, N120W19809 Freistadt Road, J&M Displays.

Motion (Baum/R. Miller) to approve the consent agenda item, Fireworks User Permit Application for Dan Benning, July 30, 2022, 9 p.m., Homestead Hollow County Park, N120W19809 Freistadt Road, J&M Displays. Motion Carried Unanimously.

PRESENTATION OF THE VILLAGE OF GERMANTOWN DRAFT 2050 COMPREHENSIVE PLAN.

Director Retzlaff came to the podium and presented the Draft 2050 Comprehensive Plan. He gave history and background to the item including the Smart Growth Law. Differences between the 2020 plan versus the 2050 plan were presented. The 2050 land use plan map was shown as the neighborhood – district corridor land use map and not to be compared to the 2020 land use plan map. The approach to farmland and rural character preservation residential was shown.

PUBLIC HEARINGS:
To give everyone equal opportunity and time to be heard, it is the policy of this municipality that there be a three (3) minute time period, per person, with time extension per the Chief Presiding Officer's discretion.

Village of Germantown Draft 2050 Comprehensive Plan.

Motion (J. Miller/Baum) to forgo the 3 minute time limit. Motion carried. One opposed.

Tr. J. Miller read comments from Mark and Lorri Boettcher of County Line Road submitted email comments in opposition to the Proposed Development on County Line Road and Lannon Road.

Melanie Smythe of Cedar Lane came to the podium. Ms. Smythe commented on her previously submitted red line comments to the 2050 draft comprehensive plan. She distributed a budget and TID Information to the gallery.

Scott Hefle of Old Farm Road came to the podium. He commented on the 2050 draft comprehensive plan and the public safety component.

Bob Soderberg of Elmwood Drive came to the podium. He referenced the reference in the plan for the school district and would appreciate additional interaction with the school district.

Tom Barney of Old Farm Road came to the podium. He is a member of the school board and commented on interaction with the school district. He would like more information on high density area in the plan.

Judy Kautz of Meadowlark Lane came to the podium. She spoke in favor of post poning a vote for the plan and requested more public input time.

Tamara Schneider of Lannon Road came to the podium. She read the emailed comment from Gidget Stroik in regards to the 2050 comprehensive plan. The comments were provided on the table to the Plan Commission and Village Board.
Tamara Schneider read her previously submitted email comments not in favor of the Willow Creek Business Park District as Multifamily Housing. The comments were provided on the table to the Plan Commission and Village Board.

Bill Carity came to the podium as a representative of Brian Kazmierczek of Holy Hill Road and Goldendale Road. He offered an amendment to the plan and distributed a map showing the amendment details.

Jeff Braun of Cedar Lane commented from Webex on the plan. He commented on the how was input received, how is the input incorporated.

Katie Kautz of Meadow Lark Lane came to the podium. She commented on the 2050 plan and against development in the Holy Hill area, industrial development, and low housing.

Brian Kazmierczek of Rockfield Road came to the podium. He spoke to the 2050 plan.

Susan White of Goldendale Road came to the podium. She spoke against multi-unit housing.

Brad Johnson of Apache Court came to the podium. He commented on the plan and requested more community input.

Carol and Bill Schneider submitted email comments. The comments were provided on the table to the Plan Commission and Village Board.

NEW BUSINESS:

Attorney Sajdak advised to take Plan Commission item A and Village Board A and B together. The Plan Commission can make recommendations and then take Plan Commission item B. separately.

Schedule such additional meetings, listening sessions, public hearings and/or further steps related to the consideration and adoption of the Village's 2050 Comprehensive Plan (and to extend the final completion date accordingly) as the Plan Commission and Village Board deem necessary and appropriate.

President Wolter opened the floor to both the Village Board and Plan commission.

The next steps are to review the comments and then consider the Plan Commission Resolution. The comments have been provided in a raw, undeveloped form. There is an assessment / category of the comments provided to the Plan Commission and Village Board. The comments have been provided to the Plan Commission and Village Board for consideration at subsequent meeting to discuss or add the comments and decide when and how to act on the Plan Commission Resolution and Village Board Ordinance.

Discussion ensued of the process to come back and refine the comments and then the Plan Commission and Village Board decide what revisions to incorporate in the Plan. Discussion ensued of the process to detail in each of the neighborhood / district plans. The plan is needed to implement the additional refinements to districts.

The 2050 Draft Comprehensive Plan dated June 25, 2022, was drafted by the Village Staff and Graef.

Discussion ensued that the reason for a joint meeting public hearing was for both bodies to hear the comments at the same time. Discussion ensued of the past meetings.

Discussion ensued of the Holy Hill Road and the future land use plan of what is possible for development.

Discussion ensued that the plan is needed for the future development including the Village Center and Friestadt Road and North of County Line Road and Lannon Road proposal.

Attorney Sajdak advised that the Plan Commission can adopt the resolution by majority vote of the Plan Commission membership. The next step would be the adoption of the plan by the Village Board.

Tr. J. Miller commented input to slow down the process of the 2050 Land Use Plan and create a strategic plan, goals, score card for staff, and measurement to trickle down to staff. The Library is near completion of their strategic plan. The Library has requested America Rescue Plan Funds. Also, include a budget and not growth by TIDs or TIFs. Suggested to include two additional workshops with scribes.

Discussion ensued that the comments are in. Staff is reporting that the comments will be incorporated. All active neighborhood districts still have a lot of work to do.

Motion (Neureuther/Baum) to adopt the process as outlined in Lori Johnson's email dated July 22nd. The email lays out the process and steps.

After the July 25 public hearing, both the Plan Commission and Village Board will need to consider the comments received along with comments received earlier at various steps in the planning process (as listed above and included in the packet) before taking their respective actions.

As part of their deliberations, the Plan Commission needs to decide what 2050 Plan they will recommend that the Village Board should adopt. The DRAFT 2050 Plan document that has been available for inspection since late June and subject of the July 25 hearing is what I would refer to as the "staff-recommended" 2050 Plan. The Plan Commission needs to decide collectively if they want to make any revisions to the staff-recommended 2050 Plan that, in turn, would become the Plan Commission recommended 2050 Plan for the Village Board to consider. Any revisions that the Plan Commission wants to make to the Draft 2050 Plan will need to be listed in an attachment to the resolution adopted by the Plan Commission.

Once the Plan Commission has adopted their resolution recommending that the Village Board adopt a 2050 Plan, with or without any recommended revisions, the Village Board will need to consider whether to adopt the Plan Commission's recommended 2050 Plan, with the same revisions, different revisions and/or additional revisions. Once the Village Board has decided on a particular version of the 2050 Plan to adopt, they will act on an ordinance adopting the 2050 Plan as the Village's comprehensive plan.

To help both the Plan Commission and Village Board consider what, if any, revisions they might want to make to and include in the 2050 Plan based on the public comments received, after the July 25 public hearing, Staff will finish putting together a summary document of potential revisions that Staff thinks the Plan Commission and Village Board should consider based on relevant comments received at the public hearing and during the 2050 planning process. It is anticipated that the summary list of potential revisions will include both "minor" revisions, e.g. clerical stuff like formatting, data accuracy and fact-check, as well as "major" policy decisions that need further discussion. While public comments are not/should not be the only basis for revisions that the Plan Commission and Village Board want to make, Staff's summary document is intended to help bring important and necessary revisions that result from the comments received into focus and set the Plan Commission and Village Board up for efficient discussion and action.

It is expected that Staff's summary document of potential document revisions will be available on or before August 1 and in preparation for the regularly scheduled August 8 Plan Commission meeting. If additional time is necessary for the Plan Commission to discuss the 2050 plan and identify recommended revisions, discussion and action could be continued to a special meeting on August 22.

However, if the Plan Commission determines that no revisions to the Draft 2050 Plan are necessary, the Plan Commission can adopt Resolution No. 02-2022 following the July 25 public hearing, at their regular meeting on August 8, or at a special meeting on August 22 (or later if additional public hearings or meetings are deemed necessary)

Action by the Village Board to adopt a 2050 Plan is contingent upon adoption of Resolution No. 02-2022 by the Plan Commission. Therefore, it remains to be seen what meeting date the Village Board will/could act on an ordinance to adopt a 2050 Plan, but it could be as early as August 1 if the Plan Commission adopts their resolution on July 25; on August 15 if the Plan Commission adopts their resolution on August 8; or September 19 if the Plan Commission adopts their resolution on August 22 (the 1st Monday in September is Labor Day).

The motion is for the Plan Commission to come up with their revisions and final plan for the Village Board. The Village Board then adopts by Ordinance.

Plan Commission member Nilles expressed his support of the motion.

Discussion ensued that the item needs to move forward and make modifications to the draft in the revision process.

Discussion ensued to move the plan forward and public awareness, the Plan Commission needs to make their amendments and changes. The Board can recommend a listening session if the Village Board decides. Discussion ensued of additional public hearings to be recommended based on the changes from the Plan Commission.

Discussion ensued that this is a land use plan, and to keep within the scope of the plan.
There are additional public hearings for the zoning, condition use, and land use plan changes.

Attorney Sajdak commented that the motion on the floor is from the Village Board.
If the Plan Commission did not take action on the resolution, it could be discussed and acted on at a future meeting or the resolution could still be adopted this evening.

Nilles expressed his support for the motion.

Motion carries. Tr. J. Miller voted no.

Melanie Smythe came to the podium and referenced state statue 66.1001.

ADJOURNMENT: There being no further business, both meetings were adjourned at 8:47 p.m.

Respectfully Submitted,
Deanna Braunschweig
Deanna B. Braunschweig, WCMC/CMC

BUSINESS OF THE GERMANTOWN GENERAL

GOVERNMENT & FINANCE COMMITTTEE & VILLAGE

BOARD

MEETING DATE: August 1, 2022

PLACEMENT New Business

ITEM TITLE**:** Employee Policy Manual – 24 Hour Vehicle Use

SUBMITTED BY: Steven R. Kreklow, Village Administrator

SUMMARY EXPLANATION:

At the April 18th meeting of the General Government & Finance Committee, the Committee considered potential changes to the Village's policy for 24 Hour Vehicle use for DPW employees. The current language in the handbook reads as follows:

24 HOUR VEHICLE USE Police Chief, Police Department Motorcycle Officer, Fire Chief, Building, Grounds & Parks Superintendent, Highway Superintendent, Water Superintendent, Wastewater Superintendent, Police Canine Handler & Emergency Scene Response Vehicle May use a Village vehicle assigned to them twenty-four (24) hours per day for all Village Department activities. May use said vehicle outside of the Village limits for municipal purposes only May use vehicle in the case of an extreme situation emergency to pick-up or transfer a family member, an explanation of said use must be forwarded to the Village Administrator within 48 hours. May use a vehicle to attend conferences, seminars or training with concurrent travel by family members with approval by the Village Administrator May not be used to take family or other persons to restaurants/recreational activities/school functions. Other means of transportation must be used

During discussion on the item, the Committee asked staff to provide the following additional information:

- Copy of a resolution passed by the Village Board in 2017 related to 24 Vehicle Use
- Analysis of mileage used by staff using vehicles driving to/from work
- Summary of communities that do/do not assign vehicles for 24-hour use

2017 Resolution on DPW Superintendent Pay and Vehicle Usage

The attached resolution making vehicle usage option and increasing pay Superintendents not utilizing 24-hour vehicles was approved by the Village Board in June of 2017. Pay for the three Superintendents at that time was increased by $4,000 annually as part of this action. Pay and vehicle utilization for the Foreman of Highways, Parks, Buildings & Grounds was not changed as part of this action.

Mileage Analysis

DPW currently has 20 pick-up trucks in the Village fleet. Pick-up trucks are driven an average of about 8,000 miles per year and are usually replaced after 12-18 years, depending on the mileage and wear and tear on the vehicle. The Highway, Parks, Buildings & Grounds Superintendent drives 19 miles per day or 4,465 miles per year to/from work. The Water Superintendent drives 17 miles per day 4,165 miles per

year to/from work. The Sewer Superintendent drives less than 1 mile per day to/from work for an annual total of less than 250 miles per year.

Other Communities

We were able to gather information on practices for 24-hour vehicle assignments from seven other communities. The titles of positions did not always correspond exactly, but the table below reflects whether managers in the positions similar to Germantown's Superintendents and Foremen are authorized to take their assigned vehicle home with them.

Yes	No
Brown Deer	Hartford
Fox Point	Jackson
Menomonee Falls	West Bend
Mequon	

Alternative Actions for the Committee

The direction provided by the 2017 Resolution adopted by the Village Board and the Employee Handbook are inconsistent with each other, and the DPW titles listed in this section of the Employee Handbook are out of date. In addition, the Police Department no longer has a motorcycle officer. Therefore, the language in the Employee Handbook should be updated. The Committee could update the policy based on one of the alternatives below:

1. Remove all DPW employees and the Police Motorcycle Officer from the policy.
2. Remove the Police Motorcycle Officer from the Policy and replace the Buildings, Grounds & Parks Superintendent and Highways Superintendent with the Highways, Parks, Building & Grounds Superintendent and the Highways, Parks, Building & Grounds Foreman. Under this option the number of 24-hour assigned vehicles would remain the same as currently authorized.
3. Remove the Police Motorcycle Officer from the Policy and replace the Buildings, Grounds & Parks Superintendent and Highways Superintendent with the Highways, Parks, Building & Grounds Superintendent and the Highways, Parks, Building & Grounds Foreman and add the Water Foreman and Sewer Foreman. This would increase the number of 24-hour assigned vehicles by two.

ATTACHMENT: ORDINANCE____ RESOLUTION ___OTHER __X___

RECOMMENDATION:

Direct staff to update the Employee Policy Handbook removing the Police Motorcycle Officer from the Policy and replacing the Buildings, Grounds & Parks Superintendent and Highways Superintendent with the Highways, Parks, Building & Grounds Superintendent and the Highways, Parks, Building & Grounds Foreman.

ACTION BY Committee:

(Unanimous)
GGF 5/17/17
VB 6/5/17

VILLAGE OF GERMANTOWN
WASHINGTON COUNTY

each signed an agreement/check personell Files

RESOLUTION NO. 12-17

APPROVING THE SALARIES AND COMPENSATION FOR SUPERINTENDENTS WITHIN THE DEPARTMENT OF PUBLIC WORKS ELECTING TO NOT UTILIZE A VILLAGE VEHICLE ON A 24 HOUR BASIS CALENDAR YEAR 2017

WHEREAS, the Village of Germantown employs Superintendents within the Department of Public Works; and,

WHEREAS, it is necessary that the Village Board establish or approve compensation levels for Superintendents within the Department of Public Works, and,

WHEREAS, the Village Board of the Village of Germantown has adopted the 2017 Budget on November 21, 2016 which included funding to cover 2017 salaries, and,

WHEREAS, the General Government and Finance Committee has unanimously approved making the 24-hour use of a Village vehicle optional with wage compensation as outlined in the attached Compensation Schedule for electing to not utilize the village vehicle on a 24 hour basis, and,

NOW THEREFORE BE IT RESOLVED that the "Revised" attached Salary and Compensation Schedule for fiscal year January 1 through December 31, 2017 is approved.

Introduced by: Zabel
Adopted: June 5, 2017
Vote: Ayes: 5 Nays: 0

Dean M. Wolter, Village President

ATTEST:

Barbara K. D. Goeckner, MMC/WCPC
Village Clerk

Posted 6-15-17

RESOLUTION 25-
2022

APPROVE COMMITMENT AND ASSIGNMENT OF SPECIAL REVENUE FUND BALANCE, SPECIFIC TO THE PROPERTY MAINTENANCE FUND

WHEREAS, the Governmental Accounting Standards Board (GASB) issued Statement No. 54, which changes the terminology used for fund balance reporting on balance sheets of Governmental Funds; and,

WHEREAS, the Village Board had previously adopted Resolution 30-2010, designating special revenue fund accounts to the Historic Preservation Special Revenue Fund, the Asset Forfeiture Special Revenue Fund, the Canine Special Revenue Fund, and the Senior Van Special Revenue Fund; and,

WHEREAS, the Village receives special revenues through Chapter 10 – Public Nuisances of the Germantown Municipal Code; and,

WHEREAS, the General Government and Finance Committee recommends that the revenues to the Property Maintenance Fund be committed for services, equipment and supplies for the Property Maintenance Fund; and,

NOW, THEREFORE, BE IT RESOLVED that the Village Board of the Village of Germantown does hereby approve the above recommendation of the General Government and Finance Committee that revenues to the Property Maintenance Fund be committed for services, equipment, and supplies for the Property Maintenance Fund.

Introduced by: _____

Adopted: August 1, 2022

Vote: Ayes: _____ Nays: _____

_____
Dean M. Wolter, Village President

ATTEST:

_____
Deanna Braunschweig, WCMC/CMC Village Clerk

BUSINESS OF THE GERMANTOWN VILLAGE BOARD

MEETING DATE: August 1, 2022

PLACEMENT: Old Business

ITEM TITLE: Cable Channel Solution

SUBMITTED BY: Erin M. Hirn, Support Services Manager

SUMMARY EXPLANATION:

In November 2021, Village Staff started working with our local Spectrum Representative to determine our most efficient and effective way to correct the sound quality that was being displayed on the Village Cable Channel. In February, we were presented with a solution from Spectrum regarding replacing the current fiber optic silver bar to a Drake Encoder.

The Silver Bar converts the video and audio to optical light, sends that to the local hub that then sends to a receiver and coverts to an encoder that then sends it to the market center in Ohio and comes back to the local hub to be distributed via broadcast.

Since this method is very antiquated, the new Drake Encoder was suggested in February by the Spectrum Director of Governmental Affairs and at the time was suggested it would take 5 months to go through the entire process. At the end of May, Spectrum was able to schedule a technician for a site survey to initiate the process. Spectrum, Village Staff, and Capital Data then met at the end of May to discuss the next steps and expectations moving forward. The original project cost of $16,500 was presented at the end of June; however, after further discussion between the Spectrum Engineer and our Spectrum Representative they were able to reduce the cost to $10,000. On July 12th the attached proposal was obtained and the guarantee that the instillation will be scheduled as soon as the signed documents are received.

ATTACHMENT:

- Spectrum Service Order
- Circuit Upgrade SOW
- Circuit Diagram

BUSINESS OF THE VILLAGE BOARD
GERMANTOWN, WI

MEETING DATE: August 1, 2022

AGENDA ITEM: Unfinished Business

ITEM TITLE: Jon Weske, Property Owner - N104 W20255 Willow Creek Road; Variance Request from Section 14.105 of the Village Building Code Regarding a Solid Fuel-Fired Heating Device in an Rs-4: Single-Family Residential Zoning District

SUBMITTED BY: Jeff Retzlaff, Director, Community Development Department

SUMMARY EXPLANATION:

This item was tabled until July 18 to allow staff to prepare a possible Building Code amendment that may affect further processing of the Weske variance appeal. Staff has prepared a code amendment for consideration by the Village Board (see New Business agenda item). Depending on what action/direction the Board wants to take, a motion/vote to amend the agenda by moving this item AFTER the New Business code amendment item may be appropriate.

As reported in June, Weske owns a .72-acre residential parcel located at W104 N20255 Willow Creek Road in an Rs-4: Single-Family Zoning District. In January 2022, Weske was issued a code violation notice regarding the installation and use of a solid fuel-fired heating device (i.e. outdoor wood furnace) on property in an Rs-4: Single-Family District in violation of Building Code Section 14.105.

As provided under Section 14.105(3), Weske has filed an appeal to the Village Board for the following variances to allow the continued use of the pre-existing outdoor wood furnace:

Variance One. Section 14.105(2)(a) to allow the pre-existing outdoor wood furnace to remain on the property in an Rs-4 District

Variance Two. Section 14.105(2)(d)2.a. to allow the pre-existing outdoor wood furnace to be located as close as 2 feet to the east side property line (a variance of 23 feet from the 25’ minimum required);

Variance Three. Section 14.105(2)(d)2.c. to allow the pre-existing outdoor wood furnace to be located as close as 19 feet to the nearest structure (a variance up to 6 feet from the 25’ minimum required);

Variance Four. Section 14.105(2)(d)2.d. to allow a chimney height of 11.5 feet (a variance of 3.5 feet from the 15’ minimum required); and

Variance Five. Section 14.105(2)(d)2.e. to allow a chimney that cannot withstand winds up to 90 mph (the owner does not know what the performance rating is for the pre-existing furnace).

The Village Board can grant any or all of the variances requested by Weske if the Board determines that *"…extraordinary hardship will occur from the enforcement of this local ordinance…"* and that the variances are necessary to *"…afford substantial justice, provided that [the variances] will not have the effect of nullifying the intent and purpose of this local ordinance".*

Therefore, an appropriate motion would be as follows:

RECOMMENDED MOTION:
Based on the property owner's application and evidence and testimony received during the public hearing, I move that the Village Board find that:

1. Enforcement of Section 14.105 in this case WILL (or WILL NOT) create an extraordinary hardship;
2. The variances requested ARE (or ARE NOT) necessary to afford the property owner substantial justice; and
3. The variances requested ARE (or ARE NOT) consistent with and further the intent and purpose of Building Code Section 14.105.

Use "WILL" and "ARE" to **GRANT** any or all of the variances requested;
Use "WILL NOT" and "ARE NOT" to **DENY** any or all of the variances.

APPLICATION, PLANS & RELATED DOCUMENTS:
All relevant documents, including the variance appeal application filed by Weske, photos of the property, and a detailed explanation in a Staff Memorandum dated June 6, 2022, are included in the PDF digital file distributed by the Village Clerk.

Village of Germantown
Willkommen

Planning Department
Jeffrey W. Retzlaff, AICP
Village Planner & Zoning Administrator
N112 W17001 Mequon Road P.O. Box 337
Germantown, WI 53022-0337
Telephone: (262) 250-4735 Website: www.village.germantown.wi.us
E-mail: jretzlaff@village.germantown.wi.us

MEMORANDUM

TO: Village Board

FROM: Jeff Retzlaff, Zoning Administrator/Village Planner

DATE: June 6, 2022

RE: Variance Appeal; Jonathan & Laura Weske, Property Owners
W104 N20255 Willow Creek Road

Background

The Weske's own a .72-acre residential parcel located at W104 N20255 Willow Creek Road. It is located in an Rs-4: Single-Family Zoning District. In January 2022, Weske was issued Code Violation Notice #2022-01-01 (copy attached) regarding the following Building Code & Zoning Code violations found to exist on the property:

1. Installation of and building setbacks for a solid fuel-fired heating device (i.e. outdoor wood furnace) on property in an Rs-4: Single-Family Residential Zoning District (Building Code Section 14.105);
2. Exceeding the maximum number of accessory buildings allowed in the Rs-4 District (Zoning code Section 17.41);
3. Exceeding the maximum total area allowed for accessory buildings in an Rs-4 District (Zoning Code Section 17.41); and
4. Exceeding the number of attached garages allowed in an Rs-4 District (Zoning Code Section 17.41).

As an alternative to removing the outdoor wood furnace, the accessory buildings and the attached garage to resolve these code violations, Weske is appealing for variances form the Building and Zoning Code requirements in order to keep all of the "illegal" structures. If variances are not granted, the structures will have to be removed.

Code Violations

Zoning Code (Section 17.41)
With regard to the detached accessory building and attached garage violations summarized under #2, #3 and #4 above, Weske has filed an appeal to the Board of Zoning Appeals (BOZA) for variances from Section 17.41 according to standard procedure. Therefore, the only code violation and variance appeal the Village Board has to deal with is the Building Code violation summarized under #1 above and explained in greater detail below.

Building Code (Section 14.105)
To address the outdoor furnace violation (#1 above), Weske has filed an appeal to the Village Board for variances from Section 14.105 of the Building Code. It is important to point out that variance appeals from the Building Code or actions by the Building Inspector are typically handled by the BOZA. However, when Section 14.105 of the Building Code regulating "solid fuel-fired

heating devices" was adopted in 2005, it was adopted with a specific provision that allows a property owner to apply to the Village Board for a variance:

> ***14.105(3) VARIANCE. Where the Village finds that extraordinary hardship will occur from the enforcement of this local ordinance, upon application to the Village Board, said Village Board may vary the regulations contained herein to afford substantial justice, provided that such variation will not have the effect of nullifying the intent and purpose of this local ordinance.***

A complete copy of Section 14.105 is attached as an exhibit to this memo.

Variances Requested (Five total)
Section 14.105(2)(a) of the Building Code provides that solid fuel-fired heating devices (hereafter referred to as an "outdoor wood furnace") can be installed/used on property in only the following Zoning Districts:

1. A-1: Agricultural (35-acre minimum parcel size)
2. A-2: Agricultural (10-acre minimum parcel size)
3. Rs-1: Single-Family (5-acre minimum parcel size)
4. Rs-2: Single-Family (2-acre minimum parcel size)

As mentioned previously, the Weske property is located in an Rs-4: Single-Family District.

Weske installed his existing outdoor wood furnace back in 2005 without a building permit but prior to Section 14.105 being adopted. Although the Village did not start regulating outdoor wood furnaces until after Weske installed his furnace, Section 14.105(2)(e) requires all *"existing outdoor solid fuel heating devices not permitted must comply with this code".*

Consequently, Weske is seeking the following variance:

Variance One. Section 14.105(2)(a) to allow the pre-existing outdoor wood furnace to remain on the property in an Rs-4 District

In addition, because the outdoor furnace was installed in violation of some of the "substantive requirements" under Section 14.105(2)(d), Weske is also seeking the following additional variances:

Variance Two. Section 14.105(2)(d)2.a. to allow the pre-existing outdoor wood furnace to be located as close as 2 feet to the east side property line (a variance of 23 feet from the 25' minimum required);

Variance Three. Section 14.105(2)(d)2.c. to allow the pre-existing outdoor wood furnace to be located as close as 19 feet to the nearest structure (a variance up to 6 feet from the 25' minimum required);

Variance Four. Section 14.105(2)(d)2.d. to allow a chimney height of 11.5 feet (a variance of 3.5 feet from the 15' minimum required); and

Variance Five. Section 14.105(2)(d)2.e. to allow a chimney that cannot withstand winds up to 90 mph (the owner does not know what the performance rating is for the pre-existing furnace).

Action Required
Similar to a typical Zoning Code variance appeal before the BOZA, the Weske variance appeal is subject to a public hearing. A public hearing notice has been published, posted and sent to adjacent property owners. Following the public hearing,

As set forth under 14.105(3), the Village Board can grant any or all of the variances requested by Weske if the Board determines that *"…extraordinary hardship will occur from the enforcement of this local ordinance…"* and that the variances are necessary to *"…afford substantial justice, provided that [the variances] will not have the effect of nullifying the intent and purpose of this local ordinance".*

Therefore, an appropriate motion would be as follows:

RECOMMENDED MOTION:
Based on the property owner's application and evidence and testimony received during the public hearing, I move that the Village Board find that:

1. Enforcement of Section 14.105 in this case WILL (or WILL NOT) create an extraordinary hardship;
2. The variances requested ARE (or ARE NOT) necessary to afford the property owner substantial justice; and
3. The variances requested ARE (or ARE NOT) consistent with and further the intent and purpose of Building Code Section 14.105.

Village of
Germantown
Willkommen

Community Development Department
Jeffrey W. Retzlaff, AICP, Director
Village Planner & Zoning Administrator
N112 W17001 Mequon Road P.O. Box 337
Germantown, WI 53022-0337
Telephone: (262) 250-4735 Website: www.village.germantown.wi.us
FAX: (262) 253-8255 E-mail: jretzlaff@village.germantown.wi.us

January 14, 2022

Jonathan & Laura Weske
W104 N20255 Willow Creek Road
Colgate, WI 53017

RE: Code Violation Notice #2022-01-01; Violation of the Building Code
W104N20255 Willow Creek Road; Parcel ID# GTNV 322-984

Mr. & Mrs. Weske:

While in the neighborhood recently, Village Staff observed a solid-fuel heating unit in operation on your property. The purpose for the attached notice and this letter is to inform you that you/your property appear to be in violation of the Village Municipal Code as stated in Code Violation Notice #2022-01-01 (copy enclosed) and summarized below:

1. Section 14.105 Solid Fuel-Fired Heating Devices on a residential property located in a Rs-4: Single-Family Zoning District. Solid Fuel-Fired Heating Devices are allowed only in the A-1, A-2, Rs-1 & Rs-2 Zoning Districts (see copy of Section 14.105 enclosed).

Please be advised that, as stated in Code Violation Notice #2022-01-01, you are directed to contact the Planning & Zoning Department no later than February 1, 2022 to discuss what actions are necessary to bring the property into Zoning Code compliance.

Village staff also observed as many as four (4) accessory structures and two (2) attached garages on your property. Our records do not indicate that permits were obtained for any of these buildings and the Rs-4 Zoning District within which your property is located only allows one (1) accessory building and one (1) attached garage (see Section 17.41 or the Village Code enclosed). We would like to discuss this with you as well, so we understand why there are four (4) accessory structure and two (2) attached garages on your property.

Please be advised that, in the event you do not contact the Planning & Zoning Department as set forth in the Code Violation Notice, the Village may proceed with the issuance of a municipal citation and/or take other enforcement action(s) provided within the Village Code that may be necessary to correct violation.

If you feel this notice has been issued in error, or, if you have any questions or concerns regarding this matter, please feel free to contact me at (262) 250-4735.

Respectfully,

Emily Zandt

Emily Zandt, AICP
Associate Planner/Zoning Administrator

Copies: Village Attorney

Village of Germantown
Willkommen

NOTICE OF VILLAGE CODE VIOLATION

GERMANTOWN VILLAGE HALL • N112 W17001 MEQUON ROAD, GERMANTOWN, WI 53022

PROPERTY / OWNER INFORMATION

N104 W20255 Willow Creek Rd — GTNV 322-984
Property Address or Location — Parcel ID#

Weske, Jonathan + Laura
Owner/Occupant/Tenant

N104 W20255 Willow Creek Rd
Mailing Address

Colgate, WI 53017
Mailing Address

VILLAGE ONLY

REF#: 2022-01-01

ISSUE DATE: 1/14/2022

ORDINANCE / CODE VIOLATION DESCRIPTION

NOTICE IS HEREBY GIVEN THAT AN APPARENT VIOLATION OF ONE OR MORE OF THE FOLLOWING PROVISIONS OF THE VILLAGE OF GERMANTOWN CODE OF ORDINANCES WAS OBSERVED ON THE PROPERTY.

ORDINANCE VIOLATED / SECTION #

See Back for Additional Information and Definitions

Sec. 10	☐ Public Nuisance
Sec. 10.065	☐ Property Maintenance
Sec. 10.03	☐ Noxious Weeds
Sec. 14.05	☐ Building Permit
Sec. 17.07	☐ Zoning/Occupancy Permit
Sec. 17.46	☐ Temporary Signs/Size
Sec. 14.105	☒ Other

DESCRIPTION OF VIOLATION

☐ *See Attached Diagram / Photos*

Solid Fuel-fired Heating Device within RS-4 Single-Family Zoning District

COMPLIANCE REQUIRED

YOU ARE REQUIRED TO TAKE THE FOLLOWING ACTION(S) TO CORRECT THE VIOLATION(S) AND COMPLY WITH THE SPECIFIC CODE PROVISION(S) ON OR BEFORE THE COMPLIANCE DATE NOTED BELOW. FAILURE TO CORRECT THE VIOLATION(S) BY THE COMPLIANCE DATE MAY RESULT IN THE ISSUANCE OF A MUNICIPAL CITATION, FORFEITURES, ABATEMENT ACTION, COST RECOVERY BY THE VILLAGE AND/OR COURT ORDER REQUIRING COMPLIANCE.

COMPLIANCE DATE
2/1/2022

Contact the Planning & Zoning Department to discuss plan for code compliance

☒ Please contact the Village Official listed below to discuss the violation(s) and additional actions or requirements needed to correct the violation(s) and comply with the code provision(s) listed above.

VILLAGE OFFICIAL ISSUING NOTICE

☒ Zoning Administrator (262) 250-4735 ☐ Building Inspector (262) 250-4760

Emily Zandt
SIGNATURE

1/14/2022
DATE

WHITE COPY - Property Owner

YELLOW COPY – Village Official

14.105 - SOLID FUEL-FIRED HEATING DEVICES. (Cr. Ord. #30-05)

(1) **DEFINITIONS.**

(a) Solid Fuel-Fired Heating Device means any equipment, device or apparatus, or any part thereof, which is installed, affixed or situated outdoors for the primary purpose of combustion of fuel to produce heat or energy used as a component of a heating system providing heat for any interior space or water source.

(b) Stacks or Chimneys means any vertical structure enclosing a flue or flues that carry off smoke or exhaust from a solid fuel fired heating device; especially that part of such structures extending above a roof.

(2) **REGULATIONS FOR SOLID FUEL-FIRED HEATING DEVICES.**

(a) Solid fuel-fired heating devices are allowed only in A-1, A-2, Rs-1 and Rs-2 Zoning Districts.

(b) All solid fuel devices installed within the Village limits are required to meet emission standards currently required by the Environmental Protection Agency (EPA). Emission standards currently required by the EPA are hereby adopted by reference together with any amendments or modifications made to them in the future.

(c) All outdoor devices shall be installed, operated and maintained in strict conformance with the manufacturer's instructions and the regulations promulgated hereunder. In the event of a conflict, the regulations promulgated hereunder shall apply unless the manufacturer's instructions are stricter than the regulations promulgated hereunder, in which case the manufacturer's instructions shall apply.

(d) Substantive requirements. All outdoor devices shall be installed, operated and maintained pursuant to the following conditions:

1. *Fuel.* Fuel shall be only natural untreated wood or wood specifically permitted by the manufacturer. The following fuels are strictly prohibited:
    a. Non-wood products.
    b. Kerosene.
    c. Garbage.
    d. Painted wood or treated wood.
    e. Any other items not specifically allowed by the manufacturer or this provision.
2. *Chimney Heights and Fuel Device Location.*
    a. 25 feet from nearest side or rear property line.
    b. 100 feet from any road.
    c. 25 feet from any structure.
    d. 15 feet minimum chimney height.
    e. Chimney shall be supported to withstand winds up to 90 miles per hour.

(e) Existing outdoor solid fuel heating devices not permitted must comply with this code.

(f) Permits.

1. *[Required.]* No person shall allow, maintain or use an outdoor wood furnace in the Village of Germantown without first having obtained a permit from the Village Building Inspector on the forms prescribed by such official. Permit fee per schedule.
2. *Violations.* A permit may be suspended in the event the owner fails to comply with this ordinance.
3. *Penalty.* Any person who constructs, erects, or fails to remove, replace, or modify any outdoor solid fuel-fired heating device that does not meet the requirements of this ordinance shall forfeit $25.00 per day for each day the noncomplying unit remains on the premises.

(3) **VARIANCE.** Where the Village finds that extraordinary hardship will occur from the enforcement of this local ordinance, upon application to the Village Board, said Village Board may vary the regulations contained herein to afford substantial justice, provided that such variation will not have the effect of nullifying the intent and purpose of this local ordinance.

(4) **CONNECTION TO PLUMBING SYSTEMS.** If the unit is providing hot water for domestic use, a plumbing permit is required. The Wisconsin State Plumbing Code shall be adhered to.

(5) **ELECTRICAL PERMIT.** An electrical permit may be required.

NOTICE OF PUBLIC HEARING

VILLAGE OF GERMANTOWN

NOTICE IS HEREBY GIVEN that a Public Hearing will be held before the Village Board of Trustees, Village of Germantown, WI:

Germantown Village Hall Board Room
N112 W17001 Mequon Road
Germantown WI 53022

Date and Time: **MONDAY, JUNE 6, 2022 – 7:00 P.M.**

THE PURPOSE of said hearing will be to hear any and all parties, their attorneys or agents, for or against a **VARIANCE APPEAL** filed by Jon Weske, property owner, N104W20255 Willow Creek Road, Colgate, who is requesting a variance from Section 14.105(2)(b) of the Village's Building Code to have a Solid Fuel-fired Heating Device in the Rs-4 Single-family Residential District and Section 14.105(2)(d)2.(a., c., d., & e.) to reduce the minimum setback from the nearest side property line from 25 feet to 2 feet; to reduce the minimum setback from any structure from 25 feet to 19 feet; to reduce the minimum chimney height from 15 feet to 11.5 feet; and to modify requirement e. *Chimney shall be supported to withstand winds up to 90 miles per hour.*

A copy of the application and supporting documents are on file in the Clerk's office and available for public inspection during the hours of 8:00 a.m. and 4:00 p.m. Monday through Friday and can be viewed on the Village website under Legal Notices at

https://www.germantownwi.gov/

Citizens wishing to submit any public comments may do so by sending them by email to: comments@germantownwi.gov no later than 4:00 pm on the meeting date listed above.

Dated this xxth day of May 2022.

Village Clerk

Published: May 18 and May 25

Village of Germantown ...Willkommen

FEES MUST BE PAID AT TIME OF APPLICATION

☐ $570

Date Paid: _____ Received by: _____

VILLAGE BOARD VARIANCE REQUEST

Pursuant to Section 14.105(3) of the Municipal Code

Please read and complete this application carefully. **All applications must be signed and dated.**

1 **APPLICANT OR AGENT**

Jon Weske
N104 W20255 Willow Creek rd.
Colgate WI 53017

Phone (414) 218-0862

E-Mail weskeservices@gmail.com

PROPERTY OWNER

Same

Phone ( )

E-Mail

2 **PROPERTY ADDRESS OR GENERAL LOCATION** **TAX KEY NUMBER**

N104 W20255 WILLOW CREEK rd. Colgate WI 53017

3 **VARIANCE REQUEST** (attach additional pages as necessary)

Describe the requested variance(s): Section 14.105(2)(d)(2)(a-e) Solid fuel Heating Device. Request variance for.

2. Chimney height & Fuel Device location.
a. 25 feet from nearest side yard or property line.
b. 100 feet from any road. c. 25 feet from any structure
d. 15 feet minimum chimney height. e. chimney shall be support of wind to 90 mph

Explain how the variance, IF granted, will not negatively impact your neighbors or the community at large:

a variance if granted for the above items will not negatively impact my neighbors or the community at large because there is no more smoke generated than from an in door wood heating source and neighboring houses are to far for an adverse effect. Existing unit has been in place as is performing correctly for 17 years without incident or complaint. does not obstruct or limit use of any neighboring property at all. Similar units are in use up same road.

4 SUPPORTING DOCUMENTATION:

Include in your application additional documentation that supports your request (i.e. a site plan of the subject property, images, records, etc.)

5 READ AND INITIAL THE FOLLOWING:

JW I understand that the Village Board is under no obligation to grant a variance to the requirements listed in Section 14.105 of the Village Building Code.

JW I understand that Village Staff, Plan Commission and/or Village Board may request additional information to properly evaluate this request.

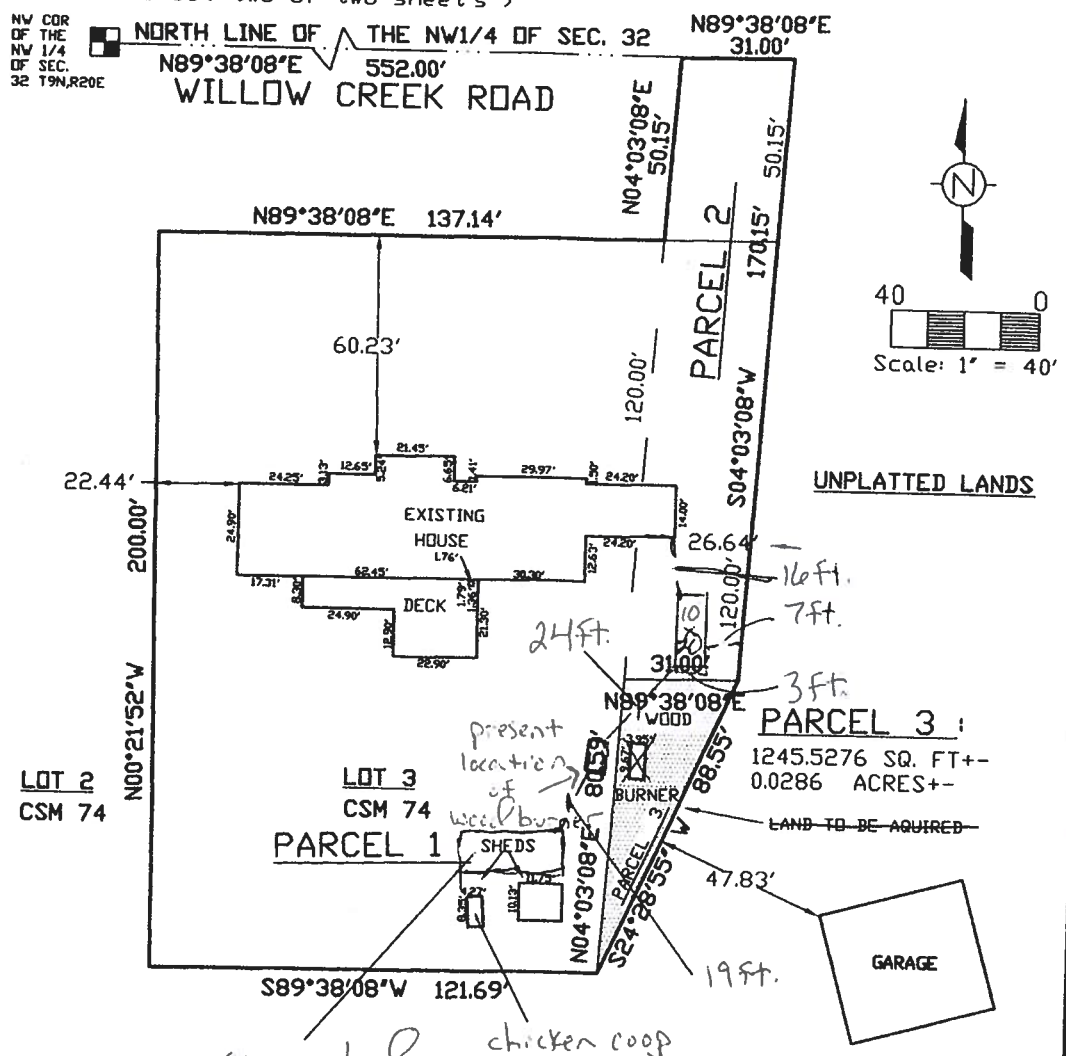
6 SIGNATURES – ALL APPLICATIONS MUST BE SIGNED BY OWNER!

[signature] 5-2-22		[signature] 5-2-22	
Applicant	Date	Owner	Date

PLAT OF SURVEY

LOT (3) OF CERTIFIED SURVEY MAP NO. 74, RECORDED IN THE WASHINGTON COUNTY REGISTRY ON JULY 18, 1966 IN VOLUME 1 OF CERTIFIED SURYEY MAPS ON PAGES 117-118, AS DOCUMENT NO. 287612 AND BEING A PART OF THE NW1/4 OF THE NW1/4 OF SECTION 32, TOWN 9 NORTH, RANGE 20 EAST, VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN. PARCEL'S 2&3: THAT PART OF THE NW1/4 OF THE NW1/4 OF SEC. 32, TOWN 9 NORTH, RANGE 20 EAST, VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN, BOUNDED AND DESCRIBED AS FOLLOWS:

(cont. on sheet two of two sheet's)



canopy shed (Fabric + pole) 20x24

chicken coop (removing)

UNPLATTED LANDS

BEARINGS REFERENCED TO GRID NORTH OF THE WISCONSIN STATE PLANE COORDINATE SYSTEM, SOUTH ZONE, AS REVISIED BY S.E.W.R.P.C.

WISCONSIN
CARL A. GAHLMAN
S-2268
KEWASKUM
WIS.
LAND SURVEYOR

Carl A. Gahlman

CARL A. GAHLMAN R.L.S.

OWNER: JONATHAN A. & LAURA A. WESKE
N104 W20255 WILLOW CREEK ROAD
COLGATE, WI. 53017

THIS IS AN ORIGINAL PRINT ONLY IF SEAL IS IMPRINTED IN RED.
I have surveyed the above property, and the above map is a true representation thereof and shows the size and location of the property, its exterior boundaries, the location and dimensions of all structures thereon, fences, apparent easements, roadways, and visible encroachments.

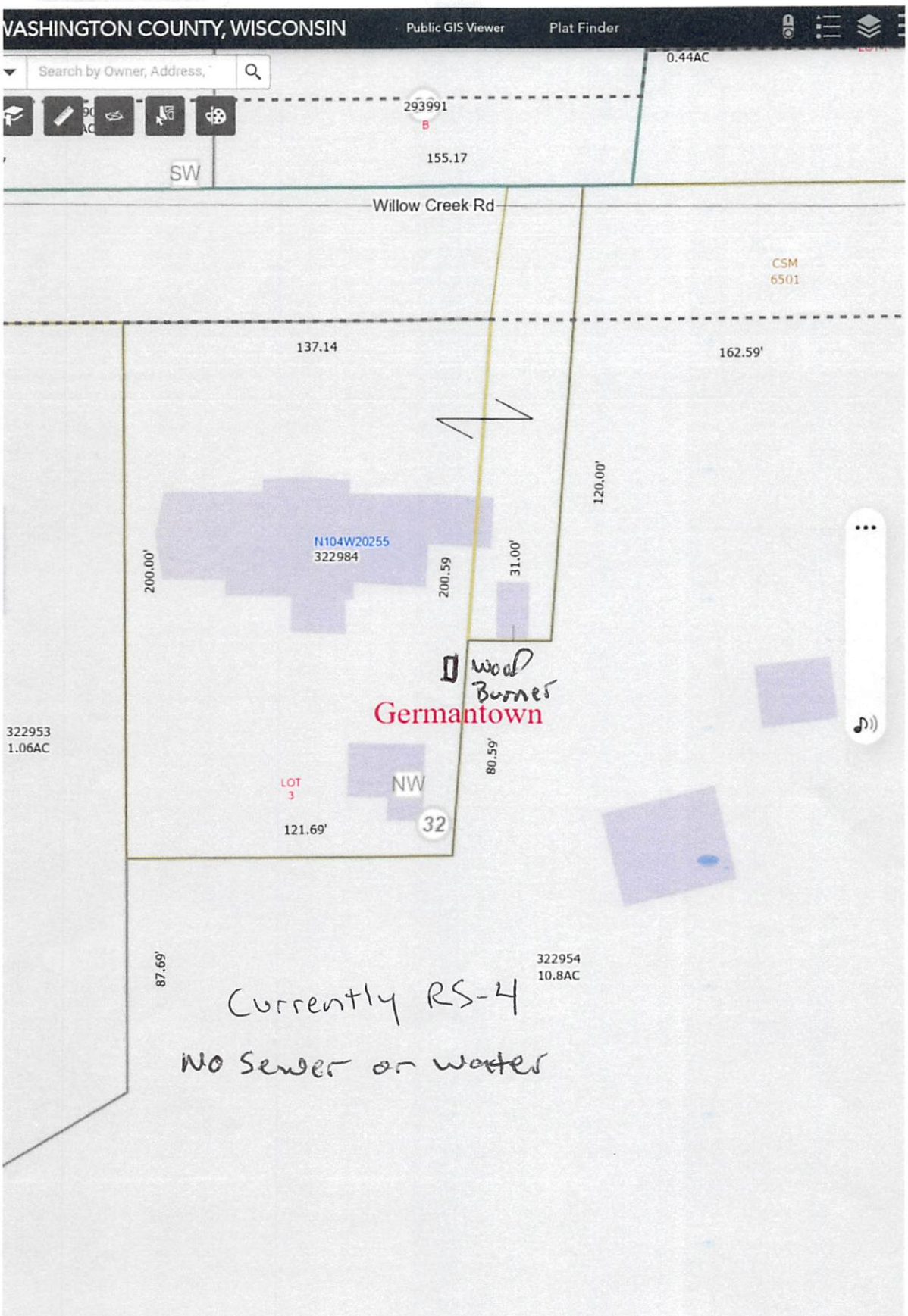
This survey is made for the exclusive use of the present owner of the property, also those who purchase, mortgage, or guarantee the title thereto, within one year from the date hereof.

THIS INSTRUMENT WAS DRAFTED ON 12-28-2011 BY CARL A. GAHLMAN, R.L.S. 569 WASHINGTON CT., KEWASKUM, WISCONSIN, 53040 (CELL) (262) 894-3443

Front right of way to solid fuel burner is 140 ft.

Distance to East side yard is 2ft

Existing chimney height - 11'6"


6:35
maps.washcowisco.gov
Maps & GIS | Ger...
WASHINGTO...
VASHINGTON COUNTY, WISCONSIN
Public GIS Viewer
Plat Finder
Search by Owner, Address,
0.44AC
293991
B
155.17
SW
Willow Creek Rd
CSM
6501
137.14
162.59'
120.00'
N104W20255
322984
200.00'
200.59
31.00'
Wood Burner
Germantown
322953
1.06AC
LOT
3
NW
32
121.69'
80.59'
87.69'
322954
10.8AC
Currently RS-4
No Sewer or Water













BUSINESS OF THE VILLAGE BOARD
GERMANTOWN, WI

MEETING DATE: June 6, 2022

AGENDA ITEM: Public Hearing & New Business

ITEM TITLE: Jon Weske, Property Owner - N104 W20255 Willow Creek Road; Variance Request from Section 14.105 of the Village Building Code Regarding a Solid Fuel-Fired Heating Device in an Rs-4: Single-Family Residential Zoning District

SUBMITTED BY: Jeff Retzlaff, Director, Community Development Department

SUMMARY EXPLANATION:
Weske owns a .72-acre residential parcel located at W104 N20255 Willow Creek Road in an Rs-4: Single-Family Zoning District. In January 2022, Weske was issued a code violation notice regarding the installation and use of a solid fuel-fired heating device (i.e. outdoor wood furnace) on property in an Rs-4: Single-Family District in violation of Building Code Section 14.105.

As provided under Section 14.105(3), Weske has filed an appeal to the Village Board for the following variances to allow the continued use of the pre-existing outdoor wood furnace:

Variance One. Section 14.105(2)(a) to allow the pre-existing outdoor wood furnace to remain on the property in an Rs-4 District

Variance Two. Section 14.105(2)(d)2.a. to allow the pre-existing outdoor wood furnace to be located as close as 2 feet to the east side property line (a variance of 23 feet from the 25' minimum required);

Variance Three. Section 14.105(2)(d)2.c. to allow the pre-existing outdoor wood furnace to be located as close as 19 feet to the nearest structure (a variance up to 6 feet from the 25' minimum required);

Variance Four. Section 14.105(2)(d)2.d. to allow a chimney height of 11.5 feet (a variance of 3.5 feet from the 15' minimum required); and

Variance Five. Section 14.105(2)(d)2.e. to allow a chimney that cannot withstand winds up to 90 mph (the owner does not know what the performance rating is for the pre-existing furnace).

The Village Board can grant any or all of the variances requested by Weske if the Board determines that *"…extraordinary hardship will occur from the enforcement of this local ordinance…"* and that the variances are necessary to *"…afford substantial justice, provided that [the variances] will not have the effect of nullifying the intent and purpose of this local ordinance".*

Therefore, an appropriate motion would be as follows:

RECOMMENDED MOTION:
Based on the property owner's application and evidence and testimony received during the public hearing, I move that the Village Board find that:

1. Enforcement of Section 14.105 in this case WILL (or WILL NOT) create an extraordinary hardship;
2. The variances requested ARE (or ARE NOT) necessary to afford the property owner substantial justice; and
3. The variances requested ARE (or ARE NOT) consistent with and further the intent and purpose of Building Code Section 14.105.

Use "WILL" and "ARE" to **GRANT** any or all of the variances requested;
Use "WILL NOT" and "ARE NOT" to **DENY** any or all of the variances.

APPLICATION, PLANS & RELATED DOCUMENTS:
All relevant documents, including the variance appeal application filed by Weske, photos of the property, and a detailed explanation in a Staff Memorandum dated June 6, 2022, are included in the PDF digital file distributed by the Village Clerk.

NOTICE OF PUBLIC HEARING

VILLAGE OF GERMANTOWN

NOTICE IS HEREBY GIVEN that a Public Hearing will be held before the Village Board of Trustees, Village of Germantown, WI:

Germantown Village Hall Board Room
N112 W17001 Mequon Road
Germantown WI 53022

Date and Time: **MONDAY, JUNE 6, 2022 – 7:00 P.M.**

THE PURPOSE of said hearing will be to hear any and all parties, their attorneys or agents, for or against a **VARIANCE APPEAL** filed by Jon Weske, property owner, N104W20255 Willow Creek Road, Colgate, who is requesting a variance from Section 14.105(2)(b) of the Village's Building Code to have a Solid Fuel-fired Heating Device in the Rs-4 Single-family Residential District and Section 14.105(2)(d)2.(a., c., d., & e.) to reduce the minimum setback from the nearest side property line from 25 feet to 2 feet; to reduce the minimum setback from any structure from 25 feet to 19 feet; to reduce the minimum chimney height from 15 feet to 11.5 feet; and to modify requirement e. *Chimney shall be supported to withstand winds up to 90 miles per hour.*

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Citizens wishing to submit any public comments may do so by sending them by email to: comments@germantownwi.gov no later than 4:00 pm on the meeting date listed above.

Dated this xxth day of May 2022.

Village Clerk

Published: May 18 and May 25

Village of Germantown ...Willkommen

FEES MUST BE PAID AT TIME OF APPLICATION

☐ $570

Date Paid: _____ Received by: _____

VILLAGE BOARD VARIANCE REQUEST

Pursuant to Section 14.105(3) of the Municipal Code

Please read and complete this application carefully. **All applications must be signed and dated.**

1 **APPLICANT OR AGENT**

Jon Weske
N104 W20255 Willow Creek rd.
Colgate WI 53017

Phone (414) 218-0862

E-Mail weskeservices@gmail.com

PROPERTY OWNER

Same

Phone ( )

E-Mail

2 **PROPERTY ADDRESS OR GENERAL LOCATION** **TAX KEY NUMBER**

N104 W20255 WILLOW CREEK rd. Colgate WI 53017

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4 SUPPORTING DOCUMENTATION:

Include in your application additional documentation that supports your request (i.e. a site plan of the subject property, images, records, etc.)

5 READ AND INITIAL THE FOLLOWING:

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6 SIGNATURES – ALL APPLICATIONS MUST BE SIGNED BY OWNER!

[signature] 5-2-22		[signature] 5-2-22	
Applicant	Date	Owner	Date

BUSINESS OF THE VILLAGE BOARD
GERMANTOWN, WI

MEETING DATE: June 6, 2022

AGENDA ITEM: Public Hearing & New Business

ITEM TITLE: Jon Weske, Property Owner - N104 W20255 Willow Creek Road; Variance Request from Section 14.105 of the Village Building Code Regarding a Solid Fuel-Fired Heating Device in an Rs-4: Single-Family Residential Zoning District

SUBMITTED BY: Jeff Retzlaff, Director, Community Development Department

SUMMARY EXPLANATION:
Weske owns a .72-acre residential parcel located at W104 N20255 Willow Creek Road in an Rs-4: Single-Family Zoning District. In January 2022, Weske was issued a code violation notice regarding the installation and use of a solid fuel-fired heating device (i.e. outdoor wood furnace) on property in an Rs-4: Single-Family District in violation of Building Code Section 14.105.

As provided under Section 14.105(3), Weske has filed an appeal to the Village Board for the following variances to allow the continued use of the pre-existing outdoor wood furnace:

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Variance Five. Section 14.105(2)(d)2.e. to allow a chimney that cannot withstand winds up to 90 mph (the owner does not know what the performance rating is for the pre-existing furnace).

The Village Board can grant any or all of the variances requested by Weske if the Board determines that *"…extraordinary hardship will occur from the enforcement of this local ordinance…"* and that the variances are necessary to *"…afford substantial justice, provided that [the variances] will not have the effect of nullifying the intent and purpose of this local ordinance".*

Therefore, an appropriate motion would be as follows:

RECOMMENDED MOTION:
Based on the property owner's application and evidence and testimony received during the public hearing, I move that the Village Board find that:

1. Enforcement of Section 14.105 in this case WILL (or WILL NOT) create an extraordinary hardship;
2. The variances requested ARE (or ARE NOT) necessary to afford the property owner substantial justice; and
3. The variances requested ARE (or ARE NOT) consistent with and further the intent and purpose of Building Code Section 14.105.

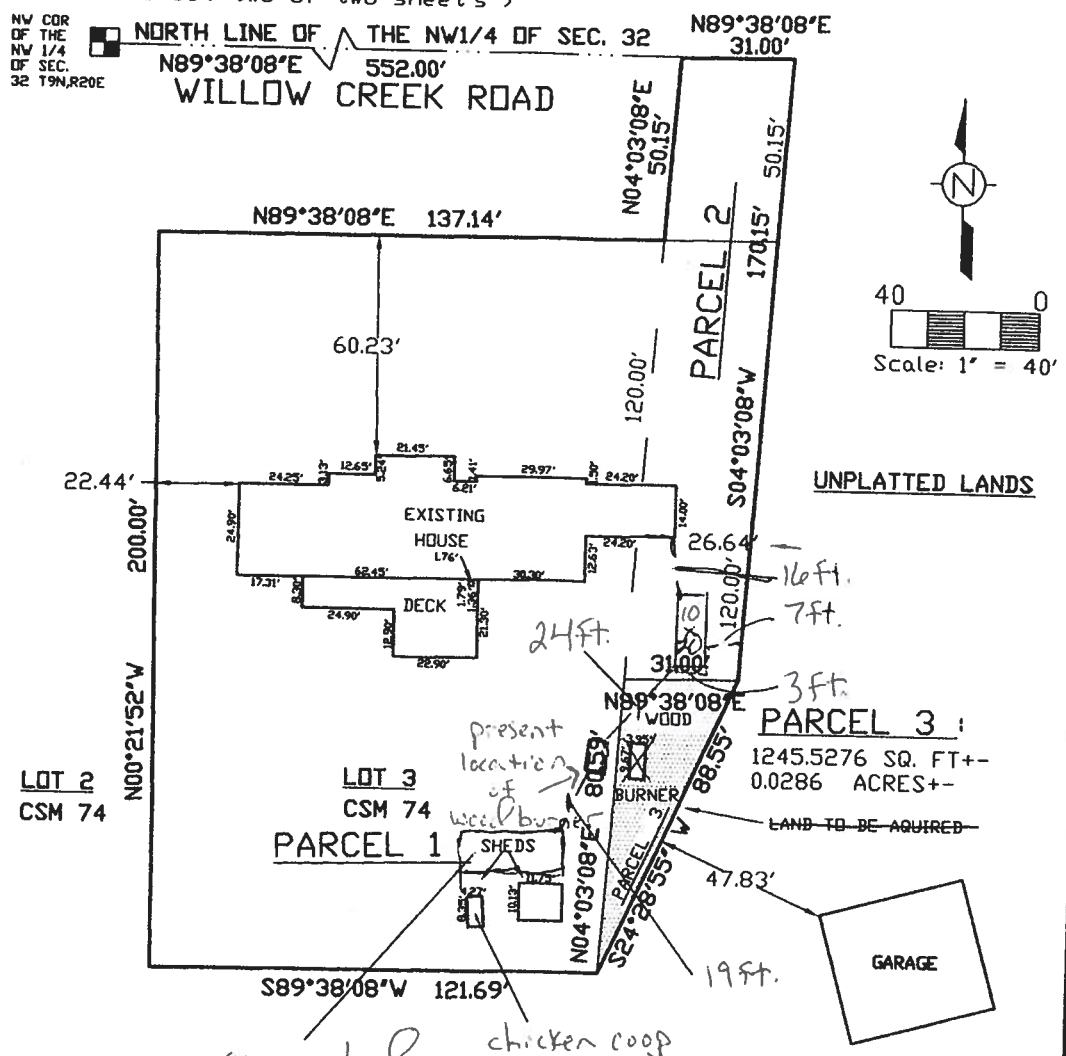
Use "WILL" and "ARE" to **GRANT** any or all of the variances requested;
Use "WILL NOT" and "ARE NOT" to **DENY** any or all of the variances.

APPLICATION, PLANS & RELATED DOCUMENTS:
All relevant documents, including the variance appeal application filed by Weske, photos of the property, and a detailed explanation in a Staff Memorandum dated June 6, 2022, are included in the PDF digital file distributed by the Village Clerk.

PLAT OF SURVEY

LOT (3) OF CERTIFIED SURVEY MAP NO. 74, RECORDED IN THE WASHINGTON COUNTY REGISTRY ON JULY 18, 1966 IN VOLUME 1 OF CERTIFIED SURYEY MAPS ON PAGES 117-118, AS DOCUMENT NO. 287612 AND BEING A PART OF THE NW1/4 OF THE NW1/4 OF SECTION 32, TOWN 9 NORTH, RANGE 20 EAST, VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN. PARCEL'S 2&3: THAT PART OF THE NW1/4 OF THE NW1/4 OF SEC. 32, TOWN 9 NORTH, RANGE 20 EAST, VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN, BOUNDED AND DESCRIBED AS FOLLOWS:

(cont. on sheet two of two sheet's)



canopy shed (Fabric + pole) 20x24

chicken coop (removing)

UNPLATTED LANDS

BEARINGS REFERENCED TO GRID NORTH OF THE WISCONSIN STATE PLANE COORDINATE SYSTEM, SOUTH ZONE, AS REVISIED BY S.E.W.R.P.C.

WISCONSIN
CARL A. GAHLMAN
S-2268
KEWASKUM
WIS.
LAND SURVEYOR

Carl A. Gahlman

CARL A. GAHLMAN R.L.S.

OWNER: JONATHAN A. & LAURA A. WESKE
N104 W20255 WILLOW CREEK ROAD
COLGATE, WI. 53017

THIS IS AN ORIGINAL PRINT ONLY IF SEAL IS IMPRINTED IN RED.
I have surveyed the above property, and the above map is a true representation thereof and shows the size and location of the property, its exterior boundaries, the location and dimensions of all structures thereon, fences, apparent easements, roadways, and visible encroachments.

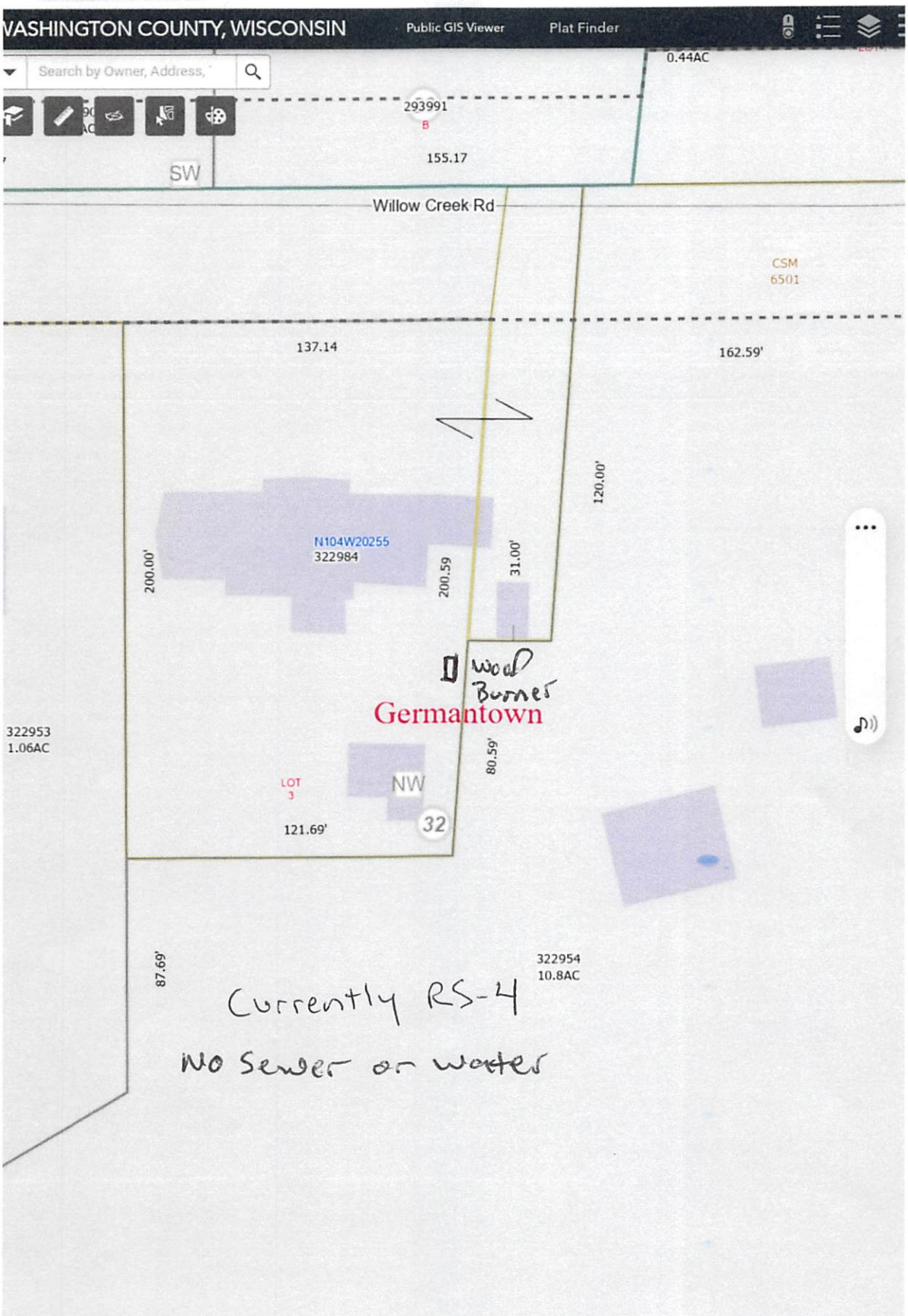
This survey is made for the exclusive use of the present owner of the property, also those who purchase, mortgage, or guarantee the title thereto, within one year from the date hereof.

THIS INSTRUMENT WAS DRAFTED ON 12-28-2011 BY CARL A. GAHLMAN, R.L.S. 569 WASHINGTON CT., KEWASKUM, WISCONSIN, 53040 (CELL) (262) 894-3443

Front right of way to solid fuel burner is 140 ft.

Distance to East side yard is 2ft

Existing chimney height - 11'6"


6:35
maps.washcowisco.gov
Maps & GIS | Ger...
WASHINGTO...
VASHINGTON COUNTY, WISCONSIN
Public GIS Viewer
Plat Finder
Search by Owner, Address,
0.44AC
293991
B
155.17
SW
Willow Creek Rd
CSM
6501
137.14
162.59'
120.00'
N104W20255
322984
200.00'
200.59
31.00'
Wood Burner
Germantown
322953
1.06AC
LOT
3
NW
32
121.69'
80.59'
87.69'
322954
10.8AC
Currently RS-4
No Sewer or Water

Village of Germantown
Willkommen

Planning Department
Jeffrey W. Retzlaff, AICP
Village Planner & Zoning Administrator
N112 W17001 Mequon Road P.O. Box 337
Germantown, WI 53022-0337
Telephone: (262) 250-4735 Website: www.village.germantown.wi.us
E-mail: jretzlaff@village.germantown.wi.us

MEMORANDUM

TO: Village Board

FROM: Jeff Retzlaff, Zoning Administrator/Village Planner

DATE: June 6, 2022

RE: Variance Appeal; Jonathan & Laura Weske, Property Owners
W104 N20255 Willow Creek Road

Background

The Weske's own a .72-acre residential parcel located at W104 N20255 Willow Creek Road. It is located in an Rs-4: Single-Family Zoning District. In January 2022, Weske was issued Code Violation Notice #2022-01-01 (copy attached) regarding the following Building Code & Zoning Code violations found to exist on the property:

1. Installation of and building setbacks for a solid fuel-fired heating device (i.e. outdoor wood furnace) on property in an Rs-4: Single-Family Residential Zoning District (Building Code Section 14.105);
2. Exceeding the maximum number of accessory buildings allowed in the Rs-4 District (Zoning code Section 17.41);
3. Exceeding the maximum total area allowed for accessory buildings in an Rs-4 District (Zoning Code Section 17.41); and
4. Exceeding the number of attached garages allowed in an Rs-4 District (Zoning Code Section 17.41).

As an alternative to removing the outdoor wood furnace, the accessory buildings and the attached garage to resolve these code violations, Weske is appealing for variances form the Building and Zoning Code requirements in order to keep all of the "illegal" structures. If variances are not granted, the structures will have to be removed.

Code Violations

Zoning Code (Section 17.41)
With regard to the detached accessory building and attached garage violations summarized under #2, #3 and #4 above, Weske has filed an appeal to the Board of Zoning Appeals (BOZA) for variances from Section 17.41 according to standard procedure. Therefore, the only code violation and variance appeal the Village Board has to deal with is the Building Code violation summarized under #1 above and explained in greater detail below.

Building Code (Section 14.105)
To address the outdoor furnace violation (#1 above), Weske has filed an appeal to the Village Board for variances from Section 14.105 of the Building Code. It is important to point out that variance appeals from the Building Code or actions by the Building Inspector are typically handled by the BOZA. However, when Section 14.105 of the Building Code regulating "solid fuel-fired

heating devices" was adopted in 2005, it was adopted with a specific provision that allows a property owner to apply to the Village Board for a variance:

> ***14.105(3) VARIANCE. Where the Village finds that extraordinary hardship will occur from the enforcement of this local ordinance, upon application to the Village Board, said Village Board may vary the regulations contained herein to afford substantial justice, provided that such variation will not have the effect of nullifying the intent and purpose of this local ordinance.***

A complete copy of Section 14.105 is attached as an exhibit to this memo.

Variances Requested (Five total)
Section 14.105(2)(a) of the Building Code provides that solid fuel-fired heating devices (hereafter referred to as an "outdoor wood furnace") can be installed/used on property in only the following Zoning Districts:

1. A-1: Agricultural (35-acre minimum parcel size)
2. A-2: Agricultural (10-acre minimum parcel size)
3. Rs-1: Single-Family (5-acre minimum parcel size)
4. Rs-2: Single-Family (2-acre minimum parcel size)

As mentioned previously, the Weske property is located in an Rs-4: Single-Family District.

Weske installed his existing outdoor wood furnace back in 2005 without a building permit but prior to Section 14.105 being adopted. Although the Village did not start regulating outdoor wood furnaces until after Weske installed his furnace, Section 14.105(2)(e) requires all *"existing outdoor solid fuel heating devices not permitted must comply with this code".*

Consequently, Weske is seeking the following variance:

Variance One. Section 14.105(2)(a) to allow the pre-existing outdoor wood furnace to remain on the property in an Rs-4 District

In addition, because the outdoor furnace was installed in violation of some of the "substantive requirements" under Section 14.105(2)(d), Weske is also seeking the following additional variances:

Variance Two. Section 14.105(2)(d)2.a. to allow the pre-existing outdoor wood furnace to be located as close as 2 feet to the east side property line (a variance of 23 feet from the 25' minimum required);

Variance Three. Section 14.105(2)(d)2.c. to allow the pre-existing outdoor wood furnace to be located as close as 19 feet to the nearest structure (a variance up to 6 feet from the 25' minimum required);

Variance Four. Section 14.105(2)(d)2.d. to allow a chimney height of 11.5 feet (a variance of 3.5 feet from the 15' minimum required); and

Variance Five. Section 14.105(2)(d)2.e. to allow a chimney that cannot withstand winds up to 90 mph (the owner does not know what the performance rating is for the pre-existing furnace).

Action Required
Similar to a typical Zoning Code variance appeal before the BOZA, the Weske variance appeal is subject to a public hearing. A public hearing notice has been published, posted and sent to adjacent property owners. Following the public hearing,

As set forth under 14.105(3), the Village Board can grant any or all of the variances requested by Weske if the Board determines that *"…extraordinary hardship will occur from the enforcement of this local ordinance…"* and that the variances are necessary to *"…afford substantial justice, provided that [the variances] will not have the effect of nullifying the intent and purpose of this local ordinance".*

Therefore, an appropriate motion would be as follows:

RECOMMENDED MOTION:
Based on the property owner's application and evidence and testimony received during the public hearing, I move that the Village Board find that:

1. Enforcement of Section 14.105 in this case WILL (or WILL NOT) create an extraordinary hardship;
2. The variances requested ARE (or ARE NOT) necessary to afford the property owner substantial justice; and
3. The variances requested ARE (or ARE NOT) consistent with and further the intent and purpose of Building Code Section 14.105.

Village of
Germantown
Willkommen

Community Development Department
Jeffrey W. Retzlaff, AICP, Director
Village Planner & Zoning Administrator
N112 W17001 Mequon Road P.O. Box 337
Germantown, WI 53022-0337
Telephone: (262) 250-4735 Website: www.village.germantown.wi.us
FAX: (262) 253-8255 E-mail: jretzlaff@village.germantown.wi.us

January 14, 2022

Jonathan & Laura Weske
W104 N20255 Willow Creek Road
Colgate, WI 53017

RE: Code Violation Notice #2022-01-01; Violation of the Building Code
W104N20255 Willow Creek Road; Parcel ID# GTNV 322-984

Mr. & Mrs. Weske:

While in the neighborhood recently, Village Staff observed a solid-fuel heating unit in operation on your property. The purpose for the attached notice and this letter is to inform you that you/your property appear to be in violation of the Village Municipal Code as stated in Code Violation Notice #2022-01-01 (copy enclosed) and summarized below:

1. Section 14.105 Solid Fuel-Fired Heating Devices on a residential property located in a Rs-4: Single-Family Zoning District. Solid Fuel-Fired Heating Devices are allowed only in the A-1, A-2, Rs-1 & Rs-2 Zoning Districts (see copy of Section 14.105 enclosed).

Please be advised that, as stated in Code Violation Notice #2022-01-01, you are directed to contact the Planning & Zoning Department no later than February 1, 2022 to discuss what actions are necessary to bring the property into Zoning Code compliance.

Village staff also observed as many as four (4) accessory structures and two (2) attached garages on your property. Our records do not indicate that permits were obtained for any of these buildings and the Rs-4 Zoning District within which your property is located only allows one (1) accessory building and one (1) attached garage (see Section 17.41 or the Village Code enclosed). We would like to discuss this with you as well, so we understand why there are four (4) accessory structure and two (2) attached garages on your property.

Please be advised that, in the event you do not contact the Planning & Zoning Department as set forth in the Code Violation Notice, the Village may proceed with the issuance of a municipal citation and/or take other enforcement action(s) provided within the Village Code that may be necessary to correct violation.

If you feel this notice has been issued in error, or, if you have any questions or concerns regarding this matter, please feel free to contact me at (262) 250-4735.

Respectfully,

Emily Zandt

Emily Zandt, AICP
Associate Planner/Zoning Administrator

Copies: Village Attorney

Village of Germantown
Willkommen

NOTICE OF VILLAGE CODE VIOLATION

GERMANTOWN VILLAGE HALL • N112 W17001 MEQUON ROAD, GERMANTOWN, WI 53022

PROPERTY / OWNER INFORMATION

N104 W20255 Willow Creek Rd — GTNV 322-984
Property Address or Location — Parcel ID#

Weske, Jonathan + Laura
Owner/Occupant/Tenant

N104 W20255 Willow Creek Rd
Mailing Address

Colgate, WI 53017
Mailing Address

VILLAGE ONLY

REF#: 2022-01-01

ISSUE DATE: 1/14/2022

ORDINANCE / CODE VIOLATION DESCRIPTION

NOTICE IS HEREBY GIVEN THAT AN APPARENT VIOLATION OF ONE OR MORE OF THE FOLLOWING PROVISIONS OF THE VILLAGE OF GERMANTOWN CODE OF ORDINANCES WAS OBSERVED ON THE PROPERTY.

ORDINANCE VIOLATED / SECTION #

See Back for Additional Information and Definitions

Sec. 10	☐ Public Nuisance
Sec. 10.065	☐ Property Maintenance
Sec. 10.03	☐ Noxious Weeds
Sec. 14.05	☐ Building Permit
Sec. 17.07	☐ Zoning/Occupancy Permit
Sec. 17.46	☐ Temporary Signs/Size
Sec. 14.105	☒ Other

DESCRIPTION OF VIOLATION

☐ *See Attached Diagram / Photos*

Solid Fuel-fired Heating Device within RS-4 Single-Family Zoning District

COMPLIANCE REQUIRED

YOU ARE REQUIRED TO TAKE THE FOLLOWING ACTION(S) TO CORRECT THE VIOLATION(S) AND COMPLY WITH THE SPECIFIC CODE PROVISION(S) ON OR BEFORE THE COMPLIANCE DATE NOTED BELOW. FAILURE TO CORRECT THE VIOLATION(S) BY THE COMPLIANCE DATE MAY RESULT IN THE ISSUANCE OF A MUNICIPAL CITATION, FORFEITURES, ABATEMENT ACTION, COST RECOVERY BY THE VILLAGE AND/OR COURT ORDER REQUIRING COMPLIANCE.

COMPLIANCE DATE
2/1/2022

Contact the Planning & Zoning Department to discuss plan for code compliance

☒ Please contact the Village Official listed below to discuss the violation(s) and additional actions or requirements needed to correct the violation(s) and comply with the code provision(s) listed above.

VILLAGE OFFICIAL ISSUING NOTICE

☒ Zoning Administrator (262) 250-4735 ☐ Building Inspector (262) 250-4760

Emily Zandt
SIGNATURE

1/14/2022
DATE

WHITE COPY - Property Owner

YELLOW COPY – Village Official

14.105 - SOLID FUEL-FIRED HEATING DEVICES. (Cr. Ord. #30-05)

(1) **DEFINITIONS.**

(a) Solid Fuel-Fired Heating Device means any equipment, device or apparatus, or any part thereof, which is installed, affixed or situated outdoors for the primary purpose of combustion of fuel to produce heat or energy used as a component of a heating system providing heat for any interior space or water source.

(b) Stacks or Chimneys means any vertical structure enclosing a flue or flues that carry off smoke or exhaust from a solid fuel fired heating device; especially that part of such structures extending above a roof.

(2) **REGULATIONS FOR SOLID FUEL-FIRED HEATING DEVICES.**

(a) Solid fuel-fired heating devices are allowed only in A-1, A-2, Rs-1 and Rs-2 Zoning Districts.

(b) All solid fuel devices installed within the Village limits are required to meet emission standards currently required by the Environmental Protection Agency (EPA). Emission standards currently required by the EPA are hereby adopted by reference together with any amendments or modifications made to them in the future.

(c) All outdoor devices shall be installed, operated and maintained in strict conformance with the manufacturer's instructions and the regulations promulgated hereunder. In the event of a conflict, the regulations promulgated hereunder shall apply unless the manufacturer's instructions are stricter than the regulations promulgated hereunder, in which case the manufacturer's instructions shall apply.

(d) Substantive requirements. All outdoor devices shall be installed, operated and maintained pursuant to the following conditions:

1. *Fuel.* Fuel shall be only natural untreated wood or wood specifically permitted by the manufacturer. The following fuels are strictly prohibited:
    a. Non-wood products.
    b. Kerosene.
    c. Garbage.
    d. Painted wood or treated wood.
    e. Any other items not specifically allowed by the manufacturer or this provision.
2. *Chimney Heights and Fuel Device Location.*
    a. 25 feet from nearest side or rear property line.
    b. 100 feet from any road.
    c. 25 feet from any structure.
    d. 15 feet minimum chimney height.
    e. Chimney shall be supported to withstand winds up to 90 miles per hour.

(e) Existing outdoor solid fuel heating devices not permitted must comply with this code.

(f) Permits.

1. *[Required.]* No person shall allow, maintain or use an outdoor wood furnace in the Village of Germantown without first having obtained a permit from the Village Building Inspector on the forms prescribed by such official. Permit fee per schedule.
2. *Violations.* A permit may be suspended in the event the owner fails to comply with this ordinance.
3. *Penalty.* Any person who constructs, erects, or fails to remove, replace, or modify any outdoor solid fuel-fired heating device that does not meet the requirements of this ordinance shall forfeit $25.00 per day for each day the noncomplying unit remains on the premises.

(3) **VARIANCE.** Where the Village finds that extraordinary hardship will occur from the enforcement of this local ordinance, upon application to the Village Board, said Village Board may vary the regulations contained herein to afford substantial justice, provided that such variation will not have the effect of nullifying the intent and purpose of this local ordinance.

(4) **CONNECTION TO PLUMBING SYSTEMS.** If the unit is providing hot water for domestic use, a plumbing permit is required. The Wisconsin State Plumbing Code shall be adhered to.

(5) **ELECTRICAL PERMIT.** An electrical permit may be required.













BUSINESS OF THE VILLAGE BOARD
GERMANTOWN, WI

MEETING DATE: August 1, 2022

AGENDA ITEM: New Business [REZONING ORDINANCE & CERTIFIED SURVEY MAP]

ITEM TITLE: Paul Markiewicz, Property Owner of 35.1 acres located at W124N13025 Wasaukee Road. Application to Rezone from A-1: Agricultural to A-2: Agricultural District and a 2-lot Certified Survey Map (CSM)

SUBMITTED BY: Emily Zandt, Associate Planner

SUMMARY EXPLANATION:
Paul Markiewicz, property owner of 35.102 acres located at W124N13025 Wasaukee Road is seeking approval of a 2-lot Certified Survey Map (CSM) and a rezoning to create one additional lot. Proposed Lot 1 is 10.079 acres and would be buildable for a single-family dwelling. Proposed Lot 2 is 23.441 acres and would contain the existing single-family dwelling and farm buildings. The applicant is requesting that both lots be rezoned to A-2 Agricultural, which is consistent with the proposed lot sizes.

This property is designated as “Agricultural/Conservation Residential” on the 2020 Land Use Plan Map. The proposed division and rezoning request are consistent with this designation.

Washington County has jurisdiction over Wasaukee Road in this location. As such, conditions related to limiting the number of access points/driveways, permits, and agreements for the existing structures within the road right-of-way have been included.

PLAN COMMISSION RECOMMENDATIONS:

APPROVE rezoning the property from the A-1: Agricultural District to the A-2: Agricultural District as proposed.

APPROVE the proposed 2-lot Certified Survey Map (CSM) for the Markiewicz property at W124N13025 Wasaukee Road with the following conditions:

1. All technical issues and plan corrections identified by the Public Works Department engineer surveyor shall be addressed and reflected in a revised CSM submitted to the Village prior to recording.
2. A wetland delineation shall be conducted with the wetland boundary and 25’ wetland setback shown on the CSM prior to recording.
3. All requirements and notes related to access and structures in the road right-of-way provided by Washington County Highway Department shall be incorporated into the final CSM and approved by County Highway Department Staff prior to recording.

4. The property owner shall work with Washington County Highway Department staff to draft and record a Revocable Occupancy Permit for the existing structures within the road right-of-way prior to recording the CSM.
5. A driveway permit shall be applied for and issued by Washington County prior to installation of a driveway to Lot 1. This includes the removal of one of the existing driveways/access points to Lot 2.

APPLICATION, PLANS & RELATED DOCUMENTS:
All relevant documents, including the rezoning and CSM applications, supporting information, the staff report & recommendation, and Plan Commission meeting minutes (when available) are included in the PDF digital file distributed by the Village Clerk.

BUSINESS OF THE VILLAGE BOARD
GERMANTOWN, WI

MEETING DATE: August 1, 2022

AGENDA ITEM: New Business [REZONING ORDINANCE & CERTIFIED SURVEY MAP]

ITEM TITLE: Paul Markiewicz, Property Owner of 35.1 acres located at W124N13025 Wasaukee Road. Application to Rezone from A-1: Agricultural to A-2: Agricultural District and a 2-lot Certified Survey Map (CSM)

SUBMITTED BY: Emily Zandt, Associate Planner

SUMMARY EXPLANATION:
Paul Markiewicz, property owner of 35.102 acres located at W124N13025 Wasaukee Road is seeking approval of a 2-lot Certified Survey Map (CSM) and a rezoning to create one additional lot. Proposed Lot 1 is 10.079 acres and would be buildable for a single-family dwelling. Proposed Lot 2 is 23.441 acres and would contain the existing single-family dwelling and farm buildings. The applicant is requesting that both lots be rezoned to A-2 Agricultural, which is consistent with the proposed lot sizes.

This property is designated as “Agricultural/Conservation Residential” on the 2020 Land Use Plan Map. The proposed division and rezoning request are consistent with this designation.

Washington County has jurisdiction over Wasaukee Road in this location. As such, conditions related to limiting the number of access points/driveways, permits, and agreements for the existing structures within the road right-of-way have been included.

PLAN COMMISSION RECOMMENDATIONS:

APPROVE rezoning the property from the A-1: Agricultural District to the A-2: Agricultural District as proposed.

APPROVE the proposed 2-lot Certified Survey Map (CSM) for the Markiewicz property at W124N13025 Wasaukee Road with the following conditions:

1. All technical issues and plan corrections identified by the Public Works Department engineer surveyor shall be addressed and reflected in a revised CSM submitted to the Village prior to recording.
2. A wetland delineation shall be conducted with the wetland boundary and 25’ wetland setback shown on the CSM prior to recording.
3. All requirements and notes related to access and structures in the road right-of-way provided by Washington County Highway Department shall be incorporated into the final CSM and approved by County Highway Department Staff prior to recording.

4. The property owner shall work with Washington County Highway Department staff to draft and record a Revocable Occupancy Permit for the existing structures within the road right-of-way prior to recording the CSM.
5. A driveway permit shall be applied for and issued by Washington County prior to installation of a driveway to Lot 1. This includes the removal of one of the existing driveways/access points to Lot 2.

APPLICATION, PLANS & RELATED DOCUMENTS:
All relevant documents, including the rezoning and CSM applications, supporting information, the staff report & recommendation, and Plan Commission meeting minutes (when available) are included in the PDF digital file distributed by the Village Clerk.

ORDINANCE NO. 11-2022

AN ORDINANCE TO AMEND THE OFFICIAL ZONING MAP OF THE VILLAGE OF GERMANTOWN ZONING CODE

Paul Markiewicz, Property Owner

THE VILLAGE BOARD OF THE VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN, ORDAINS AS FOLLOWS:

SECTION 1. That the zoning map of the Village of Germantown is amended by rezoning from the A-1: Agricultural Zoning District to the A-2: Agricultural Zoning District for the property at W124N13025 Wasaukee Road, shown in Exhibit 1, and with the following description:

> Part of the Northeast 1/4 of the Southeast 1/4 of Section 12, Township 9 North, Range 20 East, Village of Germantown, Washington County, Wisconsin; described as follows; Commencing at the Northeast corner of the Southeast 1/4 of said Section 12; thence S00°55'23"E along the East line of said Southeast 1/4, 171.00 feet to the point of beginning of this description; thence S88°51'29"W, 1328.97 feet to a point on the West line of the Northeast 1/4 of said Southeast 1/4; thence S00°55'15"E along said West line, 1152.81 feet to a point on the South line of the Northeast 1/4 of said Southeast 1/4; thence N88°39'47"E along said South line, 1329.04 feet to a point on the East line of said Southeast 1/4; thence N00°55'23"W along said East line, 1148.28 feet to the point of beginning of this description, containing 1529052 Sq. Ft. or 35.102 Acres Gross.

SECTION 3. This ordinance shall take effect and be in full force the day after its passage and publication, as provided by law.

Introduced by Trustee: _____
Adopted: _____, 2022

Vote: Ayes: _____
Nays: _____

_____
Dean Wolter, Village President

ATTEST:

_____
Deanna B. Braunschweig, WCMC/CMC Village Clerk

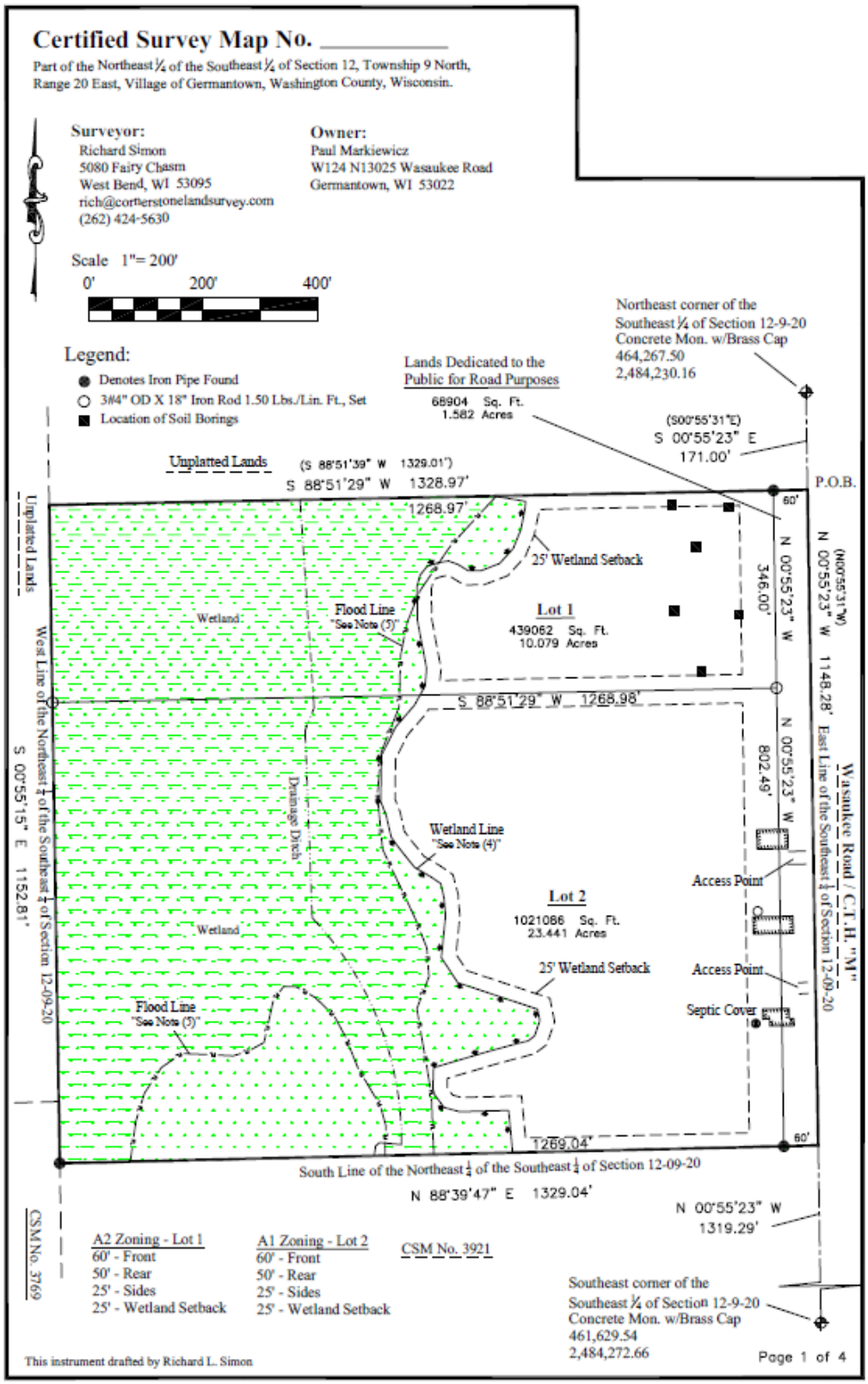
APPROVED AS TO FORM:

_____
Brian Sajdak, Attorney

Published:

EXHIBIT 1.

REZONING MAP



Paul Markiewicz – W124 N13025 Wasaukee Road. The property owner is requesting approval of a rezoning application and 2-lot certified survey map (CSM) to divide 35.102 acres of land. Associate Planner Zandt summarized the proposal.

Public hearing opened at 7:02 pm.
Public hearing closed at 7:04 pm.

MOTION Baum second Shadid to Approve the rezoning from the A-1: Agricultural District to the A-2: Agricultural District as proposed.

Commissioner Laszewski commented that all three structures for this property are located in the right-of-way. Director Retzlaff stated the ultimate right-of-way is variable based on jurisdiction and the buildings are grandfathered.

MOTION carried unanimously.

MOTION Baum second Shadid to Approve the proposed 2-lot Certified Survey Map (CSM) for the Markiewicz property at W124 N13025 Wasaukee Road with the following conditions:

1. ***All technical issues and plan corrections identified by the Public Works Department engineer surveyor shall be addressed and reflected in a revised CSM submitted to the Village prior to recording.***
2. ***A wetland delineation shall be conducted with the wetland boundary and 25' wetland setback shown on the CSM prior to recording.***
3. ***All requirements and notes related to access and structures in the road right-of-way provided by Washington County Highway Department shall be incorporated into the final CSM and approved by County Highway Department Staff prior to recording.***
4. ***The property owner shall work with Washington County Highway Department staff to draft and record a Revocable Occupancy Permit for the existing structures within the road right-of-way prior to recording the CSM.***
5. ***A driveway permit shall be applied for and issued by Washington County prior to installation of a driveway to Lot 1. This includes the removal of one of the existing driveways/access points to Lot 2.***

MOTION carried unanimously.

DRAFT

REZONING & CERTIFIED SURVEY MAP (CSM) APPLICATIONS

7/11/22 Plan Commission Meeting

Paul Markiewicz

Staff Report & Recommendation **Germantown, Wisconsin**

Summary

Paul Markiewicz, property owner, is requesting approval of a rezoning application and 2-lot certified survey map (CSM) to divide 35.102 acres of land located at W124N13025 Wasaukee Road.

Location: W124N13025 Wasaukee Road

Applicant/
Property Owners: Paul Markiewicz
W124N13025 Wasaukee Road
Germantown, WI

Existing Zoning: A-1: Agricultural
Proposed Zoning: A-2: Agricultural

Adjacent Land Uses		Zoning
North	Agricultural	A-1
South	Residential/Agricultural	Rs-1/A-2
East	Agricultural (Mequon)	NA
West	Agricultural	A-1



Proposal/Background

Paul Markiewicz, property owner, is requesting approval of a rezoning application and 2-lot certified survey map (CSM) to divide 35.102 acres of land located at W124N13025 Wasaukee Road.

The 35 acres currently contains a single-family dwelling and farm buildings, approximately 11 acres of agricultural land, and approximately 18 acres of wetlands. The owner would like to sell the north 10 acres to be buildable for a single-family dwelling.

CSM

As shown in the preliminary CSM, Lot 1 will be 10.079 acres and Lot 2 will be 23.441 acres. Additional right-of-way is required to be dedicated along Wasaukee Road (60 feet). Soil tests were completed and indicate that a mound-type private on-site wastewater treatment system (POWTS) is suitable for Lot 1.

Rezoning

Rezoning of the property from the current A-1: Agricultural District to the A-2: Agricultural District is required (both parcels are less than 35 but more than 10 acres).

Staff Comments

The proposed rezoning and division is consistent with the “Agricultural/Conservation Residential” classification on the 2020 Land Use Plan map.

Because the proposed west half of the property contains a significant amount of wetland, an official wetland delineation will be conducted with the final boundary and 25’ wetland setback shown on the CSM (prior to recording).

The Public Works Department contracted engineer identified technical corrections to be made on the CSM in a memo dated June 6, 2022. All corrections will be required to be reviewed and approved by Village Staff prior to recording the CSM.

Washington County has jurisdiction over Wausaukee Road in this location. Washington County Highway Department staff have indicated that only two driveways will be allowed from the original parcel. This means that the current owner will need to remove one of the existing driveways to proposed Lot 2 in order to install a driveway for proposed Lot 1. No additional driveways will be permitted in the future. A driveway permit from Washington County is required. Further, with the dedication of the road right-of-way as a part of the CSM, more of the existing dwelling and other farm buildings are located within the road right-of-way. Washington County is requiring a Revocable Occupancy Permit for these structures, which will address the ability to reconstruct (or not) the existing buildings within the right-of way. Notes to address these items are required to be included on the final CSM and have been added as conditions of approval for the CSM.

VILLAGE STAFF RECOMMENDATIONS

APPROVE rezoning the property from the A-1: Agricultural District to the A-2: Agricultural District as proposed.

APPROVE the proposed 2-lot Certified Survey Map (CSM) for the Markiewicz property at W124N13025 Wasaukee Road with the following conditions:

1. All technical issues and plan corrections identified by the Public Works Department engineer surveyor shall be addressed and reflected in a revised CSM submitted to the Village prior to recording.
2. A wetland delineation shall be conducted with the wetland boundary and 25' wetland setback shown on the CSM prior to recording.
3. All requirements and notes related to access and structures in the road right-of-way provided by Washington County Highway Department shall be incorporated into the final CSM and approved by County Highway Department Staff prior to recording.
4. The property owner shall work with Washington County Highway Department staff to draft and record a Revocable Occupancy Permit for the existing structures within the road right-of-way prior to recording the CSM.
5. A driveway permit shall be applied for and issued by Washington County prior to installation of a driveway to Lot 1. This includes the removal of one of the existing driveways/access points to Lot 2.

DocuSign Envelope ID: CFC05BE9-158F-4DCE-B23A-6784CCAE531F

Village of Germantown
Willkommen

Fee must accompany application
☐ $2,900 with public improvements
X $1,960 no public improvements

Paid_____ Date_____

CERTIFIED SURVEY MAP APPLICATION

Pursuant to Section 18.06 of the Municipal Code

Please read and complete this application carefully. **All applications must be signed and dated.**

1 APPLICANT OR AGENT

Phone ( )

Fax ( )

E-Mail

PROPERTY OWNER
Paul Markiewicz
W124N13025 Wasaukee Rd
Germantown, WI 53022

Phone ( ) 262-844-1127
creektec1985@gmail.com

2 PROPERTY ADDRESS OR GENERAL LOCATION | **TAX KEY NUMBER**

W124N13025 Wasaukee Rd	GTNV 124988

3 PURPOSE OF LAND SPLIT

Home lot/buildable lot	Will the land split require rezoning? YES	
	From A-1	To A-2

4 READ AND INITIAL THE FOLLOWING:

DS I understand that the Certified Survey Map is not valid until recorded at the Washington County Register of Deeds. The Village will record the document and charge the applicant all applicable recording fees.

DS I understand that the Map will not be placed on the Village Board agenda until all the technical corrections to the CSM are made, the payment of any outstanding impact fees are paid to the Village Clerk's Department, and the original signed and stamped copy of the Map is submitted on the proper paper.

DS I understand that parcels created outside the Sewer Service Area will require a soil test. I also understand that all properties abutting a State Highway will require DOT approval and I will be responsible for securing such approval prior to recording.

DS I understand all delinquent property taxes on any of the properties involved shall be paid prior to recording.

5 SIGNATURES -- ALL APPLICATIONS MUST BE SIGNED BY OWNER!

DocuSigned by: Paul Markiewicz 5/8/2022
Applicant Paul Markiewicz Date

DocuSigned by: Paul Markiewicz 5/8/2022
Owner Paul Markiewicz Date

DocuSign Envelope ID: CFC05BE9-158F-4DCE-B23A-6784CCAE531F

Village of Germantown ...Willkommen

FEES MUST BE PAID AT TIME OF APPLICATION

$200 Plan Commission Consultation
x $1,085 Rezoning
$1,240 PDD < 5 acres
$2,095 PDD 5-20 acre site
$3,460 PDD > 20 acre site

Date Paid: _____ Received by: _____

REZONING & PDD APPLICATION

Pursuant to Section 17.51 of the Municipal Code

Please read and complete this application carefully. **All applications must be signed and dated.**

1 **APPLICANT OR AGENT**

Phone ( )

E-Mail

PROPERTY OWNER
Paul Markiewicz
W124N13025 Wasaukee Rd
Germantown, WI 53022

Phone ( ) **262-844-1127**

E-Mail **creektec1985@gmail.com**

2 **PROPERTY ADDRESS OR GENERAL LOCATION** | **TAX KEY NUMBER**

W124N13025 Wasaukee Rd	**GTNV 124988**

3 **REZONING REQUEST**

FROM	TO
A-1	**A-2**

4 **METES AND BOUNDS LEGAL DESCRIPTION OF PROPERTY – REQUIRED**

Attach pages as necessary

Also placed on attached CSM

5 PURPOSE OF REZONING REQUEST

Briefly describe why the applicant is rezoning the property. Include a description of the proposed use, including any new construction and number of employees, if applicable.

The purpose of this rezoning is for a future home lot and based on the Village's zoning ordinances.

6 SUPPORTING DOCUMENTATION:

- ☐ Plat of Survey (1:100)
- ☐ Site Plan and elevations for new construction (can be conceptual)

7 READ AND INITIAL THE FOLLOWING:

DS PM I understand that the Village is under no obligation to rezone property and that density and lot coverages provided in the Zoning Code are maximums. Actual build out will depend on myriad factors including topography and other natural conditions, surrounding neighborhood context and the detailed design of a project.

DS PM I understand that Village Staff, Plan Commission and/or Village Board may request additional information to properly evaluate this request and failure to provide such information may in itself by sufficient cause to deny the petition.

DS PM I am aware that this rezoning shall go into effect immediately upon the final approval of the Village Board and its execution of the rezoning ordinance

DS PM I understand that Village Staff is required to post one or more signs along the street frontage of and/or on the property subject of this application that indicate to nearby property owners and the general public that a public hearing of my application will be held before the Village Plan Commission and/or Village Board prior to action taken on this application; I hereby grant Village Staff permission to enter onto the property for the expressed purpose of installing said sign(s) provided Village Staff is responsible for installing, maintaining and removing said signs in a reasonable manner and time frame.

8 SIGNATURES – ALL APPLICATIONS MUST BE SIGNED BY OWNER!

DocuSigned by: A14E4EAFE31E460...

Applicant Paul Markiewicz 5/8/2022 Date

DocuSigned by: A14E4EAFE31E460...

Owner Paul Markiewicz 5/8/2022 Date

DocuSign Envelope ID: CFC05BE9-158F-4DCE-B23A-6784CCAE531F

Wisconsin Department of Safety and Professional Services
Division of Industry Services

SOIL EVALUATION REPORT

In accordance with SPS 385, Wis. Adm. Code

Attach complete site plan on paper not less than 8 1/2 x 11 inches in size. Plan must include, but not limited to: vertical and horizontal reference point (BM), direction and percent slope, scale or dimensions, north arrow, and location and distance to nearest road.

Please print all information.

Personal information you provide may be used for secondary purposes (Privacy Law, s. 15.04(1)(m)).

County: Washington	
Parcel I.D.: part of GTNV_124988	
Reviewed by	Date

Property Owner: Paul Markiewicz				Property Location: Govt. Lot NE ¼ SE ¼ S 12 T 9 N R 20 ☐ E (or) ☐ W	
Property Owner's Mailing Address: W124 N13025 Wausukee Rd.				Site Address or CSM and Lot #: Hwy M	
City: Germantown	State: WI	Zip Code: 53022	Phone Number: ( )	☐ City ■ Village ■ Town: Germantown	Nearest Road: Wasaukee Rd.

☐ New Construction ☐ Replacement
Use: ■ Residential / Number of bedrooms: 3-4 ☐ Public or commercial – Describe: _____
Code derived design flow rate: 600 GPD
Flood Plan elevation if applicable: N/A ft.
Parent material: Loess over till
General comments and recommendations: Longer and narrower mound recommended

Boring 1

■ Boring ☐ Pit — Ground surface elev. 99.9 ft. — Depth to limiting factor 22 in. / elev. _____ ft.

Horizon	Depth In.	Dominant Color Munsell	Redox Description Qu. Az. Cont. Color	Texture	Structure Gr. Sz. Sh.	Consistence	Boundary	Roots	Soil Application Rate GPD/Ft² *Eff#1	Soil Application Rate GPD/Ft² *Eff#2
Ap	0-11	10YR 3/2		Sil	2fsbk	mfr	cs	2f	0.6	0.8
Bt	11-22	7.5YR 4/4		Sicl	2msbk	mfr	cw	2f	0.4	0.6
BC	22-28	10YR 5/4	fid 10YR 5/6	Sicl	1cosbk	mfr	gw	1vf	0.2	0.3
C	28-45	10YR 5/3	c2d 10YR 5/8 &	Sicl	0,M	mfi		-	0.0	0.0
			c2d 10YR 6/2							

Boring 2

■ Boring ☐ Pit — Ground surface elev. 96.3 ft. — Depth to limiting factor 16 in. / elev. _____ ft.

Horizon	Depth In.	Dominant Color Munsell	Redox Description Qu. Az. Cont. Color	Texture	Structure Gr. Sz. Sh.	Consistence	Boundary	Roots	Soil Application Rate GPD/Ft² *Eff#1	Soil Application Rate GPD/Ft² *Eff#2
Ap	0-10	10YR 3/2		Sil	2msbk	mfr	cs	2f	0.6	0.8
Bt	10-16	7.5YR 4/4		Sicl	2msbk	mfr	cw	1f	0.4	0.6
BC	16-24	10YR 5/4	fid 10YR 5/6	Sicl	1cosbk	mfr	gw	-	0.2	0.3
C	24-46	10YR 6/2	c2d 10YR 5/8 &	Sicl	0,M	mfi		-	0.0	0.0
			c2d 10YR 4/2							
		Groundwater	at 41 inches							

CST Name (Please Print): David Sells	Signature: [signature]	CST Number: 221348
Address: 4334 Timber Dr. Colgate, WI 53017	Date Evaluation Conducted: 3/29/22	Telephone Number: 262-832-4310

* Effluent #1 = BOD > 30 ≤ 220 mg/L and TSS > 30 ≤ 150 mg/L * Effluent #2 = BOD, ≤ 30 mg/L and TSS ≤ 30 mg/L

3 Boring # ■ Boring ☐ Pit Ground surface elev. 99.8 ft. Depth to limiting factor 15 in. / elev. _____ ft.

Horizon	Depth In.	Dominant Color Munsell	Redox Description Qu. Az. Cont. Color	Texture	Structure Gr. Sz. Sh.	Consistence	Boundary	Roots	Soil Application Rate GPD/Ft² *Eff#1	*Eff#2
Ap	0-10	10YR 3/2		sil	2mgr	mfr	cs	2f	0.6	0.8
Bt	10-15	10YR 4/4		sicl	2msbk	mfr	cw	1f	0.4	0.6
BC	15-24	10 YR 5/3	fid 10YR 5/8	sicl	1cosbk	mfr	gw	-	0.2	0.3
C	24-45	10 YR 6/2	c2d 7.5YR 5/8 &	sicl	0,M	mfi		-	0.0	0.0
			c2d 10YR 4/2							
		Groundwater	at 39 inches							

4 Boring # ■ Boring ☐ Pit Ground surface elev. 104.6 ft. Depth to limiting factor 21 in. / elev. _____ ft.

Horizon	Depth In.	Dominant Color Munsell	Redox Description Qu. Az. Cont. Color	Texture	Structure Gr. Sz. Sh.	Consistence	Boundary	Roots	Soil Application Rate GPD/Ft² *Eff#1	*Eff#2
Ap	0-11	10YR 3/2		sil	2mgr	mfr	cs	2f	0.6	0.8
Bt	11-21	10YR 4/4		sicl	2msbk	mfr	cw	1f	0.4	0.6
BC	21-28	10YR 5/3	fid 10YR 5/8	sicl	1cosbk	mfr	gw	1vf	0.2	0.3
C	28-46	10 YR 6/3	c2d 10 YR 5/8 &	sicl	0,M	mfi		-	0.0	0.0
			c2d 10YR 6/2							

5 Boring # ■ Boring ☐ Pit Ground surface elev. 100.7 ft. Depth to limiting factor 16 in. / elev. _____ ft.

Horizon	Depth In.	Dominant Color Munsell	Redox Description Qu. Az. Cont. Color	Texture	Structure Gr. Sz. Sh.	Consistence	Boundary	Roots	Soil Application Rate GPD/Ft² *Eff#1	*Eff#2
Ap	0-8	10YR 3/2		sil	2msbk	mfr	cs	2f	0.6	0.8
Bt	8-16	10YR 4/4		sicl	2msbk	mr	cw	1f	0.4	0.6
BC	16-27	10YR 5/3	fid 7.5YR 5/8	sicl	1cosbk	mfr	gw	–	0.2	0.3
C	24-47	10YR 6/2	c2d 7.5YR 5/6 &	sicl	0,M	mfi			0.0	0.0
			c2d 10YR 4/2							
		Groundwater	at 35 inches							

* Effluent #1 = BOD > 30 ≤ 220 mg/L and TSS > 30 ≤ 150 mg/L * Effluent #2 = BOD, ≤ 30 mg/L and TSS ≤ 30 mg/L

DocuSign Envelope ID: CFC05BE9-158F-4DCE-B23A-6784CCAE531F

6 Boring # ■ Boring ☐ Pit Ground surface elev. 104.3 ft. Depth to limiting factor 16 in. / elev. _____ ft.

Horizon	Depth In.	Dominant Color Munsell	Redox Description Qu. Az. Cont. Color	Texture	Structure Gr. Sz. Sh.	Consistence	Boundary	Roots	Soil Application Rate GPD/Ft² *Eff#1	*Eff#2
Ap	0-10	10YR 3/2		sil	2mgr	mfr	cs	2f	0.6	0.8
Bt	10-16	10YR 4/4		sicl	2msbk	mfr	cw	1f	0.4	0.6
BC	16-23	10YR 5/3	fid 10YR 5/8	sicl	1cosbk	mfr	gw	1vf	0.2	0.3
CB	23-32	10YR 5/3	cid 10YR 5/8&6/2	sicl	1cosbk	mfi	gw	-	0.2	0.3
C	32-46	10YR 6/2	c2d 10YR 5/8 &	sicl	0,M	mfi		-	0.0	0.0
			10YR 4/2							

☐ Boring # ☐ Boring ☐ Pit Ground surface elev. _____ ft. Depth to limiting factor _____ in. / elev. _____ ft.

Horizon	Depth In.	Dominant Color Munsell	Redox Description Qu. Az. Cont. Color	Texture	Structure Gr. Sz. Sh.	Consistence	Boundary	Roots	Soil Application Rate GPD/Ft² *Eff#1	*Eff#2

☐ Boring # ☐ Boring ☐ Pit Ground surface elev. _____ ft. Depth to limiting factor _____ in. / elev. _____ ft.

Horizon	Depth In.	Dominant Color Munsell	Redox Description Qu. Az. Cont. Color	Texture	Structure Gr. Sz. Sh.	Consistence	Boundary	Roots	Soil Application Rate GPD/Ft² *Eff#1	*Eff#2

* Effluent #1 = BOD > 30 ≤ 220 mg/L and TSS > 30 ≤ 150 mg/L * Effluent #2 = BOD, ≤ 30 mg/L and TSS ≤ 30 mg/L

CHECK BOX AS APPLICABLE.

☑ SOIL EVALUATION SITE MAP

Scale: 1" = 60'

0 60 90 120

15%

CHECK BOX AS APPLICABLE.

☐ SYSTEM PLOT PLAN

PAGE 2 OF

PROJECT NAME: Paul Markiewicz

PROJECT ADDRESS: Hwy M

DESIGN FLOW: _____ GPD

Attach design flow calculations for commercial plans.

BM Symbol: ⌖ BM Elevation: 100' FT

BM Description: NE lot corner pipe

Slope Gradient (%) of Tested Area: 2% Well Symbol (if applicable): ⊙

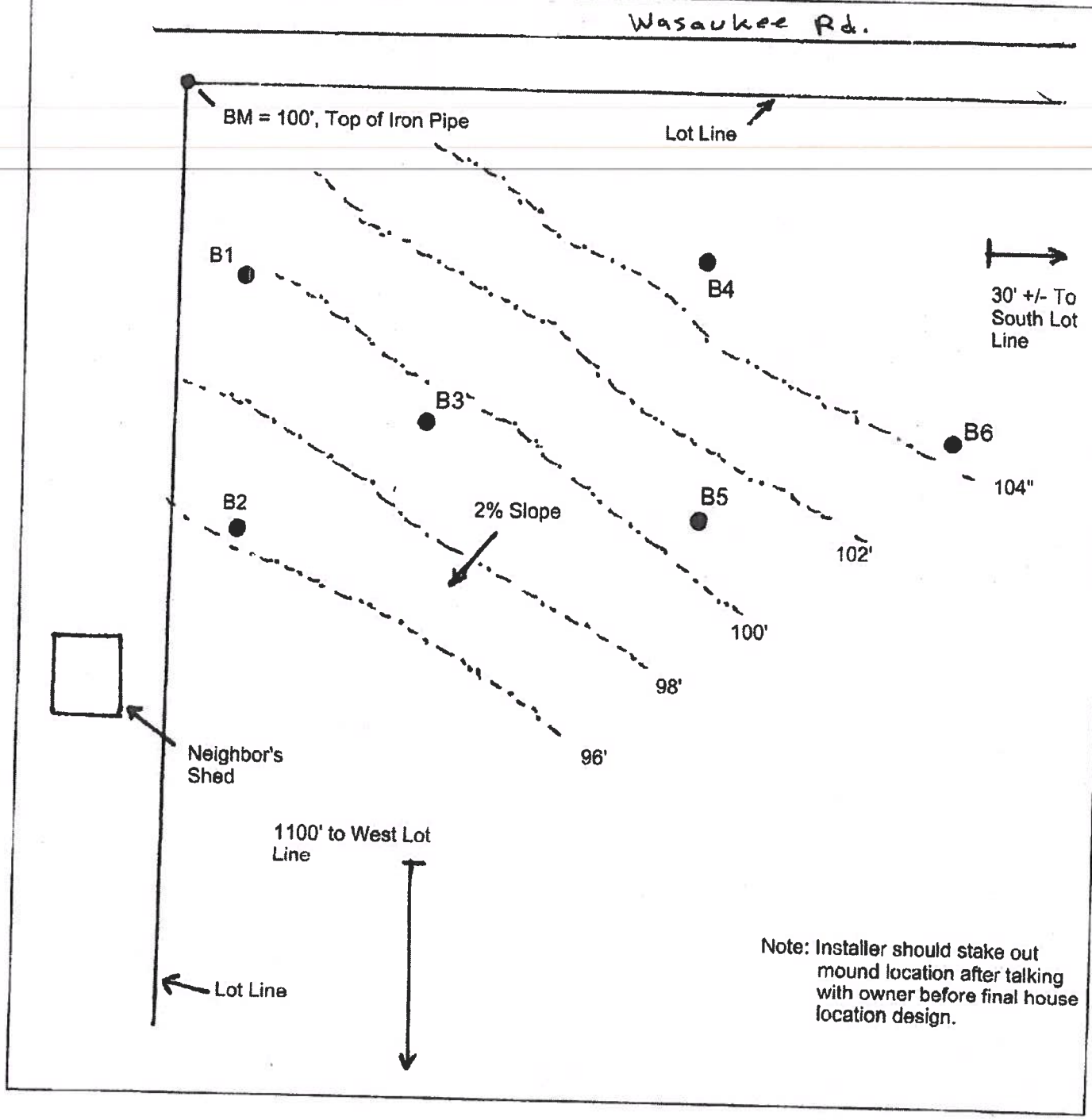
Indicate north by drawing an arrow on the appropriate line.

Pipe Material / ASTM Standard (Tables 384.30-3 & 384.30-5)

Sanitary Sewer: _____ / _____

Force Main: _____ / _____

IMPORTANT: Show ground elevation contours at suitable intervals.



Certified Survey Map No. _____

Part of the Northeast ¼ of the Southeast ¼ of Section 12, Township 9 North, Range 20 East, Village of Germantown, Washington County, Wisconsin.

Surveyor:
Richard Simon
5080 Fairy Chasm
West Bend, WI 53095
rich@cornerstonelandsurvey.com
(262) 424-5630

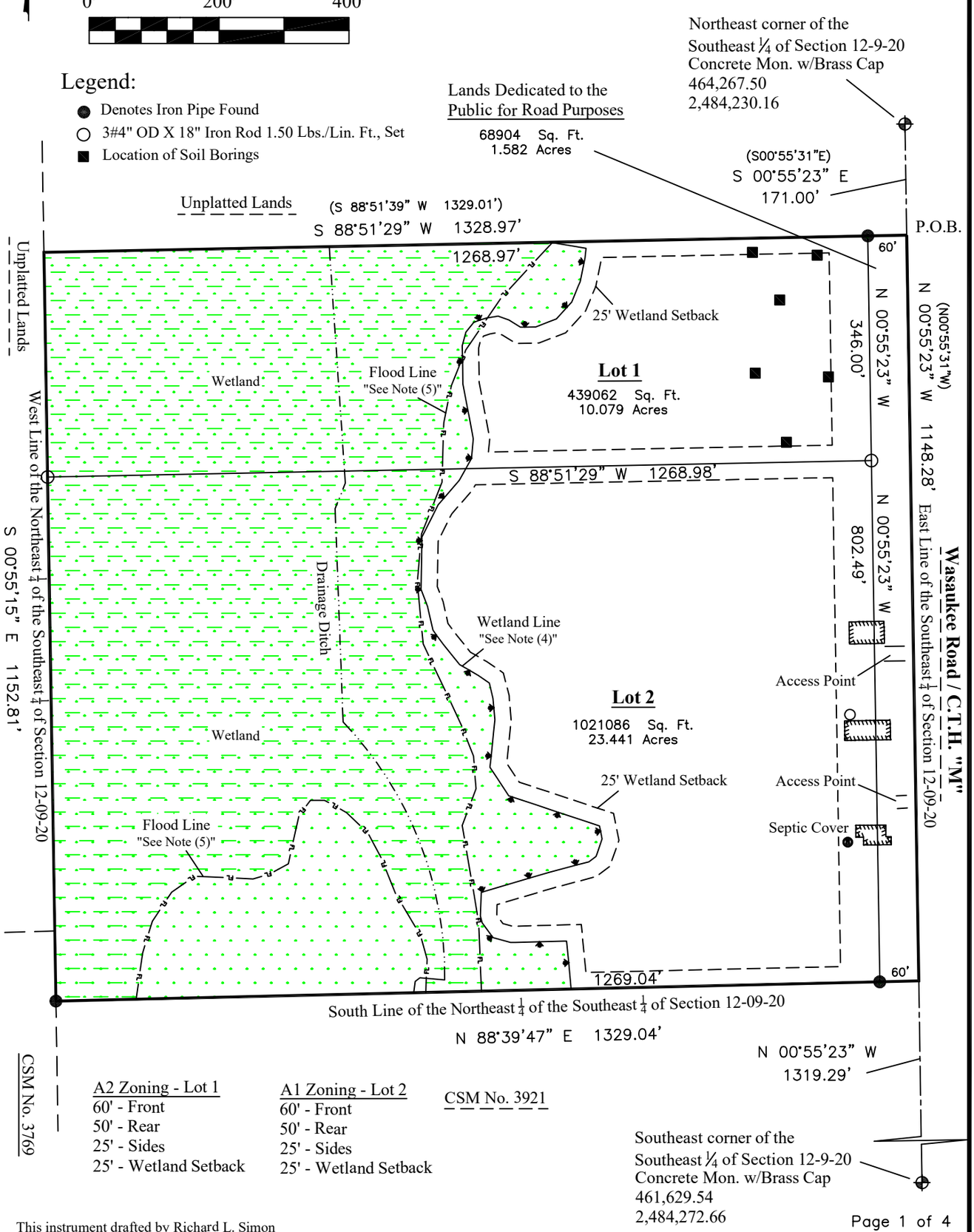
Owner:
Paul Markiewicz
W124 N13025 Wasaukee Road
Germantown, WI 53022

Scale 1"= 200'

0' 200' 400'

Legend:

- Denotes Iron Pipe Found
- 3#4" OD X 18" Iron Rod 1.50 Lbs./Lin. Ft., Set
- Location of Soil Borings



A2 Zoning - Lot 1
60' - Front
50' - Rear
25' - Sides
25' - Wetland Setback

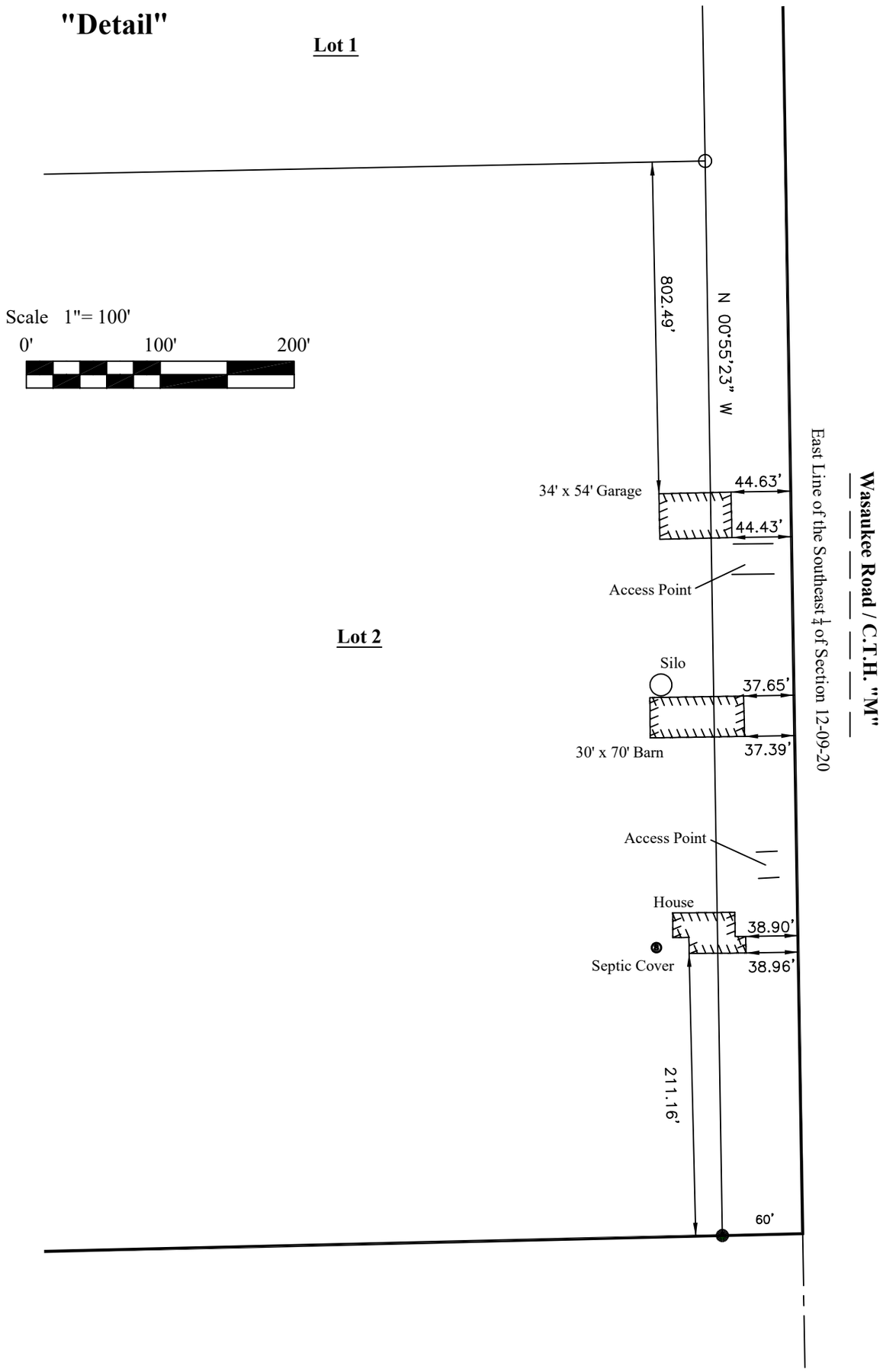
A1 Zoning - Lot 2
60' - Front
50' - Rear
25' - Sides
25' - Wetland Setback

This instrument drafted by Richard L. Simon

Certified Survey Map No._____

Part of the Northeast ¼ of the Southeast ¼ of Section 12, Township 9 North, Range 20 East, Village of Germantown, Washington County, Wisconsin.

"Detail"



This instrument drafted by Richard L. Simon

Certified Survey Map No._____

Part of the Northeast ¼ of the Southeast ¼ of Section 12, Township 9 North, Range 20 East, Village of Germantown, Washington County, Wisconsin.

Surveyor's Certificate

I, Richard L Simon, Professional Land Surveyor, hereby certify that I have surveyed:

Part of the Northeast ¼ of the Southeast ¼ of Section 12, Township 9 North, Range 20 East, Village of Germantown, Washington County, Wisconsin.

Described as follows:
Part of the Northeast ¼ of the Southeast ¼ of Section 12, Township 9 North, Range 20 East, Village of Germantown, Washington County, Wisconsin; described as follows; Commencing at the Northeast corner of the Southeast ¼ of said Section 12; thence S00°55'23"E along the East line of said Southeast ¼, 171.00 feet to the point of beginning of this description; thence S88°51'29"W, 1328.97 feet to a point on the West line of the Northeast ¼ of said Southeast ¼; thence S00°55'15"E along said West line, 1152.81 feet to a point on the South line of the Northeast ¼ of said Southeast ¼; thence N88°39'47"E along said South line, 1329.04 feet to a point on the East line of said Southeast ¼; thence N00°55'23"W along said East line, 1148.28 feet to the point of beginning of this description.

Said parcel contains 1529052 Sq. Ft. or 35.102 Acres Gross

That I have made such survey, division, dedication, and map by the direction of Paul Markiewicz

That this map is a correct representation of all exterior boundaries of the land surveyed and the land division thereof made.

That I have fully complied with provisions of s. 236.34 of the Wisconsin Statutes and Chapter 18 of the Village of Germantown Subdivision Control Ordinance in surveying, dividing, dedicating, and mapping the same.

Dated this 26th day of April, 2022

_____
Richard L Simon, P.L.S. #2698
Cornerstone Land Surveying
5080 Fairy Chasm Road
West Bend, WI 53095
262-424-5630

Village of Germantown Planning Commission Approval

This Certified Survey Map is hereby approved by the Planning Commission of the Village of Germantown on this ___day of _____, 2022.

_____
Dean Wolter, Chairman Date

_____
Laura A. Johnson, Secretary Date

Village of Germantown Board Approval

This Certified Survey Map, being a division of (NE ¼ of the SE ¼ of Section 12, Township 9 North, Range 20 East Village of Germantown, Washington County, Wisconsin), having been approved by the Planning Commission being the same, is hereby approved and (the dedication of that part of Wausaukee Road / County Highway "M" for public road purposes as shown on Sheet __of__ is hereby) accepted by the Village Board of Trustees of the Village of Germantown on this ____day of _____, 2022.

_____
Dean Wolter, Village President Date

_____
Deanna Braunschweig, Village Clerk Date

This instrument drafted by Richard L. Simon

Certified Survey Map No._____

Part of the Northeast ¼ of the Southeast ¼ of Section 12, Township 9 North, Range 20 East, Village of Germantown, Washington County, Wisconsin.

Owner's Certificate

I, Paul Markiewicz do hereby certify that I caused the land described in the foregoing affidavit of Richard L. Simon , Surveyor, to be surveyed, divided, dedicated, and mapped as represented on this Certified Survey Map.

WITNESS the hand and seal of said Signer, this _____day of _____,_____

_____
Paul Markiewicz

State of Wisconsin) SS
_____ County)
Personally came before me this _____day of _____, _____, the above named, Paul Markiewicz to me, known to be the people who executed the foregoing instrument and acknowledge the same.

_____
Notary Public

_____ County, State of Wisconsin

My commission expires:_____

Consent of Mortgagee

I, _____ of _____, mortgagee of the above described land, do hereby consent to the surveying, dividing, dedicating and mapping of the described land on this Certified Survey Map, and I do hereby consent to the certificate of Paul Markiewicz, as owner of said land.

Witness the hand and seal of said mortgagee this _____ day of _____, _____.

_____
Bank Officer

State of Wisconsin) SS
_____ County)
Personally came before me this _____day of _____, _____, the above named,

_____ to me, known to be the person who executed the foregoing instrument and acknowledge the same.

_____
Notary Public

_____ County, State of Wisconsin

My commission expires:_____

This instrument drafted by Richard L. Simon

Notes:

1) Bearings or Distances in ( ) are Recorded Measurements

2) In providing this boundary survey no attempt has been made to obtain or show data concerning the existence of any utility on the site, whether private, municipal, or public owned.

3) Bearings are referenced to the East line of the Southeast ¼ of Section 12-9-20, bearing N00°55'23"W per State Plane Coordinate System, South Zone. (NAD 1983-2011 Datum)

4) Wetland, as shown on Washington County GIS Mapping.

5) Flood Line as shown on FEMA FIRM 55131C0289E, Dated February 25th, 2022

The Avenue
275 West Wisconsin Avenue, Suite 300
Milwaukee, WI 53203
414 / 259 1500
414 / 259 0037 fax
www.graef-usa.com

GRAEF

collaborate / formulate / innovate

July 6, 2022

Jeff Retzlaff, Village Planner
Village of Germantown
N112 W17001 Mequon Road
Germantown, WI 53022

SUBJECT: Paul Markiewicz CSM Review

Certified Survey Map

Applicant or Owner: Paul Markiewicz
Land Surveyor/Firm: Richard Simon, Cornerstone Land Survey

1. Building setback lines are to be mapped and dimensioned.

2. The dimensions along the west line of lots 1 and 2 need to be labeled.

3. The monumentation for the NW corner of Lot 1 should be identified.

4. All existing utility and drainage easements with recording information will be shown and dimensioned.

5. All wetlands will be delineated by an approved and certified wetland specialist.

6. All wetland mapping will be done by a Professional Land Surveyor registered in the State of Wisconsin.

7. Should stream and wetland setback lines be shown on the Certified Survey Map document, the following note will be added:

   "Development within these setback areas is prohibited unless otherwise allowed pursuant to the provisions of Chapter 24 (Shoreland-Wetland Zoning Code) in the Germantown Municipal Code.

8. Page 3 should corrected to read "Plan Commission" rather than "Planning Commission".

9. A Mortgagee Certificate will need to be included, if applicable.

10. The Owner's Certificate should include "As Owners, we hereby dedicate that part of Wausaukee Road (CTH M) to the Village of Germantown for public road purposes as represented on Sheet 1 of 4 of this Certified Survey Map".

No further review comments.

GRĀEF

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Document Approval and Recording

For this CSM to be approved by the Village Board and recorded at the Washington County Register of Deeds, the document must be provided to the Village Clerk's office in a completed format including all original signatures of the owner and lending institution, original seals of the professional land surveyor on the recordable media the Wednesday prior to the scheduled Village Board meeting.

Any documents or digital files not submitted by the due date or contain outstanding technical review comments that have not be addressed, will be moved to the next scheduled Village Board meeting agenda.

Document Submittals and Data Conversion

As of October 2005, the Village of Germantown requires a digital copy of all Certified Survey Maps, Condominium Plats and Subdivision Plats in addition to the documents as required by Wisconsin Statute and Village Ordinances as part of the land division approval.

Prior to Recording the Certified Survey Map or Subdivision Plat, The professional land surveyor is responsible for submitting a copy of the AutoCad drawing file (.dwg) of the document in version 2019 on compact disk (CD) or via email to the Village Surveyor for mapping purposes.

All digital professional land surveyor seals and signatures will be purged from the digital copy prior to submittal.

Note: In 2020, the Village will be upgrading its municipal code to recognize the NAD83 Datum, 2011 adjustment for horizontal control and NAVD88 for vertical control for mapping all land division documents and plan submittals for review.

There are new dossier sheets for all the Public Land Survey System monuments that contain the new coordinate positions and elevations available currently on the State Cartographer's website by using the Survey Control Finder application

Prior to Recording the Certified Survey Map or Final Subdivision Plat, the Village Engineering Department will verify that the boundary markers have been installed as described on the submitted map. All boundary corners are to be clearly marked in the field by the professional land surveyor of record.

Sincerely,

GRĀEF

collaborāte / formulāte / innovāte



Burt J. Naumann, PLS
Senior Vice President

Gmail

Al Wisnefske <al@landandlegacygroup.com>

Wasaukee Rd Driveway Entrance

Ted Dumke <Ted.Dumke@washcowisco.gov>
To: Al Wisnefske <al@landandlegacygroup.com>

Mon, Jun 13, 2022 at 4:05 PM

Hi Al,

The sight distance along Lot 1 is good for an access along the southern portion of the frontage.

See attached pages about notes to add to the CSM. Please also add a note similar to the following:

Note: One (1) Type A Access is permitted along lot 1 frontage on CTH M.

Owner of lot 1 must make application to Washington County Highway Dept. to

secure required permit. Any future reconfiguration of lot 1 does not result in any additional access points being granted onto CTH M.

When you have another draft of the CSM ready for the Village, we can review it quick and provide the Village with a letter stating our requirements and approval. We will work the new driveway for Lot 1 into the construction plans, and the removal of the northerly access on Lot 2.

Let me know if you have any questions.

WASHINGTON COUNTY
WISCONSIN

TED DUMKE

Project Manager/Deputy Surveyor

E: Ted.Dumke@washcowisco.gov

O: (262) 335-4436

Washington County Highway Department

900 Lang Street

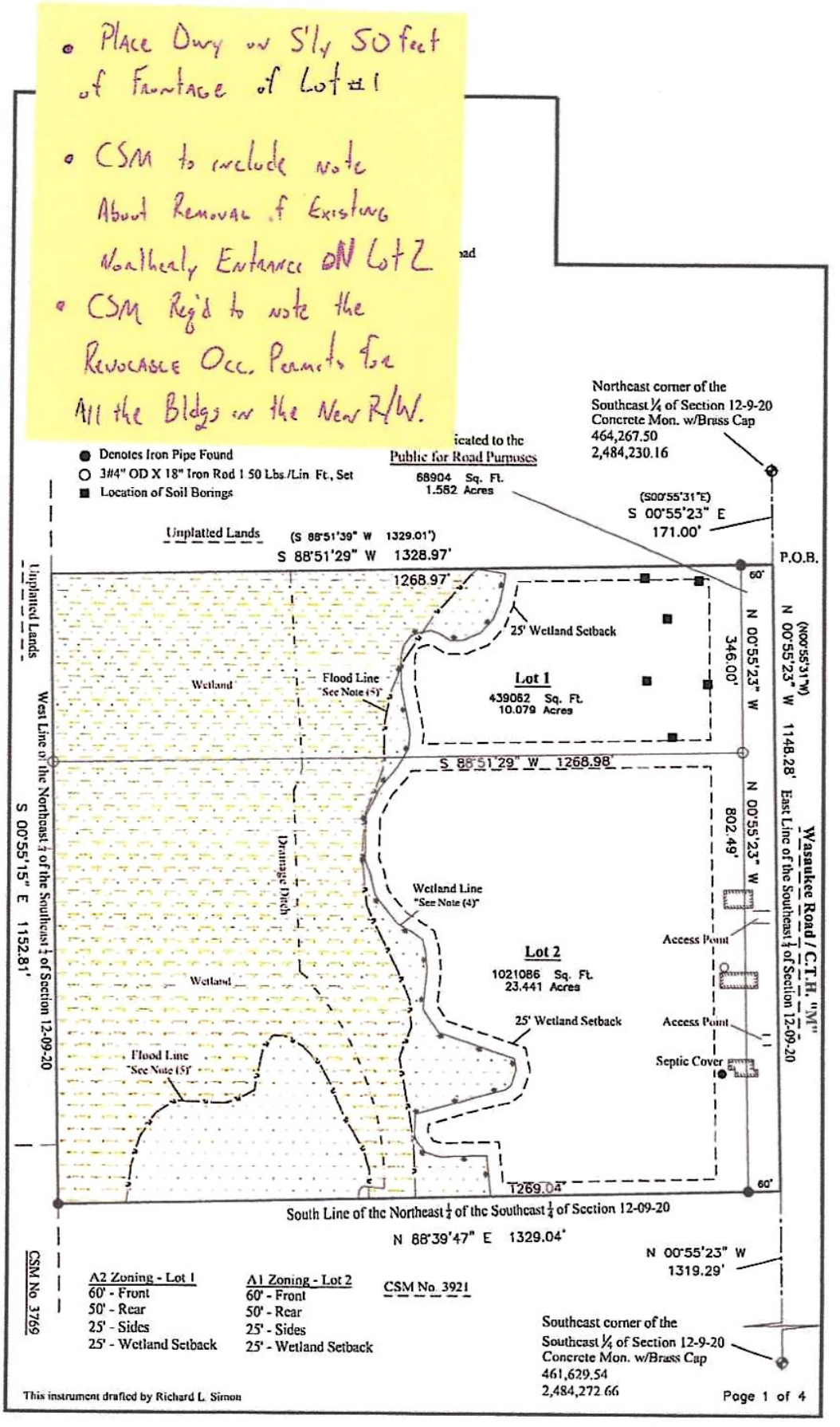
West Bend, WI 53090-2666

@WashcoWisco

DISCOVER. CONNECT. PROSPER.

[Quoted text hidden]
[Quoted text hidden]

- Place Dwy on S'ly 50 feet of Frontage of Lot #1
- CSM to include note About Removal of Existing Northerly Entrance on Lot 2
- CSM Req'd to note the Revocable Occ. Permits for All the Bldgs in the New R/W.



This instrument drafted by Richard L. Simon

ARC
(262) 542-8200

EXAMPLE

FORM ARC 101

CERTIFIED SURVEY MAP NO. _____

BEING A DIVISION OF PART OF THE NORTHWEST 1/4 AND SOUTHWEST 1/4 OF THE NORTHWEST 1/4 OF SECTION 12, TOWN 10 NORTH, RANGE 20 EAST, IN THE TOWN OF JACKSON, WASHINGTON COUNTY, WISCONSIN.

Show Access Restriction Similar to this:

0 200 300 400 600

SCALE 1" = 200'

NSE NORTH SHORE ENGINEERING, INC.
Consulting Engineers & Land Surveyors
11453 N. Port Washington Rd., Mequon, Wisconsin, 53092
(262) 241-8400 • FAX: (262) 243-5337
www.northshoreengineering.net

NW. CORNER OF THE NW 1/4 OF SECTION 12-10-20 CONC MONUMENT WITH BRASS CAP

OWNER:
THE COUNTRY AIRE PROJECT, LLC
4349 N COUNTRY AIRE DR
CEDARBURG, WI 53012

UNPLATTED LANDS

S89°59'12"E 672.63'

327.54' 324.84'

S89°59'12"E 24.75'

20.25' 45.0'

DEDICATED TO THE TOWN OF JACKSON FOR PUBLIC ROAD PURPOSES (27,133 sq. ft.)

100 YEAR FLOODPLAIN LINE – BASE FLOOD ELEVATION (BFE) 841.8

705.63'

S0°00'48"W 247.90'

UNPLATTED LANDS

S89°59'12"E 85.00'

CURVE TABLE					
NO.	ARC	RADIUS	CHORD	BEARING	DELTA
1	140.28'	117.00'	132.03'	S34°53'46"E	68°41'43"
2	54.30'	150.00'	54.00'	S79°57'00"E	20°44'24"
3	65.24'	183.00'	65.88'	S79°57'00"E	20°44'24"
4	42.35'	117.00'	42.12'	S79°57'00"E	20°44'24"

LOT 1

227,592± SQ. FT.–GROSS
5.225± ACRES
218,103± SQ. FT.–NET
5.007± ACRES

LOT 2

226,048± SQ. FT.–GROSS
5.189± ACRES
218,345± SQ. FT.–NET
5.013± ACRES

66' DRIVEWAY EASEMENT & ROAD RESERVATION

66.24'
54.30'
42.35'
173.33'
176.61'
262.54'
460.22'

S20°45'12"W 532.17'

140.28'

LOT 3

235,052± SQ. FT. – GROSS
5.396± ACRES
218,265± SQ. FT. – NET
5.011± ACRES

S0°33'05"E 243.32'

UNPLATTED LANDS

21.95'

S89°26'55"W 616.04'

N0°33'05"W 21.95'

UNPLATTED LANDS

N8°50'52"W 140.34'

WEST LINE OF THE NW. 1/4 OF SECTION 12-10-20

N0°33'05"W 942.67'

C.T.H. "M" COUNTRY AIRE DR.

S.S.W. NO. 5992

SW. CORNER OF THE NW. 1/4 OF SECTION 12-10-20 3" DIA. IRON PIPE WITH BRASS CAP

LEGEND

○ –DENOTES 1.315"X18" STEEL PIPE, WEIGHING 1.13 LBS. PER LINEAL FOOT (SET)

● –DENOTES STEEL PIPE (FOUND)

I I I I I – HATCHING DENOTES VEHICULAR ACCESS RESTRICTION FOR LOTS 1 & 3.

ALL BEARINGS REFERENCED TO GRID NORTH OF THE WISCONSIN STATE PLANE COORDINATE SYSTEM, SOUTH ZONE (WEST LINE OF THE NW. 1/4 OF SECTION 12–10–20, WHICH BEARS N0°33'05"W) (JAN. 2017 DATUM/NAD 83)

NOTES:

1. THIS PROPERTY IS ALSO SUBJECT TO EASEMENTS OF RECORD.
2. THIS PROPERTY IS PRESENTLY ZONED A–2 (AGRICULTURAL DISTRICT)

WISCONSIN JAMES C. SCHNEIDER MEQUON WI LAND SURVEYOR

3-27-2021

PLEASANT VALLEY RD.

COUNTRY AIRE DR. – CTH "M"

N

LOCATION MAP

NORTHWEST 1/4 SEC 12–10–20
(SCALE 1"=2000')

THIS INSTRUMENT WAS DRAFTED BY JAMES C. SCHNEIDER

SHEET 1 OF 4 SHEETS

Gmail

Al Wisnefske <al@landandlegacygroup.com>

Driveway for Wasaukee Rd

Ted Dumke <Ted.Dumke@washcowisco.gov> Wed, May 11, 2022 at 12:22 PM
To: Al Wisnefske <al@landandlegacygroup.com>

Hi Al,

We would allow 2 access points along the frontage of the original parcel. Meaning you may have to move one or both driveways to meet your needs and Germantown's lot layout requirements. If the driveways are moved, the existing driveways would of course have to be removed and restored to match the ditch line. Any new driveway location would have to meet sight distance and spacing requirements of our Access Control Policy. We would come out and take some measurements to determine that. If the plans for your land division and driveway permit are approved in the near future we could incorporate that into the construction plans for the upcoming road project.

As far as the structures in the dedicated right of way, it's likely that we would require Revocable Occupancy Permits be drafted and recorded. We will have to discuss this in depth a little further before we go that route.

In any case, you and your client can submit an application for a driveway permit – Type A Residential. I assume Germantown will require some documentation on driveway approval by the County before granting the land division approval.

Discuss with your client and let us know.

WASHINGTON COUNTY
EST 1836
WISCONSIN

TED DUMKE

Project Manager/Deputy Surveyor

E: Ted.Dumke@washcowisco.gov

O: (262) 335-4436

Washington County Highway Department

900 Lang Street

West Bend, WI 53090-2666

@WashcoWisco

DISCOVER. CONNECT. PROSPER.

BUSINESS OF THE VILLAGE BOARD
GERMANTOWN, WI

MEETING DATE: August 1, 2022

AGENDA ITEM: New Business **[CONDITIONAL USE PERMIT]**

ITEM TITLE: Thomas Ottow, Agent for Clinton Drive Property LLC, Property Owner of Milwaukee Appliance, N114 W18845 Clinton Drive. Application to Amend Conditional Use Permit No. 04-09 (with granting of CUP #02-2022).

SUBMITTED BY: Jeff Retzlaff, Director, Community Development Department

SUMMARY EXPLANATION:
Conditional Use Permit No. 04-09 was granted to Greg Carter, d/b/a/ Milwaukee Wash & Appliance Company in February, 2009. Since then, Milwaukee Appliance has operated a retail sales showroom and warehouse for major appliances on Clinton Drive in the Germantown Industrial Park. Thomas Ottow, long-time employee, is purchasing the business and intends to operate in the same manner with slightly different business hours. On the recommendation of staff, Ottow proposes to amend CUP No. 04-09 to update the ownership information and eliminate two conditions (#3 and #4) that staff agrees are no longer necessary.

PLAN COMMISSION RECOMMENDATION:

APPROVE the proposed amendment to eliminate Conditions #3 & #4 in CUP No. 04-09 and re-issue the CUP in the new ownership name for Milwaukee Appliance LLC located at N114 W18845 Clinton Drive subject to one condition to be added:

1. All signage, permanent and temporary, requires a permit from Planning & Zoning Services in the Community Development Department.

(see draft *Conditional Use Permit No 02-2022*).

APPLICATION, PLANS & RELATED DOCUMENTS:
All relevant documents, including applications, plans, supporting information, the staff report & recommendation, and Plan Commission meeting minutes (when available) are included in the PDF digital file distributed by the Village Clerk.

CUP # 02-2022 Document No.	CONDITIONAL USE PERMIT Document Title

VILLAGE OF GERMANTOWN, WASHINGTON COUNTY, WISCONSIN
CONDITIONAL USE ZONING PERMIT

Whereas the Applicant:
Thomas Ottow, on behalf of Clinton Drive Property LLC, Property Owner, and Milwaukee Appliance LLC

agrees to comply with applicable Codes and Ordinances of the Village of Germantown, Wisconsin, and further agrees that all work done pursuant to the permission granted herewith will conform with the applications and drawings filed with and approvals granted by officials of the Village for the purpose of obtaining this permit.

Now, therefore, this permit is issued to the Applicant to allow the operation of a retail appliance showroom from the existing building located at N112 W18845 Clinton Drive in the Germantown Industrial Park pursuant to Section 17.33(3)(h) of the Germantown Municipal Code.

Name & Return Address:
Village of Germantown
P.O. Box 337
Germantown, WI 53022

Parcel Identification No:
GTNV 204-987

On the following described property located in the Village of Germantown, Washington County, Wisconsin:

N114 W18845 Clinton Drive. Parcel 1 of CSM #1501, being a part of the NE ¼ of the SE ¼ of Section 20, Township 9 North, Range 20 East in the Village of Germantown, Washington County, Wisconsin.

Pursuant to the following specific condition(s):

1. All sales and storage shall be within the building.
2. Parking shall be on-site with no parking on Clinton Drive or Maple Road. Additional on-site, paved parking shall be required in the event additional parking is needed to accommodate day-to-day parking needs of the business.
3. All signage, permanent and temporary, requires a permit from Planning & Zoning Services in the Community Development Department.

This permit authorizes limited uses and activities as set forth in the conditional use permit application dated April 13, 2022 and in the supporting documents made part of the application on file with the Village. All of the operational characteristics and services as described, as well as any commitments made by the Applicant as set forth in the application, supporting documents, and made during presentations to the Village Plan Commission, Village Board and Village staff are deemed to be conditions of approval.

If the use, activities and/or operation subject of this permit falls out of conformity with the conditions herein, or, where there is a change in the nature, character, intensity or extent of the activities and/or uses which cause problems or harmful effects not anticipated at the time of approval of this CUP or where conditions imposed were anticipated to ameliorate

or eliminate such problems or harmful effects but are subsequently insufficient to do so, or, for similar cause based upon consideration for the public comfort, safety, and welfare, the conditional use permit may be terminated or modified by the Village Board by the amendment to or addition of conditions after public hearing thereon.

The provisions of this permit shall be binding upon the property herein described applicant(s) and property owner(s) and assigns unless and until amended by the Village of Germantown.

Granted by the Village Board of the Village of Germantown, Washington County, Wisconsin on the _____ day of _____, 2022.

_____
Dean Wolter, Village President

ATTEST:

_____
Deanna B. Braunschweig, WCMC/CMC, Village Clerk

STATE OF WISCONSIN) SS
WASHINGTON COUNTY)
Personally came before me this _____ day of _____, 2022, the above named Dean Wolter, Village President, and Deanna B. Braunschweig, Village Clerk, to me known to be the persons who executed the foregoing instrument and acknowledged the same.

_____
{type or print name of Notary on this line}

_____
{signature of Notary on this line}

Notary Public, State of Wisconsin
My Commission Expires: _____

DRAFT

ACCEPTANCE OF TERMS AND CONDITIONS BY OPERATOR
As business operator, I, Thomas Ottow, do hereby accept the terms and conditions set forth herein and realize that non-adherence to the terms and conditions as stated herein may result in the revocation of this Permit by the Village of Germantown.

Dated this ___ day of _____, 2022

_____
(type or print name on this line)

_____
Thomas Ottow, Business Owner/Operator, Milwaukee Appliance LLC

STATE OF WISCONSIN) SS
_____ COUNTY)
Personally came before me this _____ day of _____, 2022, being the above named _____, to me known to be the person who executed the foregoing instrument and acknowledged the same.

_____
{type or print name of Notary on this line}

_____
{signature of Notary on this line}

Notary Public, State of Wisconsin My Commission Expires: _____

DRAFT

PLAN COMMISSION MINUTES
July 11, 2022

CALL TO ORDER: Chairman Wolter called the meeting to order at 6:30 pm.

ROLL CALL: Chairman Dean Wolter, Trustee Representative David Baum, Commissioners Tony Laszewski and Bill Shadid were present. Commissioners Peter Nilles and Bob Williams were absent and excused. Also present were Community Development Director Jeff Retzlaff, Associate Planner Emily Zandt and Planning Assistant Lori Johnson.

PUBLIC INPUT:

-
-

APPROVAL OF MINUTES:

MOTION Baum second Shadid to Approve the Minutes from June 13th and June 27, 2022.
MOTION carried unanimously.

Thomas Ottow, agent for Clinton Drive Property LLC and Milwaukee Appliance LLC – N114 W18845 Clinton Drive, is requesting an amendment to Conditional Use Permit No. 04-09 in order to continue operation of the retail showroom. Director Retzlaff summarized the proposal.

Public hearing opened at 6:48 pm.

- Greg Carter, former owner of Milwaukee Appliance, said he feels the new owner will do a good job.

Public hearing closed at 6:55 pm.

MOTION Baum second Laszewski to Approve the proposed amendment to eliminate Conditions #3 and #4 in CUP No. 04-09 and re-issue the CUP in the new ownership name for Milwaukee Appliance LLC located at N114 W18845 Clinton Drive subject to one condition to be added:

1. ***All signage, permanent and temporary, requires a permit from Planning & Zoning Services in the Community Development Department.***

MOTION carried unanimously.

DRAFT

BUSINESS OF THE VILLAGE BOARD
GERMANTOWN, WI

MEETING DATE: August 1, 2022

AGENDA ITEM: New Business **[ORDINANCE]**

ITEM TITLE: Ordinance 12-2022 Village Staff Proposed Amendment to Building Code Section 14.105 (Solid Fuel-Fired Heating Devices).

SUBMITTED BY: Jeff Retzlaff, Director, Community Development Department

BACKGROUND

On June 6, the Village Board tabled action on a variance request by a property owner seeking relief from certain requirements under Section 14.105 (Solid Fuel-Fired Heating Devices).

The owner, Jon Weske, owns a residential parcel located in an Rs-4: Single-Family Zoning District. Weske installed his existing outdoor wood furnace back in 2005 without a building permit and before Section 14.105 was adopted (later that year in September 2005). Although the Village did not start regulating outdoor wood furnaces until after Weske installed his furnace, Section 14.105(2)(e) requires "existing outdoor solid fuel heating devices not permitted must comply with this code".

Section 14.105 contains a unique provision that gives the Village Board the responsibility to grant a variance from the outdoor wood furnace regulations vs. the Board of Zoning Appeals (BOZA). Like the variance criteria used by the BOZA, the Village Board can grant a variance if the Board determines that *"…extraordinary hardship will occur from the enforcement of this local ordinance…"* and that the variances are necessary to *"…afford substantial justice, provided that [the variance] will not have the effect of nullifying the intent and purpose of this local ordinance".*

With respect to Weske, the Village Board tabled action with direction to staff to consider making an amendment to the Building Code. In so doing, staff has the benefit of hindsight into the effect of the existing regulations on the owners of pre-2005 outdoor furnaces and, in turn, the effect of operating those pre-2005 furnaces that don't meet the regulations on their surroundings. While there is no data available on the number of wood stoves that were installed before September 2005 (and still operational), it's reasonable to assume that there are very few based on the fact that since 2005, only six (6) permits have been issued for outdoor wood furnaces. For this reason, staff does not believe there are many other, if any, situations like the Weske case that exist. Any and all outdoor wood furnaces installed since September 2005 required a building permit and must comply with Section 14.105. Consequently, the need to develop new or more robust regulations to address these situations is probably unnecessary.

PROPOSED CODE AMENDMENTS

With respect to the requirement under Section 14.105(2)(a) that allows the use of outdoor wood furnaces on property in only the A-1, A-2, Rs-1 and Rs-2 Zoning Districts, it's clear that the Village intended to help reduce the potential nuisance and negative impacts of an outdoor furnace, e.g. smell, smoke, ash, on adjacent or surrounding properties by allowing outdoor furnaces on larger parcels with greater setbacks and separation.

As an alternative to using zoning districts and parcel size as a defacto means to prevent nuisances in those limited situations where pre-existing outdoor furnaces are still being used (such as Weske), Staff recommends simply using the Village's nuisance regulations as a criteria to determine if a pre-existing outdoor furnace can/cannot continue to be used.

For the reasons discussed above, Staff recommends amending Section 14.105(2)(e) of the Building Code that pertains to those outdoor furnaces installed before September 2005 as follows:

14.105(2)(e) ~~Existing outdoor~~ Solid fuel-fired heating devices, commonly referred to as "outdoor furnaces" or "outdoor boilers" ~~not permitted must comply with this code~~ that do not comply with the requirements under (2)(a) and (2)(d)2. above and were installed and in use prior to September 19, 2005, may continue to be used subject to meeting all of the following requirements:

1. Until such time as the furnace and/or boiler unit is replaced;
2. Operation of the device does not create a public nuisance specified under Section 10.03, including but not limited to 10.03(7) Air Pollution; and
3. The unit is operated in compliance with all of the other requirements in this Section.

Devices that were installed and in use prior to September 19, 2005, and that do not meet these requirements shall be removed.

With respect to Section 14.105(3) that gives the Village Board the responsibility to grant a variance from the outdoor wood furnace regulations, staff recommends shifting that responsibility to the Board of Zoning Appeals (BOZA) given that the BOZA exists specifically for the purpose of hearing and acting on variance and other code administration appeals.

Staff recommends amending Section 14.105(3) of the Building Code that pertains to variances as follows:

14.105(3) VARIANCE. Any person aggrieved by a requirement of this section, an enforcement action, or a ruling made by the Building Inspector pursuant to this section may file a written appeal to the Board of Zoning Appeals within thirty (30) days seeking relief from such action or ruling, or, seek a variance from the requirements of this section. A variance under this section shall only be granted if the applicant meets the standards of 17.52(6). ~~Where the Village finds that extraordinary hardship will occur from the enforcement of this local ordinance, upon application to the Village Board, said Village Board may vary the regulations contained herein to afford substantial justice, provided that such variation will not have the effect of nullifying the intent and purpose of this local ordinance.~~

The Staff recommended amendments to Section 14.105 discussed above are contained in draft Ordinance No. 12-2022.

EFFECT OF CODE AMENDMENTS ON WESKE VARIANCE APPEAL
if the Village Board approves the recommended code amendments, no further action by the Village Board is required on the Weske appeal. Weske would be able to continue to use the non-conforming outdoor furnace unless and until one or more of the three criteria listed under 14.105(2)(e) can no longer be met:

1. Until such time as the furnace and/or boiler unit is replaced;
2. Operation of the device does not create a public nuisance specified under Section 10.03, including but not limited to 10.03(7) Air Pollution; and
3. The unit is operated in compliance with all of the other requirements in this Section.

Weske would, however, need to take some action. Pursuant to #3 above, one of the “other requirements” that Weske is required to comply with includes obtaining permits. Therefore, Weske would need to obtain after-the-fact building, plumbing and electrical permits from the Village (Inspection Services in the Community Development Department).

BUSINESS OF THE VILLAGE BOARD
GERMANTOWN, WI

MEETING DATE: August 1, 2022

AGENDA ITEM: New Business **[ORDINANCE]**

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VILLAGE BOARD

GERMANTOWN, WI

MEETING DATE: August 1, 2022

AGENDA ITEM: New Business

ITEM TITLES: Communication Consultant Contract

SUBMITTED BY: Steven R. Kreklow, Village Administrator

SUMMARY EXPLANATION:

At the June 20th Village Board meeting the Board directed staff to issue a Request for Proposal for Communication Consultant services to assist with providing information to Germantown voters related to the referendum on providing sewer and water service to the Northeast Corridor of Richfield. The Village received proposals to provide these services from McMahon Public Safety and Municipal Management Group in partnership with Red Shoes Inc., Mueller Communications and Michael Best Strategies. In my professional opinion, all three of the firms submitting proposals are highly qualified and capable of providing the services desired by the Village. I have included a summary of my review of the proposal and have included full copies of all three proposal in the Board packet.

Background/Experience of Firm

McMahon/Red Shoes

McMahon is a public management consulting firm that offers a wide range of services to municipal clients. Jeff Roemer, from McMahon recently worked with the Village of Germantown on an organizational review of our Fire Department. Red Shoes Inc. is a strategic marketing and communications firm that significant experience working with public and private sector clients, including referendum projects.

Mueller Communications

Mueller Communications is a Milwaukee based full-service communications and marketing firm that has significant experience working with both private and public sector organizations. Mueller has recently worked on several municipal referendums in the Southeast Wisconsin.

Michael Best Strategies

Michael Best offers strategic communications services, specializing in public affairs, government relations, grassroots advocacy, and media relations with significant experience with municipal referendums, including referendums in Southeast Wisconsin.

Qualifications of Staff

McMahon/Red Shoes

McMahon offers staff with a broad array of experiences and qualifications, including municipal management, engineering, and public safety. Red Shoes offers a team of highly qualified professionals with both public and private experiences.

Mueller Communications

Mueller offers a large team of communication professionals with diverse skill sets. The project team proposed for Germantown, has experience with communication projects for municipal referendum and appear to the have the skills and experience needed to successfully complete the project.

Michael Best Strategies

Michael Best also offers a team of highly skilled and experienced communication professionals and the organizational infrastructure necessary to successfully complete this project. They have direct experience on communication projects related to municipal referendum and could successfully complete the project.

Relevant Experience with Similar Projects

McMahon/Red Shoes

Red Shoes worked closely with Friends of Fox Valley Technical College on a $65 million for referendum for the college. McMahon worked on projects with the Village of Belgium, and the Village of Ashwaubenon and Town of Lawrence on master plans to extend sewer and water service.

Mueller Communications

Mueller has worked on recent public safety referendum projects with the City of Fort Atkinson, the City of Fon du lac, and the City of South Milwaukee, as well as building referendums with the Nicolet Union School District and the Fox Point-Bayside School District. They also worked with the Town of Yorkville on an incorporation referendum.

Michael Best Strategies

Michael Best has worked on multiple local referendums and cited a recent referendum in the City of Franklin on a water utility service change and a school referendum in the Village of Greenfield as relevant examples.

Project Plan

Proposals from all three firms included thorough and detailed project plans that demonstrate an understanding of level of effort and work processes necessary to provide Germantown residents with the information they need to make a decision on this referendum. All three project plans include a multi-media approach to communication.

Cost

Costs for the three proposals are in the range of $50,000 to $80,000 depending on mailing expenses and if the Village would like to conduct an additional optional survey of residents. Costs for each proposal without a survey by mail are listed in the table below:

Proposal	Cost
McMahon/Red Shoes	$75,000
Mueller Communications (includes $12,700 for mailings)	$58,700
Michael Best Strategies (includes $18,700 for mailings)	$50,200

The Village Board could use ARPA funds, or general fund reservices to pay costs related to the communication consultant and referendum.

Attached: Ordinance_____ Resolution_____ Other__X__

Recommendation:

Providing adequate information to Village residents on the planned referendum question on providing sewer and water service to the Northeast Corridor of Richfield can best be performed by an objective outside consulting firm. All three firms submitting proposals have the capability to perform that function. It is important that the Village Board feels comfortable that the selected consultant will provide balanced and objective information. As a result, I am not recommending a vendor, but encourage the Board to select a vendor they believe will best provide the information needed by Village residents.

Cost of Proposal

The cost outlined, below, is for the Village of Germantown's request for education outreach efforts related to a potential intergovernmental agreement with the Village of Richfield for sewer and water services to the Northeast Corridor of Richfield.

Our costs are inclusive of both McMahon and Red Shoes Inc. services. **It does not include printing and mailing costs which would be invoiced at an above and beyond cost.** Above and beyond printing and/or mailing costs would be quoted separately by printing and mail house vendors as projects are approved by the village.

Hourly Rates:
This cost proposal is based upon hourly rates that range from $125 per hour to $175 per hour depending which Red Shoes or McMahon employee is working on the project. The blended hourly rate is $150.

Costs:
Preparation and Information Gathering
$5,000

Marketing and Communication Plan Development
(Includes goals, target audiences, strategies, tactics, key messaging, comprehensive timeline)
$5,000

Development of Visuals and Copywriting
$25,000

Website Landing Page with **Survey Development**
$5,000

Launch Day Planning, Day of Event, Media Coordination, etc.
$5,000

Ongoing Execution and Monitoring of Education Outreach Efforts
(Additional content development, media outreach and interviews, social media posts, regular standing meetings, strategizing/consulting, etc.)
$30,000

Total Services Costs
Not to Exceed $75,000

Project to begin August 1 – Nov. 8 election

RED SHOES INC.

McMAHON

JULY 14,
2022

PROPOSAL FOR
Village of Germantown
Communication Consultant for Referendum

Presented by

McMahon, Public Safety and Municipal Management Group

In partnership with

Red Shoes Inc.

RED SHOES INC.

McMAHON

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References and Testimonials ..... Pg. 22-23



LETTER OF TRANSMITTAL

Dear Steve, Village Administrator for the Village of Germantown,

Thank you for the opportunity to submit a proposal for the Village of Germantown's education and outreach efforts related to the benefits, costs, risks and opportunities for a potential intergovernmental agreement with the Village of Richfield for sewer and water services to the Northeast Corridor of Richfield.

Based on your upcoming needs and the fast-approaching November 2022 referendum question, McMahon's Public Safety and Municipal Management group and our partner Red Shoes Inc., a leading strategic marketing and communication firm, are ready to dig in and get started! Our two groups work together on an ongoing basis and have decades of experience in both municipality water and wastewater consulting as well as community education and outreach.

Overall, McMahon's Public Safety and Municipal Management division is known and respected as the leading consulting firm focused on public management and safety consulting, project management and services for many municipalities throughout the state and country.

Most notably, Red Shoes provided strategic communication guidance and implementation for the Friends of Fox Valley Technical College group which focused on raising support for the $65 million Fox Valley Technical College referendum initiative for public safety programs and development, which passed with more than 60 percent of the public's vote. In addition, Red Shoes has worked on numerous capital campaigns, political campaigns and non-profit initiatives, all of which have required community buy-in.

With both firms working side by side on your behalf, you can rest assured that you have the best, most qualified team in place for outreach and educational efforts.

Red Shoes is also certified as a Disadvantage Business Enterprise (DBE), Woman Owned Small Business (WOSB) and a Women's Business Enterprise (WBENC).

We appreciate the opportunity to submit this proposal. If you have any questions, please feel free to contact us, Jeff Roemer at (920) 540-1002 and Lisa Cruz at (920) 205-9796. We look forward to learning more!

Jeffrey Roemer, CPM
Public Safety Manager
McMahon Public Safety and Municipal Management Group

Lisa Cruz
President
Red Shoes Inc.

RED SHOES INC.
IN A NUTSHELL

Leading the way

Red Shoes Inc. (RSI) is a full-service agency that offers clients a pool of talent (including an Emmy® Award-winning former journalist) with expertise in media relations, marketing, branding, public relations, community outreach, social media, design, creative concepting, videography, data mining, analytics and more. RSI boasts a client inventory that covers industries such as education, transportation, personalities, non-profit organizations and healthcare, as well as community initiatives.

RSI has been recognized by industry-leading organizations for their work. Lisa Cruz, president and owner of RSI, achieved a Top Women in PR national honor from PR News. As an agency, RSI was recently recognized as a Platinum PR Awards finalist for 2019 and 2020. These honors and recognitions are additions to an already long list which includes awards such as the PRSA Premier Award of Merit and Wisconsin Healthcare Public Relations Marketing Society (WHPRMS) Communications Review judge's choice.

RSI strongly believes in fostering and supporting an inclusive work environment and extends this philosophy to its relationships with clients. RSI empowers people by respecting and appreciating what makes them different, as well as finding ways to celebrate our similarities. This approach allows for the exploration and discovery in a safe, positive and nurturing environment. For RSI, geography does not stop the work that is being done. The clients that we serve are from ten different locations around the United States and we still continue to execute at a higher level of work.

Recognition for our work and business extends through the state and nationally as showcased through numerous awards won and certifications earned. Certifications are a reflection of a complex and thorough vetting process by governmental entities.



Why the name Red Shoes?

The origins of the name are Based on a pair of red shoes Lisa purchased in the summer of 2007.

Every time she wore the red shoes, people would comment on them; the shoes were literally spurring conversations. From there, carrying that name forward was a slam-dunk. From the beginning of the business, it was mandatory to wear red shoes to work every day. And the branding works! It's recognizable and not uncommon for people to show up in their own pair of red shoes to a meeting.

Red Shoes operates as an S-Corp.



AWARDS

- Outstanding Small Business - Woman Business Enterprise Award at Marketplace Wisconsin Governor's Conference
- 2019 Platinum PR awards finalist – Public Affairs
- 2018 PR NEWS' – Top 100 Women in PR Award
- 2018 WHPRMS – WHPRMS Carol Mehlberg Award
- 2016 WHPRMS – Communication Review – Judge's Choice Award
- 2016 Spectrum Award of Merit: Marketing Material – E3: Engage, Educate, Empower
- 2016 Spectrum Award of Merit: Video/Audio – Racine Unified School District's Pandora Enrollment Digital Ads
- 2016 PRSA Premier Award of Merit – Mayor Hanna Re-Election Campaign
- 2015 PRSA Premier award of Merit – Media Relations
- 2014 PRSA Premier Award of Excellence

CERTIFICATIO

Women's Business Enterprise (WBE) – this certification validates a business is at least 51% owned, controlled, operated and managed by a woman or women that are financially sound and is structured to execute contracts successfully.

Woman-Owned Small Business (WOSB) – Woman-Owned Small Business (WOSB) is a company-level diversity certification based on requirements defined by the Small Business Association (SBA) for use with federal contracts.

Disadvantaged Business Enterprise (DBE) – a certification offered to for-profit business concerns where socially and economically disadvantaged individuals own at least 51% interest and also control management and daily business operations.

RED SHOES INC.

OVER 25 YEARS
STRONG

Leading the way

OUR AREAS OF EXPERTISE

BRAND MANAGEMENT
Communicating your organization's brand or personality can get tricky and sometimes deviate from your original vision. Let's figure out how to get you on the right track through strategic communications.

CRISIS COMMUNICATIONS MANAGEMENT
With a 24/7 news cycle, it's more important than ever to be prepared for a crisis. Red Shoes can help you prepare for the worst or, if the worst just happened, Red Shoes could help you manage your communication to protect your organization.

KEY MESSAGE DEVELOPMENT
What should you be communicating to your target audiences? What mediums should you be using? There are words to use and words to avoid when involved in an interview. Red Shoes works with an organization's spokesperson to advise him/her on the major points to get across during interviews and community conversations.

MARKETING AND COMMUNICATION PLANS
Red Shoes develops detailed plans that closely align with your brand and support business goals. Our plans place an emphasis on measurement, so you know marketing and communications impact the bottom line.

MEDIA RELATIONS
Day in and day out, Red Shoes works with representatives of the media to pitch and secure editorial coverage. Because of Red Shoes Inc.'s extensive experience, Red Shoes understands how to build relationships with key members of the media (and have many relationships already built throughout the state of Wisconsin and beyond), pitch stories that pique their interest and deliver measurable results.

MEDIA TRAINING
There is a right way and a wrong way to be interviewed. Let Red Shoes help you prepare. Because Red Shoes has worked closely with the media throughout the years, Red Shoes knows what to be expect. Red Shoes helps clients prepare for interviews by developing anticipated questions and responses and setting an overall tone for the experience.

SOCIAL MEDIA
Red Shoes was the first organization in Wisconsin to introduce the application of social media to businesses and organizations. Whether it's Facebook, Twitter, Instagram, YouTube, blogs, LinkedIn or another relevant targeted platform, RSI knows the ins and outs of social media and is harnessing these communication tools to enhance word of mouth by integrating them with traditional efforts. Red Shoes is also on-call 24/7 for any of your immediate communication needs and to field incoming messages.

VISUAL COMMUNICATION
Red Shoes understands how to effectively communicate your key messages to target audiences in ways that will catch their attention. Through videos, posters, infographics, brochures social media graphics or other visuals, Red Shoes will work with you to create pieces that best reflect your brand and your ongoing messaging efforts.

CONTENT DEVELOPMENT

Red Shoes works with your organization to develop ideas for written and visual communication and create the content. Red Shoes' work includes newsletters, e-newsletters, news releases, blogs, tweets, media alerts, articles and more.

INTERNAL COMMUNICATIONS

Red Shoes works with organizations to strengthen their internal communications with their employees to ensure that information is communicated in a timely and proactive manner. Internal communication helps build employee brand advocates, engagement and pride.

DIGITAL ADVERTISING

Red Shoes offers targeted digital ad placement with social mirroring, geotargeting and more options to deliver on targeted campaigns reaching the audiences you need to. Along with the digital ad placement we provide design and messaging.

CONSULTATION

Red Shoes offers clients strategic communication consulting based on their needs. This includes one of the more seasoned professionals working one on one with your organization to bring fresh insights, identify trends and help guide your communication efforts in the right direction.

GOVERNMENT RELATIONS

Knowing the ins and outs of government and how it works often ties in to a successful and impactful initiative. RSI works with clients to provide strategic consultation to support your efforts through a multi-faceted communication strategy.

MEASUREMENT

Red Shoes provide analytics, reports and project recaps to measure the overall success of our collaborative efforts for each of the clients we serve. Red Shoes takes pride in providing consistent updates on progress throughout the duration of the projects we are involved in to keep everyone informed and to keep things on track.





CORE VALUES

CURIOSITY
Knowledge

We question and explore new ways of thinking because the status quo is never good enough.

CREATIVITY
Unparalleled Content

We take risks and refuse to settle for obvious solutions, allowing us to present the unexpected.

TEAMWORK
Team of Experts

We are stronger together and know how to take advantage of our diverse talents.

TENACITY
Deliverables

We fulfill our promises with determination and strength of purpose.

EXCELLENCE
Premium Services

We produce exceptional results through our commitment to quality and execution.

INTEGRITY
Trust

We have uncompromising standards and are honest and ethical in all we do, in front of and behind the scenes.

MEET OUR TEAM



LISA CRUZ
President



MARIA NELSON
Vice President



MEAGAN HARDWICK
Agency Director



CATHY HENDRICKS
Business Development Manager



TRACY CARPENTER
Business Manager



DANIELLE LEÓN
Account Executive



TRACY DOERING
Assistant Account Executive



KATIE THAO
Creative Specialist



KATIE MUCH
Account Coordinator



RAQUEL LAMAL
Media Specialist



GINA ROBERTS
Marketing Assistant

RESUMES

When working with Red Shoes, your team reaps the benefit of having access to our entire team of experts. This includes specialists in content development, digital and traditional advertising, photography and videography, websites and social media as well as high level marketing and PR strategists that are deeply engrained in the Midwest. Read on for resumes that highlight Red Shoes' president, vice president and agency director.

Lisa Cruz
President



Lisa has more than 28 years of experience in communication in areas such as crisis strategy, integrated marketing planning and referendum work. Named one of the nation's Top Women in PR, her background includes working for several industries throughout the years including government (municipal services, public works and political campaigns), healthcare, high-tech, non-profit, manufacturing, school districts, restaurants, technology, construction, entertainment and more.

Related Work Experience:
Red Shoes Inc.
[2008 – Present]
President
As president of Red Shoes Inc, Lisa is responsible for overseeing the company's strategic growth locally, regionally and nationally. Lisa also provides oversight to internal operations, financials, new business development, crisis communication efforts and strategic input for client work. Lisa leads a team of 10.

Weidert Group
[2006-2008]
Vice President/Director of PR
Lisa was responsible for new business development efforts and grew revenue for PR services by more than 300 percent in two and half years. In addition to also serving as a strategic PR consultant for clients' PR work, she was also responsible for managing the client services team and overseeing client work.

Appleton Medical Center/ThedaClark Medical Center Foundation
[2001-2005]
Communication Manager
Lisa provided event management services, fund development efforts and overall communication for both foundations as well as supported communication efforts for Appleton Medical Center. While with the Foundations she spearheaded the PARTY at the PAC program which reaches thousands of children each year to educate them about making smart decisions as teens to protect their health.

Lisa Cruz Consulting
[1998-2001]
As a consultant for three years, Lisa provided PR and communication services to a variety of online companies. This included providing media relations to place editorial stories in several national consumer media outlets as well as industry trades.

Laer Pearce & Associates
[1997-1999]
Account Executive
Lisa was responsible for leading multiple client teams in a variety of industries and areas such as entertainment, retail malls, a water district, restaurants and more.

Shafer & Shafer
[1996-1997]
Account Coordinator
In this role, Lisa worked in the high-tech industry to help clients with brand awareness. She was responsible for billing, setting up media tours, coordinating analyst tours and speaking engagements.

CONTACT INFORMATION
lisa@redshoesinc.com
(920) 205-9796

EDUCATION
University of Wisconsin-Stevens Point
Bachelor of Arts in Three Majors, Communication
Emphases: Public Relations
Spanish and Cultural Studies

PROFESSIONAL AWARDS
Athena Award
National Top Women in PR Award

ORGANIZATION AFFILIATIONS
Fox Cities Chamber of Commerce
Board Member

East Wisconsin Savings Bank
Board Member

Imagine Fox Cities
Coordinating Committee

Maria Nelson
Vice President

Maria Nelson has extensive experience in media relations, crisis communication and internal communication. An employee of Red Shoes Inc. since 2009 and a public relations practitioner for nearly two decades, Maria specializes in strategic communications and excels in complex projects and creating detailed plans with spot-on messaging.

Maria has a passion for crisis communications and is able to anticipate and plan for the multifaceted impact a crisis has on an organization. A graduate from Marquette University, Maria quickly gets to the heart of an issue and provides sound counsel to her clients.

Related Work Experience:
Red Shoes Inc.
[2008 – Present]
Vice President
- Leads a team to manage more than a dozen clients' day-to-day activities
- Provides strategic planning expertise to clients' media relations, social media, marketing, graphic design
and advertising activities
- Leads crisis communication planning and execution
- Creates and executes detailed communication plans for major announcements, crises, etc.

Weidert Group
[May 2007 – August 2008]
Account Executive
- Managed several client accounts for numerous industries including health care, education, manufacturing
and religion
- Planned for and managed several website projects
- Researched and planned social media campaigns

The Depression and Bipolar Support Alliance
[May 2006 – May 2007]
PR Coordinator
- Researched, developed, coordinated and evaluated promotional plans for national initiatives
- Wrote and edited press releases, press materials, quarterly newsletter and an annual report
- Developed communications plans and maintained budgets for numerous, simultaneous projects
- Improved and managed a Speakers Bureau

Green Bay Packers
[June 2004 – May 2006]
Public Relations Intern
- Arranged daily media availability for assistant coaches, players and front office executives
- Wrote weekly press releases, post-game notes, player biographies
- Assisted in game day and practice credential distribution
- Covered area sports events and wrote game and feature articles
- Compiled analysis of conferences and predicted season records



CONTACT INFORMATION
maria@redshoesinc.com
(920) 209-2323

EDUCATION
Marquette University
Bachelor of Arts in Communication, Minor in Advertising

Emphasis: Public Relations

PAST AND PRESENT COMMUNITY ORGANIZATION AFFILIATIONS:

- Homeless Connections (now Pillars) board of directors
- Partnership Health Center board of directors
- St. Therese Church volunteer
- Catholic Charities board member

Meagan Hardwick
Agency Director



Meagan Hardwick joined the Red Shoes team in 2015 and has more than 15 years of marketing and communication experience serving an array of industries including transportation, government, higher education, financial, healthcare, manufacturing, non-profits and more. In her role, Meagan acts as primary contact for numerous clients providing them with both high-level consulting and leading an internal team that executes clients' integrated marketing and PR needs.

Related Work Experience:
Red Shoes Inc.
[August 2015 – Present]
Agency Director
At Red Shoes, Meagan is responsible for leading clients in their marketing, PR and communication efforts. With this, Meagan manages general awareness and marketing campaigns featuring tailored messaging applied to PR efforts, social media channels, advertisements, websites, newsletters, print collateral and more. With an eye on key measurements, Meagan ensures that clients' overall marketing goals are accomplished. In addition, in her agency director role, Meagan oversees the growth of the team and agency, training, crisis communication work and creative direction of the agency.

University of Wisconsin-Fox Valley
[April 2012 – August 2015]
Director of Marketing & Communications
Campus Marketing Specialist
At UW Fox, now known as UW Oshkosh - Fox Cities, Meagan designed, directed and implemented campus marketing plans to create a more visible presence in the community and to assist with enrollment management and retention of students.

Boys & Girls Club of Oshkosh
[June 2008 – April 2012]
Marketing & Communications Assistant Director and Marketing Coordinator
Meagan started her post-college career at the Boys & Girls Club helping to manage marketing and communication efforts for multiple sites and unit clubs. This also included donor relations, special event coordination and community engagement efforts.

CONTACT INFORMATION
meagan@redshoesinc.com
(920) 540-3468

EDUCATION
University of Wisconsin-Green Bay, Bachelor of Arts in Communication, Minor in Corporate Communication

Emphases: Public Relations, Electronic Media and Organizational Communication

PAST AND PRESENT COMMUNITY ORGANIZATION AFFILIATIONS:

- LEAVEN Board of Directors
- Christian Cooperative Board of Directors
- Peaceful Purpose Board of Directors
- Fox Valley Technical College Business Advisory Board
- Women's Fund for the Fox Valley Region – Events Committee
- Project Search – Business Advisory Council (BAC) Member
- Leadership Fox Cities – 2015 Graduate

ABOUT
McMAHON
PUBLIC SAFETY AND MUNICIPAL MANAGEMENT GROUP

McMahon's Public Safety and Municipal Management professionals are committed to the needs and issues of public safety and government. We're experts at what we do because we have real-life experience as law enforcement officers, fire officials, EMS providers, municipal administrative staff, military personnel and public safety specialists.

By working with this team, communities can improve the services they deliver to their residents. We provide on-site assistance for municipal administrations, providing counsel, recommendations and help in implementation of those recommendations.

We also work collaboratively with our engineering and architectural design colleagues to enhance the safety and security of facilities – from design to day-to-day operations.

Our Public Safety and Municipal Management group is led by public safety manager Jeff Roemer who has more than 30 years of experience in public safety and municipality administration.

Who We Serve

- ✔ Municipal/Civic
- ✔ Police/Fire/EMS
- ✔ Industrial/Manufacturing
- ✔ Agriculture
- ✔ Commercial/Retail
- ✔ Education
- ✔ Community & Culture
- ✔ Healthcare & Wellbeing
- ✔ Private Sector

Service Offerings

- ▸ Public Safety & Emergency Management
- ▸ Public Management
- ▸ Security Services
- ▸ Building Inspections

The quality of service and the expertise of the staff. McMahon staff does not just work for, they work with our municipality and staff to understand our goals as a community. McMahon has become part of the municipal team.

Tori Straw
Administrator, Town of Clayton

JEFFREY R. ROEMER

Jeff has over 35 years of experience in public safety. He is a certified public manager and has been providing full-time public safety management consulting for the last 21 years. He worked as Fire Chief for the City of Menasha from 1995 to 1998, Public Safety Director for the Village of Allouez from 1988 to 1998, and Shift Commander for the Village of Ashwaubenon for 7 years. Jeff has worked on numerous public safety projects for the last 21 years, as Project Manager, in communities nationwide. He recently served as the Fire Chief and Emergency Management Director for the City of Green Bay and the City of De Pere, where he had responsibility for all aspects of emergency management including preparedness, response, recovery, and mitigation.



CONTACT INFORMATION:
jroemer@mcmgrp.com
Office: (920) 751.4200 ext. 401
Cell: (920) 540.1002

SPECIALIZED COMPETENCE:
Fire Administration
Police Administration
EMS Administration
Emergency Management
Incident Management Team Specialist
Project Management
Vulnerability and Security Assessments
Public Management
Security – Safety Team Management

EDUCATION:
Associate Degree in Political Science from Northeast Wisconsin Technical College

Executive Fire Officer Graduate from National Fire Academy

Certified Public Manager from University of Wisconsin

School of Police and Command Graduate from Northwestern University

PROFESSIONAL AFFILIATIONS:
Wisconsin Certified Public Managers Association

International Association of Fire Chiefs

Wisconsin City County Managers Association

PROJECTS

FIRE SERVICE
City of Green Bay – Fire Chief
City of De Pere – Fire Chief
Village of Bellevue – Fire Chief
Village of Suamico – Fire Chief
Village of Johnson Creek – Fire Chief
Lake County, Indiana – Regional Fire Study

EMS SERVICE
Door County – EMS Director
City of Baraboo – EMS Study
Wheaton Franciscan Hospitals – Waterloo, IA – EMS Director
Clarinda Regional Health Center - Iowa

POLICE SERVICE
Village of Palmyra – Public Safety Director
Village of Allouez – Public Safety Director
Milwaukee Regional Medical Center – Public Safety Consultant
Police Executive Research Forum – D.C. - Consulting

EMERGENCY MANAGEMENT
State of Wisconsin – All Hazard Incident Management Team
City of Green Bay – Emergency Management Director
City of De Pere – Emergency Management Director
Brown County, WI – Regional Incident Management Team
Menominee Indian Tribe of Wisconsin – Consulting
Bad River Tribe of Wisconsin – Consulting, exercises
City of Chicago – Emergency Response Planning

PUBLIC ADMINISTRATION
City of Janesville – Consulting
Village of Mukwonago – Consulting
Certified Public Manager Program – Training
Town of Mukwonago - Consulting

SECURITY MANAGEMENT
Cross Point Community Church – Oconomowoc, WI – Safety Team Management
Milwaukee Regional Medical Center – Security Team Coordination
USO – Mitchell Field Airport – Consulting
Qassim University, Buraydah, Saudi Arabia – Security Consulting

Along with McMahon's Public Safety and Municipal Management leader, your team will also have access to two additional seasoned McMahon professionals.

MATTHEW J. GREELY, P.E.
Executive Officer/Vice President
Bachelor of Science Degree, Civil & Environmental
University of Wisconsin – Madison
36 Years of Experience



Matt is a Professional Civil Engineer with 36-years of experience. Matt is an Executive Vice President of McMahon and oversees the Environmental & Infrastructure Division. Matt has served both municipal and Native American tribes as an advocate for proper infrastructure planning, design and construction.

Matt will draw on his experience and understanding of his various utility infrastructure clients to guide the project team to the most cost-effective solutions with a big picture view.

Sam Pociask – Biographical Information



Sam has been a GIS professional for 17 years. During this time, he has worked in county government, electrical transmission utilities and for the last 13 years as GIS Team Lead with McMahon. With McMahon, he has supported the implementation and advancement of the use of GIS for numerous municipalities, tribal entities and utilities.

Sam received his bachelor's degree in environmental biology and chemistry along with a master's degree in resource analysis/GIS from St. Mary's University in Winona, MN.

Program of Work

Summary
As with any marketing and communication endeavor, developing the strategy, timeline and key messaging to build the foundation for educational outreach is key. It's important to note that our work will not be persuasive or promotional in tone but rather informative so that all constituents have the necessary information to make the most informed decision for their own beliefs and values.

Information Gathering
We will begin by identifying the key team members for the Village of Germantown. McMahon and Red Shoes will plan to meet with all parties to conduct thorough information gathering sessions, focused on in-depth discussions about people, processes and channels. Based on what we already know, and from McMahon's extensive background in water and wastewater and GIS planning, we'll bring a streamlined list of questions ranging from known governmental challenges, nuances, perceptions, key demographics, proposed agreement details more.

Also included in this information-gathering phase, is identifying which channels the Village of Germantown anticipates using to deliver communication efforts. We will also discuss, in more detail, the strategy behind trying to reach your target audiences whether it's through traditional media such as TV, radio and newspapers or through social media, digital marketing, website, direct mailers, emails, videos, testimonials, events/town halls and more.



Execution Timeline:

In marketing and communication, we live and breathe by the execution timeline because we know the right or wrong timing can boost or break an education and outreach campaign.

In this situation, time is of the essence, and we know we must get started immediately and work quickly to prepare resources.

With that, given what we know today, below is our *rough* recommendations.

We do recommend developing a more comprehensive weekly timeline after information gathering.

- **Information Gathering, Developing our Plan and Preparation of Materials**
  Early August – Early September

- **Outreach Execution**
  Mid-September – Election Day

Marketing Communication Plan Development
After information gathering sessions have taken place, McMahon and Red Shoes will develop a short and sweet marketing communication plan to guide our education outreach efforts. Our process to develop the plan is outlined below and includes anticipated deliverables.

Our Process:

- Conduct initial meetings with appropriate team members to gather information and greater context
- Conduct additional research, analyze information gathered, audit appropriate materials/resources and identify positioning
- Develop a first draft of the plan and present to point of contact for feedback: plan includes key messaging, campaign/creative approach, tactics and timeline
- Revise plan based on feedback
- Present plan to Village of Germantown administration
- Make final revisions based upon feedback and finalize plan
- *GET TO WORK ON PREPARATION AND EXECUTION*

Key Messaging
Key messaging is the information that we will, together, deliver during our education and outreach efforts and key messages will also be included in the marketing plan. Messaging needs to be consistent and frequent across all channels to have maximum impact on your target audiences. We use key messaging as the foundation of each communication piece; therefore, the development of the messaging is a top priority in the first phase. Having worked with several municipalities and government entities in the past, we are in a position to successfully develop the key messaging necessary to educate and inform constituents of the possible intergovernmental agreement for sewer and water service.

Positioning
Our goal during implementation and then ongoing execution of the education outreach campaign is to position the Village of Germantown as a fact-sharing entity. Making sure all FAQs and materials are factual is our utmost priority.

Multicultural and Underserved Populations
Red Shoes will take a deeper dive into each municipality's demographics. For example, we may recommend outreach to specific community groups or that we translate outreach materials into specific languages to assure that we are reaching all constituents with the right message at the right time and in the right way.

Community Engagement
Once our plan is complete, we will prepare to launch the education and outreach campaign, however, it's important to note that once marketing efforts ARE in place (Sept. – Nov.) that we continue to keep our 'foot on the gas' and continue ongoing communication efforts ahead of the referendum vote.

We will address our recommendations for further community engagement tactics such as events, town halls and listening sessions in our marketing communication plan but **it's worth noting that a community survey or questions/feedback form should also be developed** and should be ready for sharing upon launch day via websites, social media pages, e-blasts, QR codes/survey links on print pieces and more.

It will be crucial to listen to the community throughout the campaign to gain critical questions and feedback. By hearing from the people about how they feel and what they know, we can discover any misinterpretations in our outreach materials. We can then use this information to refine our message or pivot with a different strategy in real-time. We will work closely with the Village of Germantown and local voices to generate these survey questions and/or form during phase one and then monitor how informed the community is during the following months.

Tactics will be identified and recommended during the information gathering and plan development of this project but *could* include a blend of the following recommended tactics, channels and deliverables:

Campaign theme and design:
An overall campaign theme through visuals, layout and design will be developed and will be extremely useful when working with all channels. We want to ensure that we are building outreach recognition that your end-users know and think of the information as coming from the Village of Germantown, a trusted resource.

Landing Page:
As with any marketing communication efforts focused on community education, we highly recommend the Village of Germantown builds out (with our support) a landing page to house all of the pertinent, factual information. (This also includes the community survey.) Additionally, we will provide a cohesive designed look to the overall campaign that will be consistent with all other materials and content that are shared.

Launch Day
The first step of executing the education outreach campaign related to the referendum question is first planning a launch day where a spokesperson from the village as well as any community leaders come together to publicly announce the upcoming referendum and answer questions.

Media relations:
We will work with local and/or regional news outlets to garner media coverage through news releases, media alerts, pitches, etc. Our approach consists of ongoing outreach efforts between the media and your target audience to get the news out about the possible intergovernmental agreement.

Media list development and distribution of news releases and media alerts:
Using our knowledge and working with the village, we will build a list of key media individuals and then draft, edit and distribute frequent news releases as well as social media posts to media outlets regarding news, upcoming events or milestones. Our media relations efforts often include direct outreach as well. We pick up the phone, send emails and consistently follow up with media outlets to ensure they have the right information, and we also seek and seize opportunities to garner coverage on the community campaign.

Editorial board meetings:
We often set up meetings with local/regional newspaper editors and spokespersons to educate them on the agreement. This first step is helpful with factual information forthcoming when you sit down with editorial outlets from the beginning of the outreach efforts. It is a way of mitigating misinformation and providing a proactive way to “set the table” with the right information. In turn, these types of meetings help garner media coverage surrounding awareness and public attention.

Content calendar development:
We will work with representatives from the village to develop a content calendar broken down by week of ideas to be used for social media. The content calendar will be based on the key messaging, information, facts with visuals and also be paced according to the weeks leading up to the vote. We work with clients on developing the content weeks ahead at a time to solicit review, feedback and approval before publishing. We will work with your existing social media manager or staff to coordinate postings and feedback.

Video development:
Social media is a means of communicating with and listening to your target audiences. We believe that communication is at the forefront of social media and should be the focus when participating in online engagement. These communications should be authentic, transparent and timely. We will determine which channels will be most effective (based on where your target audiences are interacting). We may also determine non-highly produced video is another viable way to use to reach your target audiences. Video and other generated content may also be leveraged in other channels such as newsletters, emails, etc. *This could be as simple as a recorded interview with the village administrator.

Townhall meetings:
Town hall meetings (in person and/or virtual) are another way to engage the community. This is a mainstay of community relations and ensures the community has an opportunity to voice their questions. We envision that this may be another valuable listening tool as we as an opportunity to present the informational and factual educational pieces to the public.

Mailer distribution:
We anticipate a minimum of one to two mailers will be developed and distributed to constituents during the implementation and execution phase of outreach efforts. Timing will be important and determined based on the planning process.

Working with our teams:
As noted previously, we understand and know what works best for quick turnaround project work. A key component includes regular standing meetings, ongoing research to listen to feedback and perceptions, as well as ongoing status reports with next steps as indicated by the overall plan. Additionally, we recommend using tools and self-monitoring such as:

- Use of software for social media monitoring
- Website analytics (Landing page visits, length on-page, survey numbers, etc.)
- Number of queries/questions generated
- Tracking the types of queries or questions being asked by the community
- Use of software for editorial coverage monitoring (useful to measure tone and sentiment of coverage)

Timeline:
Please note that a comprehensive project timeline will be developed and included in the marketing communication plan. However, the timeline (next page) shows our abbreviated process, milestones and workflow. Note this is flexible once the work is awarded.

Project	Tactic	Timing
Meeting Introduction Meeting to McMahon and Red Shoes	McMahon and Red Shoes to facilitate an introduction meeting with village representatives	Early August
Survey and/or form Information Gathering	McMahon and Red Shoes to conduct additional research, outreach and audit appropriate materials and resources.	Early August
Meeting Question and Answers	McMahon and Red Shoes to meet with village contact on last clarifying questions before developing marketing communication plan recommendations.	Early August
Plan Development	McMahon and Red Shoes to develop a first draft of the marketing communication plan.	Mid-August
Presentation to main point of contact	McMahon and Red Shoes to present first draft of the marketing communication plan to point of contact for feedback. Plan to include key messaging, campaign and creative approach, tactics and a comprehensive timeline. Red Shoes to edit plan after meeting.	Mid-August
Campaign Development	Red Shoes will develop outreach materials, landing page, surveys for constituents	Late August and Early September
Launch Day Referendum Announcement	McMahon and Red Shoes to work with village staff on planning of launch day as well as managing logistics the day-of.	Mid-September
Ongoing execution	McMahon and Red Shoes will work with appropriate contacts on the execution of the ongoing education outreach campaign. This included tactics and monitoring previously outlined in this proposal. During this time, we recommend weekly touch base calls to review priorities, timeline checkpoints and to strategize any pivots needed to the campaign.	September-November

RELEVANT PROJECTS
RELATED EXPERIENCE

With an experienced and talented team of problem solvers and forward thinkers, our teams have the connections and resources along with a breadth of understanding when it comes to community behaviors and constituent habits. Relevant projects we have delivered successful results for include:



FRIENDS OF FOX VALLEY TECHNICAL COLLEGE

Red Shoes worked closely with the Friends of Fox Valley Technical College group to lead all communication and marketing efforts focused on a $65 million referendum. One of the first tasks on hand was to build a coalition of business and community leaders to share the information among their networks. Red Shoes developed an extensive plan including key messages and recommended tactics to share information among channels such as a website, eblasts, media relations and more. The referendum passed with more than 60 percent of constituents voting yes.

For more samples of Red Shoes Inc. work, please click here.

VILLAGE OF BELGIUM

McMahon, Matt specifically, has been the primary Client Representative for the Village of Belgium since 1989. In 2001, Matt led a sewer and water master planning effort to provide proper infrastructure planning for newly established growth areas that were annexed into the Village. This plan is still in use today as a tool to allow the community to grow.

The Village of Belgium projects are very similar to the planned reconstruction of sewer and water for the Stone Lake Subdivision as the projects include mainline sewer and water relays along with lateral replacement to the homes (on private property).

Various Applicable Sewer & Water Reconstruction Projects

- 2021 Utility Replacement (multiple areas)
- Main Street (CTH D)
- South Avenue & Victory Street
- Maple Street
- CTH LL & CTH KW Utility Reconstruction

Village of Belgium
Building our Future, Honoring our Past

VILLAGE OF ASHWAUBENON AND TOWN OF LAWRENCE

Both the Village of Ashwaubenon and the Town of Lawrence rely on McMahon's/Matt's planning, design and construction capabilities. Matt has served as Lawrence's Town Engineering since 1997. Initially the Town of Lawrence had challenges with accommodating growth due to annexation from adjoining communities. With the assistance of Matt and the McMahon team, a comprehensive plan for their sanitary sewer and water systems was developed. The Town of Lawrence is now a thriving/growing community with a thoughtful, logically planned infrastructure. McMahon has annually completed design and construction services for sewer, water and roadway projects.

VILLAGE OF ASHWAUBENON AND TOWN OF LAWRENCE

The Village of Ashwaubenon has utilized Matt's expertise to evaluate and master plan areas posed for growth. When the Green Bay Packers laid out their plan to redevelop the land west of Lambeau Field, the Village of Ashwaubenon contacted Matt. With Matt's leadership, the existing sanitary sewer and water systems were evaluated to accommodate the expansion. Matt is proud to point out that Cabela's, Hinterland Brewery, Bellin Health and Lodge Kohler are now served by a properly planned, designed and reconstructed sanitary sewer and water main system.



For more detailed information on these McMahon projects, please click here.

REFERENCES

PAST PERFORMANCE

Building trusted relationships

The following contacts are from projects highlighted earlier in this proposal via information and links.

VALLEY TRANSIT (Red Shoes Inc.)
*Marketing and communication client since 2018
Ron McDonald | Valley Transit General Manager
801 S. Whitman Avenue
Appleton, WI 54914
920.629.0000
Ronald.McDonald@appleton.org

VILLAGE OF BELGIUM (McMahon)
Dan Birenbaum | Director of Public Works
195 Commerce Street | Belgium, WI 53004
262.285.7941
dbirenbaum@village.belgium.wi.us

TOWN OF LAWRENCE (McMahon)
Patrick Wetzel | Administrator
2400 Shady Court | De Pere, WI 54115
920.347.3710
PatrickW@townoflawrence.org

VILLAGE OF ASHWAUBENON (McMahon)
Steve Birr | Village Engineer
2155 Holmgren Way | Green Bay, WI 54304
920.492.2308
sbirr@ashwaubenon.com

RED SHOES INC. TESTIMONIALS

PAST PERFORMANCE

Delivering results

MARTIN RUDD
Assistant Chancellor
Access Campuses
University of Wisconsin Oshkosh
ruddm@uwosh.edu
920-929-1106



"The University of Wisconsin Oshkosh - Fox Cities partnered with Red Shoes as part of our community public relations strategic plan. In addition to our responsive account executive creating media opportunities for our campus activities and stories, we were able to fashion a marketing and web team of campus staff to implement new ideas generated through our regular and organized meetings. Red Shoes staff brought a wealth of community connections, experience and confident metric-driven ideas that enabled the campus to move ahead with a "Report to the Community," initiate a "Student Spotlight" series and dramatically increase the number and quality of media touchpoints within our local market and recruitment area. They approached their work with us with a high degree of professionalism and eagerness."

TOM CLARK
Chief Experience Officer
Faith Technologies
tom.clark@faithtechinc.com
920-751-9952



"The public perception of our organization is critical to the long-term success of our organization and having a resource like Red Shoes allows us to be proactive in our PR efforts. Red Shoes has brought expertise and experience to our internal marketing team that is invaluable. They provide a very deep base of experience in how to deal with all types of media outlets and ensure that we are sending the right message to the right audience. The way Red Shoes has integrated into our team has been tremendous. We value the experience and expertise they bring and working with our internal team they have gotten phenomenal results. They took the time to understand our strategic objectives and tailored our PR program to complement our overall marketing plan. I would recommend Red Shoes. They are flexible, knowledgeable and very easy to work with."

VINCE GALLUCCI
Former Administrative Officer
Affinity Health Systems (Ascension)
546base@gmail.com
920-850-2996



"The Red Shoes team participated in many elements of our strategy, business and overall approach to market share success. The Red Shoes team is a gifted group of individuals that always had our best interest in mind. The team provided exceptional media relations coverage, and also supported internal communication strategies that at times took complex points and made them easy to understand. In addition, the team guided us to a successful repurposing of our health system's community image. Lisa, in particular, challenged us as leaders to be more present in the community, engage with business leaders to help them navigate the challenges of the industry, and attract the best talent as we enhanced our employment brand."

Response to Request for Proposals, Communication Consultant for Referendum, prepared for:

Village of Germantown
Village Administrator
Steven Kreklow
skreklow@germantownwi.gov

Respectfully submitted by:

Jeffrey Remsik
Principal, Michael Best Strategies LLC
414-239-5243
jjremsik@michaelbeststrategies.com

July 14, 2022

Michael Best Strategies

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1. Letter of Transmittal

Steve Kreklow
Village Administrator
Village of Germantown
N112W17991 Mequon Road
Germantown, WI 53076

Dear Mr. Kreklow:

Thank you for the opportunity to respond to the Village of Germantown's RFP for communications consulting services related to a referendum question on the November 8, 2022, general election ballot.

Michael Best Strategies has a full-service Strategic Communications team – built by proactive professionals with decades of real-world experience and a proven track record of delivering clear and compelling narratives to lay the groundwork for smart business growth and successful public policy outcomes.

We understand the Village of Germantown Board wants to ensure that all Village residents are provided with complete information in order to make an informed decision on how to vote on the issue. At the same time, the Village Board does not want to advocate for a particular position on the referendum. The board wants all relevant information on the question presented professionally, fairly, and objectively.

Our team of seasoned professionals can provide the expertise and infrastructure needed to successfully execute an information campaign that results in a well-informed electorate. Michael Best Strategies specializes in public affairs, government relations, grassroots advocacy, and media relations. Strategies has deep experience successfully leading referenda efforts, as well as coalition-building and issue advocacy campaigns that mobilize communities and drive action. We've been successful with both statewide and local referenda across Wisconsin. We have the skills and relationships to achieve your goals.

Enclosed please find more information on our expertise and experience, our recommendations on overall strategy, scope of work, deliverables, and references for our team members' work on similar projects. We look forward to an opportunity to continue the dialogue and would be honored to work with you and others at the Village on this important effort.

Sincerely,

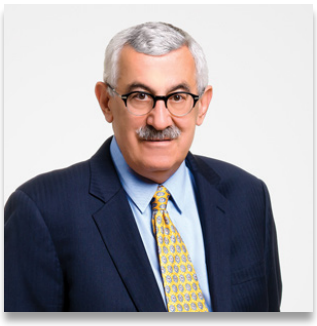


Jeffrey Remsik
Principal – Strategic Communications
Michael Best Strategies

2. Key Personnel

We will deploy a team of four seasoned communications professionals for the Village of Germantown. **Jeffrey Remsik,** Principal, will lead the team. Our other key team members are **Evan Zeppos,** Principal and Senior Advisor – Public Affairs; **Margaret Fritsch,** Senior Associate – Strategic Communications; and **Ron Irwin,** Senior Associate – Strategic Communications.

Appendix A includes their professional biographies.



Evan Zeppos
Principal and Senior Public Affairs Advisor



Jeffrey Remsik
Principal and Senior Advisor – Strategic Communications



Margaret Fritsch
Senior Associate – Strategic Communications



Ron Irwin
Senior Associate – Strategic Communications

3. Strategic Approach

Program of work satisfying the requirements of the Scope of Services, including tasks and anticipated deliverables. Description of the overall approach to ensuring success in communicating to and educating the electorate about the potential agreement to provide sewer and water service to the Northeast Corridor of the Village of Richfield.

Strategy Outreach and Development

Because all politics are local, we recommend an initial assessment and situational overview. We all need to better understand the results of the survey research the Village has completed to date. We also will interview key staff and board members to better understand the unique We also will interview key staff and board members to better understand the unique situation and needs of the Village, the types of communications and approaches that have worked best with Village residents and to tease out the most likely questions and concerns of residents. With those insights as guides, we will work in partnership with the Village staff to develop and refine an overall communications strategy. Likely elements of that strategy include:

- **Strategic Communications Materials and Tools** – We will work in partnership with the Village to create clear, compelling messages and Infographics about the referendum question, such as:
    - Strategic narrative and key messages to ensure consistency across all communications channels and outreach efforts
    - A fact sheet that explains the situation, as well as the costs and benefits of the proposal
    - FAQs to ensure consistent communication and distribution of facts and dispel misconceptions about the need for the referendum, its rationale, the benefits, and the costs
- **Outreach Tools** – We will use the narrative and key messages to develop and distribute objective, factual information to Village residents, such as:
    - Direct Mail – We recommend at least one direct mail piece to Village residents to provide key and reenforcing information, as well as links to additional background information.
    - Posters/Displays - We envision Infographic and other digital/printed visuals for display in Village buildings and shared across the Village's social media channels.
    - Presentation Deck – We propose a standard PowerPoint presentation that Village officials and others use to explain the referendum question at community meetings, both virtual and in person.
    - Information Sessions – We recommend working with Village officials to develop a series of online education sessions to provide Village residents with opportunities to ask questions and offer comments.

- Community Presentations – We recommend working with local service organizations, such as Rotary and Kiwanis, to present the rationale, need, costs and benefits of the referendum question during the regular meetings.

If engaged properly, supporters can help build a movement for the referendum by talking to their spheres of influence. A growing coalition of informed voters will serve as a force multiplier that lends credibility to the effort. It can also help push back on misinformation that surfaces.

- **Online and Social Presence** – Online strategies and communications are mission critical and cost-effective in today's information age. We recommend the following tactics:
  - Website – Working with Village officials, we will develop content for a landing or separate page on the Village website to serve as the central place for the facts and objective information about the referendum question, including any relevant survey results, copies of direct mail pieces, FAQs, dates and times for presentations, copies/recording of previous presentation, and other relevant information about the referendum.
  - Village-wide Emails/Newsletter – We will develop content that city staff can use in the Village's regular email or newsletter distributions.
  - Social Media/Organic and Paid – As partners with the Village officials, we will create content to post regularly to inform Village residents about the need for the referendum, the benefits and the costs involved in the proposal. The FAQs will serve as the basis for this content and responses to comments, questions and concerns. We also will work with Village officials to develop some engaging video clips to leverage for display advertising on Facebook. We recommend a series of three to five video clips with Village residents and officials commenting/explaining the need for the referendum.
- **Earned Media** – At the direction of Village officials, we will develop news releases, story ideas, and visuals to prompt local media coverage. We also recommend repurposing the media coverage on the Village's website and social platforms.

Optional Survey

The Village has conducted an initial online survey to assess the attitudes of residents. Based on the results and insights from that survey, we will work directly with Village officials to determine if a survey mailed to every household in the Village would deliver more accurate results and insights to drive the overall strategy and messaging.

4. Relevant Experience

Past project work on similar projects that your firm has completed, highlighting experience and qualifications. For similar past project work, firms should include the outcome of the referenda.

A Record of Results

SUBURBAN SCHOOL AND TECH COLLEGE REFERENDA

Our team members had helped spearhead education efforts for several successful ballot referenda. We worked with education and taxing authorities to demonstrate the need to approve school referenda. Educating the voters and showing examples of deteriorating buildings helped the communities understand and vote favorably for the referenda.

FRANKLIN WATER UTILITY SERVICE CHANGE

The City of Franklin Water Utility was evaluating and considering options for obtaining its drinking water. The existing contract was with Oak Creek. Options included staying with Oak Creek or changing to either Racine or Milwaukee. The city's evaluation pointed to Milwaukee as the likely best option, which would require construction of a new water main from Milwaukee to Franklin and other improvements. The city needed to update residents and businesses connected to the municipal water system. There were added expenses, which would be paid through water rates. The city also anticipated Oak Creek would begin communicating its views on the change. Franklin hired us to develop a strategic communication plan and assist in executing the plan. Our support included development of a letter to all water customers, creating a FAQ that could be posted to the city's website, and assist in developing specific responses to questions as they came in following the distribution of the letter. The letter and FAQ helped provide a factual overview on options and the benefits of working with Milwaukee in terms of future reliability and cost management. The letter resulted in very few comments or questions from residents and businesses and minimized public comments related to the city's process.

VILLAGE OF GREENDALE SCHOOL DISRICT REFERENDUM

The Village of Greendale School District's buildings were approaching an age when they needed renovations and updates. A previous referendum related to updates to the high school and middle school was opposed by a group of residents, who launched an opposition campaign that was successful. We assisted the school district in preparing for another referendum that would enable the renovations and updates to the high school and middle school. Our work included assisting in the establishment of a resident group supporting the referendum, development of multiple communication items for distribution in the months leading up to the referendum, assisting in identifying and preparing citizens to speak in support at community meetings and helping with additional grassroots work during this period. The citizen group that had opposed the previous referendum was also active in disseminating its views so our work included the creating of various FAQs, a website and community outreach. The voters approved the referendum.

5. Proposed Schedule

Provide a schedule, describing self-monitoring progress and meeting schedule milestones, and a proposed schedule for each task/scope item.

The MBS team will work directly with Village officials to understand the needs of your community and develop a detailed timeline for the various strategies and tactics we carry out in partnership with Village officials. An initial timeline is outlined below:

Planning Timeline

August:	Convene Ballot Referendum Team for first strategy session (group meeting to be held bi-weekly with regular communications in between)
	Determine any additional survey needs
	Develop strategic approach and outreach plan
	Begin communications materials and tools production (fact sheets, FAQs, Infographics, presentation deck, website content/ visuals, social media posts, digital ad strategy, etc.)
September:	If needed, distribute community survey and compile results
	Develop strategic narrative and key messages based on existing or new research results
	Finalize approach and outreach plan
	Finalize communications materials and tools (fact sheets, FAQs, Infographics, presentation deck, website content/ visuals, social media posts, direct mail pieces, digital ad strategy, information sessions and community presentations, etc.)
	Begin outreach efforts with website content, social media posts, Facebook presence, media relations, information sessions, community meetings
	Adjust communications based on audience feedback

October:	Send direct mail piece(s), with the last one set to arrive on November 3 Continue outreach efforts with updated web content, social media posts, information sessions, community presentations Launch five-week digital ad campaign with a Facebook focus to the efforts Develop and finalize key messages and communications materials to use in the event ballot measure passes or fails
November 8:	Election Day Based on results, distribute communications materials to thank residents for their input at the ballot box and/or outline next steps

Action and Accountability

Michael Best Strategies has the capabilities to partner with the Village of Germantown to execute a world-class education campaign, and we would be eager to do so.

You'll find that our level of engagement and hands-on approach is a good complement to your internal team's efforts. The style of our work provides flexibility and ensures a quality level of responsiveness and service. Further, our unique mix of high-level communications and political experience will prove helpful in executing a messaging plan that ensures widespread awareness and voter education.

We pride ourselves on working with clients to set aggressive yet realistic expectations, and then meeting those expectations. While each project is unique and requires a different process, the foundation is the same:

- Daily conversations with involved parties to ensure progress and that goals are on track.
- Regularly scheduled group meetings with all project participants. Each department/project component provides an update, and next steps are discussed.
- Clear communication on progress in line with established and agreed-on goals. We believe that transparency and communication yield the best results. This holds the consultant accountable and ensures that the client is fully aware of ongoing progress.

Michael Best Strategies works internally each day to advance our projects. This includes discussing priorities and how to achieve the goals most efficiently. Our internal tracking mechanisms and regular communications ensure that all deadlines and milestones are met in line with the established plan.

6. References

1. **Contact Name:** Glen Morrow

   Role/Organization: City Engineer, City of Franklin

   Phone #: 414-425-7510

   Email address: gmorrow@franklin.gov

   Description of work performed: Worked directly with City Engineer to develop a strategy and the communications to support the strategy.

2. **Contact Name:** William Hughes, Ph.D

   Role/Organization: Retired Superintendent, Greendale School District

   Phone #: 414-588-1305

   Email address: whughes338@yahoo.com

   Description of work performed: Worked directly with the Greendale school officials, staff, and community volunteers to create and carry out a public information campaign for the school district's successful referendum.

3. **Contact Name:** Robert Monnat

   Role/Organization: Senior Partner, Mandel Group

   Phone #: 414-347-3600

   Email address: rbmonnat@mandelgroup.com

   Description of work performed: Direct mail informational campaign to educate community residents about what the proposed school referendum would mean to taxpayers and renters.

4. **Contact Name:** Steve Ponto

   Role/Organization: Mayor, City of Brookfield

   Phone #: 262-787-3525

   Email address: ponto@ci.brookfield.wi.us

   Description of work performed: Mr. Zeppos has worked on a variety of projects in the City of Brookfield, and they range from real estate development and environmental matters to transportation and business development. He maintains an excellent working relationship with Mayor Ponto and members of his administration.

7. Cost Proposal

The cost of the proposed services should be formatted in a "not to exceed" lump sum amount for completing the efforts, including meetings your firm anticipates needing with involved parties. Also include hourly rates and anticipated time and materials needed. Include a separate cost in the same format for the optional community survey and any other recommendations and alternative activities.

Our experience has been that most clients prefer cost certainty and predictability. Accordingly, it is our usual practice to establish a not-to-exceed budget for the defined scope of work. The goal is no surprises when it comes to budgets. Our recommended budget for the referendum campaign, our proposed not-to-exceed amounts are:

- Primary scope of services: $53,700
- Optional community survey: $3,500

These amounts include all services and materials needed to carry out each scope of work. Our budget estimates for time and materials are detailed in below:

Professional Fees:	$32,500
Printing/Mailing costs for direct mail	$18,700
Digital Ad Campaign	$ 2,500
Total	$53,700

Optional Survey:

If the team determines additional survey research is useful and valuable, we would partner with a survey research firm, such as Community Perceptions.

Professional Fees for Survey Firm	$12,500
Survey Printing/Mailing Estimate	$19,520 (four color to 7,800 households
Total Survey Costs	$32,000

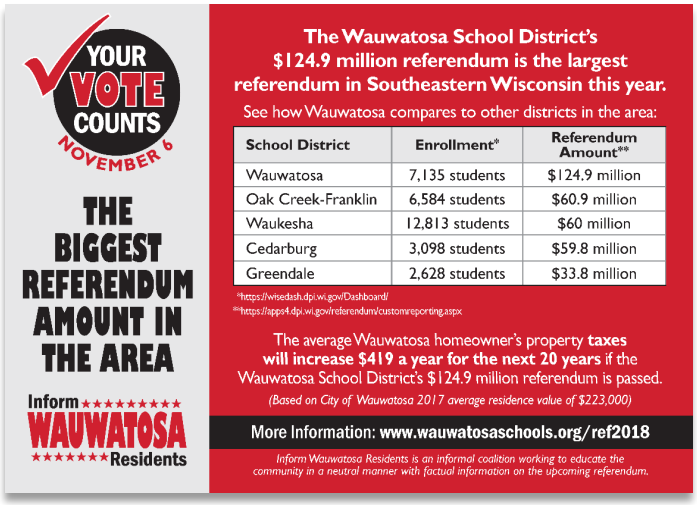
All printing costs area based on current third-party estimates, which are subject to change.

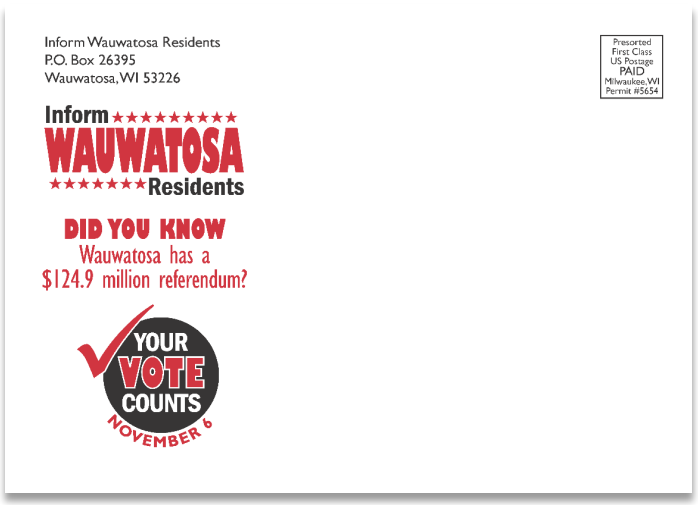
8. Work Samples

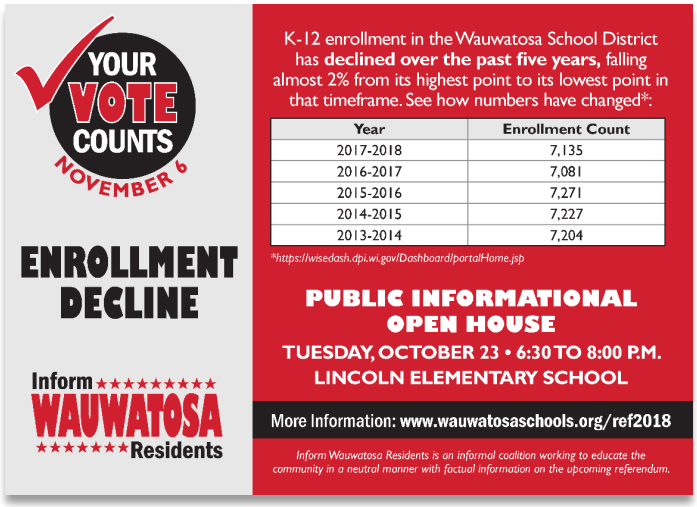
Provide samples of previous deliverables including community surveys, marketing materials, direct mail, pandemic public meeting procedures, and examples of projects completed within the scheduled timeframe.

Direct Mail Campaign

Our work was with business leaders who wanted to educate the public using publicly available information, but did not want to advocate for or against. The group mailed a series of three educational pieces to every household, providing factual information about the referendum.









Community Survey

We collaborated with a school district in a suburban community in SE Wisconsin to prepare a community survey ahead of a school referendum. The survey was distributed residents soliciting feedback on the school district. Find a copy of the survey in Appendix B.

Public Health Infographic

We worked extensively with an ambulance company to prepare materials, including this infographic, for executive leadership to use when meeting with elected officials and community and business leaders.



Community Engagement

In order to most effectively work with clients, we have proven tools we rely on. This is one example of our standard work for a community engagement project.

Community Engagement Model: Best Practices

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL:	**PUBLIC PARTICIPATION GOAL:**	**PUBLIC PARTICIPATION GOAL:**	**PUBLIC PARTICIPATION GOAL:**	**PUBLIC PARTICIPATION GOAL:**
Provide stakeholders and the broader public with balanced and objective information to assist them in understanding the issues, alternatives and solutions.	Obtain feedback from stakeholders and the broader public on analysis, alternatives and decisions.	Work directly with stakeholders and the broader public throughout the process to ensure that issues and concerns are consistently understood and considered.	Partner with stakeholders and the broader public in the decision, including the alternatives and identification of the preferred solution.	Place the final decision-making in the hands of the stakeholders.
PROMISE TO THE PUBLIC:	**PROMISE TO THE PUBLIC:**	**PROMISE TO THE PUBLIC:**	**PROMISE TO THE PUBLIC:**	**PROMISE TO THE PUBLIC:**
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how your input influenced the decision.	We will work with you to ensure that your concerns and issues are reflected in the alternatives developed and provide feedback on how your input influenced the decision.	We will look to you for advice and innovation in helping to formulate solutions and incorporate your advice into the decisions to the maximum extent possible.	We will implement what we have decided together.
EXAMPLE TOOLS:	**EXAMPLE TOOLS:**	**EXAMPLE TOOLS:**	**EXAMPLE TOOLS:**	**EXAMPLE TOOLS:**
• Fact sheets • Web sites • Publications • Open houses	• Focus groups • Surveys • Public meetings	• Workshops • Visioning process • Issue polling	• Advisory committees • Consensus building	• Delegated decisions

Community Communications

Franklin WISCONSIN

Franklin Water Commission – Key Messages FINAL

- Our focus to meet the community's water needs has always centered on reliability, quality, and affordability. That will not change as we look to the future.
- As Franklin continues to see residential and business development, we'll see the demand for water services expand. A dependable source and stable rates are important for the economic health and prosperity of residents and business.
- Our very careful evaluation can help ensure we maximize the value and quality of water utility service to present and future customers.
- We're looking at two options for our long-term water needs. Continue with Oak Creek or look at Milwaukee's Water Utility. Ultimately the decision needs to be based on stabilizing rates long-term, ensuring our water supply is safe and meets quality standards, while minimizing our use of city resources for regulatory actions.
- Making a decision now ensures any infrastructure updates can be made well in advance of the current agreement expiring so we're able to meet all water needs of residents and business well into the future.
- The process includes negotiating a contract with the Milwaukee Water Works and requires Public Service Commission approval.
- When we signed the agreement 25 years ago, Oak Creek projected their wholesale water rates would be similar to Milwaukee's at this point of time. Today, Oak Creek's rates are 61% higher than the city of Milwaukee's. As good stewards of our ratepayer resources, it's essential that we consider the option of Milwaukee for future water needs.
- We're the largest customer of Oak Creek, with 40% of Oak Creek's water production going to Franklin. Past proposals to upgrade Oak Creek's treatment plant would have meant double-digit rate increases. Milwaukee offers an alternative where the larger number of major customers would minimize the impact to Franklin water rates.
- Milwaukee's sophisticated and effective water safety technology provides high quality water that meets all state and federal regulatory requirements.
- The Milwaukee option involves a major pipe connection, with the cost of the line paid through the savings from reduced wholesale costs for Milwaukee water.
- The benefit is a long-term stabilization of Franklin water rates and an infrastructure to meet our increased future needs due to business and residential growth.
- Ultimately, Franklin's water customers deserve access to the best, safest and reasonably priced water today and well into the future.
- Our commitment is to share regular updates on our progress toward a new contract.

Franklin Water Q & A FINAL

Questions and Answers Regarding Franklin's Water Contract

Why are we thinking of switching from the Oak Creek Water Utility for our water supply?

Many attributes of our community attract residents and companies to choose Franklin as a place to live, work, and do business. Access to clean water is critical to our growth and development as a community. As we look to the future, we need to ensure water, one of our best assets, continues to meet Franklin's needs. It's important to look at ways to stabilize rates long-term, ensure our water supply is safe and meets quality standards, while minimizing our use of city resources to advocate on behalf of Franklin customers in Public Service Commission hearings.

Will this change apply to all residents and businesses in Franklin?

No. This change would only apply to customers of the Franklin Water Utility. Any residents or other properties using private wells will not be impacted.

How long has Franklin been getting its water from Oak Creek?

We started receiving our water from the Oak Creek Water Utility 25 years ago. The contract we signed at the time expires in 5 years.

If the contract with Oak Creek doesn't end for another five years, why are you looking at the contract now?

Making a decision now ensures any infrastructure updates can be made well in advance of the current agreement expiring. We'll be able to meet all water needs of residents and business well into the future while delivering on our commitment to stabilize rates long-term by acting now.

What are the main aspects of your evaluation process?

Our community is recognized for its high quality/high value to live and work. Our focus remains on maintaining water quality, reliability of service, and stable rates. Ultimately, we want to ensure Franklin water customers have access to the best and most reasonably priced water source.

When will a decision be made about a new contract for Franklin's water?

The Franklin Water Utility is working toward a decision in the next few months. Look for regular updates on our progress toward a new contract. Ultimately, we want to ensure you have access to the best and most reasonably priced water source.

What is the impact on water rates if you change to Milwaukee?

The Milwaukee option offers long-term stability in water rates for Franklin customers. When we signed the agreement 25 years ago, Oak Creek projected their wholesale water rates would be similar to Milwaukee's at this point of time. Today, Oak Creek's wholesale rates are 61% higher than the city of Milwaukee's. As good stewards of our ratepayer resources, it's essential that we consider the option of purchasing from Milwaukee for future water needs.

Does that mean Franklin customers will see a rate reduction?

The savings we achieve with a Milwaukee Water Works contract will initially be used to pay for the infrastructure updates for the water connection from Franklin to Milwaukee. Franklin Water Utility customers can expect long-term stability in their water rates. We anticipate the change will enable our rates to remain stable well into the future.

What would have to be done to change from Oak Creek to Milwaukee for our future water services?

The Milwaukee option will include a major pipe connection from Franklin to Milwaukee. The overall cost of this line is covered through the savings achieved from reduced wholesale costs to purchase Milwaukee water. The result is long-term stabilization of Franklin's water rates and an infrastructure to meet continued business and residential growth in the community well into the future. We will also need approval from the Public Service Commission of Wisconsin.

Who will pay for the connecting pipe from Franklin to Milwaukee?

The Franklin Water Utility will construct and pay for the infrastructure. The savings we achieve through the lower water rates with Milwaukee will enable us to pay for the infrastructure required to connect with the Milwaukee Water Utility This enables the costs to be covered with no increase in rates to customers.

Where will the connecting pipe be located in Franklin?

The specific route will be determined as a part of future analysis and studies conducted by the Franklin Water Utility.

What will change with my water bill?

You can anticipate long-term stability with your water rates. While the water rates will remain consistent, the amount of your water bill will depend upon how much water you use.

How much will the infrastructure update cost me?

Your water rates will not be increased for the infrastructure cost. That expense will be covered from the savings achieved from the lower wholesale water rates.

Will there be any concerns with Milwaukee's water quality?

No. Lake Michigan is the source of water for the Oak Creek Water Utility and Milwaukee Water Utility. Milwaukee's water safety systems use a sophisticated and effective technology providing a high quality water that meets all state and federal regulatory requirements.

The city of Milwaukee has been dealing with lead in that community's water. Won't that affect Franklin?

No. Milwaukee's lead pipe issue deals with the pipes from that city's mains to the homes, not the distribution system that Franklin would use to connect with the Milwaukee Water Utility plant. Milwaukee's water mains would not be a part of Franklin's connection. The cost of Milwaukee fixing their lead issue will not be included in the rates for Franklin.

Who do I contact if I have questions or want more information?

If you have questions as our process continues, please contact our engineering department at 414-425-7510.

Appendix A: Resumes of Key Personnel

Michael Best Strategies



EVAN ZEPPOS, APR

Principal and Senior Public Affairs Advisor

Milwaukee, WI

414-225-4968

enzeppos@michaelbeststrategies.com

EXPERTISE

Public Affairs
Crisis Communications
Public Relations

ABOUT

Prior to joining Michael Best Strategies, Evan was the founder and owner of Zeppos & Associates, a top-rated, Milwaukee-based public relations and government affairs firm, before selling it to a local digital marketing and advertising firm in 2012. He served as executive vice president of public relations at that firm and headed its public relations department for five years before joining Strategies.

Evan also previously worked for two Wisconsin governors and several members of Congress on Capitol Hill, including the House Leadership, and was Wisconsin's deputy commissioner of banking.

ADDITIONAL KEY EXPERIENCE

- Evan has substantial experience in strategic media relations, media training, and publicity campaigns. He also has considerable experience in issue management, litigation support, and community relations. His work has ranged from infrastructure projects and real estate development to leadership changes and data breaches.

EDUCATION

- University of Wisconsin-Madison, Bachelor of Arts – Journalism & Mass Communications

HONORS

- National Silver Anvil, for work related to a major real estate development project, Public Relations Society of America (PRSA)
- Numerous awards from the local PRSA chapter and other organizations for various public affairs, public relations, and crisis communications assignments, including Best of Show on multiple occasions.

COMMUNITY INVOLVEMENT

- Volunteer, Greek Fest
- Former Chairman, Gyro Tent at Greek Fest
- Member, American Hellenic Institute
- Member, National PRSA's Counselors Academy

PROFESSIONAL AFFILIATIONS

Evan's affiliations during his professional career:

- American Hellenic Institute
- Milwaukee Press Club
- Public Relations Society of America (PRSA) Southeastern Wisconsin Chapter
- Public Relations Society of America (PRSA) Counselors Academy
- Rotary Club of Milwaukee

Michael Best Strategies



JEFFREY REMSIK

Principal and Senior Advisor – Strategic Communications

Milwaukee, WI

414-270-2736

jjremsik@michaelbeststrategies.com

EXPERTISE

- Strategic Communications
- Public Affairs
- Public Relations
- Crisis Communications
- Strategic Planning

ABOUT

Jeffrey has more than 30 years of professional experience in public relations, public affairs, and marketing campaigns in both the public and private sectors, specializing in the healthcare, financial services, professional services, real estate, and construction industries. He teaches clients how what they say and do is just one element of many that combine to create the public image of a company.

Before bringing his substantial expertise to Michael Best Strategies, Jeffrey was President and CEO of Bottom Line Marketing and Public Relations, a firm he founded to help clients reach their business objectives through strategic marketing services, including strategic planning, competitive intelligence, market research, issues management and crisis communication. Jeffrey earned a solid reputation for delivering measurable results, and built a deep network of contacts he is able to leverage for Strategies clients.

Jeffrey previously served as Vice President of Public and Governmental Affairs for one of the largest independent public relations firms in the Midwest. He also was the chief lobbyist for the state's third-largest bank holding company.

In the public sector, Jeffrey was Chief of Staff to the Wisconsin Assembly Speaker, and Press Secretary and Chief of Staff for two Majority Leaders in the Assembly. Prior to his work in the state legislature, he served as Deputy Press Secretary for two Wisconsin governors.

ADDITIONAL KEY EXPERIENCE

- Early in his career, Jeffrey worked as a newspaper reporter and columnist for The Milwaukee Journal, The Daily Reporter, and The Madison Press Connection, and as a correspondent for several national newspapers.

EDUCATION

- University of Wisconsin-Madison, Bachelor of Science – Journalism and Public Relations

COMMUNITY INVOLVEMENT

- Former President, Milwaukee Rotary Club
- Trustee Emeritus, Public Policy Forum

PROFESSIONAL AFFILIATIONS

Jeff's affiliations during his professional career:

- Member, American College of Healthcare Executives
- Member, Public Relations Society of America

Michael Best Strategies

MARGARET FRITSCH



Senior Associate – Strategic Communications

Milwaukee, WI

414-223-2504

mmfritsch@michaelbeststrategies.com

EXPERTISE

- Public Affairs
- Media Relations
- Branding
- Crisis Communication
- Market Research
- Strategic Planning

ABOUT

Margaret is a seasoned public relations professional with a reputation for delivering measurable success on client objectives. She has considerable experience with media relations and strategic marketing campaigns on both local and national levels. Leveraging her key relationships and persuasive pitch skills, Margaret helps clients get their stories in the media and in front of their most important constituencies.

Margaret also helps clients craft and execute ROI-driven branding and marketing initiatives, as well as fundraising programs. She assists clients from all types of industries, and has particular experience in the education sector.

EDUCATION

- Mount Mary College, Bachelor of Arts – Public Relations

COMMUNITY INVOLVEMENT

- Server, St. Vincent de Paul Meal Program
- Regular Blood Donor, Versiti

Michael Best Strategies

RONALD IRWIN



Senior Associate – Strategic Communications

Milwaukee, WI

414-270-2711

rlirwin@michaelbeststrategies.com

EXPERTISE

Strategic & Crisis Communications
Consensus Building
Media Relations
Media Coaching
Public Relations

ABOUT

Ron is an established public relations strategist who helps organizations manage and elevate their public images. Before joining the Strategies team, Ron spent several years at Milwaukee-based marketing and public affairs agencies where he focused on targeted marketing campaigns, consensus building, media relations, crisis communications, issue management, and strategic intelligence.

For 15 years prior, Ron led corporate communications for Wisconsin's largest health system. As Director of Public Relations for Aurora Health Care, Ron spearheaded community and government relations and communications strategy. He also served as Aurora's Director of Donor Relations, during which time he managed multiple fundraising campaigns that collectively raised over $5 million.

As a former media reporter, Ron understands the importance of having a skilled professional to handle media management and provide media training to executives and key personnel. He is a seasoned crisis communications manager who has helped clients navigate incidents including workplace deaths, natural disasters, and high-profile litigation.

ADDITIONAL KEY EXPERIENCE

- In addition to his expertise in the healthcare industry, Ron has deep experience in the education and non-profit sectors, and has served as a valuable partner to many for-profit businesses.

EDUCATION

- University of Wisconsin-LaCrosse, Bachelor of Science – Mass Communications

COMMUNITY INVOLVEMENT

- Board of Directors, Special Olympics of Wisconsin
- Member and Former President, Greendale Education Foundation

PROFESSIONAL AFFILIATIONS

Ronald's affiliations during his professional career:

- Member and Former President, Milwaukee Press Club

Appendix B: Community Survey Work Sample

Cedarburg School District

Challenging Students to Achieve Their Goals and Dreams

Dear Parents and Community Members:

The Cedarburg School District has a long tradition of excellence. Our staff work hard each and every day, *challenging students to achieve their goals and dreams.* In addition, there is a high level of engagement and support from our parents and broader community that you don't find in many districts. As a result, Cedarburg students consistently rank among the state's highest performers in math, science and reading and our high school is among the top 2% in the nation and 1% in the state. Our vision is to be a premier school district in the country, now and in 5, 10 and 25 years.

Our success both in and out of the classroom is the result of continuous improvement and ongoing planning. This includes developing a *Long Range Master Plan* (LRMP) to ensure our facilities meet the learning needs of our students and community. To help develop this plan, the District has conducted more than 30 focus groups with teachers, parents, students and community members. To date, the process has identified the need to:

- ü Increase school capacity
- ü Improve school safety and security
- ü Modernize classrooms and educational support areas

The School Board's goal is to finalize a plan that reflects the priorities of our taxpayers. Therefore, please take 10 minutes to complete this survey.

TAKE THE SURVEY IN ONE OF TWO EASY WAYS

Online:

1) Simply go to the survey website: www.survey2000.com
2) Enter your Survey Access Number:

By Paper:

If you do not have Internet access, please return the survey in the enclosed envelope, to any school office or mail to: School Perceptions, 317 East Washington St., Slinger, WI 53086.

The Survey Access Number can be used only once. To obtain additional surveys for other adults in your household, please call the District Office at (262) 376.6100.

Please complete the survey by June 1, 2018.

To assist with our data gathering, we are working with School Perceptions LLC, an independent firm with expertise in conducting community surveys. All survey data is returned to School Perceptions and will remain confidential.

Final survey results will be reported at a Board of Education meeting in June and will also be available on the District website. Thank you for taking the time to complete this survey.

Sincerely,

Chris Reimer, Board President; Jeff Brey, Vice President; David Krier, Treasurer; Brandon Goldbeck, Clerk; Kevin Kennedy, Member; Rick Leach, Member; Sam Cox, Member; Todd Bugnacki, Superintendent

Respondent Information *Please mark your response to each of the following:*

What is your age? r 18-29 r 30-39 r 40-49 r 50-64 r 65 and over

Do you live in the Cedarburg Area School District? r Yes r No r Not sure

In which city or township do you reside?

r City of Cedarburg r Town of Cedarburg r City of Mequon r Town of Grafton
r Village of Grafton r Town of Jackson r Other:

Are you a Cedarburg School District employee? r Yes r No

Do you have children attending our schools? r Yes r No

If you have school-aged children, what school(s) do they attend? (Mark all that apply)

r Thorson Elementary r Westlawn Elementary r Parkview Elementary
r Webster Middle School r Cedarburg High School r Private School
r Home School r Public school/different school district r Other:

Home Value Impact

Overall, what impact do you believe the Cedarburg School District has on your home value?

r Positive impact r Little to no impact r Negative impact r Do not own a home in the District

Communication

How would you like to receive school district information? (Mark all that apply)

r Teacher/School/District websites r District mailings r School newsletters
r Television r Radio r School Board meetings
r *Ozaukee Press* r *News Graphic* r *Milwaukee Journal Sentinel*
r PTO/Booster Clubs r School Newsletter r Twitter
r Email r Text message r Facebook
r Skyward Family Access r Other:

Overall Satisfaction

Overall, how satisfied are you with the Cedarburg School District?

r Very satisfied r Satisfied r Not satisfied r Very unsatisfied r I don't know

Comments/suggestions/questions:

Facility Planning Background

The School Board identified three primary challenges facing the District:

School Capacity
All but one of our schools are currently operating at/over capacity, creating operational challenges. As a result, schools are using spaces and rooms for functions other than their intended purposes, including using hallways and storage spaces for instruction.

Enrollment Growth
The District is anticipating steady growth that could total more than 350 additional students by the 2025-2026 school year.

It is important to note that it will take two years after a referendum is approved before school construction is completed and spaces are available for students.

Improve Educational Spaces
Teaching and learning has changed significantly in the last 50 years, requiring different types of classroom configurations and support areas to:

- Provide spaces for student collaboration and small group instruction
- Deliver hands-on learning in Science, Technology, Engineering, Art and Math (STEAM)
- Create flexible spaces that allow for project-based learning

Financial Background

The District has worked very hard to control expenses. As such, the total School District levy, which determines the school portion of local property taxes (mill rate), is $1.32 lower than in 2010 and has dropped each year since 2013.

The School Board believes this is an appropriate time to consider our options, given our good financial situation.

If the public chooses to address these needs, the primary way to obtain funding is through a referendum.

What advice would you give the School Board?

Last year, the Board of Education directed the administration to evaluate building systems, space usage, programming needs and building capacity. The District then partnered with Groth Design Group and CG Schmidt to conduct this study. The study documents can be found on the District's website: www.cedarburg.k12.wi.us/about/master-plan-news.cfm.

Based on the study, the following projects have been identified at each school for community feedback:

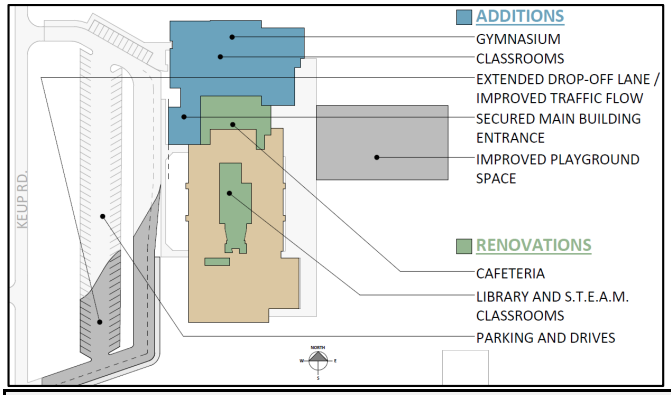
Thorson and Parkview Elementary

These schools are virtually identical in design. Both schools were built in 1968 and expanded in 1996 and are operating over capacity.

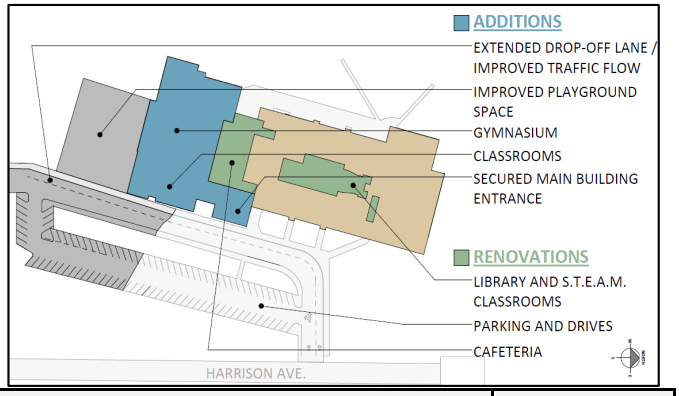
The recommended projects at both schools includes:

- ü Adding general education, art and music classrooms to increase capacity
- ü Remodeling the library (IMC) and Science, Technology, Engineering, Art and Math (STEAM) area
- ü Creating breakout/collaboration spaces with flexible furniture for small group instruction
- ü Enhancing security measures, including the redesign of the main entrances to better control visitor access
- ü Increasing parking and creating traffic patterns that better separate pedestrians, buses and vehicles
- ü Remodeling the current gym into a dedicated cafeteria, kitchen and commons area, that will provide space for student performances and large group instruction
- ü Adding a dedicated gym
- ü Updating the fire alarm system

Thorson Elementary



Parkview Elementary



Would you support the plan to update Thorson Elementary as described above?	Yes No Not sure

Would you support the plan to update Parkview Elementary as described above?	Yes No Not sure

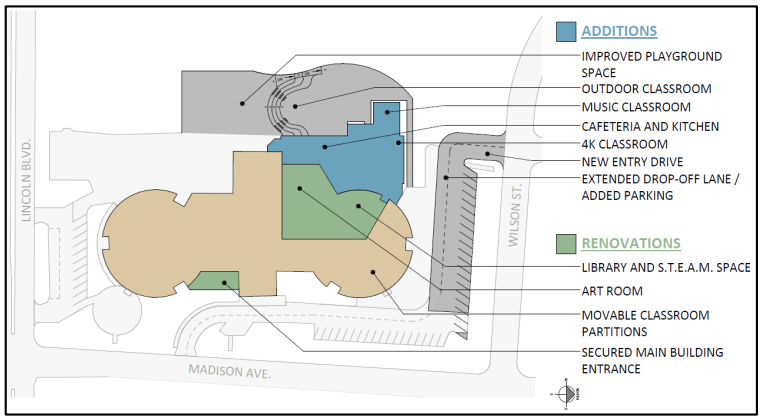
Comments/suggestions/questions:

Westlawn Elementary

The school was built in 1962 and renovations in 1964, 1996 and 2003 and is operating at capacity.

The recommended projects include:

- ü Adding general education and music classrooms to increase capacity
- ü Remodeling classrooms to create flexible spaces for student collaboration and small group instruction
- ü Remodeling the art, library (IMC) and Science, Technology, Engineering, Art and Math (STEAM) area
- ü Increasing parking and improve traffic patterns by relocating driveway off of Wilson Street
- ü Enhancing security measures, including the redesign of the main entrances to better control visitor access
- ü Adding a student cafeteria, kitchen and commons area that includes flexible furniture for student performances and large group instruction, freeing up the gym for physical education
- ü Improving the playground and outdoor classroom



Would you support the plan to update Westlawn Elementary as described above?	Yes No Not sure

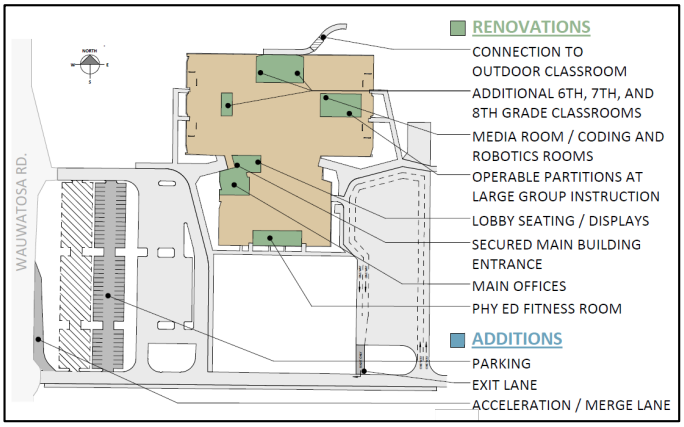
Comments/suggestions/questions:

Webster Middle School

The school was built in 1972 and renovations in 2001/2002 and is operating near capacity.

The recommended projects include:

- ü Enhancing security measures, including the redesign of the main entrances to better control visitor access
- ü Renovating existing areas to create additional general classrooms as well as areas for a recording studio, robotics and engineering
- ü Increasing parking and redesigning traffic patterns
- ü Remodeling the library (IMC)
- ü Creating student collaboration and small group instruction spaces



Would you support the plan to update Webster Middle School as described above?	Yes No Not sure

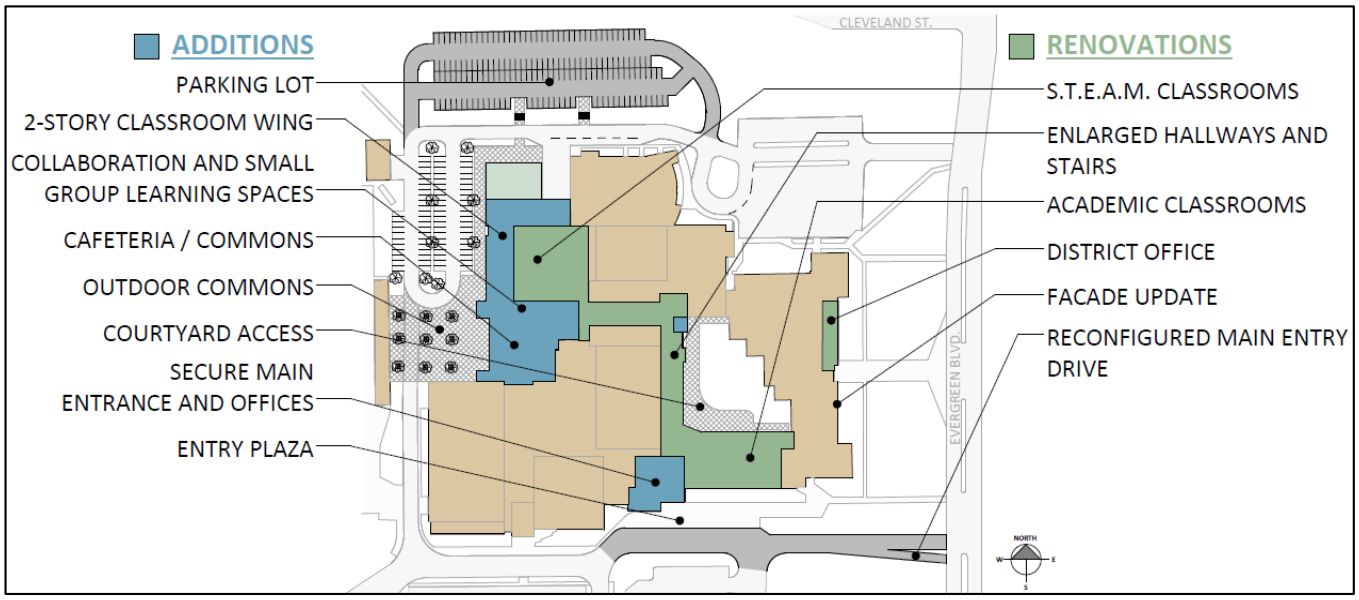
Comments/suggestions/questions:

Cedarburg High School

The school was built in 1954 and renovations in 1956, 1967, 1996 and 2002 and is operating over capacity.

The recommended project includes:

- ü Adding general classrooms to increase capacity
- ü Remodeling classrooms to meet programming needs
- ü Expanding the kitchen, cafeteria and commons for school and community use
- ü Creating student breakout, collaboration and small group instruction areas
- ü Remodeling the technical education classrooms and labs to better prepare students interested in Science, Technology, Engineering, Art and Math (STEAM), including the Project Lead the Way (PLTW) curriculum
- ü Remodeling and expanding the hallways to alleviate congestion
- ü Updating the manufacturing, building construction and prototype labs
- ü Enhancing security measures including the redesign of the main entrances to better control visitor access
- ü Increased parking at the north side of campus and improved traffic circulation



Would you support the plan to update Cedarburg High School as described above?	Yes No Not sure

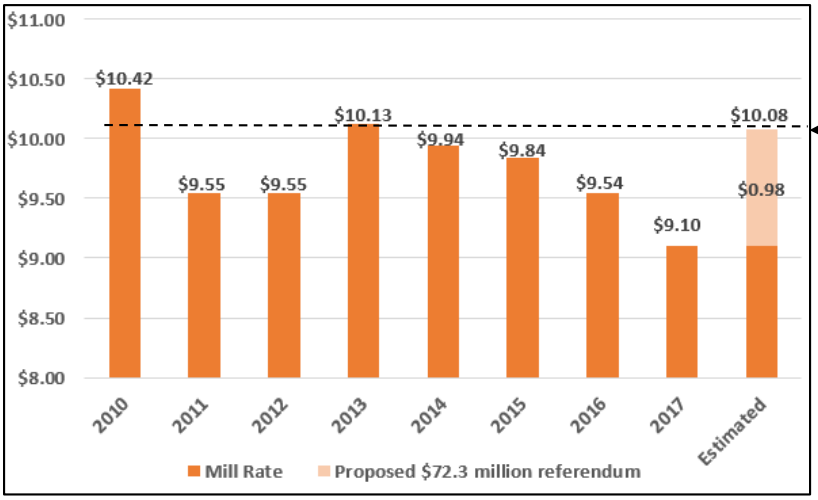
Comments/suggestions/questions:

Funding Support for the Facilities Improvement Plan

The School Board is recommending the following investments at each school:

Elementary Schools	$32.9 million
Webster Middle School	$ 4.6 million
Cedarburg High School	$34.8 million
Total	**$72.3 million**

The cost to address these projects represents an annual estimated tax increase of $98.00 for each $100,000 of a home's value for each of the next 20 years. Since 2013, the District's tax mill rate, which is used to calculate property taxes, has declined. Therefore, the net tax impact of a $72.3 million referendum would be just below the 2013 level. In addition, the District will be paying off debt obligations from past projects, which will assist in reducing the tax impact on the community for these projects.



A $72.3 million referendum results in an estimated tax impact just below the 2013 tax level.

Would you support a $72.3 million referendum for the Facilities Improvement Plan, as described above? *This represents an estimated tax increase of $98 for each $100,000 of a home's value for each of the next 20 years.*	r Definitely yes r Probably yes r Undecided r Probably no r Definitely no

Comments/suggestions/questions:

Thank you for your participation. We sincerely value your time and input.

Cedarburg School District
W68N611 Evergreen Blvd.
Cedarburg, WI 53012

LONG-RANGE MASTER PLAN

CEDARBURG SCHOOL DISTRICT

Challenging Students to Achieve Their Goals and Dreams

If you have questions regarding the facility planning process,
please call Todd Bugnacki, Superintendent (262) 376.6100.

Please complete the survey by mail or online before June 1, 2018.

This publication was produced for the residents of the Cedarburg School District. Due to the overlap of postal routes, residents from neighboring school districts may receive this publication. Given the limitations of bulk mailing, this overlap was difficult to eliminate without significant cost. Thank you for your understanding.

VILLAGE OF GERMANTOWN

Intergovernmental Agreement
Referendum Proposal

July 14, 2022

MUELLER COMMUNICATIONS

LETTER OF TRANSMITTAL

July 14, 2022

Hello!

Thank you for the opportunity to respond to your Request for Proposal for a communications consultant to assist the Village of Germantown as it prepares to inform the public about the referendum on the November 2022 ballot concerning a potential intergovernmental agreement.

At Mueller Communications, we understand the importance of educating and engaging the electorate so that they can make an informed decision. With more than 30 years of experience helping individuals, organizations, and communities solve problems and tell their unique stories through an array of mediums, our team looks forward to sharing our recommendations with the Village of Germantown.

Enclosed please find an overview of our qualifications and experience, our recommended approach to the scope of work outlined in the request for proposal, including a timeline for tasks and deliverables, and several references who can speak to our working and success with similar projects. We are happy to provide additional details about our budget recommendations upon request.

We would be honored to work with you on this important effort.

Sincerely,



James Madlom
Chief Executive Officer
Mueller Communications

WHO WE ARE

At Mueller, we take a
360° APPROACH
to communications.

Mueller Communications is a full-service communications and marketing firm based in Milwaukee. Our services range from earned and sponsored media, relationship building and local lobbying, to public affairs and design and video services. But at our core, we're problem solvers.

We leverage strong relationships, deep communications and public affairs experience, and unmatched problem-solving abilities to help clients achieve their goals. We work tirelessly to make things happen for our clients: from generating brand awareness to developing buildings, from putting people to work to facilitating world-class experiences, from connecting people and organizations to expertly navigating digital communications – we do what it takes to meet the needs of our clients.

At Mueller, our goal is not to be the largest agency, but rather a firm that is known locally, regionally and nationally by its reputation for driving exceptional results for our clients, providing unique solutions to challenging problems and conducting ourselves with integrity. Clients choose our firm because we provide high-touch client service and a deep understanding of the issues they face and opportunities they should pursue.

To top it off, our culture dictates that we have some fun in the process.
With more than three decades of experience, ***we're the Wisconsin-based communications firm you've been looking for.***

OUR STAFF

We hire the people that fit our culture of **hard work, innovative strategy & upstanding character.**

At Mueller, ***we pride ourselves on our culture and being an employer of choice.*** Among our senior team, we enjoy an average tenure of 11 years at Mueller.

This experienced team works without silos at Mueller: each individual is ***experienced in the wide range of communication services we provide.*** Our teams are ***custom-built to serve each client***, ensuring the right mix of skills, personalities and background knowledge to get the job done.

What makes us unique is our deep bench strength. While you will have a core team dedicated to supporting the Village, you also have access, when needed to the entire team of ***nearly 30 full-time staff members with a diverse range of experience***: we have former print and broadcast journalists, local and state legislative staffers and individuals who learned their craft working in corporate environments.

Our bench strength means that ***someone will always be available to you to answer a question or respond to a request, 24/7, 365 days a year***. By including team members with different levels of experience, we always aim to have the most-qualified, least-costly staff member execute each task needed for a successful campaign.

OUR TEAM

We develop a custom team for each client. This approach enables us to provide you with maximum value and to ensure that - because of our **deep bench strength** - a member of your team will always be available to you.



LORI **RICHARDS**
CHIEF EXECUTIVE OFFICER



JAMES **MADLOM**
CHIEF EXECUTIVE OFFICER



CARL **MUELLER**
FOUNDER



ELIZABETH **HUMMITZSCH**
VICE PRESIDENT



ANDY **LEDUC**
VICE PRESIDENT
DIGITAL STRATEGY & OPERATIONS



MARY **JESSEN**
CLIENT DIRECTOR



CASS **BERGEMANN**
CLIENT DIRECTOR



PHILL **TREWYN**
CLIENT DIRECTOR



CHRISTIE **WOLFE**
CONTENT DIRECTOR



KRISTA **RUEHMER**
SENIOR MANAGER



JENNIFER **MORTON**
SENIOR MANAGER



MIA **TRIPI**
SENIOR MANAGER



LAURA **KELLER**
SR. CREATIVE MANAGER



SARAH **WAKEMAN**
SR. DESIGN ASSOCIATE



ANGELA **OHLINGER**
DIGITAL MARKETING STRATEGIST



ERIN **NACHTIGALL**
DIGITAL CAMPAIGN ANALYST



KEVIN **KOCCHI**
DIGITAL CAMPAIGN ANALYST



AKASH **PUNNOOSE**
DIGITAL CAMPAIGN ANALYST



ANNA **STORY**
ASSOCIATE



ANNA **WILLKOMM**
ASSOCIATE



TÉA **TETTING**
ASSOCIATE



JENNY **GROSS**
ASSOCIATE



LEKSI **CRAIG**
DESIGN ASSOCIATE



MARK **CURRAN**
ASSOCIATE



ERIKA **QUINONEZ**
ASSOCIATE



MADDIE **KREBS**
ASSOCIATE



NICOLE **ANDERSON**
INTERN



LUCAS **JOHNSON**
INTERN



AMELIA **VENEGAS**
OFFICE ADMINISTRATOR



GINNY **CZARNECKI**
EXECUTIVE ASSISTANT



KIRSTEN **MUELLER**
ADMINISTRATIVE SERVICES ASSISTANT

MEET YOUR TEAM

While you will always have access to the full Mueller Communications team, you will be assigned a team lead to guide you through the referendum process.



JAMES **MADLOM**
CHIEF EXECUTIVE OFFICER



CASS **BERGEMANN**
CLIENT DIRECTOR



ANNA **STORY**
SENIOR ASSOCIATE



MARK **CURRAN**
ASSOCIATE



MADDIE **KREBS**
ASSOCIATE

JAMES MADLOM

CHIEF EXECUTIVE OFFICER

jmadlom@muellercommunications.com
414.390.5500



James Madlom is Chief Executive Officer of Mueller. In addition to his role overseeing the work of the firm, he manages a variety of client teams responsible for developing and implementing community relations and public affairs strategies, public awareness campaigns and marketing communications plans.

At Mueller, James has led client teams that have successfully secured public financing for major redevelopment projects, protected corporate reputations during high-profile litigation and other crisis situations, designed and implemented internal employee communications programs and supported the design and implementation of a major neighborhood revitalization effort.

He has been a featured speaker on public outreach and crisis communications programs, including on how to effectively educate electorates on public safety referendums.

Prior to joining Mueller, James gained additional media and public relations experience with another Milwaukee agency, where he coordinated communications activities for clients ranging from Fortune 500 companies to government agencies and non-profit organizations.

James earned both his bachelor's degree and law degree, magna cum laude, from Marquette University. He is an active member of his community, serving as a director on the boards of the Alzheimer's Association of Southeastern Wisconsin, Coalition for Children Youth and Families, Jewish Community Center of Milwaukee, SaintA and St. Charles Youth & Family Services. He is an active volunteer with Rotary Club of Milwaukee. Previously, he has served as President of the Shorewood Foundation, as part of the United Performing Arts (UPAF) Campaign Cabinet, and as a board member with Volunteer Center of Milwaukee, Everyday Philanthropists and Non-Profit Center of Milwaukee.

CASS BERGEMANN

CLIENT DIRECTOR

cbergemann@muellercommunications.com
414.390.5500



CASS' ROLE FOR GERMANTOWN

Cass will provide communications guidance and feedback, and help ensure that day-to-day tactics are proceeding on schedule and are aligned with the overall strategic plan. Cass has public affairs, community engagement and media relations expertise that she will leverage to assist Germantown in this effort.

Cass Bergemann is a Client Director at Mueller Communications. In this role, she leads client teams, overseeing daily work and providing strategy and insights to push the creative boundaries of communications and marketing programs.

Cass started her career in politics, where she worked for officials in the United States House of Representatives, United States Senate and City of Milwaukee. She then found her true calling when she joined a Milwaukee-based communications firm where she spent a decade creating strong, integrated campaigns for clients. Her strengths include developing content strategies, messaging and thought-leadership content. She is also always looking for new ways to tell her clients' stories and create meaningful connections with audiences, and has developed award-winning campaigns featuring podcasts, op-eds and influencer partnerships.

Cass is a graduate of Marquette University with degrees in public relations and advertising. While at Marquette, she spent a summer interning on Capitol Hill through the Les Aspin Center for Government. Cass is a member of TEMPO Milwaukee's Emerging Women Leaders program, an organization committed to developing the next generation of leaders and serves on the Wauwatosa Library Foundation Board.

She grew up in Mukwonago and lives in Wauwatosa with her husband Mike, and two children, Hadley and Graham.

ANNA STORY

SENIOR ASSOCIATE

astory@muellercommunications.com
414.390.5500



ANNA'S ROLE FOR GERMANTOWN

Anna will help lead material creation, and ensure that day-to-day tactics are proceeding on schedule and are aligned with the overall strategic plan. Anna has helped a number of communities with successful referenda efforts, including Ft. Atkinson and the Fox River & Countryside Fire District.

Anna Story is a Senior Associate at Mueller Communications. Her responsibilities include supporting the firm's client and administrative teams. She is responsible for drafting communications materials, assisting with media relations, and carrying out marketing and public affairs tactics.

Prior to joining Mueller Communications, Anna interned at various communications agencies across Milwaukee and Chicago, where she gained valuable experience in media relations and content writing. She also served as a public relations intern for the Ott Memorial Writing Center and as editor of the Marquette Literary Review.

Anna graduated summa cum laude from Marquette University in 2019 with a degree in public relations and writing-intensive English. While at Marquette, she worked as a writing tutor at the Ott Memorial Writing Center, aiding students, professors and community members with their writing projects. In addition, Anna presided over the campus' spoken word organization and was an active member and leader in her sorority Alpha Chi Omega. She was a Diederich Scholar, Edward F. Pepan scholarship recipient, and a member of the Marquette Honors Program.

Anna grew up in Mundelein, IL, and currently resides in Milwaukee's Riverwest neighborhood.

MARK CURRAN

ASSOCIATE

mcurran@muellercommunications.com
414.390.5500



MARK'S ROLE FOR GERMANTOWN

Mark will provide communications guidance and feedback and help ensure that day-to-day tactics are proceeding on schedule and are aligned with the overall strategic plan. He will also help with earned media outreach and monitoring.

Mark Curran is an Associate at Mueller Communications. Mark assists the firm's clients by drafting communications materials, supporting media relations initiatives, tracking media coverage and building reports, and carrying out communications tactics.

Prior to joining Mueller, Mark worked as a freelance public relations practitioner where he gained valuable experience writing content for nonprofit organizations and working directly with executive leadership on strategic communications goals. Mark is not new to agency work, having interned at another Wisconsin full-service communications agency where he developed his media relations, content writing and client relations skills.

Mark graduated with honors from Marquette University in 2019 with degrees in Corporate Communications and History. During his time at school, Mark managed the Marquette Student Tour Guides as a Tour Guide Leader, co-hosted a campus radio show, and was involved in Camp Kesem - a summer camp exclusively for children whose parents have been diagnosed with cancer - as a camp counselor.

Mark was raised in Mauston, Wisconsin and currently resides on the East Side of Milwaukee.

MADDIE KREBS

ASSOCIATE

mkrebs@muellercommunications.com
414.390.5500



MADDIE'S ROLE FOR GERMANTOWN

Maddie will provide communications guidance and feedback and help ensure that day-to-day tactics are proceeding on schedule and are aligned with the overall strategic plan.

Maddie Krebs is an Associate at Mueller Communications. Her responsibilities include supporting the firm's client and administrative teams. She is responsible for drafting communications materials, assisting with media relations and public affairs, and carrying out both traditional and digital marketing tactics.

Prior to joining Mueller, Maddie interned at various communications agencies across Milwaukee where she gained valuable experience in media relations, content writing and crafting effective social strategy. Her initial interest in news writing and broadcast journalism translates well to copywriting and media outreach.

Maddie received her bachelor's degree in Journalism and Mass Communication with a dual emphasis in Reporting and Strategic Communication plus a certificate in Sports Communication from the University of Wisconsin-Madison. During her time on campus, she served as president of Delta Delta Delta and the Public Relations Director of Humorology, the largest student-run philanthropic organization in the State of Wisconsin.

Maddie grew up in Naperville, IL and now resides in Milwaukee's Brewery District.

OUR

RECOMMENDED APPROACH

APPROACH

Mueller will create and execute a public information and education campaign that provides voters with complete information to make an informed decision.

Outreach Plan & Strategy: At the outset of our work together, we will conduct an initial audit to understand the research that has been completed to-date. We will also conduct interviews with key staff to understand both sides of the issue, the communications approaches that work best with residents and to identify the most likely questions or concerns from residents. Based on that information, we will develop and refine a communications strategy that may include the following key elements.

Communications Materials: We will work with you to develop clear and concise materials that will effectively communicate the key information about the referendum:

- Key messages for use in ensuring consistent communication across all outreach methods;
- A fact sheet / infographic that explains the situation and what happens if voters vote yes or vote no; and
- FAQs to help disseminate facts and dispel any misconceptions about the need for the referendum.

APPROACH

Outreach Approaches: We will take the key information in the communications materials and leverage them to develop and distribute information proactively to the community.

- **Direct Mail:** We recommend developing and distributing two direct mail pieces to all residences in the Village. Each mailer would provide key information about the referendum, as well as links for more information.
- **Posters / Displays:** We will develop informational graphics, posters, and / or cover photos that can be printed and displayed in municipal buildings and shared across the Village's social media channels.
- **Presentation Deck:** We will develop a presentation that can be used by Village officials to explain the referendum at community meetings (in person or online).
- **Information Sessions:** We would work with the Village to develop a series of information sessions to provide an opportunity to discuss the referendum and for residents to ask questions. The sessions would be promoted in advance and recorded to be made available for later viewing.
- **Community Presentations:** We would work with the Village to identify opportunities to speak to local community organizations about the referendum.
- **Newsletter Content:** We'll draft articles and reminders regarding the referendum that can be used in newsletters and utility inserts.

APPROACH

Online Presence: Online communications are a critically important tool to communicate with the electorate, especially given the challenges of COVID-19. We would work with the Village to explore the following online education components:

- **Website:** We would develop content for a landing page on the Village's website that would serve as the hub for information on the IGA referendum, including mailers, an online FAQ and an opportunity for residents to submit questions and have the answers posted each week.
- **Social Media - Organic:** We will work with the Village to develop content that it can post regularly on its social media channels to inform the electorate about the referendum. We will also provide a response guide that identifies likely questions and suggested answers that staff can use in responding to online engagement.
- **Social Media - Paid:** We will develop engaging video content to leverage as display advertising on Facebook. We recommend an explainer-style video (between 90 seconds - 3 minutes) that explains the situation and need for the referendum.

Earned Media: We will work with Village staff to develop and distribute news releases and media pitches designed to secure coverage in the local media about the referendum.

TIMELINE

We will work closely with you to understand the needs of your community and develop a detailed timeline to meet your needs. ***A sample timeline to support a November referendum is below:***

- **July 2022***:
  - Mueller Communications meets with Village to begin developing the outreach plan and approach
  - Village shares previous studies, presentations and other materials to inform messaging
  - Mueller works with Village to refine outreach plan; requests any additional information, data as necessary

- **August 2022:**
  - Mueller begins work on initial messages:
    - Key messages
    - FAQs
    - Charts and graphs to illustrate key points
  - Mueller and Village meet to workshop messaging
  - Village approves initial messaging drafts
  - Mueller uses approved messages to draft and design additional outreach tools:
    - Website content
    - Fact sheet
    - Presentation deck
    - Social media content
    - Video script

**While the RFP states the engagement would start 8/1/22, we highly recommend starting the process as soon as possible to ensure we have the maximum amount of time to hold conversations that would inform development of key materials.*

TIMELINE

- **August 2022 - continued:**
  - Mueller conducts outreach to printing vendors
  - Mueller to finalize video vendor outreach and start on video development
  - Village identifies relevant community groups to engage for presentations, dates for information sessions
  - Village approves outreach materials
  - Mueller develops media outreach materials:
    - Media list
    - News release announcing question
  - Village shares access, as relevant, to social media channels
  - Village creates email address to capture referendum-related questions, sets up forwarding for Mueller team

- **September 2022:**
  - Website content uploaded to site(s)
  - Mueller distributes news release indicating dates for upcoming public information sessions and providing overview information about the referendum itself
  - Village approves, begins posting social media content
  - Mueller drafts and designs Mailer 1*
  - Mailer 1 sent to all households in the Village
  - Video finalized
  - Village begins outreach to community groups to schedule meetings, begins facilitating presentations

**We would want to time the distribution of mailers ahead of the first mailing of absentee ballots (Sept. 22nd).*

TIMELINE

- **October 2022:**
  - Social media ad launches for 5-week campaign
  - Mueller drafts and designs Mailer 2
  - Mailer 2 sent to all households
  - Mueller conducts outreach to media about upcoming info sessions
  - Information sessions held
  - Village continues to present to relevant community groups

- **November 2022:**
  - Social media ad continues to run
  - Social media posts continue to be published
  - Mueller conducts outreach to media about election on November 8
  - FYI: Election day November 8

OUR BUDGET ESTIMATE

We will **work with you to refine our scope of work and budget** to best meet the Village's needs.

**Note: This budget estimate is preliminary as of July 14, 2022 and may be updated based on information we receive from the Village.*

Our recommended budget is as follows:

Professional Fees, Mueller Communications: (Will be based on actual fees, not to exceed this amount based on current understanding of the scope of work; includes basic video production)	**$37,675**
Administrative and Technical Fee:	**$2,825**
Media Spend, Social Advertisements:	**$1,500**
Printing / Mailing Costs Estimate* (Mailers): Estimate to print and mail two separate, 4-color direct mailers to be sent to all households (approx. 7,200)	**$12,700**
Videographer Estimate* *Depends on existing images, assets from the Village	**$2,500-4,000**
Total Project Budget:	**$57,200-58,700**

CASE STUDIES

PAST PROJECTS

OUR REFERENCES

City of Fond du Lac
Joe Moore
City Manager
920.322.3407
jmoore@fdl.wi.gov

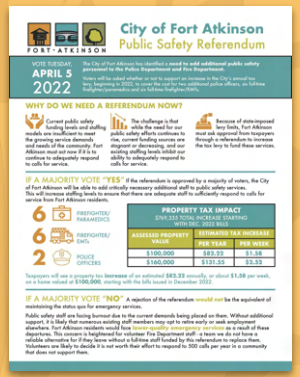
League of Wis. Municipalities
Jerry Deschane
Executive Director
608.267.2380
jdeschane@lwm-info.org

City of Fort Atkinson
Rebecca LeMire
City Administrator
920.563.7760
RLeMire@fortatkinsonwi.net

Nicolet Union School District
Dr. Greg Kabara
Superintendent
414.351.7525
greg.kabara@nicolet.us

Western Lakes Fire District
Bradley Bowen
Chief
262-567-8282 x3601
bbowen@westernlakesfd.org

Fort Atkinson





CASE STUDY

CHALLENGE: Located in Southeastern Wisconsin, the City of Fort Atkinson is home to more than 12,000 residents. As demand for public safety services increased and calls became more complex, it became clear that the city's existing staffing models for both its police and fire departments were outdated. The City of Fort Atkinson identified a need to go to referendum and ask voters to approve an increase in the tax levy to fund additional public safety personnel to the police and fire departments.

APPROACH:
The City of Fort Atkinson engaged Mueller Communications to develop a comprehensive public education campaign utilizing a wide-range of communications channels to ensure that the City could connect with voters no matter where they get their news.

Direct Mail: Mueller Communications created and coordinated three direct mail pieces highlighting the upcoming referendum, the need for additional personnel and the choice available to voters on Election Day.

Community Presentations: Mueller Communications worked with the City to identify opportunities to speak before local civic organizations, as well as to host information sessions where the public could learn more about the referendum and ask questions of City officials. The centerpiece of the presentations was a concise presentation articulating the community need.

CONTINUED >>

Fort Atkinson



CASE STUDY

Online Presence: Mueller Communications developed a landing page on the City of Fort Atkinson website, which served as a clearinghouse for information on the referendum, including easy access to fact sheets (with Spanish translations), mailers, a presentation deck, and election day information. It also provided a form and email address to submit additional questions.

Social Media: The City of Fort Atkinson and its residents are active on Facebook. Mueller Communications developed a social media calendar and designed corresponding graphics to share in the months leading up to Election Day as well as prepared responses for the most likely questions.

Digital Video Campaign: Mueller Communications engaged a local videographer to capture a brief video featuring Fort Atkinson's police and fire chiefs and the city council president, which was promoted via a social media ad campaign. The video garnered 184,488 impressions with a 3.49% click through rate (CTR), which far exceeded average response for similar ads.

RESULT:
On April 5, 2022, the City of Fort Atkinson voted to approve an increase in the tax levy to fund two additional police officers, six full-time firefighter/paramedics and six full-time firefighter/EMTs.

Fond du Lac


City of Fond du Lac

CITY OF FOND DU LAC
2021 PUBLIC SAFETY REFERENDUM

VOTE TUESDAY, APRIL 6, 2021

The City of Fond du Lac has identified a **need to add additional public safety personnel to the Police Department and Fire/Rescue.**

Voters will be asked whether or not to support an increase in the City's annual tax levy, beginning in 2022, to cover the cost for six additional firefighter/paramedics, six additional police officers, and the equipment those staff members require.

WHY DO WE NEED A REFERENDUM NOW?

Current public safety funding is insufficient to meet the growing service demands and needs of the community. Fond du Lac must act now if it is to maintain its first-class fire, paramedic and police services.

The challenge is that while the need and program costs continue to rise, **current funding sources are stagnant or decreasing.**

Because of state-imposed levy limits, Fond du Lac must **ask approval from taxpayers through a referendum to increase the tax levy** to fund these services.

IF A MAJORITY VOTE **"YES"**

If the referendum is approved by a majority of voters, the City of Fond du Lac will be able to add critically necessary additional staff.

+6 FIREFIGHTER/ PARAMEDICS

+6 POLICE OFFICERS

AND THE EQUIPMENT NEEDS FOR EACH

IF A MAJORITY VOTE **"NO"**

A failure to pass the public safety referendum would result in the City of Fond du Lac having to make **additional cuts to services**, potentially including public safety, and would be unable to hire necessary additional staff to meet growing community needs.

This may result in additional **delays in response times** and a continued **inability to sufficiently patrol** the City of Fond du Lac during all times of day and night.

PROPERTY TAX IMPACT

$1,303,287 TOTAL INCREASE STARTING WITH DEC. 2021 BILLS

ASSESSED PROPERTY VALUE	ESTIMATED TAX INCREASE	
	PER YEAR	PER WEEK
$100,000	$43.00	$0.83
$125,000	$53.75	$1.03


CRITICAL NEED FOR PUBLIC SAFETY RESOURCES

The City of Fond du Lac has identified a need to add additional public safety personnel to the Police Department and Fire/Rescue.

CURRENT PUBLIC SAFETY FUNDING IS INSUFFICIENT TO MEET THE GROWING SERVICE DEMANDS AND NEEDS OF THE COMMUNITY,

and Fond du Lac must act now if is to maintain its first-class fire, paramedic and police services.

The challenge is that while the NEED CONTINUES TO RISE, current funding and staffing levels are stagnant or decreasing.

20% 15% 10% 5% 0% -5%
CALLS FOR SERVICE +9%
POLICE STAFFING -3%
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

50% 40% 30% 20% 10% 0%
CALLS FOR SERVICE +44%
FIRE STAFFING +0%
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

City of Fond du Lac

CASE STUDY

Stagnant funding and increasing demand for public safety services **threatened the City of Fond du Lac's ability to provide local fire and paramedic services and to adequately staff its police department** to meet all responsive and preventative responsibilities.

Fond du Lac worked with Mueller Communications between December 2020 and April 2021 to **educate the community on the need for a public safety referendum** on April 6, 2021.

Mueller created and executed a campaign that included the development of educational materials, including key messages, fact sheets and infographics, and informational posters, and updates to the City of Fond du Lac website that clearly conveyed the situation. With materials developed, the team prepared three direct mail pieces, drafted posts to share across Fond du Lac social media channels, and created informational presentations for the City Administrator, Police Chief and Fire Chief to share with community groups and city council members.

Electors in the City of Fond du Lac ultimately voted two-to-one to approve the increase in the property tax levy, allowing Fond du Lac to add six new police officers, six new firefighters/paramedics and the equipment needs for each new staff member.

South Milwaukee


SOUTH MILWAUKEE

2017 Public Safety Referendum

WHAT IS ON THE BALLOT TUESDAY, NOVEMBER 7, 2017?

The South Milwaukee Common Council has unanimously approved an operating funds referendum question asking taxpayers to increase the tax levy by $616,641 to maintain current paramedic services and hire two additional police officers. The special election will be held on Tuesday, November 7. If approved by voters, homeowners would pay an additional $52 per year for every $100,000 of their home's value starting in 2018 and beyond.

The formal resolution requesting permission to exceed the state revenue limit will appear as follows on the November 7 ballot:

Under state law, the increase in the levy of the City of South Milwaukee for the tax to be imposed for the next fiscal year, 2018, is limited to .09%, which results in a levy of $10,774,142. Shall the City of South Milwaukee be allowed to exceed this limit and increase the levy for the next fiscal year, 2018, by a total of 5.73%, which results in a levy of $11,381,095?

WHY ARE WE PROPOSING THIS REFERENDUM NOW?

As South Milwaukee seeks to maintain its strong public safety services it faces a growing budget gap—as the demand for these services continues to rise, funding from current sources is either stagnant or decreasing.

The City must take action if it is to preserve locally provided paramedic services into the future. The City has also identified a need for additional police officers to deliver on the department's mission and address growing public safety needs.

We are responding directly to community input.

The City of South Milwaukee evaluated several funding options to maintain the first-class fire and police services residents have come to expect. As part of the decision-making process, the City solicited feedback via a community-wide survey. More than 1,350 residents responded, with the majority supporting an operational referendum.

VOTE NOVEMBER 7

For additional background information, including the community survey results, visit the city website: www.smwi.org

CASE STUDY

A continuing decline in outside funding for paramedic services created **a significant, growing gap in the City of South Milwaukee's municipal budget that threatened its ability to provide local paramedic services and to adequately staff its police department** to meet all responsive and preventative responsibilities.

South Milwaukee worked with Mueller Communications to develop an Options Assessment to identify the potential solutions to the public safety funding challenges. Based on the findings of that assessment, Mueller worked with Community Perceptions to conduct a community survey to gather input on the community's preferred options. The Common Council voted to place a public safety referendum question on the Fall 2017 ballot and engaged engaged Mueller Communications to assist with a **public information campaign in advance of a referendum vote**.

Between July and November, Mueller created and executed a campaign that included the development of educational materials, including key messages, fact sheets and infographics, and informational posters, and a website landing page that clearly conveyed the situation. With materials developed, the team prepared two direct mail pieces, drafted posts to share across South Milwaukee social media channels, and created presentations for the Mayor and City Administrator to share with community groups.

CONTINUED >>

South Milwaukee


Feature

What We Learned in Our Public Safety Referendum

Erik Brooks, Mayor, City of South Milwaukee
James Madden, Partner, COO, Mueller Communications
Natalie Veneta, Senior Account Executive, Mueller Communications

Editor's Note: Something unusual happened on Tuesday, November 7. Voters were asked and approved a request to increase municipal spending. Electors in the City of South Milwaukee voted two-to-one to approve an increase in the property tax levy to sustain the city's paramedic program and allow South Milwaukee to add two new police officers. Spending referenda are allowed under Wisconsin's levy limit laws, but traditionally few communities have used this tool. What are the lessons that can be learned from this case study? Here is what Mayor Erik Brooks and two leaders from Mueller Communications, South Milwaukee's partner on this work, told us.

Get Help, from the Start

Know that you don't know it all, and that you can benefit from others' experience – and their help. In South Milwaukee, we recognized early on that we could benefit from the support of a third party, and we purposely chose a public relations firm, as we approached the referendum as a communication and education campaign from day one. The city chose Mueller Communications, a public relations firm and municipal public relations firm that had previously worked with a local school district on a successful referendum education campaign. This helped us two key ways.

- First, they offered us an honest, impartial view of the funding problems facing us and potential solutions. They challenged us to present the information in a simple, understandable way that would resonate with residents, reminding us that not everyone is an expert in city budgeting.
- Mueller Communications also provided another set of hands to help with the day-to-day work necessary to coordinate a campaign and get a question on the ballot. From coordinating public meetings and mailings, to consulting our website content, Mueller was invaluable in taking tasks off the plates of city staff.

You Get One Chance

South Milwaukee was facing a critical, immediate need to fund paramedic services. Early on, leadership identified a referendum as a potential solution to the immediate challenge. We were also cognizant that holding referendums too frequently could frustrate voters and undermine the credibility of elected officials.

To prevent voter fatigue, we took the time to do a comprehensive internal review of our community's needs for the next several years. Through this process we determined that hiring additional police officers would help to address a growing demand for officer time due to increases in crime and drug-related incidents including burglaries, thefts, and heroin overdoses.

It was also important to ask for a reasonable amount of money that would meet the needs of our community for the next several years. The City Council and leadership reviewed public safety referendum that increased annual property taxes by $53 per year ($10 going toward paramedics and $17 going toward police) for every $100,000 of property value.

Start Early, and Educate Over Time

It is important to remember the general public has limited knowledge of the budget decisions facing municipal leaders. The South Milwaukee Common Council discussed the paramedic funding challenge for several years and made budget decisions to maintain service. This deep knowledge led us to consider a referendum, and while we felt paramedic funding was the most pressing community need, we knew that it was a step back to effectively educate the community and take votes through the process, and gauge community interest.

One year before the referendum vote, the council commissioned an options assessment to outline the budget challenges facing the City, as well as the potential funding solutions. The options assessment was used as the basis to create a community survey, which solicited opinions from South Milwaukee residents but also served as an educational tool that was mailed to all residents in May of 2017, as the council was considering the referendum options it was offered. The survey results were presented at a council meeting in July, and aldermen voted in August to proceed with the referendum less than two months later.

Over the referendum was scheduled we implemented an education campaign over the course of three months consisting of direct mail, social media, a detailed website, and a series of public meetings.

Do Your Homework, and Show Your Work

Take the time to develop detailed resource materials for the public and establish a narrative that demonstrates the municipality did its due diligence before deciding to hold a referendum. For South Milwaukee, the options assessment explained the complexities of paramedic service and funding. The survey results and the detailed budget and service descriptions and show the impact of each potential solution to service levels and response times. The options assessment also documented the steps the City had already taken to cut costs and save taxpayer dollars. We used press coverage and social media to promote the options assessment and direct residents to read it on the city website, recognizing that we would also need to simplify the information for many people who didn't want to take that deep of a dive into data.

Act on Survey Feedback

Going to referendum was never a foregone conclusion. While we were cast bound by the survey results, we pledged to take them seriously and act accordingly, including potentially not moving forward. The survey showed that a majority – more than 1,350 responded for a response rate of 19% – considered very high for experts, even though respondents were not necessarily reflective of our population (43% of respondents were 65 years or older). Results indicated strong support for paramedic funding, with residents willing to pay $50 annually in paying higher property taxes to maintain existing fire and EMS; 64% said they would support doing the same to add two new police officers. This compares to 24% support for outsourcing EMS services and 45% support for making other budget cuts and service reductions to maintain fire and EMS services. In other words, residents spoke loudly and clearly.

POLICE SERVICES CHALLENGE

The Municipality | January 2018

CASE STUDY

Electors in the City of South Milwaukee ultimately **voted two-to-one to approve the increase** in the property tax levy, sustaining the city's paramedic program and allowing South Milwaukee to add two new police officers.

Additional information about this effort is highlighted in the League of Wisconsin Municipalities' *The Municipality* magazine, in an article entitled "What We Learned in Our Public Safety Referendum."

Nicolet Union School District

NICOLET HIGH SCHOOL

Accelerating Achievement
Every Student, Every Classroom, Every Day

CASE STUDY

In April of 2016, **voters in the Nicolet Union School District were asked to approve an operational referendum** to fund an additional $3.15 million for each of the next six school years to maintain and support instructional programs, services, and class sizes at Nicolet High School.

To prepare for the eventual district-wide vote, the District and community supporters hired Mueller Communications in 2014 to **develop and execute a public education plan** that would highlight the achievements of students, teachers and alumni, and demonstrate the value in providing additional funding for Nicolet High School and the district.

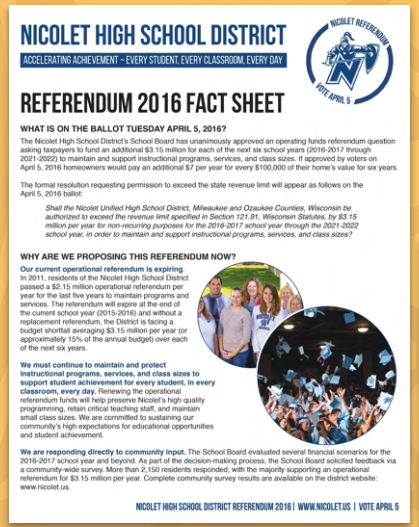
Mueller's efforts to generate awareness included media outreach, external community publications, internal communications to students, families, and teachers, as well as a proactive government affairs strategy to strengthen relationships with local elected officials.

Six months prior to the referendum vote, Mueller Communications created a communications plan and strategy that built on the previous awareness campaign to **explain the operational referendum, while at the same time appealing to the community's shared commitment** to supporting quality education.

CONTINUED >>

Nicolet Union School District

CASE STUDY



NICOLET HIGH SCHOOL DISTRICT

ACCELERATING ACHIEVEMENT – EVERY STUDENT, EVERY CLASSROOM, EVERY DAY

NICOLET REFERENDUM VOTE APRIL 5

REFERENDUM 2016 FACT SHEET

WHAT IS ON THE BALLOT TUESDAY APRIL 5, 2016?

The Nicolet High School District's School Board has unanimously approved an operating funds referendum question asking taxpayers to fund an additional $3.15 million for each of the next six school years (2016-2017 through 2021-2022) to maintain and support instructional programs, services, and class sizes. If approved by voters on April 5, 2016 homeowners would pay an additional $7 per year for every $100,000 of their home's value for six years.

The formal resolution requesting permission to exceed the state revenue limit will appear as follows on the April 5, 2016 ballot:

Shall the Nicolet Unified High School District, Milwaukee and Ozaukee Counties, Wisconsin be authorized to exceed the revenue limit specified in Section 121.91, Wisconsin Statutes, by $3.15 million per year for non-recurring purposes for the 2016-2017 school year through the 2021-2022 school year, in order to maintain and support instructional programs, services, and class sizes?

WHY ARE WE PROPOSING THIS REFERENDUM NOW?

Our current operational referendum is expiring. In 2011, residents of the Nicolet High School District passed a $2.15 million operational referendum per year for the last five years to maintain programs and services. The referendum will expire at the end of the current school year (2015-2016) and without a replacement referendum, the District is facing a budget shortfall averaging $3.15 million per year (or approximately 15% of the annual budget) over each of the next six years.

We must continue to maintain and protect instructional programs, services, and class sizes to support student achievement for every student, in every classroom, every day. Renewing the operational referendum funds will help preserve Nicolet's high quality programming, retain critical teaching staff, and maintain small class sizes. We are committed to sustaining our community's high expectations for educational opportunities and student achievement.

We are responding directly to community input. The School Board evaluated several financial scenarios for the 2016-2017 school year and beyond. As part of the decision-making process, the School Board solicited feedback via a community-wide survey. More than 2,150 residents responded, with the majority supporting an operational referendum for $3.15 million per year. Complete community survey results are available on the district website: www.nicolet.us.

NICOLET HIGH SCHOOL DISTRICT REFERENDUM 2016 | WWW.NICOLET.US | VOTE APRIL 5



WHAT WILL THE REFERENDUM COST?

If the referendum is approved on April 5 by the majority of district voters, the annual Nicolet High School property tax would increase by approximately $7 per year for every $100,000 of property value for six years. For example, the impact to a property valued at $250,000 would be $17.50 more per year ($1.45 per month); a property valued at $500,000 would note an increase of $35.00 each year ($2.91 per month).

ESTIMATED TAX INCREASE PER YEAR FOR 6 YEARS (2016-2017 through 2021-2022)	OPERATIONAL REFERENDUM $3.15 Million Per Year (Approximate Increase of $0.07 per $1,000 of Property Value)	
Property Value	Per Year	Per Month
$100,000	$7.00	$0.58
$250,000	$17.50	$1.45
$500,000	$35.00	$2.91

WHAT IF THE REFERENDUM FAILS?

If the referendum is not approved, the community would note a property tax decrease of approximately 15% in 2016-2017. However, this would require the district to make approximately $2.1 million in immediate budget cuts and use an estimated $800,000 of the district's fund balance (operating reserves) for the 2016-2017 school year. We estimate an ADDITIONAL $925,000 in budget cuts would also be required for the 2017-2018 school year, before leveling off to approximately $175,000 to $275,000 of reductions *per year* thereafter.

IF IT FAILS... The district would need to close the budget gap(s) by making potential reductions such as:

- Increased class sizes due to the reduction of teaching staff
- Reductions in course offerings and co-curricular programs
- Reductions in instructional support services such as guidance and classroom aides
- Reductions in instructional technology
- Reductions in facility maintenance projects

MAKE AN INFORMED DECISION & LEARN MORE

- **VISIT** www.nicolet.us/district/referendum.cfm
- **EMAIL** us at Nicolet_Referendum@nicolet.us
- **SCHEDULE** an informational presentation for neighbors or community groups at 414-351-7520
- **ATTEND** a Referendum Information Open House
  - ➞ Wednesday, March 16, 6:30 – 8:00 PM, Nicolet High School Library
  - ➞ Saturday, March 19, 9:00 – 10:30 AM, Nicolet High School Library
- **WATCH** your mail for more information in the Nicolet Knight Newsletter coming in March

NICOLET HIGH SCHOOL DISTRICT REFERENDUM 2016 | WWW.NICOLET.US | VOTE APRIL 5

That strategy included a series of direct mail pieces - including fact sheets like the ones you see here - social media posts, and community information sessions to educate voters about the need for the referendum. Mueller also leveraged an engagement plan to reach targeted audiences through direct mail, paid advertising, stories secured in traditional media outlets and letters to the editor.

The **referendum passed with 67 percent of the vote** during a year that saw one of the state's highest turnouts for a spring election.

Since then, the District engaged Mueller Communications to be their ongoing communications partner, overseeing strategy and support for a variety of communication needs, including: messaging and branding, thought leadership, proactive and reactive media, fundraising, social media, facilities planning, newsletters and more.

As Nicolet's ongoing communication partner, Mueller **once again supported Nicolet's April 2021 operational referendum efforts** and continues to strategize for a potential facility referendum in the near future.

CONTINUED >>

Nicolet Union School District

CASE STUDY









Passing a referendum, especially during a global pandemic, is no easy task. Fortunately, Mueller Communications has built a deep understanding of the Nicolet community through the last five years of partnership, enabling us to prepare and execute a communication plan that was seamlessly integrated into Nicolet's comprehensive communication strategy.

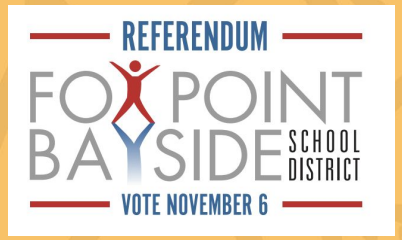
In addition to many of the tactics pursued in 2016, Mueller Communications helped prepare an online, interactive Frequently Asked Questions page and submission form in which members of the community received responses to their questions quickly, efficiently, and safely thanks to the virtual format.

To engage the community in a safe way during the pandemic, Mueller also helped plan virtual referendum information sessions to encourage community members to connect directly with Superintendent Dr. Kabara to ask questions.

Mueller also managed a highly successful digital display and social media ad campaign that utilized geotargeting and site retargeting to share information about the referendum and remind community members to vote.

The **referendum once again passed with 67 percent of the vote.** Mueller Communications continues to be Nicolet's trusted communications partner and looks forward to working with them for years to come.

Fox Point - Bayside School District



CASE STUDY

In 2015, residents of the **Fox Point-Bayside School District approved a $950,000 operational referendum** allowing the District to maintain instructional programs, class sizes and effective operations that the community has come to expect.

In advance of the referendum expiration at the end of the 2018-2019 school year, the School Board and District Administration desired to reassess the needs of the district and pursue a replacement referendum to continue to supplement the district budget for the years ahead.

The Fox Point-Bayside School District engaged Mueller Communications in May 2018 to assist in the preparations and, ultimately, the pursuit of the recurring operational referendum. Mueller's work centered around three objectives:

- Promote awareness of the Fox Point-Bayside School District's achievements and the important role that quality schools play in creating strong families, strong communities and strong property values;
- Develop and strengthen relationships with local elected officials and community leaders; and
- Educate voters about the need and purpose for the referendum.

CONTINUED >>

Fox Point - Bayside School District

CASE STUDY



FOX POINT-BAYSIDE SCHOOL DISTRICT

ELEVATING EVERYONE TO EXCELLENCE

Replacement Referendum 2018 Fact Sheet

REFERENDUM FOX POINT BAYSIDE SCHOOL DISTRICT VOTE NOVEMBER 6

VOTE ON TUESDAY NOVEMBER 6, 2018

Voters in the Fox Point-Bayside School District will be asked to approve an operating funds referendum to replace one approved by voters three years ago, which is about to expire. The referendum would fund an additional $3.1 million for each of the next four years (2019-2020 through 2022-2023) to maintain instructional programs, class sizes and effective operations.

If approved by voters on November 6, homeowners would pay an additional $79 per year on average for every $100,000 of their home's value.

The formal resolution passed unanimously by the Fox Point-Bayside School Board requests permission to exceed the state-imposed revenue limit. The question will appear as follows on the November 6, 2018 ballot:

Shall the Joint School District Number 2, Villages of Fox Point and Bayside, Milwaukee and Ozaukee Counties, Wisconsin be authorized to exceed the revenue limit specified in Section 121.91, Wisconsin Statutes, by $3.1 million per year for nonrecurring purposes for the 2019-2020 school year through the 2022-2023 school year, in order to maintain and support instructional programs, services, and class sizes?

WHY DO WE NEED A REPLACEMENT REFERENDUM?

OUR CURRENT OPERATIONAL REFERENDUM IS EXPIRING.

- In 2015, residents of the Fox Point Bayside School District passed a $950,000 operational referendum. The District has used these funds along with fund reserves to maintain instructional programs, class sizes and effective operations.
- The referendum is set to expire at the end of the 2018-2019 school year, and without a replacement referendum, the District will face a future budget shortfall averaging $2,920,480 per year (21.7% of the annual budget) over each of the next four years.

WHY DOES THE DISTRICT NEED $3.1 MILLION?

The Wisconsin Department of Public Instruction has recognized the Fox Point-Bayside School District with a rating of Significantly Exceeds Expectations on the annual report card.

The $3.1 million replacement referendum will ensure the continued academic excellence the community has come to expect.

Over the last three years the District has used the 2015 referendum dollars to fund the operating budget. During that same time state-determined revenue has decreased as a result of declining enrollment, forcing the District to use reserve funds to support preferred class sizes.

In the years ahead, $3.1 million will allow the District to meet the following needs:

$950,000 Existing Referendum - Replace the current referendum funding to maintain instructional programs.

$945,000 Budget Deficit - Fund the current budget deficit due to greater than anticipated resident enrollment declines, which caused expenditures to exceed available revenue.

$630,000 Reduced Revenues - Pay for anticipated revenue losses associated with the projected four-year decline in enrollment as well as account for future cost increases due to inflation.

$100,000 Technology Budget - Replace and upgrade critical infrastructure and classroom technology to support 21st century innovative learning.

$290,000 Facilities Budget - Create a facilities budget to pay for much-needed repairs and replacements as well as ongoing maintenance to our school buildings.

$180,000 Fund Reserves - Replenish fund reserves to strengthen the District's long-term financial stability.



WHAT STEPS HAS THE DISTRICT TAKEN TO CONTROL SPENDING?

When facing budget reductions in the past, the District has made difficult decisions to reduce operating expenses. Some past cost saving measures include:

- Contracting with Nicolet High School, Glendale River Hills and Brown Deer School Districts for shared services
- Reducing staff levels through attrition rather than using new hires to replace retiring teachers
- Requiring increased employee premiums and co-pays for health insurance
- Relying on increased private/community donations to fund projects

WHAT DOES IT MEAN IF A MAJORITY VOTE "YES"?

If the referendum is approved, the District will be able to maintain instructional programs, class sizes and effective operations. The annual property tax would increase on average by $79 per year for every $100,000 of property value, starting with the bills issued in December 2019.

REPLACEMENT REFERENDUM $3.1 MILLION PER YEAR

(Increase of approximately $79 per $100,000 of property value)

PROPERTY VALUE	PER YEAR	PER MONTH
$100,000 of property value	$79.00	$6.58
$200,000 of property value	$197.80	$16.46
$400,000 of property value	$316.00	$26.33

WHAT DOES IT MEAN IF A MAJORITY VOTE "NO"?

If the referendum fails, the District would need to close the budget gap(s) by making 21.7% across-the-board reductions in personnel and operational expenditures. The potential impact of these cuts could include:

- **Reduction of staff positions** – administrators, teachers and support staff, which could include 10 full-time classroom teachers (one per grade)
- **Increased class sizes due to teaching staff reductions** – from approximately 21 students per class to 27 students
- **Reductions in "specials" courses** – fine arts, world languages, physical education, performing arts and creative writing – as well as the number of athletic and co-curricular programs offered
- **Reductions in instructional support services and enrichment opportunities for students**
- **Inability to continue advancements in instructional technology and facility maintenance**

MAKE AN INFORMED DECISION & LEARN MORE

VISIT https://www.foxbay.k12.wi.us/ddlc/referendum.cfm

EMAIL us at referendum@foxbay.org

SCHEDULE an informational presentation for neighbors or community groups at (414) 247-4167

WATCH your mail for more information from the District

ATTEND a Referendum Information Open House

- Saturday, September 15 9:00 – 10:30 a.m. Stormonth Elementary in the School Gym
- Monday, October 1 6:30 – 8:00 p.m. Bayside Middle School in the School Gym
- Wednesday, October 17 6:30 – 8:00 p.m. Stormonth Elementary in the School Gym
- Saturday, October 27 9:00 – 10:30 a.m. Bayside Middle School in the School Gym

Mueller Communications developed a strategy and assisted with all aspects of preparations, including a district-wide survey with School Perceptions, in advance of the launch of the public information campaign.

Strategies included development of communications materials - including direct mail, fact sheets, FAQs, social media content, key messages, informational posters, letters from key stakeholders and more - to educate voters about the need for the referendum.

Mueller also developed a website landing page, hosted and promoted community information sessions, organized presentations to key community groups, coordinated media relations efforts and used small engagement focus groups to gauge how effective the communications had been thus far.

The referendum passed with 63 percent of the vote.

Additionally, Mueller Communications continues to be Fox Point-Bayside's trusted partner for communications needs outside of referenda, assisting with communications, newsletters, media relations, events, crisis situations and more as needed.

Mueller Communications has begun working with Fox Point-Bayside in anticipation of a facilities referendum in the spring of 2022.

Town of Yorkville

CASE STUDY

With economic development projects changing the landscape in Racine County, the Town of Yorkville recognized its unique position and opportunity to attract additional development.



The Journal Times | Yorkville to host meeting ahead of incorporation referendum

Yorkville to host meeting ahead of incorporation referendum

From the Election 2018: Election news, candidate profiles and more series

Journal Times staff Feb 21, 2018

YORKVILLE — The Town of Yorkville will host a public informational meeting Thursday, Feb. 22, about a proposed referendum to incorporate the town as a village.

The meeting will take place from 6-8 p.m. in the large gymnasium at Yorkville Elementary School, 18621 Washington Ave. A short presentation during which residents can learn about the proposed incorporation will be made at 6:15 p.m., according to a press release from the town.

The referendum question is set to be on the April 3 ballot.

If the referendum passes, adjacent incorporated villages — Mount Pleasant, Union Grove and Somers — would not be able to annex parts of Yorkville into

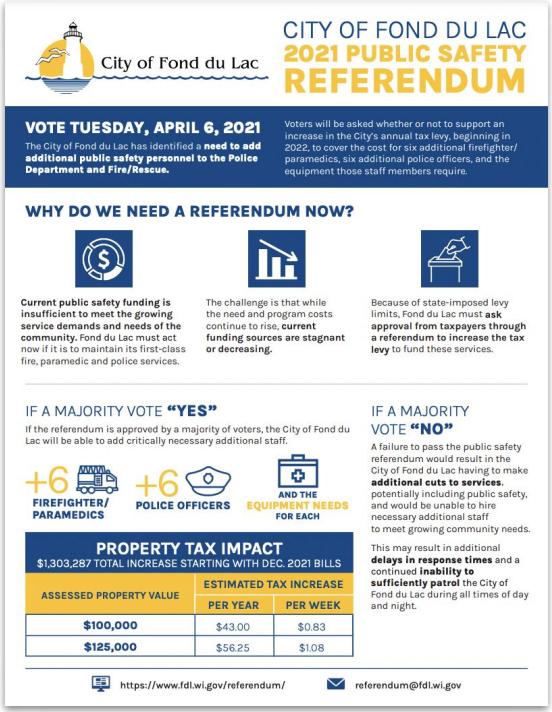
In anticipation of this possibility, **the Town sought to protect resident interests by incorporating and updating the Town's comprehensive plan. This measure required a referendum.**

To educate the community about these processes and the benefits Yorkville may see if they proceed, the Town hired Mueller Communications to **provide communications counsel and produce informational materials**. These efforts included drafting and designing materials, including a fact sheet outlining the incorporation process, the referendum, and its impact on municipal governance, creating a presentation and facilitating a public information meeting, and coordinating media interviews regarding the incorporation process.

Voters in Yorkville favored incorporating the Town by a wide margin, with 1,060 voting "yes" and only 54 voting "no."

WORK EXAMPLES

FACT SHEETS



City of Fond du Lac

CITY OF FOND DU LAC 2021 PUBLIC SAFETY REFERENDUM

VOTE TUESDAY, APRIL 6, 2021

The City of Fond du Lac has identified a **need to add additional public safety personnel to the Police Department and Fire/Rescue.**

Voters will be asked whether or not to support an increase in the City's annual tax levy, beginning in 2022, to cover the cost for six additional firefighter/paramedics, six additional police officers, and the equipment those staff members require.

WHY DO WE NEED A REFERENDUM NOW?

Current public safety funding is insufficient to meet the growing service demands and needs of the community. Fond du Lac must act now if it is to maintain its first-class fire, paramedic and police services.

The challenge is that while the need and program costs continue to rise, **current funding sources are stagnant or decreasing.**

Because of state-imposed levy limits, Fond du Lac must **ask approval from taxpayers through a referendum to increase the tax levy** to fund these services.

IF A MAJORITY VOTE **"YES"**

If the referendum is approved by a majority of voters, the City of Fond du Lac will be able to add critically necessary additional staff.

+6 FIREFIGHTER/ PARAMEDICS

+6 POLICE OFFICERS

AND THE EQUIPMENT NEEDS FOR EACH

IF A MAJORITY VOTE **"NO"**

A failure to pass the public safety referendum would result in the City of Fond du Lac having to make **additional cuts to services**, potentially including public safety, and would be unable to hire necessary additional staff to meet growing community needs.

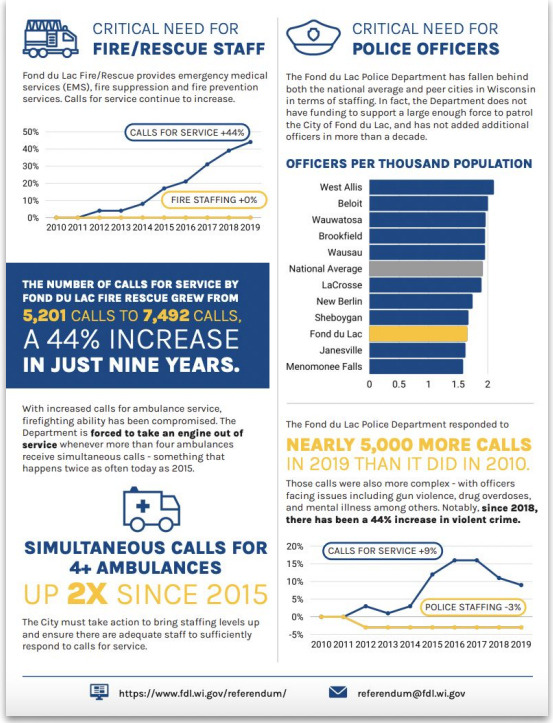
This may result in additional **delays in response times** and a continued **inability to sufficiently patrol** the City of Fond du Lac during all times of day and night.

PROPERTY TAX IMPACT

$1,303,287 TOTAL INCREASE STARTING WITH DEC. 2021 BILLS

ASSESSED PROPERTY VALUE	ESTIMATED TAX INCREASE	
	PER YEAR	PER WEEK
$100,000	$43.00	$0.83
$125,000	$56.25	$1.08

https://www.fdl.wi.gov/referendum/ referendum@fdl.wi.gov



CRITICAL NEED FOR **FIRE/RESCUE STAFF**

Fond du Lac Fire/Rescue provides emergency medical services (EMS), fire suppression and fire prevention services. Calls for service continue to increase.

THE NUMBER OF CALLS FOR SERVICE BY FOND DU LAC FIRE RESCUE GREW FROM 5,201 CALLS TO 7,492 CALLS, A 44% INCREASE IN JUST NINE YEARS.

With increased calls for ambulance service, firefighting ability has been compromised. The Department is **forced to take an engine out of service** whenever more than four ambulances receive simultaneous calls - something that happens twice as often today as 2015.

SIMULTANEOUS CALLS FOR 4+ AMBULANCES UP 2X SINCE 2015

The City must take action to bring staffing levels up and ensure there are adequate staff to sufficiently respond to calls for service.

CRITICAL NEED FOR **POLICE OFFICERS**

The Fond du Lac Police Department has fallen behind both the national average and peer cities in Wisconsin in terms of staffing. In fact, the Department does not have funding to support a large enough force to patrol the City of Fond du Lac, and has not added additional officers in more than a decade.

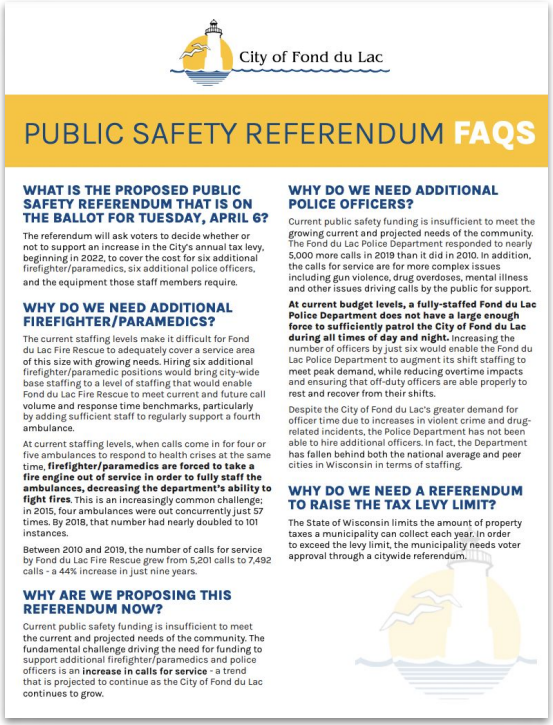
OFFICERS PER THOUSAND POPULATION

The Fond du Lac Police Department responded to **NEARLY 5,000 MORE CALLS IN 2019 THAN IT DID IN 2010.**

Those calls were also more complex - with officers facing issues including gun violence, drug overdoses, and mental illness among others. Notably, **since 2018, there has been a 44% increase in violent crime.**

https://www.fdl.wi.gov/referendum/ referendum@fdl.wi.gov

FAQS



City of Fond du Lac

PUBLIC SAFETY REFERENDUM FAQS

WHAT IS THE PROPOSED PUBLIC SAFETY REFERENDUM THAT IS ON THE BALLOT FOR TUESDAY, APRIL 6?

The referendum will ask voters to decide whether or not to support an increase in the City's annual tax levy, beginning in 2022, to cover the cost for six additional firefighter/paramedics, six additional police officers, and the equipment those staff members require.

WHY DO WE NEED ADDITIONAL FIREFIGHTER/PARAMEDICS?

The current staffing levels make it difficult for Fond du Lac Fire Rescue to adequately cover a service area of this size with growing needs. Hiring six additional firefighter/paramedic positions would bring city-wide base staffing to a level of staffing that would enable Fond du Lac Fire Rescue to meet current and future call volume and response time benchmarks, particularly by adding sufficient staff to regularly support a fourth ambulance.

At current staffing levels, when calls come in for four or five ambulances to respond to health crises at the same time, **firefighter/paramedics are forced to take a fire engine out of service in order to fully staff the ambulances, decreasing the department's ability to fight fires**. This is an increasingly common challenge; in 2015, four ambulances were out concurrently just 57 times. By 2018, that number had nearly doubled to 101 instances.

Between 2010 and 2019, the number of calls for service by Fond du Lac Fire Rescue grew from 5,201 calls to 7,492 calls - a 44% increase in just nine years.

WHY ARE WE PROPOSING THIS REFERENDUM NOW?

Current public safety funding is insufficient to meet the current and projected needs of the community. The fundamental challenge driving the need for funding to support additional firefighter/paramedics and police officers is an **increase in calls for service** - a trend that is projected to continue as the City of Fond du Lac continues to grow.

WHY DO WE NEED ADDITIONAL POLICE OFFICERS?

Current public safety funding is insufficient to meet the growing current and projected needs of the community. The Fond du Lac Police Department responded to nearly 5,000 more calls in 2019 than it did in 2010. In addition, the calls for service are for more complex issues including gun violence, drug overdoses, mental illness and other issues driving calls by the public for support.

At current budget levels, a fully-staffed Fond du Lac Police Department does not have a large enough force to sufficiently patrol the City of Fond du Lac during all times of day and night. Increasing the number of officers by just six would enable the Fond du Lac Police Department to augment its shift staffing to meet peak demand, while reducing overtime impacts and ensuring that off-duty officers are able properly to rest and recover from their shifts.

Despite the City of Fond du Lac's greater demand for officer time due to increases in violent crime and drug-related incidents, the Police Department has not been able to hire additional officers. In fact, the Department has fallen behind both the national average and peer cities in Wisconsin in terms of staffing.

WHY DO WE NEED A REFERENDUM TO RAISE THE TAX LEVY LIMIT?

The State of Wisconsin limits the amount of property taxes a municipality can collect each year. In order to exceed the levy limit, the municipality needs voter approval through a citywide referendum.



City of Fond du Lac

PUBLIC SAFETY REFERENDUM FAQS

WHAT OTHER ALTERNATIVES WERE CONSIDERED TO FUND PUBLIC SAFETY?

The City evaluated potential means of funding the necessary additional police and fire positions through internal and other external sources. Funding these positions with internal resources would mean reducing City Departmental budgets across the board in order to transfer additional funds to Fire/Rescue and Police.

It was also determined that there are no additional revenues available to the City from external sources and that the reductions to non-public safety services would be crippling.

WHAT DOES IT MEAN IF A MAJORITY VOTE "NO" AND THE REFERENDUM FAILS?

A failure to pass the referendum will result in **continued service delays and an inability to provide proactive policing services** in some areas of need. Additionally, the City will be faced with difficult decisions about how to address the growing need for public safety services, **will likely have to make additional cuts to current services – potentially including public safety** - and would be unable to hire additional police officers and firefighter/paramedics to meet the growing community need.

WHAT WILL APPEAR ON THE BALLOT?

The formal resolution requesting permission to exceed the state revenue limit will appear as follows on the April 6 ballot:

"Under State Law, the increase in the levy of the City of Fond du Lac for the tax to be imposed for the next fiscal year, 2022, is limited to 2.75%, which results in a levy of $28,577,487. Shall the City of Fond du Lac be allowed to exceed this limit and increase the levy for the next fiscal year, 2022, and on an ongoing basis, for the purpose of employing and equipping six (6) additional full-time Firefighter/Paramedics and six (6) additional full-time Police Officers by a total of 4.69%, which results in a levy of $29,880,774 and on an ongoing basis, include the increase of $1,303,287 for each fiscal year going forward?"

WHEN AND WHERE DO I VOTE?

Election Day is Tuesday, April 6, 2021. All polling places will open at 7:00 AM and will close at 8:00 PM. Wisconsin voters are required to show an acceptable photo ID in order to vote.

Additional voting information, including polling places and information about requesting an absentee ballot, can be found on the City's website at www.fdl.wi.gov/administration/city-clerk/elections/

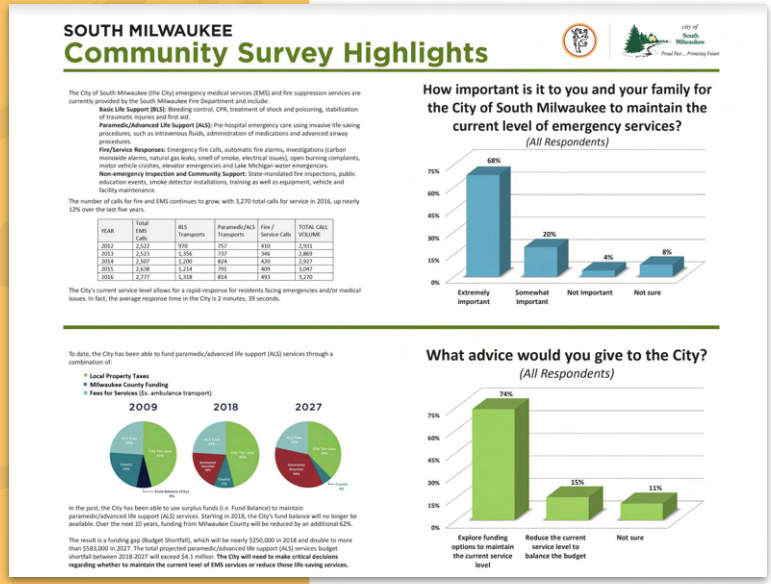
WHERE CAN I LEARN MORE ABOUT THIS REFERENDUM?

Send any questions or feedback to the City of Fond du Lac at **referendum@fdl.wi.gov**

Additional information about this Public Safety referendum will be available online at **https://www.fdl.wi.gov/referendum/**

Full example available here: https://tinyurl.com/FDLFAQ

HANDOUTS



SOUTH MILWAUKEE

Community Survey Highlights

The City of South Milwaukee (the City) emergency medical services (EMS) and fire suppression services are currently provided by the South Milwaukee Fire Department and include:

Basic Life Support (BLS): Bleeding control, CPR, treatment of shock and poisoning, stabilization of traumatic injuries and first aid.

Paramedic/Advanced Life Support (ALS): Pre-hospital emergency care using invasive life-saving procedures, such as intravenous fluids, administration of medications and advanced airway procedures.

Fire/Service Responses: Emergency fire calls, automatic fire alarms, investigations (carbon monoxide alarms, natural gas leaks, smell of smoke, electrical issues), open burning complaints, motor vehicle crashes, elevator emergencies and Lake Michigan water emergencies.

Non-emergency Inspection and Community Support: State-mandated fire inspections, public education events, smoke detector installations, training as well as equipment, vehicle and facility maintenance.

The number of calls for fire and EMS continues to grow, with 3,270 total calls for service in 2016, up nearly 12% over the last five years.

YEAR	Total EMS Calls	BLS Transports	Paramedic/ALS Transports	Fire / Service Calls	TOTAL CALL VOLUME
2012	2,522	970	757	410	2,931
2013	2,523	1,356	737	346	2,869
2014	2,507	1,200	824	420	2,927
2015	2,638	1,214	791	409	3,047
2016	2,777	1,318	814	493	3,270

The City's current service level allows for a rapid-response for residents facing emergencies and/or medical issues. In fact, the average response time in the City is 2 minutes, 39 seconds.

How important is it to you and your family for the City of South Milwaukee to maintain the current level of emergency services?

(All Respondents)

To date, the City has been able to fund paramedic/advanced life support (ALS) services through a combination of:

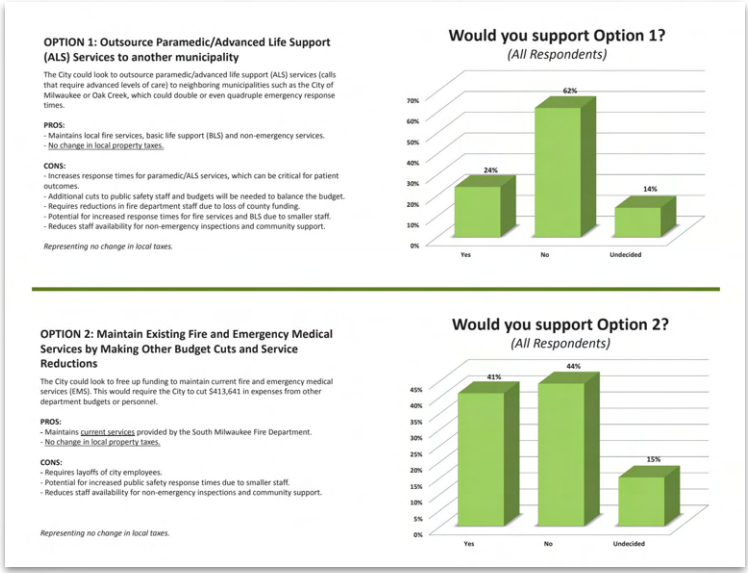
- Local Property Taxes
- Milwaukee County Funding
- Fees for Services (Ex. ambulance transport)

In the past, the City has been able to use surplus funds (i.e. Fund Balance) to maintain paramedic/advanced life support (ALS) services. Starting in 2018, the City's fund balance will no longer be available. Over the next 10 years, funding from Milwaukee County will be reduced by an additional 62%.

The result is a funding gap (Budget Shortfall), which will be nearly $250,000 in 2018 and double to more than $583,000 in 2027. The total projected paramedic/advanced life support (ALS) services budget shortfall between 2018-2027 will exceed $4.1 million. **The City will need to make critical decisions regarding whether to maintain the current level of EMS services or reduce those life-saving services.**

What advice would you give to the City?

(All Respondents)



OPTION 1: Outsource Paramedic/Advanced Life Support (ALS) Services to another municipality

The City could look to outsource paramedic/advanced life support (ALS) services (calls that require advanced levels of care) to neighboring municipalities such as the City of Milwaukee or Oak Creek, which could double or even quadruple emergency response times.

PROS:
- Maintains local fire services, basic life support (BLS) and non-emergency services.
- No change in local property taxes.

CONS:
- Increases response times for paramedic/ALS services, which can be critical for patient outcomes.
- Additional cuts to public safety staff and budgets will be needed to balance the budget.
- Requires reductions in fire department staff due to loss of county funding.
- Potential for increased response times for fire services and BLS due to smaller staff.
- Reduces staff availability for non-emergency inspections and community support.

Representing no change in local taxes.

Would you support Option 1?

(All Respondents)

OPTION 2: Maintain Existing Fire and Emergency Medical Services by Making Other Budget Cuts and Service Reductions

The City could look to free up funding to maintain current fire and emergency medical services (EMS). This would require the City to cut $413,641 in expenses from other department budgets or personnel.

PROS:
- Maintains current services provided by the South Milwaukee Fire Department.
- No change in local property taxes.

CONS:
- Requires layoffs of city employees.
- Potential for increased public safety response times due to smaller staff.
- Reduces staff availability for non-emergency inspections and community support.

Representing no change in local taxes.

Would you support Option 2?

(All Respondents)

Full example available here: https://tinyurl.com/SMHandouts

MAILERS



City of Fond du Lac

2021 PUBLIC SAFETY REFERENDUM

PRSRT STD
U.S. POSTAGE
PAID
MILWAUKEE, WI
PERMIT NO. 178

VOTE TUESDAY, APRIL 6, 2021

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MAKE AN INFORMED DECISION AND LEARN MORE:

A SECOND VIRTUAL INFORMATION SESSION WILL BE HELD **TUESDAY, MARCH 23 AT 6 P.M.**

Visit **fdl.wi.gov/referendum** to join via Zoom

VOTE APRIL 6

IN-PERSON ABSENTEE VOTING: Weekdays between **March 23 - April 2**

DAILY HOURS: **8:00 a.m. - 4:30 p.m.,** except on **Friday, April 2** from **8:00 a.m. - 5:00 p.m.**

DEADLINE TO REQUEST AN ABSENTEE BALLOT BY MAIL: **April 1, 5:00 p.m.**

https://www.fdl.wi.gov/referendum/ referendum@fdl.wi.gov



CRITICAL NEED FOR **FIRE/RESCUE STAFF**

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https://www.fdl.wi.gov/referendum/ referendum@fdl.wi.gov

Full example available here: https://tinyurl.com/FDLMailer2

MAILERS (CTD.)



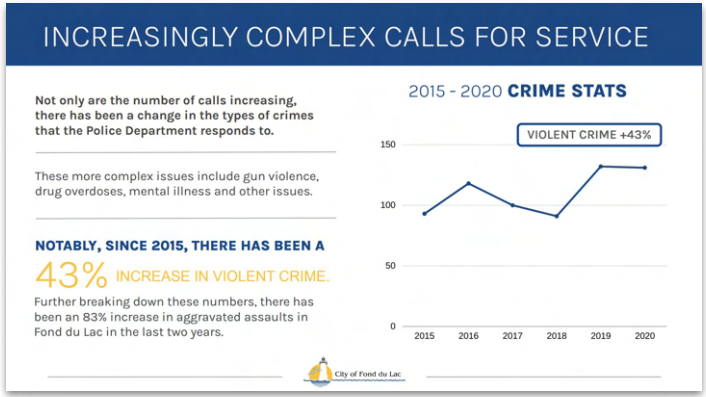
Full example available here: https://tinyurl.com/FDLMailer3

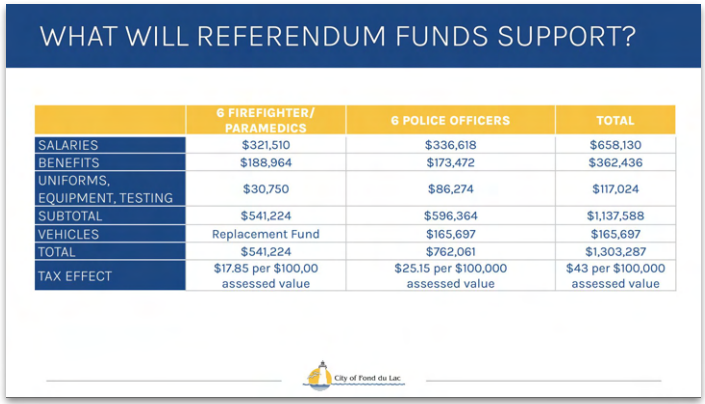
City of Fond du Lac

PUBLIC SAFETY REFERENDUM

April 6, 2021

INFO SESSION PRESENTATIONS





	6 FIREFIGHTER/ PARAMEDICS	6 POLICE OFFICERS	TOTAL
SALARIES	$321,510	$336,618	$658,130
BENEFITS	$188,964	$173,472	$362,436
UNIFORMS, EQUIPMENT, TESTING	$30,750	$86,274	$117,024
SUBTOTAL	$541,224	$596,364	$1,137,588
VEHICLES	Replacement Fund	$165,697	$165,697
TOTAL	$541,224	$762,061	$1,303,287
TAX EFFECT	$17.85 per $100,00 assessed value	$25.15 per $100,000 assessed value	$43 per $100,000 assessed value

Full example available here: https://tinyurl.com/FDLPPT

THANK YOU

Please feel free to contact us with any questions.

Village Goals

1. Improve retention rates for Village employees.
2. Increase the level of trust Village residents have in the Village Board and Village employees.
3. Improve communication between the Village and residents.
4. Complete the 2050 Comprehensive Land Use Plan by August 1st with at least two public hearings.

Village Objectives

1. Maintain or improve retention rate for all Village employees (full-time and part-time) in 2022 from 90.7% in 2021 to:
    a. Needs improvement – less than 90.7%
    b. Satisfactory – 907%
    c. Exceeds Expectations – 92%
    d. Outstanding – 95%
2. Maintain or improve 2022 employee engagement scores for Village Employees from 3.70 in 2021 to:
    a. Needs improvement – less than 3.70
    b. Satisfactory – 3.70
    c. Exceeds Expectations – 3.90
    d. Outstanding – 4.1
3. Complete design, testing and implementation of new Utilities Billing System before:
    a. Needs improvement – Not complete by December 31, 2022
    b. Satisfactory – December 31, 2022
    c. Exceeds Expectations – December 31, 2022 and under budget
    d. Outstanding – December 31, 2022 and more than 10% under budget
4. By the end of 2022, increase the number of subscribers using See-Click-Fix to:
    a. Needs improvement – less than 500
    b. Satisfactory – 500
    c. Exceeds Expectations – 1,000
    d. Outstanding – 1,500
5. Complete the 2050 Comprehensive Land Use Plan:
    a. Needs improvement – Not complete by July 31st
    b. Satisfactory - By July 31st, with two public hearings/listening sessions.
    c. Exceeds Expectations - By July 31st with three public hearings/listening sessions.
    d. Outstanding – By July 3rd with four public hearings/listening sessions.
6. Improve communication by publishing a quarterly newsletter starting June 1st, identifying someone to maintain the Village website and updating by June 30th and identifying someone to maintain the Electronic Message Board and update weekly by June 30th.
    a. Needs Improvement – not complete by due dates
    b. Satisfactory – complete by due dates
    c. Exceeds Expectations – complete 30 days early
    d. Outstanding – complete 60 days early