

VILLAGE OF GERMANTOWN  
N112 W17001 MEQUON ROAD  
GERMANTOWN, WI 53022

MEETING: **SPECIAL COMMUNICATIONS COMMITTEE**

DATE AND TIME: **THURSDAY, OCTOBER 26<sup>th</sup>, 2022 3:00**  
**P.M.**

LOCATION: **Online via WebEx**

Join from the meeting link

<https://villageofgermantown.my.webex.com/meet/skreklow>

Join by meeting number

Meeting number (access code): 237 994 723 412

Meeting password: xemwr5

Tap to join from a mobile device (attendees only)

+1-408-418-9388,,25593715099# # United States

Join by phone

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- 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:** Chairperson Wolter, R. Miller, Kaminski.
- III. **APPROVAL OF MINUTES:** October 12, 2022.
- IV. **NEW BUSINESS:**
  - A. Review of Communication Timeline
  - B. Mailings for 53076 and 53017 Zip Codes

C. Review of Communication Materials

a. Post-Election Mailer

V. **SCHEDULE NEXT MEETING:**

VI. **ADJOURNMENT:**

*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.*

Notice is given that a majority of the Village Board may attend this meeting to gather information about an agenda item over which they have decision making responsibility. This may constitute a meeting of the Village Board per State Ex. Rel. Badke v. Greendale Village Board, even though the Village Board will not take formal action at this meeting.

Germantown Special Communications Committee:

Meeting Minutes Thursday October 12, 2022

1. Call to Order: Administrator Kreklow called the meeting to order at 3:32 PM
2. Roll Call
  - a. Present: Kaminski and Miller
  - b. Absent: WolterKaminski motioned appointing Miller Chair Pro Tem; second by Miller; Approved 2-0
3. Approval of Minutes: Motion to approve by Kaminski second by . Approved 2-0.
4. New Business

A. Review of Communication Timeline

- B. Mailings for 53076 and 53017 Zip Codes  
Committee directed scheduling a fourth public information session

C. Review of Communication Materials

a. 2<sup>nd</sup> Mailer

Kaminski suggested changing shared services to sewer and water services, Miller concurred.

Kaminski suggested adding issue effects the entire village and the village board could not reach consensus under Referendum Overview, Miller concurred.

Kaminski suggested dropping word “studies” from Background Studies title and changing one of the bullets to highlight potential negatives – development in the Village of Richfield will be determined solely by the Village of Richfield and the agreement is ongoing. Miller concurred.

Kaminski suggested changing the first bullet to the following:

The IGA ensures that the Village of Richfield bears all costs for the expansion of services to customers in Richfield, pays a 20% premium for sewer service and the same rate for water service as Germantown according to the PSC. Miller concurred

b. Information on Landing Page

Miller suggested adding link to the IGA, Kaminski concurred.

Committee like the idea of adding recording of Colliers presentation to GGF to landing page.

D. Recap of 1<sup>st</sup> and 2<sup>nd</sup> Listening Sessions

Discussed suggestion possibility of having additional staff at public information session; Kaminski was opposed to having additional staff, Miller concurred. Committee directed Administrator to

prepare written responses to Information Session questions and post on website.

E. Additional Questions to be Addressed

No additional questions other than listening sessions.

F. Post-Election Press Release IGA Approved/Not Approved

Committee would like to see a press release after election with quote from Administrator

5. Schedule Next Meeting: October 26<sup>th</sup> at 3:00 PM via WebEx
6. Adjournment: Trustee Miller adjourned the meeting at 4:23 PM.

**FOR IMMEDIATE RELEASE**

November 9, 2022

**Media Contact:**

Maddie Krebs, Mueller Communications  
(414) 390-5500  
germantown@muellercommunications.com



**STATEMENT FROM THE VILLAGE OF GERMANTOWN**

**GERMANTOWN, WIS.** – Village Administrator, Steven R. Kreklow, issued the following statement today:

Yesterday the residents of Germantown voted to support the proposed Richfield Sewer and Water Agreement Referendum.

This 'yes' vote will result in the execution of the negotiated Intergovernmental Agreement (IGA) so that Germantown would provide water and sanitary sewer service for a fee and on an ongoing basis to customers in the "Northeast Corridor" of the Village of Richfield, which is located between Interstate 41, Holy Hill Road, Highway 175 and Pleasant Hill Road.

With this approval, the IGA will go into effect and the permitting process could start immediately. Construction of water and sewer connections would start in late 2022 or early 2023, and be completed in late 2023.

Village of Germantown Water and Sewer Utilities customers will not see any change in their rates at this time. In the future, paying customers from Richfield would share in the funding of ongoing utility maintenance and other costs.

The IGA is available in its entirety at the Village Clerk's office or online at [https://www.germantownwi.gov/DocumentCenter/View/6376/Germantown-Richfield-Utility-Service-IGA-Clean-for-Approvals-220317?bidId=.](https://www.germantownwi.gov/DocumentCenter/View/6376/Germantown-Richfield-Utility-Service-IGA-Clean-for-Approvals-220317?bidId=)

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**Commented [1]:** While this isn't in our current messaging, should we update this to say "as a result of construction" due to the new phase of work?

**FOR IMMEDIATE RELEASE**

November 9, 2022

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**Village of**



**Germantown**

**STATEMENT FROM THE VILLAGE OF GERMANTOWN**

**GERMANTOWN, WIS.** – Village Administrator, Steven R. Kreklow, issued the following statement today:

Yesterday, the residents of Germantown voted to not support the proposed Richfield Sewer and Water Agreement Referendum.

Because voters in our community did not approve the proposed referendum, the Intergovernmental Agreement (IGA) will not go into effect and Germantown will not provide water and sewer service to the Village of Richfield.

Village of Germantown Water and Sewer Utilities customers will not see any change in service or any immediate impact to their rates at this time.

# # #

TASK	STATUS	RESPONSIBLE PARTY	DEADLINE
Meet with staff to develop, refine outreach plan and approach	Complete	Mueller / Germantown	Ongoing
Schedule regular check-in meetings	Open	Mueller	Ongoing
<b>Provide existing materials to Mueller Communications to outline need for referendum</b>	<b>Complete</b>	<b>Germantown</b>	<b>8/8</b>
Review existing materials, data points, presentations	Complete	Mueller	8/11
<b>Introduce referendum language at Board meeting</b>	<b>Complete</b>	<b>Germantown</b>	<b>8/15</b>
Draft key messages, FAQs summarizing existing need, rationale for referendum option	Complete	Mueller	Week of 8/15
<b>Review key messages and FAQs</b>	<b>Complete</b>	<b>Germantown</b>	<b>8/19</b>
Refine and finalize key messages and FAQs	Complete	Mueller / Germantown	8/22
<b>Approve Messages, FAQs</b>	<b>Complete</b>	<b>Germantown</b>	<b>Week of 8/22</b>
Draft Fact Sheet	Complete	Mueller	Week of 8/22
Draft presentation deck to use when introducing referendum question (and info sessions, etc)	Complete	Mueller	Week of 8/22
Draft and design copy for mailer #1	Complete	Mueller	Week of 8/29
Develop website content based on key messages and fact sheet	Complete	Mueller	Week of 8/22
Develop draft social media responses to common questions	Complete	Mueller	Week of 8/29
Identify dates for referendum information sessions	Complete	Germantown	Week of 8/22
Identify community groups to schedule presentations with	Complete	Germantown	Week of 8/22
<b>Approve presentation deck</b>	<b>Complete</b>	<b>Germantown</b>	<b>9/6</b>
<b>Approve website content</b>	<b>Complete</b>	<b>Germantown</b>	<b>9/6</b>
<b>Approve mailer #1</b>	<b>Complete</b>	<b>Germantown</b>	<b>9/6</b>
<b>Approve FAQs</b>	<b>Complete</b>	<b>Germantown</b>	<b>9/6</b>
Draft video ad script	Complete	Mueller	Week of 9/5
Coordinate video shoot	Complete	Mueller	Week of 9/5
Develop weekly social media content calendar	Complete	Mueller	Week of 9/5
Send mailer #1 to printer	Complete	Mueller / Mailhouse	Week of 9/5
<b>Approve video ad script</b>	<b>Complete</b>	<b>Germantown</b>	<b>Week of 9/5</b>
<b>Upload information about referendum to website</b>	<b>Complete</b>	<b>Germantown</b>	<b>Week of 9/5</b>
<b>Approve social media content calendar</b>	<b>Complete</b>	<b>Germantown</b>	<b>Week of 9/5</b>
Schedule prep meeting for information sessions	Open	Mueller / Germantown	Sept.
Information sessions	Ongoing	Mueller / Germantown	September - October
<b>Begin scheduling social media posts</b>	<b>Ongoing</b>	<b>Germantown</b>	<b>Week of 9/12, weekly</b>
Draft copy for mailer #2	Complete	Mueller	Week of 9/19
Launch Social Media Video Ad	Open	Mueller / Germantown	Week of 9/19
Design mailer #2	In process	Mueller	Week of 9/26
<b>Mail-in ballots begin to arrive in mailboxes</b>	<b>FYI</b>	<b>FYI</b>	<b>9/22</b>
<b>Approve Mailer #2</b>	<b>Open</b>	<b>Germantown</b>	<b>Week of 10/3</b>
Send Mailer #2 to printer	Open	Mueller / Mailhouse	Week of 10/10
Media outreach, if needed	Open	Mueller	Week of 11/1
<b>Election Day</b>	<b>FYI</b>	<b>FYI</b>	<b>11/8</b>
Distribute approved / not approved statement	TBD	Mueller / Germantown	11/9