

VILLAGE OF GERMANTOWN
N112 W17001 MEQUON ROAD
GERMANTOWN, WI 53022

MEETING: PUBLIC SAFETY COMMITTEE

DATE AND TIME: MONDAY, MARCH 6, 2023 6:00 p.m.

LOCATION: Germantown Village Hall Board Room
N112 W17001 Mequon Road

NOTICE: Due to technology issues, this meeting will not be broadcast on Channel 25, Spectrum Cable, Webex or live streamed on Youtube. It is unknown at the time of posting whether a video recording of the meeting will be available on the Village YouTube Channel.

- I. **CALL TO ORDER:** This meeting has been given public notice in accordance with Wisconsin Statutes, Section 19.83 and 19.84 in such form that will apprise the general public and news media of subject matter that is intended for discussion and action.
- II. **ROLL CALL:** Chairperson Myers, Trustees Hudson, J. Miller, and Pieper.
- III. **PUBLIC COMMENT:** *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. Written Public Comments should be directed to comments@germantownwi.gov, by 4 p.m. on Monday, March 6, 2023.*
- IV. **APPROVAL OF MINUTES:** February 6th, 2023 Regular Meeting.
- V. **CHAIRPERSON REPORT:**
- VI. **REPORTS:**
 - A. Police Department.
 1. Monthly.
 - B. Fire Department.
 1. Monthly.
 - C. Policy Updates.
 1. Police Department:
 - a. None.
 2. Fire Department:
 - a. None.
 - D. Overtime Reports.
- VII. **UNFINISHED BUSINESS:**
 - A. IT Discussion regarding Police and Fire needs.
 - B. Report on County Line Road Pedestrian Crossing Request
 - C. Report on Pilgrim Road Pedestrian Crossing Request

VIII. **NEW BUSINESS:**

- D. Contract with Mueller Communications for preliminary investigations on possible Public Safety Referendum not to exceed \$50,629.90

IX. **NEXT MEETING:** Set April 2023 Meeting Date and Time.

X. **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.

MEETING MINUTES
PUBLIC SAFETY COMMITTEE MEETING
FEBRUARY 6, 2023
GERMANTOWN VILLAGE HALL BOARD ROOM

CALL: The meeting was called to order at 6:00 p.m. by Chairman Myers.

ROLL CALL: Chairman Myers, Trustees Hudson, J. Miller, and Pieper.

Also present were Fire Chief Delain, Police Lieutenant Schmitt, Clerk Braunschweig.

PUBLIC COMMENT: Melanie Smythe of N140 W17938 Cedar Lane spoke to the Committee regarding her concerns with staffing levels at the police and fire departments. She acknowledged the committee has been discussing this issue but would like to know what the plan is for the Village to address the staffing levels.

Myers responded the Committee is currently looking at overtime levels, personnel numbers, and are awaiting a final report after the audit to see what funds are available for this matter.

APPROVAL OF MINUTES: a motion was made by J. Miller, seconded by Pieper, to approve the minutes of the January 9, 2023, Regular Meeting.

Motion to approve the minutes carried unanimously.

POLICE DEPARTMENT MONTHLY REPORT: Schmitt reported on the following:

- Numbers are tracking within normal parameters and she had nothing of significance to report

FIRE DEPARTMENT MONTHLY REPORT: Delain reported on the following:

- The department was asked by the committee to provide numbers for incidents involving simultaneous calls for service, they are having some issues with their data but are working on it

OVERTIME REPORTS:

Police and Fire Departments: J. Miller stated she would like to see overtime numbers from 2022 for comparison purposes. Myers added he would like the numbers to go back to 2021 so they have 3 years for comparison.

POLICY UPDATES FOR POLICE & FIRE DEPARTMENT:

Police Department – none

Fire Department - none

UNFINISHED BUSINESS: none

NEW BUSINESS:

TINY T'S LLC W157 N11638 FOND DU LAC AVE CLASS B FERMENTED MALT BEVERAGE AND INTOXICATING LIQUOR LICENSE, SHAWN FRANK – AGENT, CHANGE OF OWNERSHIP: a motion was made by Pieper, seconded by Hudson, to forward this request for Tiny T's Class B Fermented Malt Beverage and Intoxicating Liquor License/Change of Ownership to Village Board with a recommendation of approval.

Schmitt and Delain advised there were no objections from Police and Fire Departments. Motion carried unanimously.

WALMART FREQUENCY AND DURATION OF CALLS FOR SERVICE: Lt. Schmitt referred to the informational packet which was provided for this discussion. Numbers for Calls for Service to Walmart were shown from 2006 – 2022 and indicated that these calls are increasing over time.

Schmitt stated they had met with the district manager, store manager and loss prevention manager from Walmart to discuss these concerns. One item of note was that many of the Calls for Service are related to the self-serve checkouts and they have been considering some actions that would cut down on these calls. Walmart management have looked at scanning programs which will freeze the checkout scans if a problem is detected until staff can assist. They are also considering having Loss Prevention monitor for failed scans and stepping in when needed.

Discussion followed with Schmitt answering questions from the committee on what types of proactive measures can be taken to lessen the number of Calls for Service the department needs to respond to. She added that the department is reaching out to other departments that have Walmarts in their jurisdictions to see if they experience similar concerns and how they are meeting those concerns.

Pieper asked for some comparison numbers between Walmart, Fleet Farm and Menards. Myers added that he would like to see the amount of time the department is dedicating to these Calls for Service. Hudson noted that the numbers seem to indicate an increase in calls around the holidays, J. Miller asked that Walmart also research possible solutions to the problems with the self-checkouts.

FIRE DEPARTMENT – PURCHASE OF FIRE EXTINGUISHER TRAINING SIMULATOR IN AN AMOUNT NOT TO EXCEED \$18,984.24: Delain advised the

department is requesting to purchase a Fire Extinguisher Training Simulator which will streamline their training process, and is cleaner, faster and allows them to train in a safe and controlled environment. The price for this simulator is \$18,984.24.

A motion was made by Hudson, seconded by Pieper, to forward this purchase request to Village Board with a recommendation of approval for the purchase of the Fire Extinguisher Training Simulator in an amount not to exceed \$18,984.24. Motion carried unanimously.

POLICE DEPARTMENT - PURCHASE OF FIFTEEN (15) AEDS IN AN AMOUNT NOT TO EXCEED \$25,425.00: Schmitt advised the 2023 budget included \$24,000 for the purchase of new AEDs for the department. The price quote received from Coro Medical was for \$25,425.00 for 15 units, Schmitt stated the overage would be covered out of operating budget for computer hardware support.

Motion was made by Pieper, seconded by J. Miller to forward this purchase request to Village Board with a recommendation of approval for the purchase of fifteen AEDs in an amount not to exceed \$25,425.00. Motion carried unanimously.

NEXT MEETING: Myers advised that next month's meeting will be held on Monday, March 6, 2023, at 6:00 p.m. in the Village Hall Boardroom.

ADJOURNMENT: there being no further business, the meeting was adjourned at 6:34 p.m.

Recorded by,

Julie L. Barth
Secretary

2023 Police OT

	OT HRS	OT PAID	COMP HRS	OT COMP
JAN	380.50	\$ 23,393.46	262.25	\$ 16,082.25
FEB	222.50	\$ 13,877.89	142.25	\$ 8,741.94
MAR	-	\$ -	-	\$ -
APR	-	\$ -	-	\$ -
MAY	-	\$ -	-	\$ -
JUN	-	\$ -	-	\$ -
JUL	-	\$ -	-	\$ -
AUG	-	\$ -	-	\$ -
SEP	-	\$ -	-	\$ -
OCT	-	\$ -	-	\$ -
NOV	-	\$ -	-	\$ -
DEC	-	\$ -	-	\$ -
	603.00	\$ 37,271.34	404.50	\$ 24,824.19
		-		\$ -

2023 Fire OT

	OT HRS	OT PAID	COMP HRS	OT COMP
JAN	491.25	\$ 17,672.00	323.75	\$ 12,011.34
FEB	254.75	\$ 9,423.52	214.75	\$ 7,244.49
MAR	-	\$ -	-	\$ -
APR	-	\$ -	-	\$ -
MAY	-	\$ -	-	\$ -
JUN	-	\$ -	-	\$ -
JUL	-	\$ -	-	\$ -
AUG	-	\$ -	-	\$ -
SEP	-	\$ -	-	\$ -
OCT	-	\$ -	-	\$ -
NOV	-	\$ -	-	\$ -
DEC	-	\$ -	-	\$ -
	746.00	\$ 27,095.51	538.50	\$ 19,255.83
		-		\$ -

Public Safety Information Technology Specialist Position Description

Position Title: Public Safety Information Technology Specialist
Reports To: Germantown Police Captain
Employment Category: Full-time
Department: 50% Police and 50% Fire
Pay Grade: 3

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Job Summary:

Under the general direction of the Police Captain, the Public Safety IT Specialist is responsible for providing support for the IT support needs of the Police Department and Fire Department, ~~including police department hardware assets and software.~~ The position provides high level support and system administration for multijurisdictional records and dispatch software. The IT Specialist also serves as the "Help Desk" for technology related issues for all ~~police-public safety~~ personnel. This position would include attending both the ProPhoenix and BadgerTraCs Conferences to stay current with annual program changes. In addition, this position will have the opportunity to put together the Village's Cyber Response policy as well as become involved in the State Cyber Security Team and attend annual training sessions. ~~While the position will be primarily during daytime hours, the IT Specialist will be required to respond to off hours calls when needed.~~

Essential Duties and Responsibilities

- Administers, supports, and manages ~~all~~ hardware and software at the Police/Fire Department, and in all police/Fire vehicles.
- ~~Administers, supports, and manages all hardware and software at the Fire Department, and in all police vehicles.~~
- ~~Administers, supports, and manages open issues for records, electronic citation and accident systems, and dispatch software.~~
- Assists with ~~wireless access points, hardware and software related to body worn cameras, fingerprint System, and other security devices, fingerprint system, and servers.~~
- Installs and tests workstation operating systems and application software, including public safety related programs.
- Serves as the first step Help Desk ~~Troubleshoots by troubleshooting~~ PC problems and provides support to public safety end users.
- Provides training and technical assistance to police personnel.
- Researches, tests and implements current and emergency industry specific technology. Serves as point of contact for technology vendors.
- Writes monthly and annual Police/Fire Department reports ~~about information technology~~ for committee meetings.

- Assists with open records and discovery requests for the Police Department.
- Serves as Police Department Help Desk to assist with IT issues or needs related to Police

~~Department work.~~

- Other duties as assigned.

REQUIRED QUALIFICATIONS, KNOWLEDGE, SKILLS & ABILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

- Minimum two- year degree from accredited business/ technical/trade college in electronics or related field preferred. Any equivalent combination of education and recent experience in network administration that provides the required knowledge, skills and abilities will be considered and may be substituted for the educational requirements.
- Must be able to demonstrate advanced understanding of Microsoft operating systems, ~~networking configurations~~ and troubleshooting techniques. ~~Office 365 certification required and other certifications a plus.~~
- Understanding of Public Safety IT systems for Police and/or Fire Department.

Technical Skills

- Proficient knowledge of setup and support of personal computers.
- Working knowledge of Windows Server as well as SQL.
- Experience with surveillance camera systems and other recording devices.
- Experience with body worn cameras preferred.
- Experience in supporting mobile users.
- Experience in system administration of software programs.
- Experience acting as “help desk” support.
- Advanced computer troubleshooting, analysis, critical thinking and problem-solving ability.

Language Skills

- Ability to relate to and communicate effectively with others.
- Ability to effectively communicate and promote both verbally and in writing. Ability to communicate technical concepts and abstract ideas to all audiences.
- Ability to write reports, manuals, technical policies or related correspondence.
- Ability to read and correctly interpret documents such as user manuals, safety rules, department rules, state statutes, municipal ordinances, technical documentation policies and procedures.

Mathematical Skills

- Ability to calculate percentages, fractions, decimals, volumes, ratios, present values, and spatial relationships. Ability to interpret basic descriptive statistical reports.

Reasoning Ability

- Ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory and/or judgmental criteria.
- Ability to work well under pressure and handle stressful situations, to organize work and set priorities to minimize problems, managing time and resources to meet deadlines and changing demands within the department.
- Ability to analyze and explain complex issues.

Other Qualifications

- ~~Thorough working knowledge of Microsoft operating systems, networking configurations, Microsoft Office Software and their applications.~~
- Knowledge of Phoenix Systems, Badger TraCs and security software strongly preferred.
- Knowledge of public safety organizations and their services and operations.
- Dependability and attention to detail.
- Ability to organize and prioritize a large number of projects at one time.
- Ability to work independently and in a team environment.

PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to walk; use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms.
- Specific vision abilities required by this job include close vision, ability to adjust focus, and the ability to sustain prolonged visual concentration.
- Requires the ability to operate, maneuver and or provide simple but continuous adjustment on equipment, machinery, and tools such as computer and other office machines, and or materials used in performing essential functions.
- Ability to coordinate eyes, hands, feet, and limbs in performing slightly skilled movements

such as typing and to operate various pieces of office equipment.

- Ability to recognize and identify degrees of similarities and differences between characteristics of colors, shapes and textures associated with job-related objects, materials and tasks.
- Ability to occasionally stoop, crawl or climb to reach equipment.
- Ability to work in confined areas including in squad cars for extended periods of time, when needed.
- Generally, the employee must exert light physical effort in sedentary to light work, occasionally involving lifting, carrying, pushing, pulling, crouching, crawling, kneeling, stooping and or moving up to 50 pounds.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is moderately quiet. Work is typically performed in an office.
- Ability to work under generally safe and comfortable conditions where exposure to environmental factors such as repetitive computer keyboard use, irate individuals and intimidation may cause discomfort and poses limited risk of injury.
- ~~Must be comfortable working closely with command staff and available for limited 24/7 support after normal office hours for law enforcement emergencies.~~

Selection Guidelines, Reasonable Accommodations, and Receipt:

The selection process may include formal application, rating of qualifications and experience, oral interviews, reference checks, background examination, and job-related tests.

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and applicant and is subject to change by the employer as the needs of the employer and requirements of the job change.

The Village of Germantown is an Equal Opportunity Employer. In compliance with state and federal law, the Village will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employee Signature

Date

Supervisor Signature

Date

Public Safety Information Technology Specialist Position Description

Position Title: Public Safety Information Technology Specialist
Reports To: ~~Germanstown Police Captain~~ Support Services Manager
Employment Category: Full-time
Department: 40% Police, 40% Fire, 20% DPW
Pay Grade: 3

Job Summary:

Under the general direction of the ~~Police Captain~~ Support Services Manager, the Public Safety IT Specialist is responsible for providing support for the IT support needs of the Police ~~Department and, Fire, and Public Works Department Facilities, including police department hardware assets and software.~~ The position provides high level support and system administration for multijurisdictional records and dispatch software. The IT Specialist also serves as the "Help Desk" for technology related issues for all ~~police-public safety~~ personnel. This position would include attending both the ProPhoenix and BadgerTraCs Conferences to stay current with annual program changes. In addition, this position will have the opportunity to put together the Village's Cyber Response policy as well as become involved in the State Cyber Security Team and attend annual training sessions. While the position will be primarily during daytime hours, the IT Specialist will be required to respond to off hours calls when needed.

Essential Duties and Responsibilities

- Administers, supports, and manages ~~all~~ hardware and software at the Police/Fire, and Public Works Departments, and in all police/Fire vehicles.
- ~~Administers, supports, and manages all hardware and software at the Fire Department, and in all police vehicles.~~
- ~~Administers, supports, and manages open issues for records, electronic citation and accident systems, and dispatch software.~~
- Assists with ~~wireless access points,~~ hardware and software related to body worn cameras, fingerprint System, Scada and other security devices, ~~fingerprint system, and servers.~~
- Installs and tests workstation operating systems and application software, including public safety related programs.
- Serves as the first step Help Desk Troubleshoots by troubleshooting PC problems and provides support to public safety end users.
- Provides training and technical assistance to ~~police-public safety~~ personnel.
- Researches, tests and implements current and emergency industry specific technology. Serves as point of contact for technology vendors.
- ~~Writes monthly and annual reports about information technology for committee meetings.~~

- Assists with open records and discovery requests for the Police Department.
- Serves as Police Department Help Desk to assist with IT issues or needs related to Police

~~Department work.~~

- Other duties as assigned.

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- Must be able to demonstrate advanced understanding of Microsoft operating systems, ~~networking configurations~~ and troubleshooting techniques. ~~Office 365 certification required and other certifications a plus.~~
- Understanding of Public Safety IT systems ~~for Police and/or Fire Department.~~

Technical Skills

- Proficient knowledge of setup and support of personal computers.
- Working knowledge of Windows Server as well as SQL.
- Experience with surveillance camera systems and other recording devices.
- Experience with body worn cameras preferred.
- Experience in supporting mobile users.
- Experience in system administration of software programs.
- Experience acting as “help desk” support.
- Advanced computer troubleshooting, analysis, critical thinking and problem-solving ability.

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- Ability to calculate percentages, fractions, decimals, volumes, ratios, present values, and spatial relationships. Ability to interpret basic descriptive statistical reports.

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- Ability to analyze and explain complex issues.

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- Requires the ability to operate, maneuver and or provide simple but continuous adjustment on equipment, machinery, and tools such as computer and other office machines, and or materials used in performing essential functions.
- Ability to coordinate eyes, hands, feet, and limbs in performing slightly skilled movements

such as typing and to operate various pieces of office equipment.

- Ability to recognize and identify degrees of similarities and differences between characteristics of colors, shapes and textures associated with job-related objects, materials and tasks.
- Ability to occasionally stoop, crawl or climb to reach equipment.
- Ability to work in confined areas including in squad cars for extended periods of time, when needed.
- Generally, the employee must exert light physical effort in sedentary to light work, occasionally involving lifting, carrying, pushing, pulling, crouching, crawling, kneeling, stooping and or moving up to 50 pounds.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is moderately quiet. Work is typically performed in an office.
- Ability to work under generally safe and comfortable conditions where exposure to environmental factors such as repetitive computer keyboard use, irate individuals and intimidation may cause discomfort and poses limited risk of injury.
- Ability to drive between buildings depending on the need of each facility.
- Must be comfortable working closely with command staff and available for limited 24/7 support after normal office hours for law enforcement emergencies.

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Selection Guidelines, Reasonable Accommodations, and Receipt:

The selection process may include formal application, rating of qualifications and experience, oral interviews, reference checks, background examination, and job-related tests.

The above is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and applicant and is subject to change by the employer as the needs of the employer and requirements of the job change.

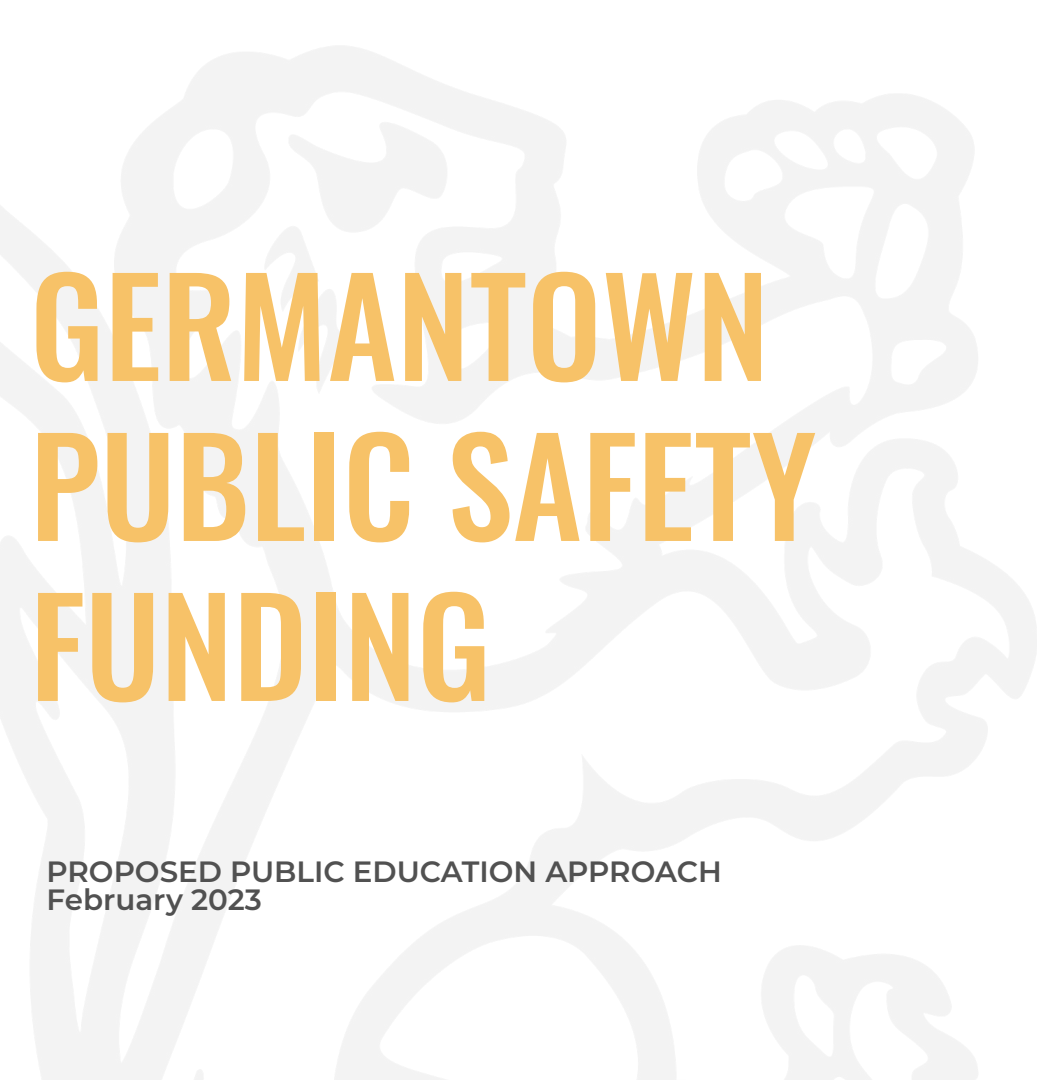
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Employee Signature

Date

Supervisor Signature

Date



GERMANTOWN PUBLIC SAFETY FUNDING

PROPOSED PUBLIC EDUCATION APPROACH
February 2023

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 government relations, 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 to the entire team of more than ***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.



KEVIN KOCCHI
DIGITAL CAMPAIGN
ANALYST



TÉA TETTING
ASSOCIATE



MADDIE KREBS
ASSOCIATE



LORI RICHARDS
CHIEF EXECUTIVE OFFICER



ANDY LEDUC
VICE PRESIDENT
DIGITAL STRATEGY &
OPERATIONS



CHRISTIE WOLFE
CONTENT DIRECTOR



LAURA KELLER
SR. CREATIVE MANAGER



AKASH PUNNOOSE
DIGITAL CAMPAIGN
ANALYST



JENNY GROSS
ASSOCIATE



LUCAS JOHNSON
ASSOCIATE



JAMES MADLOM
CHIEF EXECUTIVE OFFICER



MARY JESSEN
CLIENT DIRECTOR



KRISTA RUEHMER
SENIOR MANAGER



SARAH WAKEMAN
SR. DESIGN ASSOCIATE



ANNA STORY
SENIOR CLIENT ASSOCIATE



LEKSI CRAIG
DESIGN ASSOCIATE



AMELIA VENEGAS
OFFICE ADMINISTRATOR



CARL MUELLER
FOUNDER



CASS BERGEMANN
CLIENT DIRECTOR



JENNIFER MORTON
SENIOR MANAGER



ANGELA OHLINGER
WEBSITE & SEO
MANAGER



LAUREN GOETZ
SENIOR CLIENT ASSOCIATE



MARK CURRAN
ASSOCIATE



GINNY CZARNECKI
EXECUTIVE ASSISTANT



ELIZABETH HUMMITZSCH
VICE PRESIDENT



PHILL TREWYN
CLIENT DIRECTOR



MIA TRIPI
SENIOR MANAGER



ERIN NACHTIGALL
DIGITAL CAMPAIGN
ANALYST



ANNA WILLKOMM
ASSOCIATE



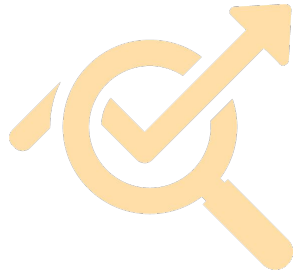
ERIKA QUINONEZ
ASSOCIATE



KIRSTEN MUELLER
ADMINISTRATIVE SERVICES
ASSISTANT

Our preferred approach includes a three-step process that takes place over the course of 9-12 months and provides opportunities for broad public engagement.

3-Phase Process



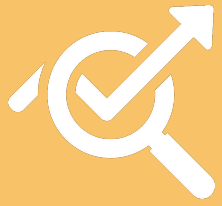
**Phase I:
Options
Assessment**



**Phase II:
Community
Survey**



**Phase III:
Public
Education Initiative**



Timing: 8-10 weeks

PHASE 1

PHASE I: OPTIONS ASSESSMENT

This phase includes conducting research to ensure that your municipality has complete information in order to evaluate and present a comprehensive set of solutions to key audiences.

It culminates with the development and presentation of a comprehensive Options Assessment that can be posted on your municipality's website and used to educate residents about police- and fire-related challenges and the options available to address them, including a potential referendum to increase property tax.

It will include narrative, visual and graphical representations of the key findings of our data analysis.



Timing: 8-10 weeks

PHASE 2

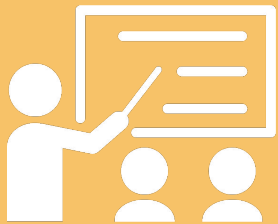
PHASE II: COMMUNITY SURVEY

In phase two, Mueller communications would partner with a third-party vendor to develop a survey designed to seek community feedback and engagement. The survey would be sent to all households in the Village and would:

- Include a cover letter explaining the recommended plan, including the problem and the need for a funding solution such as a public safety staffing referendum to solve it;
- Encourage respondents to participate online by using a unique survey access code provided that ensures no one can take the survey more than once;
- Enable those without internet access to complete the survey on paper and return it by mail;
- Question whether the survey respondent is supportive of various potential solutions;
- Question whether the respondent understands the situation and the proposed recommendation;
- Question why the respondent may or may not support the option(s); and
- Determine what additional materials or information would support the respondent understanding and / or supporting the plan.

In addition to collecting feedback, the survey process also serves as a key educational opportunity.

Final results, including a comprehensive analysis, will guide your municipality's course of action and can shed light on community preference for various funding options.



Timing: 12-16 weeks

THE GOAL:
**An informed and
engaged electorate**

*Municipalities cannot
advocate for a specific
outcome in an election
- or a referendum.
Rather, it can educate
and encourage
community members
to make an informed
decision.*

PHASE 3

PHASE III: PUBLIC EDUCATION CAMPAIGN

Based on the feedback provided during Phases I and II, Mueller Communications may recommend a Phase III effort focused on educating the public about the need for the recommended solution (e.g., a referendum if that is the option the Village seeks to pursue). This third phase may include the following elements:



Communications Material Development: We will work with you to develop clear and concise materials that will effectively communicate key information about the referendum:

- Key messages for use in ensuring consistent communication across all outreach methods;
- A fact sheet / infographics and charts that explain the situation and the need for funding; and
- FAQs to help disseminate facts and dispel any misconceptions about the need for the referendum, what the funding would be used for, and the process taken thus far.



Timing: 12-16 weeks

PHASE 3



Outreach Approaches: We will take key information from communications materials and leverage it to develop and distribute information to the community. Examples of the outreach we might recommend include:

- **Direct Mail:** We will develop and distribute three direct mail pieces to all residences in your community. 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 social media channels.
- **Presentation Deck:** We will develop a presentation that can be used by officials to explain the referendum at community meetings (in person or online).
- **Information Sessions:** We will work with municipality officials to develop a series of information sessions to provide an opportunity to share the need for the referendum and allow residents to ask questions. The sessions would be promoted in advance and recorded to be made available for later viewing.
- **Community Presentations:** We will work with you to identify opportunities to speak to local community organizations about the referendum (e.g. local Rotaries, Chambers of Commerce).



Timing: 12-16 weeks

PHASE 3



Online Presence: Online communication is a critically important tool to communicate with the electorate. We will work to explore the following online education components:

- **Website:** We will develop content for a landing page that would serve as the hub for information on the referendum, including the survey results, 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 you to develop content that can be regularly posted on social media channels to inform the electorate about the need for the referendum. We will also provide a response guide that identifies likely questions and suggested answers that officials 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 a series of videos from public safety staff explaining the need for additional resources.
- **Email / eNewsletter:** We will develop content that can be used as part of regular email or eNewsletter distributions, as appropriate.



Earned Media: We will work with officials to develop and distribute news releases and media pitches designed to secure coverage in the local media about the referendum.

OUTSOURCING



We have a robust in-house design team, but also work with key, trusted partners, including video production experts, as well as print and mailhouse partners. While we have preferred vendors we have worked with on similar projects that we are happy to engage, we are also accustomed to working with the in-house talent or preferred vendors of our clients, where applicable and desired.

KEY PARTNERS

As **national leaders in survey research**, Community Perceptions helps public and private schools, cities and municipalities and state-level organizations **gather and analyze data to plan, improve and make strategic decisions.**

Mueller Communications has partnered successfully with **Community Perceptions to conduct surveys** on numerous public education efforts. They are a key, **trusted partner, with significant, successful experience.**

Community Perceptions, which also does business as School Perceptions, is a Wisconsin-based, independent research firm that works with municipalities, school districts – including the Germantown School District – and regional service agencies, as well as state and national organizations to help their leaders gather, organize and use data to make strategic decisions.



We will work closely with you to understand the needs of your community and develop a detailed timeline to meet your needs. We have included the following high-level sample timeline targeting an April 2024 referendum as an example:

June - September 2023 | Options Assessment

- Mueller Communications meets with Germantown team to begin developing the outreach plan and approach
- Germantown provides all existing materials / data to Mueller Communications
- Mueller Communications develops, refines and finalizes options assessment
- Mueller drafts, designs and finalizes collateral materials for options assessment rollout including key messages, FAQs, fact sheet, talking points, news release and website language
- Options assessment presented to Village, shared with members of the public and local media
- Mueller and Germantown teams meet with survey vendor to begin developing a community survey

October - December 2023 | Survey

- Survey copy and design developed and finalized
- Addresses for all households in the Village provided to survey vendor
- Communications materials to promote survey developed and finalized including news release, website copy, social media copy and graphics
- Survey distributed, responses collected and analyzed
- Survey results presented to the Village, members of the public and the media

January - March 2024 | Public Education

- Refine content on landing page, FAQs and fact sheet
- Content for three direct mail pieces developed and finalized and distributed by mail
- Ongoing media outreach, as appropriate
- Information session(s) scheduled and facilitated, presentation and talking points prepared for spokespeople
- Ongoing web and social media updates
- Presentations to community groups scheduled and facilitated
- Social media explainer videos recorded, edited and distributed via social media

April 2024

- Election Day

BUDGET ESTIMATE

We will work with you to refine our scope of work and budget to best meet the needs of your community. This proposed budget is based on the scope of work outlined above, inclusive of estimates for a community survey mailed to each household.

***Note:** Printing estimates and third-party vendor costs are based on projections as of February 2023 and may be subject to change. If the Village has in-house printing capabilities and / or a preferred print vendor, we are happy to adjust accordingly.

Phase I & II

Mueller Communications Fees & Expenses: **\$25,219.50**

(Will be based on actual fees, not to exceed this amount based on current scope)

- Professional fees \$23,460
- Administrative / Technology Fee: \$1,759.50
Mueller Communications charges an administrative service & technology fee of seven and a half percent (7.5%) of the monthly professional fees to cover internal expenses incurred on client's behalf. Included in this fee is access to our full suite of media database and monitoring services, basic administrative support, in-county travel, routine printing, telecom and technology services.

Survey Fees & Expenses, Third-Party **\$25,410.40**

Professional fees for third-party service provider, estimate to print and mail a four-page, full-color community survey to all households in Germantown (approx. 7,200)

- Professional fees (Survey vendor) \$13,400
- Printing / Mailing Estimate*: \$10,844
- Paper Survey Data Entry: \$1,166.40
**Surveys that are mailed in require manual entry. The survey company charges \$1.80 / survey. The estimate is based on 9% of households completing their survey in hard copy.*

Phase III Fees & Expenses will be budgeted for separately, if the Village determines a referendum is necessary.

Budget:

\$50,629.90

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

Nicolet Union School District

Dr. Greg Kabara

Superintendent

414.351.7525

greg.kabara@nicolet.us

City of Fort Atkinson

Rebecca LeMire

City Administrator

920.563.7760

RLeMire@fortatkinsonwi.net