

**CITY OF WHITEWATER
COMMON COUNCIL AGENDA**

Common Council Meeting

Tuesday, October 28, 2014 – 6:30 p.m.

City of Whitewater Municipal Building Community Room
312 W. Whitewater Street, Whitewater, Wisconsin

CALL TO ORDER, ROLL CALL, AND PLEDGE OF ALLEGIANCE.

- 1. Request for approval of Task Order with Strand Associates for Pleasant Street Storm Sewer project, for a sum not to exceed \$15,300. (Streets Superintendent Request).**
- 2. Approval of installation of planting beds and single tree planting areas in Downtown Area. (Street Superintendent Request).**
- 3. 2015 Budget Presentations / Discussions / Recommendations :**

Downtown-Whitewater presentation
<u>LIBRARY SPECIAL REVENUE FUND - (220)</u>
<u>INFORMATION TECHNOLOGY - (51450)</u>
<u>POLICE</u>
Administration - (52100)
Patrol - (52110)
Investigation - (52120)
Community Service Officers - (52140)
Emergency Preparedness - (52500)
Communications/Dispatch - (52600)
<u>Water Utility (610)</u>
<u>Wastewater Utility (620)</u>
<u>Stormwater Utility (630)</u>
<u>Solid Waste/Recycling Fund - (230)</u>
<u>FINANCE</u>
Financial Administration - (51500)
Insurance/Risk Management - (51540)
<u>SPECIAL REVENUES/SINKING FUNDS</u>
27 th Payroll Fund (205)
Parking Permits Fund (208)
Fire/Rescue Equipment Fund (210)
DPW Equipment Revolving Fund (215)

Police Vehicle Revolving Fund (216)
Building Repair Fund (217)
Ride-Share Grant (235)
Parkland Acquisition Fund (240)
Parkland Development Fund (245)
Forestry Fund (250)
Sick Leave Severance Fund (260)
Street Repair (280)
Capital Projects-Utility Shared Revenue Fund (450)
Birge Fountain Restoration Fund (452)

4. Adjournment.



City of Whitewater Council Agenda Item Information Sheet

MEETING DATE: 10/21/2014

ITEM: **Strand Task Order Approval – 14-05**

Pleasant Street Storm Sewer to Melrose intersection

PRESENTER: **Streets/Parks Superintendent**

PREVIOUS ACTION, IF ANY: **None**

SUMMARY OF ITEM BEING PRESENTED:

City staff was going to repair a stormwater section at the intersection of Melrose St. and Pleasant St. to better direct storm water down to the catch basins at the Pleasant St. and Satinwood La. intersection. In doing our survey work for the project, we found that the majority of our problem was due to the fact that we have very little to no fall in this area for the stormwater to flow.

After looking at all our options it was discovered that our best option to insure we get continuous flow during all weather conditions was to install storm water pipe under road surface and three additional catch basins.

Strand Associates has provided staff with a Task Order for design, bidding, and construction-related services. The scope of services is attached for your review.

BUDGET IMPACT, IF ANY

Strand and Associates will be compensated on an hourly rate basis plus expenses at a not-to-exceed fee for \$15,300.00 . The total cost of the project will be determined by the bid documents for the completion of this project.

BOARD, COMMISSION, OR COMMITTEE RECOMMENDATION, IF ANY: None

STAFF RECOMMENDATION: Staff recommends approving Task Order No. 14-05

RECOMMENDED MOTION: To approve Task Order No. 14-05 for design, bidding, and construction-related services from Strand Associates for the construction of storm water piping and added catch basins for the Pleasant Street and Melrose Street area, as well as adding that this project be bid with the George Street reconstruction project.

ATTACHMENT(S) INCLUDED (If none, please state that) Task Order No. 14-05, map of project scope area.

FOR MORE INFORMATION CONTACT:

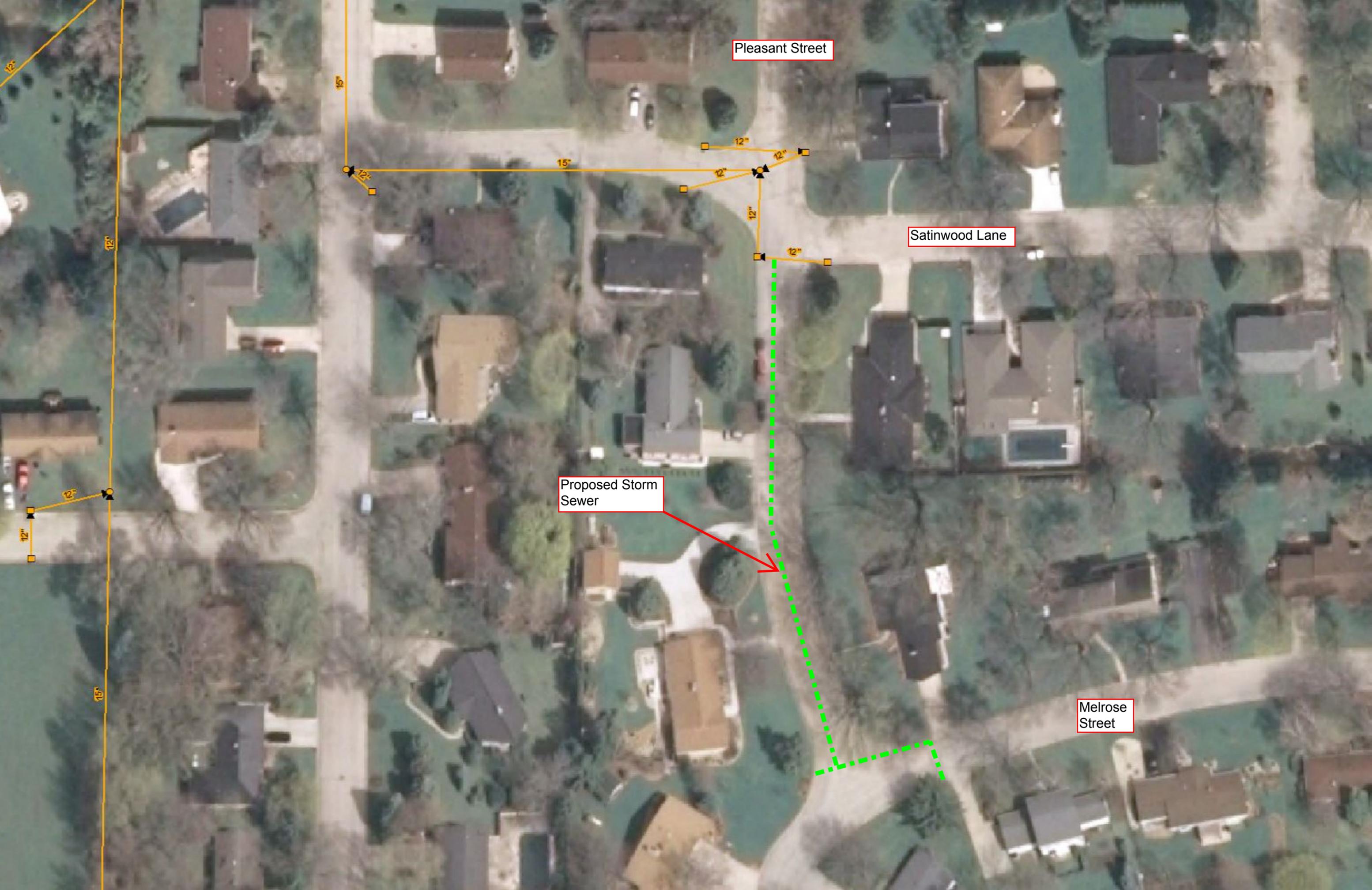
**Charles Nass, Superintendent Streets/parks, Storm Water superintendent, City forester
473-0542-Office
262-903-9511-cell**

Pleasant Street

Satinwood Lane

Proposed Storm
Sewer

Melrose
Street





City of Whitewater Council Agenda Item Information Sheet

MEETING DATE: **10/28/2014**

ITEM: **Downtown Whitewater Tree/Planting beds and tree protection designs**

PRESENTER: **Superintendent Streets/parks, City forester**

PREVIOUS ACTION, IF ANY: **None**

SUMMARY OF ITEM BEING PRESENTED:

The trees in the downtown area have begun to become hazards in some instances, or have begun to perish from years of being confined to small growing areas. There are also six ash trees planted in a row on the North side of the Main Street area that have not been treated, so will also become a factor for removal soon. The plan is to install the attached designs for planting of trees as well as perennial plants in at least eight areas around the downtown section of our City. Additional trees will be planted with impervious material around them to help with additional growing area as well as making the areas safe for pedestrian traffic. Locations of these planting areas, which will be close to a size of 6' (wide) x 9' (long); will be discussed and worked out with the Downtown Whitewater Board. The first of these planting beds will be installed in front of what is now Bergey Jewelry. This bed will be installed before winter, so all can see what they will look like for future installs.

BUDGET IMPACT, IF ANY

The money for the first planting area will come out of the sidewalk repair fund, as the sidewalks in the area of the first install are in need of replacement, and this design will be less expensive than total sidewalk replacement. Future planting beds are anticipated to be covered with grants that have been applied for to complete this work or will also come out of the sidewalk repair fund.

BOARD, COMMISSION, OR COMMITTEE RECOMMENDATION, IF ANY:

These plans have been approved for construction by: the Downtown Whitewater Board, the Urban Forestry Commission and the Parks and Recreation Board

STAFF RECOMMENDATION: Staff recommends approving installation of the planting beds and the single tree planting areas as they are needed.

RECOMMENDED MOTION: To approve the design and installation of the tree/plant planting beds as recommended.

ATTACHMENT(S) INCLUDED:

Planting bed design and single tree planting design are attached

FOR MORE INFORMATION CONTACT:

**Charles Nass,
262-473-0542-Office
262-903-9511-Cell**





TO
WITHIN
CROSSWALK



2015 Funding Request to the City of Whitewater from Downtown Whitewater, Inc.

Overview

Downtown Whitewater, Inc. shares the City of Whitewater's goal of an attractive, accessible, and safe downtown and a thriving business sector that supports and sustains the community. Since 2006 DTWW has served as a key partner with the City, acting as its eyes and ears in the downtown and facilitating many projects and improvements. We recognize that city budgets have been very tight, but the resulting decrease in city fiscal support has meant that DTWW has had to spend more time fundraising rather than expanding our efforts. This year we are asking for a sustainable level of support that will let us increase our business recruitment efforts and send a message to our other financial contributors that the city values what we do.

\$30,000 base funding (previously \$20,000)
\$7,500 equipment and streetscape improvements

\$37,500 total funding request for 2015

2014 support of the Downtown and the City of Whitewater (2014 base funding)

- Downtown "eyes and ears"
 - Trash removal issues
 - Snow removal issues
 - Parking issues
- Coordination of special projects
 - Eastgate Project
 - Dumpster plan
 - Holiday lights
- Business support
 - Signage information and resources
 - How to open a business
 - Ordinances and zoning information
 - Design support (facades renderings, etc.)
- Special events
 - Pig in the Park (June; 2,000 people)
 - Trick or Treat the Triangle (October; 250 people)
 - Whitewater's Christmas Parade of Lights (December; 1,000 people)
- Consultation with business owners on building preservation and storefront improvements
 - Knudson Insurance/Freiermuth Building
 - Lodgewood Building
 - Headquarters Building
 - Whitewater Street Restaurant Building
- Streetscape plan for tree replacement (collaboration with UFC and City of Whitewater)
- Public Art Guidelines and Ghost Sign Ordinance
- Downtown cleanups
 - April 26 (Make-A-Difference)
 - May 15 (UWW Graduation)
 - June 19 (Pig in the Park)
 - July 2 (July 4th Celebration)
 - August 29 (UWW Move-In Day)
 - October 3 (UWW Parents Weekend, Family Fest)
 - October 24 (Trick or Treat the Triangle, UWW Homecoming)
 - December 4 (Whitewater Christmas Parade of Lights)

- Collaboration with other events (participation, promotion, volunteering):
 - Make-A-Difference Day (April 26)
 - July 4th Festival (July 4–6)
 - Main Street Festival (August 2)
 - Discover Whitewater Half Marathon (September 21)
 - Spirit Tour (October 11)
- Coordination with Innovation Center regarding workshops and events
- Ongoing education and resources due to Main Street affiliation:
 - Education:
 - Exiting Your Business Workshop (3/12–14)
 - Branding and Rebranding Workshop (7/12–13)
 - Thriving College Town Summit (9-29)
 - Impact Fundraising Workshop (11-9)
 - Services:
 - Façade renderings
 - One-on-one counseling (retail improvements, best practices, etc.)
 - Business recruitment workshops,
 - Strategic and vision planning, committee training

2015 additional efforts (with additional base funding)

- Festival Guidelines development
- Downtown Farmer’s Market plan
- Expand Pangea to include inventory of available properties: location, images, contact information
 - Coordination with Real Estate companies and CDA
 - City-wide focus (not just downtown properties)
- Business recruitment coordination and support
 - Coordination of business recruitment efforts
 - Downtown Whitewater
 - CDA
 - Chamber of Commerce
 - Property inventory
 - Information packet
 - Market analysis
 - Community and demographic overview
 - List of contacts and resources
 - State support in identifying key properties to target for redevelopment

\$7,500 request for specific downtown improvements for 2015

- Equipment for downtown cleanups
 - Power washers: “Prosumer” grade electric power washer (\$1,100)
 - Electric leaf blowers: 2 electric (\$150)
 - Cigarette butt holders: 30 at \$150 each (\$4,500)
 - Sidewalk stain gum remover supplies (\$250)
- Streetscape improvements
 - Grants for high-quality fencing for outdoor cafes (\$1,500)
- Other streetscape efforts that DTWW plans to pursue (and would raise funds for)
 - Portable shade for Lakefront Park (for farmers’ markets)
 - Additional downtown murals
 - Annual or bi-annual power washing day for downtown facades

Downtown Whitewater, Inc. Proposed Budget

2015 Proposed

INCOME

Pledges	\$	33,000.00
City	\$	30,000.00
Raffle	\$	10,000.00
Pig in the Park	\$	17,000.00
Miscellaneous	\$	7,500.00
Jack Hanna	\$	-
Façade Fund	\$	10,000.00

TOTAL INCOME \$ 107,500.00

COST OF GOODS SOLD

Pig in the Park	\$	14,000.00
Raffle	\$	2,250.00
Jack Hanna	\$	-

TOTAL COGS \$ 16,250.00

GROSS PROFIT \$ 91,250.36

EXPENSES

Advertising	\$	1,500.00
Dues, Fees & Subscriptions	\$	1,500.00
Façade Fund	\$	10,000.00
Insurance	\$	2,834.00
Legal & Accounting	\$	1,275.00
Office Expense	\$	600.00
Outside Services		
Payroll Tax Expense	\$	3,576.00
Postage	\$	392.00
Rent	\$	2,400.00
Repairs & Maintenance	\$	900.00
Streetscape Improvements	\$	7,500.00
Supplies	\$	2,400.00
Telephone & Telecommunications	\$	2,088.00
Travel	\$	1,500.00
Utilities	\$	805.36
Vehicle Expense	\$	300.00
Wages & Benefits	\$	51,680.00

TOTAL EXPENSE \$ 91,250.36

NET INCOME \$ -