

City of
WHITEWATER

COMMON COUNCIL AGENDA

Common Council Meeting

City of Whitewater Municipal Building – Community Room
312 W. Whitewater St., Whitewater, WI 53190

Tuesday, June 7, 2022 - 6:30 p.m.

This will be an IN PERSON and a VIRTUAL MEETING. (not in person).

Citizens are welcome (and encouraged) to join us via computer, smart phone, or telephone.

Citizen participation is welcome during topic discussion periods.

You are invited to a Zoom webinar.

When: Jun 7, 2022 06:30 PM Central Time (US and Canada)

Topic: Common Council Meeting

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/83603106305?pwd=WEs0RzlyUkNTWnR6MlBhR1dFdFI5QT09>

Webinar ID: 836 0310 6305

Passcode: 738777

Or Telephone:

US: +1 312 626 6799

Webinar ID: 836 0310 6305

Passcode: 738777

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number:

262-473-0108

All agenda items are subject to discussion and/or action.

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

CONSENT AGENDA:

CA-A	Approval of Council Minutes of 5/3/22; 5/17/22 and 5/19/22.	P. 1
CA-B	Approval of payment of invoices processed through 6/1/22.	P. 24
CA-C	Acknowledgment of Receipt and Filing of:	P. 27

	*Irvin L. Young Memorial Library Board Minutes of 4/18/21; - P. 27 *Landmarks Commission Annual Report; - P. 31 *Urban Forestry Commission Minutes of 2/28/22 and 3/28/22. – P. 35	
CA-D	Expedited Approval of the Following Items, per City Staff Recommendation: C-1	n/a

CITY MANAGER UPDATE.

STAFF REPORTS: None.

*To make a comment during this period, or during any agenda item: **On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.***

HEARING OF CITIZEN COMMENTS. No formal Common Council Action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however citizens are invited to speak to those specific issues at the time the Council discusses that particular item.

RESOLUTIONS: None

ORDINANCES: First Reading – None.

ORDINANCES: Second Reading – None.

CONSIDERATIONS:

*C-1	Request for approval of annual renewals of certain Class “A”; “Class A”, Class “B”, “Class B” Beer and Liquor and Class C Wine Licenses. (City Clerk Request)	P. 40
C-2	Presentation regarding Whitewater Aquatic and Fitness Center and possible direction / action regarding the same. (Parks and Recreation Director Request).	P. 46
C-3	Request for authorization to file an application with the Public Service Commission for a water rate adjustment. (Finance Director Request).	P. 158
C-4	Discussion and possible direction regarding “No Mow May”.	P. 163
C-5	Discussion and possible action regarding Government Transparency Policy.	P. 188
C-6	Discussion and possible action regarding adoption of Employee Communications Policy.	P. 188
C-7	Discussion and possible action regarding adoption of Organization Chart Policy	P. 188
C-8	Discussion and possible action on Mission, Vision, and Values Policy	P. 188
C-9	Request for approval of sponsorship contribution to the Discover Whitewater Race event.	P. 197
C-10	Update regarding Whitewater Fire Department integration into a City Department.	P. 205
C-11	Councilmember Requests for Future Agenda Items and/or Future POLCO questions.	n/a
C-12	EXECUTIVE SESSION. Adjourn to Closed Session, NOT TO RECONVENE, pursuant to Wisconsin Statutes 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.” Item to be Discussed: City Manager Performance Evaluation.	n/a

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk at least 72 hours prior to the meeting.

***Items denoted with asterisks will be approved on the Consent Agenda unless any council member requests that it be removed for individual discussion.**

**ABSTRACT/SYNOPSIS OF THE ESSENTIAL ELEMENTS OF THE OFFICIAL
ACTIONS OF THE COMMON COUNCIL OF THE CITY OF WHITEWATER,
WALWORTH AND JEFFERSON COUNTIES, WISCONSIN.**

May 3, 2022

The regular meeting of the Common Council was called to order at 6:30 p.m. by Council President Lisa Dawsey-Smith. Members Present: McCormick, Schreiber, Brown, Allen, Smith, Majkrzak. Members Absent: Gerber: (arrived virtually later in the meeting). LEGAL COUNSEL PRESENT: Wallace McDonell.

It was moved by Schreiber and seconded by Majkrzak to approve the Council minutes of 4/7/22. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

PAYMENT OF INVOICES. It was moved by Schreiber and seconded by Majkrzak to approve payment of city invoices in the total sum of \$7,719.58. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

CITY MANAGER UPDATE. City Manager Clapper announced that a Memorandum of Understanding has been entered into with the Whitewater Fire Department. The intent is to integrate the volunteer Fire Department into a City Fire Department. Clapper also presented an overview of future agenda items.

CITY OF WHITEWATER PROCUREMENT POLICY. City Manager Clapper stated that there were three versions of the City's procurement policy in the packet. One is the current policy that was adopted in 2013. The second is a redlined version, incorporating proposed changes / updates and the third is a final copy of the proposed version of the policy. Changes include the City's new, standardized formatting, with a significant change in the process to solicit quotes. The proposed policy clarifies the requirement for documentation on who was solicited for quotes and the accompanying response. The public bidding section was also changed,. Any time public bidding occurs, even if Council approval for the project is not required, the bids will be brought before the Council for approval. Also updated is the threshold for items being brought before the Council. Currently, budgeted items up to \$25,000 can be approved by staff without being brought to Council. The proposed policy increases this amount to \$50,000. Council President Smith asked whether this figure pertains to all items or just budgeted items. Clapper indicated that items not budgeted for will remain at the \$25,000 limit. It was moved by Majkrzak and seconded by Schreiber to adopted the updated and revised Procurement policy as presented. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

FINANCIAL AUDIT AND ACCOMPANYING MANAGEMENT LETTER. Kevin Krazinski from the City's auditing firm, Johnson Block, was present. Finance Director Hatton stated that this item is coming back before the Council since some audit materials were not included in the packet previously distributed to the public. Auditor Krazinski explained that the audit was completed in accordance with auditing standards. He noted that the Financial Statement is reviewed to assure that generally-accepted accounting practices are being followed. Krazinski explained that the process is the most commonly used audit. Councilmember Allen questioned whether sampling of invoices and charges are completed in addition to the Financial Statement Review. Krazinski confirmed that sampling of invoices and charges are a component of the audit. Allen confirmed that his purpose in bringing this subject back to Council a second time is to

provide transparency to the public. In response to questions, Auditor Krazinski stated that some communities place their Auditor's cover letter on their website. He indicated that the management letter is intended to communicate areas of concern and any adjusting entries to the Council and the public. Krazinski indicated that the Whitewater Aquatic and Fitness Center was mentioned in Whitewater's management letter, confirming that the Center is operating at a deficit. Krazinski confirmed that the City's audit is "clean."

LAKES DREDGING PROJECT UPDATE. Parks and Recreation Director Boettcher provided a brief update on the dredging project, reporting on the timeline for the remainder of the project. Lake bed burning is planned for May. This will probably be done only in front of the boat launch on Cravath Lake, due to the other planned areas already being under water. A cover crop will be planted in May. Live plants will be planted in June 2022 and June 2023. Lake shore restoration will take place in Cravath Lakefront and Trippe Lake Parks and the Clay Street Nature Park. Refilling is set to begin June 10, 2022. Fish restocking will take place in fall of 2022 and fall of 2023. Fish cribs will be added in winter 2022/2023. Boettcher stated that restoration consists of placement of logs and plants along the shoreline, which will prevent erosion once the Lake is refilled. The cover crop will be either rye or oats, and will be seeded in the lake bed and allowed to grow before filling. Boettcher has a meeting with the Department of Natural Resources regarding carp eradication and fish restocking options. Boettcher confirmed that Councilmember Allen would be included in that meeting. Also noted were the problematic non-migratory geese.

WALTON OAKS PARK AND EFFIGY MOUNDS UPDATE. With regard to the Effigy Mounds, Parks and Recreation Director Boettcher stated that in September and October 2021, he contacted contractors for quotes to clean up both Walton Oaks and Effigy Mounds. In October 2021, the issue with the tree root ball in the Mounds was resolved. A state archeologist looked at it and advised to cut off as much as possible and let the rest rot. Removal could possibly do damage, so was not pursued. In November, Boettcher contracted with Midwest Prairie and Restoration to clean both the Effigy Mounds and Walton Oaks. In February, Midwest Prairie mowed and hand cut invasive plants at Walton Oaks and hand cut and mowed at Effigy Mounds. Brush was burned at Effigy Mounds in March. Clapper stated that the tasks were contracted out, as city staff members could not absorb the responsibilities with their heavy workload. Boettcher noted that Walton Oaks Park has been cleared as well. Chemical treatment on some invasive plants still needs to be completed, then a subsequent burn needs to be done. The park boundary around Walton Oaks will be marked to help resolve issues of where the property lines are, especially in areas where development is possible.

ARCH DEVELOPMENT SANITARY SEWER AND WATER MAIN. Public Works Director Marquardt indicated that the agreement outlines what is dedicated water and sanitary sewer mains and needed easements. The extension for future looping will be reimbursed for construction costs and engineering costs, which are not to exceed \$16,500. Council President Dawsey-Smith asked whether the proposal was consistent with the previous Council action for future constructions and not to benefit the developer. Marquardt confirmed both of Smith's statements. It was moved by Brown and seconded by Majkrzak to approve the Agreement between the City and Arch Development as presented. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

SPECIAL COUNCIL MEETING FOR MAY 19. Finance Director Hatton stated that the revenue bonds are to be sold on May 19, and Council action is needed to award the sale to the successful bidder. It

was moved by Brown and seconded by Majkrzak to hold a special Council meeting at 5:30 p.m. on May 19. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

CITY MANAGER ANNUAL REPORT AND 2022 GOALS. City Manager Clapper stated that the City's Annual Report was provided to the Council at the last meeting. The report is being brought forth to allow for public comment and/or questions. Councilmember McCormick asked for a glossary of acronyms for future use. She also suggested that the strategic objective of pocket housing development should be moved from Neighborhood Services to CDA. Councilmember Gerber, who could not attend parts of the meeting, had relayed to Clapper that she believes the outcomes should be more specific and quantitative where applicable. Gerber suggested that new goals be set each year by each department, and details as to why goals were not met should be added. Councilmember Allen suggested that solicitation of a grocery store should be added as a goal, if not already on the list.

COMMUNICATIONS WITH SPECTRUM REGARDING BROADCAST OF CITY MEETINGS.

City Manager Clapper confirmed that a letter has been drafted to Whitewater's Legislators regarding the issue of Spectrum's inability to supply the equipment needed to live-broadcast meetings. Public Relations Manager Mickelson said that the letter has also been sent to the League of Municipalities and other municipalities. She noted she has received a communication indicating that the President of Community Media is publishing an article highlighting nine municipalities' issues with Spectrum. Councilmember Allen requested that the letter also be sent to the Governor, Federal representatives, and the National League of Cities. Councilmember Allen moved to add the Councilmember signatures to the letter, in addition to the City Manager and Public Relations Manager signatures. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber. Resident, Jeff Knight suggested adding the Public Service Commission to the list of places to send the letter.

REIMBURSEMENT TO TOWN OF COLD SPRING FOR IMPROVEMENTS TO CITY OWNED PORTION OF COLD SPRING ROAD.

Director of Public Works Marquardt stated that the Town of Cold Spring had approached the City about their plan to mill and overlay Cold Spring Road, asking whether the City wanted to be included in the contract for the city portion. Marquardt stated that the project was listed in his five-year plan, but not for year 2022. He believes it is prudent to combine forces to save money. Marquardt indicated that the cost would be approximately \$50,000 and the agreement would come back to Council for approval. It was moved by Majkrzak and seconded by Schreiber to move forward with the bidding process for the project. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

APPOINTMENT OF CITIZEN MEMBERS TO BOARDS AND COMMISSIONS.

Citizen applicants for Parks and Recreation Board include Kori Oberle, Kathleen Fleming, and Deb Weberpal. Applicant for CDA is Joseph Kromholz. Also included was a list of current board and commission members whose current term is expiring, but who wish to serve another term. (Beverly Stone – Police and Fire Commission and Board of Zoning Appeals; Ken Kienbaum – Board of Zoning Appeals and Landmarks Commission (Termed out on both, but no new applicants for the positions); Miguel Aranda – Community Involvement and Cable TV Commission; Chux Ibekwe – Community Involvement and Cable TV Commission (filled a partial term); Sherry Stanek – Ethics Committee; Maryann Zimmerman – Equal Opportunities Commission; Ryatisima Blue – Equal Opportunities Commission; Dan Richardson – Landmarks Commission; Dan Fuller – Parks and Recreation Board (filled a partial term); Tom Miller – Plan and Architectural Review Commission; Patrick Taylor – Urban Forestry Commission). The City Manager recommends appointment of all individuals. Brown moved approval of all individuals. Majkrzak seconded. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

CANCELLATION OF JULY 5, 2022 COUNCIL MEETING. Schreiber moved, Majkrzak seconded a request to cancel the July 5, 2022 Council meeting. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

VANDEWALLE AND ASSOCIATES NEIGHBORHOOD DEVELOPMENT PLAN SCOPE OF SERVICES. City Manager Clapper indicated that the proposal was included with the Council backup materials, and the priority is the property located on Starin Road. Clapper indicated that the property is in the stewardship of the City, but proceeds from the sale would be placed in a fund for use by the Fire Department and the EMS. The scope of services includes a conditional analysis, draft plan, obtaining feedback, final concept plan and presentation of final concept plan, for a cost of \$21,000. The report is anticipated to take three-four months. The Community Development Authority has recommended approval of the agreement. City Manager Clapper indicated that the City intends to repeat this process with other properties as opportunity presents itself. The Housing Plan will be brought back to Council for final approval. Councilmember Clapper indicated that there is a list within the Scope of Services that lists the properties to be reviewed, in the order of priority. It was moved by Majkrzak and seconded by Allen to approve pursuit of the development plan for the Starin Road property. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber.

AGREEMENT WITH WEDC RELATING TO BOWER HOUSE GRANT. City Manager Clapper stated that the grant is for the redevelopment of the Bower House on Main Street (formerly known as the White Elephant). The grant and development agreement were approved by the CDA. The Development Agreement has been brought to the Council for approval. Attorney McDonell explained that the City is the applicant for the grant and will administer it based on this contract. The CDA has funded \$75,000, with an additional \$903,000 being funded by the developer and \$250,000 being funded through the grant. The City is obligated to ensure that the grant funds are allocated and properly used, so that the City does not have any liability. Attorney McDonell said that the City is responsible for administering the grant. McDonell explained that the grant has significant reporting requirements which may best be done by an outside administrator, but this decision has yet to be made. Majkrzak moved approval of the agreement, contingent upon the addition of the City Manager as a signatory. Schreiber seconded. AYES: Schreiber, McCormick, Brown, Allen, Majkrzak. NOES: None. ABSTAIN: Smith. ABSENT: Gerber.

FUTURE AGENDA ITEMS AND/OR POLCO QUESTIONS. Councilmember Allen asked that the POLCO platform be better utilized. Public Relations Manager Mickelson responded that she would like to use it more and would like boards and commissions to come up with questions to use. She stated that a one-year contract was just signed with POLCO. She stated that if the platform is not better utilized this year, the money spent on this platform may be better used somewhere else.

EXECUTIVE SESSION. It was moved by Smith and seconded by Majkrzak to adjourn to closed session *NOT TO RECONVENE*, pursuant to Wisconsin Statutes 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 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 bargaining reasons require a closed session.” **Items to be Discussed: 1) Consideration of the terms of a Release and Employment Disposition Agreement between the City of Whitewater and The City of**

Whitewater Police Chief. [19.85(1)(c) and 19.85(1)(e)]; 2) Discussion regarding purchase of 412 W. Whitewater Street and/or 406 W. Whitewater Street. 19.85(1)(e); and 3) Discussion with the Common Council concerning the amount the amount the Council would be willing to authorize to pay for certain properties in the City of Whitewater for a residential development project. [19.85(1)(e)]. Council President Dawsey-Smith indicated that the Council will NOT reconvene per notice, as the item relating to approval of a Release and Employment Disposition Agreement with the Whitewater Police Chief is removed from the open session portion of the agenda. AYES: Schreiber, McCormick, Brown, Smith, Allen, Majkrzak. NOES: None. ABSENT: Gerber. The regular portion of the meeting adjourned at 8:31 p.m.

Respectfully submitted,

Michele R. Smith, City Clerk

DRAFT

**ABSTRACT / SYNOPSIS OF THE ESSENTIAL ELEMENTS OF THE OFFICIAL ACTIONS OF
THE COMMON COUNCIL OF THE CITY OF WHITEWATER, WALWORTH AND
JEFFERSON COUNTIES, WISCONSIN.**

May 17, 2022

The regular meeting of the Common Council was called to order at 6:30 p.m. by Council President Lisa Dawsey-Smith. The meeting was held both in person and virtually. MEMBERS PRESENT: Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. MEMBERS ABSENT: None. LEGAL COUNSEL PRESENT: McDonell. It was noted that City Manager Clapper was not present at the meeting, to allow him opportunity to attend a sporting event with his son.

It was moved by Majkrzak and seconded by Schreiber to approve the Council minutes of 4/19/22, and to acknowledge receipt and filing of the following: Finance Committee Minutes of 2/24/22; Financial Reports for April, 2022; Plan and Architectural Review Commission minutes of April 11, 2022; Police and Fire Commission minutes of 11/10/21 receipt of **draft** Police and Fire Commission minutes of 5/5/2022 and the Public Works Commission Minutes of 4/12/22.. AYES: Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. NOES: None. ABSENT: None.

PAYMENT OF INVOICES. It was moved by Majkrzak and seconded by Schreiber to approve payment of city invoices in the total sum of \$92,380.14. AYES: Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. NOES: None. ABSENT: None.

CITY MANAGER UPDATE. None.

STAFF REPORTS: Public Works Director Marquardt recognized the City's Public Works staff for Public Works Week. Marquardt described the many responsibilities of those staff members, and asked the community to join in thanking the employees for their commitment to the community.

AUTHORIZATION TO PURCHASE ONE REPLACEMENT SQUAD CAR. Deputy Chief Dan Meyer requested authorization to purchase one squad car to replace an old squad car in the fleet. A Chevrolet Tahoe was recommended, as it provides the largest amount of interior space, which provides needed space for the equipment required for a police car. Chevrolet opens up their nationwide bidding process on May 19, 2022. Once the allotted number of vehicles are spoken for, the process is closed. In 2021, the bidding process opened and closed on the same day, due to sell out. A \$60,000 budget has been allocated for one squad purchase in 2023. If this request is approved, delivery of the vehicle would be in late Fall / early Winter in 2022-2023. It was moved by Majkrzak and seconded by Brown to authorize purchase of a Chevy Tahoe through Ewald Automotive Group in Oconomowoc, WI, at a State Fleet purchase price of \$42,613. It was noted that additional costs in the approximate sum of \$18,000 will be required to outfit the police car. AYES: Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. NOES: None. ABSENT: None.

ACTION ON BIDS RECEIVED ON CONTRACT 3-2022, VANDERLIP LIFT STATION. DPW Director Marquardt reported that the existing Vanderlip pumping station has met its useful life. Issues with the force main associated with the pumping station have occurred, as well as recent breaks resulting in leaks. This pumping station project will replace the existing station and force main, along with removal of the Fraternity Lane pumping station. Rerouting of the sanitary sewer to allow for gravity flow will also occur. The bid opening occurred on May 5. Two bids were received: Super Excavators, Inc. - \$4,658,361.43 and Fischer Excavating - \$4,974,369.50. Since only \$2,827,200 was budgeted through the Capital Improvement Plan, City management

staff has recommended the rejection of all of the bids. Staff will work with Strand Associates to review any contractor input. When adequate additional information is assembled, the project will return to the Public Works Committee for further discussion and recommendation. Councilmember Allen expressed disappointment with those involved in estimating costs for the last couple of public works projects, stating that the estimates have been substantially lower than the actual bids. It was moved by Allen and seconded by Schreiber to reject the bids received for the Vanderlip Lift Station project. AYES: Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. NOES: None. ABSENT: None.

REQUESTS FOR FUTURE AGENDA ITEMS / POLCO QUESTIONS. Councilmember Allen requested consideration of an ordinance placing limitations on “predatory” businesses wishing to come to the City. Examples would be automobile title loan businesses, and check cashing establishments. Councilmember Majkrzak requested that discussion regarding golf cart use in the City occur. Councilmember Gerber requested that residential area “No Mow May” options be discussed, and requested that the Council be informed of the professional development training completed by staff members.

ADJOURNMENT. It was moved by Majkrzak and seconded by Schreiber to adjourn the meeting. AYES: Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. NOES: None. ABSENT: None. The meeting adjourned at 6:50 p.m.

Respectfully submitted,

Michele R. Smith, City Clerk

**ABSTRACT/SYNOPSIS OF THE ESSENTIAL ELEMENTS OF THE OFFICIAL
ACTIONS OF THE COMMON COUNCIL OF THE CITY OF WHITEWATER,
WALWORTH AND JEFFERSON COUNTIES, WISCONSIN.**

May 19, 2022

The special meeting of the Common Council was called to order at 5:30 p.m. by Council President Lisa Dawsey-Smith. The meeting was held both virtually and in person. MEMBERS PRESENT; Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. MEMBERS ABSENT: None. LEGAL COUNSEL PRESENT: Wallace McDonell.

**RESOLUTION AUTHORIZING ISSUANCE AND SALE OF WATERWORKS AND
SEWER REVENUE BONDS, SERIES 2022B, OF THE CITY OF WHITEWATER,
WALWORTH AND JEFFERSON COUNTIES, WISCONSIN, AND PROVIDING FOR
THE PAYMENT OF THE BONDS AND OTHER DETAILS WITH RESPECT TO THE
BONDS.**

RESOLUTION NO. 2022-0519-01

A RESOLUTION AUTHORIZING THE ISSUANCE AND SALE OF
\$8,190,000 WATERWORKS AND SEWER SYSTEM REVENUE BONDS,
SERIES 2022B, OF THE CITY OF WHITEWATER, WALWORTH AND JEFFERSON
COUNTIES, WISCONSIN, AND PROVIDING FOR THE PAYMENT OF THE BONDS AND
OTHER DETAILS WITH RESPECT TO THE BONDS

WHEREAS, the City of Whitewater, Walworth and Jefferson Counties, Wisconsin (the "City") owns and operates a Waterworks System (the "Waterworks System") and a Sewer System (the "Sewer System") which are operated for public purposes as separate public utilities by the City and which are hereby combined for the purposes of this financing (hereinafter, the City's Waterworks System and Sewer System shall be referred to collectively as the "System"); and

WHEREAS, under the provisions of Section 66.0621, Wisconsin Statutes, any municipality in the State of Wisconsin may, by action of its governing body, provide funds for extending, adding to and improving a public utility, which bonds are payable only from the income and revenues of such utility and are secured by a pledge of the revenues of the utility; and

WHEREAS, pursuant to a resolution adopted on November 17, 2009 (the "2009 Resolution"), the City has heretofore issued its Sewer System Revenue Bonds, Series 2009, dated December 9, 2009 (the "2009 Bonds"), which bonds were originally payable from the income and revenues of the Sewer System; and

WHEREAS, pursuant to a resolution adopted on July 19, 2011 (the "2011 Resolution"), the City has heretofore issued its Sewer System Revenue Bonds, Series 2011, dated July 27, 2011 (the "2011 Bonds"), which bonds were originally payable from the income and revenues of the Sewer System on a parity with the 2009 Bonds; and

WHEREAS, pursuant to a resolution adopted on April 7, 2016 (the "2016 Resolution"), the City has heretofore issued its Sewer System Revenue Bonds, Series 2016, dated April 13, 2016 (the "2016 Bonds"), which bonds were originally payable from the income and revenues of the Sewer System on a parity with the 2009 Bonds and the 2011 Bonds (the 2009 Bonds, the 2011 Bonds and the 2016 Bonds shall be referred to collectively as the "Prior Bonds"); and

WHEREAS, pursuant to a resolution adopted on April 19, 2022 (the "Amending Resolution" and collectively with the 2009 Resolution, the 2011 Resolution and the 2016 Resolution, the "Prior Resolutions"), the City has amended the 2009 Resolution, the 2011 Resolution and the 2016 Resolution to add a pledge of the income and revenues of the Waterworks System to the Prior Bonds and to change the name of the Prior Bonds to "Waterworks and Sewer System Revenue Bonds" with the written consent of the owners of the Prior Bonds, which consent is attached hereto as Exhibit A so that the Prior Bonds are payable from the Revenues (defined herein); and

WHEREAS, the City has determined that certain additions, improvements and extensions to the System (collectively, the "Project") are necessary to adequately supply the needs of the City and the residents thereof; and

WHEREAS, the Prior Resolutions permit the issuance of additional bonds payable from the Revenues of the System on a parity with the Prior Bonds upon compliance with certain conditions and those conditions have been met; and

WHEREAS, it is necessary, desirable and in the best interests of the City to authorize and sell revenue bonds (the "Bonds") for such purpose payable solely from the Revenues of the System, which bonds are to be authorized and issued pursuant to the provisions of Section 66.0621, Wisconsin Statutes, on a parity with the Prior Bonds; and

WHEREAS, other than the Prior Bonds, the City has no bonds or obligations outstanding which are payable from the Revenues of the System; and

WHEREAS, the City has directed Ehlers & Associates, Inc. ("Ehlers") to take the steps necessary to sell the Bonds; and

WHEREAS, Ehlers, in consultation with the officials of the City, prepared a Notice of Sale (a copy of which is attached hereto as Exhibit B and incorporated herein by this reference) setting forth the details of and the bid requirements for the Bonds and indicating that the Bonds would be offered for public sale on May 19, 2022; and

WHEREAS, the City Clerk (in consultation with Ehlers) caused a form of notice of the sale to be published and/or announced and caused the Notice of Sale to be distributed to potential bidders offering the Bonds for public sale on May 19, 2022; and

WHEREAS, the City has duly received bids for the Bonds as described on the Bid Tabulation attached hereto as Exhibit C and incorporated herein by this reference (the "Bid Tabulation"); and

WHEREAS, it has been determined that the bid proposal (the "Proposal") submitted by the financial institution listed first on the Bid Tabulation fully complies with the bid requirements set forth in the Notice of Sale and is deemed to be the most advantageous to the City. Ehlers has recommended that the City accept the Proposal. A copy of said Proposal submitted by such institution (the "Purchaser") is attached hereto as Exhibit D and incorporated herein by this reference.

NOW, THEREFORE, the City Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do resolve that:

Section 1A. Ratification of the Notice of Sale and Offering Materials. The City Council of the City hereby ratifies and approves the details of the Bonds set forth in Exhibit B attached hereto as and for the details of the Bonds. The Notice of Sale and any other offering materials prepared and circulated by Ehlers are hereby ratified and approved in all respects. All actions taken by officers of the City and Ehlers in connection with the preparation and distribution of the Notice of Sale, and any other offering materials are hereby ratified and approved in all respects.

Section 1B. Authorization of Bonds. For the purpose of paying the costs of the Project, the City shall borrow on the Revenues of the System the sum of \$8,190,000. Negotiable, fully-registered bonds of the City, in the denomination of \$5,000, or any integral multiple thereof, shall be issued in evidence thereof. The Bonds shall be designated "Waterworks and Sewer System Revenue Bonds, Series 2022B", shall be numbered from R-1 upward and shall be dated June 9, 2022. The Bonds shall bear interest at the rates per annum set forth in the Proposal and shall mature on May 1 of each year, in the years and principal amounts as set forth on the Pricing Summary attached hereto as Exhibit E-1 and incorporated herein by this reference.

Interest on the Bonds shall be payable semi-annually on May 1 and November 1 of each year, commencing May 1, 2023. Interest shall be computed upon the basis of a 360-day year of twelve 30-day months and will be rounded pursuant to the rules of the Municipal Securities Rulemaking Board.

The schedule of principal and interest payments due on the Bonds is set forth on the Debt Service Schedule attached hereto as Exhibit E-2 and incorporated herein by this reference (the "Schedule").

The Bonds maturing on May 1, 2031 and thereafter shall be subject to redemption prior to maturity, at the option of the City, on May 1, 2030 or on any date thereafter. Said Bonds shall be redeemable as a whole or in part, and if in part, from maturities selected by the City and within each maturity, by lot, at the principal amount thereof, plus accrued interest to the date of redemption. If the Proposal specifies that any of the Bonds are subject to mandatory redemption, the terms of such mandatory redemption are set forth on an attachment hereto as Exhibit MRP and incorporated herein by this reference. Upon the optional redemption of any of the Bonds subject to mandatory redemption, the principal amount of such Bonds so redeemed shall be credited against the mandatory redemption payments established in Exhibit MRP for such Bonds in such manner as the City shall direct.

The schedule of maturities is found to be such that the amount of annual debt service payments is reasonable in accordance with prudent municipal utility practices.

Section 1C. Security for the Bonds. The Bonds, together with interest thereon, shall not constitute an indebtedness of the City nor a charge against its general credit or taxing power. The Bonds, together with interest thereon, shall be payable only out of the Debt Service Fund provided for in Section 4A herein, and shall be a valid claim of the registered owner or owners thereof only against the Debt Service Fund and the Revenues of the System pledged to such fund on a parity with the pledge granted to the owners of the Prior Bonds. Sufficient Revenues are hereby pledged to said Debt Service Fund, and shall be used for no other purpose than to pay the principal of, premium, if any, and interest on the Bonds, the Prior Bonds and Parity Bonds as the same becomes due.

Section 2. Form of the Bonds. The Bonds shall be issued in registered form and shall be executed and delivered in substantially the form attached hereto as Exhibit F and incorporated herein by this reference.

Section 3. Definitions. In addition to the words defined elsewhere in this Resolution, the following words shall have the following meanings unless the context or use indicates another or different meaning or intent:

"Annual Debt Service Requirement" means the total amount of principal and interest due in any Bond Year on the Bonds, the Prior Bonds and Parity Bonds (whether the principal is due by maturity or mandatory redemption).

"Bond Year" means the one-year period ending on a principal payment date or mandatory redemption date for the Bonds.

"Code" means the Internal Revenue Code of 1986, as amended.

"DTC" means The Depository Trust Company, New York, New York, or any successor securities depository for the City with respect to the Bonds.

"Fiscal Year" means the fiscal year adopted by the City for the System, which is currently the calendar year.

"Net Revenues" means the Revenues minus all Operation and Maintenance Expenses of the System.

"Operation and Maintenance Expenses" or "Current Expenses" means the reasonable and necessary costs of operating, maintaining, administering and repairing the System, including salaries, wages, costs of materials and supplies, insurance and audits, but excluding depreciation, debt service, tax equivalents and capital expenditures.

"Parity Bonds" means additional bonds or obligations issued on a parity as to pledge and lien with the Bonds in accordance with the provisions of Section 7 of this Resolution.

"Reserve Requirement" means an amount, determined as of the date of issuance of the Bonds, equal to the least of (a) 10% of the principal amount of the Bonds up to an amount permitted pursuant to section 148(d)(1) of the Code and Regulations; (b) the maximum annual

debt service on the Bonds in any Bond Year; and (c) 125% of average annual debt service on the Bonds; provided, however, that on an ongoing basis it shall never exceed the remaining maximum annual principal and interest due on the outstanding obligations secured by the Reserve Account in any Bond Year. If Parity Bonds which are to be secured by the Reserve Account are issued, the Reserve Requirement shall mean an amount, determined as of the date of issuance of the Parity Bonds, equal to the least of (a) the amount required to be on deposit in the Reserve Account prior to the issuance of such Parity Bonds, plus the amount permitted to be deposited therein pursuant to Section 148(d)(1) of the Code and Regulations; (b) the maximum annual debt service on outstanding obligations secured by the Reserve Account and the Parity Bonds to be issued in any Bond Year; and (c) 125% of average annual debt service on the outstanding obligations secured by the Reserve Account and the Parity Bonds to be issued; provided, however, that on an ongoing basis it shall never exceed the remaining maximum annual principal and interest due on the Parity Bonds to be issued and the outstanding obligations secured by the Reserve Account in any Bond Year.

"Regulations" means the Regulations of the Commissioner of Internal Revenue under the Code.

"Revenues" or "Gross Earnings" means the gross earnings of the System, including earnings of the System derived from waterworks and sewer charges imposed by the City, all payments to the City under any service agreements between the City and any contract users of the System, and any other monies received from any source including all rentals and fees, any special assessments levied and collected in connection with the projects financed by the Bonds and the Prior Bonds and any monies appropriated by the City Council to the System pursuant to Section 5 herein.

"System" means the entire Waterworks System and Sewer System of the City specifically including that portion of the Project owned by the City and including all property of every nature now or hereafter owned by the City for: (i) the collection, treatment, storage and distribution of water; and (ii) the collection, transmission, treatment, storage, metering and disposal of domestic, industrial and public sewerage and waste, including all improvements and extensions thereto made by the City while any of the Prior Bonds, the Bonds and Parity Bonds remain outstanding, including all real and personal property of every nature comprising part of or used or useful in connection with such Waterworks System, and Sewer System and including all appurtenances, contracts, leases, franchises, and other intangibles.

Section 4A. Income and Revenue Funds. In accordance with the Act, for the purpose of the application and proper allocation of the Revenues of the System, and to secure the payment of the principal of and interest on the Bonds, Prior Bonds and Parity Bonds, certain funds which were created and established by a resolution adopted on November 20, 1990, continued by the Prior Resolutions, and are hereby further continued and shall be used solely for the following respective purposes:

- (a) Sewer System and Waterworks System Revenue Fund (the "Revenue Fund"), into which shall be deposited as received the Gross Earnings of the System, which money shall then be divided among the Operation and Maintenance Fund, the Debt Service Fund, the Reserve Account, the Depreciation Fund and the Surplus Fund in the amounts and in the manner set forth in Section 4B hereof and used for the purposes described below.

(b) Sewer System and Waterworks System Operation and Maintenance Fund (the "Operation and Maintenance Fund"), which shall be used for the payment of Current Expenses.

(c) Sewer System and Waterworks System Revenue Bond and Interest Special Redemption Fund (the "Debt Service Fund"), which shall be used for the payment of the principal of, premium, if any, and interest on the Bonds, the Prior Bonds and Parity Bonds as the same becomes due.

(d) Reserve Account (the "Reserve Account"), which is hereby continued within the Debt Service Fund and which shall be used for the payment of the principal and interest on the Bonds and any Parity Bonds secured by the Reserve Account at any time when there shall be insufficient money in the Debt Service Fund for said purpose. The Reserve Account does not secure the principal of or interest on the Prior Bonds, and moneys in the Reserve Account shall under no circumstances be used to pay principal of or interest on the Prior Bonds.

(e) Waterworks System and Sewer System Depreciation Fund (the "Depreciation Fund"), which shall be used to provide a proper and adequate depreciation account for the System. Money in the Depreciation Fund shall be available and shall be used whenever necessary to restore any deficiency in the Debt Service Fund or the Reserve Account.

(f) Waterworks System and Sewer System Surplus Fund (the "Surplus Fund"), which shall first be used when necessary to meet requirements of the Operation and Maintenance Fund including the one month reserve, the Debt Service Fund including the Reserve Account, and the Depreciation Fund. Any money then remaining in the Surplus Fund at the end of any Fiscal Year may be used only as permitted and in the order specified in Section 66.0811(2), Wis. Stats. Money thereafter remaining in the Surplus Fund may be transferred to any of the funds or accounts continued by this section.

Section 4A. Application of Revenues. After the delivery of the Bonds, the Gross Earnings of the System shall be deposited as collected in the Revenue Fund and shall be transferred monthly to the funds listed below in the following order of priority and in the manner set forth below:

(a) to the Operation and Maintenance Fund, in an amount equal to the estimated Current Expenses for such month and, if not needed to remedy any deficiency in the Debt Service Fund for the following month (after giving effect to available amounts in said Fund from prior deposits);

(b) to the Debt Service Fund, an amount equal to one-sixth (1/6) of the next installment of interest coming due on the Bonds, the Prior Bonds and any Parity Bonds then outstanding and an amount equal to one-twelfth (1/12) of the installment of principal of the Bonds, the Prior Bonds and any Parity Bonds

coming due during such Bond Year (after giving effect to available amounts in said Fund from accrued interest, any premium or any other source);

(c) to the Reserve Account, only at such times that the amount on deposit is not equal to the Reserve Requirement, an amount equal to one-twelfth of the Reserve Requirement until the amount accumulated in the Reserve Account (after giving effect to amounts on deposit or in the Reserve Account, from any investment earnings or any other source) equals the Reserve Requirement;

(d) to the Depreciation Fund an amount determined by the City Council to be sufficient to provide a proper and adequate depreciation account for the System; and

(e) to the Surplus Fund, any amount remaining in the Revenue Fund after the monthly transfers required above have been completed.

Transfers from the Revenue Fund to the Operation and Maintenance Fund, the Debt Service Fund, the Reserve Account, the Depreciation Fund and the Surplus Fund shall be made monthly not later than the tenth day of each month, and such transfer shall be applicable to monies on deposit in the Revenue Fund as of the last day of the month preceding. Any other transfers and deposits to any fund required or permitted by subsection (a) through (e) of this Section, except transfers or deposits which are required to be made immediately or annually, shall be made on or before the tenth day of the month. Any transfer or deposit required to be made at the end of any Fiscal Year shall be made within sixty (60) days after the close of such Fiscal Year. If the tenth day of any month shall fall on a day other than a business day, such transfer or deposit shall be made on the next succeeding business day.

It is the express intent and determination of the City Council that the amounts transferred from the Revenue Fund and deposited in the Debt Service Fund (including the Reserve Account) shall be sufficient in any event to pay principal of and interest on the Bonds, the Prior Bonds and any Parity Bonds and to meet the Reserve Requirement, and the City Treasurer shall each Fiscal Year deposit at least sufficient Revenues in the Debt Service Fund to pay promptly all principal and interest falling due on the Prior Bonds, the Bonds and Parity Bonds and to meet the Reserve Requirement.

The Debt Service Fund shall be kept apart from monies in the other funds and accounts of the City. The Debt Service Fund shall be used for no purpose other than the prompt payment of principal of and interest on the Prior Bonds, the Bonds and any Parity Bonds. The minimum amounts to be so deposited for debt service on the Bonds, in addition to all amounts to be deposited to pay debt service on the Prior Bonds, are set forth on the Schedule.

It is the intent of the City that at all times the Reserve Account constitutes a "reasonably required reserve fund" under Section 148 of the Code and any applicable Regulations.

The Operation and Maintenance Fund and the Depreciation Fund shall be deposited as received in public depositories to be selected by the City Council in the manner required by Chapter 34 of the Wisconsin Statutes and may be invested in legal investments subject to the provisions of Section 66.0603(1m), Wis. Stats.

The Debt Service Fund shall be used for no purpose other than the payment of interest upon and principal of the Prior Bonds, the Bonds and Parity Bonds promptly as the same become due and payable or to pay redemption premiums. All money in the Debt Service Fund shall be deposited in a special account and invested in legal investments subject to Section 66.0603(1m), Wisconsin Statutes, and the monthly payments required to be made to the Debt Service Fund shall be made directly to such account.

Funds in the Debt Service Fund in excess of the minimum amounts required to be paid therein plus reserve requirements may be transferred to the Surplus Fund.

Section 5. Service to the City. The reasonable cost and value of any service rendered to the City by the System by furnishing services for public purposes shall be charged against the City and shall be paid by it in monthly installments as the service accrues, out of the current revenues of the City collected or in the process of collection, exclusive of the revenues derived from the System, and out of the tax levy of the City made by it to raise money to meet its necessary current expenses. It is hereby found and determined that the reasonable cost and value of such service to the City in each year shall be in an amount which, together with Revenues of the System, will produce Net Revenues equivalent to not less than 1.20 times the Annual Debt Service Requirement. Such compensation for such service rendered to the City shall, in the manner provided hereinabove, be paid into the separate and special funds described in Section 4A of this Resolution. However, such payment is subject to (a) annual appropriations by the City Council therefor, (b) approval of the Wisconsin Public Service Commission, or successors to its function, if necessary, and (c) applicable levy limits, if any; and neither this Resolution nor such payment shall be construed as constituting an obligation of the City to make any such appropriation over and above the reasonable cost and value of services rendered to the City and its inhabitants or to make any subsequent payment over and above such reasonable cost and value.

Section 6. Operation of System; City Covenants. It is covenanted and agreed by the City with the owner or owners of the Bonds, and each of them, that:

(a) The City will faithfully and punctually perform all duties with reference to the System required by the Constitution and Statutes of the State of Wisconsin, including the making and collecting of reasonable and sufficient rates lawfully established for services rendered by the System, and will collect and segregate the Revenues of the System and apply them to the respective funds and accounts described hereinabove;

(b) The City will not sell, lease, or in any manner dispose of the System, including any part thereof or any additions, extensions, or improvements that may be made part thereto, except that the City shall have the right to sell, lease or otherwise dispose of any property of the System found by the City Council to be neither necessary nor useful in the operation of the System, provided the proceeds received from such sale, lease or disposal shall be paid into the Debt Service Fund, or applied to the acquisition or construction of capital facilities for use in the normal operation of the System, and such payment shall not reduce the amounts otherwise required to be paid into the Debt Service Fund;

(c) The City will cause the Project to be completed as expeditiously as reasonably possible;

(d) The City will pay or cause to be paid all lawful taxes, assessments, governmental charges, and claims for labor, materials or supplies which if unpaid could become a lien upon the System or its Revenues or could impair the security of the Bonds;

(e) The City will maintain in reasonably good condition and operate the System, and will establish, charge and collect such lawfully established rates and charges for the service rendered by the System, so that in each Fiscal Year Net Revenues shall not be less than 120% of the Annual Debt Service Requirement, and so that the Revenues of the System herein agreed to be set aside to provide for the payment of the Bonds, the Prior Bonds and Parity Bonds and the interest thereon as the same becomes due and payable, and to meet the Reserve Requirement, will be sufficient for those purposes;

(f) The City will prepare a budget not less than sixty days prior to the end of each Fiscal Year and, in the event such budget indicates that the Net Revenues for each Fiscal Year will not exceed the Annual Debt Service Requirement for each corresponding Fiscal Year by the proportion stated hereunder, will take any and all steps permitted by law to increase rates so that the aforementioned proportion of Net Revenues to the Annual Debt Service Requirement shall be accomplished as promptly as possible;

(g) The City will keep proper books and accounts relative to the System separate from all other records of the City and will cause such books and accounts to be audited annually by a recognized independent firm of certified public accountants including a balance sheet and a profit and loss statement of the System as certified by such accountants. There may be separate audits for the Waterworks System and the Sewer System. Each such audit, in addition to whatever matters may be thought proper by the accountants to be included therein shall include the following: (1) a statement in detail of the income and expenditures of the System for the Fiscal Year; (2) a statement of the Net Revenues of the System for such Fiscal Year; (3) a balance sheet as of the end of such Fiscal Year; (4) the accountants' comment regarding the manner in which the City has carried out the requirements of this Resolution and the accountants' recommendations for any changes or improvements in the operation of the System; (5) the number of connections to the System at the end of the Fiscal Year, for each user classification (i.e., residential, commercial, public and industrial); (6) a list of the insurance policies in force at the end of the Fiscal Year setting out as to each policy the amount of the policy, the risks covered, the name of the insurer, and the expiration date of the policy; and (7) the volume of water used as the basis for computing the service charge; and

(h) So long as any of the Bonds are outstanding the City will carry for the benefit of the owners of the Bonds insurance of the kinds and in the amounts normally carried by private companies or other public bodies engaged in the operation of similar systems. All money received for loss of use and occupancy shall be considered Revenue of the System payable into the separate funds and accounts named in Section 4A of this Resolution. All money received for losses under any casualty policies shall be used in repairing the damage or in replacing the property destroyed provided that if the City Council shall find it is inadvisable to repair such damage or replace such property and that the operation of the System has not been impaired thereby, such money shall be deposited in the Debt Service Fund, but in that event such payments shall not reduce the amounts otherwise required to be paid into the Debt Service Fund.

Section 7. Additional Bonds. The Bonds are issued on a parity with the Prior Bonds. No bonds or obligations payable out of the Revenues of the System may be issued in such manner as to enjoy priority over the Bonds. Additional obligations may be issued if their lien and pledge is

junior and subordinate to that of the Bonds. Parity Bonds may be issued only if all of the following conditions are met:

a. Either:

(1) The Net Revenues for the last completed Fiscal Year preceding the issuance of such additional obligations must have been at least equal to 1.20 times the average combined annual interest and principal requirements on all bonds then outstanding and payable from the Revenues of the System (other than any bonds being refunded), and the obligations so proposed to be issued for any succeeding Fiscal Year in which there shall be a principal maturity on such outstanding bonds; provided, however, that if prior to the authorization of such additional obligations the City shall have adopted and put into effect a revised schedule of rates, then the Net Revenues of the System for the last completed Fiscal Year which would, in the written opinion of a registered municipal advisor, consulting engineer, the Wisconsin Public Service Commission or an independent certified public accountant employed for that purpose, have resulted from such rates had they been in effect for such period may be used in lieu of the actual Net Revenues for the last completed Fiscal Year; or

(2) A registered municipal advisor, certified public accountant or consulting professional engineer provides a certificate setting forth for each of the three Fiscal Years commencing with the Fiscal Year following that in which the projects financed by such additional obligations are to be completed, the projected Net Revenues and the maximum annual interest and principal requirements on all bonds outstanding payable from the Net Revenues of the System and on the obligations then to be issued (the "Maximum Annual Debt Service Requirement"); and demonstrating that for each such Fiscal Year the projected Net Revenues will be in an amount not less than 120% of such Maximum Annual Debt Service Requirement.

b. The payments required to be made into the funds enumerated in Section 4A of this Resolution (including the Reserve Account, but not the Surplus Fund) must have been made in full.

c. The additional bonds must have principal falling due on May 1 and interest falling due on May 1 and November 1 of each year.

d. If the Parity Bonds are to be secured by the Reserve Account, the amount on deposit in the Reserve Account must be increased to an amount equal to the Reserve Requirement applicable upon the issuance of Parity Bonds as defined in Section 3 of this Resolution.

e. The proceeds of the additional bonds must be used only for the purpose of providing additions, extensions or improvements to the System, or to refund obligations issued for such purpose.

While the Prior Bonds are outstanding, unless waived by the registered owners of the Prior Bonds, the City must also meet the additional bonds test set forth in the Prior Resolutions prior to the issuance of Parity Bonds.

Section 8. Sale of Bonds. The bid of the Purchaser for the purchase price set forth in the Proposal be and it hereby is accepted and the City Manager and City Clerk are authorized and directed to execute an acceptance of the offer of said successful bidder on behalf of the City. The good faith deposit of the Purchaser shall be applied as described in the Notice of Sale until the closing of the bond issue, and any good faith deposits submitted by unsuccessful bidders shall be promptly returned. The officers of the City are authorized and directed to do any and all acts necessary to conclude delivery of the Bonds to the Purchaser, upon receipt of the purchase price, as soon after adoption of this Resolution as is convenient.

Section 9. Application of Bond Proceeds. All accrued interest, if any, received from the sale of the Bonds shall be deposited into the Debt Service Fund. An amount of proceeds of the Bonds needed to make the balance in the Reserve Account equal to the Reserve Requirement shall be deposited in the Reserve Account. The balance of the proceeds, less the expenses incurred in authorizing, issuing and delivering the Bonds, shall be deposited in a special fund designated as "Waterworks and Sewer System Improvement Fund." Said special fund shall be adequately secured and used solely for the purpose of meeting costs of extending, adding to and improving the System, as described in the preamble hereof. The balance remaining in said Waterworks and Sewer System Improvement Fund after paying said costs shall be transferred to the Debt Service Fund for use in payment of principal of and interest on the Bonds.

Section 10. Amendment to Resolution. After the issuance of any of the Bonds, no change or alteration of any kind in the provisions of this Resolution may be made until all of the Bonds have been paid in full as to both principal and interest, or discharged as herein provided, except:

a. The City may, from time to time, amend this Resolution without the consent of any of the owners of the Bonds, but only to cure any ambiguity, administrative conflict, formal defect, or omission or procedural inconsistency of this Resolution; and

b. This Resolution may be amended, in any respect, with the written consent of the owners of not less than two-thirds of the principal amount of the Bonds then outstanding, exclusive of Bonds held by the City; provided, however, that no amendment shall permit any change in the pledge of Revenues derived from the System, or in the maturity of any Bond issued hereunder, or a reduction in the rate of interest on any Bond, or in the amount of the principal obligation thereof, or in the amount of the redemption premium payable in the case of redemption thereof, or change the terms upon which the Bonds may be redeemed or make any other modification in the terms of the payment of such principal or interest without the written consent of the owner of each such Bond to which the change is applicable.

Section 11. Defeasance. When all Bonds have been discharged, all pledges, liens, covenants and other rights granted to the owners thereof by this Resolution shall cease. The City may discharge all Bonds due on any date by depositing into a special account on or before that date a sum sufficient to pay the same in full; or if any Bonds should not be paid when due, it may nevertheless be discharged by depositing into a special account a sum sufficient to pay it in full with interest accrued from the due date to the date of such deposit. The City, at its option, may also discharge all Bonds called for redemption on any date when they are prepayable according to their terms, by depositing into a special account on or before that date a sum sufficient to pay them in full, with the required redemption premium, if any, provided that notice of redemption has been duly given as required by this Resolution. The City, at its option, may also discharge all Bonds of said issue at any time by irrevocably depositing in escrow with a suitable bank or trust company a sum of cash and/or bonds or securities issued or guaranteed as to principal and interest of the U.S. Government, or of a commission, board or other instrumentality of the U.S. Government, maturing on the dates and bearing interest at the rates required to provide funds sufficient to pay when due the interest to accrue on each of said Bonds to its maturity or, at the City's option, if said Bond is prepayable to any prior date upon which it may be called for redemption, and to pay and redeem the principal amount of each such Bond at maturity, or at the City's option, if said Bond is prepayable, at its earliest redemption date, with the premium required for such redemption, if any, provided that notice of the redemption of all prepayable Bonds on such date has been duly given or provided for. Upon such payment or deposit, in the amount and manner provided by this Section, all liability of

the City with respect to the Bonds shall cease, terminate and be completely discharged, and the owners thereof shall be entitled only to payment out of the money so deposited.

Section 12. Investments and Arbitrage. Monies accumulated in any of the funds and accounts referred to in Sections 4A and 9 hereof which are not immediately needed for the respective purposes thereof, may be invested in legal investments subject to the provisions of Sec. 66.0603(1m), Wisconsin Statutes, until needed. All income derived from such investments shall be credited to the fund or account from which the investment was made; provided, however, that at any time that the Reserve Requirement is on deposit in the Reserve Account, any income derived from investment of the Reserve Account shall be deposited into the Debt Service Fund and used to pay principal and interest on the Bonds. A separate banking account is not required for each of the funds and accounts established under this Resolution; however, the monies in each fund or account shall be accounted for separately by the City and used only for the respective purposes thereof. The proceeds of the Bonds shall be used solely for the purposes for which they are issued but may be temporarily invested until needed in legal investments. No such investment shall be made in such a manner as would cause the Bonds to be "arbitrage bonds" within the meaning of Section 148 of the Code or the Regulations.

An officer of the City, charged with the responsibility for issuing the Bonds, shall, on the basis of the facts, estimates and circumstances in existence on the date of closing, make such certifications as are necessary to permit the conclusion that the Bonds are not "arbitrage bonds" under Section 148 of the Code or the Regulations.

Section 13. Resolution a Contract. The provisions of this Resolution shall constitute a contract between the City and the owner or owners of the Bonds, and after issuance of any of the Bonds no change or alteration of any kind in the provisions of this Resolution may be made, except as provided in Section 10, until all of the Bonds have been paid in full as to both principal and interest. The owner or owners of any of the Bonds shall have the right in addition to all other rights, by mandamus or other suit or action in any court of competent jurisdiction, to enforce such owner's or owners' rights against the City, the governing body thereof, and any and all officers and agents thereof including, but without limitation, the right to require the City, its governing body and any other authorized body, to fix and collect rates and charges fully adequate to carry out all of the provisions and agreements contained in this Resolution.

Section 14. Utilization of The Depository Trust Company Book-Entry-Only System. In order to make the Bonds eligible for the services provided by The Depository Trust Company, New York, New York ("DTC"), the City agrees to the applicable provisions set forth in the Blanket Issuer Letter of Representations which the City Clerk or other authorized representative of the City is authorized and directed to execute and deliver to DTC on behalf of the City to the extent an effective Blanket Issuer Letter of Representations is not presently on file in the City Clerk's office.

Section 15. Payment of the Bonds; Fiscal Agent. The principal of and interest on the Bonds shall be paid by Bond Trust Services Corporation, Roseville, Minnesota, which is hereby appointed as the City's registrar and fiscal agent pursuant to the provisions of Section 67.10(2), Wisconsin Statutes (the "Fiscal Agent"). The City hereby authorizes the City Manager and the City Clerk or other appropriate officers of the City to enter a Fiscal Agency Agreement between the City and the Fiscal Agent. Such contract may provide, among other things, for the performance by the Fiscal Agent of the functions listed in Wis. Stats. Sec. 67.10(2)(a) to (j), where applicable, with respect to the Bonds.

Section 16. Persons Treated as Owners; Transfer of Bonds. The City shall cause books for the registration and for the transfer of the Bonds to be kept by the Fiscal Agent. The person in whose name any Bond shall be registered shall be deemed and regarded as the absolute owner thereof for all purposes and payment of either principal or interest on any Bond shall be made only to the registered owner thereof. All such payments shall be valid and effectual to satisfy and discharge the liability upon such Bond to the extent of the sum or sums so paid.

Any Bond may be transferred by the registered owner thereof by surrender of the Bond at the office of the Fiscal Agent, duly endorsed for the transfer or accompanied by an assignment duly executed by the registered owner or his attorney duly authorized in writing. Upon such transfer, the City Manager and City Clerk shall execute and deliver in the name of the transferee or transferees a new Bond or Bonds of a like aggregate principal amount, series and maturity and the Fiscal Agent shall record the name of each transferee in the registration book. No registration shall be made to bearer. The Fiscal Agent shall cancel any Bond surrendered for transfer.

The City shall cooperate in any such transfer, and the City Manager and City Clerk are authorized to execute any new Bond or Bonds necessary to effect any such transfer.

Section 17. Record Date. The fifteenth day of each calendar month next preceding each interest payment date shall be the record date for the Bonds (the "Record Date"). Payment of interest on the Bonds on any interest payment date shall be made to the registered owners of the Bonds as they appear on the registration book of the City at the close of business on the Record Date.

Section 18. Compliance with Federal Tax Laws. (a) The City represents and covenants that the Project and the ownership, management and use of the Project will not cause the Bonds to be "private activity bonds" within the meaning of Section 141 of the Code. The City further covenants that it shall comply with the provisions of the Code to the extent necessary to maintain the tax-exempt status of the interest on the Bonds including, if applicable, the rebate requirements of Section 148(f) of the Code. The City further covenants that it will not take any action, omit to take any action or permit the taking or omission of any action within its control (including, without limitation, making or permitting any use of the proceeds of the Bonds) if taking, permitting or omitting to take such action would cause any of the Bonds to be an arbitrage bond or a private activity bond within the meaning of the Code or would otherwise cause interest on the Bonds to be included in the gross income of the recipients thereof for federal income tax purposes. The City Clerk or other officer of the City charged with the responsibility of issuing the Bonds shall provide an appropriate certificate of the City certifying that the City can and covenanting that it will comply with the provisions of the Code and Regulations.

(b) The City also covenants to use its best efforts to meet the requirements and restrictions of any different or additional federal legislation which may be made applicable to the Bonds provided that in meeting such requirements the City will do so only to the extent consistent with the proceedings authorizing the Bonds and the laws of the State of Wisconsin and to the extent that there is a reasonable period of time in which to comply.

The foregoing covenants shall remain in full force and effect, notwithstanding the defeasance of the Bonds, until the date on which all of the Bonds have been paid in full.

Section 19. Payment of Issuance Expenses. The City authorizes the Purchaser to forward the amount of the proceeds of the Bonds allocable to the payment of issuance expenses to a financial institution to be selected by Ehlers at Closing for further distribution as directed by Ehlers.

Section 20. Official Statement. The City Council hereby approves the Preliminary Official Statement with respect to the Bonds and deems the Preliminary Official Statement as "final" as of its date for purposes of SEC Rule 15c2-12 promulgated by the Securities and Exchange Commission pursuant to the Securities and Exchange Act of 1934 (the "Rule"). All actions taken by officers of the City in connection with the preparation of such Preliminary Official Statement and any addenda to it or final Official Statement are hereby ratified and approved. In connection with the closing of the Bonds, the appropriate City official shall certify the Preliminary Official Statement and any addenda or final Official Statement. The City Clerk shall cause copies of the Preliminary Official Statement and any addenda or final Official Statement to be distributed to the Purchaser.

Section 21. Undertaking to Provide Continuing Disclosure. The City hereby covenants and agrees, for the benefit of the owners of the Bonds, to enter into a written undertaking (the "Undertaking") if required by the Rule to provide continuing disclosure of certain financial information and operating data and timely notices of the occurrence of certain events in accordance with the Rule. The Undertaking shall be enforceable by the owners of the Bonds or by the Purchaser on behalf of such owners (provided that the rights of the owners and the Purchaser to enforce the Undertaking shall be limited to a right to obtain specific performance of the obligations thereunder and any failure by the City to comply with the provisions of the Undertaking shall not be an event of default with respect to the Bonds).

To the extent required under the Rule, the City Manager and City Clerk, or other officer of the City charged with the responsibility for issuing the Bonds, shall provide a Continuing Disclosure Certificate for inclusion in the transcript of proceedings, setting forth the details and terms of the City's Undertaking.

Section 22. Record Book. The City Clerk shall provide and keep the transcript of proceedings as a separate record book (the "Record Book") and shall record a full and correct statement of every step or proceeding had or taken in the course of authorizing and issuing the Bonds in the Record Book.

Section 23. Bond Insurance. If the Purchaser determines to obtain municipal bond insurance with respect to the Bonds, the officers of the City are authorized to take all actions necessary to obtain such municipal bond insurance. The City Manager and City Clerk are authorized to agree to such additional provisions as the bond insurer may reasonably request and which are acceptable to the City Manager and City Clerk including provisions regarding restrictions on investment of Bond proceeds, the payment procedure under the municipal bond insurance policy, the rights of the bond insurer in the event of default and payment of the Bonds by the bond insurer and notices to be given to the bond insurer. In addition, any reference required by the bond insurer to the municipal bond insurance policy shall be made in the form of Bond provided herein.

Section 24. Execution of the Bonds; Closing; Professional Services. The Bonds shall be issued in printed form, executed on behalf of the City by the manual or facsimile signatures of the City Manager and City Clerk, authenticated, if required, by the Fiscal Agent, sealed with its official or corporate seal, if any, or a facsimile thereof, and delivered to the Purchaser upon payment to the City of the purchase price thereof, plus accrued interest to the date of delivery (the "Closing"). The facsimile signature of either of the officers executing the Bonds may be imprinted on the Bonds in lieu of the manual signature of the officer but, unless the City has contracted with a fiscal agent to authenticate the Bonds, at least one of the signatures appearing

on each Bond shall be a manual signature. In the event that either of the officers whose signatures appear on the Bonds shall cease to be such officers before the Closing, such signatures shall, nevertheless, be valid and sufficient for all purposes to the same extent as if they had remained in office until the Closing. The aforesaid officers are hereby authorized and directed to do all acts and execute and deliver the Bonds and all such documents, certificates and acknowledgements as may be necessary and convenient to effectuate the Closing. The City hereby authorizes the officers and agents of the City to enter into, on its behalf, agreements and contracts in conjunction with the Bonds, including but not limited to agreements and contracts for legal, trust, fiscal agency, disclosure and continuing disclosure, and rebate calculation services. Any such contract heretofore entered into in conjunction with the issuance of the Bonds is hereby ratified and approved in all respects.

Section 25. Conflicting Ordinances or Resolutions. All prior ordinances, resolutions (other than the Prior Resolutions), rules, or orders, or parts thereof heretofore enacted, adopted or entered, in conflict with the provisions of this Resolution, are hereby repealed and this Resolution shall be in effect from and after its passage. In case of any conflict between this Resolution and the Prior Resolutions, then the Prior Resolutions shall control so long as any bonds authorized by the Prior Resolutions are outstanding.

Adopted, approved and recorded April 19, 2022.

Resolution introduced by Councilmember Allen, who moved its adoption. Seconded by Councilmember McCormick. AYES: Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. NOES: None. ABSENT: None. ADOPTED: May 19, 2022.

Cameron L. Clapper, City Manager

Michele R. Smith, City Clerk

(Copies of Exhibits can be obtained from the City Clerk's Office)

ADJOURNMENT. It was moved by Allen and seconded by McCormick to adjourn the meeting. AYES: Schreiber, McCormick, Brown, Gerber, Majkrzak, Smith, Allen. NOES: None. ABSENT: None. The meeting adjourned at 5:48 p.m.

Respectfully submitted,

Michele R. Smith, Clerk

Report Criteria:

- Detail report.
- Invoices with totals above \$0.00 included.
- Paid and unpaid invoices included.

GL Period	Vendor	Vendor Name	Description	Invoice Date	Net Invoice Amount	GL Account Num
BUCKINGHAM, DAN						
622	9234	BUCKINGHAM, DAN	JUNE 2022 LAWN SERVICE	06/01/2022	700.00	920-56500-294
Total BUCKINGHAM, DAN:					700.00	
CAMBRIDGE TREE PROJECT						
622	9439	CAMBRIDGE TREE PROJECT	5 BAREROOT OSAGA WICHITA TREES	02/26/2022	500.00	100-53270-295
Total CAMBRIDGE TREE PROJECT:					500.00	
CHILDS PHD SC, CRAIG D						
622	6517	CHILDS PHD SC, CRAIG D	NEW HIRE EVAL- BRADLEY & WIPPERMAN	05/20/2022	950.00	100-52100-219
Total CHILDS PHD SC, CRAIG D:					950.00	
DVORAK LANDSCAPE SUPPLY LLC						
622	8597	DVORAK LANDSCAPE SUPPLY	32OZ SEMERA PRE&POST CONTROL/PEST APP SIGNS	05/26/2022	230.50	100-53270-295
Total DVORAK LANDSCAPE SUPPLY LLC:					230.50	
JOHNSON'S NURSERY INC						
622	9422	JOHNSON'S NURSERY INC	11 TREES	05/19/2022	2,149.00	100-53270-295
622	9422	JOHNSON'S NURSERY INC	159 TREES FOR ARBORITUM TREE SALE	05/19/2022	6,906.00	245-56120-310
Total JOHNSON'S NURSERY INC:					9,055.00	
MENARD INC						
622	494	MENARD INC	175 STUDDERED T-POSTS/SNOW FENCING	05/26/2022	1,597.62	100-53270-295
Total MENARD INC:					1,597.62	
MIDWEST METER INC						
622	9225	MIDWEST METER INC	72 3/4INCH METERS & CELLULAR EMR READERS	05/27/2022	20,988.00	610-61936-823
622	9225	MIDWEST METER INC	18 M-25 METER BASES	05/27/2022	1,260.00	610-61653-350
Total MIDWEST METER INC:					22,248.00	
NATIONS ROOF LLC						
622	8523	NATIONS ROOF LLC	ROOF LEAK REPAIRS-MUNI BLDG	05/19/2022	1,869.36	100-51600-355
Total NATIONS ROOF LLC:					1,869.36	
PETE'S TIRE SERVICE INC						
622	727	PETE'S TIRE SERVICE INC	#772 FLAT TIRE REPAIRS	05/23/2022	40.00	100-53270-242
Total PETE'S TIRE SERVICE INC:					40.00	
TAPCO						
622	8851	TAPCO	2022 ANNUAL TRAFFIC SIGNAL MAINT	05/25/2022	2,657.00	100-53300-222
Total TAPCO:					2,657.00	

GL Period	Vendor	Vendor Name	Description	Invoice Date	Net Invoice Amount	GL Account Num
TDS						
622	8137	TDS	JUNE 2022 911 LINES	05/28/2022	351.60	100-52600-225
Total TDS:					351.60	
US POSTAL SERVICE						
622	234	US POSTAL SERVICE	2022 PRESORT PERMIT# 2 FIRST CLASS PRESORT	05/20/2022	53.00	630-63300-310
622	234	US POSTAL SERVICE	2022 PRESORT PERMIT# 2 FIRST CLASS PRESORT	05/20/2022	106.00	620-62810-310
622	234	US POSTAL SERVICE	2022 PRESORT PERMIT# 2 FIRST CLASS PRESORT	05/20/2022	106.00	610-61921-310
Total US POSTAL SERVICE:					265.00	
UW WHITEWATER						
622	8	UW WHITEWATER	20AMP OUTLET/WIRE/WALL PLATE/BRACKET	05/20/2022	131.51	920-56500-250
622	8	UW WHITEWATER	PINE SOL/COTTON WET MOP	05/20/2022	38.68	620-62840-310
622	8	UW WHITEWATER	15W LED TUBE LIGHTS	05/20/2022	194.14	100-55111-355
622	8	UW WHITEWATER	TOILET PAPER/CAN LINERS/SOAP/HERBICIDE	05/20/2022	438.71	100-51600-310
622	8	UW WHITEWATER	HAND TOWELS/TOILET PAPER/CAN LINERS/SOAP	05/20/2022	304.69	100-51600-310
622	8	UW WHITEWATER	CAN LINERS/LAVA SOAP	05/20/2022	111.48	100-53230-310
Total UW WHITEWATER:					1,219.21	
WI DEPT OF NATURAL RESOURCES						
622	293	WI DEPT OF NATURAL RESOUR	2022 ENVIRONMENTAL FEE	05/23/2022	2,000.00	630-63440-590
Total WI DEPT OF NATURAL RESOURCES:					2,000.00	
WINCHESTER TRUE VALUE HARDWARE INC						
622	24	WINCHESTER TRUE VALUE HA	#439 POLE TOG SWITCH	05/19/2022	5.49	100-53230-352
622	24	WINCHESTER TRUE VALUE HA	BLACK PAINT/LACQUER	05/19/2022	14.28	100-53270-359
622	24	WINCHESTER TRUE VALUE HA	MERCHCOUPLING/GALV NIPPLE	05/19/2022	67.96	610-61652-350
622	24	WINCHESTER TRUE VALUE HA	MISC NUTS/BOLTS/SCREWS-FOR PICNIC TABLES	05/19/2022	19.48	100-53270-359
622	24	WINCHESTER TRUE VALUE HA	PIPE T COMPOUND	05/19/2022	6.99	610-61935-350
622	24	WINCHESTER TRUE VALUE HA	NYLON PAD	05/19/2022	6.18	610-61935-350
622	24	WINCHESTER TRUE VALUE HA	WEEPER HOSES	05/19/2022	77.97	100-53270-359
622	24	WINCHESTER TRUE VALUE HA	HEX BUSHING/15A RESID CONNECTOR	05/19/2022	16.48	452-57500-820
622	24	WINCHESTER TRUE VALUE HA	FURNACE FILTER/KEVLAR V-BELTS	05/19/2022	39.56	100-51600-310
622	24	WINCHESTER TRUE VALUE HA	4 FURNACE FILTERS	05/19/2022	25.16	100-51600-244
622	24	WINCHESTER TRUE VALUE HA	CABLE TIES	05/19/2022	60.90	100-52100-310
622	24	WINCHESTER TRUE VALUE HA	DISH SOAP/SCOURING PADS	05/19/2022	20.36	100-53230-310
622	24	WINCHESTER TRUE VALUE HA	IM PLUG/ GRIP BLOW GUN	05/19/2022	17.48	100-53230-310
622	24	WINCHESTER TRUE VALUE HA	CABLE ACCESS STRAP/SWITCH BOX/WALL PLATE	05/19/2022	27.55	920-56500-250
622	24	WINCHESTER TRUE VALUE HA	LIGHT BULBS/SCREWS/BOLTS/NUTS	05/19/2022	36.86	247-55700-355
622	24	WINCHESTER TRUE VALUE HA	UTILITY KNIVES	05/19/2022	16.16	610-61935-350
622	24	WINCHESTER TRUE VALUE HA	BALL VALVE/2 ADAPTERS/BOTLS	05/19/2022	34.76	452-57500-820
622	24	WINCHESTER TRUE VALUE HA	WIRE CONNECTOR/WTR COND SALT	05/19/2022	52.44	452-57500-820
622	24	WINCHESTER TRUE VALUE HA	PVC TUBING/BUSHING/HOSE BARB	05/19/2022	91.13	100-51600-244
622	24	WINCHESTER TRUE VALUE HA	2GAL DLX WATERING CAN	05/19/2022	7.99	100-53270-359
Total WINCHESTER TRUE VALUE HARDWARE INC:					645.18	
Grand Totals:					44,328.47	

Dated: 06/01/2022

Finance Director: Steve Hatton

GL Period	Vendor	Vendor Name	Description	Invoice Date	Net Invoice Amount	GL Account Num
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Report Criteria:

- Detail report.
- Invoices with totals above \$0.00 included.
- Paid and unpaid invoices included.

Irvin L. Young Memorial Library
431 W Center St
Whitewater WI 53190
Board of Trustees Regular Meeting
In-person/Virtual Meeting
Monday, April 18, 2022, 6:30 pm

MINUTES

Mission Statement:

We will have the space and the stuff to do the things that you want.

Our Values: Safe & welcoming; Trust; Diversity; Fun; Lifelong learning and creativity; Making connections; Service excellence

1. Call to Order and Roll Call at 6: 31 PM

Present: Doug Anderson, Bri Diebolt-Brown, Anne Hartwick, Jaime Weigel, Jim Winship, Kathy Retzke (joined at 6:43)

Absent: Jennifer Motszko

Staff: Diane Jaroch, Sarah French, Denna Rolfsmeyer

2. Consent Agenda

- 2.I. Approval of the minutes of the regular meeting of March 21, 2022*
Acknowledgment of Receipt of Financial Reports*
- 2.II. Acknowledgment Of Receipt Of Treasurer's Reports*
- 2.III. Acknowledgment of Receipt of Statistical Reports for March 2022*
- 2.IV. Acknowledgment of Payment of Invoices for March 2022*

MSC Winship/Anderson to approve the Consent Agenda.

Ayes: Doug Anderson, Bri Diebolt-Brown, Anne Hartwick, Jaime Weigel, Jim Winship

Nays: none

3. Hearing of Citizen Comments

No formal Library Board action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three-minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Library Board discusses that particular item.

4. Old Business

4.I Library Building Project

1. Review and approve Agreement of Services with The Sweeney Group.
 - a. Dianne reported that the first payment could come from city fund balance or the money market account.
 - b. According to the fee schedule, the library will owe \$12,000 when we initiate the contract. Anne reported that have sufficient funds to cover this amount in the money market account. Diane will contact Kathy regarding making a payment.

MSC Anderson/Diebolt-Brown to approve the Agreement of Services with The Sweeney Group.

Ayes: Doug Anderson, Bri Diebolt-Brown, Anne Hartwick, Jaime Weigel, Jim Winship

Nays: none

2. Update from the Library Expansion and Renovation Steering Committee meeting of April 8, 2022.
 - a. The board reviewed the draft questions for Jodi Sweeney in preparation for the meeting on Wednesday, April 27th.
 - b. Diane will send the questions onto Jodi Sweeney prior to meeting with her.

5. New Business

5.I. Review and Re-Approval of the Collection Development Policy

- a. Bri suggested adding a link in the policy to the documents referenced on page 3.
- b. Strike the line "Copies of the last three documents are included in this policy." on page 4.

MSC Diebolt-Brown/Winship to approve the Collection Development Policy as amended.

Ayes: Doug Anderson, Bri Diebolt-Brown, Anne Hartwick, Kathy Retzke, Jaime Weigel, Jim Winship

Nays: none

6. Staff & Board Reports

6.I. Director's Report ~ see attached

- Diane shared that a staff member recently resigned, the position has been posted.

6.II. Adult Services Report ~ see attached

- There was a great turnout of the presentation last week titled, “Where are all the aliens?” with the NASA ambassador.

6.III Youth Educational Services Report ~ see attached

- Deena has held 3 storytimes and Sarah did one at 4:30 on Wednesdays at the Community Space. She’s had to adapt the format somewhat but it’s going well so far. Both have been able to make good connections.
- Anne said that we should be spreading awareness about this storytime, perhaps on the Banner.
- Deena gave an update on a recent meeting about the recent influx of migrant families in the area. A welcoming expo will be held on May 21st at the Community Engagement Center.

6.III.i Programming & Makerspace Librarian Report

- Sarah gave an overview of the activities planned for Remake Learning STEAM Day on 4/23.
- She also highlighted that she’s been filming videos in advance for the Summer Storyteller series.
- Library will be a co-sponsor of the Whitewater Arts Alliance summer public art project on Main Street. This year’s theme is “Great Literary Works.”

6.IV. Bridges Library System Staff Report ~ see attached

- Diane will attend a workshop on May 6th at the new Watertown library.
- Doug asked about grants available through the Bridges system and if we can apply for them. Deena and Diane shared that we can and have applied for grants in the past.

6.V. Library Board Reports

- Jaime and Anne gave a brief update on the development of the land acknowledgement process. Jaime will continue to update the board on the process every other meeting.

7. Board Request for Future Agenda Items

- We took a moment to acknowledge Anne and Jim’s last meeting as board members. We will vote on a slate of officers at next month’s meeting. Alyssa Orlowski and Sallie Bernt have been approved by Common Council to fill the two vacancies and will be at next month’s meeting.

If the board has any questions they want to put to the community through the City's Polco online survey system, they will be collected at this time.

8. Confirmation of the next meeting May 16th at 6:30pm.

Meeting adjourned at 7:26.

Minutes respectfully submitted by Jaime Weigel on April 18, 2022.

**WHITEWATER LANDMARK COMMISSION
ANNUAL PRESERVATION ACTIVITIES REPORT
(January – December 2021)**

The City of Whitewater Landmarks Commission met 12 times during 2021. Due to the COVID-19 pandemic, the meetings scheduled for February through June were held virtually and the remainder of the meetings for the calendar year were hybrid with the option of attendance in person or by a virtual platform.

The Commission currently monitors 27 individually listed Local Landmarks as well as the oversight of the National Register's Main Street Historic District and historic city owned property. The Commission works in conjunction with the City Parks and Recreation Department, Neighborhood Services and the Whitewater Historical Society. In 2008, the Commission reviewed and accepted the Architectural and Historic Survey of City of Whitewater properties.

In 2021 Landmark Commissioners:

February

The Commission began an investigation into the history of the Whitewater City Waterworks Building as a possible Local Landmark. It was later determined that historic signage of the site would be a better option as opposed to landmark status.

They also began a proactive campaign suggesting the provision of a capital improvement plan for future restoration of the Birge Fountain and cited the need for the Birge Fountain Committee to begin holding meetings, provide annual reports and meeting minutes.

The Commission investigated and determined that they would begin posting different locally landmarked city owned sites on "The Clio" website as a part of their public education component.

March

The Commission was informed by the Wisconsin State Preservation Commission that the \$33,000 grant that had they had applied for to analyze and measure the mounds at the Effigy Mounds Preserve was denied citing that the jury who reviewed the grant request but felt that "the objectives and scope of work was not driven by the city".

Approved the request of the owner of the Landmark Hotel at 204 Main Street regarding the replacement of exterior doors to the south and east sides of the building and informed Neighborhood Services of this decision.

Provided a photo and detailed information on The Prairie Tiller Mural for posting on "The Clio" website.

The Commission proposed that they begin research and nominate the Ellen and Everett Long residence as a local landmark representing an excellent example of a mid-century modern architecture.

April

Commissioners attended the Wisconsin Archeological Conference virtually.

Commission members met with the Director of Parks and Recreation to discuss the LIDAR Survey and recommendations prepared by Amy Rosebrough, State Archeologist several years ago. While the LIDAR imaging does not clearly define the parameters of the mounds, it is one of the few tools that the Commission has to establish a 15 foot, clear buffer around the mounds. This buffer zone is mandated by state law prior to establishing a walking path through the preserve.

The Commission suggested the additional postings of photos and information on “The Clio” website regarding the Walton Oaks, the Territorial Oak and the Oak Grove Cemetery.

With the person of the Long’s the Commission scheduled a hearing for May to finalize their residence as a local landmark.

May

The Commission presented an Annual Commission Activities report to the Whitewater City Council for 2020.

They designated the Ellen and Everett Long house as a Local Landmark.

Letters were sent thanking the owners of Local Landmarks for the continued maintenance of their properties.

The Commission applied for a permit from the Wisconsin State Historic Preservation Office “to disturb a burial mound site” with regard to the clean-up of storm damage at the Effigy Mounds Preserve. In addition, they contacted the Commonwealth Heritage Group (archeologists) with regard to assistance with the repair of the damage caused by fallen trees and upturned root balls.

Provided an educational photo display of City owned Local Landmarks and Historic City Owned Property at the library for public education.

Received proclamations from the City Manager regarding Historic Preservation and Archeology Month.

June

The Commission received the permit from the State allowing for work at the Effigy Mounds Preserve and contacted Commonwealth Heritage to assist with a review and suggestions for repair of the storm damage. The permit cites that a state certified archeologist must be present and provide for recommended procedures for repair. Commission members met virtually with Commonwealth Heritage regarding this. In addition, Commissioners met at the mounds with city employees to discuss repair and maintenance concerns.

Met with the Neighborhood Services department and building inspectors regarding the procedures to follow with permits issued to changes in the facades of locally landmarked buildings.

Approved the request of the Hamilton House Innkeeper for exterior areas of restoration needed.

July

We renewed the Landmark Commission’s membership with the Wisconsin State Historic Preservation Association and submitted our annual report to the Wisconsin State Historic Preservation Commission to maintain our Certified Local Government Status.

The city cleared trees and brush from the area near the Panther Effigy Mound to allow for a 15 foot buffer zone where the walking path begins. Elissa Hult, state certified archeologist came on site and recommend that the upturned root ball on the Panther Mound is left to decay.

Addressed citizen concerns regarding maintenance and encroachment issues at the Walton Oaks Park with the city and the Urban Forestry Commission.

August

We filed the annual Commission report with the Wisconsin State Historical Society.

We filed the annual Commission report with the National Park Service to maintain Whitewater’s Certified Local Government status.

September

Commissioners attended the Wisconsin State Historical Society’s virtual conference.

Suggested that the Birge Fountain oversight be returned to the Landmarks Commission because the Birge Fountain Committee is defunct (does not meet, members have resigned, annual reports and minutes have not been filed).

The Commission presented a power-point presentation to the Common Council regarding the Effigy Mounds Preserve.

Sent a letter to the City Manager on September 10th relating the concerns the Commission had regarding the lack of maintenance of a City owned landmark (Effigy Mounds Preserve) requesting that he or his designee would have sixty days to develop a plan of action to the concerns addressed by the Commission.

October

Historic city signage which was suggested and researched was installed for the Starin Park Water Tower, the Territorial Oak and the Brickyard Kilns. The Weinberg historic sign had been previously installed at the Lakefront Park in late spring.

Reviewed plans from Midwest Prairie for proposed maintenance at the Effigy Mounds Preserve and the Walton Oaks Park. The Commission also recommended securing bids from Tall Grass and Creative Edge.

The Commission recommended the consideration of an ordinance change by the Common Council indicating that the Birge Fountain Committee is no a viable committee and oversight of the fountain should be designated to the Landmarks Commission.

November

The Commission approved a request from the Delta Zeta Sorority for the installation of a storm door on the west side of their house for reasons of health and safety.

Investigated citizen concerns expressed regarding the status of the Starin Park Water Tower and its possible destruction. The City has indicated that it will not be destroyed but decommissioned once the new water tower becomes operational.

Entertained the request from students at the University for the possible LIDAR measurement of the Effigy Mounds.

December

Approved the request presented by Jason Jerman, owner of the Landmark Hotel for materials to be used in the restoration of the structure and contacted Neighborhood Services allowing for a building permit to be issued for this restoration.

Looking ahead to 2022, the Whitewater Landmarks Commission is planning to:

continue monitoring the maintenance plan proposed by the City for the Effigy Mounds Preserve and Walton Oaks Park.

Assist other agencies with planning for a Heritage Day Celebration for 2023.

continue with the posting of historic information about the City of Whitewater and its Local Landmarks on "The Clio" website.

provide an educational display of "the history of the Birge Fountain" at the Irvin L. Young Memorial Library to celebrate May as Historic Preservation month.

consider additional designations of properties that qualify for the status of Local Landmarks.
continue assisting property owners of Local Landmarks with their efforts regarding restoration of their homes and businesses.

update the inventory of “city owned historic property”.

provide oversight for the Birge Fountain.

**City of Whitewater
Urban Forestry Commission Meeting
Community Room 1st Floor, In person and Virtual
312 W. Whitewater, St., Whitewater, WI
Feb. 28th, 2022 at 4:30 pm**

Call to order: Chairperson Stanek Called the meeting to order at 4:34pm

Roll Call: Bill Chandler, Rosemary Leaver, Sherry Stanek, Jim Nies, Carol McCormick, Patrick Taylor, Nick Alt Staff: Brian Neumeister, City Forester. Guest: Wes Enterline, UWW Sustainability Director

Hearing of Citizens Comments: Wes Enterline, University events discussed: Earth Month April, Diversity Forum Kick off 2:00pm Hamilton room, Tue. April 5th, Wed. 6th Environmental Justice 3:30pm, Thur. 7th 3:30pm Film Highland Inhabitants. Fri. Apr. 8th In Highland room 1300 Mental Health eco-anxiety & environmental grief. Make a difference day Ray Trost area on Arbor Day April 29th to plant trees, Wes use posters for advertising for tree sale, has access to 14 student employees/interns. (UWW Arboretum purpose), activity to support community in some way, way to connect with community, landscape tour, history of campus, First Nations Tony Goulag UWW, Geology Peter Jacobs UWW good presenter.

Approval of Agenda: Taylor, 2nd by McCormick

Approval of Minutes of Jan. 24th, 2022 meeting: Stanek, 2nd McCormick

Treasurer's Report: Leaver, UFC Total \$1,150.56, City Total \$9,900 for AASP, Purple Martin #3 total \$330.

Staff Report: Neumeister

Tree removal letter for 2 ash S. of Starin Rd., trim lakeview, S. Franklin, S. Green St., S. Wisconsin for homeowners. SE Quad of town 5 removals in wires Asplund. We Energies voltage upgrade S. Franklin. Brian will stay in contact with Asplund. Lake Drawdown Start 2nd of Feb. work till March 5th.

Arboretum update: (Stanek)

Review and discussion of initial AASP design proposal and vote; (Stanek & Nies) Website update; Meeting with Generac re: possible sponsorship; Stewardship group discussion; (Alt & Nies) Community tree sale update; Arbor Day/WWBD events update; activities

planning subcommittee; discussion; possible subcommittee to meet mid month as things heat up; (Nies) Gantt chart; volunteer hour worksheet discussion
Accept Proposal for Native Roots to do Landscaping plans for \$1,434.80 Nies, 2nd by McCormick (Unanimous after discussion)

Generac Possible sponsor for the welcome center, Eric Boetcher liked the open pavilion style entrance. Welcome center pavilion/outdoor classroom.

Tree city/Tree Talk: (Stanek)

March; Walton Oaks, Midwest Prairies will mow with forestry mower
Indian Mound going by hand, consolidate and burn.

Community Tree Sale events: Snowy owl picture booth, Bean bag toss Migratory bird, tree foods (nuts, juice etc.), tree ring counting and necklaces, tree/ id quiz, scavenger hunt (Stanek & Nies)

Advertisement ideas for tree sale: City Facebook, Twitter & Youtube, AASP, Banner, Daily Journal

Get 25 Serviceberries for donors

Need names for stewards for AASP; John Katchel sponsorship of Stewardship group?

Adjourn: Taylor, 2nd McCormick 6:29pm

Next meeting: Mar. 28th, 2022 4:30 pm

Respectfully submitted,

Nick Alt
Secretary, UFC

City of Whitewater
Urban Forestry Commission Meeting
Community Room 1st Floor, In Person and Virtual
312 W. Whitewater, St., Whitewater, WI
Monday Mar. 28th, 2022 at 4:30 pm

Call to order: Chairperson Stanek Called the meeting to order at 4:32pm

Roll Call: Bill Chandler, Rosemary Leaver, Sherry Stanek, Jim Nies, Carol McCormick, Nick Alt, Absent: Patrick Taylor Staff: Brian Neumeister, City Forester.

Hearing of Citizens Comments: None Present

Approval of Agenda: McCormick, 2nd by Leaver

Approval of Minutes of Jan. 24th, 2022 meeting: McCormick, 2nd Alt (Amended and Approved)

Treasurer's Report: Leaver, UFC Total \$1,150.56, check for \$66.47 reimbursement now \$1084.09, City Total \$9,900 for AASP, Purple Martin #3 total \$330.

Staff Report: Neumeister

Location needed for Purple Martin #3, Alt will mark in Starin park. Need fundraising for PM House #3.

Tree Trimming and removals: Started tree trimming in Starin park, have several tree trimming requests to complete

Stump removals: Continuing work on stump removals.

Lake drawdown: Excavation completed refilling to begin in June. Burn at Cravath and Trippe lakes before refill.

Martin house Starin park: 2022 price is \$1592.30 up \$230 from last year. There is \$330 in the account. An additional \$1262.30 needs to be collected by end of the year. Received and have unit ready for installation. Plan to install in early April.

Tree delivery: Johnson's Nursery and Possibility Place both set to deliver on April 20th. Trees will come pre tagged.

Arboretum update: (Stanek)Website update, card reader and banner updates; Meeting with Donor A re: possible sponsorship of AASP Welcome Center; (McCormick); Discussion of concrete sponsorship (Alt & Nies) Community Tree sale update with tree additions; Arbor Day/WMBD events update; Stanek call Kelly for pea gravel for tree nursery pre-planting., City Venmo account: No

Park & Rec. Meeting April 17th has Sponsor A (Generac) on Agenda for sponsoring AASP Welcome center (WC). Possibly Ross Walton donate concrete pad for WC? Eric Boettcher, Brian Neumeister, Kelly Freeman /city has no time to do concrete work. Have WC up by spring of 2023.

Nies proposes to take delivery of Welcome Center kit in Sept. and put up in Oct if it is approved by Parks & Rec at April 20, 2022 meeting.

Rick Fassel has a power auger for landscape plantings and has volunteered to help with planting.

Food Forest cannot be near the baseball diamond, may need to be canceled or moved. Nies, Stanek and Alt will meet at Arboretum to determine if there is another location possible this Thur. Mar. 31st at 3:00pm. Stanek will contact Danielle Bell, designer.

Tree city/Tree Talk: City Market is back at Depot starting on May 10th. UFC will be there two weeks each month for the summer season. Dave Linton, Carol McCormick and Bill Chandler will attend

Bird city/Bird Talk: (Stanek)

WMBD activities to be offered at Arbor Day celebration on April 30th from noon to 2pm during tree sale.

Monday April 4th Clay Street 1:00 pm for PM training, Chandler, McCormick

South end of Trippe Lake at Minieska Park:

Chandler put up a Bluebird trail, 4 bluebird boxes along the south end of the walking trail. He needs 3 ea 6' T-post/stakes

Adjourn: Alt, 2nd McCormick 5:51pm

Next meeting: May 25th, 2022 4:30 pm

Respectfully submitted,

Nick Alt
Secretary, UFC



Council Agenda Item

Meeting Date: June 3, 2022

Agenda Item: Annual Alcohol License Renewals

Staff Contact (name, email, phone): Michele Smith 262-473-0102

BACKGROUND

(Enter the who, what when, where, why)

Each year, alcohol licensees must submit renewal applications and have their licenses renewed. Part of the renewal process consists of the completion of a Police background check. Most license applications have been submitted for renewal. There are a few outstanding applications that we plan to bring before the June 21 council meeting. The Police Department has not recommended non-renewal of any licenses. The Clerk's office is requesting approval of the renewal of the licenses listed on the attached memos.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Request for renewal of licenses contingent upon completion of acceptable Building Inspection and Fire Department checks.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Memos from Police Department identifying applications reviewed.

WHITEWATER POLICE DEPARTMENT
INTEROFFICE MEMORANDUM

TO: Michelle Smith, City Clerk
FROM: Daniel A Meyer, Acting Chief of Police
SUBJECT: 2022-2023 Alcohol Beverage License Renewals
DATE: June 1, 2022

Effective June 1, 2022, pertinent records of the appropriate local and state agencies have been searched and no information was disclosed that would hinder the issuance of the requested licenses. The attached information is being supplied on an official basis. Only that information which would bear upon these applications is recorded.

DM/cas

**2022-2023 Alcohol License Summary
RENEWAL APPLICATIONS**

BUSINESS	AGENT	DOB	LOCAL ARREST RECORD (violations on/after 6/01/2020)	CIB/NCIC Wants	WI CCAP & CIBR "E" CHECK (violations on/after 6/01/2020)	Convicted Felon
Acorn Beverage 561 E Milwaukee St	Richard Hartmann	08/14/1954	No Arrests on/after 06/01/2020 - 05/10/2022 cas	No	No Arrests on/after 06/01/2020	No
Beer Here 617 E Milwaukee St	John A Cordio	10/30/1951	No Arrest Record - 05/24/2022 cas	no	No Record	No
Black Sheep 206-210 W Whitewater St	Jay J Stinson	09/11/1996	No Arrests on/after 06/01/2020 - 05/06/2022 cas	No	No Arrests on/after 06/01/2020	No
Campus Quick Shop 1134 W Main St	Jason M McArdle	03/22/1975	No Arrests on/after 06/01/2020 - 05/11/2022 cas	No	No Record	No
College Pub 202 W Whitewater St	Kirk R Rasmussen	03/29/1973	No Arrests - 05/11/2022 cas	No	No Arrests on/after 06/01/2020	No
Coyote Grill (Lil' Debbie's) 132 W Center St	Deborah A Mischka	02/25/1964	No Arrests on/after 06/01/2020 - 05/09/2022 cas	No	No Arrests on/after 06/01/2020	No
Cozumel Mexican Restraurant 1139 W Main Street	Jose J Lopez	03/15/1983	No Arrests on/after 06/01/2020 - 05/11/2022 cas	No	No Arrests on/after 06/01/2020	No
Fanatico 162 W Main St	Bajram Spahijoski	12/03/1977	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	No Record	No
Fat Jack's of Whitewater 146 W Main Street	Mark T Wokasch	07/20/1984	No Arrests on/after 06/01/2020 - 05/24/2022 cas	No	No Arrests on/after 06/01/2020	No
Ground Zero 204 W Main St	Katherine Gibbs	08/21/1944	No Record - 05/06/2022 cas	No	No Record	No
Grunzolio Pizzeria 108 S Fremont St	Bart J Kraus	03/19/1959	No Arrest Record - 05/10/2022 cas	No	No Record	No
Hawk Bowl 1390 W Main St	Michael S Kachel	03/24/1971	No Arrests on/after 06/01/2020 - 05/31/2022 cas	No	No Record	no
Jessica's Restaurant 140 W Main St	Urim Shabani	01/15/1984	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	No Record	No
Kwik Trip #1065 - Janesville St 837 S Janesville St	Jacob R Radonski	04/28/1995	No Record - 05/10/2022 cas	No	No Record	No
Kwik Trip #493 - Elkhorn Rd 305 Elkhorn Rd	Jeffrey J Malaise	01/27/1970	No Record - 05/10/2022 cas	No	No Arrests on/after 06/01/2020	No
Mad Boar Pub 123 W Center St	Nicolas A. Marietta	10/21/1977	No Arrests on/after 06/01/2020 - 05/19/2022 cas	No	No Arrests on/after 06/01/2020	No
Raceway Food Mart II 1138 W Main St	Mohan Singh	08/25/1968	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	No Record	No
Rick's Eastside Pub 561 E Milwaukee St	Roger A Luebke Jr	07/20/1973	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	No Arrests on/after 06/01/2020	No
Rosa's Pizza 180 W Main St	Sean T Stemper	11/22/1978	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	No Arrests on/after 06/01/2020	No
San Jose Mexican Store 148 W Main St	Juana Barajas	05/27/1973	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	No Arrests on/after 06/01/2020	No
Second Salem Brewing 111 W Whitewater St	Christ G Christon	12/06/1979	No Arrests on/after 06/01/2020 - 05/31/2022 cas	No	No Record	no
Split Decision 1398 W Main St	Michael S D Kachel	03/24/1971	No Arrests on/after 06/01/2020 - 05/31/2022 cas	No	No Record	no
Station 1 140 W Center St	Patrick L Wellnitz	03/03/1964	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	No Arrests on/after 06/01/2020	No
Steve O's Flip Flop's and Tank Tops 156 W Whitewater St	Stephen W Fairchild	04/18/1965	No Arrest Record - 05/10/2022 cas	No	No Record	No
The Station 844 E Milwaukee St	Sanjeev K Sharma	12/06/1978	No Arrests on/after 06/01/2020 - 05/31/2022 cas	No	No Record	No
Taqueria la Estrella 1170 W Main St	Rosalio Mondragon	08/21/1981	No Record - 06/01/2022 cas	No	No Record	No
Tokyo Restaurant 161 W Main Street	En Zheng	08/09/1975	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	No Arrests on/after 06/01/2020	No

**2022-2023 Alcohol License Summary
RENEWAL APPLICATIONS**

BUSINESS	AGENT	DOB	LOCAL ARREST RECORD (violations on/after 6/01/2020)	CIB/NCIC Wants	WI CCAP & CIBR "E" CHECK (violations on/after 6/01/2020)	Convicted Felon
Walgreens 1041 W Main St.	Krystle L Miranda Armentrout	04/05/1986	No Record - 05/16/2022 cas	No	2022 traffic citation	No
Walmart 1362 W Main Street	Leah R Stroh	04/30/1985	No Arrest Record - 04/21/2022 cas	No	No Record	No
Whitewater Cinemas 151 Pearson La	Jacob R Gildemeister	02/25/1997	No Arrest Record - 05/24/2022 cas	No	04/17/21 DNR violation	No

WHITEWATER POLICE DEPARTMENT
INTEROFFICE MEMORANDUM

TO: Michelle Smith, City Clerk
FROM: Daniel A Meyer, Acting Chief of Police
SUBJECT: 2022 - 2023 Alcohol Beverage License Renewals – Violations
DATE: June 1, 2022

Effective June 1, 2022, pertinent records of the local and state agencies have been searched concerning the applicants for alcohol beverage license renewals. The attached information is being supplied on an official basis. Only that information which would bear upon these applications is recorded.

Qualifications for license in accordance with Wisconsin State Statute 125.04(5)(a) as affected by Chapter 79 and 391, Laws of '81 effective 1/1/82 which states in part: *"Natural persons. Licenses and permits related to alcohol beverages, issued to natural persons under this chapter, may be issued only to persons who: 1. Do not have an arrest or conviction record, subject to s. 111.321, 111.322, and 111.335: . . ."* Statute 111.335---Arrest or conviction record: Exceptions and special cases---reads in part: *"(c) Notwithstanding s.111.322 it is not employment discrimination because of conviction record to refuse to employ or license, or to terminate from employment or licensing any individual who: 1. Has been convicted of any felony, misdemeanor or other offense the circumstances of which substantially relate to the circumstances of the particular job or licensed activity; or . . ."*

The licensees on the attached sheet have arrests, violations, and/or convictions which substantially relate to the requested alcohol license. Please note that the department is not recommending denial of any of these licenses. This information is provided to give the common council information that it may want to consider in making its decisions. The City Attorney's office has advised us that there must be a formal hearing held before the alcohol licensing committee prior to the denial of any license renewal.

DM/cas

**2022-2023 Alcohol License Summary
RENEWAL APPLICATIONS**

BUSINESS	AGENT	DOB	LOCAL ARREST RECORD (violations on/after 6/01/2020)	CIB/NCIC Wants	WI CCAP & CIBR "E" CHECK (violations on/after 6/01/2020)	Convicted Felon
Brass Rail Saloon 130 W Main St	David L Bergman	12/16/1960	12/03/21 LRAE-Allow Underage on Licensed Premise Additional violations(s) prior to 06/01/19 - 05/11/22 cas	No	No Arrests on/after 06/01/2020	No
Casey's General Store #3714 (Westsider) 1353 W Main St	Anthony W Hawks	03/13/1984	No Record - 05/16/2022 cas	No	07/01/2021 Platteville PD - Operating While Under the Influence, Operating With Prohibited Alcohol Concentration & Urinating/Defecating on Public Prohibited	No
Casey's General Store #3715 (Eastsider) 650 Milwaukee St	Anthony W Hawks	03/13/1984	No Record - 05/16/2022 cas	No	07/01/2021 Platteville PD - Operating While Under the Influence, Operating With Prohibited Alcohol Concentration & Urinating/Defecating on Public Prohibited	No
Cheap Shotz 214 W Whitewater St	Daniel A Rodriguez	08/12/1985	09/16/21 LRAE-Licensee Sell Alcohol/Underage Person Additional violations(s) prior to 06/01/19 - 05/11/22 cas	No	No Arrests on/after 06/01/2020	No
La Preferida 132 W Main St	Luis Islas Martinez	03/11/1971	4/11/21 - Operating While Under the Influence Additional violation(s) prior to 06/01/2019 - 05/19/22 cas	No	No Arrests on/after 06/01/2020	No
Mitchell's / Pumping Station 162 / 158 W Whitewater St	Gregory A Condos	09/20/1959	03/05/21 LRAE - Sell Alcohol/Underage Person - 2nd 10/24/20 LRAE - Sell Alcohol/Underage Person Additional violation(s) prior to 06/01/19 - 05/06/22 cas	No	No Arrests on/after 06/01/2020	No
Taco Fresco 175 W Main St	Garrett W Witterholt	12/30/1992	No Arrests on/after 06/01/2020 - 05/02/2022 cas	No	06/10/2019 Walworth Co SO - Operating while Under the Influence Arrests on/after 06/01/2020	No



Council Agenda Item

Meeting Date: Tuesday, June 7, 2022

Agenda Item: Whitewater Aquatic and Fitness Center Presentation

Staff Contact (name, email, phone): Eric Boettcher – eboettcher@whitewater-wi.gov – 262-473-0122

BACKGROUND

(Enter the who, what when, where, why)

At the request of council, city staff will present the overall picture of the Whitewater Aquatic and Fitness Center. The presentation will include facility history, COVID impact, capital improvements planning, marketing and reopening planning, current membership information, financial information, and an update on current staffing.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

May 18, 2022 – Whitewater Aquatic and Fitness Presentation to Park Board

FINANCIAL IMPACT

(If none, state N/A)

STAFF RECOMMENDATION

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. WAFC Presentation
2. Marketing Plan and Analysis

Whitewater Aquatic



and Fitness Center

Park Board Presentation

May 18, 2022

Facility Operation History

- **2001 Whitewater Aquatic Center opened**
- **2001-2002 Operated by Whitewater Aquatic Center Board**
- **2003-2008 – Operated by Mercy Health**
- **2009-2016 – Operated by Whitewater Aquatic Center Board**
- **2016 – Present – Operate by City of Whitewater in partnership with Whitewater Unified School District**

2016 - 2019 Capital Improvements

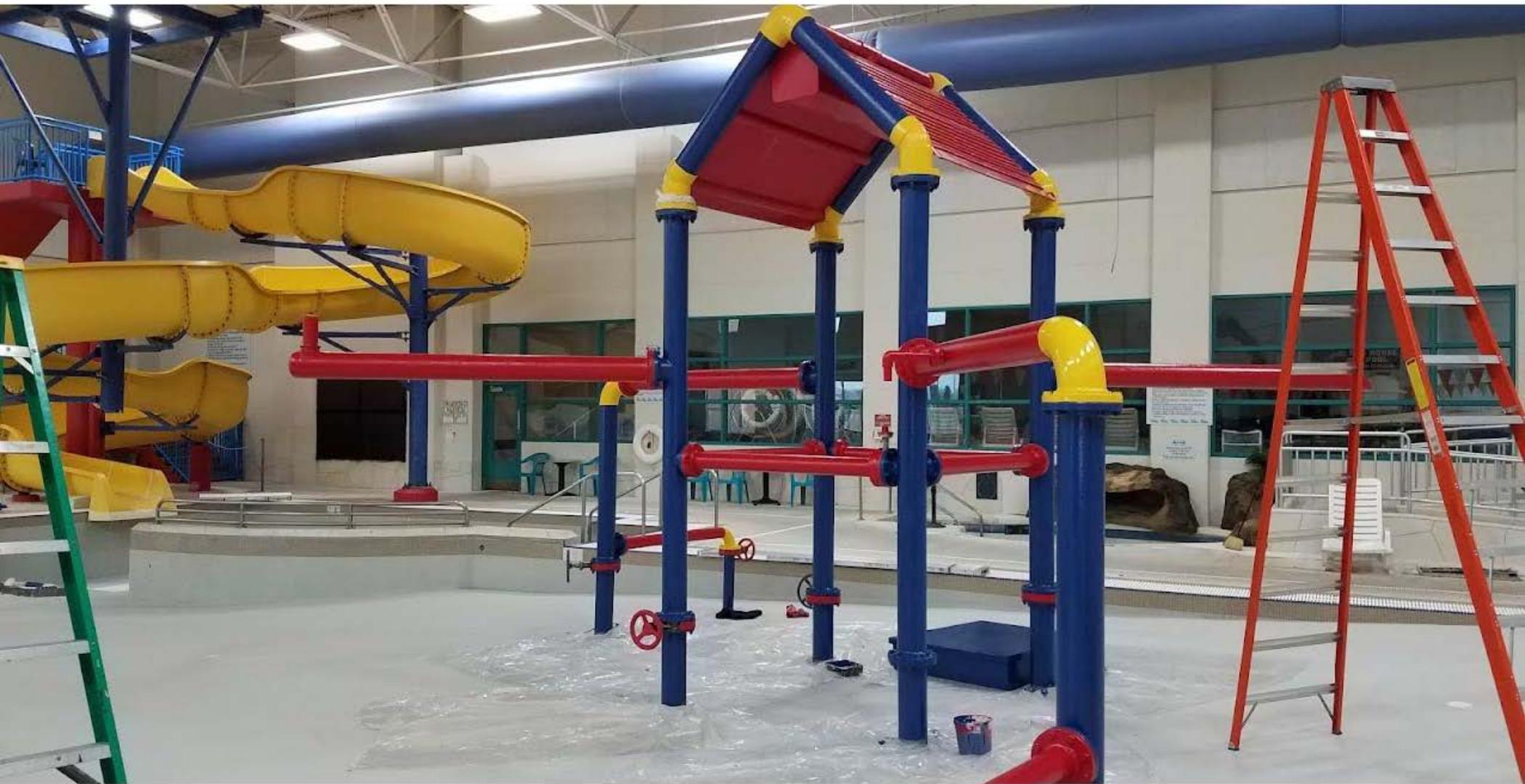
Capital Improvements Completed						
2016	2017	2018	2019	2020	2021	Total
\$160,703	\$7,800	\$98,103	\$47,951	\$52,881	\$9,900	\$ 377,338.00
Cardio Equipment	Spa Rock Wall	Precore Machines	Boiler (2 of 4)	Starting Blocks	Water Softner	
Pool Pumps	Pool Pump	Boiler (1 of 4)		Pool Pump Repair		
Pool Vacuum	Pool Floor Door	Spin Bikes		Pool Valve Covers		
Floor Repairs				Pool Floor Repairs		
Fitness Equipment				Play Structure Repairs		
Televisions				UV System Repairs		

Key Capital Improvements Remaining

- HVAC upgrade to include
 - Building operating software
 - AHU unit pool area
 - AHU unit locker room area
- Boilers (2 remaining)
- Play structures
- Lap and Leisure pool floor
- Leisure pool deck
- Slide tower repairs
- Locker room upgrades
- Pool equipment replacement (lap, leisure, whirlpool)
- *Roofing Replacement other exterior needs

COVID Shut Down (March – June 2020)

- Drained pool to reduce water and utility costs
- Painted play structures
- Deep cleaned facility
- Treated with Microshield 360 (chemical coating to protect against COVID)
- Reconfigured facility equipment to maintain social distancing
- Set up alternate entrance
- Modified staff and facility schedules
- Membership audit (scrubbed membership records)







COVID Reopening (July 2020)

- Followed re-opening protocol (see attached)
- Maintained vacancy of full-time staff position
- Reduced staffing level (2 guards – 2 attendant)
- Athletic Sports Coordinator reassigned to facility
- Implemented COVID membership rate to accommodate limited use
- Implemented virtual programming (department-wide)
- Implemented Signup Genius for lap swim
- Coordinated user group schedules to accommodate (J-Hawks, school sports, Etc.)





WAFC Reopening (July 2020)



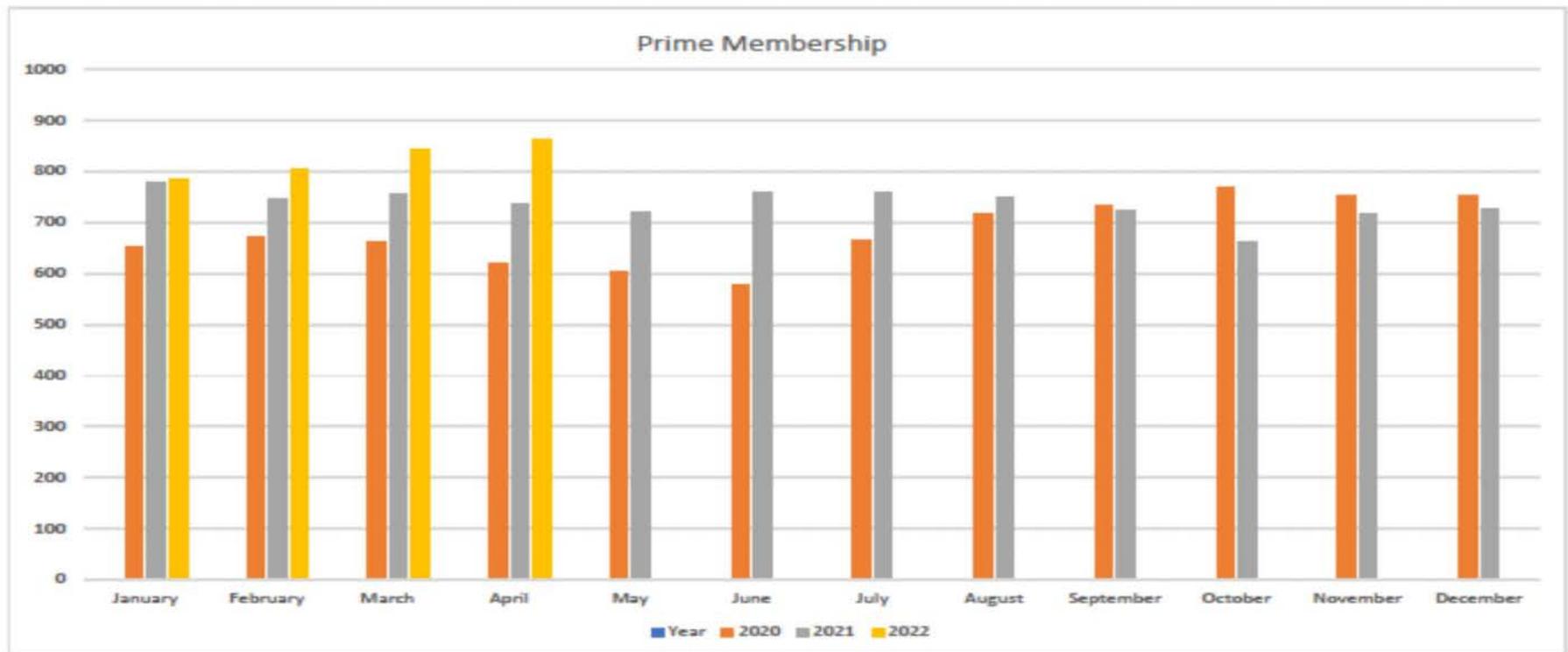




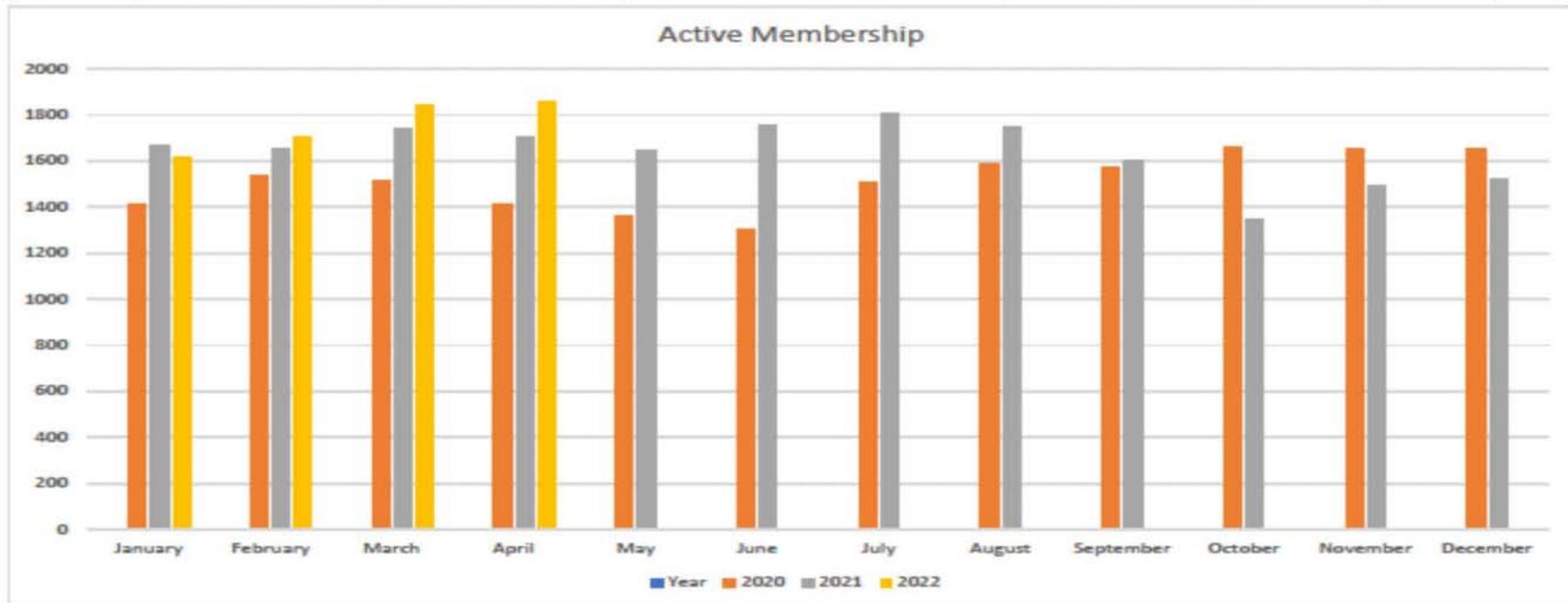
Business and Marketing for 2021

- Growth Wheel planning for WAFC with Mark Johnson, Executive Director of Innovation Center
 - Highlighted need for WAFC to identify it's brand. Two prong approach of market analysis along with marketing plan.
 - Contracted with Kreative Solutions for this process (May – August, 2021)
 - Developed market analysis and marketing plan (See attached)
 - Developed independent website and communication plan
 - This includes use of Facebook, Constant Contact and email blast along with website)
 - Launched website in August of 2021 prior to full reopening in September 2021

	January	February	March	April	May	June	July	August	September	October	November	December
Year												
2020	652	673	663	619	603	579	666	717	734	769	753	754
2021	779	747	757	735	720	760	760	749	724	662	716	726
2022	784	803	842	864								



	January	February	March	April	May	June	July	August	September	October	November	December
Year												
2020	1415	1539	1517	1410	1382	1302	1511	1587	1572	1684	1653	1653
2021	1668	1657	1741	1702	1649	1755	1806	1750	1606	1348	1490	1524
2022	1620	1703	1846	1860								



Financial Overview

- November 2000 Project Overview: \$5.7MM
 - \$2.0MM City
 - \$0.2MM WUSD (plus land at HS site)
 - \$3.5MM S.W.I.M (Setting Whitewater In Motion)
- December 2001 Whitewater Aquatic Center opens
- 2002 – 2016: City of Whitewater contributed \$75,000 annually (\$1.134MM)
 - 2001-2002 Operated by Whitewater Aquatic Center Board
 - 2003-2008 – Operated by Mercy Health
 - 2009-2016 – Operated by Whitewater Aquatic Center Board
- July 2016 – Present – Operated by City of Whitewater in partnership with Whitewater Unified School District

WAFC – Fund 247

- City and WUSD contributed \$128,000 annually 2016 – 2020
 - 78,000 Operations
 - 50,000 Capital
- City and WUSD equally responsible for any shortfall in revenues
- Annual support increased by \$50,000 annually beginning 2021
 - Timing of increase differs between City and WUSD
 - Gaps in timing of support reflected in Fund Balance
- City has funded continued operations through deficit
 - \$413,429 @ 12/31/2021

WAFC – Fund 247

	12/31/2016	12/31/2017	12/31/2018	12/31/2019	12/31/2020	12/31/2021	5/31/2022
REVENUE	(363,365.63)	(835,744.03)	(778,849.37)	(776,190.71)	(430,859.57)	(504,141.23)	(297,887.66)
	\$78K Paid to WAC Board						
OPERATING EXPENSES	388,000.48	801,190.31	771,404.85	740,147.93	477,674.90	573,474.32	242,180.20
CAPITAL EXPENSES	160,702.68	7,799.70	98,102.87	47,951.34	26,140.23	9,989.73	18,275.00
NET REVENUE/(LOSS)	(185,337.53)	26,754.02	(90,658.35)	(11,908.56)	(72,955.56)	(79,322.82)	37,432.46
ASSETS	(87,340.41)	(65,194.15)	(148,895.12)	(225,779.18)	(310,704.61)	35,964.75	(375,996.34)
LIABILITIES	97,997.12	93,389.36	100,346.74	35,371.24	23,401.37	449,393.55	0.00
FUND BALANCE	0.00	185,337.53	158,583.51	249,241.86	261,150.42	0.00	0.00
CITY FUND BALANCE	0.00	0.00	0.00	0.00	0.00	122,552.99	162,214.40
WWUSD FUND BALANCE	0.00	0.00	0.00	0.00	0.00	211,552.99	251,214.40
ESTIMATED REVENUE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
APPROPRIATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
CAPITAL	0.00	185,337.53	158,583.51	249,241.86	261,150.42	334,105.98	413,428.80
NET REVENUE/(LOSS)	(185,337.53)	26,754.02	(90,658.35)	(11,908.56)	(72,955.56)	(79,322.82)	37,432.46
LIABILITIES+EQUITY=ASSETS	(87,340.41)	(65,194.15)	(148,895.12)	(225,779.18)	(310,704.61)	35,964.75	(375,996.34)



Marketing Strategy & Competitive Analysis

WHITEWATER AQUATIC & FITNESS CENTER



Agenda

-
1. Objectives
 2. Target Audience
 3. Competitive Analysis
 4. Positioning Strategy
 5. Promotion Strategy
 6. Search Strategy
 7. Next Steps

OBJECTIVES

DEFINE YOUR
MARKETING GOALS

Objectives

- Raise awareness
- Build following & generate interest
- Generate Leads
- Grow membership
- Increase member involvement
- Increase member loyalty

12 EXAMPLES OF

Common Marketing Objectives

Brand Engagement	Customer Satisfaction	Customer Lifetime Value	Raise Revenue
Increase Profit Margins	Improve Product Quality	Customer Acquisition	Increase Brand Reputation
Close Sales	Differentiation	Optimizing Pricing Structure	Lead Generation

Source: <https://www.pinterest.com/pin/333899759866896031/> CoSchedule

TARGET MARKET

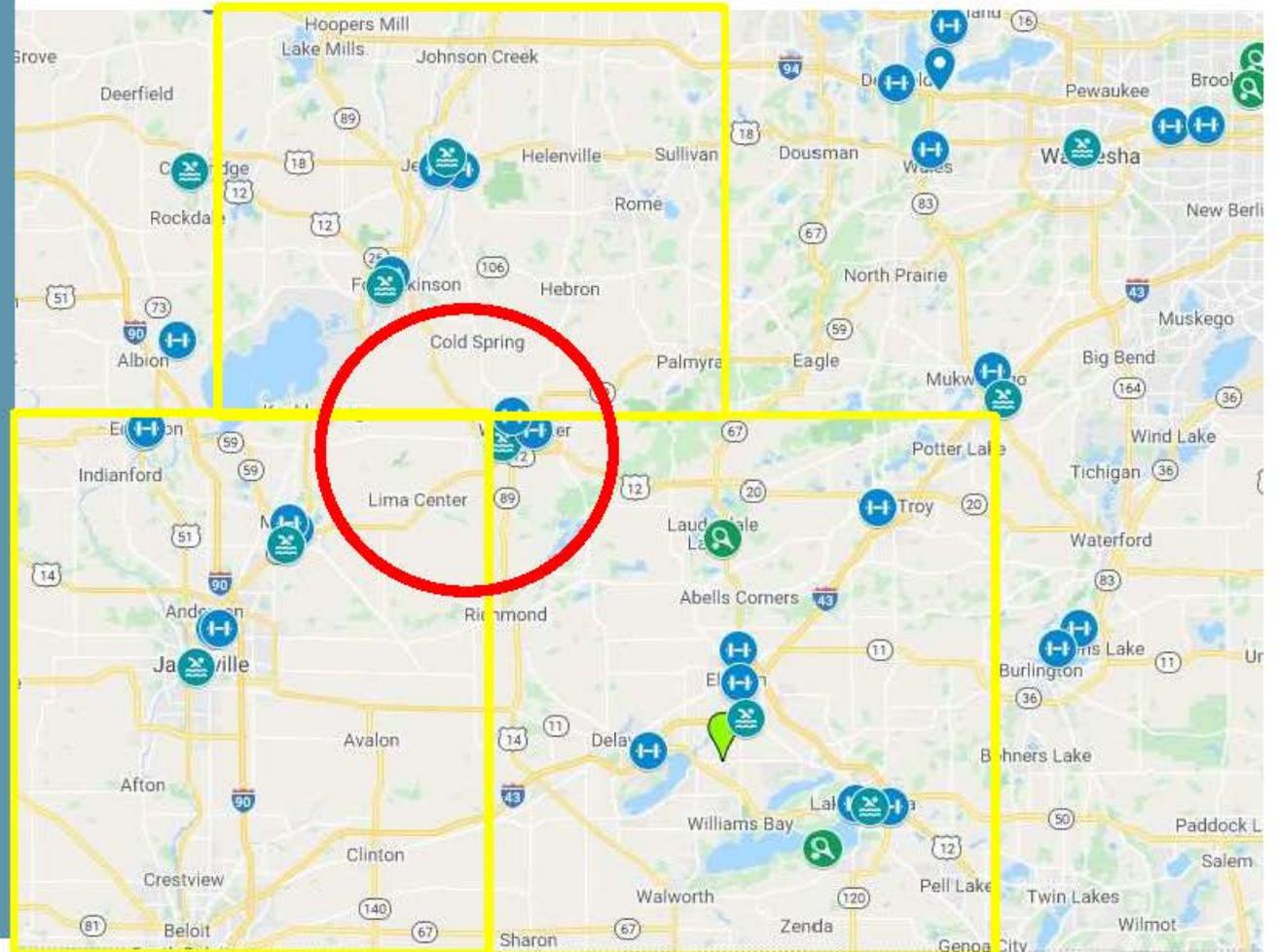
DEMOGRAPHICS,
PERSONAS, & TARGET
MARKET

Key Membership Factors

	WAFC Offering	Competition
Amenities	Pool Fitness	Gymnasium Racquet ball courts Indoor tracks
Insurance Programs	Renew Active (United Healthcare) Silver Fit (Insurance groups)	Silver Sneakers (Medicare??)
Proximity	<u>Research</u> shows people drive 6 miles for specialized gyms	
Hours	Various by Day	24/7 Access
Membership Type & Cost	Guest, Daily, Monthly, & Annual (no joining/initiation fee)	Guest, Daily, Monthly, & Annual
Equipment	Cardio Free weights Strength training	Cardio Free weights Strength training
Availability	Spacious, not too crowded	Can be crowded
Personal Training	Available	Varies
Supplemental Classes	Physical therapist Barre, Bootcamp, Cycling, EMOM, Pilates, Strong, Tabata, Yoga, & Zumba	Tanning & massage Depends on facility
Programs	CPR, First Aid, etc.	Depends on facility
Environment	Off-campus near high-school	

Location

- Tri-County Area
 - Walworth
 - Rock
 - Jefferson
- The closer you are to the gym, the more you go (source)
 - 4 miles is average
 - ~6 miles for specialized gyms
- Commuters along the way



Demographics - Age

- Individuals aged 20 to 64 make up the largest gym-going demographic ([IBISWorld](#))



[Click to view more on Walworth](#)

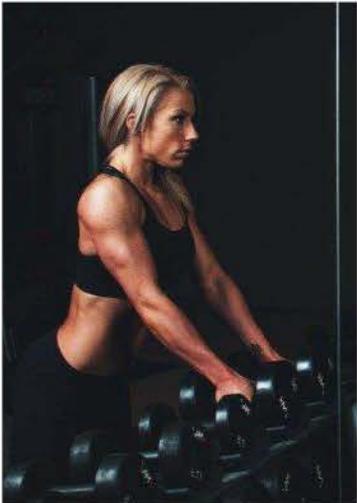


[Click to view more on Jefferson](#)



[Click to view more on Rock](#)

Example Fitness Personas



Body Builders



Fit for Lifers



Fitness Socializers



**Dedicated
Subscribers**



**Getting Fit
Beginners**

Example Aquatic Personas



Lap Swimmers



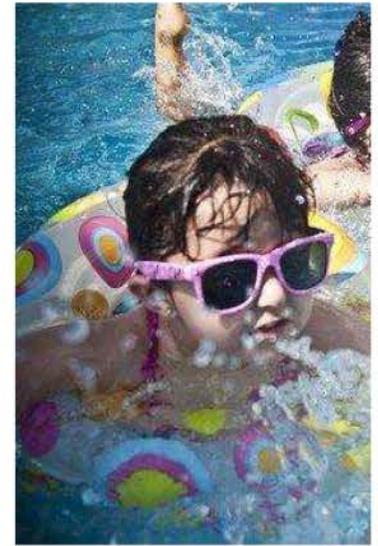
Aquatic Fitness Enthusiasts



Leisure Swimmers



Relaxers



Kids

Personas – Can you give me a few examples of members?

Audience	Families	Individuals	High School Students
Demographics	<ul style="list-style-type: none"> Household with kids 	<ul style="list-style-type: none"> 18-64 years year old 	<ul style="list-style-type: none"> Ages 14-18 years old
Behaviors	<ul style="list-style-type: none"> Fitness, Aquatic, or Combo Tire out the kids 	<ul style="list-style-type: none"> Working out in fitness center Workout routines 	<ul style="list-style-type: none"> Stop in for concessions Working out in fitness center Staying fit Socializing
Goals/Needs	<ul style="list-style-type: none"> Divide & conquer Kids entertainment Credible lessons/training 	<ul style="list-style-type: none"> Staying fit Health & wellness Keeping or building strength 	<ul style="list-style-type: none"> Cardio Work out between seasons
Motivations	<ul style="list-style-type: none"> Pool & open swim Swim lessons Concessions 	<ul style="list-style-type: none"> Amenity variety Recreational fitness Quieter environment 	<ul style="list-style-type: none"> Greater variety than just free weights Energy drinks & concessions Being social with friends
Frustrations	<ul style="list-style-type: none"> Absence of zero-depth 	<ul style="list-style-type: none"> Limited hours Limited equipment or access 	<ul style="list-style-type: none"> HS only has free wights
Key Strategies	<ul style="list-style-type: none"> J- Hawks Social media Posting events Hosting swim meets 	<ul style="list-style-type: none"> Corporate partnerships Social media Advertising 	<ul style="list-style-type: none"> Proximity to high school High school coach referrals

Personas (Continued)

Audience	Seniors	Faculty & Staff	Commuters
Demographics	<ul style="list-style-type: none"> 65 years/old+ 	<ul style="list-style-type: none"> 30 years old+ female/male Bachelors degree+ 	<ul style="list-style-type: none"> 18-64 years old Live out of town
Behaviors	<ul style="list-style-type: none"> Leisure pool & hot tub Classes (yoga, senior, & water) 	<ul style="list-style-type: none"> Lap swimming Yoga & fitness classes 	<ul style="list-style-type: none"> Fitness center Lap or leisure swimming
Goals/Needs	<ul style="list-style-type: none"> Recovery Movement Socialization 	<ul style="list-style-type: none"> Life fitness & keep moving Health & wellness 	<ul style="list-style-type: none"> Health & wellness Employer encouraged
Motivations	<ul style="list-style-type: none"> Recovery Movement Structure programming 	<ul style="list-style-type: none"> Approachable staff Off campus (fewer students) Recreational fitness Quieter environment 	<ul style="list-style-type: none"> Employer insurance discounts Recreational fitness
Frustrations	<ul style="list-style-type: none"> Unsure, don't want to get hurt Lack of cleanliness Cold pools Limited accessibility 	<ul style="list-style-type: none"> Work-life imbalance (i.e. separate fitness from campus) Lap capacity 	<ul style="list-style-type: none"> Limited time Needs to be on the way home
Key Strategies	<ul style="list-style-type: none"> Seniors in the Park Insurance program referral 	<ul style="list-style-type: none"> Whitewater Unified Teacher Discount Program City Employee Discounts 	<ul style="list-style-type: none"> Corporate partnerships

COMPETITIVE ANALYSIS

WHITEWATER SPECIFIC,
LOCAL FACILITIES, &
BEST IN CLASS

WHITEWATER FITNESS & AQUATIC

LOCAL OPTIONS FOR
WHITEWATER
RESIDENTS

Whitewater Aquatic & Fitness Center

📍 Whitewater, WI

Offering	Aquatic Center, Fitness, & Classes
Membership Plan	Daily Monthly Annual Virtual?
Membership Pricing	Youth, student, senior \$30 Adult \$35 Senior couple \$36 Family \$43 (Pricing) Rates differ between fitness, aquatic, and combo
Target Market	Swimmers, Athletes, Seniors, & Families
Website	https://whitewater.recdesk.com/Community/Page?pageId=10133
Hours	Lap Pool & Fitness - M-F 6:00 am to 9:00 pm Sat. 7:00 am – 2:00 pm Leisure Pool Monday-Friday 6:00 am – 10:00 am Sat. 7:00 – 10:00 am

Channels	
Facebook	X
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	X

Aquatic	Fitness Center	Training & Classes
<ul style="list-style-type: none"> Lap pool Leisure pool <ul style="list-style-type: none"> Play structure Lazy river Water slide Whirlpool Locker rooms Swim lessons Aerobics, arthritis, & movement 	<ul style="list-style-type: none"> Cardio equipment Free motion weights Free weight area Personal training 	<ul style="list-style-type: none"> Barre Bootcamp Cycling EMOM Pilates Strong Tabata Yoga Zumba

Notes

- [Facebook 1](#) vs. [Facebook 2](#)?
- Any other amenities?

Favorite Posts

Whitwater Aquatic & Fitness Center
April 29 at 7:00 PM

Spinners !!
Check out our in-person schedule for the month of May!
Hannah and Gina will be keeping their regular schedules. When the weather agrees with us, we will be cycling outside!! 🌞🌱... [See More](#)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
11:30 - NOON WITH GINA	4:30 - 5PM WITH HANNAH	11:30AM - NOON WITH GINA	4:30 - 5:30PM WITH HANNAH	11:30AM - NOON WITH GINA
4:30 & 5PM WITH KAT				
SATURDAY 8-8:45AM WITH KAT				

5 Likes 1 Comment 1 Share

Like Comment Share

Most Relevant

Write a comment...

Dee Griep
Outside is a great idea

Schedule Updates

Whitwater Aquatic & Fitness Center
April 13 at 7:00 AM

We've got another Zumba Queen in the house!
Lynnette is another one of our amazing fitness instructors! She has been with us for four years as an instructor, and you'll also find her smiling face at the front desk when you're here to check in!
Lynnette has been certified in Zumba since 2010. Get ready for this... she holds TEN different Zumba certifications ranging from Zumba Kids to Aqua Zumba, and everything in between. 🌟... [See More](#)

Training Intros

Whitwater Aquatic & Fitness Center
April 19 at 7:00 AM

It's easy to become unmotivated when you aren't seeing results as quickly as you'd like to... and these days, it's becoming FAR too easy for us to constantly compare our own progress to others.
It's important to remember that EVERY BODY is built different, and your journey will always look different than the person next to you.
SLOW PROGRESS IS BETTER THAN NO PROGRESS!... [See More](#)

5 Likes

Motivational & Relatable

Whitwater Aquatic & Fitness Center
April 13 at 7:00 AM

I think we can all agree this is how we feel during cycling classes but you can always count on feeling like a CHAMP at the end! 🏆
*Important!! For those who attend Hannah's afternoon cycling classes... as weather permits, we will be spinning outside to take advantage of this beautiful spring!! 🌞

7 Likes 1 Share

Like Comment Share

Humor

Do More On-Brand Posts

Whitewater Aquatic & Fitness Center
April 19 at 4:00 PM · 🌐

Follow the links below to register your spots for open swim this weekend!

W AFC Members:
<https://www.signupgenius.com/go/904044ca9a62fa1fe3-open8>

Guests/Day Passes:
<https://whitewater.recdesk.com/Community/Program?category=14>



2

Whitewater Aquatic & Fitness Center
April 12 at 4:30 PM · 🌐

Hey friends! Come swim with us 🏊‍♂️

Members AND Guests are welcome for these open swim times!

Members, follow this link to register:
<https://www.signupgenius.com/go/904044ca9a62fa1fe3-open7...> See More



5

2 Shares

Recommendations

1. Merge the Facebook Pages
2. Create Canva templates to stay on brand & speak to your audience
3. Keep up the sharing of:
 1. Open Swim
 2. Cycling & class schedules
 3. Trainer introductions
4. Make it easier and more straightforward to learn about the facility
 1. Clearly visible hours
 2. Highlight amenities with photos
 3. Showcase member benefits (Ex: [Link to Class Brochure](#))

Warhawk Fitness & Aquatics

📍 Whitewater, WI

Offering	Williams Center Weight Room , Pool, Group Fitness/Cycling classes
Membership Plan	Day, Month, & Week Cycling Group Fitness Fitness Silver Gold
Membership Pricing	Guest passes \$5 Day \$20 Weekly \$45 Monthly (View pricing) Community (Semester) \$105 Fitness, \$165 Gold, \$85 Silver, \$60 Group Fitness
Target Market	Students, Faculty, Alumni, & Community Members
Website	https://www.uww.edu/rec-sports/warhawk-fitness-and-aquatics
Hours	Fitness Center M-T 6am – 11pm F 6am – 9pm Sat 8am – 5pm Sun 12 – 11pm Pool M-F Intervals Sat 11:00 am – 1 pm Sun 7-9pm

Channels	
Facebook	Link
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	??

Aquatic	Fitness Center	Training & Classes
<ul style="list-style-type: none"> • Open Swim • Locker rooms 	<ul style="list-style-type: none"> • Dumbbells • Racks & benches • Cardio equipment 	<ul style="list-style-type: none"> • Cardio • Cycling • Core 360 • Strength Training • Meditation • Step • Yoga

Notes

- Long term discounts
- Alumni discounts
- Senior 10% discount
- [Link to Class Brochure](#)

Anytime Fitness

📍 Whitewater, WI

Offering	Fitness Center and Strength/Endurance Classes
Membership Plan	2-Year Contract
Membership Pricing	\$36.99/month (View pricing)
Target Market	Body builders, fitness for lifers, discount member, or convenience member
Website	https://www.anytimefitness.com/gyms/1925/whitewater-wi-53190/
Hours	24/7

Channels	
Facebook	Link
Instagram	Link
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	???

Fitness Center	Training & Classes
<ul style="list-style-type: none"> • Cardio equipment • Squat racks • Strength/free weights • Functional training 	<ul style="list-style-type: none"> • App Workouts • Personal Training

Notes

- Free 7-Day Pass
- Coaching Anytime, anywhere
- Fitness App
- Various locations

FITNESS & AQUATIC

AQUATIC CENTERS,
YMCAS, ATHLETIC CLUBS,
ETC.

Geneva Lakes Family YMCA

📍 Lake Geneva, WI

Offering	Aquatic, Fitness Center, Racquetball, Open Gym, Training, & Classes
Membership Plan	Guest Day Pass Monthly + Joiner Fee
Membership Pricing	\$12 Youth \$50 Adult \$50 Senior (View pricing)
Target Market	Individuals, families, & seniors
Website	https://www.genevalakesymca.org/
Hours	M-F 5am-8pm Sat 6 am – 12 pm Sun 10am – 2pm

Channels	
Facebook	Link
Instagram	
LinkedIn	Link
Pinterest	Link
Twitter	
YouTube	Link
Email Marketing	Yes

Aquatic	Fitness Center	Training & Classes	Youth Programs
<ul style="list-style-type: none"> Lap pool Recreation pool 	<ul style="list-style-type: none"> Cardio equipment Weight room Strength training equip. 2 Gyms 2 Racquetball 	<ul style="list-style-type: none"> Group classes Water exercise Yoga TRX Senior Fitness Personal training Adult sports (karate, pickleball, racquetball, swim) 	<ul style="list-style-type: none"> Summer Camp Preschool Cheer Clinic Craft N Creations Karate Climbing wall

Notes

- Insurance programs
- Corporate membership?
- Youth center & child care

Inspiration from the Geneva Lakes YMCA

TOP 3 REASONS TO JOIN THE Y

1. Personal Success

- FREE FIT START session with a certified personal trainer to help you get started
- FREE, unlimited group exercise classes – 60+ land and water classes offered per week!
- FREE lap swimming
- FREE racquetball
- 24x7 Adult Wellness Center Access – workout when it is convenient for you!

2. Program Discounts

- SAVE UP TO 50% on classes like swim lessons, cheer, karate, and more, plus receive priority program registration
- SAVE UP TO 30% and more on school day out camps and summer day camp

3. Stronger Families

- Spend quality time together with FREE open swim, play in the gym, try racquetball, climb to new heights on our Rock Wall and so much more!
- FREE family fitness classes
- Events and volunteer opportunities for the whole family
- Child Watch (drop-in child care for ages four weeks to seven years old)

OUR FACILITY OFFERS:

- Aquatic Center with 6-Lane, 25-Yard Lap Pool and Warm-Water Activity Pool with UV System!
- Wellness Center featuring Top-of-the-Line Fitness Equipment, Free Weights and other Weight Equipment
- 2 Gyms and Racquetball Courts
- Adult Locker Rooms with Sauna and Steam Room and Separate Youth Locker Rooms with Family Changing Area
- Workout Studios, Cycling Room and Personal Training
- Youth Center, featuring board games, foosball, television and more.
- Child Watch Drop-in Child Care ([click for hours](#))

Take a Virtual Tour of the Geneva Lakes Family YMCA | Join the Y



CORPORATE MEMBERSHIPS



The Geneva Lakes Family YMCA Corporate Wellness Program is an investment in the well-being of your employees and your business.

MEMBERSHIP BENEFITS

Aquatic Center (6 lane, 25 yard pool & Warm Water Activity Pool)
 Locker Rooms, Sauna & Steam Rooms
 FREE FIT START – 30 minutes with a Certified Personal Trainer
 24/7 Adult Wellness Center Access Option
 FREE Group & Water Fitness Classes
 Early Program Registration & Reduced Fees
 Open Gym Times, Racquetball, Pickleball
 Child Watch Drop-in Childcare
 Rock Climbing Wall & HIIT Aqua Track
 Personal Training, TRX, Fitness Workshops
 Military Discounts & Financial Assistance Available

CORPORATE RATES

3+ employees to be eligible

Membership	Monthly Fee
Youth**	\$12.00
Young Adult**	\$30.00
Adult**	\$35.00
Adult 2**	\$47.00
Adult 1 w/ children**	\$47.00
Adult 2 w/ children**	\$54.00
Senior**	\$27.00
Senior 2**	\$45.00

**25 Joiner Fee
 ***\$10 Joiner Fee

INVEST IN YOU!

To start your wellness journey, visit the Front Desk at the Geneva Lakes Family YMCA. Please bring your ID and EFT for the monthly draft. You will complete a membership application and we will update your employment with the list provided by your employer.

Member Benefit Page & Why Join

Clearly List What You Offer

Great way to appeal to commuters

Inspiration from the Geneva Lakes YMCA

Geneva Lakes Family YMCA
May 2 at 7:00 AM · 🌐

Dream Team is back! This talented group of individuals with special needs is eager to play after a year off. For ages 6 through adult, this team begins play in June on Monday and Wednesday afternoons. Registration is open NOW through May 31. Register now: <https://www.genevalakesymca.org/youthsports>



16 · 4 Comments · 5 Shares

Authentic images with real people

Geneva Lakes Family YMCA
April 30 at 1:00 PM · 🌐

The YMCA has partnered with Timber Ridge Waterpark to offer reduced waterpark rates on Sunday, June 13 from 12 noon- 8 pm for \$15 each. Save this date and watch for more information . To see future dates scheduled visit: <https://www.genevalakesymca.org/main/other-events/#na>



TIMBER RIDGE
LODGE & WATERPARK
AT GRAND GENEVA

11 · 7 Shares

Promotional Partnership

Geneva Lakes Family YMCA
April 5 · 🌐

A special thank you to our volunteers who helped the Lake Geneva Jaycees put together the Easter bags for our community Easter Egg Drive Thru event this past Saturday. Thank you (from left to right) Holly Finley, Katy Teske, Alexis Struckmeyer and Sarah Teske..



19 · 1 Share

Like · Comment · Share

Community Involvement & giving back

Mukwonago YMCA

 Mukwonago, WI

Offering	Aquatic, Fitness Center, Racquetball, Open Gym, Training, & Classes
Membership Plan	Monthly Annual
Membership Pricing	\$60/mo. Adult \$29/mo. Teen \$55/mo. Senior \$86/mo. Family (View pricing)
Target Market	Individuals, families, & seniors
Website	https://www.gwcymca.org/
Hours	M-T 5am – 9pm F 5am – 8 pm Sat 6am – 4pm Sun 8am – 4pm

Channels	
Facebook	Link
Instagram	Link
LinkedIn	Link
Pinterest	
Twitter	Link
YouTube	Link
Email Marketing	

Aquatic	Fitness Center	Training & Classes	Youth Programs
<ul style="list-style-type: none"> • Lap pool • Recreation pool • Adventure pool • Whirlpool • Swim Lessons 	<ul style="list-style-type: none"> • Cardio equipment • Weight room • Strength training equip. • Indoor Track • Gymnasium 	<ul style="list-style-type: none"> • Group classes • Nutrition coaching • Personal training • Cardio • Combo • Core & Floor • Strength • TRX • Water exercise 	<ul style="list-style-type: none"> • Summer Camp • Preschool • Basketball • Flag football • Soccer • T-ball / Baseball • Tennis • Cross country • Dodgeball • Lacrosse • Volleyball

Notes

- Inbody Testing

Inspiration from the Mukwonago YMCA

H E L P

[Take a Virtual Tour of the Geneva Lakes Family YMCA | Join the Y](#)

Mukwonago YMCA Photo Album

Mar 19, 2018 - May 15, 2020



Thank you to [VHT Studios](#) for providing photography and virtual tour services.

Inspiration from the Mukwonago YMCA

YMCA of Greater Waukesha County
20 hrs

May is #NationalWaterSafetyMonth and swim skills save lives! 🏊‍♀️👦
Teaching children how to swim and be safe around water is one of the most important life skills children can learn. Research shows that participation in formal water safety and swim lessons can reduce the risk of drowning by 88% among children 1 to 4 years of age.
More information on water safety can be found on our website > gvcymca.org/Water-Safety... See More



#WaterSafetyMonth

4 1 Share

Like Comment Share

**Hashtag
Holidays/Awareness**

YMCA of Greater Waukesha County
April 17 at 5:41 AM

Say hello to Ella, for National Student Employee Appreciation Week! 👋
Ella is a Youth Sports Instructor at the West Suburban YMCA. As a sophomore at Waukesha East High School, she enjoys playing trumpet in the school band because of her passion for music. When she's not at school or work, she tries to be active and go on outdoor adventures. Her favorite part about working for the Y is the ability to spread joy to the kids she instructs while providing a positive message abo... See More



STUDENT EMPLOYEE APPRECIATION WEEK

ELLA, SPORTS INSTRUCTOR
WEST SUBURBAN YMCA

13 7 Comments

Staff Appreciation

YMCA of Greater Waukesha County
February 1

MEMBERS: Sign-up for Winter 2 programs and Summer Sports Leagues TODAY! Explore our upcoming offerings and call or click to register. Winter 2 classes start March 1 > bit.ly/2IH3IH1.
Not a member? Join the Y and enjoy discounts on programs > bit.ly/36zr8xW #RegisterOnline



DANCE

ENRICHMENT

SPORTS

SWIM

1

What they offer

YMCA of Greater Waukesha County
December 21, 2020

Winter fun for everyone! Get your kids moving with classes at the Y. Explore our winter offerings beginning on Monday, January 4 today > bit.ly/2IH3IH1. #RegisterOnline



WARM UP AT THE Y

1

Like Comment Share

**What they offer
carousel**

YMCA Northern Rock County (Janesville)

 Janesville, WI

Offering	Aquatic, Fitness Center, Racquetball, Open Gym, Training, & Classes
Membership Plan	Monthly Annual
Membership Pricing	\$40 Adult \$35 Teen \$30 Senior Youth \$25 \$65 Family (View pricing)
Target Market	Individuals, families, & seniors
Website	http://www.ymcajanesville.org/
Hours	M-F 5am - 9pm Sat 6am – 5pm Sun 12pm – 5pm

Channels	
Facebook	Shared Page
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	???

Aquatic	Fitness Center	Training & Classes	Youth Programs
<ul style="list-style-type: none"> Swim lessons Private swim lessons Lap swimming Whirlpool 	<ul style="list-style-type: none"> Cardio equipment Weight room Racquetball Open Gym 	<ul style="list-style-type: none"> Cycling Group Power Class Kickboxing Yoga Zumba Personal Training Virtual Wellness Health Coaching 	<ul style="list-style-type: none"> Summer Camp Gymnastics Homeschool Gym Birthday parties Pom & Cheer Volleyball Soccer

Notes

- Apply for 24/7 Access
- Child Watch Program
- Youth/teen recreation room
- Guest passes (no day passes)
- Facebook live videos

Parker YMCA of Northern Rock County

 Milton, WI

Offering	Aquatic, Fitness Center, Racquetball, Open Gym, Training, & Classes
Membership Plan	Monthly Annual
Membership Pricing	\$40 Adult \$35 Teen \$30 Senior Youth \$25 \$65 Family (View pricing)
Target Market	Individuals, families, & seniors
Website	http://www.ymcajanesville.org/
Hours	M-F 5am - 8pm Sat 6am – 1pm Sun 12pm – 5pm

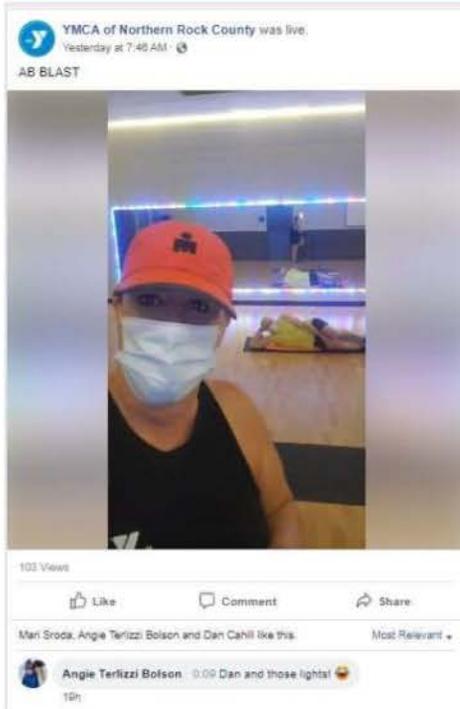
Channels	
Facebook	Shared Page
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	???

Aquatic	Fitness Center	Training & Classes	Youth Programs
<ul style="list-style-type: none"> • Swim lessons • Private swim lessons • Lap swimming • Whirlpool 	<ul style="list-style-type: none"> • Cardio equipment • Weight room • Racquetball • Open Gym 	<ul style="list-style-type: none"> • Cycling • Group Power Class • Kickboxing • Yoga • Zumba • Personal Training • Virtual Wellness • Health Coaching 	<ul style="list-style-type: none"> • Birthday parties • Pom & Cheer

Notes

- Apply for 24/7 Access
- Child Watch Program
- Youth/teen recreation room
- Guest passes (no day passes)
- Facebook live videos

Inspiration from the Parker/Janesville YCMA



In-action Facebook Live Videos



In-action School's Out Kiddos



On-brand offering



In-action Youth Program

Fort Atkinson Family Aquatic Center

📍 Fort Atkinson, WI

Offering	Outdoor aquatic center
Membership Plan	Not listed
Membership Pricing	Not listed
Target Market	Families & Kids
Website	None
Hours	Open June 2, 3, 7 - August 28 Mon - Fri 12:00pm - 4:00pm & 6:30pm - 8:30pm; Sat & Sun 12:00pm - 6:00pm

Channels	
Facebook	Link
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Aquatic

- 175 foot waterslide
- Baby Duck waterslide
- Whale waterslide
- Fish waterslide
- 6 lane lap pool
- 2 diving boards
- 100+ lounge & deck chairs



Notes

- Great photos/visuals

Four Lakes Athletic Club

📍 Elkhorn, WI

Offering	Fitness Center Tennis Course Gymnasium Indoor Track Classes & Training
Membership Plan	Monthly Annual Bi-Annual
Membership Pricing	Not Listed
Target Market	Individuals Tennis Players Athletes
Website	https://www.flaconline.com/
Hours	M-T 5am – 10 pm F 5am – 9pm Sat/Sun 7am – 6pm

Channels	
Facebook	Link
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	???

Fitness Center	Training & Classes
<ul style="list-style-type: none"> • Cardio equipment • Squat racks • Strength/free weights • Indoor tennis courts • Indoor track • Multi-purpose gym 	<ul style="list-style-type: none"> • Group Fitness classes • Personal training • Volleyball leagues • Cycling • Kick boxing • Yoga & pilates • SilverSneaker Classes • Bootcamp • Zumba

Notes

- Free trail

Jefferson Family Aquatic Center

📍 Jefferson, WI

Offering	Outdoor aquatic
Membership Plan	Daily Punch Cards
Membership Pricing	\$3 Adults \$2.50 Children & Seniors (View Pricing)
Target Market	Kids and families
Website	https://jeffersonwis.com/residents/departments/aquatic-center/
Hours	Not listed

Channels	
Facebook	City only
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Aquatic

- Zero depth pool
- 148 foot water slide,
- Floor fountains
- Overhead water raindrop,
- Wooden sun deck
- Sand volleyball court
- Swim lessons
- Aquatic Gladiator

FITNESS

AREA FITNESS CLUBS

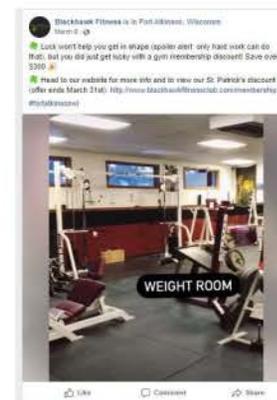
Blackhawk Fitness Club

Fort Atkinson, WI

Offering	Fitness center, racquetball, classes, & training
Membership Plan	Guest Pass Monthly
Membership Pricing	Silver (limited hours) \$39/mo. + Enrollment Fee (View pricing) Gold (24/7 access) \$49/mo. + Enrollment Fee
Target Market	Individuals, families, & seniors
Website	http://www.blackhawkfitnessclub.com/
Hours	MWF 8am-12pm TT 2-7pm Sat 9am – 1pm

Channels	
Facebook	Link
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Fitness Center	Training & Classes
<ul style="list-style-type: none"> • Cardio equipment • Weight room • Racquetball 	<ul style="list-style-type: none"> • Senior classes • Group classes • Personal training



Notes

- Discounts on additional family members
- Limited staffed hours
- Referral program

Janesville Athletic Club

 Janesville, WI

Offering	
Membership Plan	7-Day Trial Monthly Annual Bi-annual
Membership Pricing	\$49.99 Monthly \$39.99/mo. 1-year contract \$33.99/mo. 2-year contract (Link)
Target Market	Individuals, families, & seniors
Website	https://janesvilleathleticclub.com/
Hours	M-T 5am – 10 pm F 5am – 9pm Sat-Sun 7am – 7pm

Channels	
Facebook	Link
Instagram	Link
LinkedIn	
Pinterest	
Twitter	Abandoned
YouTube	Link
Email Marketing	

Aquatic	Fitness Center	Training & Classes
<ul style="list-style-type: none"> Indoor/outdoor pools 	<ul style="list-style-type: none"> Cardio equipment Weight room Basketball courts Tennis Courts Indoor Track Pickelball Sports Club 	<ul style="list-style-type: none"> Personal Training Aquatic Fitness Cardio Kick/Pump Cycling Power Pump Silver Sneakers Step Up Cardio Strength Yoga Zumba

Notes

- Free how-to-use orientations
- Silver sneakers
- Training & Message
- Women's Workout Area
- VIP Upgrade for \$10/mo. for free tanning, hydromassage, kids club, towel service, guests, & video rentals

Inspiration from the Janesville Athletic Club

Amenities

MEMBERSHIP & FITNESS AMENITIES

The Janesville Athletic Club has consistently been voted Janesville's BEST Fitness Center for a reason. A membership gives you access to all sorts of health & fitness amenities, making your workouts fun at an affordable price.

Amenities Landing Page with photos, descriptions, & links to learn more



Basketball Courts

Join a pick-up game, bring the kids in for family time or just shoot some hoops.

[LEARN MORE](#)



Cardiovascular Training

Our cardiovascular training areas are state of the art. A wall of large televisions allows you to watch your favorite show while...

[LEARN MORE](#)



Cycling

Ready for a workout that focuses on endurance, strength and intervals? Try a cycling class at the Janesville Athletic Club!

[LEARN MORE](#)



Free Orientations

Learning how to exercise is easy at the Clubs! We have free orientations to teach you how to use the strength and cardio...

[LEARN MORE](#)

Inspiration from the Janesville Athletic Club



On-brand Hashtag Posts

Anytime Fitness

📍 Wales, WI

Offering	Fitness Center and Strength/Endurance Classes
Membership Plan	2-Year Contract
Membership Pricing	\$35/month (View Pricing)
Target Market	Body builders, fitness for lifers, discount member, or convenience member
Website	https://www.anytimefitness.com/gyms/3719/Wales-WI-53183/
Hours	24/7

Channels	
Facebook	Link
Instagram	Link
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Fitness Center	Training & Classes
<ul style="list-style-type: none">• Cardio equipment• Squat racks• Strength/free weights• Functional training	<ul style="list-style-type: none">• Specialized Classes• Small Group Training• App Workouts• Personal Training• Fitness Assessment• Team Training

Notes

- Free 7-Day Pass
- Coaching Anytime, anywhere
- Fitness App
- Various locations

Inspiration from Anytime Fitness - Wales

Anytime Fitness Wales, Wisconsin (300 E Summit Ave, Wales, WI)
5 hrs · 📍

FORM FRIDAY!!

Coach Reese shows how to do a Overhead Shoulder Press!! 🙌🙌🙌

Have you submitted your raffle entries yet?!!

🛑 STOP in club and get yours in TODAY FOR A CHANCE TO WIN THE YETI COOLER!!

Join us today and get 2 months FREE!!

Click below!!

<https://www.anytimefitness.com/membership-inquiry/?club=3719>



2

#FormFriday

Anytime Fitness Wales, Wisconsin (300 E Summit Ave, Wales, WI) is with Mathew Widmann.
April 27 at 3:30 PM · 📍

TRANSFORMATION TUESDAY!!

Look ** at the AMAZING TRANSFORMATION training client Matt has seen!! 🙌🙌🙌

The photos from left to right is:
September 2020 📅 April 2021

We're so proud of how far you've come Matt and how dedicated you have been!! 🙌🙌🙌

Want an AMAZING TRANSFORMATION like Matt has?!!

Click link below!

<https://www.anytimefitness.com/membership-inquiry/?club=3719>



#TransformationTuesday

Anytime Fitness Wales, Wisconsin (300 E Summit Ave, Wales, WI)
April 27 at 12:00 PM · 📍

NEW SILVER SNEAKERS MEMBERS

Meet Couple Kern and Maureen!! 🙌🙌🙌

They are ready to make the gym their lifestyle again!! 🙌🙌🙌

Get started with your Silver Sneakers membership today!!

Click below!!

<https://www.anytimefitness.com/membership-inquiry/?club=3719>



5 · 1 Comment

Like · Comment · Share

Most Relevant *

Kyle Brodd Welcome!
2w · 1

Silver Sneaker Membership

Anytime Fitness Wales, Wisconsin (300 E Summit Ave, Wales, WI)
April 19 at 4:20 PM · 📍

THEY ARE BACK WITH KILLER RESULTS!

Couple Don and Nadine are welcomed back with open arms, awesome results. 2 free T shirts and now part of the 3% Club!! 🙌🙌🙌

In 1 YEAR.

- Nadine is down 5.4% BODY FAT!!
- Don is down 14% BODY FAT!!

THIS makes him part of our LEGENDARY 3% club 🙌🙌🙌

Drop a comment or GIF below congratulating them!! 🙌🙌🙌

Want killer results like these two have seen?!

Click link below! 🙌🙌🙌

<https://www.anytimefitness.com/membership-inquiry/?club=3719>



7 · 1 Comment

Like · Comment · Share

Most Relevant *

Kyle Brodd Well done!!
2w · 1

Member Recognition

Anytime Fitness

📍 Jefferson, WI

Offering	Fitness Center and Strength/Endurance Classes
Membership Plan	2-Year Contract
Membership Pricing	\$36/month (View Pricing)
Target Market	Body builders, fitness for lifers, discount member, or convenience member
Website	https://www.anytimefitness.com/gyms/3435/Jefferson-WI-53549/
Hours	24/7

Channels	
Facebook	Link
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Fitness Center	Training & Classes
<ul style="list-style-type: none"> • Cardio equipment • Squat racks • Strength/free weights • Functional training 	<ul style="list-style-type: none"> • Specialized Classes • Small Group Training • App Workouts • Personal Training • Fitness Assessment • Team Training

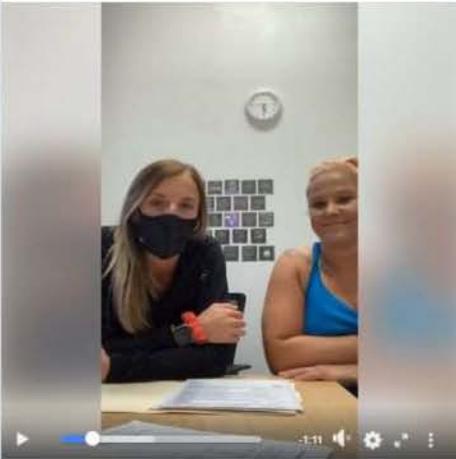
Notes

- Free 7-Day Pass
- Coaching Anytime, anywhere
- Fitness App
- Various locations

Inspiration from Anytime Fitness - Wales

Anytime Fitness Jefferson (850 E Reinel St.) was live.
May 6 at 4:31 PM

Help us congratulate our client, Ashley on her fantastic month!



226 Views

Like Comment Share

Briana Emily, Elizabeth Elliott and 2 others like this.

Bobbi Brown · 0:00 Proud of you girl!
1d

Jennifer Schnulle Jaeckel · 0:40 Congratulations
1d

Member Kudos

Anytime Fitness Jefferson (850 E Reinel St.) was live.
March 16

Plank challenge! 🏆🔥
Try out this great core exercise and let us know your time! 🕒



98 Views

Like Comment Share

Ben Hartman, Shelley Schwartz and 2 others like this.

Con Perez · 2:19 I love watching this challenge!!!
7w

Heidi Jean · 2:28 Jetty says "Hi Mommy"
7w

Challenges

Anytime Fitness Jefferson (850 E Reinel St.)
March 15

Practice telling yourself over and over, "Weight is just a number." Because that's all it is!

Take AF member, Jay, for example. He's been working hard to make healthy happen, and after a few weeks, he saw his weight increase by two pounds. Normally, this would cause a bit of panic, but not for Jay! Since Jay used the Evolt 360 Body Scan, he learned that he had gained two pounds of muscle and lost over one pound of body fat—something the scale could never show.

We're so proud of you, Jay! Read his full story here:
<https://bit.ly/3rEHS0h>



REJECT THE NOTION THAT
FITNESS IS ONE SIZE FITS ALL

The health benefits of exercise are reserved for the rich, the young and the fit. In reality, people are the healthiest when they are poor, old and not fit. Exercise doesn't matter unless you do it.

CELEBRATE YOUR LITTLE VICTORIES

From the book: "The Secret to Living Well"

WE'LL HELP YOU GET YOUR INERT...

Want help making it work for you? Contact us today!

3

Like Comment Share

Member Success Stories

Anytime Fitness

📍 Mukwonago, WI

Offering	Fitness Center and Strength/Endurance Classes
Membership Plan	1 or 2 Year Contract
Membership Pricing	\$36/month for 2 years \$39/month for 1 year (View Pricing)
Target Market	Body builders, fitness for lifers, discount member, or convenience member
Website	https://www.anytimefitness.com/gyms/4605/mukwonago-wi-53149/
Hours	24/7

Channels	
Facebook	Link
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Fitness Center	Training & Classes
<ul style="list-style-type: none">• Cardio equipment• Squat racks• Strength/free weights• Functional training	<ul style="list-style-type: none">• Specialized Classes• Small Group Training• App Workouts• Personal Training• Fitness Assessment

Notes

- Free 7-Day Pass
- Coaching Anytime, anywhere
- Fitness App
- Various locations

Inspiration from Anytime Fitness - Wales

Anytime Fitness (937 Greenridge Court, Mukwonago, WI)
 April 29 at 2:36 PM · 🌐

🔴 The garage is open, and this week's forecast is 100% gains! 🏆

Come take advantage of the gorgeous weather and stop in for a FREE seven-day pass OR sign up for a baseline membership and receive a FREE 30-day program, tailored toward your goals!

Claim your FREE pass: <https://www.anytimefitness.com/try-us-free/?club=4605>



MON	TUE	WED	THU	FRI	SAT	SUN
GAINS 100%						

1 Comment · 2 Shares

Like Comment Share

Most Relevant

Derek Pike Seems you're missing leg day. 🏋️‍♂️

New Member Appeal

Anytime Fitness (937 Greenridge Court, Mukwonago, WI)
 April 10 at 10:38 AM · 🌐

THIS IS YOUR SIGN TO HIT THE GYM TODAY!

Get started with a FREE seven-day pass:
<https://www.anytimefitness.com/try-us-free/?club=4605>

Happy Saturday everyone!

If you're waiting
 for a sign...

HERE IT IS



Tone-and-Tighten.com

36 🥰

1 Share

Like Comment Share

Humor

Anytime Fitness (937 Greenridge Court, Mukwonago, WI)
 November 24, 2020 · 🌐

AND THE WINNER OF THE STAIR MASTER CHALLENGE IS... (drumroll please)... Logan Roberts! Logan climbed an impressive 175 floors in a little under an hour, putting him in the first place spot! 🏆👏

Congratulations and keep up the fantastic work!!!!

Stay tuned for updates on future events and fun challenges!



3 🥰

Challenges

Anytime Fitness

📍 Delavan, WI

Offering	Fitness Center and Strength/Endurance Classes
Membership Plan	2-Year Contract
Membership Pricing	\$42/month (View pricing)
Target Market	Body builders, fitness for lifers, discount member, or convenience member
Website	https://www.anytimefitness.com/gyms/2811/Delavan-WI-53115/
Hours	24/7

Channels	
Facebook	Link
Instagram	Link
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Fitness Center	Training & Coaching
<ul style="list-style-type: none"> • Cardio equipment • Squat racks • Strength/free weights • Functional training 	<ul style="list-style-type: none"> • Specialized Classes • Small Group Training • App Workouts • Personal Training • Fitness Assessment • Team Training

Notes

- Free 7-Day Pass
- Coaching Anytime, anywhere
- Fitness App
- Various locations

Planet Fitness

 Janesville, WI

Offering	Fitness Center
Membership Plan	Monthly (no commitment) – View memberships
Membership Pricing	\$10/mo. Classic + \$39 annual fee \$22.99/mo. PF Black Card + \$39 Annual Fee
Target Market	Individuals & seniors
Website	https://www.planetfitness.com/gyms/janesville-wi
Hours	M-F 5am – 9pm Sat/Sun 7am – 7 pm

Channels	
Facebook	Link
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Fitness Center	Training & Classes
<ul style="list-style-type: none"> • Cardio equipment • Weight room • Strength training 	<ul style="list-style-type: none"> • Group fitness

Notes

- Black Card includes hydromassage, tanning, total body enhancement, massage chairs, & fitness training

Inspiration from Planet Fitness

Planet Fitness
April 7

It's not goodbye, it's see you in club! Keep moving with us on the PF App with tons of workout content and check out our previous workouts on Facebook and YouTube. We're excited to welcome you back to our squeaky clean clubs when you're ready! <https://pla.fit/app>

288 516 Comments 41 Shares

Recorded Workouts

Planet Fitness
March 10

Who is ready to take their workout to NEW HEIGHTS?

How it is: How it feels:

3K 975 Comments 704 Shares

Humor

Planet Fitness
February 24

The inner monologue of every single person who has ever worked out in the history of working out...

171 148 Comments 17 Shares

Like Comment Share

Humor

Sara's Health & Fitness

📍 Edgerton, WI

Offering	Fitness center, personal training, online coaching, virtual classes, & group classes
Membership Plan	Day Pass Trails Zoom Monthly Quarterly Annually
Membership Pricing	\$45 monthly adult \$40 monthly senior \$30 monthly student \$15 daily (Link)
Target Market	Students, individuals, and seniors
Website	https://www.sarashealthfitness.com/schedule/
Hours	24/7

Channels	
Facebook	Link
Instagram	Link
LinkedIn	
Pinterest	Link
Twitter	
YouTube	Link
Email Marketing	

Fitness Center	Training & Classes
<ul style="list-style-type: none"> • Free wights • Kettleball • TRX, Spin, HIT • Cardio equipment 	<ul style="list-style-type: none"> • Personal Training • Online Coaching • Bootcamp • Cardio/Core • Deep Stretch • R.I.P.P.E.D • SPIN • Turbo Kick • Yoga • Zumba

Notes

■ X

Snap Fitness

📍 Elkhorn, WI

Offering	Fitness Center & Personal Training
Membership Plan	Not listed
Membership Pricing	Not listed
Target Market	Individuals
Website	https://www.snapfitness.com/us/gyms/elkhorn-wi/
Hours	24/7

Channels	
Facebook	Link
Instagram	Link
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Fitness Center

- Free wights
- Strength training
- Cardio equipment

Notes

- Limited staffed hours

Snap Fitness

📍 East Troy

Offering	Fitness Center & Personal Training
Membership Plan	Not listed
Membership Pricing	Not listed
Target Market	Individuals
Website	https://www.snapfitness.com/us/gyms/east-troy-wi/
Hours	24/7

Channels	
Facebook	Link
Instagram	
LinkedIn	
Pinterest	
Twitter	
YouTube	
Email Marketing	

Fitness Center	Training & Coaching
<ul style="list-style-type: none">• Free Weights• Cardio Equipment	<ul style="list-style-type: none">• Personal Trainers

Notes

- Tanning, & Hydromassage
- MyZone
- Limited staffed hours

POSITIONING STRATEGY

MISSION, VALUES,
UNIQUE SELLING
PROPOSITION, & BRAND
POSITIONING
STATEMENT

Local Comparison

	Whitewater Aquatic	Warhawk Fitness	Anytime Fitness
Price Comparison	\$35/month Adult	\$165/semester (\$41.25/mo.)	\$36.99/month
Fitness & Cardio Eq.	X	X	X
Personal Training	X	X	X
Open Swim	X	X	
Swim Lessons	X		
Flexible Membership	X	X	X
Guest Passes	X	X	X
Senior Discounts	X	X	
Hours	Varies by Day	Variable by Day & Events	24/7
Environment	Off-campus	On-campus	Off-campus
Parking	Accessible	???	Accessible

Class Comparison

	Whitewater Aquatic	Warhawk Fitness	Anytime Fitness
Barre	X		
Below the Belt		X	
Cycling	X	X	
Core 360		X	
Double Threat		X	
Group Strength		X	
Insanity		X	
Meditation		X	
Pilates	X		
Strength Training/Bootcamp	X	X	
Tabata	X		
Yoga	X	X	
Zumba	X		

Mission & Values

- **Mission:** The Whitewater Aquatic and Fitness Center is dedicated to providing our members with a clean, safe, inclusive, and accessible recreational fitness and aquatic center.
- **Values:**
 - **Member-Focused** – Providing personalized services with an approachable staff who take a hands-on approach.
 - **Health & Wellness** – Promote healthy living, fitness, and wellness through amenities, coaching, training, classes, programs, & services.
 - **Community** – Provide a welcoming, accommodating, inclusive environment to all.
 - **Value** – Ensure a clean environment with high-quality amenities and services while keeping membership affordable

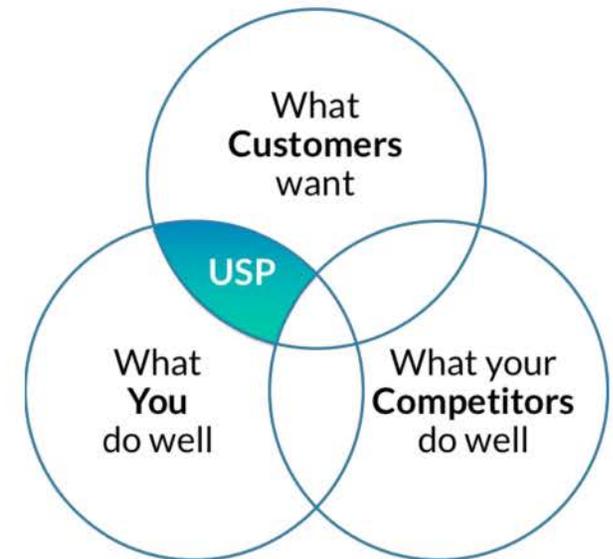
Messaging

- Hidden gem of the community
- Your Wellness Journey Starts Here
- Enabling Wellness in Whitewater
- Supporting Your Fitness Journey

Unique Selling Proposition

- With a member-focused approach, the Whitewater Aquatic and Fitness Center provides a clean, safe, welcoming, and accommodating recreational aquatic and fitness center to enable healthy living and wellness for residents of Whitewater and beyond.

Classic Benefits	Unique Features
<ul style="list-style-type: none">• Affordable membership options• Personable, approachable staff• Guidance for personal success• Partner & insurance discounts• Family-oriented• Free group classes• Personal training• All access to variety of amenities• Convenient & close parking• Cleanliness	<ul style="list-style-type: none">• Indoor pool with zero-depth access• Indoor pool with slide & lazy river• Lap Lane Reservations• Swim Lessons & Water Movement Classes• Proximity to high school• Newer, well-maintained equipment



Source
<http://www.karimelganayni.com/unique-selling-proposition-from-the-customers-perspective-what-is-usp/>

SWOT

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Things your company does well • Qualities that separate you from your competitors • Internal resources such as skilled, knowledgeable staff • Tangible assets such as intellectual property, capital, proprietary technologies etc. 	<ul style="list-style-type: none"> • Things your company lacks • Things your competitors do better than you • Resource limitations • Unclear unique selling proposition 	<ul style="list-style-type: none"> • Underserved markets for specific products • Few competitors in your area • Emerging need for your products or services • Press/media coverage of your company 	<ul style="list-style-type: none"> • Emerging competitors • Changing regulatory environment • Negative press/media coverage • Changing customer attitudes toward your company

WordStream

Strengths

- Variety of amenities
- Various affordable membership options
- Approachable, welcoming staff
- Convenience
- City & school supported
- Concessions
- Insurance programs
- On-site physical therapist & personal trainers
- Patio
- Newer, well-maintained equipment
- Swim Lessons & Water Movement Classes
- Indoor pool with zero-depth access
- Plenty of close & convenient parking
- Cleanliness
- Friends of Whitewater Aquatic Center
- Community involvement & giveback

Weaknesses

- Hours and availability
- No gym, courts, or indoor track
- Lack of outdoor amenities
- No massage and/or tanning
- Location & findability
- Dated offerings of classes.
- Limited scale and size
- No childcare
- Limited resources

Opportunities

- Virtual and/or recorded classes
- Well-rounded wellness experience
- Specialized, unique classes
- Nutrition (smoothies coming soon)
- Birthday parties & group reservations
- Offering 24/7 access
- Daily and guest passes
- Patio
- High School Swim Meets

Threats

- COVID-19
- External regulations
- Rural location in a small town
- At-home fitness
- Nearby outdoor and indoor pools

Positioning Strategy - Statement

For individuals, families, students, seniors, and commuters in Whitewater and beyond, the Whitewater Aquatic and Fitness Center provides an affordable, convenient recreational fitness environment with a variety of amenities including a fitness center, aquatic center, personal training services, group classes, locker rooms, and concessions. With a member-focused hands-on-approach, the approachable staff are here to guide and enable you on your wellness journey.

Coca-Cola Positioning Statement

For (individuals looking for high-quality drinks), (Coca-Cola) is a (wide range of the most refreshing beverages), that delivers (happiness unlike other beverage options), so they can (enjoy a Coca-Cola drink & make a positive difference in their lives), because (the brand is intensely focused on the needs of customers).

(target) (brand) (category)
(point of difference)
(end benefit)
(reason to believe)

Source <https://www.ebagdesign.com/blog/positioning-statement>

CONTENT STRATEGY

DISTRIBUTION
CHANNELS & TOPICS
BASED ON RESEARCH

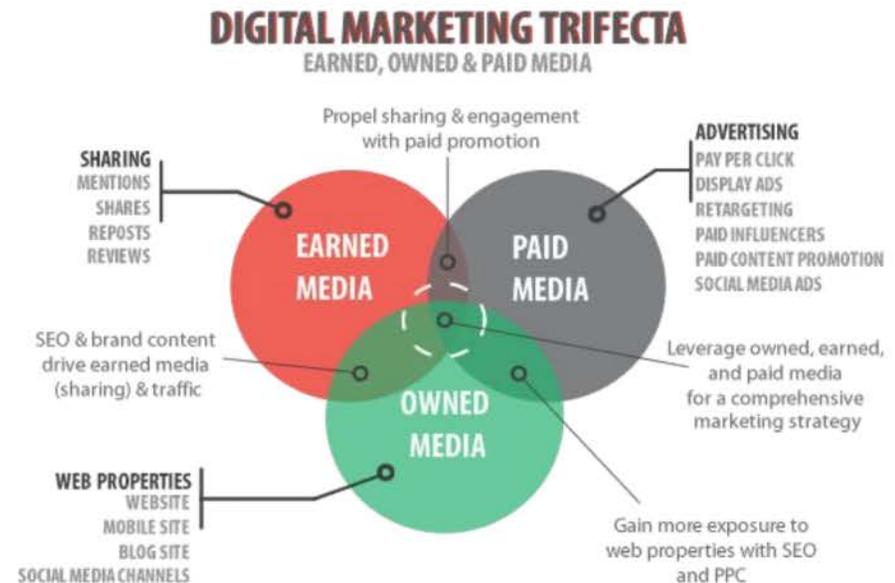
Content Marketing

- Content Marketing
 - “A strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent** content to attract and retain a clearly **defined audience** – and ultimately, to drive profitable **customer action.**” –Content Marketing Institute
- Quality content is necessary for all forms of marketing:
 - Social media
 - Email marketing & newsletters
 - Search engine optimization
 - Pay-per-click advertising
 - Website, promotional materials, etc.
 - Inbound marketing



Content Types

- Types of Media
 - Earned = Word of Mouth, Reviews, & Testimonials
 - Owned = Website and platforms
 - Paid = Advertising
- All 3 elements are important.
- It's up to you where you allocate your resources



Source: <https://www.titangrowth.com/what-is-earned-owned-paid-media-the-difference-explained/>

Content Ideas

How does Kreative Solutions develop content suggestions?

- **FAQs:** Answer your customers questions truthfully and accurately
 - Create an FAQ page for commonly asked questions.
 - Clearly, transparently display membership pricing/packages on website.
 - Outline # reasons to join.
- **Custom Journey:** What customers need to know before purchasing
 - Showcase amenities on website and on a flyer.
 - Create a flyer that outlines classes and timing ([link to example](#))
 - Create an about the staff, trainer, and/or physical therapist page.
 - Create a virtual tour video and/or gallery.
- **Keyword:** Identify long-tailed keywords to optimize content for
 - Benefit of Swimming & How We Can Help
 - Workouts, how-to, getting started, nutrition, etc. ([see examples](#))
 - Ask a Coach, Trainer, etc. ([see examples](#))
- **Research:** Look at the competition & note applicable topics
 - Showcase members in action via Facebook Live videos and/or photos.
 - Share member success stories & testimonials ([see examples](#))

Content Idea Generator



Struggling to find inspiration for content? Use this worksheet to start brainstorming topics!

- 1. FAQs**
Create a list of frequently asked questions and answer these questions truthfully and accurately.
- 2. Customer Journey**
Think about what you would need to know before purchasing and be a resource - pricing and costs, problems, maintenance or support, versus and comparisons, reviews, and best in class.
- 3. Keywords**
Write down words and phrases that you associate with your product/service. Brainstorm questions or problems your product/service solves.
- 4. Research**
For inspiration, look at the competition and create a list of interesting/applicable topics.
- 5. Online Tools**
Try an online tool to brainstorm - [Porter's Content Idea Generator](#), [Hubspot's](#), or [Google Trends](#).

Content Plan

Content that can be shared today

- Facility photos
- Class & Open Swim Schedules
- Special Trainings
- Recipes
- Motivational & Inspirational
- Humor/Memes
- Training intros
- Articles, how-to's, tips, etc.

Content that can be built in the future

- Challenges
- Member recognition & success stories
- Authentic in-action member photos
- Facebook live in-action videos
- Facebook live tips
- What we offer/Member benefits
- Promotional partnerships
- Community involvement
- Daily themed hashtag content
- Staff appreciation
- Recorded workouts

Content Cautions

- **Speak to your audience**
 - Be separate from the city – segment a fitness/aquatic list
- **Proceed with caution with COVID**
- **Recipes and links as filler content**
 - Relevant, useful, on-brand but may not get the most engagement
- **Newsletters get very little engagement on social**
 - Your people will engage via their preferred channel

Channel Takeaways

- Definitely continue Facebook
- Instagram could be beneficial, but requires great photographs and videos
- YouTube could be leverage for videos
- Email marketing for scheduling/classes

	Facebook	Instagram	LinkedIn	Pinterest	Twitter	YouTube	Email
Whitewater Aquatic & Fitness Center	X						X
Warhawk Fitness & Aquatics	X						
Anytime Fitness – Whitewater	X	X					
Geneva Lakes Family YMCA	X		X	X		X	X
Mukwonago YMCA	X	X	X		X	X	
YMCA Northern Rock County	X						
Fort Atkinson Family Aquatic Center	X						
Four Lakes Athletic Club	X						
Jefferson Family Aquatic Center							
Blackhawk Fitness Club	X						
Janesville Athletic Club	X	X				X	
Anytime Fitness – Wales	X	X					
Anytime Fitness – Jefferson	X						
Anytime Fitness – Mukwonago	X						
Anytime Fitness – Delavan	X	X					
Planet Fitness	X						
Sara's Health & Fitness	X	X		X		X	
Snap Fitness – Elkhorn	X	X					
Snap Fitness – East Troy	X						
	18/19	7/19	2/19	2/19	1/19	4/19	2/19

Reflect on the Customers Journey

- “Smart Marketing is much more than shouting about your product and much more about taking customers on a journey.” -Kingsnorth
- Increase Brand Awareness
- Consideration
- Evaluation
- Increase Purchases
- Build Loyalty



Source:

<https://www.1-scoop.eu/wp-content/uploads/2014/04/Content-marketing-strategy-content-formats-the-funnel-and-the-buying-journey-via-Adido.gif>

How to Target Customers Along their Journey

- **Awareness:** A consumer becomes aware of your brand
- **Interest:** A consumer thinks you can solve their problem & wants to learn more
- **Consideration:** The consumer is evaluating alternative solutions to their problem
- **Purchase:** The consumer takes action.
- **Loyalty:** The consumer provides referral and/or repeat business

Stage	How to Target
Awareness	<ul style="list-style-type: none"> • SEO • Local TV Ads • Referral & city/school partnership • Social media • Press releases • Direct mail?
Interest	<ul style="list-style-type: none"> • Website • Social media • Member testimonials and/or success stories • Downloadable guides & flyers • Galleries, video tours, & images
Consideration	<ul style="list-style-type: none"> • Pricing matrix • Testimonials & reviews • Brochures & flyers • Member introduction phone calls and/or appointments • Daily pass for classes and/or center access
Purchase	<ul style="list-style-type: none"> • In-person membership sign-up meeting
Loyalty	<ul style="list-style-type: none"> • Member-focused guidance and customer service • Training & coaching • Referral program • Newsletter • Social Media

Promotion Schedule

The following table lists “owned” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel.

Channel	Frequency	Content
Website	As needed	<ul style="list-style-type: none"> Add copy & content to pages. Update announcement bar
RecDesk	Weekly/monthly	<ul style="list-style-type: none"> Update swim/class schedule Update calendar of events
SignUp Genius	Weekly	<ul style="list-style-type: none"> Send lap reservations
Facebook	3-5 posts/week	<ul style="list-style-type: none"> Facility photos & what you offer Class, open swim, & program schedules Motivational, Inspirational, Humor & Memes Trainer introductions Recipes, articles, how-to's, tips, etc. Members in action & success stories
Email Marketing	Weekly	<ul style="list-style-type: none"> Lap swim signup & updates/changes
	Monthly	<ul style="list-style-type: none"> Classes, open swim, & hours
GoogleMyBusiness	Monthly	<ul style="list-style-type: none"> Special promotions Updates on amenities and classes
Direct Mail	Semi-annual	<ul style="list-style-type: none"> Mail a postcard to local residents offering a free daily pass to check out the center

Partner Promotional Channels

The following table lists “partner” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel. For cross-promotion, it is best to share the partners original content than repost as your own.

Channel	Frequency	Content
Facebook	As-needed	<ul style="list-style-type: none">• Share content from the original source and mention the source in the share (i.e., City of Whitewater, Seniors in the Park, etc.)
Local TV Ads	Sporadically	<ul style="list-style-type: none">• Open swim & upcoming classes/programs• Birthday party reservations• Amenities and special promotions
Banner	As-needed	<ul style="list-style-type: none">• Share newsletters
Park & Rec Newsletter	Monthly	<ul style="list-style-type: none">• Calendar of events & swim lessons• Highlight amenities and offerings

SEARCH STRATEGY

KEYWORD PLANNER,
ORGANIC RANKINGS

Organic Search - Search Engine Optimization (SEO) Factors

Domain	Age, keywords in top level, domain registration lengths, subdomain keywords, etc.
Page-Level	Title tag, meta description, content length, page speed, duplicate content, image optimization, outbound link quality, & quantity grammar and spelling, originality of content, hidden content on mobile, reading level, broken links, domain authority, URL length and path, bullets/lists, user-friendly layout, page age, etc.
Site-Level	Valuable and unique content, site architecture, sitemap, uptime, server location, SSL, Privacy Policy, Breadcrumb navigation, mobile optimization, site usability, user reviews, and site reputation
Backlinks	Linking domain age, backlink anchor text, number of linking pages and domains, etc.
User Interaction	Organic click through rate, bounce rate, direct traffic, repeat traffic, etc.
Algorithm Rules:	Freshness, diversity, user browsing history, geo targeting, local searches, etc.
Brand Signals	Brand searches, social media page and likes, brand mentions in PR, etc.

Aquatic Search Terms

Aquatic Center	Swim Lessons	Master Swim
<p> aquatics center the aquatics center aquatic fitness center aquatics and fitness center open swim swim centers swimming aquatics recreational swimming aquatic center swimming lessons parks swimming recreation swimming pool aquatic center pool </p>	<p> swim lessons swimming classes child swimming child swimming lessons swimming swim swim centers swimming levels swimming programs recreation swim aquatic center swimming lessons swimming lesson levels parent child swim lessons </p>	<p> masters swimming master swim program swim programs swim sessions swim calendar recreation swim </p>

Fitness & Facility Search Terms

Fitness	Virtual Fitness	Personal Training
<p>fitness classes fitness programs fitness programming fitness class pass the fitness program fitness classes in parks programming fitness</p>	<p>online fitness classes online fitness programs online fitness virtual fitness classes virtual fitness fit online classes virtual fitness programs virtual fitness classes online</p>	<p>personal trainer fitness trainer certified trainer trainer program personal fitness trainer get a personal trainer</p>

Birthday Party Terms

Birthday Parties

- kids birthday party
birthday packages
- children's birthday party
- birthday party packages
- childrens party
- children birthday
- private birthday party
- kids party packages
- kids birthday party packages
- kids birthday packages
- private kid birthday parties

NEXT STEPS

MARKETING GUIDE &
IMPLEMENTATION

Marketing Guide

Last Updated May 2021

Overview

Based in Whitewater, WI, the Whitewater Aquatic and Fitness Center is operated by the City of Whitewater's Park and Recreation Department and offer the following amenities:

Aquatic	Fitness Center	Training & Classes
<ul style="list-style-type: none">• Lap pool• Leisure pool with play structure, lazy river, and water slide• Whirlpool• Locker rooms• Swim lessons• Aerobics, arthritis, & movement	<ul style="list-style-type: none">• Cardio equipment• Free motion weights• Free weight area• Personal training	<ul style="list-style-type: none">• Barre• Bootcamp• Cycling• EMOM• Pilates• Strong• Tabata• Yoga• Zumba

Objectives

Marketing efforts will focus on the following six objectives:

1) Increase Brand Awareness

Raise awareness of the Whitewater Aquatic & Fitness Center and its amenities.

2) Build Following & Generate Interest

Build a following and engagement online and generate interest in the facility through both traditional and digital marketing channels.

3) Generate Leads

Capture membership inquires via the website and/or Rec Desk software.

4) Grow Membership

Increase number of new and returning members.

5) Increase Member Involvement

Increase registrations for programs (i.e., CPR, Lifeguard, etc.) and/or classes (i.e., Cycling, Yoga, etc.)

6) Build Loyalty

Encourage positive word of mouth, bringing a guest, and/or membership upgrades (i.e., from fitness only to aquatic/fitness membership).

Target Audience

Marketing efforts will target the following target audiences:

Audience	Families	Individuals
Demographics	<ul style="list-style-type: none"> Household with kids 	<ul style="list-style-type: none"> 18-64 years year old
Behaviors	<ul style="list-style-type: none"> Fitness, Aquatic, or Combo Tire out the kids 	<ul style="list-style-type: none"> Working out in fitness center Workout routines
Goals/Needs	<ul style="list-style-type: none"> Divide & conquer Kids entertainment Credible lessons/training 	<ul style="list-style-type: none"> Staying fit Health & wellness Keeping or building strength
Motivations	<ul style="list-style-type: none"> Pool & open swim Swim lessons Concessions 	<ul style="list-style-type: none"> Amenity variety Recreational fitness Quieter environment
Frustrations	<ul style="list-style-type: none"> Absence of zero-depth 	<ul style="list-style-type: none"> Limited hours Limited equipment or access
Key Strategies	<ul style="list-style-type: none"> J- Hawks Social media Posting events Hosting swim meets 	<ul style="list-style-type: none"> Corporate partnerships Social media Advertising

Audience	High School Students	Seniors
Demographics	<ul style="list-style-type: none"> Ages 14-18 years old 	<ul style="list-style-type: none"> 65 years/old+
Behaviors	<ul style="list-style-type: none"> Stop in for concessions Working out in fitness center Staying fit Socializing 	<ul style="list-style-type: none"> Leisure pool & hot tub Classes (yoga, senior, & water)
Goals/Needs	<ul style="list-style-type: none"> Cardio Work out between seasons 	<ul style="list-style-type: none"> Recovery Movement Socialization
Motivations	<ul style="list-style-type: none"> Greater variety than just free weights Energy drinks & concessions Being social with friends 	<ul style="list-style-type: none"> Recovery Movement Structure programming
Frustrations	<ul style="list-style-type: none"> HS only has free wights 	<ul style="list-style-type: none"> Unsure, don't want to get hurt Lack of cleanliness Cold pools Limited accessibility
Key Strategies	<ul style="list-style-type: none"> Proximity to high school High school coach referrals 	<ul style="list-style-type: none"> Seniors in the Park Insurance program referral

Target Audience

Marketing efforts will target the following target audiences:

Audience	Faculty & Staff	Commuters
Demographics	<ul style="list-style-type: none"> ● 30 years old+ female/male ● Bachelors degree+ 	<ul style="list-style-type: none"> ● 18-64 years old ● Live out of town
Behaviors	<ul style="list-style-type: none"> ● Lap swimming ● Yoga & fitness classes 	<ul style="list-style-type: none"> ● Fitness center ● Lap or leisure swimming
Goals/Needs	<ul style="list-style-type: none"> ● Life fitness & keep moving ● Health & wellness 	<ul style="list-style-type: none"> ● Health & wellness ● Employer encouraged
Motivations	<ul style="list-style-type: none"> ● Approachable staff ● Off campus (fewer students) ● Recreational fitness ● Quieter environment 	<ul style="list-style-type: none"> ● Employer insurance discounts ● Recreational fitness
Frustrations	<ul style="list-style-type: none"> ● Work-life imbalance (i.e. separate fitness from campus) ● Lap capacity 	<ul style="list-style-type: none"> ● Limited time ● Needs to be on the way home
Key Strategies	<ul style="list-style-type: none"> ● Whitewater Unified Teacher Discount Program ● City Employee Discounts 	<ul style="list-style-type: none"> ● Corporate partnerships

Competitive Analysis

Key Membership Factors

In addition to the individual's social influences and motivation for joining the gym, the following key membership factors often influence one's decision making:

	WAFC Offering	Competition
Amenities	Pool Fitness	Gymnasium Racquet ball courts Indoor tracks
Insurance Programs	Renew Active (United Healthcare) Silver Fit (Insurance groups)	Silver Sneakers (Medicare??)
Proximity	<u>Research</u> shows most people drive 6 miles for specialized gyms	
Hours	Various by Day	24/7 Access
Membership Type & Cost	Guest, Daily, Monthly, & Annual (no joining/initiation fee)	Guest, Daily, Monthly, & Annual
Equipment	Cardio Free weights Strength training	Cardio Free weights Strength training
Availability	Spacious, not too crowded	Can be crowded
Personal Training	Available	Varies
Supplemental	Physical therapist	Tanning & massage
Classes	Barre, Bootcamp, Cycling, EMOM, Pilates, Strong, Tabata, Yoga, & Zumba	Depends on facility
Programs	CPR, First Aid, etc.	Depends on facility
Environment	Off-campus near high-school	

These key membership factors give rise to key selling points and amenities to highlight on your website and other promotional channels. Specifically,

- Showcase images and descriptions of offering.
- Highlight insurance programs and other key partnerships (i.e., discounts for City employees and Whitewater Unified School District employees).
- Clearly describe your location to make it easy for prospects to find.
- Highlight guest and daily memberships to encourage new members to try out a class and/program, the fitness center, and/or aquatic center
- Emphasize no initiation fee and no contracts – that is definitely a differentiator.
- Highlight the extras and unique offerings like a physical therapist on site.
- Create a flyer and website page that makes it easy to view class offerings
- Community pride and support

Positioning Strategy

Local Comparison

	Whitewater Aquatic	Warhawk Fitness	Anytime Fitness
Price Comparison	\$35/month Adult	\$165/sem. (\$41.25/mo.)	\$36.99/month
Fitness & Cardio	X	X	X
Personal Training	X	X	X
Open Swim	X	X	
Swim Lessons	X		
Flexible Membership	X	X	X
Guest Passes	X	X	X
Senior Discounts	X	X	
Hours	Varies by Day	Variable by Day/ Events	24/7
Environment	Off-campus	On-campus	Off-campus
Parking	Accessible	???	Accessible

How can you differentiate yourself from the local competition?

- Flexible memberships
 - No contracts
 - Aquatic, fitness, vs. combo for student, household, and/or seniors.
 - Simplify with a pricing matrix table vs. wordy descriptions.
 - Discounts for city and Whitewater Unified employees
- Make it easy to try it out:
 - Classes/programs are available to non-members with a daily passes
 - Guest passes and daily passes available
- Unique offerings
 - Swim lessons
 - On-site physical therapist
 - Classes including Barre, Pilates, Tabata, and Zumba
- Make it easy to learn about the senior discounts offered.
- Highlight what makes your environment special:

- Recreational fitness with approachable staff
- More laid back, quiet, less competitive environment

Positioning Strategy

Mission

The Whitewater Aquatic and Fitness Center is dedicated to providing our members with a clean, safe, inclusive, and accessible recreational fitness and aquatic center.

Values

- **Wellness** – Promote healthy living, fitness, and wellness through amenities, coaching, training, classes, programs, & services.
- **Accommodating** – Providing personalized services and quality amenities in a clean, accessible, and inclusive environment.
- **Fun** – Provide a welcoming space for recreational fitness that appeals to young adults, couples, families, and seniors.
- **Community** – Provide a welcoming, accommodating, inclusive environment to all.

Tagline

- Guiding You Along Your Fitness Journey

Supporting Messages

- Hidden gem of the community
- Enabling Wellness in Whitewater

Why Members Join

- Affordable price
- Variety of amenities & indoor pool with zero-depth access
- Recreational fitness
- Personable, approachable staff
- Guidance, support, training, & coaching
- Member-focused (i.e., staff meetings & follow-up on member feedback)
- Cleanliness
- Inviting, accommodating, warm environment
- Convenient parking
- Community pride

What benefits does the competition claim vs. what is unique to WAFC?

<i>Classic Benefits</i>	<i>Unique Features</i>
<ul style="list-style-type: none"> ● Affordable membership options ● Personable, approachable staff ● Guidance for personal success ● Partner & insurance discounts 	<ul style="list-style-type: none"> ● Indoor pool with zero-depth access ● Indoor pool with slide & lazy river ● Lap Lane Reservations ● Swim Lessons & Water Movement Classes

<ul style="list-style-type: none"> ● Family-oriented ● Group classes & personal training ● All access to variety of amenities ● Convenient & close parking ● Cleanliness 	<ul style="list-style-type: none"> ● Proximity to high school ● Newer, well-maintained equipment
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Positioning Strategy

Unique Selling Proposition

With a member-focused approach, the Whitewater Aquatic and Fitness Center provides a clean, safe, welcoming, and accommodating recreational aquatic and fitness center to enable healthy living and wellness for residents of Whitewater and beyond.

Brand Positioning Statement

For individuals, families, students, seniors, and commuters in Whitewater and beyond, the Whitewater Aquatic and Fitness Center provides an affordable, convenient recreational fitness environment with a variety of amenities including a fitness center, aquatic center, personal training services, group classes, locker rooms, and concessions. With a member-focused hands-on-approach, the approachable staff are here to guide and enable you on your wellness journey.

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> ● Variety of amenities ● Various affordable membership options ● Approachable, welcoming staff ● Convenience ● City & school supported ● Concessions ● Insurance programs ● On-site physical therapist & personal trainers ● Patio ● Newer, well-maintained equipment ● Swim Lessons & Water Movement Classes ● Indoor pool with zero-depth access ● Plenty of close & convenient parking ● Cleanliness ● Friends of Whitewater Aquatic Center where ½ the membership fee is paid for low-income families ● Community involvement & giveback 	<p>Weaknesses</p> <ul style="list-style-type: none"> ● Hours and availability ● No gym, courts, or indoor track ● Lack of outdoor amenities ● No massage and/or tanning ● Location & findability ● Dated offerings of classes. ● Limited scale and size ● No childcare ● Limited resources
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Opportunities

- Virtual and/or recorded classes
- Well-rounded wellness experience
- Specialized, unique classes
- Nutrition (smoothies coming soon)
- Birthday parties & group reservations
- Offering 24/7 access
- Daily and guest passes
- Patio
- High School Swim Meets

Threats

- COVID-19
- External regulations
- Rural location in a small town
- At-home fitness
- Nearby outdoor and indoor pools

Content Strategy

Content Sources

Always remember, “Great content needs to be all of the following: credible, shareable, useful or fun, interesting, relevant, different, and on brand” (Simon Kingsnorth, 2016).

Content that you can share today:

- Facility photos
- Class & Open Swim Schedules
- Special Trainings
- Recipes
- Motivational & Inspirational
- Humor/Memes
- Training intros
- Articles, how-to's, tips, etc.

Content that you can start building:

- Challenges
- Member recognition & success stories
- Authentic in-action member photos
- Facebook live in-action videos
- Facebook live tips
- What we offer/Member benefits
- Promotional partnerships
- Community involvement
- Daily themed hashtag content
- Staff appreciation
- Recorded workouts

Content Suggestions

- **FAQs:** Answer your customers questions truthfully and accurately.
 - Create an FAQ page for commonly asked questions.
 - Clearly, transparently display membership pricing/packages on website.
 - Outline # reasons to join.
- **Custom Journey:** What customers need to know before purchasing.
 - Showcase amenities on website and on a flyer.
 - Create a flyer that outlines classes and timing ([link to example](#))
 - Create an about the staff, trainer, and/or physical therapist page.
 - Create a virtual tour video and/or gallery.
- **Research:** Look at the competition & note applicable topics

- o Showcase members in action via Facebook Live videos and/or photos.
- o Share member success stories & testimonials ([see examples](#))
- **Keyword:** Identify long-tailed keywords to optimize content for
 - o Benefit of Swimming & How We Can Help
 - o Workouts, how-to, getting started, nutrition, etc. ([see examples](#))
 - o Ask a Coach, Trainer, etc. ([see examples](#))

Promotion Strategy

Competitive Analysis

	Face book	Insta gram	Link edIn	Pinter est	Twitte r	YouTu be	Email
Whitewater Aquatic & Fitness Center	X						X
Warhawk Fitness & Aquatics	X						
Anytime Fitness – Whitewater	X	X					
Geneva Lakes Family YMCA	X		X	X		X	X
Mukwonago YMCA	X	X	X		X	X	
YMCA Northern Rock County	X						
Fort Atkinson Family Aquatic Center	X						
Four Lakes Athletic Club	X						
Jefferson Family Aquatic Center							
Blackhawk Fitness Club	X						
Janesville Athletic Club	X	X				X	
Anytime Fitness – Wales	X	X					
Anytime Fitness – Jefferson	X						
Anytime Fitness – Mukwonago	X						
Anytime Fitness – Delavan	X	X					
Planet Fitness	X						
Sara's Health & Fitness	X	X		X		X	
Snap Fitness – Elkhorn	X	X					
Snap Fitness – East Troy	X						
	18/19	7/19	2/19	2/19	1/19	4/19	2/19

What are the key takeaways for promotional channels?

- Definitely continue Facebook.
- Instagram is great for B2C but it requires great photographs and videos.
- YouTube could be leverage for videos.

- Email marketing for scheduling/classes.

Promotion Strategy

Customer Journey

Outline how you will target prospects and/or customers every step of the journey:

- Awareness: A consumer becomes aware of your brand
- Interest: A consumer thinks you can solve their problem & wants to learn more
- Consideration: The consumer is evaluating alternative solutions to their problem
- Purchase: The consumer takes action.
- Loyalty: The consumer provides referral and/or repeat business

Stage	How to Target
Awareness	<ul style="list-style-type: none"> ● SEO ● Local TV Ads ● Referral & city/school partnership ● Social media ● Press releases ● Direct mail?
Interest	<ul style="list-style-type: none"> ● Website ● Social media ● Member testimonials and/or success stories ● Downloadable guides & flyers ● Galleries, video tours, & images
Consideration	<ul style="list-style-type: none"> ● Pricing matrix ● Testimonials & reviews ● Brochures & flyers ● Member introduction phone calls and/or appointments ● Daily pass for classes and/or center access
Purchase	<ul style="list-style-type: none"> ● In-person membership sign-up meeting
Loyalty	<ul style="list-style-type: none"> ● Member-focused guidance and customer service

	<ul style="list-style-type: none"> ● Training & coaching ● Referral program ● Newsletter ● Social Media
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Promotion Strategy

Owned Promotional Channels & Content Distribution

The following table lists “owned” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel.

Channel	Frequency	Content
Website	As needed	<ul style="list-style-type: none"> ● Add copy & content to pages. ● Update announcement bar
RecDesk	Weekly/monthly	<ul style="list-style-type: none"> ● Update swim/class schedule ● Update calendar of events
SignUp Genius	Weekly	<ul style="list-style-type: none"> ● Send lap reservations
Facebook	3-5 posts/week	<ul style="list-style-type: none"> ● Facility photos & what you offer ● Class, open swim, & program schedules ● Motivational, Inspirational, Humor & Memes ● Trainer introductions ● Recipes, articles, how-to's, tips, etc. ● Members in action & success stories
Email Marketing	Weekly	<ul style="list-style-type: none"> ● Lap swim signup & updates/changes
	Monthly	<ul style="list-style-type: none"> ● Classes, open swim, & hours
GoogleMyBusiness	Monthly	<ul style="list-style-type: none"> ● Special promotions ● Updates on amenities and classes

Direct Mail	Semi-annual	<ul style="list-style-type: none"> ● Mail a postcard to local residents offering a free daily pass to check out the center
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Partner Promotional Channels & Content Distribution

The following table lists “partner” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel. For cross-promotion, it is best to share the partners original content than repost as your own.

Channel	Frequency	● Content
Facebook	As-needed	<ul style="list-style-type: none"> ● Share content from the original source and mention the source in the share (i.e., City of Whitewater, Seniors in the Park, etc.)
Local TV Ads	Sporadically	<ul style="list-style-type: none"> ● Open swim & upcoming classes/programs ● Birthday party reservations ● Amenities and special promotions
Banner	As-needed	<ul style="list-style-type: none"> ● Share newsletters
Park & Rec Newsletter	Monthly	<ul style="list-style-type: none"> ● Calendar of events & swim lessons ● Highlight amenities and offerings

Social Media Strategy

Owned vs. Partner Content

Whether you post or share is a very important decision, as a rule of thumb post your owned content (i.e., images, videos, Canva templates, etc.) and share partner content (i.e., city news). Cross promotion helps both parties, but credit should be given to the original source by either mentioning the source via @ or sharing the post directly.

Partner content should be shared sparingly to avoid diluting your own presence. Followers choose who they want to follow. If they want fitness and aquatic updates, they will follow the Whitewater Aquatic and Fitness page. If they want city news and updates, they will follow the City Page. By including the @ mention link, you are giving them a direct path to follow whichever pages they prefer.

Quality Check Before Posting

Before posting to the blog or social media, ask yourself:

- Is this on-brand?

- Is this shareable, useful, fun, or interesting to my audience?
- Is this relevant to my audience?
- Does this post support my credibility?
- Does the post include all the elements of a “good post”?

Elements of a Good Social Post

- Attention Getter
- Clear, concise, & compelling writing
- Visual (i.e., image or video)
- Call-to-action with a link or a button
- 1-2 Hashtags & Mentions or tags

Recommended Content

Priority Content	Filler Content
<ul style="list-style-type: none"> ● Facility photos ● What we offer/Member benefits ● Class & Open Swim Schedules ● Special Trainings ● Training intros ● Staff appreciation ● Articles, how-to's, tips, etc. ● Member recognition/success stories ● Authentic in-action member photos ● Daily themed hashtag content 	<ul style="list-style-type: none"> ● Recipes ● Motivational & Inspirational ● Humor/Memes ● Challenges ● Facebook live in action videos ● Facebook live tips ● Promotional partnerships ● Community involvement ● Recorded workouts

Hashtag Strategy

What is a Hashtag & How to Use?

A hashtag is a word or phrase preceded by a hash mark (#). A hashtag is used within a post to identify a keyword or topic of interest. Hashtags help facilitate searches on social media platforms and can be thought of as a “label” or “category.” Hashtags help increase engagement, build your brand, and expand your reach.

<i>Facebook</i>	<i>Instagram</i>
1-2 hashtags	9-15 hashtags

Branded Hashtag

Branded hashtags are great but be specific on when to use them. Consider including #WAFC when posting owned content.

Industry Hashtags

A few industry specific hashtags to consider:

#fitness	#PersonalTrainingSpecial	#HealthyLiving	#openswim
#fitnessmotivation	#PersonalTraining	#WeightLossJourney	#swimmingpool
#fitnessjourney	#Pilates	#InvestInYourHealth	#swimlessons
#fitnessgoals	#Barre	#HealthyLifestyle	#watersafety
#recreation	#cycling	#BeFitAndHealthy	#aquafitness
#exercise	#EMOM	#Helathandwellness	#waterworkout
#workout	#Tabata	#Fitandstrong	#pooltime
#workouttups	#Yoga	#Wellbeing	#lapswimming
#Fymlife	#Zumba	#WhitewaterWellness	#lapswim
		#Wellness	#swim

Daily Hashtags

For content inspiration, here are a few daily hashtags for consideration:

- #MotivationMonday – Share something inspirational and/or motivational.
- #MaxOutMonday – Goal setting for personal trainers & fitness
- #TransformationalTuesday – Share a member success story or before/after.
- #TuesdayTip - Share helpful, educational content
- #TuesdayTraining - Introduce a trainer and/or share a success story
- #TestimonialTuesday – Share a member testimonial
- #WellnessWednesday – Provide tips for staying healthy
- #WorkoutWednesday – Share a workout or share a sneak peek of a class.
- #ThankfulThursday – Thank a customer or someone who helped your business
- #FridayFreebie – Promote sales, deals, etc.
- #FormFriday – Share the proper form for a workout via a photo/video.
- #FitnessFriday – Share a workout or upcoming class/program

Hashtag Strategy (Continued)

Hashtag Holidays

Hashtag holidays are a great way to mix things up and post themed content.

<i>Date/Month</i>	<i>Hashtag Holiday</i>	<i>Hashtag</i>
February	American Heart Month	#HeartMonth
April	Stress Awareness Month	#StressAwarenessMonth
April 16th	National Stress Awareness Day	#StressAwarenessDay
May	Water Safety	#WaterSafetyMonth
June 21	International Yoga Day	#InternationalYogaDay
August	National Wellness Month	#WellnessMonth
September 29	National Women's Health & Fitness Day	#FitnessDay
November 3	International Stress Awareness Day	#StressAwarenessDay

The above are just a sampling. For more inspiration,
<https://nationaldaycalendar.com/calendar-at-a-glance/>

Implementation

Roles & Responsibilities

To be determined by internal staff.

Approvals

To be determined by internal staff.

Tools

The contractor recommends using:

- Buffer and the Facebook Creator Studio to schedule social posts
- Canva to create social media images
- Google Alerts to monitor online mentions
- In-platform analytics for reporting.

Evaluation Framework

The following metrics may be observed or tracked on a monthly/bi-monthly basis. The client will receive monthly/bi-monthly reports and the contractor will be available to consult accordingly.

Channel	Objective	Goal	Evaluation
Website, Rec Desk, & SignUp Genius	↑ Brand Awareness	Increase traffic	# of visitors # number of new visitors
	↑ Engagement	Increase engagement	# of sessions, # pageviews # pages/session Avg. Session Duration
	↑ Leads	Increase leads	# form submissions
	↑ Membership	Increase purchases	#Increase order quantity #Increase online revenue
	↑ Member Involvement	Increase registration	# class registrations
	↑ Member Loyalty	Increase returning traffic	# sessions per user

			% of returning visitors
Facebook	↑ Brand Awareness	↑ Brand Awareness	Expand reach
	↑ Engagement	↑ Engagement	Increase likes & comments
	↑ Leads	Increase website traffic	# of clicks to website
	↑ Customer Loyalty	Build Loyalty	Increase shares
Google My Business	↑ Brand Awareness	↑ Brand Awareness	Expand reach
	↑ Engagement	↑ Engagement	Increase clicks to website
Email	↑ Engagement	Stay in touch	% open rate
	↑ Purchase	Increase purchases	# clicks to purchase
	↑ Quote Leads	Increase quotes	# clicks to request a quote # clicks to online store
	↑ Customer Loyalty	Provide value	% click rate



Common Council Agenda Item

Meeting Date: June 7, 2022

Agenda Item: Water Utility Conventional Rate Case Application

Staff Contact (name, email, phone): Steve Hatton, shatton@whitewater-wi.gov, 262-473-1380

BACKGROUND

Water Rate Setting Process

The Water Utility is supported by charging users for the water used. The rates charged are monitored to ensure they are adequate to recoup the costs of the service and replacement of related infrastructure.

The current Water rates were approved following a year-long review (Conventional Rate Case) by the Public Service Commission (PSC). The PSC rate order was implemented in August 2020 and represented an 18% increase for the average volume residential customer. At that time, Council direction was to address the need for rate increases more frequently to avoid large rate shocks to residents. The 2022-2023 Budget included a 3% increase planned to take effect July 1, 2022. The need was supported by an analysis by Ehlers during the 2022-2023 Budget development.

Having completed a Full Rate Case in 2020, the PSC offers a simplified process to adjust rates if the utility does not meet a minimum rate of return on invested assets, if their standard increase (currently 4.5%) had been implemented on the prior year’s actual results. This methodology effectively inflates revenue, but ignores inflation of costs and we do not qualify for the simplified process to address rates. The only other method is to pursue a Conventional Rate Case, which is expected to take up to twelve months to complete

We’ve updated our long-range planning created at budget time which indicates a need to increase revenues by 24% for fiscal year 2023, which is consistent with forecast evaluated at budget time. We need to begin the conventional rate cased application with the PSC now due to the anticipated delay before a decision is reached.

Impact to a typical household

The average residential account consumes approximately 3,000 gallons per month. Based on this volume the proposed water rate increase would amount to roughly \$5.89 per month.

Water Rates in Whitewater vs. area communities

Staff has benchmarked Whitewater Water and Sewer rates vs. similar sized water utilities in the four-county region (Rock, Walworth, Jefferson, Waukesha). Based on rates in effect in April 2022, Whitewater is in the 25th percentile of water bills for a typical residential user when compared to these 24 area communities (lower 25% of group). Whitewater is in the 79th percentile of sewer bills within this same group. On a combined basis, Whitewater falls in the 63rd percentile. An illustration of these comparisons is attached.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

-
- 5-21-2019: Common Council approved application for Conventional Rate Case
 - 5-22-2019: Conventional Rate Case Application filed
 - 6-11-2020: Conventional Rate Case ruling issued
 - 7-27-2020: New Rates implemented
 - 11-16-2021: 2022-2023 Biennial Budget adopted including approved capital projects
 - 5-19-2022: 2022 Revenue Bond sale approved to fund approved Utility capital projects
 - 5-24-2022: Finance Committee recommended that Council approve submission of Conventional Water Rate Case application with the Public Service Commission.

FINANCIAL IMPACT

(If none, state N/A)

Rate case projected to increase annual water utility revenues by \$586,000 beginning in 2023. Fees incurred from the Public Service Commission and Ehlers in the last conventional rate case completed in June 2020 were each 13,850 and 13,030 respectively.

STAFF RECOMMENDATION

Move to approve filing of Conventional Rate Case application with the PSC. Move approval of Ehlers to assist with rate review process.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Water Utility Cash Flow Analysis – Projected 2022-2030
 2. Utility Comparison April 2022
-

Table 4 Water Utility Cash Flow Analysis - Projected 2022-2030

City of Whitewater, WI

	Audit	Budget		Projected						
	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Revenues										
Total Revenues from User Rates ¹	\$2,333,135	\$2,306,635	\$2,893,087	\$2,893,087	\$2,893,087	\$2,979,880	\$2,979,880	\$3,069,276	\$3,069,276	\$3,161,355
Percent Increase to User Rates ²	0.00%	0.00%	24.00%	0.00%	0.00%	3.00%	0.00%	3.00%	0.00%	3.00%
Cumulative Percent Rate Increase	0.00%	0.00%	24.00%	24.00%	24.00%	27.72%	27.72%	31.55%	31.55%	35.50%
Dollar Amount Increase to Revenues		-\$26,500	\$586,452	\$0	\$0	\$86,793	\$0	\$89,396	\$0	\$92,078
Other Revenues										
Interest Income	\$618	\$620	\$7,624	\$6,596	\$5,974	\$6,262	\$6,707	\$7,532	\$17,025	\$18,530
Capital Contributions	\$427,653									
Other Income	\$207,785	\$26,500	\$26,765	\$27,033	\$27,303	\$27,576	\$27,852	\$28,130	\$28,693	\$29,267
Total Other Revenues	\$636,056	\$27,120	\$34,389	\$33,629	\$33,277	\$33,838	\$34,559	\$35,663	\$45,718	\$47,797
Total Revenues	\$2,969,191	\$2,333,755	\$2,927,477	\$2,926,716	\$2,926,365	\$3,013,718	\$3,014,439	\$3,104,939	\$3,114,995	\$3,209,152
Expenses										
Operating and Maintenance ³	\$1,384,340	\$1,438,468	\$1,481,622	\$1,526,071	\$1,571,853	\$1,619,008	\$1,667,579	\$1,717,606	\$1,769,134	\$1,822,208
PILOT Payment	\$350,480	\$353,985	\$357,525	\$361,100	\$364,711	\$368,358	\$372,042	\$375,762	\$379,520	\$383,315
Net Before Debt Service and Capital Expenditures	\$1,234,371	\$541,302	\$1,088,330	\$1,039,546	\$989,801	\$1,026,352	\$974,819	\$1,011,571	\$966,341	\$1,003,629
Debt Service										
Existing Debt P&I	\$480,245	\$580,622	\$320,653	\$333,567	\$325,637	\$322,667	\$324,468	\$317,913	\$311,289	\$243,260
New (2021-2030) Debt Service P&I	\$0	\$145,200	\$451,821	\$456,594	\$423,206	\$436,690	\$485,273	\$497,625	\$504,538	\$530,463
Total Debt Service	\$480,245	\$725,822	\$772,474	\$790,160	\$748,843	\$759,357	\$809,741	\$815,538	\$815,827	\$773,723
Transfer In (Out)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Capital Improvements	\$899,159	\$5,564,964	\$521,500	\$973,740	\$398,351	\$858,054	\$0	\$0	\$0	\$0
Bond Proceeds	\$0	\$5,476,866	\$0	\$600,000	\$215,000	\$680,000	\$0	\$0	\$0	\$0
Net Change in Balance Sheet Items	(\$133,739)									
Net Annual Cash Flow	(\$278,772)	(\$272,618)	(\$205,644)	(\$124,354)	\$57,607	\$88,941	\$165,078	\$196,033	\$150,514	\$229,906
<u>Restricted and Unrestricted Cash Balance:</u>										
Balance at first of year	\$2,076,253	\$1,797,481	\$1,524,863	\$1,319,219	\$1,194,864	\$1,252,471	\$1,341,412	\$1,506,490	\$1,702,523	\$1,853,037
Net Annual Cash Flow Addition/(subtraction)	(\$278,772)	(\$272,618)	(\$205,644)	(\$124,354)	\$57,607	\$88,941	\$165,078	\$196,033	\$150,514	\$229,906
Balance at end of year	\$1,797,481	\$1,524,863	\$1,319,219	\$1,194,864	\$1,252,471	\$1,341,412	\$1,506,490	\$1,702,523	\$1,853,037	\$2,082,943

Notes:

- 1) Assumes no changes in customer count or usage beyond Test Year.
- 2) 2023 rate implemented full year. Recommended to start Rate Case 7/1/22.
- 3) Assumes 2.00% annual inflation beyond budget year.

Legend:

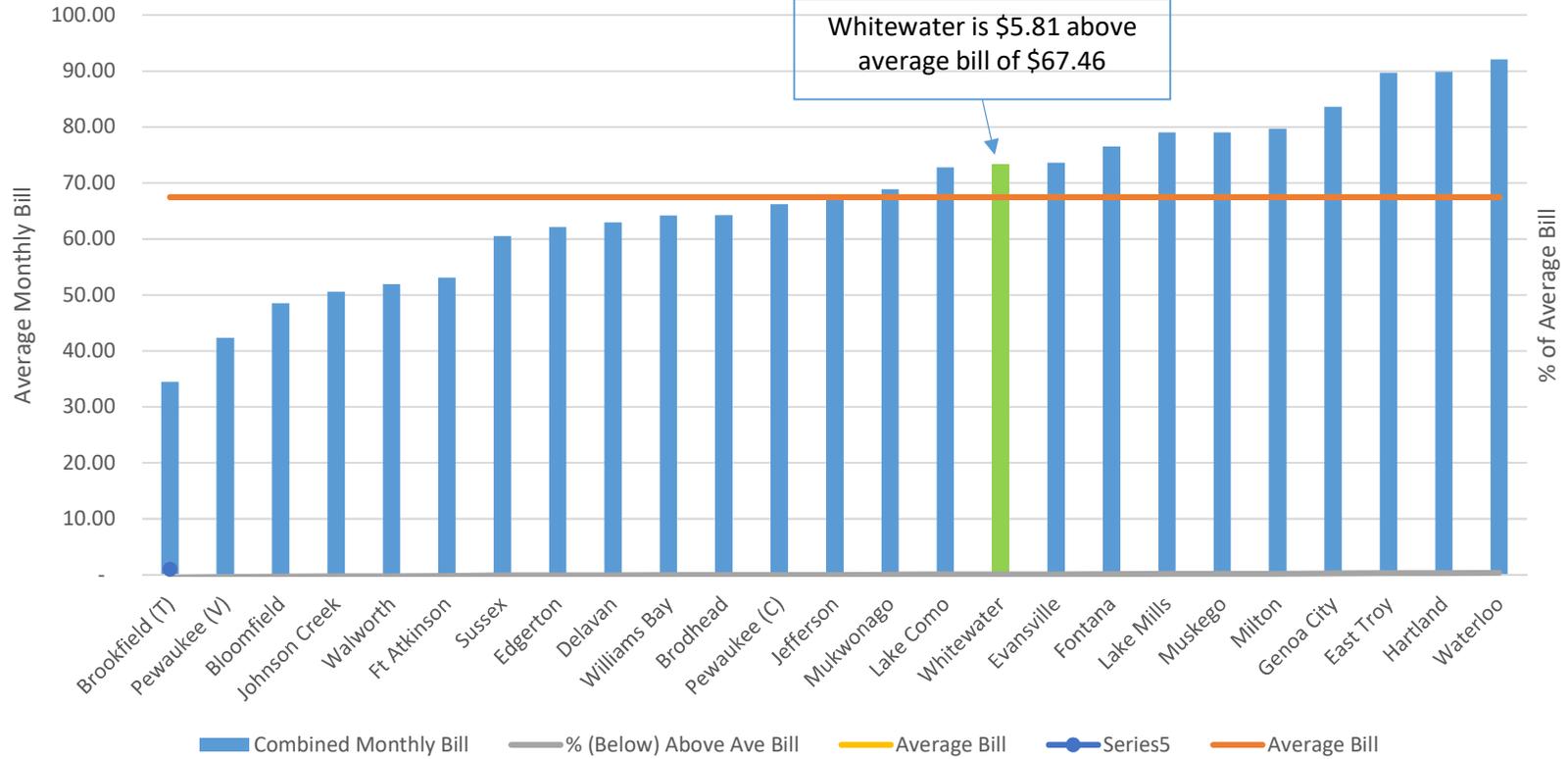
- Simplified Rate Case (if eligible)
- Conventional (Full) Rate Case

Rates collected as of 04/2022

Summary of Charges to typical residential customer based on 3,000 gal/mo.

Code	Water Utility Name	County	Water	Sewer	Total	Water Rank	Sewer Rank	Overall Rank	Water Percentile	Sewer Percentile	Combined Percentile
6497	Brookfield (T)	Waukesha	14.02	20.47	34.49	1	3	1	0%	8%	0%
7983	Pewaukee (V)	Waukesha	24.23	18.12	42.35	6	1	2	21%	0%	4%
4703	Bloomfield	Walworth	22.10	26.39	48.49	4	7	3	13%	25%	8%
2997	Johnson Creek	Jefferson	19.24	31.36	50.60	2	9	4	4%	33%	13%
4518	Walworth	Walworth	28.05	23.90	51.95	11	5	5	42%	17%	17%
2060	Ft Atkinson	Jefferson	32.68	20.42	53.10	18	2	6	71%	4%	21%
11114	Sussex	Waukesha	38.10	22.43	60.53	23	4	7	92%	13%	25%
5613	Edgerton	Rock	25.17	37.00	62.17	8	13	8	29%	50%	29%
8368	Delavan	Walworth	27.64	35.37	63.00	10	12	9	38%	46%	33%
2603	Williams Bay	Walworth	30.23	33.93	64.16	16	11	10	63%	42%	38%
3274	Brodhead	Rock	26.87	37.36	64.23	9	14	11	33%	54%	42%
14436	Pewaukee (C)	Waukesha	19.26	47.00	66.26	3	19	12	8%	75%	46%
7967	Jefferson	Jefferson	33.29	33.87	67.16	20	10	13	79%	38%	50%
7874	Mukwonago	Waukesha	37.73	31.14	68.87	21	8	14	83%	29%	54%
2973	Lake Como	Walworth	29.79	43.03	72.82	14	16	15	54%	63%	58%
14975	Whitewater	Walworth	24.55	48.72	73.27	7	20	16	25%	79%	63%
5317	Evansville	Rock	29.76	43.87	73.63	13	18	17	50%	71%	67%
1695	Fontana	Walworth	32.77	43.71	76.48	19	17	18	75%	67%	71%
5953	Lake Mills	Jefferson	40.43	38.62	79.05	24	15	19	96%	58%	75%
24812	Muskego	Waukesha	23.17	55.89	79.06	5	23	20	17%	92%	79%
5546	Milton	Rock	53.52	26.16	79.68	25	6	21	100%	21%	83%
3032	Genoa City	Walworth	30.52	53.09	83.61	17	21	22	67%	83%	88%
4414	East Troy	Walworth	30.10	59.62	89.72	15	24	23	58%	96%	92%
9293	Hartland	Waukesha	29.23	60.64	89.87	12	25	24	46%	100%	96%
3362	Waterloo	Jefferson	38.05	54.00	92.05	22	22	25	88%	88%	100%

Monthly **Combined Water/Sewer** Bill for 3,000 Gallon User
 (Like-sized utilities in Rock, Jefferson, Walworth, Waukesha Counties)





Council Agenda Item

Meeting Date:	June 7, 2022
Agenda Item:	No Mow May
Staff Contact (name, email, phone):	Cameron Clapper - CClapper@whitewater-wi.gov – (262) 473-0100 Chris Bennett – cbennett@whitewater-wi.gov – (262) 473-0143

BACKGROUND

(Enter the who, what when, where, why)

At the request of council an update is being provided on No Mow May. The update will provide background, the city's current stance, assessment of community reaction and options moving forward.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

Some committee meetings and correspondence from citizens. Each is explained in the presentation.

FINANCIAL IMPACT

(If none, state N/A)

Unclear, at this point in time, but any financial impact should be minimal.

STAFF RECOMMENDATION

The council will need to decide if it wants to act, and when. Options are delineated in the presentation. Please note this item is not on the June 7 agenda for action.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Minutes from previous Public Works and Parks & Recreation Committee that concern No Mow May. Article on Low Mow May in Madison and a copy of the resolution adopted by Fort Atkinson authorizing No Mow May.

No Mow May

- Background
 - Started in Appleton in 2020, per published reports
 - Consists of suspending mowing regulations for the month of May
 - Intent is to help spur pollination by letting the lawn grow long and help, specifically, bees
- Currently
 - According to an article from this spring in USA Today NMM is observed in more than 20 communities statewide
 - Appleton, Cross Plains, De Pere, Egg Harbor, **Fort Atkinson**, Fox Crossing, Green Bay, Greenfield, Hortonville, Kaukauna, La Crosse, Medford, New Holstein, Oshkosh, Rib Mountain, Rockland, Stevens Point, Sun Prairie, Superior, Verona, Wausau and Wisconsin Rapids.

No Mow May

- Fort Atkinson
 - Closest community observing NMM – did so in 2021 and 2022
 - Passed resolution each year authorizing NMM
 - Organization – Heart of the City – worked with the city
 - Maintained list, distributed signs, held seminars
- Heart of the City
 - Promoted idea that residents leave a part of their green space unmowed or mow to three inches less frequently

No Mow May

- Whitewater – resident lawns
 - Ordinance 7.22.020 – Nuisance declared – Failure to cut – Costs
 - Lawns maintained at >7 inches – fire hazard, public nuisance or health hazard
 - Five-day written notice to property owner first time non-compliance noticed
 - One such notice each calendar year
 - City can send a contracted company to mow the lawn following notice of non-compliance
 - Will cost at least \$100/hour
 - Costs at least \$150/hour if repeated within six months

No Mow May

- Neighborhood Services
 - 2022
 - Worked with Kristen Mickelson in late April on reminders about mowing and pollination
 - Response from community through social media channels unexpected
 - In 2021 and 2022 NS heard from a few residents who, after getting a letter reminding them to mow, said they were observing NMM
 - 2021
 - Advised anyone who asked to work through Public Works and Parks & Rec to see NMM come to be
 - Received pushback in 2021 from those who said they were observing NMM upon receiving a mowing non-compliance letter

No Mow May

- Previous action – City level
 - Public Works
 - Per minutes from 9/14/21 concerns included implementation and enforcement
 - Alternate ideas mentioned included setting aside no-mow areas and planting bee-friendly foliage
 - Parks & Recreation Committee
 - Per minutes from 9/29/21 concerns included conflict and enforcement
 - Alternate ideas the same – mentioned included setting aside no-mow areas and planting bee-friendly foliage

No Mow May

- Positive
 - Will please some in the community
 - Could lead to an increased sense of community
 - Might make a difference in pollination
- Negative
 - Enforcement and tracking
 - Impact on neighbors
 - Issues once mowing takes place
 - Some might take advantage
 - Getting compliance post-May might be a challenge
 - City might look ragged – graduation
 - Bugs/critters/invasive species

No Mow May

- Implementation
 - Modify the ordinance
 - Pass a resolution each spring allowing the event
 - If it is allowed one year an expectation will ferment that it will always be allowed
- Alternative
 - Encourage Low-Mow May
 - Remind citizens >7 inches is the requirement – mow less frequently
 - Article enclosed
- Education will be key
- Questions?

No Mow May

- Articles
- “Why More Americans Are Rethinking Their Lawns”
 - Modern Farmer – May 30, 2022
 - <https://modernfarmer.com/2022/05/american-lawns-no-mow-may/>
- “No ‘No Mow May’ – Madison opts for ‘Low Mow May’ instead”
 - WMTV NBC 15 – May 11, 2022
 - <https://www.nbc15.com/2022/05/11/no-no-mow-may-madison-opts-low-mow-may-instead/>

CITY OF FORT ATKINSON

RESOLUTION NO. 1359

WHEREAS, Fort Atkinson residents require food to sustain their lives and one of every three bites of food consumed requires pollinators,

WHEREAS, the City has a strong public interest in and duty toward the continuing survival of its residents,

WHEREAS, the pollinators whose activities generate our food consists of bees, butterflies, moths, birds, as well as many others and these pollinator species are in decline due to pesticide treatments and mowing, urban sprawl, habitat loss, disease and parasites,

WHEREAS, the formative period for establishment and nourishment of pollinator species occurs in late Spring and early Summer upon emergence from hibernation, at the same time supporting plant emergence and blossom, offering them habitat and forage opportunities,

WHEREAS, the United States Environmental Protection Agency recognized the necessity of protecting pollinators by establishing a very first “National Pollinator Week” proclamation last year for the week of June 22-26, 2020, and

WHEREAS, pollinator foraging and development is reduced by leaf removal and mowing of grass, **NOW, THEREFORE**,

BE IT RESOLVED that the City of Fort Atkinson recognize a “No Mow May” initiative for the promotion and education about this critical period for pollinator emergence and survival, allowing for the creation of crucial pollinator-supporting habitat and early Spring foraging opportunities, and that in the rear yards of residential properties or as designated on City owned property by the Director of Parks and Recreation, until June 1, 2021 the City of Fort Atkinson shall temporarily suspend enforcement of Section 102-121 “Vegetation” Part (b) (1) - *Grass and weeds shall be less than eight inches tall on improved, unimproved or vacant properties unless addressed otherwise in this section.*

Mason Becker, President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director

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No 'No Mow May' | Madison opts for 'Low Mow May' instead



Jane Witmer pulls the electric cord for her mower along behind her as she mows her lawn Wednesday, April 14, 2010, in Seattle. (Elaine Thompson | AP Photo/Elaine Thompson)

By [Nick Viviani](#)

Published: May. 11, 2022 at 1:53 PM CDT



MADISON, Wis. (WMTV) - The City of Madison wants to give bees an extra chance to pollenate this May, but that doesn't mean residents can let their lawns grow all month.

On Tuesday, city leaders put their own twist on the 'No Mow May' movement cutting its way across Wisconsin by passing what they call 'Low Mow May.' So, while homeowners cannot simply lock up their lawnmowers until June, they will:

- Only be required to mow once during May, rather than every 7-10 days
- Be allowed to raise the mower height to four inches, rather than the 2-3 inches more commonly used

The 'No Mow May' effort started in Appleton a couple of years ago. The idea is to give homeowners the option of letting their lawns become a bit overgrown for a few weeks to ensure that bees that are coming out of hibernation have plenty of options for the nectar and pollen they need. Cities temporarily waive enforcement of ordinances that require homeowners to maintain their lawns.

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A [presentation to the Sustainable Madison Committee](#) argued that cutting grass that had been allowed to grow for all of May would be worse for both the greenery and the equipment cutting it, citing research by UW-Madison Associate Professor Paul Koch. The grass would be harmed because cutting it after a month would chop off most of the plant's photosynthetic capacity.

"The plants would likely survive but would be weaker and more prone to drought stress, weed encroachment, insect pests, disease pests, etc.," the presentation contented.

As far as equipment, the slideshow states mowing longer grass increases wear and tear on the equipment, increases gas usage, and could clog storm drains. The next slide in the presentation offered two pictures, one of a median and one of a park, where grass had been allowed to grow.

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No Mow May - City of Madison

Some Considerations

Medians & Terraces



Parks & Recreation



A slide from the 'Low Mow May' presentation delivered to Madison city leaders. (City of Madison)

In addition to its arguments that a 'No Mow May' plan would be bad for the plants and for that first time everyone cranks up their mowers, the presentation includes a quote from a researcher with the USDA Forest Service, Susannah Lermann. She stated that a lawn that grows to five inches, which corresponds to mowing approximately every two weeks, "supported the highest abundances of bees, and the abundance was related to the amount of flowers present (e.g., dandelions, clover, violets)."

Lermann's [paper](#), which was published in the journal Biological Conservation, noted however that, while the bees in her research were more abundant in western Massachusetts yards used her research, the two-week mowing cycle also produced the least amount of richness and evenness.

In the resolution implementing 'Low Mow May,' the city celebrated gaining certification as a Bee City, according to the requirements of Bee City USA and reaffirmed its commitment to support pollinator health.

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'No Mow May' cities listed in Madison presentation

- De Pere
- Fort Atkinson



- Stevens Point
- Sun Prairie
- Wausau
- Wisconsin Rapids

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Public Works Committee
Tuesday, September 14, 2021
6:00 p.m.
Community Room
Municipal Building-1st Floor
312 W Whitewater St
Whitewater, WI 53190

MINUTES

1. Call to order and roll call.

The meeting was called to order by McCormick at 6:00 p.m.

Present: McCormick, Allen, (Schreiber arrived 6:10 p.m.)
Others: Marquardt

2. Approval of minutes from August 10, 2021

A motion to approve the minutes from the August 10, 2021 meeting was made by Allen and seconded by McCormick.

AYES: McCormick, Allen. NOES: None, ABSENT: Schreiber

3. Hearing of Citizen Comments

- a. There were no citizen comments at that time.

4. New Business

- a. **Discussion and Possible Action regarding John's Disposal request for 2022 Garbage, Bulk and Recycling rate increases.**

Marquardt stated John's submitted a request in early September regarding a rate increase for garbage, recycling and bulk items. There would be an increase in garbage of \$0.41, a \$0.01 increase in recycling and a \$0.19 increase in bulk items per tote/month. This would be an increase of \$0.61. The City is estimating a total count of 2730 units for the 2022 budget. The overall \$0.61 increase results in an overall increase of \$19,984 for the 2022 calendar year. A representative was not able to attend the meeting due to prior commitments. However, they will be at the Council meeting next Tuesday providing this is proposed to move on to Council.

McCormick stated she was pleased to see that the recycling didn't go up that much. She remembered from last year that it was a big concern for John's. Marquardt stated the letter from John's stated the recycling values have been steadily improving over the last several months. Allen stated that last time John's wanted to do weekly recycling and the City told them no. Do we want to do that as well? McCormick asked Marquardt if that would bring up their costs. Marquardt stated there was an additional cost but couldn't remember the exact number. McCormick thought that every other week was okay. Allen remembered people talking about how they have more recycling per week than garbage. Marquardt agreed with having more recycling but also stated the toters are pretty big. Marquardt stated he hasn't

received any calls from residents requesting additional pickups for recycling. Allen recommended this item to Council and approved the rate increase and was seconded by McCormick.

AYES: All via voice vote (2)

NOES: None

b. Discussion and Possible Action implementing a “No Mow May” initiative.

Marquardt stated Councilperson Brienne Brown was going to be attending the Public Works meeting. At that time, Brown was not in attendance of the meeting. Marquardt stated he would go over the information. He stated this request came through Councilperson Brown through Clapper. Clapper asked for it to be put on the Public Works agenda to start discussion of Brown’s request. Marquardt stated he and Clapper thought it should go to the Park and Recreation Board as well for further discussion.

The idea was initiated in Appleton for the most part and has grown to other cities. Basically, the concept is not mowing your lawn for the month of May to provide pollinator friendly habitat and foraging opportunities early in the growing season. Some cities that have started this program include Stevens Point, Wausau, Fort Atkinson, and other cities around the Fox Valley area. There have been other cities that have discussed the idea and said no, such as Neenah and Menasha. Fort Atkinson only allowed the grass to not be mowed in the rear yards. Other cities allow the whole yards not to be mowed. Most cities asked residents to call and register so they know which lots are participating in case the City does get calls. Those cities still enforce the lots that are not involved in the program for tall grass and still give citations. Others just let everyone participate and they don’t enforce for the month on May. Some of the hard parts are when it’s done on May 31. He found some cities have a true deadline of May 31, where it has to be cut by May 31. Other cities do give some grace time of a few days into June. Some cities also include parks and some don’t. Marquardt stated this is an agenda item to start the discussion to see if the Public Works Committee members are interested in having more information, or not.

McCormick had a few concerns. First of all, when they do mow there is going to be a lot of grass. Are they going to be required to rake and dispose of that grass? Marquardt stated that is another discussion as well. Marquardt talked with Boettcher about our parks and the fact that we don’t bag anything right now. Therefore, if we would let it grow and then cut it, it’s going to be a mess in our parks. He stated, we are not equipped to bag. He stated then what do residents do if we require them to bag. McCormick thought it would be worthy to have a representative from Fort Atkinson come in to see what kind of feedback they have gotten. Marquardt stated a lot of what he has read was is that it was a pilot program in 2021 with the cities that participated in the program. After that time, further discussion would take place as to how it went. A lot of these were approved in March or April, right before it took place in May of 2021. He hasn’t seen any discussion online yet. McCormick stated Fort Atkinson was rear yards only. She stated the front yards could be pretty ugly, especially for someone coming through Whitewater that isn’t aware of the program and what’s going on. It could put a black eye on our City. Marquardt stated that is another reason that a lot of the cities had residents come and pick up signs, provided by the City, to put in their yard so people knew why the grass was so long. McCormick said she thinks it is a noble thing to do; however, she doesn’t know if it’s the right thing to do.

Allen thinks the intent is good, however, he would encourage residents to plant more bushes, etc. that attract more honey bees, in particular. He doesn’t think this is the right way to go about it. We have an ordinance we are trying to have residents follow and now this is going to be hugely confusing to people. Neighbors are going to be calling to report their neighbors who aren’t mowing their lawn. Also, residents are going to forget the deadline dates for mowing. How do you catch up on mowing after a month, especially if it rained a lot in May? It would be different if you are doing it in July or August when the lawns turn brown. It would be a little easier; however, that would be going against the intent. Allen stated the parks would be very hard to catch up on and would be creating a spot for mosquitos. He thinks the intend is good, but is not in favor of this request. Schreiber concurred with Allen.

Councilperson Brown joined the meeting and stated she received information from some people in Fort Atkinson. The resolution in Fort Atkinson was for back yards only. She stated what really worked was that they had residents sign up for the program. If residents didn't sign up for the program and let their yards go and didn't mow, they could be fined. Also, what they meant my "No Mow May" is that you mow only sparingly. Sometimes you have to mow your lawn. But, if you have dandelions and things that pollinators need, they ask that you sparingly mow your lawn. Brown stated she had a few articles and the program started in Appleton. What they said really worked was to have residents sign up for the program and have them apply so they could get a sign for their yard. This would alert everyone to the fact that they are trying to do the pollinator thing.

McCormick stated she thinks this would be a nightmare for CSOs to figure out who's mowed and who's not, and who is registered. Brown said that is why there are signs. She stated the signs are free. All you have to do is sign up. McCormick asked who pays for the signs? Brown said they could figure out a grant or something. Brown said the signs could be picked up at City Hall. That would help out the CSOs to know who is in the "No Mow May" program.

McCormick asked Brown if she has gotten any positive or negative feedback from any of the cities who have participated in the past. She stated as long as the signs were up people were really excited about the idea. What upset people is someone who was just letting their lawn go. The only complaints they got were the people that didn't have signs in their yards.

Allen asked about how many of these cities have committed to doing it again a second year? Brown said every single one, including Fort Atkinson. Allen stated we are trying to get residents to follow our ordinances and now we are saying except for this month. Neighbors could be calling on neighbors and what a nightmare it could be for the CSOs. Allen stated for the parks, no. It's a lot of grass for mosquitos and how do we clean it up since we don't bag our grass. Brown said that is up to Public Works to decide.

Allen had a suggestion and the University does this as well on several areas on campus. Rather than mowing let's create areas that don't get mowed at all in parks or yards. We could work with the University to get prairie grass and flower seeds. The University doesn't mow every area on campus anymore. Allen stated, that is something we could do in the parks. He stated the rest he wouldn't do in the parks. Brown said that is what Appleton is doing now after three years. They have created more areas with flowers or grasses.

Brown said they also did a Facebook campaign so the community knew it was coming up. McCormick asked that this be brought up with Park and Recreation Board to get their thoughts on this idea. It could also be put on Polco to see what the general public thinks. Marquardt stated he would work with Mickelson on the Polco idea. Marquardt will send this request on to the Park and Recreation Board for further discussion. He will then bring it back for another discussion with the Public Works Committee. McCormick stated no action would be taken on the item but there would be more discussion with this committee in the future.

c. Discussion and Possible Action reviewing Capital Improvement Projects.

Marquardt stated this item was put on the agenda in case any committee members had questions from their initial review and ranking of the projects.

McCormick stated she made a note for Hatton. She thought the ranking was one of the hardest things to do because you are trying to pull projects that are most important to the City. McCormick commented that the committee members never get a chance to hear in-person from the departments. She thinks that would be very useful. Let them plead their case to see how important this is to them and go from there. Allen stated the narrative was very helpful and he thought that was enough. McCormick just thought for the future it would be wise to do.

d. Discussion and Possible Action regarding 2021 PASER ratings for City streets.

Marquardt wanted to give an update regarding rating streets every two years, which is submitted to the DOT. The latest rating is from 2019 to 2021.

Our good and excellent streets (see table below), which include 7, 8, 9, and 10 where pretty close to even, especially with our 8s, 9s, and 10s, which are in better condition than 2019. They are doing a lot more crack filling, which improves the street condition. Seal Coating will take place next year and that will help extend the life and improve ratings. As you see at the bottom (2, 3, 4), are falling into the poor category within the City. This is because the lack of maintenance and the ages of the streets. They are doing a good job on the good streets and keeping them in good condition. They just need to watch the middle streets and try to get them improved with asphalt overlays, and such to move them up on the rating schedule. Marquardt also showed a map that was color coded by rating to give an idea of where the streets are located.

<u>Rating</u>	<u>Quality</u>	<u>2019</u> <u>Miles</u>	<u>2021</u> <u>Miles</u>
10	Excellent	2.78	2.29
9	Excellent	1.54	3.44
8	Good	4.36	7.79
7	Good	13.03	7.39
6	Fair	16.44	9.7
5	Fair	7.07	11.27
4	Poor	3.6	4.81
3	Poor	1.33	3.16
2	Failed	<u>0.35</u>	<u>0.65</u>
Total Miles of Streets:		50.5	50.5

5. Future Agenda Items

There were no future agenda items at this time.

6. Adjournment

Allen moved to adjourn the Public Works Committee meeting at 6:29 p.m. and seconded by McCormick.

AYES: All via voice vote (3)

NOES: None

Respectfully submitted,

Alison Stoll, Administrative Assistant
DPW



Parks and Recreation Board Minutes
Wednesday, September 29th – 5:30 pm
Virtual Meeting

1. Call to Order and Roll Call (5:30pm)

Jan Bilgen, Dan Fuller, Mike Kilar, Carol McCormick, Megan Matthews, Steve Ryan, Jamie Weigel and Traci Wilson. Absent: Jen Kaina

Staff: Eric Boettcher, Lorelei Bowen, Michelle Dujardin, Cameron Clapper and Steve Hatton

2. Consent Agenda

2a. Approval of Parks and Recreation Board minutes of August 18 Park Board Minutes

Motion by Kilar to accept the minutes of July 21, 2021. Second by Mathews. Ayes Jan Bilgen, Dan Fuller, Mike Kilar, Carol McCormick, Megan Matthews, Steve Ryan, Jamie Weigel and Traci Wilson. Absent: Jen Kaina

3. Hearing of Citizen Comments:

No formal action will be taken during this meeting, although issues raised may become part of a future agenda. Participants are allotted a 3 minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those issues as designated in the agenda.

No comments

4. Staff Reports

4a. Parks & Recreation Director Report - Boettcher

- 4. a. ii Lake draw down project update: Dredging project bid opens October 14.
 - Common Counsel November 16th
 - Project will start in January 2022
- Letters to community regarding Herbicidal treatment for lake bed will go out on Sept 30th 2021. A Facebook live with Cameron Clapper is also in plan. In addition, meetings with a condo association and various private residents have been scheduled.
- October 1st the preliminary draft for a lake management grant is due. Final application is due Nov 1st.

- Urban Forestry update: proposal to Midwest Prairie Restoration to reestablish Effigy Mounds. Midwest Prairie Restoration will also conduct controlled burns.
- New Sports Coordinator Jennifer French will start Sept 30th 2021

4b. Michelle Dujardin

- After school program is off to a successful start. The program now has enough children to bring back the Lakeview elementary location. After school will be operating at 3 locations.
- Halloween- trick or treating update and Halloween buckets for purchase.
- New winter programming- Letters for Santa, sled shed, ornaments project
- Youth Sports numbers: Fall Oct 16th tournament is full. Little Dribblers teams 22 kids and 19 kids

Lorelei Bowen

- Swim lesson program is in progress
- Girls WHS swim team is using the facility for practice and also for hosting home swim meets.

5. Considerations

5a. WAFC Agreement Discussion and Review

- Refer to packet Exhibit C for financial data. Operating net and capital show bottom line. Steve Hatton, Financial director, reviews information. The mission is to create a more detailed paper trail of the facilities financials.
 - School district and City have different budget years however it is a 50/50 partnership.
- Discussion:
 - Kilar- Asked if 500k for roof is correct. Boettcher- Yes, 37,000 square foot space, there are portions of the school that blend over to WAFC. School district and City will need to work together to create a plan to fix it. It would be the most cost effective to replace the entire roof at the same time.

WAFC Agreement Discussion and Review

- WAFC Agreement is in place for the next 5 years
 - Only discrepancy is the roof replacement at High School. This would be part of the CIP plan and it is currently in the agreement.

(Weigel arrived at 6:17pm)

- Discussion: Cameron Clapper- an amendment to agreement will be a debt that the school district owes to the city of Whitewater. Language will be clarified and show payback schedule in existing agreement.
Steve Hatton- Verbiage in agreement was difficult, working with school district to make the wording clearer.
City continues to operate at a deficit
Refer to packet to review contributions and annual report.

5c. Halloween Program and Events Discussion and Recommendation

- See packet to review event options
- Explanation of Halloween buckets- activity/treat buckets are purchased by community members and delivered to their homes. This can be in addition to Trick or Treating or a safe alternative to those who are not comfortable or able to participate in traditional Halloween activities
- Discussion
 - Weigel- encourages promotion of safety tips and responsible activities
 - Ryan- (referring to Halloween informational material) suggest changing wording to “Mask Optional”
 - Wilson-(referring to Halloween informational material) Suggest adding “follow all CDC guidelines”
 - Weigel- What night will trick or treat take place? Boettcher- Sunday, Oct 31st

5. d. No Mow May Discussion

Refer to packet. Boettcher provides explanation of “No Mow May” common council passed the idea to Public Works. Public works recommends to not proceed.

Discussion:

McCormick- Fort Atkinson does a modified version of back yards only. Yards signs to indicate home is taking part of No Mow May. May create conflict with neighbors.

Weigel- Mosquito concerns

Suggestion to encourage public to plant pollinators

Boettcher- Parks would not participate

Kilar-Fields/ mowing concerns for June.

Wilson- provides insight on Fort Healthcare campus participation. Only select sections of campus participated to show support but also keep area safe

McCormick- Sculpture Gardens are considering participating.

Ryan-great and noble idea but not realistic at this time

Jamie- Suggestion incorporating pollinators into City Landscape.

Boettcher- Agrees, working on ideas for behind innovation center. Consideration of park and what staff can maintain,

6. Future Agenda items

Matthews- Request for more information on Mounds

7. Adjournment

McCormick moved to adjourn. Jan Bilgen, Dan Fuller, Mike Kilar, Carol McCormick, Megan Matthews, Steve Ryan, Jamie Weigel and Traci Wilson. Absent: Jen Kaina

Next scheduled meeting: Wednesday, November 17th 2021 at 5:30 p.m. Virtual

Respectfully submitted,

Lorelei Bowen



Council Agenda Item

Meeting Date:	2022.05.03
Agenda Item:	Endorsement Request for Select Organization Policies
Staff Contact (name, email, phone):	Cameron Clapper, cclapper@whitewater-wi.gov , 262-473-0104

BACKGROUND

(Enter the who, what when, where, why)

This memo provides information regarding three different policies for which the city manager seeks common council approval or endorsement this evening.

- Mission, Vision, Values Policy
- Organization Chart Policy
- Communications Policy

Mission, Vision, Values Policy

In approximately 2005, the common council acted to approve a mission statement, vision statement, and values statement. These three statements remain unchanged. The request this evening is for the common council to reaffirm these statements for now, but to provide direction to staff on whether these statements should be updated. The goal of staff would be to complete an update by December 31, 2022.

Organization Chart Policy

The organization chart is a valuable tool for illustrating the hierarchy of operations and roles within the organization. The chart appears in budget documents as well as in orientation materials for employees and officials. It is the responsibility of the city manager to ensure the chart reflects actual organizational structure as well as municipal ordinance. Within the last year, the chart has become a topic of discussion at the citizen committee level. Committees do not need to discuss the chart as it falls within the realm of the duties of the city manager under the direction of the common council. This is an opportunity to explain the chart, organizational functions, and obtain endorsement of the chart from the common council.

Communications Policy

Similar to the situation mentioned with the above organization chart, the common understanding among staff members is that elected and appointed officials can and should feel free to reach out to department directors with any questions regarding city operations. However, the city manager is the only position authorized to discipline or direct the work of employees. Further the city manager should be the contact point for all matters of policy. This policy is meant to clarify and document the standing expectations for communications.

The city manager will provide an overview of each policy and allow for action on each individual policy.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

None.

FINANCIAL IMPACT
(If none, state N/A)

N/A

STAFF RECOMMENDATION

The city manager requests approval of all three policies.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

1. Mission, Vision, Values Policy
 2. Organization Chart Policy
 3. Communications Policy
-

		Policy 101.01 Mission/Values/Vision			
Owner:	City Manager	Approving Position:	Common Council	Pages:	2
Issue Date:	11-05-2005	Revision Date:	11-05-2005	Review Date:	12-21-2011
Special Instructions:					

I. Policy

A. Mission Statement

- i. The City of Whitewater provides efficient and high-quality services which support living, learning, playing and working in an exceptional community.

B. Values

i. Our City

1. We value history and culture.
2. We support the wise and creative use of our financial, human and natural resources.
3. We promote a high quality of life and place — commerce, education, housing, sate
4. environment and sustainable growth.
5. We embrace a spirit of teamwork, cooperation, collaboration, open communication and citizen involvement.
6. We are a friendly, caring, diverse community.

ii. Our Organization

1. We work as a team to accomplish our mission and goals through open and honest communication, close coordination and collaboration between departments and recognition of community needs and expectations.
2. We promote pride and ownership in our municipal organization and in the Whitewater community.

iii. Each Other

1. We are committed to professionalism.
2. We are fully accountable to the citizens we serve and to each other.

3. We are committed to the highest level of professional standards by recruiting and developing highly trained, skilled, and motivated employees.
4. We are positive in our relationships and promote a positive attitude.
5. We truly believe that each member of the City staff and all elected and appointed members of the Common Council, Boards and Commissions can make significant contributions.

C. Vision Statement

- i. Building upon our rich history, we will continue to be a welcoming, safe, and dynamic community. We will embrace the cultural and educational opportunities that the presence of a thriving university and an increasingly diverse population offers. We will seek to continually improve and make Whitewater strong by fostering public trust and confidence in our government. We will encourage a community characterized by a spirit of openness and fairness that encourages individuals to participate publicly and prosper personally. We will maintain a high quality of life through careful stewardship of all of our many resources.

II. Guidelines

- A. N/A

III. Procedures

- A. N/A

IV. Reporting

- A. N/A

V. Job Aids

- A. N/A

		<p style="text-align: center;">Policy 101.03 Common Council – Employee Communications</p>			
Owner:	City Manager	Approving Position:	City Manager	Pages:	2
Issue Date:	2022.06.03	Revision Date:	2022.06.03	Review Date:	2022.06.03
Special Instructions:					

I. Policy

- A. Statement: To promote clear, effective, and efficient operations at all levels of the municipal organization, the City of Whitewater will establish a chart depicting the organizational hierarchy of municipal departments and their various working relationships between one another.

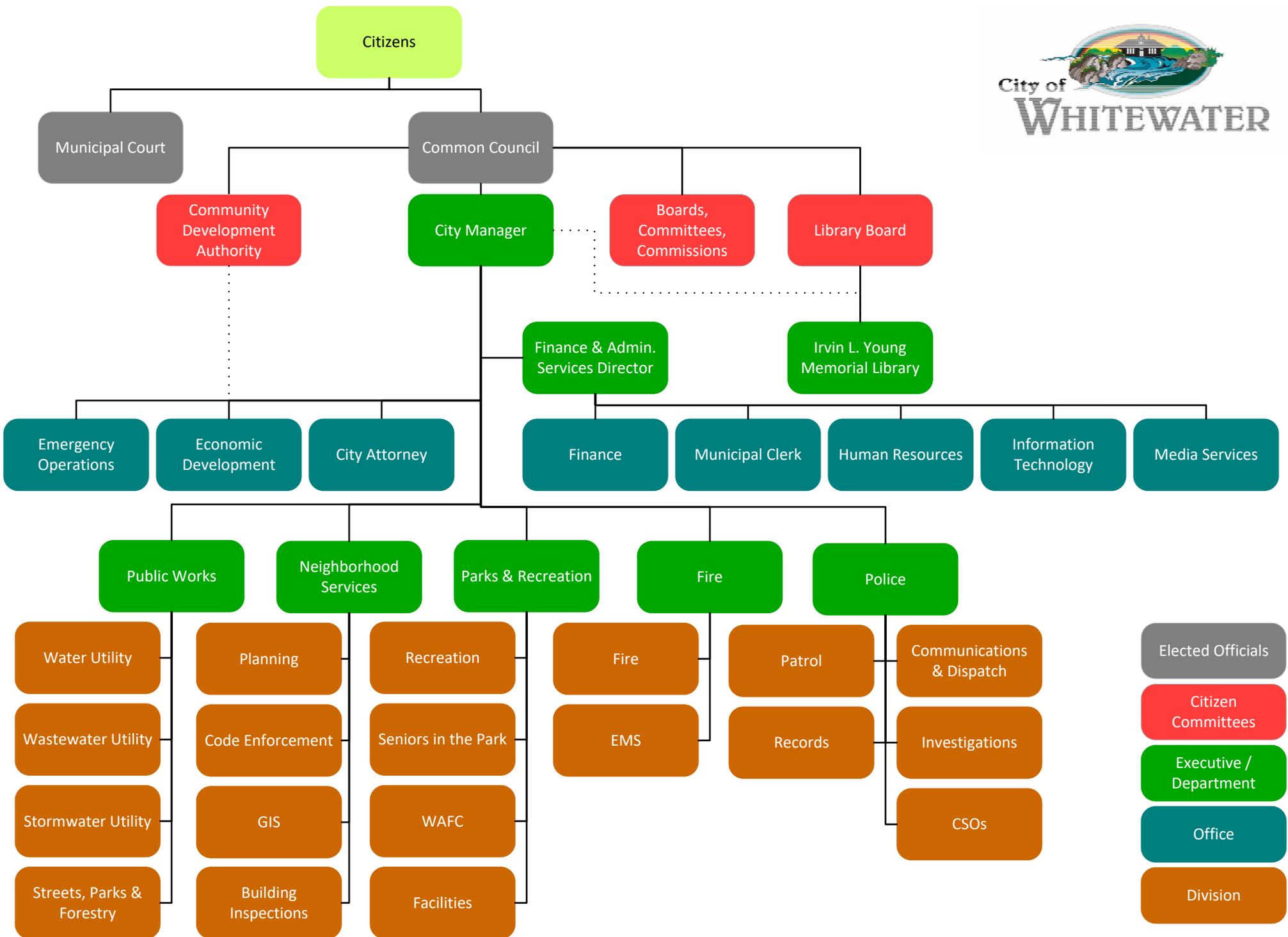
II. Guidelines

- A. Established Chart: The organization chart will be created and maintained by the city manager. The organization chart will be included with this policy and frequently included in publications released by the City of Whitewater such as the budget and orientation materials.
- B. Chart Elements: Unless otherwise directed by the common council, the organization chart will include all departments, offices, and positions specified by ordinance. The chart may also include departments, offices, or positions established under the authority of the city manager.
- C. Chart Updates: The organization chart will be updated as needed to reflect changes in ordinances or other organizational shifts in function or operation. Updates must be approved by the city manager followed by the common council. No other body shall have any authority to change the organization chart.
- D. Department-level Charts: Department level organization charts must be approved by the city manager and meet the same criteria provided in the above guidelines.
- E. Organizational Relationship Details: Details regarding job duties or tasks for specific departments, offices, or positions can be found in the code of ordinances, or individual position descriptions and are not part of the organization chart.

III. Procedure – N/A

IV. Reporting – N/A

V. Job Aids – N/A



- Elected Officials
- Citizen Committees
- Executive / Department
- Office
- Division

		<p style="text-align: center;">Policy 101.03 Common Council – Employee Communications</p>			
Owner:	City Manager	Approving Position:	City Manager	Pages:	3
Issue Date:	2022.06.03	Revision Date:	2022.06.03	Review Date:	2022.06.03
Special Instructions:					

I. Policy

A. Purpose:

- i. To ensure organizational communication channels remain clear, transparent, and effective for all parties.
- ii. To clarify and establish a common understanding of expectations related to communications between city staff members and elected officials.
- iii. To provide timely, uniform, and accurate information to common council members in a responsive manner.
- iv. To be consistent with the City of Whitewater Charter, organized under the city manager plan of government.
- v. To consistently provide all common council members with the same written information.

B. Statement of Policy: In order to ensure the above purposes are met, that communication practices sustain and reinforce the City Charter, and that all elected officials have equal access to information, communications between city staff members and common council members will be conducted as follows:

- i. Interaction and communication between city employees and elected or appointed officials is encouraged as a means of developing common understanding and dispelling misinformation regarding city events and operations. Public inquiries and feedback via public comments are welcome. However, employee responses to inquiries from common council members shall be routed through, or include a copy to the city manager.
- ii. All communications of any kind wherein an elected or appointed official seeks information, open records, or recommendations on matters of city policy, employee performance or discipline, official statements, or the directing of work shall be routed through the city manager. When the city manager is unavailable, requests

Organization Chart - 100.02

shall be routed through a designated acting city manager. This includes supportive materials provided for inclusion in formal agenda packets for public meetings.

- iii. All communications of any kind wherein an employee seeks to provide input or feedback related to publicly requested information on matters of city policy, employee performance or discipline, official statements, or the directing of work shall be routed through the city manager. When the city manager is unavailable, requests shall be routed through a designated acting city manager.
- iv. Questions from the media or public concerning confidential matters shall be referred to the City Manager or designee for a response.

II. Guidelines

- A. Communications Diagram: To illustrate policy expectations, a diagram is included as page 3 of this policy.

III. Procedure – N/A

IV. Reporting – N/A

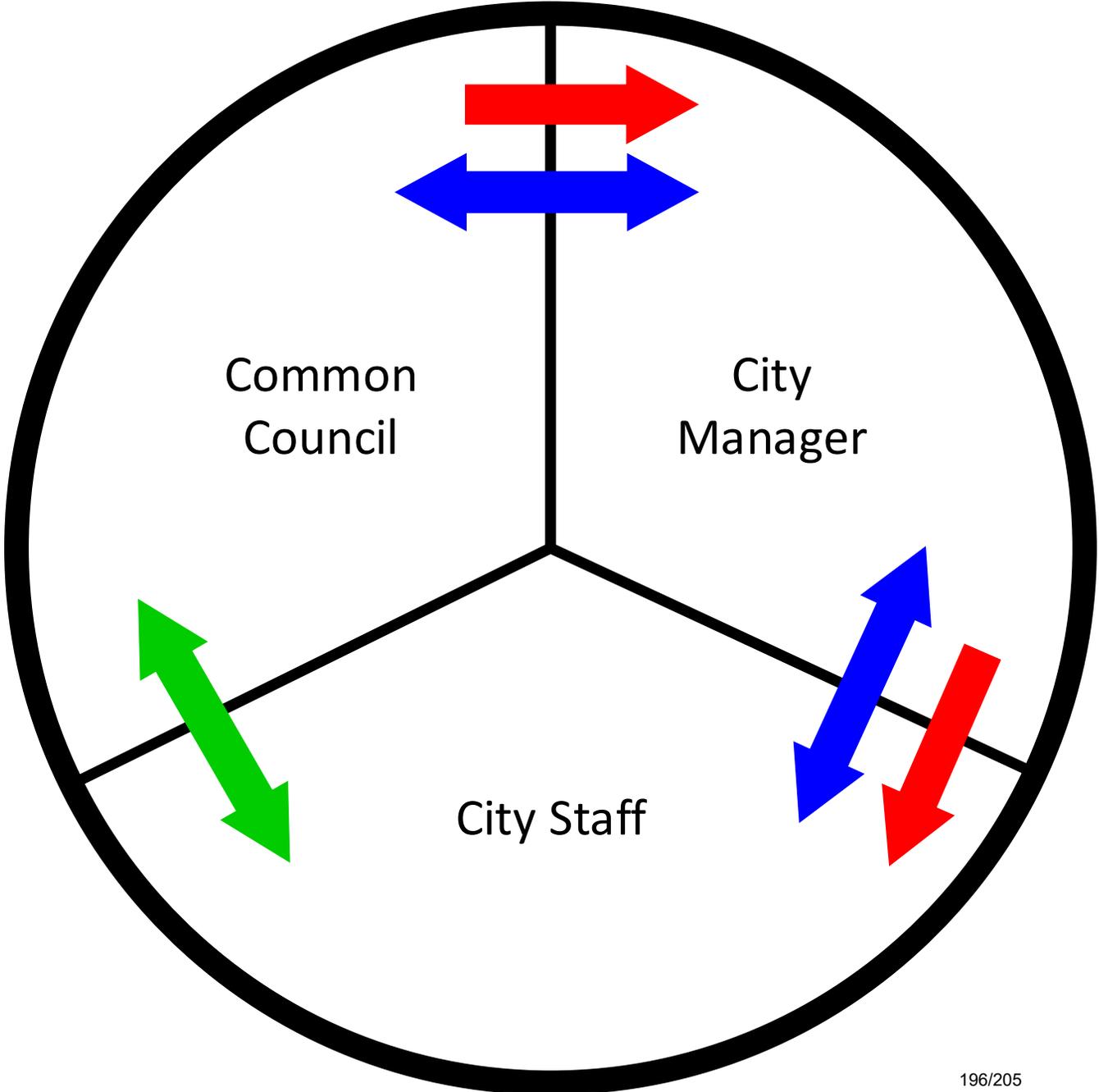
V. Job Aids – N/A

DRAFT

Communication Channels Diagram

Communication Channel Types

- Oversight, Direction & Discipline
- Any Subject Matter INCLUDING Personnel & Policy
- Any Subject Matter EXCLUDING Personnel & Policy





Council Agenda Item

Meeting Date: May 3, 2022

Agenda Item: Discover Whitewater Series - Unbudgeted Expenditure

Staff Contact (name, email, phone): Steve Hatton, shatton@whitewater-wi.gov, 262-473-1380

BACKGROUND

(Enter the who, what when, where, why)

The City received an invoice for a \$6,000 contribution to the 2022 Discover Whitewater Series race. While this event has been budgeted in past years, it was not budgeted for 2022 or 2023 as a necessity to balance the General Fund budget.

Other reductions to the taken to balance the General Fund budget include:

- Elimination of ~\$100,000 Contingency expenditure line item;
- ~\$3,000 reduction in annual grant to Downtown Whitewater;
- \$357,000 reduction of transfers to sinking funds;

There is no delegation of authority to approve this unbudgeted expenditure under the Procurement Policy. It requires Council action to approve.

There are two potential sources of funding for continued support of this event:

- Room tax revenues and resulting transfers to the Tourism Council have been significantly higher than previous years beginning in. This event may be considered by the Tourism Council in their efforts to bring out of town overnight guests to Whitewater
- Unassigned Fund Balance. The General Fund has achieved the targeted 20% unassigned Fund Balance. This expenditure could be paid from the unassigned Fund Balance.

The financial viability of the event absent this contribution is unknown.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

\$6,000 unbudgeted expenditure from the General Fund.

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Discover Whitewater Series Invoice
2. Procurement Policy

Discover Whitewater Series
PO Box 41
405 Panther Ct
Whitewater, WI 53190



January 19, 2022

6951

100-55320-780

4/26/2022

K. Boyd

SLS

\$ 6,000.-

INVOICE

Invoice No: 2022-2

To: City of Whitewater
Cameron Clapper

Quantity	Item	Description	Unit Price	Line Total
1	2022 DWS Sponsorship	Title Level	\$5,000.00	\$5,000.00
1	Sponsor Exclusive	100 Yard Signs with Logo	\$1,000.00	\$1,000.00

Subtotal:	\$6,000.00
Total Due:	\$6,000.00

Please remit payment to
Discover Whitewater Series
405 Panther Ct
Whitewater, WI 53190

Email

Info@RunWhitewater.com

Website

www.RunWhitewater.com

		Policy 501.04.10 Procurement			
Owner:	Finance Director	Approving Position:	Common Council	Pages:	6
Issue Date:	04/2013	Revision Date:	05/2022	Review Date:	05/2022
Special Instructions:					

I. PURPOSE

The purpose of this policy is to provide guidance and procedures to be followed for procurement of goods and services for all City departments. The controls and procedures set forth are intended to provide reasonable assurance that the lowest cost, highest quality good or service is obtained, while balancing the need for flexibility in department operations.

II. GUIDELINES

A. Procurements

1. Procurements consist of the following major categories:
 - a. Goods (tangible items); e.g., equipment, supplies, vehicles
 - b. Utility Inventory Items
 - c. General Services; e.g., janitorial services, maintenance agreements
 - d. Professional Services: e.g., legal, engineering, architectural, auditing services
 - e. Construction of public buildings and improvements
2. Department heads have the responsibility for procurement in their individual departments.
3. The City Manager is responsible for supervising the procurement process.
4. The Finance Department is responsible to monitor compliance with City procurement policies and procedures.
5. When an emergency situation will not permit the use of the competitive processes outlined in this policy, the applicable Department Head and City Manager may determine the procurement methodology most appropriate to the situation. Appropriate documentation of the basis for the emergency should be maintained.
6. By law (WI Stat 62.15 (12)), the City Manager and City Clerk sign contracts on behalf of the City. However, the Common Council hereby delegates the authority to approve and sign contracts to the applicable Department Head and/or, City Manager in accordance with the

Procurement

thresholds set forth below in the “Purchase of Goods” section. When Council Committee or Common Council approval is required the City Manager and Clerk shall sign such contracts.

7. Whenever quotes are solicited as part of this policy, the contact information for those individuals or firms solicited, along with any resulting quotes must be documented. Whether Department Director, City Manager, or Common Council approval is required, the written request for approval must include proof of said documentation. When the desired number of solicitations cannot be obtained due to a limited number of providers, an explanation of circumstances must be included with the approval request.
8. Whenever public bidding requirements exist the solicitation and all bids will be provided to the City Manager and Common Council for review regardless of whether or not or not Common Council approval is required.
9. The City Attorney’s office should be consulted for a legal review of all contracts.

B. Change Orders

1. Change orders are required for changes in project scope for construction or similar contracts.
2. Quantity changes are defined as increased quantities of bid items in a unit price contract.
3. Change orders can be approved by the Department Head and the City Manager for an amount up to \$10,000. The Department Head shall notify the Common Council in writing of such change orders.
4. Change orders in excess of the amount defined above require approval by the Common Council.
5. When project scope changes are necessary to prevent project delays the Department Head is delegated the authority to approve such change orders. The Department Head shall notify the City Manager and Common Council in writing of such change orders.
6. Quantity changes in unit price contracts can be approved for payment by the Department Head.
7. Any change order must comply with public bidding statutes and the applicable contract.

III. PROCEDURE

A. Purchase of Goods

1. Guidelines for approval authority of purchases when a specific item and dollar amount is not identified in the adopted budget:
 - a. Under \$5,000 – Department Head or Designee must approve prior to purchase. At least two quotes should be solicited for purchases over \$1,000.
 - b. \$5,000 to \$10,000 – Department Head and City Manager approval is required. At least two quotes should be solicited.

Procurement

- c. \$10,001 - \$25,000 – Department Head, City Manager, and Common Council approval is required. At least two quotes should be solicited.
 - d. Over \$25,000 – Common Council approval is required prior to purchase. At least three quotes should be solicited.
 - e. Any purchase of goods for a public construction project must be reviewed in the context of the entire cost of the project to determine if the size of the contract requires public bidding for the purchase of the goods. The purpose of this provision is to make certain that the cost of the goods does not increase the total estimated cost of the public works project to be above the threshold that would require competitive bidding. For example, under current statutes, if the cost of goods was \$10,000 and it caused the overall estimated cost of the project to be \$27,000, it would cause the project to be subject to competitive bidding because the cost of the project would be greater than the \$25,000 bidding threshold.
2. Guidelines for approval authority of purchases when a specific item and dollar amount (e.g. capital equipment) is identified in the adopted budget:
 - a. Under \$5,000 – Department Head or Designee must approve prior to purchase. At least two quotes should be solicited for purchases over \$1,000.
 - b. \$5,000 to \$10,000 – Department Head and City Manager approval is required. At least two quotes should be solicited.
 - c. Over \$10,000 – Department Head and City Manager approval is required. At least three quotes should be solicited.
 - d. Over \$50,000 – City Manager and Common Council Approval is required. At least three quotes should be solicited.
 - e. If the quote exceeds the dollar amount identified in the adopted budget the thresholds under “C. Purchase of Goods 1.” shall apply.
 - f. *The City Clerk will be given a copy of any signed contract(s).*
 3. In general, the lowest quote should be considered for procurements. However, price is not the sole consideration.
 4. Awards shall be made only to responsible vendors that (a) possess the potential ability to perform successfully under the terms and conditions of the proposed procurement, and (b) sell products that meet the specifications of the City.
 5. It is the desire of the City to purchase from local vendors whenever possible.
 - a. This can be accomplished by ensuring that local vendors are included in the competitive shopping process.
 - b. The City has a responsibility to its residents however, to ensure that the maximum value is obtained for each public dollar spent.

Procurement

- c. It is assumed that local vendors who wish to do business with the City will offer the lowest possible quote for the item being purchased.
 6. Each Department Head is authorized to delegate authority up to \$5,000 to an employee of that department to make and approve purchases, upon the condition that the Department Head file written notice with the Finance Department of the individual to whom this authority has been delegated.
 7. Sole source purchases are allowed in the following circumstances:
 - a. The item or service is only available from a single source;
 - b. After competitive procurement solicitations, competition is determined to be inadequate;
 - c. An alternate product or manufacturer would not be compatible with current products resulting in additional operating or maintenance costs;
 - d. Standardization of a specific product or manufacturer will result in more efficient and economical operations;
 - e. The purchase is from another governmental body; or
 - f. The item is being purchased through a cooperative purchasing arrangement such as the V.A.L.U.E. group, State bid list, State of Wisconsin VendorNet or WPPI Joint Purchasing.
 - g. Approval of sole source purchases will be made in accordance with the dollar thresholds outlined above in "Purchase of Goods."
 8. In circumstances of sole source purchases when the purchase is not via a cooperative arrangement, the department should use alternate means (such as verifying pricing with other customers) to establish that the price quoted is reasonable.
- B. Use of Purchase Orders:
1. In general, purchase orders are not required for purchases.
 2. If the vendor requests or requires a purchase order one will be issued.
 3. Purchase orders are to be issued prior to obtaining the item.
 4. Standard purchase orders are issued for one-time acquisition of specific items.
 5. The receipt of these items might be spread out over a period of time but the purchase order is valid only for the items listed on it.
 6. Blanket purchase orders are issued on an annual or other periodic basis to vendors with whom business is conducted continuously. Examples of these types of purchases include repair parts, library books or other materials/supplies for which exact quantities are not known.
- C. Purchase of Utility Inventory

Procurement

1. Inventory purchases are made for approved utility capital and maintenance infrastructure projects, developer capital projects and stock items. Special consideration for these types of purchases is warranted for operational efficiency purposes.
2. Each Utility Operations Manager is responsible for the oversight and coordination of utility inventory purchases.
3. Quotes shall be solicited as outlined above in the “Purchase of Goods” section.
4. The City Manager is delegated the authority to approve all utility inventory purchases over \$5,000.

D. Purchase of General Services

1. General services defined:
 - a. Standardized services that are differentiated mainly by price. The results of the services are generally the same each time they are provided regardless of the vendor and experiences gained from one project are directly applicable to another project. See definition below of professional services for distinction from general services.
 - b. Agreements for upkeep and maintenance of goods during ownership. Such agreements bind the manufacturer or service provider to maintain the goods for a certain period of time for a fee. Contracts may include the costs of servicing and/or materials. (e.g. software maintenance contracts, copy machine maintenance contracts, etc.)
 - c. Where applicable, a competitive process for selection of vendors for contracts for general services should be used under the guidance outlined in the “Purchase of Goods” section above.
 - d. Purchase orders are not required for general services.

E. Purchase of Professional Services

1. Professional services defined:
 - a. Professional services are usually highly customized and differentiated on factors other than price, such as knowledge and expertise. The specific form of the services will vary according to the need of the customer. Experiences gained from one project provide insight into other projects, but are not directly applicable. Professional services are often performed by licensed individuals.
 - b. A qualifications-based selection process shall be used in obtaining professional services. Selection for professional services should take into consideration the overall value of such contracts including:
 - 1) Demonstrated competence, knowledge and qualifications in related services
 - 2) Continuity of the various phases of a project
 - 3) Operational efficiencies
 - 4) Scope of services

Procurement

- 5) Reasonableness of proposed fee
 - c. The normal purchasing policy thresholds outlined in the “Purchase of Goods” section above shall be used for retaining consultants for specific projects.
 - d. Professionals are sometimes retained for their expertise on an as needed basis to serve in an advisory role to the City vs. being retained for a specific project. In the circumstance where the specific scope of service or length of engagement cannot be determined and the purchasing policy thresholds therefore cannot be used to determine level of approval, the approval process is as follows:
 - 1) All legal, planning, and engineering services require Common Council approval prior to retaining the professional.
 - 2) The City Attorney, upon approval of the City Manager, may retain outside legal counsel to serve in an advisory role to the City Attorney in an amount not to exceed \$5,000.
 - 3) For all other services identified in the approved budget, the Department Head and/or City Manager is delegated the authority to retain the professional service provider (e.g. title searches, physicals, water testing).
 - e. Some professional service industries do not customarily use contracts to formalize the relationship and scope of work between the consultant and their client. In such circumstances, the City encourages the use of scope of service proposals, memorandum of understandings or engagement letters where applicable.
 - f. Purchase orders are not required for professional services.
- F. Construction of Public Buildings and Improvements
1. The provisions of Wisconsin Statutes s. 62.15 apply to procurements involving public construction and take precedence over any portion of this policy that may conflict with that statute. Approvals of construction contracts will be made in accordance with the dollar thresholds outlined above in the “Purchase of Goods” section.
 2. For all public construction, the estimated cost of which exceeds \$5,000 but is not greater than \$25,000, the Director of Public Works shall give a Class 1 notice, under Chapter 985 Wis. Stats., of the intent to enter into a contract for the proposed construction before the contract is executed.

IV. REPORTING

V. JOB AIDS



Council Agenda Item

Meeting Date: 2022.05.03

Agenda Item: City – WFD Integration Update

Staff Contact (name, email, phone): Cameron Clapper, cclapper@whitewater-wi.gov, 262-473-0104

BACKGROUND

(Enter the who, what when, where, why)

The city manager will provide an update on the integration process currently underway to establish the fire department as a municipal department.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

None.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

None.