

WHITEWATER CITY NEWSLETTER



Whitewater Make a Difference Day to be Held on Friday, October 3rd

The City of Whitewater and the University of Wisconsin-Whitewater are joining forces for the fourth annual *Make a Difference Day* in Whitewater, scheduled for Friday October 3rd. Last year, over 900 volunteers came together to show the residents of Whitewater that the University and the community can, once again, unite to Make a Difference. A variety of activities and community projects will be undertaken, as we hope to surpass last year's numbers and bring out even more of the best our university and community have to offer!

Volunteers (including Community Members) are encouraged to register at the Whitewater Make a Difference Day website located at www.uww.edu/involve. Additional information on projects and activities is also available on this website. Parks and Recreation Director Matt Amundson is coordinating the City's efforts for this year's event along with University counterpart Kim Clarksen, who works in the University's Career & Leadership Development Department. Amundson can be reached at: mamundson@ci.whitewater.wi.us or 262-473-0122 for further questions and information.

Fall Leaf Collection Program

The City again will be collecting bagged leaves at the curbside beginning sometime in October. Watch the City website and local media outlets for when this program will begin.

While the City has debated alternative leaf collection methods, the bagging of leaves and placement at curbside for eventual collection by city crews has been judged the best environmental approach and will greatly assist the City with meeting its storm water management requirements. Keeping leaves and other lawn debris out of city streets is key to reducing the amount of solid materials going into our lakes and waterways. The City now employs two street sweepers which will also greatly assist with this effort.

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Community Development Authority Promoting Business Development with New Logo and Slogan

The Community Development Authority (CDA) has worked closely with UW-Whitewater Marketing Professor Jimmy Pelletier and his firm Applied PhD. Research to develop an extensive campaign to better market the existing Whitewater Business Park as well as the proposed Whitewater University Technology Park.

The CDA will be touting Whitewater as the **"Center of Opportunity"** and will be using the new logo shown here on future marketing materials. Targeted businesses that will be contacted include agribusiness, manufacturing, software and information technology, education and training and financial services.



Halloween Hours and Youth City Halloween Party

Trick or treat hours in the City will be from 4 to 7 p.m. on Friday, October 31st. The annual City Youth Halloween Party will be held at the Downtown Armory from 6 to 8 p.m. also on the 31st. Join the crowd for fun fair games and prizes geared for school and elementary age children. Admission into this event is a non-perishable food item to be donated to our local food pantry! Parents are encouraged to attend with their children and are free.

City Studying Biogas Opportunities



City Manager Kevin Brunner and Public Works Director Dean Fischer receive a check from WE Energies Vivian Kuss to support Whitewater's Biogas Study.

In an effort to plan for the future, decrease environmental impacts and offset rising energy costs, the Whitewater Wastewater Facility has partnered with Strand Associates, Wisconsin Focus on Energy and WE Energies on a "Digester Study". The study will look into developing relationships with interested parties and investigating the feasibility of treating "outside" (agricultural/industrial/commercial) waste at the facility. Beneficial uses of the methane or "Biogas" and other byproducts will also be included in this study. Cost benefits and long term cost factors will be additional driving factors at the conclusion of the 8 month study.

Water Superintendent Rick Lien Receives Heroism Award from State Association

Water Superintendent Rick Lien received the heroism award from the Wisconsin Water Association (the Wisconsin section of American Water Works Association) at its annual conference in Stevens Point on September 17th. Rick was nominated for this award in part for his actions stemming from the



Lien with DPW Director Fischer

incident June 3rd of this year at the Starin Park water tower in which the municipal water supply was threatened by an intruder. Great recognition of Rick and his good work for our community!

Whitewater Business Park Study Shows Significant Economic Impact on Community

In a report recently completed by the City Finance Department, a total of 2504 jobs have been created in the Whitewater Business Park since its creation in 1988. These jobs carry with them a payroll of over \$65 million annually and an overall economic impact on the Whitewater area of an estimated \$200 million per year! Total brick and mortar private investment in the Business Park currently totals over \$46 million which currently generates over \$780,000 in property taxes each year.

Public Safety Communications Center to Receive Upgrade

The Whitewater Public Safety Communications Center provides emergency radio and telephone communications for the Whitewater Police Department, Whitewater Fire Department and Emergency Medical Service, and the UW-Whitewater Campus Police Department. The Whitewater Communications Center will be undergoing a major upgrade this fall that will include hardware and software for a new radio console system as well as required remodeling of the existing Center facilities. This is the first such upgrade in over ten years of service.

The new communications system uses advanced technology to provide state-of-art emergency communications capabilities. The new system, along with recent improvements to the City's emergency siren alerting system will cost in excess of \$300,000, and will be fully integrated to allow for future expandability. Overall, the planned improvements will provide the citizens of the City, the surrounding rural townships, and the University of Wisconsin-Whitewater with a much more efficient and effective emergency communications system.

Reminder - Presidential Election November 4, 2008

Any qualified elector who is unable or unwilling to appear at the polling place on Election Day may request to vote an absentee ballot. You may request an absentee ballot by personal letter or by obtaining a request from the City Clerk's office. Your written request must list your voting address within the City, the address where the absentee ballot should be sent, if different, and your signature. You may also make application in the Clerk's Office, 312 W. Whitewater Street, at which time you may also vote an absentee ballot. Any request for an absentee ballot to be mailed must be made by 5:00 p.m. on the Friday immediately prior to the election. You may vote an absentee ballot in person at the Clerk's Office, 312 W. Whitewater Street, until 5:00 p.m. the Monday immediately prior to the election. If getting to the polls is a physical hardship, you can apply for permanent absentee ballot status. Once you have permanent absentee ballot status, a ballot will be sent to you automatically as long as you return each one sent to you. Call 262-473-0102 with any questions.

Aldermanic Districts 1, 3, 4, & 5 vote at the Downtown Armory (146 W North Street) and District 2 at the Hamilton Center on the UW-Whitewater campus.