

**CITY OF WHITEWATER
COMMON COUNCIL AGENDA**

Common Council Meeting
Tuesday, May 4, 2010 – 6:30 p.m.
City of Whitewater Municipal Building Community Room
312 W. Whitewater Street Whitewater, Wisconsin

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

CONSENT AGENDA:

CA-A	Approval of Council minutes of March 16, 2010
CA-B	*Approval of Payment of Invoices processed through April 29, 2010.
CA-C	Expedited approval of the following items, per city staff recommendation: O-4, O-5, O-6, O-7, O-8, O-9, O-10, O-11, O-12, O-13, O-14, O-15, O-16, O-17, O-18, O-19, O-20, O-21, O-22, O-23, O-24, O-25, O-26, O-27.

REPORTS:

City Manager	<ol style="list-style-type: none"> 1) Report on Main and Whiton Street Project; 2) Proclamations for Wisconsin Historic Preservation Month & Archaeological Month 3) Presentation of Janesville – Milton – Whitewater Transit Study Report
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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 3-5 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.

COMMON COUNCIL ANNOUNCEMENTS.

RESOLUTIONS:

R-1	Supporting Grant Application for Regional Energy Cluster Planning Initiative (Wisconsin Department of Commerce).
R-2	2009 Budget Transfer Resolution #4.

ORDINANCES: First Reading

O-1	Amending Ch. 5.19 concerning Amendment of Conditional Use Permits for Sidewalk Cafes.
O-2	Creating Ch. 5.20.145, Flat Fee & Minimum Charge for Alcoholic Drink Restrictions.
O-3	Amending Ch. 1.21.010, Schedule of Deposits to include penalties for violations of alcoholic drink price restrictions.

ORDINANCES: Second Reading

*O-4	Amending Chapter 2 Ordinance 2.04 Administrative Organization.
*O-5	Amending Chapter 2 Ordinance 2.08 City Council.
*O-6	Amending Chapter 2 Ordinance 2.12 City Manager.
*O-7	Amending Chapter 2 Ordinance 2.16 Department of Administration.
*O-8	Amending Chapter 2 Ordinance 2.20 Department of Public Works.
*O-9	Create Chapter 2 Ordinance 2.22 Neighborhood Services Department.
*O-10	Amending Chapter 2 Ordinance 2.24 Fire Department.
*O-11	Create Chapter 2 Ordinance 2.24.096 Authorizing Vehicle Accident Site Response Charges.
*O-12	Create Chapter 2 Ordinance 2.25 Police Department.
*O-13	Create Chapter 2 Ordinance 2.26 Humane Officer.
*O-14	Amending Chapter 2 Ordinance 2.28 Fire and Police Commission.
*O-15	Repeal Chapter 2 Ordinance 2.32 Department of Public Health.
*O-16	No Proposed Changes to Chapter 2 Ordinance 2.36 Municipal Court.
*O-17	No Proposed Changes to Chapter 2 Ordinance 2.40 Emergency Management.
*O-18	Amending Chapter 2 Ordinance 2.42 Emergency Joint Action for County and City.
*O-19	No Proposed Changes to Chapter 2 Ordinance 2.44 Equal Opportunities Commission.
*O-20	Amending Chapter 2 Ordinance 2.46 Handicapped Discrimination Commission renaming it the Disability

	Rights Commission.
*O-21	Amending Chapter 2 Ordinance 2.52 Park and Recreation Board.
*O-22	No Proposed Changes to Chapter 2 Ordinance 2.53 Birge Fountain Committee.
*O-23	Amending Chapter 2 Ordinance 2.56 Library Board.
*O-24	No Proposed Changes to Chapter 2 Ordinance 2.60 Board of Review.
*O-25	No Proposed Changes to Chapter 2 Ordinance 2.66 Public Records.
*O-26	Amending Chapter 2 Ordinance 2.70 Personnel and Compensation Renaming it Human Resources and Compensation.
*O-27	No Proposed Changes to Chapter 2 Ordinance 2.72 Special Provisions – Salaried Employees.

CONSIDERATIONS:

C-1	Citizen appointments to Boards and Commissions.
C-2	Conceptual review of large retail and commercial service development standards ordinance.
C-3	Approval of contract with Strand Associates for Engineering Services for Tratt Street sidewalks/path.
C-4	Award of contract for Clay Street Project.
C-5	Discussion and possible direction regarding Downtown Sign Regulations (Banners).
C-6	Discussion and possible direction regarding the role of alternate positions on Boards & Commissions.
C-7	Councilmember Requests for Future Agenda Items.
	EXECUTIVE SESSION. Adjourn to closed session, TO RECONVENE 30 minutes from time of entering into closed session, pursuant to Wisconsin Statutes Chapter 19.85(1)(e) “Deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.” Items to be discussed: Acquisition of real estate for Starin Road right of way.
	RECONVENE TO OPEN SESSION
RA-A & RA-B	Possible action on Resolutions authorizing purchase of real estate for purpose of extending Starin Road (Kutz and Kligora properties).

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.**

March 16, 2010

The regular meeting of the Common Council was called to order at 6:30 p.m. by Council President Singer. MEMBERS PRESENT: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. MEMBERS ABSENT: None. LEGAL COUNSEL PRESENT: McDonell. Council President Singer requested a moment of silence in honor of Police Sergeant Ray Trost, who passed away a week ago.

APPROVAL OF MINUTES. It was moved by Olsen and seconded by Taylor to acknowledge receipt and filing of the following: Plan Commission Minutes of 2/8/2010, Library Board Minutes of 2/8/2010, Whitewater University Technology Park Board Minutes of 12/8/2009 and 2/5/2010, Park and Recreation Board Minutes of 2/1/10, Report of Manually Produced Checks for February 2010, and Financial Statements for February 2010. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None.

APPROVAL OF PAYMENT OF INVOICES. It was moved by Olsen and seconded by Taylor to approve payment of city invoices processed through March 11, 2010 in the total sum of \$156,254.29. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None.

REPORTS. Parks and Recreation Director Matt Amundson gave an update on the Lakes Management Planning Grant. Human Resources Coordinator Buckman reported on the status of the 2010 U.S. Census.

CITIZEN COMMENTS. None.

COMMON COUNCIL ANNOUNCEMENTS. Taylor would like to wish community a safe and happy St. Patrick's Day.

AMENDING DEVELOPMENT AGREEMENT WITH WATER'S EDGE SOUTH. City Manager Kevin Brunner stated the proposal has already been agreed to and he has a signed copy of the agreement. The agreement outlines some remaining public improvements the developer has to complete and the deadlines for the completion. The developer has agreed to grant the city a 20 foot public bike and pedestrian pathway easement along the south side of Water's Edge South Addition 1. The City would also agree that the developer would produce a reasonable value to the dedicated easement. Also changed is the plan to have side-by-side structures. They will be eliminated and 20 single family homes will be located along Parkside Lane.

**RESOLUTION APPROVING AMENDMENT TO CONTRACTS FOR
IMPROVEMENTS (DEVELOPMENT AGREEMENTS) BETWEEN WATERS EDGE
OF WHITEWATER, L.L.C. AND THE CITY OF WHITEWATER, WISCONSIN**

WHEREAS, the City of Whitewater and Waters Edge of Whitewater, L.L.C., have entered into Development Agreements concerning Waters Edge, Waters Edge South, and Waters Edge South Addition No. 1 dated June 29, 2001, September 23, 2003, and February 2, 2007, and

WHEREAS, due to factors arising since the signing of the prior Development Agreements, the City staff and Waters Edge of Whitewater, L.L.C. have agreed, subject to the approval of the Common Council, to amendments to the Development Agreements.

WHEREAS, the Common Council finds that the amendments are consistent with the requirements of Title 19 and other city ordinances and the City's Comprehensive Plan, and will promote the health, safety and general welfare of the City.

Now, therefore, BE IT RESOLVED that the Common Council of the City of Whitewater approves the attached Amendment to Contracts for Improvements between Waters Edge of Whitewater, L.L.C., and the City of Whitewater, Wisconsin.

Resolution introduced by Councilmember Olsen, who moved its adoption. Seconded by Councilmember Taylor. AYES: Olsen, Winship, Binnie, Singer, Kienbaum, Stewart, Taylor. NOES: None. ABSENT: None.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk

FIRST READING OF ORDINANCE APPROVING THE REZONING OF PROPERTY LOCATED AT WALWORTH AVENUE / BUCKINGHAM BOULEVARD FROM "AT" (AGRICULTURAL TRANSITION) TO "PCD" (PLANNED COMMUNITY DEVELOPMENT) AND APPROVAL OF THE GENERAL DEVELOPMENT PLAN (GDP) FOR HOFFMANN PROPERTY, WITH REQUEST FROM DEVELOPER AND STAFF TO WAIVE 2ND READING OF ORDINANCE. City Manager Kevin Brunner stated that the requests were approved by the Plan Commission. This would allow a 64 unit senior housing complex to be developed by Silverstone Partners of Middleton. The deadline for tax credit financing through the Wisconsin Housing Economic Authority is approaching, and as a result, a request to waive a 2nd reading was brought forth. Councilmember Binnie stated that no comments from the public were made at the Plan Commission meeting. Tom Sather and Christy Morgan of Silverstone Partners were present to answer questions. They indicated that the development is intended for the age group of 55 or older.

**AMENDING THE CITY OF WHITEWATER ZONING MAP
AND ZONING CLASSIFICATION OF CERTAIN PROPERTY
IN THE CITY OF WHITEWATER**

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do, pursuant to Municipal Code Section 19.69, hereby amend the zoning classification of the below-described property as set forth herein:

SECTION 1.

Pursuant to Whitewater Municipal Code 19.69, the below-described property is hereby rezoned to 19.39 (Planned Community Development District).

Part of the NE ¼ of the NE ¼ of Section 7, T4N, R15E, City of Whitewater, Walworth County, Wisconsin, to-wit:

Commencing at the NE corner of said Section 7; thence S88°18'33"W, along the north line of said NE ¼, 321.49 feet to the point of beginning; thence continue S88°18'33"W, along said north line, 395.44 feet; thence S1°41'27"E, along the east line of Lot 1, Certified Survey Map No. 1334, 377.47 feet to the SE corner thereof; thence S88°17'16"W, along the south line of said Lot 1 and its extension, 342.05 feet; thence S0°07'17"E, 403.34 feet; thence N88°18'33"E, 714.43 feet; thence N0°48'37"E, 781.53 feet to the point of beginning, containing 10.000 acres and subject to a road right of way across the northerly 33 feet.

SECTION 2. The General Development Plan is approved subject to the conditions imposed by the Plan Commission.

SECTION 3. The official zoning map of the City of Whitewater shall be amended to show the above change on the effective date of this zoning ordinance as provided in Section 4.

SECTION 4. This ordinance shall take effect upon passage and publication as provided by law, and Plan Commission approval of a specific implementation plan on or before 12-31-10. If the Plan Commission does not approve a specific implementation plan by 12-31-10, this zoning amendment shall not take effect.

Ordinance introduced by Councilmember Olsen. Seconded by Councilmember Winship. AYES: Winship, Binnie, Singer, Stewart, Taylor, Olsen, Kienbaum. NOES: None. ABSENT: None.

It was moved by Olsen and seconded by Winship to waive the 2nd reading of the ordinance. AYES: Winship, Binnie, Singer, Stewart, Taylor, Olsen, Kienbaum. NOES: None. ABSENT: None. ADOPTED: March 16, 2010.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk

DISCUSS WHITON / MAIN TRAFFIC SIGNAL PROJECT CROSSWALK ACTUATORS. Public Works Director Dean Fischer stated he held a public meeting on this subject. Staff members are looking for input from the Council. One possibility is a Matching Bull Dog actuator. When pressed by a pedestrian, the pedestrian waits for the light, then crosses. Another option is "the Navigator". This works similar to the Matching Bull Dog, but when the button is pressed, a light is activated and a voice tells when to cross. The upgrade is about \$4,500. Fischer questioned whether the actuators should be included in the Whiton/Main specifications, whether other intersections should be included, and how many should be included? Councilmember Binnie suggested using the Navigator at one location and seeing how it worked. If it works well, install the device at other intersections. Singer questioned if

anything has been looked into for wheelchair activation. Fischer stated they haven't found anything durable or reliable. Luke Holman of Strand Associates commented that it's not that the technology isn't there; it's the proven durability of the product. These products have been proven. Fischer stated they the bids will require equipment to be compatible with what we have. Taylor moved to direct city staff to include "the navigator" in the bidding process for Main and Whiton. Seconded by Olsen. Winship questioned whether the University would contribute towards this. City Manager Brunner stated that he has had a conversation with Chancellor Telfer, and the University approves of the Navigator. Brunner likes the idea of trying it out for a few months at one intersection and seeing how it works. Fischer stated the city could do a CIP for next year for the remainder of the intersections. Fischer stated the pillars by Hyer Hall are very close to the road. The University has taken it upon themselves to move them back and widen the driveway a small amount. AYES: Winship, Binnie, Singer, Stewart, Taylor, Olsen, Kienbaum. NOES: None. ABSENT: None.

APPROVAL OF ENERGY EFFICIENCY AND CONSERVATION BLOCK GRANT.

Brunner stated the City has been awarded \$170,600 under the Energy Efficiency and Conservation Block Grant program. Projects include replacing the boiler in the public safety portion of the building, and the variable frequency drives for the hot water system at city hall; variable frequency drives for the blowers and pumps at the White Memorial Building; a new HVAC system for the Young Memorial Library, and other projects relating to street light replacement in the Industrial Park, downtown area, and public parking lots. The City must supply a \$57,200 match. Brunner requested a decision from the council tonight as submission of the paperwork must be completed by Friday. Brunner indicated that the projects proposed were projects already planned. He estimates that the improvements will saive the City approximately \$25,000. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None.

APPROVAL OF INFORMATION TECHNOLOGY EMPLOYEE USE POLICY.

Information Technology Director Tim Nobling was present to answer questions relating to the new Information Technology Employee Use policy. Taylor questioned who was going to enforce the policy. Nobling stated it depends on the part of the policy, but it's really the supervisor who is responsible for their employee. Nobling provides the resources they would need to work with their staff. The firewall is a web filter and a web blocker. These blockers are more for security than for time-wasting websites. Brunner stated they do monitor websites and have reports. They can block usage and there will be appropriate action taken for any abuse. It was moved by Olsen and seconded by Taylor to approve the Information Technology Employee Use policy as provided by IT Director Nobling. AYES: Winship, Binnie, Singer, Stewart, Taylor, Olsen, Kienbaum. NOES: None. ABSENT: None.

DISCUSSION REGARDING FIVE POINTS INTERSECTION IMPROVEMENT STUDY.

Brunner explained there have been nine accidents at this intersection over the last three years. The intersection is very difficult at times to go through. He stated that the opportunity to correct this problem could be funded via TIF #6. Brunner requested council direction on how to proceed in the future with this intersection project. Luke Holman of Strand gave a presentation regarding the intersection. This was previously studied in 2002 but it was a Comprehensive study. Holman explained the goals and objectives they are looking at. 1)

Access and mobility for vehicles; 2) Pedestrian facilities; 3) Vehicle Operations; 4) Access and mobility for nearby schools; and 5) Redevelopment potential for southeast quadrant. The top 5 alternatives are 1) Traffic signal (not warranted); 2) Four leg roundabout (dismissed); 3) Three leg roundabout; 4) Intersection realignment; and 5) Multiway stop control. He explained the advantages and disadvantages regarding all of the alternatives. They projected traffic volumes for five years. Binnie commented about the low pedestrian usage at this intersection. Holman will look into that. He wasn't sure if the pedestrian weren't placed in the twelve hour study. Binnie also asked Fischer if the plan for extending South Street to the high school was going to happen. Fischer stated it was still in the plans. Brunner stated there is some farm land that would have to be dissected if they were to do that, and several years ago, the owner was not in favor of that. Stewart commented that the way Holman explained it, the redevelopment won't have an impact on the way the intersection is being used. Stewart agreed with the realignment option giving the area more space. Fischer stated that islands would give pedestrians a half-way point. He also thought bringing in some of the property owners for a public meeting and having other comments would be helpful. Brunner felt there was more traffic coming into this intersection than any other intersection, so something should be done. Fischer clarified with Singer that Fischer will work on a public meeting.

COUNCILMEMBER REQUESTS FOR FUTURE AGENDA ITEMS. Taylor would like an update and discussion on the polling place at campus; would like to discuss board and commission meetings being televised at least once a year; and all city fleets should have some American made part. Kienbaum feels that all city employees should live in the city of Whitewater (referring to the Downtown Whitewater Director who does not). Olsen would like to revisit the Sidewalk Café Ordinance.

EXECUTIVE SESSION. It was moved by Singer and seconded by Olsen to **ADJOURN TO CLOSED SESSION, NOT TO RECONVENE, PER WISCONSIN STATUTES 19.85(1)(c) "DELIBERATING OR NEGOTIATING THE PURCHASE OF PUBLIC PROPERTIES, THE INVESTING OF PUBLIC FUNDS, OR CONDUCTING OTHER SPECIFIED PUBLIC BUSINESS, WHENEVER COMPETITIVE OR BARGAINING REASONS REQUIRE A CLOSED SESSION"**. Item to be discussed: Acquisition real estate for Starin Road right-of-way. AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart. NOES: None. ABSENT: None. Respectfully Submitted,

Michele R. Smith
City Clerk

Report Criteria:

Detail report.

Invoices with totals above \$0.00 included.

Paid and unpaid invoices included.

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
AIRGAS NORTH CENTRAL						
4760	AIRGAS NORTH CENTRAL	105571161	WASTEWATER/OPERATING SU	05/04/2010	39.19	620-62840-340
Total AIRGAS NORTH CENTRAL:					39.19	
ALL PEST CONTROL						
4613	ALL PEST CONTROL	2010-0419	COMMUNITY BLDG/ PEST CON	05/04/2010	52.00	100-51600-245
Total ALL PEST CONTROL:					52.00	
AT&T LONG DISTANCE						
4746	AT&T LONG DISTANCE	4746-050410	SAFETY BLDG/LONG DISTANC	05/04/2010	29.01	100-51600-225
4746	AT&T LONG DISTANCE	4746-050410	LIBRARY/LONG DISTANCE	05/04/2010	17.62	100-55110-225
4746	AT&T LONG DISTANCE	4746-050410	STREET/LONG DISTANCE	05/04/2010	19.34	100-53230-241
4746	AT&T LONG DISTANCE	4746-050410	WATER/LONG DISTANCE	05/04/2010	22.92	610-61921-310
4746	AT&T LONG DISTANCE	4746-050410	WASTEWATER/LONG DISTANC	05/04/2010	14.87	620-62820-225
Total AT&T LONG DISTANCE:					103.76	
AUTOMATIC TRANSMISSION SERV						
13	AUTOMATIC TRANSMISSION	5006	POLICE PATROL/VEHICLE MAI	05/04/2010	1,730.16	100-52110-241
Total AUTOMATIC TRANSMISSION SERV:					1,730.16	
BEST TEST AUTO ELECTRIC						
467	BEST TEST AUTO ELECTRIC	C20922	WASTEWATER/REPAIRS & SUP	05/04/2010	72.00	620-62890-357
Total BEST TEST AUTO ELECTRIC:					72.00	
CDW GOVERNMENT INC						
1234	CDW GOVERNMENT INC	RWP4672	POLICE PATROL/BRIEFING RO	05/04/2010	213.98	100-52110-154
1234	CDW GOVERNMENT INC	RWP4672	EM GOV/IT SUPPLIES	05/04/2010	129.63	100-52500-242
1234	CDW GOVERNMENT INC	RXM0328	POLICE PATROL/BRIEFING RO	05/04/2010	533.82	100-52110-154
1234	CDW GOVERNMENT INC	SBH8289	IT/CREDIT	05/04/2010	32.89	100-51450-246
1234	CDW GOVERNMENT INC	SCP7505	CABLE/SUPPLIES	05/04/2010	144.54	200-55110-359
1234	CDW GOVERNMENT INC	SCZ5119	IT/LOBBY VIDEO CARD	05/04/2010	57.20	100-51450-246
1234	CDW GOVERNMENT INC	SFP2909	IT/POWER SUPPLY	05/04/2010	123.46	100-51450-246
1234	CDW GOVERNMENT INC	SHJ3968	POLICE PATROL/BRIEFING RO	05/04/2010	459.00	100-52110-154
Total CDW GOVERNMENT INC:					1,628.74	
CHARTER COMMUNICATIONS						
1571	CHARTER COMMUNICATIONS	1571-050410	CITY/COURT CONNECTION	05/04/2010	136.98	100-51600-225
Total CHARTER COMMUNICATIONS:					136.98	
CHARTWELLS						
4676	CHARTWELLS	929	GEN ADMN/125 CELEBRATION	05/04/2010	37.99	100-51400-340
Total CHARTWELLS:					37.99	
CLASSIC COLLECTION SYSTEM						
5061	CLASSIC COLLECTION SYSTE	2010 SEMINA	WASTEWATER/REEL	05/04/2010	35.00	620-62820-154

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
5061	CLASSIC COLLECTION SYSTE	2010 SEMINA	WASTEWATER/GWALTNEY	05/04/2010	35.00	620-62820-154
5061	CLASSIC COLLECTION SYSTE	2010 SEMINA	WASTEWATER/WAGA	05/04/2010	35.00	620-62820-154
Total CLASSIC COLLECTION SYSTEM:					105.00	
CT ACCESS						
5033	CT ACCESS	POLICE DEPT	IT/LASERFICHE RENEWAL	05/04/2010	2,360.00	100-51450-245
Total CT ACCESS:					2,360.00	
DIVERSIFIED BENEFIT SVC INC						
4192	DIVERSIFIED BENEFIT SVC INC	110358	FINANCE/APRIL SVC	05/04/2010	380.58	100-51500-217
Total DIVERSIFIED BENEFIT SVC INC:					380.58	
ELECTRICAL TESTING SOLUTIONS INC						
5815	ELECTRICAL TESTING SOLUTI	1432	WASTEWATER/CONTRACTUAL	05/04/2010	5,400.00	620-62850-242
Total ELECTRICAL TESTING SOLUTIONS INC:					5,400.00	
EMERGENCY MEDICAL PRODUCTS						
115	EMERGENCY MEDICAL PRODU	1265734	RESCUE/OPERATING SUPPLIE	05/04/2010	294.94	100-52300-340
Total EMERGENCY MEDICAL PRODUCTS:					294.94	
FEDARRA LLC						
5677	FEDARRA LLC	384	POLICE ADMN/PROFESSIONAL	05/04/2010	698.00	100-52100-219
Total FEDARRA LLC:					698.00	
FIRE-RESCUE SUPPLY LLC						
3886	FIRE-RESCUE SUPPLY LLC	2673	RESCUE/OPERATING SUPPLIE	05/04/2010	79.95	100-52300-340
Total FIRE-RESCUE SUPPLY LLC:					79.95	
FLORAL VILLA						
302	FLORAL VILLA	006569	GEN ADMN/FLOWERS	05/04/2010	55.00	100-51400-310
Total FLORAL VILLA:					55.00	
FORT HEALTHCARE-BUSINESS HEALT						
801	FORT HEALTHCARE-BUSINESS	32006	DPW/HEARING SCREENS	05/04/2010	282.50	100-53300-154
801	FORT HEALTHCARE-BUSINESS	32006	WATER/HEARING SCREENS	05/04/2010	132.50	610-61927-154
801	FORT HEALTHCARE-BUSINESS	32006	WASTEWATER/HEARING SCRE	05/04/2010	192.50	620-62820-154
801	FORT HEALTHCARE-BUSINESS	32006	GEN BLDG/HEARING SCREENS	05/04/2010	132.50	100-51600-340
Total FORT HEALTHCARE-BUSINESS HEALT:					740.00	
GEN COMMUNICATIONS INC						
119	GEN COMMUNICATIONS INC	613714	RESCUE/PAGER REPAIR	05/04/2010	104.10	100-52300-242
119	GEN COMMUNICATIONS INC	614227	RESCUE/PAGER REPAIR	05/04/2010	120.00	100-52300-242
119	GEN COMMUNICATIONS INC	616713	RESCUE/PAGER REPAIR	05/04/2010	57.60	100-52300-242
Total GEN COMMUNICATIONS INC:					281.70	
GOLDEN RULE CREATIONS						
1000	GOLDEN RULE CREATIONS	086224	POLICE PATROL/UNIFORM	05/04/2010	289.63	100-52110-118
1000	GOLDEN RULE CREATIONS	086224	CSO/UNIFORM	05/04/2010	343.00	100-52140-118

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
Total GOLDEN RULE CREATIONS:					632.63	
GRAINGER						
367	GRAINGER	9227859957	WASTEWATER/OPERATING SU	05/04/2010	55.32	620-62840-340
367	GRAINGER	9228753225	WASTEWATER/OPERATING SU	05/04/2010	201.42	620-62840-340
Total GRAINGER:					256.74	
H & H FIRE PROTECTION LLC						
120	H & H FIRE PROTECTION LLC	5929	POLICE PATROL/OPERATING S	05/04/2010	40.50	100-52110-340
Total H & H FIRE PROTECTION LLC:					40.50	
HYDRITE CHEMICAL CO						
186	HYDRITE CHEMICAL CO	01281293	WASTEWATER/CREDIT	05/04/2010	500.00	620-62840-340
186	HYDRITE CHEMICAL CO	1281200	WASTEWATER/OPERATING SU	05/04/2010	1,024.96	620-62840-340
Total HYDRITE CHEMICAL CO:					524.96	
IBS OF METRO MILWAUKEE						
1859	IBS OF METRO MILWAUKEE	160110252	POLICE PATROL/VEHICLE REP	05/04/2010	185.90	100-52110-241
Total IBS OF METRO MILWAUKEE:					185.90	
IIMC						
673	IIMC	SMIITY	GEN ADMN/MEMBERSHIP	05/04/2010	125.00	100-51400-320
Total IIMC:					125.00	
JAMES IMAGING SYSTEMS INC						
4617	JAMES IMAGING SYSTEMS INC	9566635	GEN ADMN/COPIER	05/04/2010	383.13	100-51450-244
4617	JAMES IMAGING SYSTEMS INC	9566635	GEN ADMN/COPIES	05/04/2010	118.06	100-51400-310
Total JAMES IMAGING SYSTEMS INC:					501.19	
JEFFERSON COUNTY						
3023	JEFFERSON COUNTY	AUTOMARK M	GEN ADMN/CARTRIDGE	05/04/2010	45.30	100-51400-310
Total JEFFERSON COUNTY:					45.30	
JOHNSTONE SUPPLY						
484	JOHNSTONE SUPPLY	482561	SAFETY BLDG/HEAT & AIR	05/04/2010	160.90	100-51600-244
Total JOHNSTONE SUPPLY:					160.90	
KB SHARPENING SERVICES						
110	KB SHARPENING SERVICES	56232	STORMWATER/CHIPPER BLAD	05/04/2010	87.20	630-63600-352
Total KB SHARPENING SERVICES:					87.20	
LAND-MARK SURVEYING						
3800	LAND-MARK SURVEYING	2127	LEGAL/ROZELLE LEGAL DESC	05/04/2010	70.00	100-51300-212
Total LAND-MARK SURVEYING:					70.00	
LAWSON PRODUCTS INC						
289	LAWSON PRODUCTS INC	9113771	WASTEWATER/OPERATING SU	05/04/2010	200.65	620-62840-340

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
Total LAWSON PRODUCTS INC:					200.65	
LINCOLN CONTRACTORS SUPP INC						
165	LINCOLN CONTRACTORS SUP	6318400	STORMWATER/CEMENT SAW B	05/04/2010	551.56	630-63440-350
165	LINCOLN CONTRACTORS SUP	8318280	STREET/REPAIR PARTS	05/04/2010	485.82	100-53300-405
165	LINCOLN CONTRACTORS SUP	8318920	STORMWATER/BLACKTOP SA	05/04/2010	687.95	630-63440-350
Total LINCOLN CONTRACTORS SUPP INC:					1,725.33	
LINDNER & MARSACK SC						
79	LINDNER & MARSACK SC	55387	LEGAL/MARCH SVC	05/04/2010	2,084.50	100-51300-219
Total LINDNER & MARSACK SC:					2,084.50	
MC&E/ELECTION SOURCE						
5816	MC&E/ELECTION SOURCE	11208	ELECTIONS/SECURITY SEALS	05/04/2010	79.64	100-51400-310
Total MC&E/ELECTION SOURCE:					79.64	
MCMASTER-CARR SUPPLY CO						
189	MCMASTER-CARR SUPPLY CO	52219315	WASTEWATER/REPAIRS & SUP	05/04/2010	14.83	620-62850-357
Total MCMASTER-CARR SUPPLY CO:					14.83	
NORTH WOODS SUPERIOR CHEMICAL						
1947	NORTH WOODS SUPERIOR CH	24132	WASTEWATER/REPAIRS & SUP	05/04/2010	206.72	620-62860-357
Total NORTH WOODS SUPERIOR CHEMICAL:					206.72	
NORTHERN LAKE SERVICE INC						
1335	NORTHERN LAKE SERVICE INC	179448	WASTEWATER/LAB CONTRACT	05/04/2010	376.80	620-62890-295
Total NORTHERN LAKE SERVICE INC:					376.80	
OFFICE DEPOT						
4146	OFFICE DEPOT	514132029001	RESCUE/OPERATING SUPPLIE	05/04/2010	38.20	100-52300-340
Total OFFICE DEPOT:					38.20	
PMI						
5492	PMI	0221899	RESCUE/OPERATING SUPPLIE	05/04/2010	252.94	100-52300-340
Total PMI:					252.94	
QUILL CORPORATION						
445	QUILL CORPORATION	4636930	NEIGHBORHOOD SVC/PAPER	05/04/2010	22.96	100-52400-310
445	QUILL CORPORATION	4636930	GEN ADMN/PAPER	05/04/2010	114.82	100-51400-310
445	QUILL CORPORATION	4636930	COUNCIL/PAPER	05/04/2010	114.83	100-51100-310
445	QUILL CORPORATION	4636930	PLANNING/PAPER	05/04/2010	114.82	100-56300-310
445	QUILL CORPORATION	4636930	REC/PAPER	05/04/2010	22.96	100-55210-310
445	QUILL CORPORATION	4636930	DPW/PAPER	05/04/2010	22.96	100-53100-310
445	QUILL CORPORATION	4636930	CDA/PAPER	05/04/2010	22.96	900-56500-310
445	QUILL CORPORATION	4636930	SENIORS/PAPER	05/04/2010	22.96	100-55310-340
445	QUILL CORPORATION	4897300	ELECTIONS/CART	05/04/2010	179.99	100-51400-310
Total QUILL CORPORATION:					639.26	

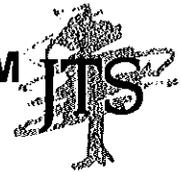
Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
RICOH AMERICAS CORP						
90	RICOH AMERICAS CORP	11375594	RESCUE/COPIER	05/04/2010	60.61	100-52300-310
90	RICOH AMERICAS CORP	11375595	FIRE/COPIER	05/04/2010	27.39	100-52200-310
90	RICOH AMERICAS CORP	11401206	WATER/COPIER	05/04/2010	25.91	610-61903-310
Total RICOH AMERICAS CORP:					113.91	
ROCK RIVER LABORATORY INC						
257	ROCK RIVER LABORATORY IN	92515	WASTEWATER/CONTRACTUAL	05/04/2010	8.00	620-62890-295
Total ROCK RIVER LABORATORY INC:					8.00	
SHADOW FAX						
2800	SHADOW FAX	INV083479	FIRE/TONER	05/04/2010	99.80	100-52200-310
2800	SHADOW FAX	INV083586	FINANCE/TONER	05/04/2010	89.00	100-51500-310
2800	SHADOW FAX	INV083796	CABLE/INK	05/04/2010	37.30	200-55110-342
2800	SHADOW FAX	INV083796	SENIORS/TONER	05/04/2010	418.90	100-55310-340
Total SHADOW FAX:					645.00	
SNAP ON TOOLS						
1806	SNAP ON TOOLS	206005	WASTEWATER/OPERATING SU	05/04/2010	20.85	620-62840-340
Total SNAP ON TOOLS:					20.85	
STAPLES ADVANTAGE						
5587	STAPLES ADVANTAGE	101742355	DISPATCH/OPERATING SUPPLI	05/04/2010	33.55	100-52600-340
Total STAPLES ADVANTAGE:					33.55	
STATE BAR OF WISCONSIN						
129	STATE BAR OF WISCONSIN	1011220	COURT/SUBSCRIPTION	05/04/2010	121.33	100-51200-320
Total STATE BAR OF WISCONSIN:					121.33	
STETTNER TRUCKING INC, JEFF						
4958	STETTNER TRUCKING INC, JEF	3237	STREET/SNOW TRUCK RENTA	05/04/2010	2,450.00	100-53320-295
Total STETTNER TRUCKING INC, JEFF:					2,450.00	
STRAND ASSOCIATES INC						
358	STRAND ASSOCIATES INC	0078000	WASTEWATER/IMPROVEMENT	05/04/2010	33,683.73	620-62810-820
358	STRAND ASSOCIATES INC	0078287	TID 4/TECH PARK	05/04/2010	1,070.37	440-57663-841
358	STRAND ASSOCIATES INC	0078288	TID 4/STARIN RD	05/04/2010	26,602.06	440-57663-840
358	STRAND ASSOCIATES INC	0078289	TID 4/STARIN RD	05/04/2010	1,934.37	440-57663-840
358	STRAND ASSOCIATES INC	0078290	CLAY ST/RECONSTRUCTION	05/04/2010	4,047.84	493-57500-821
358	STRAND ASSOCIATES INC	0078291	PLANNING/BUCKINGHAM SR C	05/04/2010	79.07	100-56300-219
358	STRAND ASSOCIATES INC	0078291	PLANNING/WATERS EDGE SOU	05/04/2010	238.26	100-56300-219
358	STRAND ASSOCIATES INC	0078291	PLANNING/GREENHOUSE EXP	05/04/2010	63.76	100-56300-219
358	STRAND ASSOCIATES INC	0078291	PLANNING/GIS SUPPORT	05/04/2010	126.11	100-56300-219
358	STRAND ASSOCIATES INC	0078381	TID 4/TECH PARK	05/04/2010	28,752.01	440-57663-841
Total STRAND ASSOCIATES INC:					96,597.58	
STREICHER'S						
345	STREICHER'S	1727872	DAAT/FIREARMS	05/04/2010	429.00	100-52110-360
345	STREICHER'S	1730078	DAAT/FIREARMS	05/04/2010	245.00	100-52110-360
345	STREICHER'S	1730537	DAAT/FIREARMS	05/04/2010	63.96	100-52110-360

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
Total STREICHER'S :					737.96	
SWNI FIRE/RESCUE ASSOCIATION						
1609	SWNI FIRE/RESCUE ASSOCIATI	2419	RESCUE/DUES	05/04/2010	25.00	100-52300-340
Total SWNI FIRE/RESCUE ASSOCIATION:					25.00	
TEETER WARSH CO INC						
266	TEETER WARSH CO INC	38329	IT/TYPERWRITER REPAIR	05/04/2010	308.88	100-51450-246
Total TEETER WARSH CO INC:					308.88	
THE IJN GROUP						
5814	THE IJN GROUP	2163	GEN BLDG/OPERATING SUPPLI	05/04/2010	247.60	100-51600-340
Total THE IJN GROUP:					247.60	
TNT SIGNS						
3772	TNT SIGNS	1088	INNOVATION CTR/EDA SIGN	05/04/2010	250.00	440-57663-839
3772	TNT SIGNS	1088	STARIN RD EXTENSION/EDA SI	05/04/2010	250.00	440-57663-840
3772	TNT SIGNS	1088	TECH PARK/EDA SIGN	05/04/2010	250.00	440-57663-841
3772	TNT SIGNS	1088	2006 PERSONAL PROPERTY T	05/04/2010	81.11-	100-12300
3772	TNT SIGNS	1088	2007 PERSONAL PROPERTY T	05/04/2010	85.12-	100-12300
3772	TNT SIGNS	1088	2008 PERSONAL PROPERTY T	05/04/2010	88.60-	100-12300
3772	TNT SIGNS	1088	2009 PERSONAL PROPERTY T	05/04/2010	94.32-	100-12300
Total TNT SIGNS:					400.85	
UNITED PARCEL SERVICE						
19	UNITED PARCEL SERVICE	00000X36X816	WATER/STATE LAB	05/04/2010	25.64	610-61630-340
19	UNITED PARCEL SERVICE	00000X36X816	FINANCE/BOYD	05/04/2010	9.70	100-51500-310
19	UNITED PARCEL SERVICE	00000X36X816	FINANCE/BUCKINGHAM	05/04/2010	7.65	100-51500-310
Total UNITED PARCEL SERVICE:					42.99	
VANDEWALLE & ASSOCIATES						
27	VANDEWALLE & ASSOCIATES	201003065	PLANNING/MARCH SVC	05/04/2010	3,721.28	100-56300-219
Total VANDEWALLE & ASSOCIATES:					3,721.28	
VORPAGEL SERVICE INC						
41	VORPAGEL SERVICE INC	27140	COMM BLDG/HEAT & AIR	05/04/2010	247.78	100-51600-244
Total VORPAGEL SERVICE INC:					247.78	
WE ENERGIES						
25	WE ENERGIES	25-050410	CITY/ELECTRIC	05/04/2010	5,606.85	100-51600-222
25	WE ENERGIES	25-050410	WASTEWATER/LIFT STATIONS	05/04/2010	829.26	620-62830-222
25	WE ENERGIES	25-050410	WASTEWATER/ELECTRIC	05/04/2010	15,528.00	620-62840-222
25	WE ENERGIES	25-050410	WASTEWATER/GAS	05/04/2010	2,862.56	620-62840-224
Total WE ENERGIES:					24,826.67	
WEBERPAL, DEBRA						
3207	WEBERPAL, DEBRA	3207-050410	SENIORS/SUPPLIES	05/04/2010	22.67	100-55310-340
3207	WEBERPAL, DEBRA	3207-050410	SENIORS/VOLUNTEER APPRE	05/04/2010	15.62	100-46733-55

Vendor	Vendor Name	Invoice Number	Description	Invoice Date	Net Invoice Amount	GL Account Number
Total WEBERPAL, DEBRA:					<u>38.29</u>	
WELDERS SUPPLY CO BELOIT INC						
49	WELDERS SUPPLY CO BELOIT	469168	RESCUE/OXYGEN	05/04/2010	53.11	100-52300-340
Total WELDERS SUPPLY CO BELOIT INC:					<u>53.11</u>	
WHITEWATER CHAMBER OF COMMERCE						
628	WHITEWATER CHAMBER OF C	131	GEN ADMN/AWARDS DINNER	05/04/2010	70.00	100-51400-310
Total WHITEWATER CHAMBER OF COMMERCE:					<u>70.00</u>	
WHITEWATER TRAVEL SERVICE						
704	WHITEWATER TRAVEL SERVIC	E586QV	POLICE INV/TRAVEL	05/04/2010	265.90	100-52120-330
Total WHITEWATER TRAVEL SERVICE:					<u>265.90</u>	
WI DEPT OF AG TRADE & CONSUMER						
1104	WI DEPT OF AG TRADE & CON	1104-050410	NEIGHBORHOOD SVC/MEASUR	05/04/2010	3,600.00	100-52400-218
Total WI DEPT OF AG TRADE & CONSUMER:					<u>3,600.00</u>	
WI DEPT OF JUSTICE						
2105	WI DEPT OF JUSTICE	19453	DISPATCH/MISC CONTRACTUA	05/04/2010	2,241.00	100-52600-295
Total WI DEPT OF JUSTICE:					<u>2,241.00</u>	
WI ENTEK INC						
659	WI ENTEK INC	20	WASTEWATER/EQUIPMENT RE	05/04/2010	467.14	620-62850-357
Total WI ENTEK INC:					<u>467.14</u>	
WILEAG						
2634	WILEAG	10 DECALS	POLICE PATROL/VEHICLE	05/04/2010	40.00	100-52110-241
Total WILEAG:					<u>40.00</u>	
WVVOA						
562	WVVOA	GWALTNEY	WASTEWATER/MEMBERSHIP	05/04/2010	40.00	620-62820-154
Total WVVOA:					<u>40.00</u>	
ZINGG MOTOR CORP						
71	ZINGG MOTOR CORP	25708	POLICE PATROL/VEHICLE MAI	05/04/2010	152.96	100-52110-241
Total ZINGG MOTOR CORP:					<u>152.96</u>	
Grand Totals:					<u><u>159,962.81</u></u>	

Dated: April 28, 2010Finance Director: 

JANESVILLE TRANSIT SYSTEM MEMORANDUM



April 29, 2010

TO: The Honorable City Council, City of Whitewater

FROM: Dave Mumma, Transit Director

SUBJECT: Proposed Janesville-Milton-Whitewater Commuter Bus Service

Executive Summary:

In early 2008, a series of meetings were held at the instigation of State Representative Kim Hixson among municipal officials in the 43rd State Assembly District in northern Rock and northwest Walworth Counties, to explore the need and interest in improving public transportation services in the region. As a result of this effort, a grant application was submitted to the Wisconsin Department of Transportation (WisDOT) and a grant was awarded later that year under the federal Supplemental Transit – Rural Assistance Program (STRAP) to study the need for a commuter bus service in the corridor from Janesville to Whitewater, through Milton; as well as possible local shared ride taxi service within the City of Milton and potential improvements to the existing shared-ride service in the City of Whitewater. Under the supervision of the Janesville Area Metropolitan Planning Organization (MPO) as well as representatives of the cities and the University of Wisconsin-Whitewater, a request for proposals was prepared and the international transportation and engineering consulting firm of AECOM was contracted to perform the study. Work on the study began in March, 2009 under the direction of Mr. David Sampson of AECOM as lead consultant.

A year has passed since the inception of the study, and work on the project has reached the point where presentations on the findings of the study and proposals for enhanced public transit services in the region resulting from those findings are being made to stakeholders and decision-makers in the region. The lead consultant Mr. Sampson and representatives from the MPO will be present at the Whitewater City Council meeting on Tuesday, May 4, 2010 to review the study results and present potential transit service options to the Council. This is an informational presentation only; the Council will not be asked to make any decisions or commitments at this time. However, the Council should be aware that the proposed service could have an impact on the City of Whitewater's 2011 annual budget.

Discussion: Interest in public transit service between Janesville, Milton and Whitewater first formally surfaced during the 2006-2007 Transit Development Plan study for the Janesville Transit System. At that time, there was not sufficient budget to expand that study to formally investigate the service. Interest in service between the cities again surfaced as part of the South-Central Wisconsin Commuter Transportation Study, completed in 2008, which examined

commuting needs throughout the region, but did not study any particular routes in detail. Following the meetings in early 2008 a formal proposal for a study of commuter bus service in the Janesville-Milton-Whitewater corridor was prepared by the MPO with collaboration from the Cities of Milton and Whitewater and the University. Mary Nimm, Community Development Director for the City of Whitewater, served as the City's representative during this effort. The study proposal was submitted to WisDOT in September, 2008 and a notice of funding of the project by a grant under the STRAP program was received in December of that year in the amount of \$44,160, or 75% of the \$58,965 budget for the project. The balance of the costs were covered by the three cities, with Whitewater's share being \$5,244. The city of Milton contributed \$4,195, the University added \$1,049 as well as in-kind services for on-campus surveys, and the City of Janesville contributed \$4,317 in cash and in-kind services of city staff.

A request for proposals from a number of nationally recognized public transit consulting firms was circulated in January of 2009, with AECOM being hired to conduct the study in March, 2009. The spring and summer of 2009 were spent in gathering basic demographic data in the cities and on the university campus. Meetings were held with stakeholders and decision makers in all three cities and with members of the University administration and student government. Once students returned for the fall semester in 2009, on-campus surveys were taken, including an on-line survey through the campus intranet system which elicited 1,287 responses from students and staff. In-person interviews were also held with students and staff on two days in September, 2009. Armed with this data, the consultants determined that based on industry standards and the results of similar surveys conducted elsewhere that sufficient interest and potential existed for a service proposal to be developed. The results of the surveys and the consultants' reasoning are summarized in the Executive Summary of the Final Report which is attached to this memo. The full report, which runs to 52 pages, and contains graphs and charts of the survey results, is also available upon request.

The consultant's proposal contains two possible service levels for commuter bus service in the Janesville-Milton-Whitewater corridor. A higher service level would provide up to 12 round-trips between the cities on weekdays with a lower service level on weekends. Annual cost for this proposal would be \$369,706, based on 2010 operating costs for Janesville Transit System services, with 57% or about \$210,732 covered by state and federal transit operating assistance, \$110,000 contributed by a Student Service fee at the UW-Whitewater, and the remaining \$48,974 split between farebox revenue and contributions from the three cities. The lower service level would provide about 6 round trips on weekdays, with weekend service only when the University is in session, and would cost \$198,670 per year with proportionally lower shares of funding from all sources. The farebox revenue estimates are based on annual ridership of at least 39,600 annual passenger trips for the higher service level and 21,280 trips at the lower service level. The numbers represent estimated

patronage after 3-5 years of operation of the service, and are not likely to be achieved during the first several years of it's operation.

The Council should be aware that under the public transit funding policies of WisDOT, local governments sponsoring transit service have the obligation to make-up any shortfalls in cost recovery for such services if ridership and resulting farebox revenue does not meet expectations. Before service under this proposal could begin, the three cities and the University would have to reach agreement on a cost allocation plan to cover their shares. The consultant did provide several suggestions for such cost allocations in the report.

Following the presentation on May 4th, the Consultant, MPO and JTS staff will be available to answer any questions that the Councilmembers may have on the report or the proposed service.

cc: City Manager Kevin Brunner, Whitewater
City Manager Eric Levitt, Janesville
Community Development Director Mary Nimm, Whitewater
Director of Community Development Brad Cantrell, Janesville
Director of Neighborhood Services Jennifer Petruzzello, Janesville
David Sampson, AECOM

Janesville-Milton-Whitewater Transportation Project

Executive Summary

Prepared for

City of Janesville, WI
Janesville Metropolitan Planning Organization

Prepared by

AECOM

March 2010

Executive Summary

Background

During the preparation of the Janesville Transit System (JTS) Transit Development Plan in 2006-2007, a concept for an intercity bus route between the UW-Whitewater and the north side area of Janesville was brought to the attention of the study team. This planning effort resulted in a recommendation to study the bus route concept in detail and would involve the UW-Whitewater; the communities of Milton and Whitewater; Rock and Walworth Counties. The City of Janesville and Janesville Area Metropolitan Planning Organization obtained a planning grant from the Wisconsin Department of Transportation (WisDOT) under the Section 5314 Supplemental Transportation, Rural Assistance Program (STRAP) in 2009 to study the demand for transit service in the region north of Janesville extending from the northern end of the City to the University of Wisconsin-Whitewater campus.

Service Area Profile, Existing Transportation Services

The service area profile includes a community profile and a description of current transportation services. The community profile includes information on population, employment, and commuting patterns in the study area as well as a separate profile of the University of Wisconsin-Whitewater (UW-W).

Janesville is the largest city in the study area, with a 2008 estimated population of 62,516. Milton is the smallest city with 5,579 residents. Whitewater has a population of 14,291, 39% of which are aged 18-21 due to the location of UW-W. In fall 2009, there were 11,030 students and 1,225 employees of UW-W.

This study concerned itself only with jobs located in "North Janesville", the area which would receive direct service from the proposed route. Jobs in other parts of the community, and specifically those at the now-closed General Motors plant and its direct suppliers are not included in this analysis. North Janesville has roughly 4,000 jobs in the manufacturing and retail sectors, while Milton and Whitewater have 700 and 3,300 jobs respectively.

Many Milton and Whitewater residents commute to Janesville for employment, with some reverse commuting from Janesville and Milton to Whitewater. The vast majority of trips in the Janesville-Milton-Whitewater corridor are taken by single-occupant private vehicles. Current public transportation services are confined within Janesville and Whitewater, and consist of fixed route and paratransit service within the city of Janesville and shared ride taxi service in Whitewater. The counties of Rock and Walworth provide paratransit service for persons with disabilities and those over the age of 55 and 60 respectively; but those services are not available to citizens outside those population groups, and do not operate on a regular, predictable schedule between the cities. Van Galder Bus Company provides daily scheduled service from Janesville to Madison and Chicago, but currently has no connection from Janesville to Whitewater. Wisconsin Coach Lines provides Friday- Sunday only intercity service between

Whitewater and greater Milwaukee; primarily for UW-W students travelling home for the weekends.

Outreach at University of Wisconsin-Whitewater

Outreach at University of Wisconsin-Whitewater encompassed two activities: two drop-in sessions in the lobby of the UW-W Student Union on Wednesday September 23 (2PM – 4PM) and Thursday September 24 (12 PM – 2PM) and an on-campus survey conducted on the University’s campus intranet system. Approximately 26 students provided comments in-person. An on-line survey distributed to students and employees, garnered responses from 1,278 students and staff, fairly representing a sample of the university population. This survey indicated one-third of respondents would use the service on a regular basis, with about half of these, 13.8% being frequent riders. Responses to the frequency of use question are broken out as daily (3.5%), several times a week (10.2%), once or twice a week (13.8%) and weekends only (7.1%); another one-third would ride the bus a few times a month (15.2%) or occasionally (22.5%); and about 28 percent would never use the service. The primary reason respondents travel to Janesville is for shopping (55.9%); this rate is consistent with the high number of respondents indicating they visit the city once a week, once a month, or twice a month (42%).

Additionally, respondents were also asked to indicate their likelihood of riding the bus based on the cost of a one-way trip. About three-quarters of respondents would support payroll deductions and/or student service fees of between \$2.50 and \$7.50 per semester or between \$5.00 and \$15.00 per year in exchange for annual bus passes or being able to use their UW-W campus ID to ride the bus for “free”. About 20% indicated they would ride if a cash fare of approximately \$2.50 were charged per ride in addition to the annual student service fee. No fare level/ridership question was asked of potential general public riders.

Milton Outreach

Outreach for a Milton shared ride taxi included stakeholder interviews with various local stakeholders. These interviews occurred from May 27th to May 28th and included Mayor Tom Chesmore and Paula Schutt, Director of The Gathering Place. Stakeholders voiced a need for public transportation for Milton’s senior population.

Draft Service Plans

Milton Shared Ride Taxi Service Description

A shared ride taxi in Milton, similar to that provided in nearby communities such as Edgerton, Ft. Atkinson, Jefferson and Whitewater; would be a feasible and cost effective means to provide residents with mobility within the community. The Milton shared-ride taxi service is recommended to operate weekdays from 7:00 am to 7:00 pm and on Saturdays from 9:00 am until 4:30 pm. The service area would follow the borders of the City of Milton, extending out approximately a half mile from the city limits in all directions. Additionally recommended is limited occasional service from within Milton to the Wal-

Mart store on Deerfield Drive on the far north side of Janesville to allow connections with Janesville Transit System fixed route service at that point. Estimated Annual ridership for as Milton Shared Ride Taxi would be 15,000 passenger trips per year; with those ridership levels being attained 3 – 5 years after service start-up.

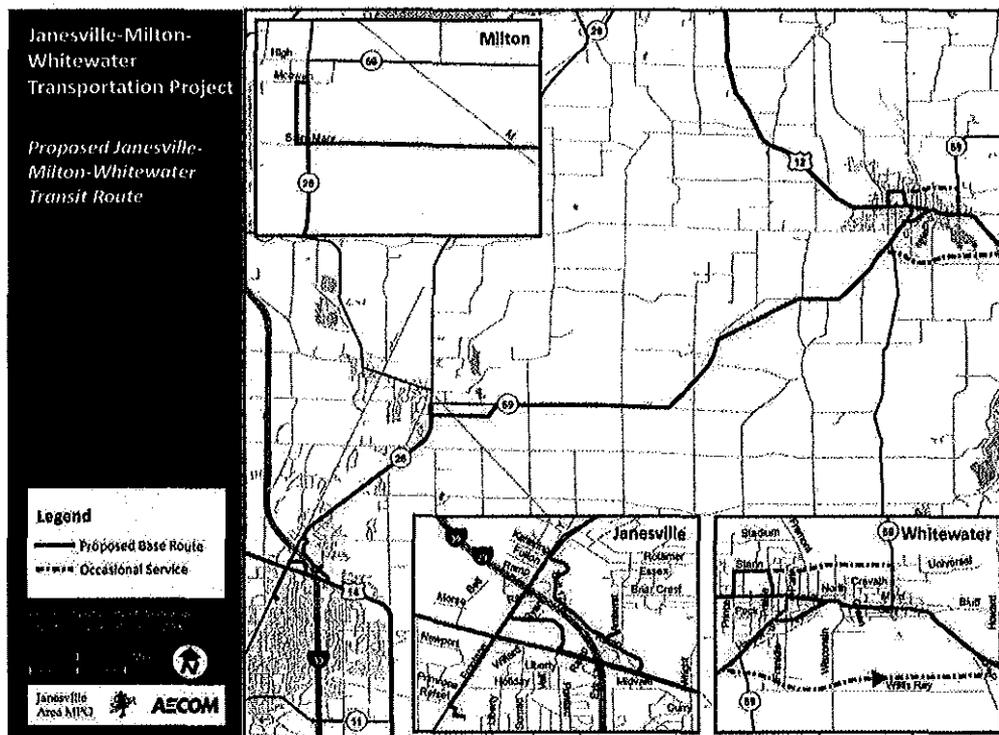
Having described the parameters for the Milton Shared Ride Taxi and the projected availability of state and federal funds, the first year financing is estimated as follows:

Operating Cost	\$ 105,000
Fare Revenues	\$ 30,000
Federal and State Funds	\$ 59,850 (57 percent of the deficit)
Local Funds/City of Milton	\$ 15,150 (14.4 percent of the deficit)

Janesville-Milton-Whitewater Commuter Service

Service between Janesville, Milton and Whitewater would provide a connection between the cities for students and faculty at the University of Wisconsin-Whitewater, as well as provide intercommunity movement for residents of Janesville, Whitewater, and Milton for employment, personal business, access to health care, and the like. A map of the bus route is provided on Figure 1.

Figure 1: Proposed Janesville-Milton-Whitewater Transit Route



Service Definition

Two service alternatives are provided based on the proposed schedule. Option 1 provides service 7 days per week. Option 2 is a reduced service plan with fewer trips on weekdays and

weekends when UW-Whitewater is in session; and no weekend service when the University is out-of-session. Both alternatives provide Sunday afternoon and evening service for students working or shopping in Janesville and returning to campus after the weekend, a first for JTS.

Ridership

With a service level at Option 1 for the Janesville-Milton-Whitewater route ridership would be 39,600 passengers per year, and Option 2 ridership is expected to be 21,280 passengers per year; made up primarily of UW-Whitewater students and staff at the outset, with general public riders from all three communities increasing over time as they learn of the service and attain a comfort level that it is not just a short-term “experiment” that may be removed if not successful. It is anticipated that as with all new services, ridership will be lower in the first several years of the service, with a gradual increase to the numbers shown above being attained after 3 – 5 years of service operation.

Finances

Table 1 presents the estimated operating cost and financing for the final four months of 2010 (the earliest possible service start-up) and Table 2 presents financing for all of 2011.

Table 1: September through December Operating Cost and Revenue

	Option 1	Option 2
4 Month Revenue Hours	1,364	783
4 Month Cost	\$127,343	\$73,101
UW-W Student Service Funding @\$2.50/Sem.	\$25,000	\$25,000
Remaining cost to be financed	\$102,343	\$48,101
Farebox Revenue	\$20,460	\$11,745
STRAP Funding Awarded	\$65,506	\$36,356
Local Funding Required	\$16,377	\$0

Table 2: 2011 Financials

	Option 1	Option 2
Annual Revenue Hours	3,960	2,128
Annual Cost	\$369,706	\$198,670
5307/85.20 Funding (57% of gross service cost)	\$210,732	\$113,242
UW-W Student Service Funding @ \$5.00/ Sem.	\$110,000	\$55,000
Farebox Revenue	\$48,974	\$29,360
Local Funding Required	\$0	\$1,068

Capital Needs

The capital needs for the Janesville-Milton-Whitewater service include 1 bus for revenue service and bus stop/station facilities along the route including bus stop signage and passenger waiting shelters at major boarding points. The initial taxi vehicle would be provided by the selected contractor (which would be part of the RFP), who would also be responsible in the contract for providing a spare vehicle to be used when the normal taxi is out of service, with the cost amortized in the hourly rate. An intermodal transfer station for connections between the Milton Shared Ride Taxi and the Janesville-Milton-Whitewater service should be included in the capital program.

Funding Allocation Recommendations

A formula based approach is proposed, which attempts to distribute the local share of the service costs equitably among the five jurisdictions served: Janesville, Milton, Whitewater, Rock County and Walworth County for the Janesville-Milton-Whitewater service. The proposed funding allocation formula for Phase One would be based on a weighted scale using number of bus stops.

Six funding scenarios were examined using a combination of route miles only, number of bus stops only and four scenarios using a weighted formula of route miles and bus stops combined in various proportions for allocating costs among the jurisdictions.

Table 3 presents what the four month local subsidy for service would be by jurisdiction. This would represent starting service at the beginning of the 2010-2011 school year, with funding available through December 2010. This table shows the required local funding for both options 1 and 2. Given that this service would begin in the middle of a budget year, it is anticipated that no funding from the Counties of Rock and Walworth would be obtained in 2010. Funding in Janesville would be drawn from the City and those businesses benefiting from the service. Likewise in Whitewater, funding would be split between the University (non-student service fees), the City and the business community who benefits from access to the Janesville-Beloit labor pool. A "no-fault" option for Fall, 2010 service start-up would be to begin with the lower Option 2 service level as a means of getting at least a base level of service on the road, and then budget for the Option 1 service level in 2011 once the service is up and running.

Table 3: 4 Month Local Subsidy Required

Jurisdiction	Percent	Option 1	Option 2
Janesville	38.89%	\$6,368.83	\$0
Milton	5.56%	\$909.83	\$0
Whitewater	55.56%	\$9,098.33	\$0
Rock County	0.00%	\$0.00	\$0
Walworth County	0.00%	\$0.00	\$0
Total	100.00%	\$16,377.00	\$0

MEMORANDUM

TO: Common Council

FROM: Kevin Brunner, City Manager

DATE: April 30, 2010

RE: Comments on May 4, 2010 Agenda Items

1. **Presentation of Janesville-Milton-Whitewater Transit Study Report.** You may recall that the cities of Janesville, Milton and Whitewater agreed in late 2008 to jointly apply to the Wisconsin Department of Transportation for a Supplemental Transit-Rural Assistance Program (STRAP) Grant to study the need for a commuter bus service in the corridor from Janesville to Whitewater through Milton as well as potential improvements in the shared-ride taxi service here in the city of Whitewater. The grant was awarded and the City of Janesville subsequently contracted with consulting firm AECOM to conduct this study.

The consultants have completed their work on the study and will be coming to the Common Council meeting to present the results of their findings. The Lead Consultant, Mr. David Samson, of AECOM as well as representatives from the City of Janesville will be present to review the study results and present potential transit service options to the Council.

Either of the two possible service levels for commuter bus service in the Janesville-Milton-Whitewater corridor would create an annual budgetary cost to the City that would be dependent upon the split in contributions from the three cities. At this time, until we have further discussion with the consultants and the cities of Janesville and Milton, I do not have a recommendation to offer on this proposal.

2. **Resolution R-1 Supporting a Grant Application for Regional Energy Cluster Planning Initiative to the Wisconsin Department of Commerce.** About a month ago, the Wisconsin Department of Commerce approached me about the City of Whitewater being the financial conduit for a planning grant to evaluate a structural strategy for the design of a regional energy cluster in southern Wisconsin. The reason the Department of Commerce approached me is because of the work we have been doing with the Whitewater University Technology Park and Innovation Center and our strategic geographic location between Madison, Milwaukee and Chicago.

The Department of Commerce needs a local unit of government to apply for these planning funds and in turn Van deWalle and Associates have been identified as the consultant that would put together this strategy. The strategy would ultimately be submitted as an application to the federal government for the potential designation of our greater region as the national hub for energy efficiency building systems research and development.

I am recommending to Council that we work with the Department of Commerce on this grant

application on two conditions: 1) There would be no out-of-pocket costs incurred by the City in the administration of this grant (i.e. that there would be some money that would come to the City for the application for the grant and its administration), and 2) the required local match would be secured by the Department of Commerce. On the latter point, I have been assured by Gail Towers-Mcaskill of the Department of Commerce that both WE Energies and Johnson Controls would be contributing money to this planning project.

The plan strategy will be developed in two phases. In phase one, Van deWalle and Associates will work with the University of Wisconsin System to convene strategic partners and establish niche focus activities. Potential for the implementation of the project will be comprehensively identified and reevaluated. A structure will be designed to define how governance of resource inflow will be prioritized in the regional effort and how it will be based upon implementation feasibility. Phase 2 will include submission of the funded strategy for consideration for the federal funding opportunity and the actual development of the strategic structure designed in Phase 1.

The cost of Phase 1 is \$50,000 and the cost of Phase 2 is \$25,000 for a total project cost of \$75,000. \$25,000 will be coming through the Department of Commerce CDBG Planning Grant and another \$25,000 from the Economic Development Administration Strategic Flood Recovery Technical Assistance Fund. The remaining \$25,000 would come from either WE Energies or Johnson Controls.

There is quite a bit of information that is contained in your packet regarding this project. I think it's a good opportunity for the City of Whitewater and the University of Wisconsin-Whitewater to become involved in some regional planning that could ultimately create some significant economic benefits for our community and for our region.

3. **2009 Budget Transfer Resolution #4.** This budget resolution is essentially a housekeeping budgetary transfer that reflects the final 2009 audit completed by Johnson Block (City auditors) for the City.
4. **Amending Chapter 5.19 concerning Amendment of Conditional Use Permits for Sidewalk Cafes.** After evaluating the ordinance pertaining to sidewalk cafes we realized that there is still a lengthy process that requires that these cafes that serve alcohol must go through a conditional use permitting process with the Plan and Architectural Commission. In order to meet the Council's stated goal of streamlining this process to allow more of these sidewalk cafes to operate this summer we are requesting this amendment.
5. **Citizen Appointments to Boards and Commissions.** Common Council President Singer and I will be completing our interviews of citizens interested in appointments to City boards and commissions later today. We will have a list of recommended appointments to you next Monday.
6. **Conceptual Review of Large Retail and Commercial Service Development Standards Ordinance.** This draft ordinance has been prepared at the request of Councilmember Binnie, by City Attorney McDonell and City Planner Roffers. They have spent considerable time

researching similar ordinances in other communities, particularly recently adopted ordinances in the Villages of Prairie du Sac and Grafton. City staff is looking for direction on further refinement and development of this ordinance. Please note that this ordinance will not apply to the proposed Walmart expansion which is currently in the process of City review.

7. **Approval of Contract with Strand Associates for Engineering Services for Tratt Street Sidewalks/Path.** At the last Common Council meeting, councilmember Winship asked for the status regarding extension of sidewalks along Tratt Street. The approval of this contract with Strand is the first step in determining where the exact location of these sidewalk extensions will be as well as preparing the bid specifications so they can be installed later this year. I recommend approval.
8. **Award of Contract for Clay Street Project.** I recommend approval.
9. **Closed Executive Session.** I intend to discuss the current negotiations for the extension of Starin Road with Don Kligora and hope to receive direction from the Council on how to proceed with this right-of-way acquisition. After convening to open session, action is necessary to finalize the Kutz property purchase. There were a couple changes requested by the attorney for Mr. and Mrs. Kutz that need further approval by the City Council.

If any of you have questions regarding any of these agenda items prior to next week's meeting please feel free to contact me.

RESOLUTION APPROVING SUBMITTAL OF GRANT APPLICATION TO WISCONSIN DEPARTMENT OF COMMERCE FOR PLANNING ASSISTANCE TO DEVELOP A REGIONAL ENERGY CLUSTER STRATEGY FOCUSED ON RESEARCH, DEVELOPMENT AND COMMUNITY IMPLEMENTATION

WHEREAS, the City of Whitewater has recently been approached by the State of Wisconsin Department of Commerce to serve as the local government applicant for a planning assistance grant that will create a structural strategy for the design of a regional energy cluster focused on research, development and community implementation; and

WHEREAS, the City of Whitewater was chosen to be the applicant for these grant funds because of its strategic location in southern Wisconsin, the presence of the University of Wisconsin-Whitewater as well as the leadership the City has shown in the development of the Whitewater University Technology Park and Whitewater Innovation Center; and

WHEREAS, the State of Wisconsin Department of Commerce has designated \$25,000 in funding for this project through the Community Development Block Planning Grant Program and \$25,000 through the Economic Development Administration's Strategic Flood Recovery Project technical assistance fund; and

WHEREAS, the local required match of \$25,000 will be secured from private funding sources including WE Energies; and

WHEREAS, participation in this planning process will assist the City and the University of Wisconsin-Whitewater in its economic development efforts;

NOW THEREFORE BE IT RESOLVED, by the Common Council of the City of Whitewater , Walworth and Jefferson Counties, Wisconsin that the City Manager be authorized to submit an application to the State of Wisconsin Department of Commerce for regional energy cluster planning assistance as directed by the department with all local match funding required to come from private sources; and

BE IT FURTHER RESOLVED that any out of pocket expenses that the city might incur in the administration of this grant be fully reimbursed from grant proceeds received by the City.

Resolution introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

Kevin M. Brunner, City Manager

Michele R. Smith, City Clerk



Office of City Manager
312 W. Whitewater Street
P.O. Box 178
Whitewater, Wisconsin 53190

www.ci.whitewater.wi.us
Telephone: (262)473-0500 Ext. 200
Fax: (262)473-0509

April 27, 2010

We Energies
Renewable Energy Research & Development Grant Program
C/O Amy Flom – P318
231 W. Michigan St.
Milwaukee, WI 53203

Dear Ms. Flom,

The City of Whitewater seeks assistance in funding a collaboration research and development project designed to create a structural strategy for design of a regional energy cluster focused on research, development and community implementation. Of primary importance will be establishing coordination between locally situated University of Wisconsin Whitewater and other Universities in the southern Wisconsin region. Vandewalle and Associates will be commissioned by the city to complete the strategy. The strategy will ultimately be submitted as an application for the E-RIC grant for the potential designation of the greater region as the national hub for energy efficiency building systems research and development. Of competitive interest in that study is the ability for the greater Milwaukee region to be inclusive of that study with research that encompasses water system studies, fuel storage systems and renewable opportunities.

Southern Wisconsin, specifically the greater Milwaukee area, have long been recognized as a national leader in energy efficiency industries. Companies like Eaton, Siemens, Johnson Controls Inc and Badger Meter operate substantial facilities or their headquarters from the region. Emerging companies like Convergence are growing with unique development of solar, wind and geo-thermal applications for building systems. Regional technical colleges are expanding workforce training to support this industry growth through programs that have received national merit. It is for these reasons that the region is well positioned to earn a national designation and global recognition for its work to advance energy efficiency building systems.

Of critical importance to the rapid development of this industry cluster is the ability to rapidly commercialize technology emerging from both public and private research institutes. The region has existing world class research facilities and close affiliations with Argonne National Lab. These facilities have already recognized the benefit of collaboration in forming the South East Wisconsin Technology Research Center (SEWTRC). Building on this collaboration the next step will be implementing a newly designed structural model, developed at the UW-Whitewater with federal EDA support, which facilitates interaction between researchers and commercial practitioners.

R-1

In a related effort, the City of Whitewater, has undertaken a dramatic growth strategy in the last 4 years. Based upon a study by Dr. David Ward of Northstar Economics we have embarked upon a project maximize interface between the city's economic growth and the University's business development resources. The project consists of a 40,000 square foot innovation and acceleration center and 125 acres of attached technology targeted industrial park space. The building itself will be LEED Silver certified and designed with state of the art building systems designed by Eppstein Uhen Architects and Affiliated Engineers. The total cost of this project to the city is approximately \$11 million dollars for building construction and development of technology park-related infrastructure.

Because of the size of the project the city needs to develop a business attraction plan that links it with the greater Chicago, Milwaukee, and Madison area as the center of a regional hub of the afore mentioned existing energy system development clusters. Linking the cluster together will create a 'super cluster' with the City of Whitewater advantageously geographically centered in that region. The potential to win the official national designation of this 'super cluster' would exponentially increase the opportunity for business attraction to the city's investment project.

Beyond the city's benefit the total region would be substantially transformed. The grant opportunity that will be pursued using the strategy development represented in this funding request would provide \$125-\$137 million dollars in research and implementation funding. Many regional implementation projects will be targeted as recipients of these development funds. See attached scope of work activities.

Finally, though the designation itself would potentially be more valuable than the dramatic influx of cash resources, even without the designation, the strategy development will allow the region to function as an industry cluster thereby attracting additional business growth in these fields.

The planned strategy will be developed in two phases. In phase one, Vandewalle and Associates will work with the University of Wisconsin System to convene strategic partners and establish niche focus activities. Potential implementation projects will be comprehensively identified and pre-evaluated. A structure will be designed to define how governance of resource inflow will be prioritized in the regional effort and based on upon implementation feasibility. Phase two will include the submission of the funded strategy for consideration for the E-RIC federal funding opportunity and the actual development of the strategic structure designed in phase one.

Cost of phase one is \$50,000 dollars and cost of phase two is \$25,000 for a total project cost of \$75,000 dollars. We are requesting cost sharing from We-Energies in the amount of \$25,000 dollars of the total cost of \$75,000 dollars. The balance of the funds will be sought via a CDBG Planning grant in the amount of \$25,000 dollars and the Economic Development Administration's Strategic Flood Recovery Project technical assistance fund.

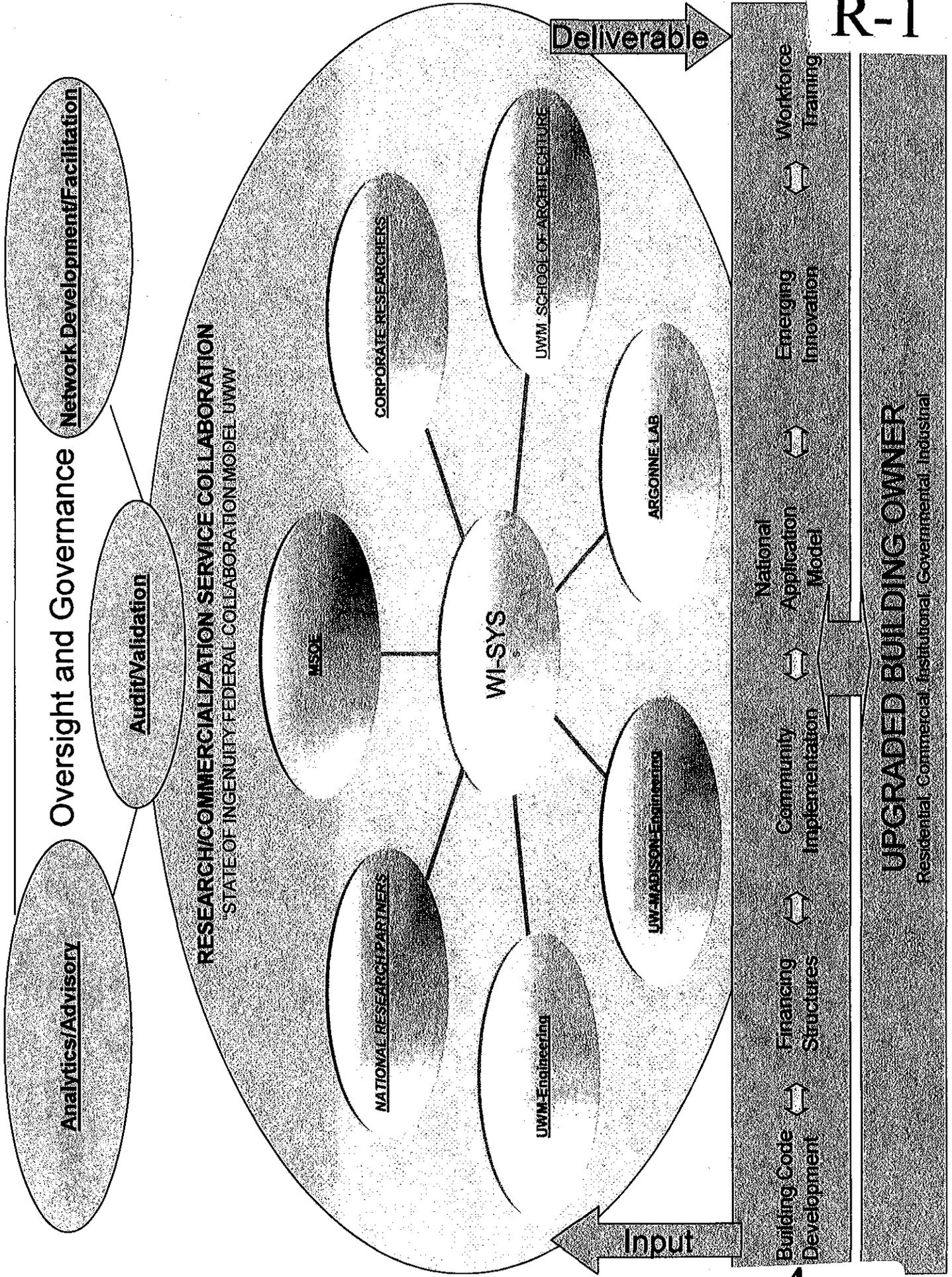
Again, your consideration of financial support in pursuing this opportunity is greatly appreciated and would be beneficial to a very broad region of private, corporate and community partners.

Sincerely,

Kevin M. Brunner DH
Kevin M. Brunner

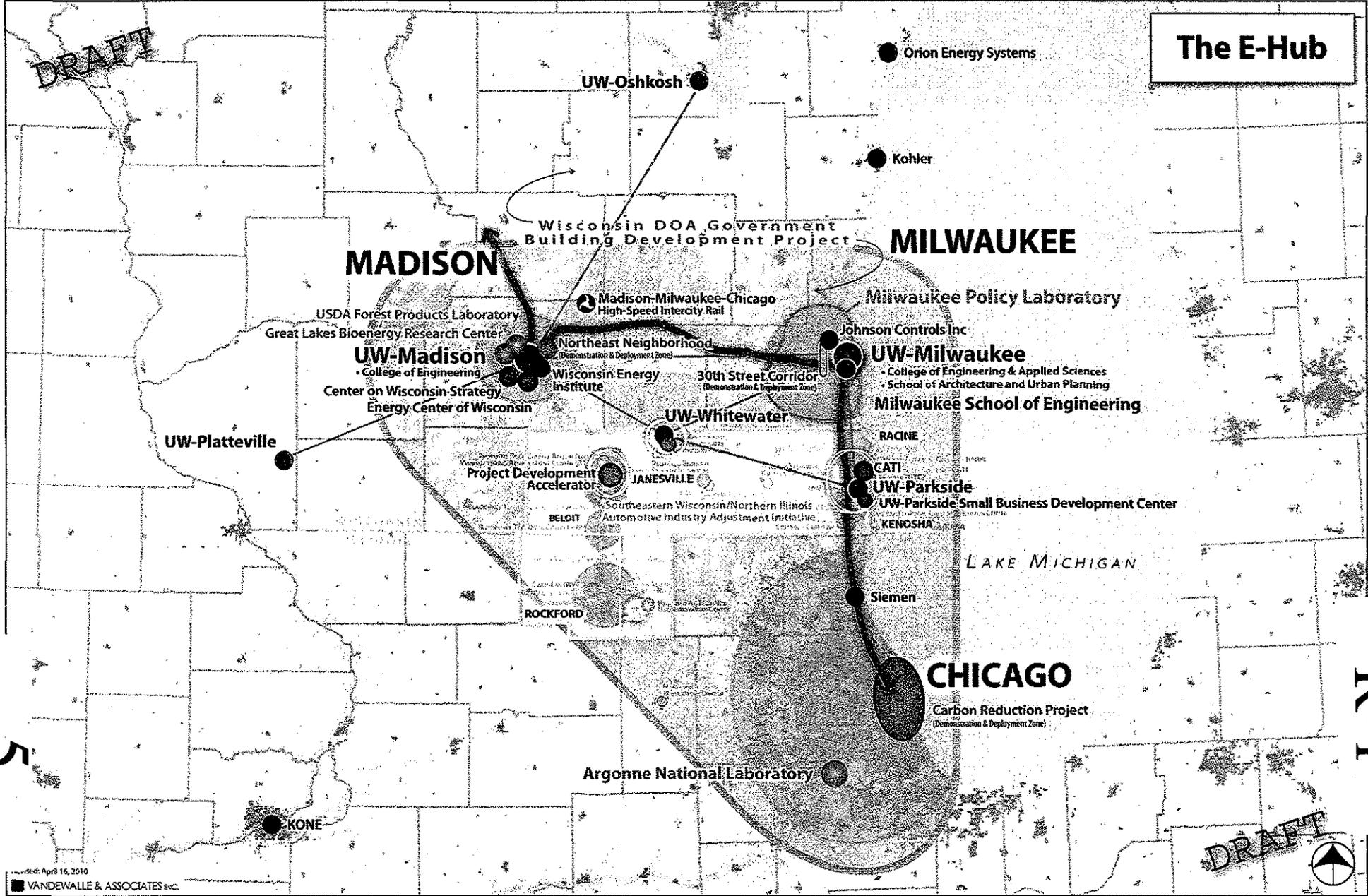
City Manager

CC-Gail Towers MacAskill, Wisconsin Department of Commerce



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The E-Hub

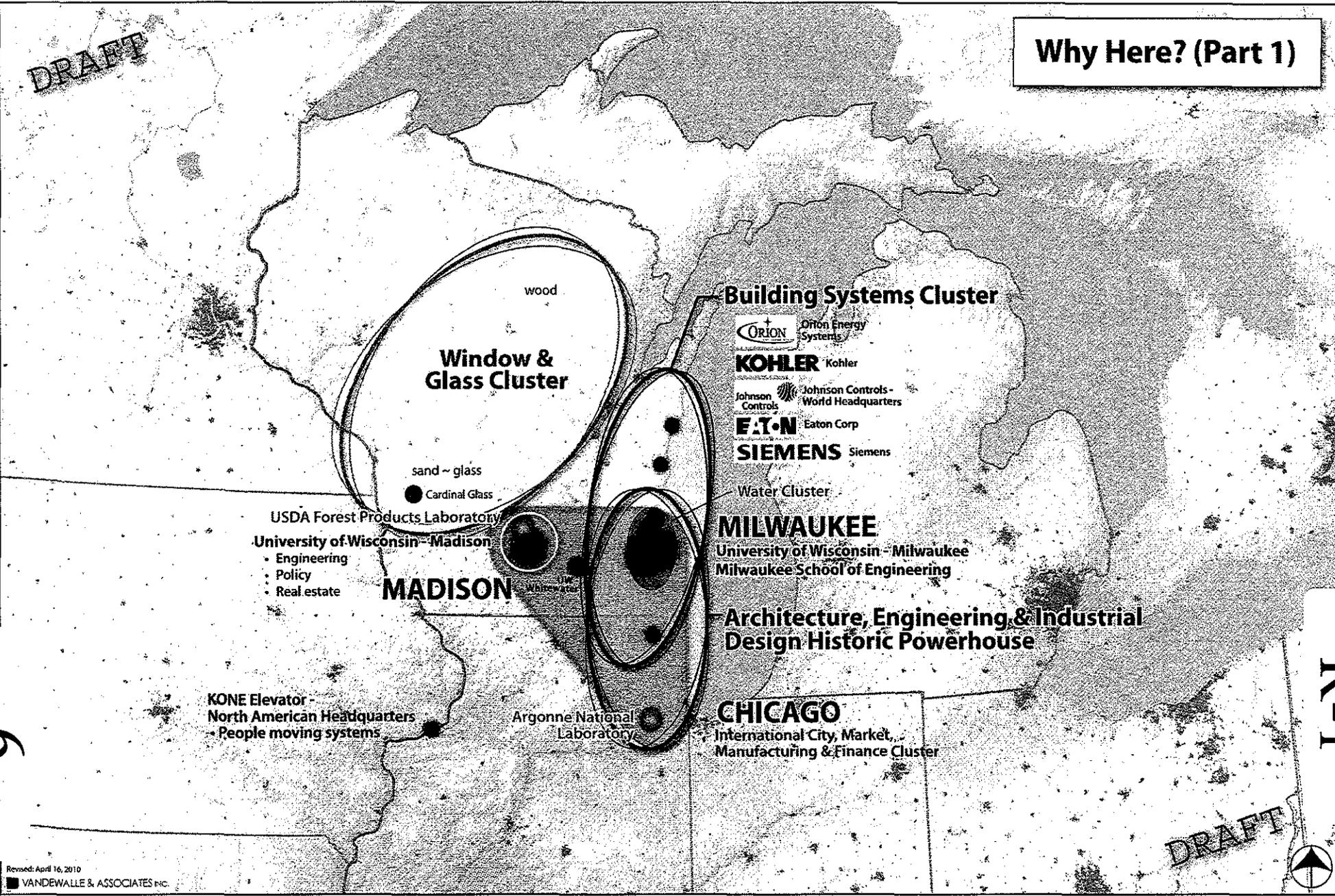


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Why Here? (Part 1)



R-1

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DOE E-RIC Hub Research White Paper

Objectives

The objectives of the E-RIC DOE hub as stated in the FOA are:

- 1) Develop and demonstrate sustainable and efficient models for: (i) developing, expanding, and commercializing innovative energy efficient building system technologies; (ii) reducing the carbon footprint of the US
- 2) Create/retain good jobs
- 3) Train and educate skilled workers (focus on efficient building systems)
- 4) Increase GDP
- 5) Promote energy efficient building systems, designs, and best practices
- 6) Enhance US competitiveness in economic, technological, and commercial areas

Hub Research Focus

The research undertaken by the proposed DOE Hub will take a systems approach to building energy performance, efficiency and carbon footprint reduction. The proposed research will interact with private industry to accelerate innovation and reduce barriers to new technology developed by the Hub. It is important for the proposed research team to understand potential roadblocks and bottlenecks to implementing triple bottom line sustainability, using commercially viable technologies. These challenges to implementation will be not only technical, but also financial, social and economic. The proposed research DOE Hub will address these areas in a trans-disciplinary and integrated systems-based fashion, studying the themes of energy efficiency technology, integrated building design processes, human behavior in buildings, economics of energy efficiency, and energy efficiency policy. By addressing the issues from a systems point of view, the proposed DOE Hub research will address the integration of building systems with human behavior, finance, economics, and policy issues.

The research focus of the proposed DOE Hub will include the diversity of energy saving and using technologies in buildings, the complexity of the economic and regulatory environment in which buildings are built or retrofitted, the fragmentation and diversity of the building industry, the misalignment of stakeholder costs and incentives, and the interactions of human behavior with energy consumption. The two main areas of emphasis will be: *(1) systems integration of energy technologies in buildings; (2) economic, policy, and behavioral factors influencing building energy consumption*. These areas of emphasis, working in concert, will address the stated objectives of the E-RIC DOE hub by cutting across disciplines, economic sectors and regulatory overlays to systematically change the manner in which the built environment is designed, built, occupied and regulated.

Hub Research Process

The general process for HUB research will follow a natural research progression. The process will move from data collection to simulation, small-scale testing, large scale testing (if necessary) and onto demonstration projects. Deployed technologies in the demonstration projects will be monitored and evaluated, the results of which will be disseminated throughout the public and private sectors. Lessons learned will be fed back into the

process as new data, as the cycle is repeated. The methods and technologies developed by the proposed DOE Hub will be implemented on demonstration projects of three scales. First, small-scale demonstrations will take place on the component level, followed by medium-scale projects on the building level, and finally on a large-scale deployment level (multiple buildings, a campus, etc.). This research process has been applied successfully in other contexts where the goal is to deploy new, innovative technologies (see, for example, the Federal Highway Administration's Innovative Bridge Research and Construction program at <http://www.fhwa.dot.gov/bridge/ibrc/program.cfm>). While the focus is on buildings, the research will also address the resource flows entering into the process (e.g. materials, water, energy) as well as the methods by which the outflow is addressed (e.g. C & D waste, waste water, CO₂-E emissions), in order to close the waste and lifecycle loops.

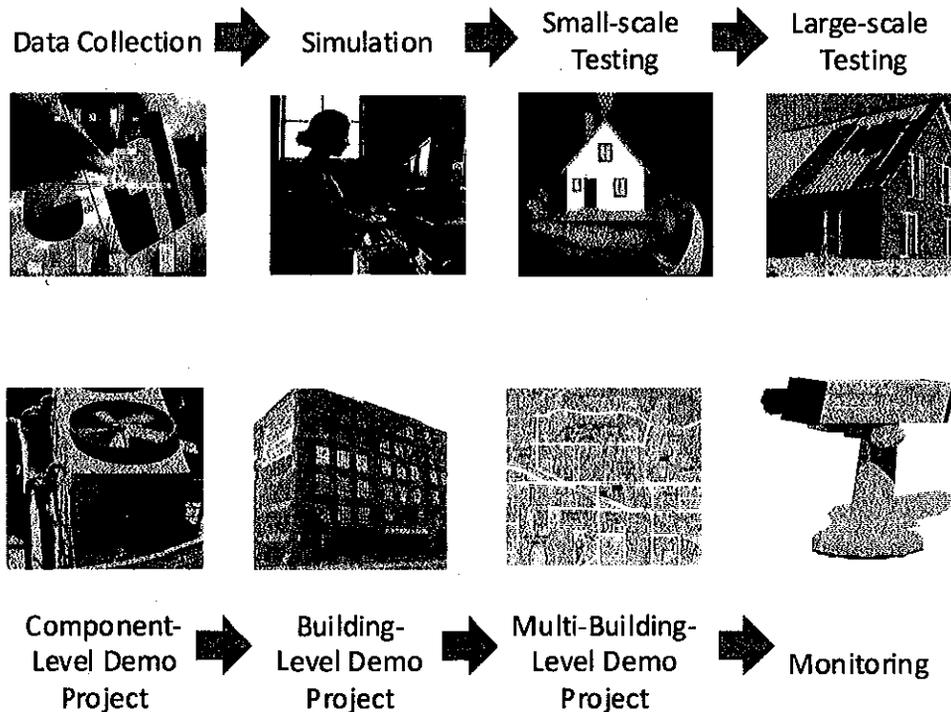


Fig. 1 Research Process

In the short-term (3-4 years), the proposed DOE Hub will focus its research efforts on public (state, federal, municipal) building owners. In parallel with the building system and user behavior studies, economic and policy research will be underway to study the means for effectively expanding the scope of the project to privately financed buildings as well as public sector buildings. In the long-term (after year 4), the proposed DOE Hub will use the outcomes of the economic and policy research to apply the results of the public-sector demonstration projects to the wider building stock.

The outcome of the DOE Hub research will be a single-point resource for energy efficiency in buildings comprised of four main bodies of knowledge: (1) integrated design processes for reducing energy demand (2) energy-efficiency building technologies; (3) impacts of human behavior on energy efficient performance of buildings; and (4) policies for implementation and financing of building technologies and human behavior study results in a wide range of building types.

Overarching Research Questions

- What is the current state of existing buildings?
 - Characterize the level of existing efficiency.
 - Characterize the currently deployed efficiency technologies.
- What is the impact of implementing integrated design processes on energy demand?
- What other technologies are available?
- How do we decide which buildings are most in need of retrofit?
- How do we decide which technologies are most effective/appropriate?
- How do we implement effective technology retrofits? (Which economic and/or behavioral mechanisms?)
- How do human behaviors affect efficiency?
- How does energy policy affect levels of efficiency for both new construction and retrofits?
- How does energy/social policy affect building user behavior?
- What new technologies are needed to improve energy efficiency in buildings?
- How can new technologies/behavior patterns/ financing techniques be deployed and implemented in the wider building stock?
- How do the results of the proposed DOE Hub relate to existing rating systems (e.g., LEED) and existing codes (e.g., ICC's International Green Construction Code)?

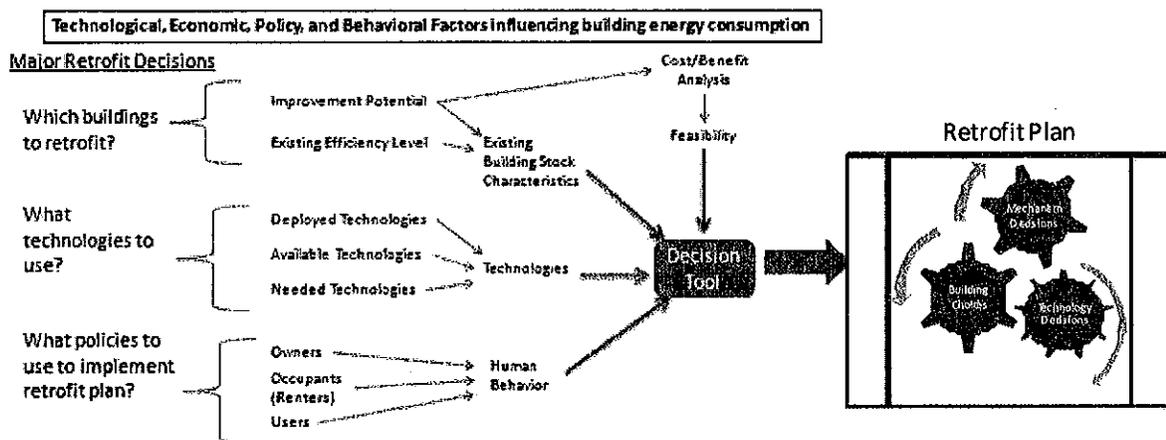


Figure 2. Research Focus

Integrated Design Process Research

This research will emphasize the education, training, and applied research of integrated design processes. Applied research of this type is ready for immediate implementation, which can be applied directly to the education of unemployed architects, engineers, and contractors. This research will assist the A/E/C industry in bridging the impending gap between state of the shelf technology for building energy efficiency and the next generation of building energy efficiency technologies. Integrated design processes and collaborative design practice are cornerstones for reducing energy demand in order to make buildings net-zero energy and net-zero carbon. Few professionals in the A/E/C industry have these specific skills, therefore applying education and research

methodologies proven to reduce energy demand and increase energy efficiency will prepare the professional design and construction community to achieve energy efficiency of up to 80% in new construction, with 30% to 50% improvements possible in existing buildings. This research thrust will implement the use of design analysis tools and techniques that are unique in their ability to provide compelling and intuitive feedback in the design process to shape projects at a fundamental level. A physical laboratory will allow an ideal meeting environment for project teams to utilize specialized research tools, attend education and training workshops and exchange knowledge about integrated design practices. Application of this integrated design process research is the gateway to shifting from technology-dependent energy efficiency to knowledge-based methods for improving energy efficiency. It will advance knowledge in the area of energy demand reduction and energy efficiency in existing buildings, and propel the realization of net-zero emissions through a focus on integrated design and technology. Strategies developed with this research will support reductions in fossil fuel energy intensity under 30kBtu/sf-year (representing a predicted savings of 70-80% of previous performance) in existing buildings through coordinated commissioning and retro-commissioning programs. In addition supported research and demonstration programs on the following technical topics will be a fundamental part of this program.

1. The reduction of loads through the improvement of the architectural fabric;
2. The improvement of the energy efficiency of the resulting building systems through both integrated design and engineering and the application of new technology;
3. The optimization of building operations and the facilitation of research through the application of advanced monitoring strategies;
4. The optimization of building operations through client education and involvement;
5. The achievement of LEED-OM Platinum level certification through the creation of a tailored LEED Portfolio program for the project and the provision of LEED consulting services; and
6. The achievement of a true net-zero energy balance by the application of on-site renewable energy.

Energy Efficiency Technologies Research

The energy efficiency technologies research will focus on the areas of creating smart-grid-integrated smart buildings and on making decisions among various energy efficiency technologies.

Currently, much of the data required for making building operation and maintenance (OM) decisions are re-created from building plans, designs, and commissioning data. Once decisions are made, the data is often re-created again to implement the required changes using a building automation system (BAS). The research to be undertaken will improve and streamline this process by providing a means of using the design data for making decisions and feeding that data to a BAS to make the decided-upon changes. By characterizing the data required and the types of information that need to flow amongst each of the components in the system (building information model (BIM), decision model, BAS, and smart meter), this research can improve the efficiency of building OM and lay the foundation for a normative performance-based design method in which the building design enforces its designed performance throughout its lifecycle. The vision of this proposed research is to improve the way data is utilized in the building OM with regard to energy, to anticipate patterns of energy demand and availability, and to model the impact of Smart Grid operations on a building's energy use by analyzing changes in available supply and the impacts of maintenance, operations, and occupant behavior

decisions made in response to these changes, leading to development of a Smart Load in the building that can modify itself in response to changes in available energy supply.

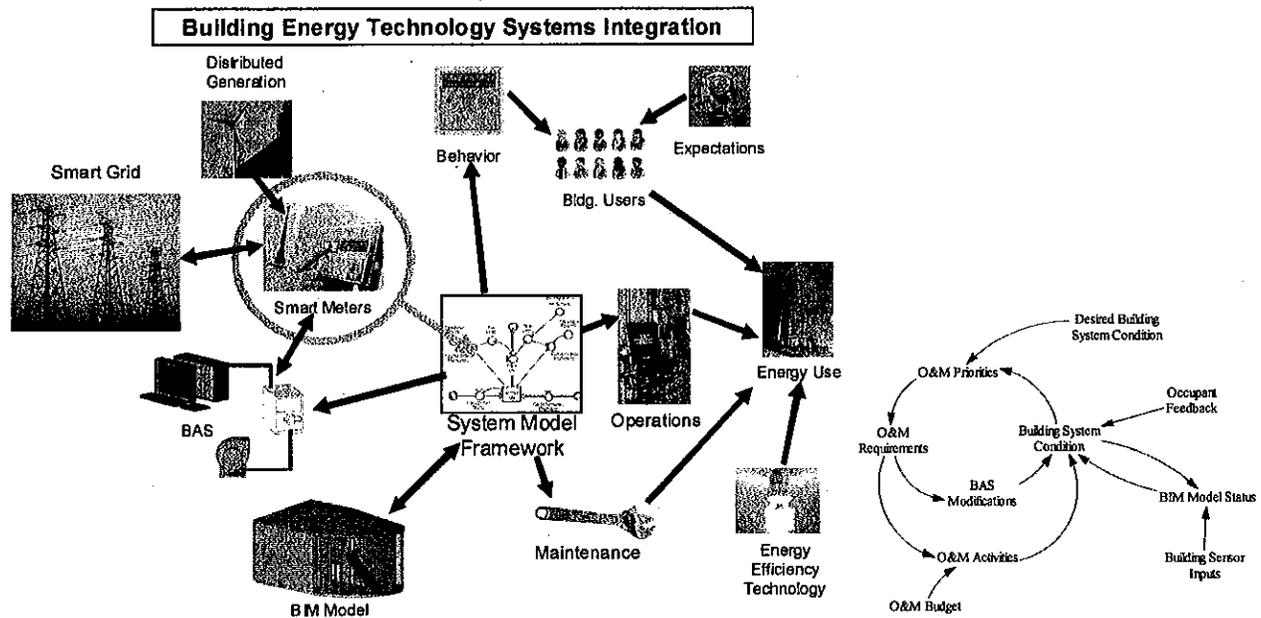


Figure 3.

Another emphasis of the energy efficiency thrust will be to make better decisions for upgrading building energy efficiency. Quantifying decision criteria for energy efficient building design by modeling the interactions amongst the various building sub-systems will bring together information and project participants from multiple disciplines within the building industry. The outcome of this research will be a framework to assist building owners, designers, and operators in allocating building design resources to energy efficient design features in a logical and effective way. The research will quantify benefits from energy efficient building design in the design phase and provide a new means for sharing data amongst various building modeling programs, and a new framework to use in making design decisions related to energy efficient design. Building design and construction is interdisciplinary by nature. By providing a logical framework for decision-making in energy efficient building design, this research can bring together a wide range of project participants in the building industry and transform the way that decisions are made in building projects from a narrowly focused, discipline-specific point of view to a system-wide, whole-building point of view. This framework will complement the Hub research on integrated design processes, and will allow designers to make decisions based on the science behind various options for energy efficient design.

Proposed research will also seek to improve the decision making process for sustainably retrofitting existing buildings to reduce their carbon footprint by assessing the effect of efficient retrofits on the three sustainability indicators (i.e., economic, environmental and social). It will also provide the owner of an existing building with a robust analytical process that produces valid data on retrofit costs and energy cost reductions. Such information is important for the owner to seek financing from emerging markets that provide incentives when the project cash flows indicate efficient use of energy during the building operating phase. This research will use multi-disciplinary qualitative and quantitative analysis tools including: 1) Quality Function Deployment's House of Quality (HOQ) to study the interrelationships between the different stakeholders, existing green technologies and

development of a set of technical requirement priorities for further investigation; 2) System Dynamics (SD) to determine the effect of using the different technical requirement techniques on the environmental and social sustainability indicators stipulated by in the green certification standard; 3) Traditional Life Cycle Cost Analysis (LCC) to evaluate the economic component of the sustainability indicators related to each technical requirement; and 4) Financial Engineering (FE) to compare the different technical requirement alternatives based on their expected life cycle and the added value from the option to sustainably retrofit the existing building. The proposed research will result in an easy to implement decision support tool that guides the different stakeholders through the different phases of retrofitting existing buildings. This is particularly important because increased demand for greener space will subject existing buildings to the risk of becoming obsolete because they do not have any competitive advantage to compete with new and green building construction. Success in this project will result in greater reduction in energy needed to operate existing buildings, reduction in the overall carbon footprint of existing buildings, and improve the quality of life and well being of the current tenants of these buildings.

Occupant Behavior Research

The occupant behavior research thrust (Environment - Behavior Studies) is a critical part of the research program. This research emphasizes the study and dissemination of the social and cultural dimensions of energy efficiency and high performance buildings by critically studying, documenting, and analyzing the manner in which building occupants inhabit and interact with their built environment. Research of this type will focus on closing the loop between design, construction, and occupation of buildings. The marriage of human behavior studies with building performance studies is, in fact, the widely recognized frontier of green building research. The demand for solid scientific evidence on which to base the performance criteria for architectural design has never been more pressing. Research emphases include understanding the interrelationship between thermal comfort and occupant control of the environment, and the communication of basic energy efficiency design principles through the design and construction process and their integration into the creation and operation of Building Management Systems and the coordination of variables in human comfort and occupation in the built environment with the design and development of intelligent buildings and smart grid / smart meter technology. Integrative, performance based research of this type will lead to a design feedback loop that ensures that high performance buildings meet their expectations for energy efficiency and human comfort.

Collaborative and integrated research thrusts in all areas will provide the backbone of a HUB that can develop a comprehensive approach to basic research developing next generation building energy efficiency technologies, while at the same time using applied research to ensure that buildings are designed for maximum demand reductions. This type of HUB, conducting research and documenting the performance of buildings will serve as a regional clearinghouse for performance-based knowledge of sustainable architectural, engineering, and construction practices. The results of this study will be used to inform policy and regulatory frameworks as well as to create the research base for understanding financing methods that will create a favorable economic environment for adoption by the private sector.

WISCONSIN E-RIC PROPOSAL BASICS

Mission:

Build a regional economic cluster that creates jobs, strengthens our workforce, advances new technology, and increases our global competitiveness by solving the technological, policy, financial, and behavioral challenges facing the development and deployment of systems-based approaches to improving building energy efficiency.

Why Here:

The Chicago/Milwaukee/Madison region is an ideal location for this innovation cluster and the DOE hub:

- Broad research expertise in disciplines touching on every aspect of the issue including building engineering, architecture, public policy, and real estate
- Existing cluster of industries focused on building systems and energy efficiency (JCI, Kohler, Siemens Orion, Cardinal Glass, etc.)
- World-class A/E expertise and rich architectural heritage (SOM, Sullivan, Wright, etc.)
- Skilled but under-utilized manufacturing workforce ideally-suited to refocusing on this industry
- Widely-varied building stock that includes an abundance of older industrial structures, sky scrapers from every era, and new and old residential areas
- Public and private sector engineering and architecture R&D talent
- Test and implement in four season climate
- High-tech manufacturing workforce to apply to new economy
- Existing regional economic innovation network
- Progressive policy and environmental ethic
- Wisconsin uniform state-wide building code
- International hub and market center – Chicago and UW global reach

Objectives/Results

- Create and Retain Jobs
- Foster innovation, advance science, and develop technology
- Enhance and prepare our workforce
- Increase GDP
- Enhance U.S. global competitiveness

OVERARCHING GOAL:

Grow the existing A&E and construction cluster into a world hub of energy efficiency

Solve Challenges with Focused Basic and Applied Research in: Research Focus:

- **Integrated Design Process for Reducing Energy Demand**
 - Fill research gaps and skill gaps in A/E/C industry
 - Overcome design process challenges to deploying existing technologies
 - Research and test technology to maximize results
- **Energy-Efficiency Building Technologies**
 - Study decision criteria and processes that affect the deployment of energy efficient systems
 - Study how to make smart-grid integrated smart buildings
 - Develop new cutting-edge building technologies
 - Assist building owners/designers/operators in allocating design resources effectively
- **Impacts of Human Behavior on Energy Efficient Performance**
 - Research the operations of buildings and how user interaction with building systems impacts efficiency
- **Policy and Real Estate Finance**
 - Research existing building efficiency policies and programs (LEED, Green Code, etc.) to better understand their effectiveness
 - Study the impacts of existing and proposed energy policy on the building efficiency industry and the responsiveness of demand for new technology
 - Study real estate development price models to better understand the financial hurdles to deploying efficient technology in new and existing buildings

Deploy Technologies, Practices, and Policies in Strategic, High-Leverage Projects

Deployment Areas:

- **Institutional (phase I)** – Pilot projects on government buildings in partnership with Wisconsin DOA
- **Urban housing retrofit** – Older housing stock in interior neighborhoods
- **Urban Industrial** – New models for the “rust belt” starting with Milwaukee’s 30th St. corridor
- **High-Rise** – Retrofitting old and new buildings focusing on the Loop in Chicago

STRATEGIC FRAMEWORK (How We're Going to Do It):**Put people back to work by:**

- Moving new technology out of the lab and into buildings
- Accelerate residential and commercial retrofits through pilot projects and state and federal incentives and policies
- Reengaging under-employed expertise in architecture and engineering to focus on the efficiency challenge
- Working with the region's unmatched mix of existing manufactures of energy efficiency products in the region (windows, water systems, HVAC systems, lighting, etc.) to develop the next generation of products
- Reengaging the workforce that lost jobs in traditional manufacturing sectors that formerly dominated this region's economy, and refocusing them on this growing industry

Shape markets by making the region an early adopter and leader through:

- State building code modifications
- Milwaukee as a mid-size city policy laboratory
- Consumer education

Reshape the building and design process through:

- Architect and engineering training in integrated building system design
- Focus on retrofitting supply of existing building stock while exploring cutting-edge new construction technologies

Collaborate nationally and internationally by:

- Use existing networks to work with global experts
- Create a "collaboration portal" connecting regions

Open global markets by:

- Developing and commercializing new technologies and products that are globally relevant
- Export construction, installation, after-market service expertise globally through existing regional companies

Manage the hub for action, nimbleness, and course correction by:

- Build Advisory Board with key partners and energy and innovation experts from outside the region
- Partnering academic research with private sector player and aggressively launch demonstration and pilot projects as new technology emerges
- Dramatically reduce the lag time between basic research and technology deployment
- Creating a central focal point for collaboration
- Integrate public and private sector researchers and cross-disciplines



City of Whitewater
Doug Saubert, Finance Director

December 10, 2009

TO: City Manager and Common Council

FROM: Doug Saubert, Finance Director *DS*

RE: Budget Transfer Resolution #4 – 2009 - Closeout

DATE: April 20, 2010

Attached is the Fourth Budget Transfer Resolution for 2009. This adjusts for the following actions:

Closeout of the General Fund Expenditures based on the final audited financial statements. The City of Whitewater budgets are adopted at the function level of expenditures. Summary of transfers based on function are as follows:

General Government	21,000
Public Safety	<124,000>
Public Works	82,000
Culture/Recreation	<39,000>
Conservation/Developments	<u>60,000</u>
TOTAL	-0-

After approval, the adjusted expenditure budget will be reflected in the 2009 audited financial statements.

Please place on the May 4th, 2010 Council Agenda for their review/action. I will be at the meeting in order to address any questions the council may have.

2009
BUDGET TRANSFER RESOLUTION IV

WHEREAS, the Common Council of the City of Whitewater adopted the Budget Resolution for 2009 on November 18, 2009, setting forth the detailed estimates of revenues and expenditures required for the various purposes performed by the City,

AND WHEREAS, certain accounts have demonstrated a need for additional funds to adequately perform the service,

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Whitewater that the following budget changes are authorized:

1) EXPENDITURES:

Increase<Decrease>

General Fund #100

Court	100.51200.xxx	\$	6,500.00
Legal	100.51300.xxx	\$	4,300.00
General Buildings/Plant	100.51600.xxx	\$	10,200.00
Police Patrol	100.52110.xxx	\$	<104,000.00>
Police Investigation	100.52120.xxx	\$	<20,000.00>
Public Works-Parks Maintenance	100.53270.xxx	\$	16,000.00
Public Works-Snow & Ice	100.53320.xxx	\$	21,000.00
Public Works-Street Lights	100.53420.xxx	\$	45,000.00
Library Services	100.55110.xxx	\$	<14,000.00>
Library Building	100.55111.xxx	\$	<2,000.00>
Parks Administration	100.55200.xxx	\$	<1,000.00>
Recreation Administration	100.55210.xxx	\$	<13,000.00>
Recreation Programs	100.55300.xxx	\$	<6,000.00>
Celebrations	100.55320.xxx	\$	<3,000.00>
Planning	100.56300.xxx	\$	60,000.00
	TOTAL		-0-

To adjust the General Fund Expenditures per the 2009 Financial Statements.

IT IS FURTHER RESOLVED that no changes are made to the tax levy as originally made, and these changes represent shifts in income or expenditures actually experienced or anticipated.

Resolution introduced by Councilmember _____ who moved its adoption.
Seconded by: _____.

AYES:

NOES:

ABSENT:

ADOPTED:

City Manager

City Clerk

City of Whitewater
 2009 Budget Amendments---
 GENERAL FUND ONLY

		<u>AFTER AJE'S</u>										
		2009	PROGRAM	2009 Budget	2009 Budget	2009 Budget	2009 Budget	2009 Budget	2009	2009	2009	Final 2009
		Approved	BUDGET	Budget	Budget	Budget	Budget	Budget	Actuals	Close-out	Close-out	Budget
		Budget	CHANGES	Amendments	Amendments	Amendments	Amendments	Amendments	@	Differences	Budget Amd.	Totals
				# 1	# 2	# 3	# 4	# 1 thru # 4				
General Gov't	51	1,716,321.00	0.00	0.00	39,033.00	0.00	0.00	1,755,354.00	1,776,018.29	-20,664.29	21,000.00	1,776,354.00
Public Safety	52	3,752,689.00	0.00	1,587.00	24,098.00	2,889.00	0.00	3,781,263.00	3,644,187.43	137,075.57	-124,000.00	3,657,263.00
Public Works	53	1,226,703.00	0.00	0.00	5,296.00	0.00	0.00	1,231,999.00	1,313,729.90	-81,730.90	82,000.00	1,313,999.00
Mult/Rec/Ed.	55	870,985.00	0.00	1,500.00	5,604.00	0.00	0.00	878,089.00	838,063.47	40,025.53	-39,000.00	839,089.00
Trans/Devel	56	111,785.00	0.00	5,000.00	1,246.00	0.00	0.00	118,031.00	177,946.35	-59,915.35	60,000.00	178,031.00
Transfers:												
Debt Service	59	439,446.00	0.00	0.00	0.00	0.00	0.00	439,446.00	439,446.00	0.00	0.00	439,446.00
Debt Service-ADV	59	84,800.00	0.00	0.00	0.00	0.00	0.00	84,800.00	4,800.00	80,000.00	-75,380.00	9,420.00
Sinking Funds	59	209,315.00	0.00	0.00	0.00	0.00	0.00	209,315.00	209,315.00	0.00	-10,335.00	198,980.00
Comm. Dev.	59	78,580.00	0.00	0.00	0.00	0.00	0.00	78,580.00	70,932.05	7,647.95	-5,884.49	72,695.51
Solid Waste/Recycle	59	248,040.00	0.00	0.00	0.00	0.00	0.00	248,040.00	248,040.00	0.00	0.00	248,040.00
Capital Projects	59	401,349.00	0.00	0.00	0.00	0.00	0.00	401,349.00	326,349.00	75,000.00	0.00	401,349.00
Contingencies	51	106,277.00	0.00	-5,000.00	-59,377.00	-2,889.00	0.00	39,011.00	0.00	39,011.00	0.00	39,011.00
Total		9,246,290.00	0.00	3,087.00	15,900.00	0.00	0.00	9,265,277.00	9,048,827.49	216,449.51	-91,599.49	9,173,677.51

18

R-2

ORDINANCE AMENDING CHAPTER 5.19
SIDEWALK CAFÉ PERMIT
CONCERNING CONDITIONAL USE PERMIT REQUIREMENTS

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

SECTION 1: Whitewater Municipal Code Chapter 5.19 is hereby amended by creating subsection 5.19.030 5, to read as follows:

If the City Council expands the description of the licensed premises in the applicant's alcohol license to include a sidewalk café area, the applicant's current conditional use permit, that allows sale of alcoholic beverages by the drink, shall be deemed to allow the serving of alcohol in the sidewalk café area, and the applicant will not be required to obtain an amended conditional use permit for the sidewalk café area.

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES: _____
Michele R. Smith, City Clerk

ABSENT: _____
Kevin Brunner, City Manager

ADOPTED:

ORDINANCE NO. _____
AN ORDINANCE PROHIBITING CERTAIN DRINK SPECIALS
AT ALCOHOL LICENSED PREMISES
(04-27-10 – 2:45 p.m.)

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, do hereby ordain as follows:

SECTION 1: Whitewater Municipal Code Chapter 5.20, Section 5.20.145, is hereby created to read as follows:

5.20.145 Flat Fee and Minimum Charge for Alcoholic Drink Restrictions.

(a) Purpose. The City Council hereby recognizes that all you can drink specials and other offers that encourage excessive alcohol consumption can lead to alcohol abuse which causes dangerous and irresponsible behavior by persons, including operating motor vehicles while under the influence of intoxicants, domestic abuse, disorderly conduct, public intoxication, and alcohol-related health problems, and therefore should be discouraged.

(b) Restrictions.

(1) No alcohol licensed establishment shall offer any “all-you-can-drink” flat fee specials for alcohol beverages.

(2) No alcohol licensed establishment shall offer alcohol beverages for less than the below prices:

- 1. 12 oz. beer or its equivalent _____.
- 2. 5 oz. of wine or its equivalent _____.
- 3. An alcoholic drink containing liquor _____.

If beer or wine is sold in amounts greater or lesser than 12 ounces and 5 ounces as stated above, the mandatory minimum price shall be adjusted on a per ounce basis.

(c) Penalties. Any person who violates subsection (b) shall be fined not less than one hundred dollars nor more than five hundred dollars.

Ordinance introduced by Councilmember _____, who moved its adoption.
Seconded by Councilmember _____.

AYES:

NOES

Kevin Brunner, City Manager

ABSENT:

Michele R. Smith, City Clerk

ADOPTED:

**ORDINANCE NO. _____
AN ORDINANCE AMENDING SECTION 1.21.010
SCHEDULE OF DEPOSITS**

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

SECTION 1: Whitewater Municipal Code Section 1.21.010 is amended to add the following:

<u>CHAPTER OR SECTION NUMBER</u>	<u>OFFENSE</u>	<u>DEPOSITS AND COSTS</u>
5.20.145	Violation of flat fee and minimum charge for alcoholic drink restrictions	1 st offense - \$100 plus statutory penalty assessment, jail assessment, court costs and crime lab assessment 2 nd offense - \$150 plus statutory penalty assessment, jail assessment, court costs and crime lab assessment 3 rd or more offense - \$300 plus statutory penalty assessment, jail assessment, court costs and crime lab assessment

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

ABSENT:

ADOPTED:

Kevin Brunner, City Manager

Michele R. Smith, City Clerk

April 28, 2010

msmith@ci.whitewater.wi.us

Dear Michele:

I have attached ordinance amendments to the following chapters:

2.04
2.22
2.24
2.28
2.52

with the changes requested by the Council. We have shown the changes by double underlining or double overstrike. I suggest that you provide the Council with a separate packet of just the ordinances that have been changed since the last Council meeting. Also, I think they would appreciate it if they had a full set of the proposed amended ordinances separate from the ones that have been changed since the last Council meeting.

If you have any questions in regard to this, please feel free to contact me at any time.

Wally

ORDINANCE NO. _____
AN ORDINANCE AMENDING CHAPTER 2.04
ADMINISTRATIVE ORGANIZATION
(04/27/10 3:35 PM)

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

SECTION 1: Whitewater Municipal Code Chapter 2.04 is hereby amended to read as follows:

2.04.010 Organization of City--Administrative Departments.

(a) The city is organized under the city manager plan of government with a council composed of seven members, one councilperson from each aldermanic district in the city and two councilpersons at large.

(b) The administrative services and functions of the city under the City Manager are organized into ~~four~~ separate departments as follows:

(1) Department of Administration. The department of administration shall be under the supervision of the City Manager and shall be composed of the following: ~~divisions: Assessing division, Finance treasury division, office of City Clerk-comptroller, Office of City Attorney, Human Resources Division, Cable Television Division~~ Office of City Chief Information Officer, Office of City Community TV/Media Services, Office of City Assessor and other offices that may be established from time to time.

(2) Department of Public Works. The Department of Public Works shall be under the supervision of the Director of Public Works who shall be appointed by the City Manager ~~who shall be the City Manager, or his designee~~, and it shall be composed of the following divisions: ~~Division of Streets and Sewers, and division of parks and recreation Division of Waterworks, division of public buildings, division of parking meters.~~

~~(3) Department of Public Safety. The department of public safety shall be under the supervision of the city manager and shall be composed of the following divisions: Division of fire, Division of Police, Division of Building Inspection.~~

(3) Department of Parks & Recreation. The Department of Parks and Recreation shall be under the supervision of the Parks and Recreation Director, who shall be appointed by the City Manager.

(4) Department of Police Department. The Police Department shall be under the supervision of the Chief of Police.

(5) Department of Neighborhood Services. The Department of Neighborhood Services shall be under the supervision of the City Manager and shall be composed of the

following divisions: Code Enforcement, Public Buildings, Zoning and Planning.

~~(7) Department of Public Health. The Department of Public Health shall be under the supervision of the City Manager and shall be composed of the following divisions: Division of public health officer, division of public health nursing.~~

(c) The City Manager shall, by appointment, transfer, or designation, provide for the administration of the city departments, as hereinbefore set forth, by department heads who shall be responsible for the operation of their respective departments, as herein set forth.

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

ABSENT:

DATED:

Kevin Brunner, City Manager

Michele R. Smith, City Clerk

ORDINANCE NO. _____

**ORDINANCE CREATING
CHAPTER 2.22 NEIGHBORHOOD SERVICES DEPARTMENT
(4/29/2010 11:45 AM)**

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

Section 1: Whitewater Municipal Code, Chapter 2.22, is hereby created to read as follows:

2.22 Neighborhood Services Department.

2.22.010 DIRECTOR OF NEIGHBORHOOD SERVICES. The Department of Neighborhood Services shall be supervised by the Director of Neighborhood Services, who shall be appointed by the City Manager.

2.22.020 DUTIES OF DIRECTOR. The director shall govern, manage, control, improve and care for all public buildings other than those buildings used for recreational activities. It shall also be the duty of the director to oversee and supervise all code enforcement activities of the city as well as the contract management of city planning services. The director shall also be responsible for the issuance of all building permits and enforcement of the zoning ordinances and the building, plumbing, and electrical codes of the city. The director may, subject to the approval of the City Manager, appoint a qualified plumbing inspector and electrical inspector to assist in the duties of this office.

2.22.030 SECRETARY OF PLAN AND ARCHITECTURAL REVIEW COMMISSION. The director of neighborhood services, or his or her designee, shall be the secretary of the Plan and Architectural Review Commission, and exercise all executive and administrative powers imposed upon him or her.

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

ABSENT:

DATED:

Kevin Brunner, City Manager

Michele R. Smith, City Clerk

ORDINANCE NO. _____
AN ORDINANCE AMENDING CHAPTER 2.24
DEPARTMENT OF FIRE DEPARTMENT
(4/27/2010 3:35 PM)

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

SECTION 1: Whitewater Municipal Code Chapter 2.24 is hereby amended to read as follows:

ARTICLE 1. ~~DIVISION DEPARTMENT OF FIRE DEPARTMENT.~~

2.24.010 Generally.

The ~~division~~ Department of Fire Department shall be governed by the provisions of this Chapter.

2.24.020 Fire department—Membership Officers.

The Fire Department shall consist of ~~one~~ the chief, ~~a first assistant chief, two assistant chiefs, a second assistant chief~~ and one captain and one lieutenant for each hose company and for each hook and ladder company, ~~three hose companies and one hook and ladder company with their proper officers, and one fire warden at large for the city.~~ The chief shall also be chief fire warden. The Fire Chief shall be the Chief Fire Warden and there shall be one Fire Warden at Large for the City.

2.24.030 Fire chief--Duties.

It shall be the duty of the chief to take charge of all fire apparatus and implements of the city, and of places where the same are kept. Under the direction of the city manager and the regulations of the common council he shall have full control and command of all fire companies and apparatus at fires and whenever on duty or in use ~~and may require any inhabitant to assist in drawing any apparatus to a fire or in using the same or the removal or guarding of property at a fire.~~ It shall be his duty to see that all implements and property of the fire department are kept in order and ready for immediate use; that the provisions of the waterworks ordinance and fire limits ordinance are complied with, and to report any delinquencies therein to the city manager. He shall maintain proper discipline among the firemen and all persons employed in the Fire Department, and may, with the approval of the City Manager and common council, adopt and enforce any lawful regulations and rules therefore.

(a) State Code Adopted. The flammable and combustible liquid code for the state of Wisconsin, issued by the Industrial Commission is incorporated as a part of this section and the fire chief is given authority to enforce said code.

2.24.040 Assistant chief--Duties.

The first and second assistant chiefs shall aid the chief and obey his orders for the extinguishment of fires and preservation of property exposed at fires, and in the absence of the chief shall take command of the department and perform duties of the chief.

2.24.050 Absence of fire chief and assistant--Duties of firemen.

In case both the chief and first and second assistant chiefs are absent from a fire, the city manager, or, in his absence, the fireman of the first company arriving may assume all the duties and exercise all powers of chief, or may designate any officer of the fire department to do so.

2.24.060 Fire department--Duties of company stewards.

The company stewards shall be custodians of all apparatus, implements and property of the fire department and shall keep a list and record of the same and the disposition thereof; keep the same in repair and ready for use; and account for the same. They shall report to the chief and be under his direction. They shall make a true inventory of all property of the department on hand on the first of January each year and report the same to the annual meeting of the members and shall file the same with the city clerk.

2.24.070 Fire Inspector Duties (the highlighted changes have already been passed by the council)

a) It shall be the duty of the Fire Inspector to inquire diligently as to the violation of any ordinance or regulation relating to the prevention of fires, or their growth and spread, and report findings to the Fire Chief, who shall act as chief Fire Inspector, any condition that would hinder the preservation of life and property. If, in the opinion of the Fire Inspector, a condition exists that is deemed unsafe or unfit, he or she shall order the cause thereof removed or abated. If the cause is not removed or abated within the time constraints set forth by the Fire Inspector, the person(s) responsible for the correction of the cause shall be subject to penalties set forth in this chapter.

b) Fire Inspectors may enter into any enclosure or building in their jurisdiction, except for the interior of private dwellings, at proper times as often as may be necessary; but not less than once a year, to execute the above listed duties as they pertain to code compliance. The owner or occupant of any premises who refuses to permit, prevents or interferes with entry into or upon any premises, or inspection activities themselves, by any inspector, shall be guilty of violating this chapter and shall be subject to penalties set forth in this chapter. If entry is denied to a public building or inspectable property as set forth in this code, the Fire Inspector may obtain a special inspection warrant under the Wisconsin Statutes. Upon the complaint of any person or whenever they shall deem necessary, fire inspectors may inspect any building or premises within their jurisdiction.

c) The Fire Chief and any Fire Inspector can issue an order to vacate all occupants forthwith of any property, building or area deemed unsafe that presents a significant life or safety hazard.

d) Any person who violates any provision of this section, or who fails to comply with any order made by a fire inspector within the time constraints set forth by a fire inspector, shall for each and every violation and noncompliance be subject to a forfeiture of not less than ten dollars (\$10.00), and no more than one hundred dollars (\$100.00). In addition, if a fire inspector issues orders to correct a violation or condition, and said violation or condition is not corrected on a subsequent visit by a fire inspector, the fire inspector shall have the power to issue re-inspection fees under Chapter 1.29 to the offending party.

e) This subsection shall not be construed to hold the City of Whitewater or any of its officers, employees or agents, including the Whitewater Fire Department, its members, or any of its inspectors liable while discharging their duties in good faith and acting without malice, by reason of (1) any inspection or re-inspection authorized herein, or (2) approval or disapproval of any condition noted on, in, or about any premises within its jurisdiction.

2.24.070 Fire warden duties.

~~It shall be the duty of the fire warden to inquire diligently as to the violation of any ordinance or regulation for the prevention of fires and he may enter into any enclosure or building or place at proper times to examine the same as to danger from fires; and if any place shall be in the opinion of any fire warden in danger from fire, he shall order the cause thereof removed or abated; and if not done without delay, he shall report the same to the city manager who shall take such action as may be proper and in case of immediate danger may cause the summary removal or abatement or disuse thereof. In case any such cause of danger shall remain after its removal has been ordered by a fire warden and after a penalty therefore has been duly imposed under any ordinance of this city and the same shall in the opinion of the city manager and the common council be or become a nuisance, it may be so declared by them by resolution and removed or abated summarily.~~

2.24.080 Fire apparatus outside city--Contracts authorized.

(a) The fire department may enter into contracts with surrounding townships for fire service and protection of the townships subject to the approval of the common council.

(b) The city manager and city clerk may enter into contracts for insurance to protect the city and its fire department from damages arising out of answering calls in surrounding townships which have a contract with the fire department approved by the common council, and to protect the city and its fire department from damages arising out of answering emergency calls in surrounding cities at the request of the fire departments of said cities.

2.24.090 Fire apparatus outside city--Contract approved.

(a) The contracts herewith submitted, entered into, by and between the volunteer fire department of Whitewater, and various surrounding townships; contracting for fire protection are hereby adopted and approved.

(b) Inasmuch as the fire truck and equipment to be used in the fighting of rural fires is to

be purchased by the fire department and paid for by it, all income and revenue derived from such contracts shall be paid to the Whitewater volunteer fire department.

(c) On account of the commercial benefit which will accrue from these contracts, the city agrees:

(1) To carry and pay for insurance which will protect the city and its fire department from damages arising out of answering a call in the country, whether the liability arises from injury to one of its own firemen, its apparatus, to other persons or their property,

(2) To house the apparatus for rural service and furnish the alarm when a call comes in from the country without charge to the fire department,

(d) The City Manager ~~mayor~~ and City Clerk are authorized and directed to execute the contracts with the townships for and in behalf of the city.

2.24.095 Ambulance services.

(a) The city shall provide the fire department with an ambulance, or ambulances, and accessory rescue equipment, as may be necessary to serve the city and such other municipalities in the area with whom the city may contract for ambulance services. The city shall provide insurance to protect the city and the fire department from damages arising out of answering ambulance calls authorized by this section.

(b) The city manager and city clerk may enter into contracts with surrounding municipalities for ambulance services to the municipalities, subject to the approval of the city council.

(c) The fire department shall house ambulance service apparatus and provide ambulance ~~drivers~~ staff to serve on call.

(d) The city manager shall have authority to establish ambulance service rates to be charged to patrons of the ambulance service both within the city and within townships having an ambulance service contract with the city. The city manager shall have authority to negotiate compensation with ambulance ~~drivers~~ staff and to include same in the ambulance service charge along with such other charges as may be deemed necessary to make the ambulance service self sustaining. All ambulance service contracts and ambulance service charges heretofore entered into or levied by the city are ratified and confirmed.

~~ARTICLE 3. DIVISION OF BUILDING INSPECTION~~

~~2.24.130 Building inspector--Duties.~~

~~The division of building inspection shall be supervised by the building inspector who may be the city manager. The building inspector shall be responsible for the issuance of all building permits and enforcement of the zoning ordinance and the building, plumbing, and~~

~~electrical codes of the city. The building inspector may appoint a qualified plumbing inspector and electrical inspector to assist in the duties of his office.~~

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

Kevin Brunner, City Manager

ABSENT:

Michele R. Smith, City Clerk

DATED:

Michele Smith

From: Wally McDonell [wkm@hmattys.com]
Sent: Monday, April 26, 2010 12:58 PM
To: Michele Smith
Cc: Kevin Brunner
Subject: Whitewater Fire Department membership policy
Attachments: Scan 001.pdf

Michele,

I have attached sections from the Whitewater Fire Department By-laws that address their membership policies. Would you please include this with the Council's packet relating to the Title 2 amendments.

Thanks,

Wally

This electronic mail transmission and any attachments are confidential and may be privileged. They should be read or retained only by the intended recipient. If you have received this transmission in error, please notify the sender immediately and delete the transmission from your system.

Wallace K. McDonell
Harrison, Williams, McDonell, & Swatek, LLP
452 W. Main Street
P.O. Box 59
Whitewater, WI 53190
phone: 262-473-7900
fax: 262-473-7906
e-mail: wkm@hmattys.com

-----Original Message-----

From: Attys [mailto:wkm@hmattys.com]
Sent: Monday, April 26, 2010 12:03 PM
To: Wally McDonell
Subject: Scan from a Xerox WorkCentre

Please open the attached document. It was scanned and sent to you.

CONSTITUTION
AND
BYLAWS
OF THE
WHITEWATER
VOLUNTEER
FIRE DEPARTMENT
OF THE
CITY OF WHITEWATER
Whitewater, Wisconsin
2005

**CONSTITUTION AND BYLAWS OF THE
WHITEWATER VOLUNTEER FIRE DEPARTMENT,
RESCUE SQUAD, AND CRASH CREW**

Preamble

We the members of the Whitewater Volunteer Fire Department, in order to form a more efficient organization for the dispatch of business, to create a greater interest in the work of the Whitewater Volunteer Fire Department, that our members may comprehend more fully their duties, and thereby be of greater service to the City of Whitewater and the surrounding townships in the protection of life and property therein, do hereby agree to adhere to and abide by the following constitution and bylaws.

Name

This organization shall be known and designated as the Whitewater Volunteer Fire Department of Whitewater, Wisconsin. The Whitewater Volunteer Fire Department shall consist of the following branches: the Fire Department, the Rescue Squad, and the Crash Crew.

PART I - FIRE DEPARTMENT

Article I

The branch of the organization that is commonly referred to as the "Fire Department" shall consist of four companies known as: Hose Company I, Hose Company II, Hose Company III, and the Hook and Ladder Company. Each company of the Fire Department shall consist of a maximum of twelve (12) active firefighter members with a minimum of ten (10) active firefighter members.

Article II - Membership

Section 1: Any person of good moral habits who has passed all legal requirements and physical examination, and who is twenty-one (21) years of age, is eligible to apply for membership in the Fire Department.

Section 2:

A. Any eligible person, desirous of becoming a firefighter member of this Department, shall first be

elected into one of the aforesaid companies by two-thirds vote of the eligible company members who are present. The said company shall then present the application of the applicant to the secretary of the Fire Department for review and announcement to the firefighter members of the Department.

B. Applicants will be notified that they will be placed on a minimum one-year probationary period. The probationary period will end when the applicant completes the one-year minimum probationary period and the entry-level firefighter training recommended by both the Walworth County Chief's Association and the Firefighter's Association (presently firefighter level one, part one and two). The applicant shall remain on probation until the above training requirements are completed. The applicant must enroll in the above training during his or her first year of probation. The applicant will not be allowed to attend Emergency Medical Technician training until the above training requirements are completed. The applicant will be entitled to attend fire meetings and answer fire calls.

C. The applicant will then be voted upon at the regular meeting following the probationary period. The applicant will be excused from this meeting. The applicant shall be accepted into the Fire Department on receiving two-thirds vote of the ballots polled.

Article III - Officers

Section 1: The principal elected officers of the Fire Department shall consist of a Chief, a First Assistant Chief, a Second Assistant Chief, a Secretary, and a Treasurer, each of who shall be elected at the annual meeting of the Whitewater Volunteer Fire Department; and they shall hold their respective offices for a period of one (1) year or until their successors are qualified and elected.

Section 2: Each company of the Fire Department shall elect a Captain, Lieutenant, and Secretary/Treasurer at the annual meeting of the Department.

Section 3: In the event of a vacancy in an office of the Fire Department, such vacancy shall be filled at the next regular meeting of the Fire Department (that takes

ORDINANCE NO. _____
AN ORDINANCE AMENDING CHAPTER 2.28
BOARD OF FIRE POLICE AND POLICE FIRE COMMISSIONERS
(4/28/2010 9:30 AM)

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

SECTION 1: Whitewater Municipal Code Chapter 2.28 is hereby amended to read as follows:

2.28.010 Created--Membership.

There shall be created as hereinafter specified a Board of FirePolice and Police-Fire Commissioners consisting of five members, one of whom shall be a City Councilmember, who shall have the power and perform the duties as specified in Section 62.13 of the Wisconsin Statutes for 1955.

2.28.020 Appointment--Terms.

~~The board of fire and police commissioners shall be appointed by the city manager at the time specified by statute, one member to serve until the first Monday in May, 1952; one to serve until the first Monday in May, 1954; one to serve until the first Monday in May, 1955; one to serve until the first Monday in May, 1956; and annually thereafter one commissioner who shall hold his office for five years and until his successor is appointed and qualified.~~

2.28.020 Appointment--Terms.

The Board of Police and Fire Commissioners shall be appointed by the Common Council at the time specified by statute, one member to serve until the first Monday in May, 1952; one to serve until the first Monday in May, 1954; one to serve until the first Monday in May, 1955; one to serve until the first Monday in May 1956; and annually thereafter one commissioner who shall hold his or her office for five years and until his/her successor is appointed and qualified. In the year 2009 and thereafter, one member of the Board of Fire-Police and Police-Fire Commissioners shall be a member of the City Council and shall be appointed by the City Council to a one-year term; the one-year term shall commence on the first day of May in each calendar year.

2.28.030 State statutes applicable.

The provisions of Section 62.13 of the Wisconsin Statutes for 1955 and all acts amendatory thereto so far as the same are applicable are incorporated herein and shall be effective in the same manner as if set forth in full herein.

2.28.040 Power and authority limited.

The power and authority of the Board of Fire-Police and Police-Fire Commissioners hereby created shall not extend any control whatsoever over the Whitewater Volunteer Fire Department. This chapter shall not affect the organization of the Whitewater Volunteer Fire Department as it existed heretofore, and the department is authorized to continue to operate on the same relationship with the city as it has prior to the adoption of the ordinance codified in this chapter.

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

ABSENT:

DATED:

Kevin Brunner, City Manager

Michele R. Smith, City Clerk

ORDINANCE NO. _____
AN ORDINANCE AMENDING CHAPTER 2.52
PARK AND RECREATION BOARD
(04/29/10 – 11:45 a.m.)

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

SECTION 1: Whitewater Municipal Code Chapter 2.52 is hereby amended to read as follows:

2.52.010 Established.

There is hereby established a park and recreation board for the city, which shall have in addition to the powers granted herein, all of the powers now or hereafter granted under Wisconsin Statute 27.08.

2.52.020 Purpose.

The establishment of this board shall be for the purpose of acquiring, improving, developing, maintaining, and operating public parks, recreation facilities, equipment, and activities. This board shall provide a park and recreation program for the citizens of Whitewater, coordinating and correlating all recreation activities for the maximum benefit of the community and operating with other public or private organizations to more efficiently utilize the city's resources. The board shall interpret any and all programs which they may promulgate.

2.52.030 Membership--Terms--Vacancies--Officers.

(a) The board shall consist of seven members. Each of the four citizen members shall be a resident of the city or a resident of the Whitewater Unified School District. The three ex officio members shall not have a specified residency requirement. The board shall serve without compensation.

(b) The board shall consist of three ex officio members who will serve permanently or as long as they are holding office in or are representatives of the following organizations or departments:

(1) District administrator of the Whitewater Unified School District or his or her designated representative;

(2) Common council member;

(3) University of Wisconsin--Whitewater, Chancellor or his or her designee. ~~director of recreation sports and facilities, or equivalent position. If this position is not filled, a representative from the department of health, physical education and recreation would be appointed in consultation with chairperson of health, physical education and recreation and the assistant chancellor for student affairs.~~

(c) The board shall also consist of ~~four~~ three citizens who shall be appointed ~~by the city manager upon advisement of the recreation board and approval of the common council~~ according to the procedures set forth in Section 2.12.011.

(d) There shall be one alternate member appointed to serve. In the event one of the seven regular members is unable to attend then the alternate member shall be called upon to attend and shall have full power to act and vote.

(e) Each citizen member shall serve for a term of three years beginning on the first of January, except that when the first board is appointed, one member shall be appointed for one year, another for two years, and the third for three years. Citizen members shall be limited to three consecutive terms and cannot be reappointed as a board member until one three-year term has elapsed.

(f) Vacancies to finish unexpired terms only will be filled in the same manner as the original appointments ~~upon advisement of the recreation board and approval of the common council.~~

~~(g) OFFICERS. A chairman and vice chairman shall be elected by the board members. The election of officers will take place at the January meeting and those elected will serve for the term of one year. The recreation director will automatically serve as secretary.~~

THIS SECTION WAS REPLACED SINCE THE PRINTING OF THIS VERSION WHICH READS AS FOLLOWS:

(g) OFFICERS. A chairman and vice chairman shall be elected by the board members. The election of officers will take place at the 1st meeting in May and those elected will serve for the term of one year. The recreation director will automatically serve as secretary.

2.52.040 Organization.

(a) The board shall organize and adopt rules for its own government in accordance with the provisions of this chapter. Meetings shall be held monthly or at the call of the chairman, and shall be open to the public. Minutes shall be kept showing all actions taken and a copy shall be filed with the city clerk and the recreation director as a public record.

(b) A quorum shall be four members, but all action shall require the approval of the majority of the board.

2.52.050 Powers.

The board shall have control and jurisdiction over all playgrounds, recreation centers and other places which have previously, or may in the future, be dedicated for the purpose of public recreation and given over to their control. The board shall furthermore have all powers listed at Section 27.08 of the 1967 Wisconsin Statutes and any amendment thereto as though specifically

set forth herein. The board shall adopt rules and regulations which may be necessary to exercise said powers. All rules and regulations shall be subject to final approval by the common council. The board shall have the authority to enlarge the duties of the director of parks and recreation listed in Section 2.20.030(b) of this title, and to determine general policies of the program and the level of leadership employed.

2.52.060 Selection of parks and recreation director.

The board shall participate in the interview and selection process for the hiring of a parks and recreation director. It shall be the sole responsibility of the city manager to appoint the director.

2.52.070 Finances.

The board shall submit to the city manager by October 1st of each year a proposed program and budget for the ensuing year. The board shall not contract any liability in excess of the budget appropriated unless specifically authorized by the city manager and approved by the common council. All moneys received for the purpose of the board, whether from the general fund or from charged for activities, facilities, or services shall be deposited in the general fund of the city and segregated on the books of the city. The city treasurer shall act as treasurer of the board without additional compensation. All expenditures shall be made in accord with the appropriations by the city council only upon the approval of the board and city manager any by the issuance of an order for the expenditure by the city clerk.

2.52.080 Reports.

The board shall issue an annual written report of its finances and activities and an inventory of all its public parks, recreational lands, facilities, and equipment, for the previous year to the common council by April 1st of each year.

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

ABSENT:

DATED:

Kevin Brunner, City Manager

Michele R. Smith, City Clerk

BIRGE FOUNTAIN COMMITTEE (2 OPEN POSITIONS – Lockett and Open Position)

Applicants:

Alan Lockett (has reapplied)

Jim Allen

BZA (1 Regular Open Position(Zeise position) and one alternate open position)

Darlene Zeise (has told me she is NOT reapplying)

Applicants:

Rachel Mattke

CABLE TV (Three open positions – Kimble, Scott and Telfer)

Applicants:

Mariann Scott (has reapplied)

Roni Telfer (has reapplied)

HANDICAPPED DISCRIM COMM (Harriet Kaluva's regular position open)

Applicants: None

CDA (Jim Allen's position open)

Applicants:

Jim Allen (has reapplied)

ETHICS COMM (Greg Torres' regular position is open)

Applicants:

Greg Torres

Brandon VerVelde

Christine Ponder

LANDMARKS COMMISSION (Two regular positions open – Loomer and Daniels)

Rick Daniels has indicated he is NOT reapplying

Applicants:

Linda Loomer (has reapplied)

Rachel Mattke

Brandon VerVelde

LIBRARY BOARD (exp. 7/1) (Two regular positions open – Leaver and Nosek)

Applicants:

Donna Nosek

Rosemary Leaver

Christine Ponder

PARK AND REC BOARD (Two regular positions open – Ridenour and Grosinske)

Neither Grosinske nor Ridenour have reapplied.

Applicants:

Rick Daniels

Brandon Knedler

Rachel Mattke

Donald Vail

Bonnie Miller
Brandon VerVelde

PLAN COMMISSION (Dan Comfort's alternate position open)

Applicants:
Dan Comfort
Rachel Mattke
Brandon VerVelde

POLICE AND FIRE COMMISSION (Mindy Triebold's position open – she has termed out & is not eligible to continue to serve)

Mindy Triebold (cannot apply – has termed out)

Applicants:
Jim Allen
Beverly Stone
Dennis Knopp
Christine Ponder

Ethics
Library
Police + Fire

CITIZEN SERVICE INFORMATION FORM

Name (Print): PONDER Christine Maxfield Date: 4/20/2010
Last First Middle

Home Address: 941 West Walworth Avenue, Whitewater, WI 53190

Business Name: (Employer?) ARI Network Services

Business Address: 10850 West Park Place, Suite 1200, Milwaukee, WI 53224

Telephone (Home): 414-975-0163 (cell) (Work): 414-973-4567

E-mail address: ponder@arinet.com; also Christine.ponder@yahoo.com

How long have you lived in the City of Whitewater?: six years

Which Boards, Commissions, and/or Committees interest you?

- Ethics Committee
- Library Board
- Police and Fire Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

ETHICS: During my post-graduate education (1993-2000), I spend a great deal of time exploring social and cultural ethics in a 'theoretical' sense. I would greatly enjoy applying both my studies and my experience in business in a proactive manner to benefit the City.

LIBRARY: Both my undergraduate and post-graduate work focused on Communications, Professional Writing and Critical Writing. I have a great passion for and commitment to ideas about how the written word shapes our frames of reference and worldviews, and therefore, most certainly impacts the character of our community.

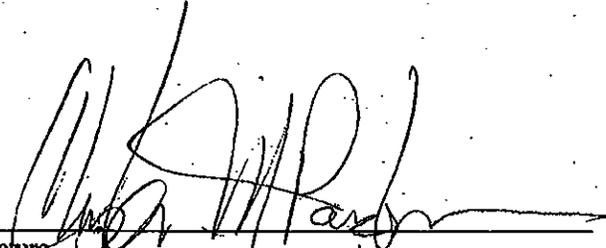
POLICE AND FIRE: Quite simply, my husband Dan Ponder is a member of the Whitewater Fire Department, and in the past few years I have developed a deep appreciation for the complex challenges encountered by these departments in a small city such as ours.

References:

1. Don Gregoire Phone: 262-473-0510 x 110
Whitewater Fire Chief

2. Tom Germundson, Germundson Heating & Cooling Phone: 262-473-7408
460 W Whitewater Street
Whitewater, WI

Return this form to:
 City Clerk
 312 W. Whitewater Street
 Whitewater, WI 53190
 msmith@ci.whitewater.wi.us

Signature 
 4/21/10

CITIZEN SERVICE INFORMATION FORM

Name (Print): Allen James D. Date: 3/17/0
Last First Middle

Home Address: 215 E. CLAY ST

Business Name: Chartwells food service

Business Address: 800 W. Main St - Whitewater

Telephone (Home): 920-728-0626 (Work): 262-472-5083

E-mail address: jamesdallen@charter.net

How long have you lived in the City of Whitewater?: 40+ yrs.

Which Boards, Commissions, and/or Committees interest you?
CDA, PFC, Birge Ftn.

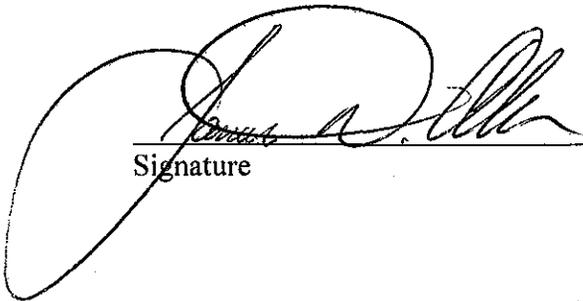
Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have a pretty good insight into the workings of the city through my previous experience on several boards & commissions & City Council. I would like to request re-appointment to the CDA to continue work on the business park & the new technology center. Thank you for your consideration.

1. Marilyn Kienbaum Phone: _____

2. Jim Com Phone: _____

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us


Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Luckett Robert Alan Date: 12/14/2009
Last First Middle

Home Address: 325 S. Cottage St.

Business Name: _____

Business Address: _____

Telephone (Home): 473-2514 (Work): -8564

E-mail address: ALAN@WhitewaterTV.org

How long have you lived in the City of Whitewater?: 18 years

Which Boards, Commissions, and/or Committees interest you?

Birge

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I was on the Landmarks Commission and had served as Landmarks Rep. to the Birge when it was restored.

References: Was secretary on the Birge for many years.

1. _____ Phone: _____
Chuck Nass

2. _____ Phone: _____

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

R. A. Luckett
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Matthe Rachel Anne Date: 4/15/2010
Last First Middle

Home Address: 1159 Bloomingfield Dr. Apt. 3

Business Name: _____

Business Address: _____

Telephone (Home): (920) 210-5122 (Work): _____

E-mail address: matthea26@uww.edu

How long have you lived in the City of Whitewater?: 2.5 years

Which Boards, Commissions, and/or Committees interest you?

Parks and Recreation Board, Zoning Board, Planning Architectural Review, Landmarks Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

Whitewater Student Government, College Republican Internship with Congressman Paul Ryan

References:

1. Dr. Susan Johnson Phone: (262) 472-4766
Chair Political Science Department
UW - Whitewater

2. Teresa Akey Phone: (262) 495-2085
Owner A Touch of Sun

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Rachel A. Matthe
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Allen James D. Date: 3/17/10
Last First Middle

Home Address: 215 E. CLAY ST

Business Name: Chartwells food service

Business Address: 800 W. Main St. - Whitewater

Telephone (Home): 920-728-0626 (Work): 262-472-5083

E-mail address: jamesdallen@charter.net

How long have you lived in the City of Whitewater?: 40+ yrs.

Which Boards, Commissions, and/or Committees interest you?

CDA, PFC, Birge Ftn.

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have a pretty good insight into the workings of the city through my previous experience on several boards + commissions + City Council. I would like to request re-appointment to the CDA to continue work on the business park + the new technology center. Thank you for your consideration.

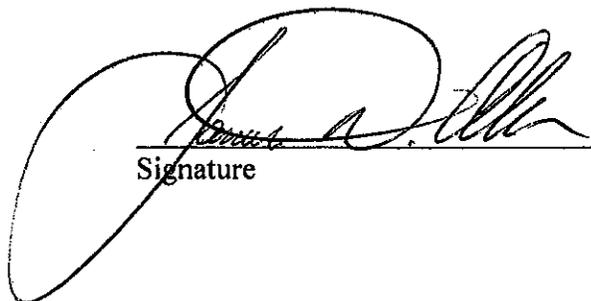
References:
1. Marilyn Kienbaum

Phone: _____

2. Jim Casm

Phone: _____

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us


Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): SCOTT MARIANN J Date: APRIL 8, 2010
Last First Middle

Home Address: 421 E. CRAVATH ST.; WHITEWATER

Business Name: JCB FLAVORS

Business Address: 601 MADISON AVE., SULLIVAN

Telephone (Home): 262-473-4219 (Work): _____

E-mail address: watertowerlady@hotmail.com

How long have you lived in the City of Whitewater?: 36 years

Which Boards, Commissions, and/or Committees interest you?

CABLE COMMITTEE

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I HAVE BEEN A MEMBER OF THE CABLE COMMITTEE SINCE 2003. OUR STATION CONTINUES TO DEVELOP AND IMPROVE AND I WOULD LIKE TO CONTINUE. I AM ESPECIALLY SUPPORTIVE OF THE PUBLIC ACCESS TO THE TV STATIONS.

References:

1. MARILYN KIENBAUM Phone: 473-6120
272 S. WISCONSIN
WHITEWATER

2. CAROL CHRIST Phone: CELL 262-745-9676
445 W. CENTER
WHITEWATER

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Mariann Scott
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Telfer Roni Date: 3/27/2010
Last First Middle

Home Address: 304 Woodland Dr. Whitewater, WI 53190

Business Name: _____

Business Address: _____

Telephone (Home): ^{cell} 920-728-1777 (Work): _____

E-mail address: rtelfer@ameritech.net

How long have you lived in the City of Whitewater?: 25 years

Which Boards, Commissions, and/or Committees interest you?

Cable TV

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have served a term on the cable TV committee and would like to continue that commitment. Technology has been an interest of mine both personally & professionally. Also as a Whitewater Arts Alliance member it has been helpful to be connected with our downstairs neighbors.

1. Alan Luckett Phone: _____
Cable TV Director

2. Marianne Scott Phone: _____
Cable TV Committee

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Jenica Telfer
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Vervelde Brandon Paul Date: 4/13/10
Last First Middle

Home Address: 523 S. Gault St. Apt. B Whitewater, WI

Business Name: -

Business Address: -

Telephone (Home): 920-207-1899 (Work): Same

E-mail address: Brandon.vervelde@gmail.com

How long have you lived in the City of Whitewater?: 3 1/2 years

Which Boards, Commissions, and/or Committees interest you?

Landmarks, Parks and Recreation, Planning and Architectural Review, Ethics

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have been actively involved in the University Community, through Whitewater Student Government and College Republicans, as well as Walworth County Republican Party. I am interested in becoming more involved in the Community at-large.

References:

1. Dr. Steve Summers Phone: 262-472-1171
Former Deputy Asst. Chanc. for Student Affairs summerss@uww.edu
UW-Whitewater

2. Dr. Bruce Bukowski (Director - Academic Advising & Exploration Center) Phone: 262-472-5221
800 W. Main St. bukowskb@uww.edu
Whitewater, WI 53190

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Paul P. Zell 4/13/10
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Torres Gregory M. Date: 04/14/2010
Last First Middle

Home Address: 755 N. Tratt Street # 31, Whitewater, WI 53190

Business Name: _____

Business Address: _____

Telephone (Home): (262) 490-1734 (Work): (262) 472-9817

E-mail address: Torresgm14@uww.edu

How long have you lived in the City of Whitewater?: 5 Years and 7 Months

Which Boards, Commissions, and/or Committees interest you?
Ethics

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

- Whitewater Common Council April 2005 – April 2007
- Jefferson County Board April 2006 – Present
- Whitewater Plan Commission May 2008 - Present

-Numerous other committees and boards representing our community both at the city and county level.

References:

1. Marilyn Kienbaum Phone: (262) 473-6120

2. Max Taylor Phone: (414) 881-4598

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Signature

C-1

Park + Rec
BZA
Plan
Landmarks

CITIZEN SERVICE INFORMATION FORM

Name (Print): Matthe Rachel Anne Date: 4/15/2010
Last First Middle

Home Address: 1159 Bloomingfield Dr. Apt. 3

Business Name: _____

Business Address: _____

Telephone (Home): (920) 210-5122 (Work): _____

E-mail address: matthera26@uww.edu

How long have you lived in the City of Whitewater?: 2.5 years

Which Boards, Commissions, and/or Committees interest you?

Parks and Recreation Board, Zoning Board,
Planning Architectural Review, Landmarks Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

Whitewater Student Government, College Republican
Internship with Congressman Paul Ryan

References:

1. Dr. Susan Johnson Phone: (262) 472-4766
Chair Political Science Department
UW - Whitewater

2. Teresa Akey Phone: (262) 495-2085
Owner A Touch of Sun

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Rachel A. Matthe
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): VerVelle Brandon Paul Date: 4/13/10
Last First Middle

Home Address: 523 S. Gault St. Apt. B Whitewater, WI

Business Name: -

Business Address: -

Telephone (Home): 920-207-1899 (Work): Same

E-mail address: Brandon.vervelde@gmail.com

How long have you lived in the City of Whitewater?: 3 1/2 years

Which Boards, Commissions, and/or Committees interest you?

Landmarks, Parks and Recreation, Planning and Architectural Review, Ethics

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have been actively involved in the University Community, through Whitewater Student Government and College Republicans, as well as Walworth County Republican Party. I am interested in becoming more involved in the Community at-large.

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Former Deputy Asst. Chanc. for Student Affairs summerss@uww.edu
UW-Whitewater
2. Dr. Bruce Bukowski (Director - Academic Advising & Exploration Center) Phone: 262-472-5221
800 W. Main St. bukowskb@uww.edu
Whitewater, WI 53190

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Paul VerVelle 4/13/10
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Loamer Linda Leah Date: 3-15-2010
Last First Middle

Home Address: 726 E. Crauath St.

Business Name: -

Business Address: -

Telephone (Home): 473-2330 (Work): -

E-mail address: lloamer-pgdisley@sbcglobal.net

How long have you lived in the City of Whitewater?: 60 years

Which Boards, Commissions, and/or Committees interest you?

Birge Fountain Landmarks

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have served on this committee as a representative from the Landmarks Commission. My interest is of concern for this beautiful w/w landmark.

References:

1. Karen Coburn
1 Coburn Lane
Whitewater

Phone: 473-5453

2. Fred Kraege
529 Gault St.
Whitewater

Phone: 473-4899

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Linda L. Loamer
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): PONDER Christine Maxfield Date: 4/20/2010
Last First Middle

Home Address: 941 West Walworth Avenue, Whitewater, WI 53190

Business Name: (Employer?) ARI Network Services

Business Address: 10850 West Park Place, Suite 1200, Milwaukee, WI 53224

Telephone (Home): 414-975-0163 (cell) (Work): 414-973-4567

E-mail address: ponder@arinet.com; also Christine.ponder@yahoo.com

How long have you lived in the City of Whitewater?: six years

Which Boards, Commissions, and/or Committees interest you?

- Ethics Committee
- Library Board
- Police and Fire Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

ETHICS: During my post-graduate education (1993-2000), I spend a great deal of time exploring social and cultural ethics in a 'theoretical' sense. I would greatly enjoy applying both my studies and my experience in business in a proactive manner to benefit the City.

LIBRARY: Both my undergraduate and post-graduate work focused on Communications, Professional Writing and Critical Writing. I have a great passion for and commitment to ideas about how the written word shapes our frames of reference and worldviews, and therefore, most certainly impacts the character of our community.

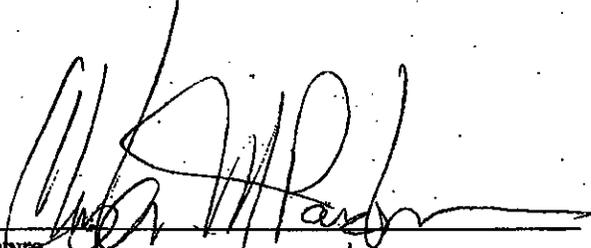
POLICE AND FIRE: Quite simply, my husband Dan Ponder is a member of the Whitewater Fire Department, and in the past few years I have developed a deep appreciation for the complex challenges encountered by these departments in a small city such as ours.

References:

1. Don Gregoire Phone: 262-473-0510 x 110
Whitewater Fire Chief

2. Tom Germundson, Germundson Heating & Cooling Phone: 262-473-7408
460 W Whitewater Street
Whitewater, WI

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us


 Signature _____
 4/21/10

CITIZEN SERVICE INFORMATION FORM

Name (Print): Leaver,

Rose Mary

Date: 4/13/10

Home Address: 180 North Esterly Avenue, Whitewater, WI 53190

Business Name: _____

Business Address: _____

Telephone (Home): 262-473-5602 _____ (Work): _____

E-mail address: jrleaver@sbcglobal.net _____

How long have you lived in the City of Whitewater?: Since 1964 _____

Which Boards, Commissions, and/or Committees interest you?

I am applying for renewal of my appointment to the Library Board.

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have been on the Irvin L. Young Memorial Library Board since autumn 2003. During that time I was Vice-president for several years and am currently the board secretary. I have used the public library in Whitewater since I first arrived here in 1964. Additionally, my experience in libraries includes two years as a faculty assistant at UW-W's Andersen Library and employment from 1974 till 1988 at the Whitewater Public Library, where I was the Reference and Children's Services Librarian from 1984 till 1988, after I completed an M.A. in Library Science from UW-Madison. From 1988 until I retired in August of 2000 I was employed as the Library Services Coordinator for Arrowhead Library System in Janesville, WI.

I believe that libraries are for everyone, that they should be strongly supported by their communities and government, and that libraries are a great force for equality of opportunity in our democracy.

References:

1. Donna Nosek _____ Phone: 262-473-4311 _____
210 North Park Street _____
Whitewater, WI 53190 _____

2. Mary Peiffer _____ Phone: 262-473-2139 _____
1180 Bloomingfield Drive _____
Whitewater, WI 53190 _____

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Rose Mary Leaver

Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Nosek Donna J. Date: 3.21.10
Last First Middle

Home Address: 210 N. Park St. Whitewater, WI 53190

Business Name: WUSD

Business Address: 419 S Elizabeth St. Whitewater, WI 53190

Telephone (Home): 920.723.5173 (Work): _____

E-mail address: donna.nosek@gmail.com / dnosek@wwusd.org

How long have you lived in the City of Whitewater?: 36 yrs.

Which Boards, Commissions, and/or Committees interest you?
Library Bd.

Please give a brief overview of your background, experience, interest, or concerns in the above areas:
I am currently serving on Library Bd & am applying for 2nd term.

References:

1. Jim/Rose Mary Lauer Phone: 262-473-5602

2. Jo Bernhard + Phone: 262-472-8505
Principal, Lincoln Elementary

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Donna J. Nosek
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Miller, Bonnie L. Date: 04/14/2010
Last First Middle

Home Address: 221 S. Prince St.

Business Name: N/A

Business Address: N/A

Telephone (Home): 473-3121 (Work): 473-6940

E-mail address: bmill@netwurx.net

How long have you lived in the City of Whitewater?: (Born here in 1948) married & left in 1969;
returned in 1996 & have been here ever since.

Which Boards, Commissions, and/or Committees interest you?

Parks & Recreation

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I am a legal secretary here in Whitewater, graduated from WHS and attended UW-Whitewater in the 1960's. Although I left Whitewater in 1969, I consider this home and returned here in 1996. I feel it is important to preserve and enhance our parks, and feel that our Parks & Recreation Dept. does much to encourage citizen participation in our community.

References:

1. Mitch Simon Phone: 473-6940
211 N. Park St.
Whitewater, WI 53190

2. Jon Kachel Phone: 473-1111
200 S. Fremont St.
Whitewater, WI 53190

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312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Bonnie L. Miller
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): VAIL DONALD E. Date: 4-14-2010
Last First Middle

Home Address: 1155 W. BLACKHAWK DR APT 308

Business Name: _____

Business Address: _____

Telephone (Home): 262-472-0718 (Work): _____

E-mail address: donvail2@yahoo.com

How long have you lived in the City of Whitewater?: 40 YEARS

Which Boards, Commissions, and/or Committees interest you?
PARKS + RECREATION

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

INTERESTED IN MAINTAINING AND ADDING TO OUR PRESENT PARK SYSTEM. HAVE BEEN ACTIVE IN SPORTS. TRAVELED THE U.S. AS A FULL TIME CAMPER FOR EIGHT YEARS & WAS ABLE TO SEE & EVALUATE WHAT OTHER CITIES & STATES WERE DOING WITH THEIR PARK SYSTEMS.

1. DAVID KACHEL
513 W. HIGHLAND ST.
WHITEWATER WI 53190

Phone: 262-473-7272

2. DEAN STANTON
1155 W. BLACKHAWK DR APT 104
WHITEWATER WI 53190

Phone: 262-472-5489

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Donald E Vail
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Vervelle Brandon Paul Date: 4/13/10
Last First Middle

Home Address: 523 S. Gault St. Apt. B Whitewater, WI

Business Name: -

Business Address: -

Telephone (Home): 920-207-1899 (Work): Same

E-mail address: Brandon.vervelde@gmail.com

How long have you lived in the City of Whitewater?: 3 1/2 years

Which Boards, Commissions, and/or Committees interest you?

Landmarks, Parks and Recreation, Planning and Architectural Review, Ethics

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have been actively involved in the University Community, through Whitewater Student Government and College Republicans, as well as Walworth County Republican Party. I am interested in becoming more involved in the Community at-large.

References:

1. Dr. Steve Summers Phone: 262-472-1171
Former Deputy Asst. Chanc. for Student Affairs summerss@uww.edu
UW-Whitewater

2. Dr. Bruce Bukowski (Director - Academic Advising & Exploration Center) Phone: 262-472-5221
800 W. Main St. bukowskb@uww.edu
Whitewater, WI 53190

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City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Paul P. Paul 4/13/10
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Matthe Rachel Anne Date: 4/15/2010
Last First Middle

Home Address: 1159 Bloomingfield Dr. Apt. 3

Business Name: _____

Business Address: _____

Telephone (Home): (920) 210-5122 (Work): _____

E-mail address: matthera26@uww.edu

How long have you lived in the City of Whitewater?: 2.5 years

Which Boards, Commissions, and/or Committees interest you?

Parks and Recreation Board, Zoning Board, Planning Architectural Review, Landmarks Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

Whitewater Student Government, College Republican Internship with Congressman Paul Ryan

References:

1. Dr. Susan Johnson Phone: (262) 472-4766
Chair Political Science Department
UW - Whitewater

2. Teresa Akey Phone: (262) 495-2085
Owner A Touch of Sun

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City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Rachel A. Matthe
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Daniels Shedrick Wayne Date: April 7, 2010
Last First Middle

Home Address: 262 Green St.

Business Name: University of Wisconsin-Whitewater

Business Address: 800 W. Main St.

Telephone (Home): 262-458-2125 (Work): 262-472-1520

E-mail address: Danielssw17@uww.edu

How long have you lived in the City of Whitewater? Five Years

Which Boards, Commissions, and/or Committees interest you?
Parks and Recreation Board

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

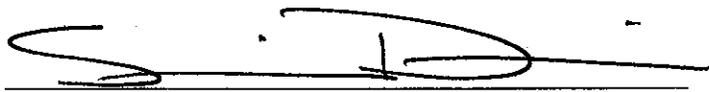
Served on Landmarks Commission for one term. Interested in Parks and Rec to better serve community and provide fresh outlook.

References:
Please see attached Resume.

1. _____ Phone: _____

2. _____ Phone: _____

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312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us



Signature

SHEDRICK W. DANIELS, III
 262 Green St.
 Whitewater, WI 53190
Danielssw17@uww.edu

EDUCATION

University of Wisconsin-Whitewater, Whitewater, WI
 Master of Science Degree Candidate, Professional Development: Higher Education emphasis May 2011
 Bachelor of Arts degree received December 2008
 Major: Journalism: Advertising emphasis Minor: Speech: Public Relations emphasis
Travel/Study: Participated in short-term study/forum in Lima, Peru, May 2008
 Participated in short-term study/forum in Ghana West Africa, January 2007

PROFESSIONAL EXPERIENCE

University of Wisconsin-Whitewater, Whitewater, WI **Leadership Advisor-Greeks** January 2009 - Present
Description: Full-time advising position in Career and Leadership Development office at the University of Wisconsin-Whitewater. Responsibilities include academic advising, supervision of Greek Councils and ensuring compliance with national and university standards.

- Leadership Advising
- Event planning and management
- Management of University benchmarks implementation program and Greek Community Standards
- Management of Greek Community Public Relations Team

University Marketing and Media Relations, Whitewater, WI **Media Relations, student employee** August 2008 – December 2008

Description: Student position in media relations department at the University of Wisconsin-Whitewater. Responsibilities included composition of media releases, strategic event planning and composition of articles posted on the University website.

- Proof read collateral communication materials
- Composed media releases, newspaper articles and blog development

Mosaic Communications, Milwaukee, WI **Public Relations Intern** April 2008 – August 2008

Description: Professional internship with African-American owned communications agency specializing in event planning and management. Responsibilities included composition of media releases and strategic event planning for retail clients.

- Proof read collateral communication materials
- Composed media releases, Developed innovative strategies for various clients

UW-W TV, University of Wisconsin-Whitewater, Whitewater, WI **Sports Anchor** September 2007 – May 2007

Description: Wrote and reported campus, local and national sports news which aired live on the University television station WSUW.

Kraft Foods Inc., Northfield, IL **Corporate Affairs Intern** May 2007 - August 2007

Description: Professional internship with the Corporate Affairs division at the Kraft Foods, Inc. headquarters. Responsibilities included research of non-governmental organizations and professional projects used to assess Kraft's impact on environmental issues. Additional duties included writing media releases (online and hard-copy).

- Proof read collateral communication materials
- Wrote press releases, Developed innovative strategies for Global Supply Chain
- Completed research projects involving non-governmental organizations

HONORS

- Selected as student speaker for December 2008 commencement at the University of Wisconsin-Whitewater October 2008
- Inducted into the Greek Hall of fame at the University of Wisconsin-Whitewater May 2008
- Reuben Klumb Outstanding Senior Award for leadership; chosen by faculty and staff October 2007
- Sundance Conclave on Global Ethics, UW-Whitewater Student Representative, Salt Lake City, UT September 2007
- Oxford Conclave on Global Ethics, UW-Whitewater Student Representative, Oxford, England; represented UW-W at international conclave attended by notable speakers, authors and university presidents. September 2006
- Presented top paper on ethical practices. April 2005
- James R. Connor Scholarship, UW-Whitewater June 2003
- JVC Jazz Festival, Drummer for Milwaukee School of the Arts Jazz Ensemble

LEADERSHIP/COMMITTEES

- Department of Residence Life Search and Screen Committee for Executive Director
- Whitewater New Professionals Association (NPA)
- Community Task Force on Race Relations, City of Whitewater
- Diversity and Globalization Work Group, UW-Whitewater

- Association of Fraternity Advisors
- Association of Fraternal Leadership and Values
- Coordinator, Brother to Brother Program UW-Whitewater
- Vice Chair, Landmarks Commission, City of Whitewater
- General Member, Alpha Phi Alpha Fraternity, Inc.

COMMUNITY SERVICE

- Tillman Terry Scholarship Fund, monthly donation to secure endowment
- Church World Services, CROP Hunger Walk annual participant and committee representative
- Founder of World AIDS Awareness Meeting, University of Wisconsin-Whitewater Black Student Union
- Adopt-a-lot cleanup program, University of Wisconsin-Whitewater Black Student Union
- Adopt-a-highway cleanup program, Alpha Phi Alpha Fraternity, Inc

PRESENTATIONS

Tap Dancing Without Shoes: The History of Stepping and the Impact on Greek Life
Greeks on the Road: A brief history of the Greek system at the University of Wisconsin-Whitewater
Who U Thnk U Tlkn 2? Enhancing Articulation in our Professional Careers: The Millennial Generation
Get a Jump, Get Involved: The Importance of Student Involvement
Is the "N" Word Really Buried?

References

Dr. Richard Telfer
Chancellor, University of Wisconsin-Whitewater
262-472-1918
Telferr@uww.edu

Dr. Martha D. Saunders
President, University of Southern Mississippi
601-266-5001
Martha.Saunders@usm.edu

Johnna Scott
Vice President of Marketing and Business Development
Mosaic Communications, Milwaukee, WI.
414-704-9031
jscott@mosaic-wi.com

CITIZEN SERVICE INFORMATION FORM

Name (Print): Knedler Brandon Thomas Date: 4/8/10
Last First Middle

Home Address: 1215 Kay St, Whitewater WI 53190

Business Name: Midwest Insurance Group

Business Address: 2574 Sun Valley Dr Ste 205, DeForest WI

Telephone (Home): 262-473-3745 (Work): 262-391-7227

E-mail address: bknedler@hotmail.com

How long have you lived in the City of Whitewater?: 13 years

Which Boards, Commissions, and/or Committees interest you?
Parks + Rec. Board

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

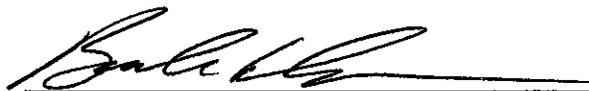
I have spent 16 years in the insurance industry, working for and with a variety of small and large corporations. I have children who are involved in a variety of park and rec activities. I serve currently as a coach for WYSA at the U11 level.

References:

1. Maron Kuhl Phone: 262-472-9894
N220 Coldspring Rd
Whitewater WI 53190

2. Rick or Chris Gilpatrick Phone: 262-473-2909
976 W. Charles St
Whitewater WI 53190

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City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us


Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Vervelde Brandon Paul Date: 4/13/10
Last First Middle

Home Address: 523 S. Gault St. Apt. B Whitewater, WI

Business Name: -

Business Address: -

Telephone (Home): 920-207-1899 (Work): Same

E-mail address: Brandon.vervelde@gmail.com

How long have you lived in the City of Whitewater?: 3 1/2 years

Which Boards, Commissions, and/or Committees interest you?

Landmarks, Parks and Recreation, Planning and Architectural Review, Ethics

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have been actively involved in the University Community, through Whitewater Student Government and College Republicans, as well as Walworth County Republican Party. I am interested in becoming more involved in the Community at-large.

References:

1. Dr. Steve Summers Phone: 262-472-1171
Former Deputy Asst. Chanc. for Student Affairs summerss@uww.edu
UW-Whitewater

2. Dr. Bruce Bukowski (Director - Academic Advising & Exploration Center) Phone: 262-472-5221
800 W. Main St. bukowskb@uww.edu
Whitewater, WI 53190

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Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Paul Vervelde 4/13/10
Signature

C-1

Park + Rec
BZA
Plan
Landmarks

CITIZEN SERVICE INFORMATION FORM

Name (Print): Matthe Rachel Anne Date: 4/15/2010
Last First Middle

Home Address: 1159 Bloomingfield Dr. Apt. 3

Business Name: _____

Business Address: _____

Telephone (Home): (920) 210-5122 (Work): _____

E-mail address: matthera26@uww.edu

How long have you lived in the City of Whitewater?: 2.5 years

Which Boards, Commissions, and/or Committees interest you?

Parks and Recreation Board, Zoning Board, Planning Architectural Review, Landmarks Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

Whitewater Student Government, College Republican Internship with Congressman Paul Ryan

References:

1. Dr. Susan Johnson Phone: (262) 472-4766
Chair Political Science Department
UW - Whitewater

2. Teresa Akey Phone: (262) 495-2085
Owner A Touch of Sun

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Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Rachel A. Matthe
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): COMFORT DANIEL G. Date: 4-12-2010
Last First Middle

Home Address: 338 E. NORTH ST

Business Name: NONE

Business Address: NONE

Telephone (Home): 262-441-0217 (Work): _____

E-mail address: COMFORTD@HOTMAIL.COM

How long have you lived in the City of Whitewater?: 23 Years

Which Boards, Commissions, and/or Committees interest you?
PLANNING COMMISSION

Please give a brief overview of your background, experience, interest, or concerns in the above areas:
HAVE BEEN ON THE PLANNING COMMISSION THE LAST 2 YEARS AS AN APT.

References:

1. Justin Shanks Phone: 262-472-0768
927 W Charles St
Whitewater, WI 53190

2. Robin Shanks Phone: ~~920~~-262-473-5624
13205 S. County TRUNK N
Whitewater, WI 53549

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312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Daniel G. Comfort SR.
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Allen James D. Date: 3/17/10
Last First Middle

Home Address: 215 E. CLAY ST

Business Name: Chartwells food service

Business Address: 800 W. Main St. - Whitewater

Telephone (Home): 920-728-0626 (Work): 262-472-5083

E-mail address: jamesdallen@charter.net

How long have you lived in the City of Whitewater?: 40+ yrs.

Which Boards, Commissions, and/or Committees interest you?
CDA, PFC, Birge Ftn.

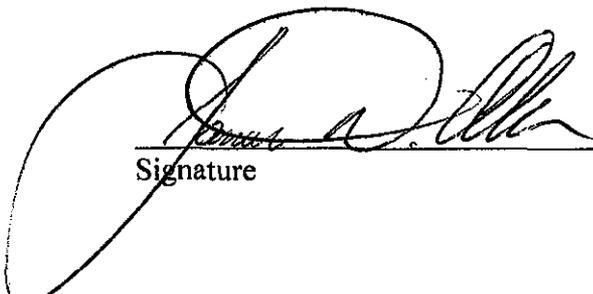
Please give a brief overview of your background, experience, interest, or concerns in the above areas:

I have a pretty good insight into the workings of the city through my previous experience on several boards & commissions & City Council. I would like to request re-appointment to the CDA to continue work on the business park & the new technology center. Thank you for your consideration.

1. Marilyn Kienbaum Phone: _____

2. Jim Com Phone: _____

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us


Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): Stone, Beverly J. Date: 4-20-10
Last First Middle

Home Address: 303 W. Ann St., POB 291, Whitewater, WI

Business Name: n/a

Business Address: n/a

Telephone (Home): 473-4351 (Work): ---

E-mail address: n/a

How long have you lived in the City of Whitewater?: Since 1967

Which Boards, Commissions, and/or Committees interest you?
Police + Fire Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

Be on MS from UW-W. I believe the commission is very important to the city. Both the Police and Fire Dept's are doing a great job and I am interested in continuing References: this reputation that they have.

1. Jerry Wendt Phone: 473-8400

2. Jan Rachel Phone: 473-1111

Return this form to:
City Clerk
312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

Beverly J Stone
Signature

CITIZEN SERVICE INFORMATION FORM

Name (Print): KNOPP DENNIS MICHAEL Date: 4-14-10
Last First Middle

Home Address: 323 S. JANEVILLE ST

Business Name: DENNY KS BAR & GRILL

Business Address: 156 WHITEWATER ST

Telephone (Home): 262-473-4408 (Work): 262-473-7898

E-mail address: knoppdennis@hotmail.com

How long have you lived in the City of Whitewater?: LIFE TIME

Which Boards, Commissions, and/or Committees interest you?

PFC

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

EMPLOYER FOR 25 YRS - UNION OFFICER 13 YR PRIOR TO OWNING BUSINESS, SEMI-RETIRED AS OF 2009 - SERVED ON IDEN ATTEMPT FOR PFC WOULD LIKE TO RESTORE MORALE TO POLICE DEPT.

References:

1. RUSS LASCH Phone: _____
NEWCOMB ST WHITWATER

2. STEVE NASS Phone: _____
JACKSON ROAD
WHITWATER

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312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us

[Signature]
Signature

C-1

Ethics
Library
Police + Fire

CITIZEN SERVICE INFORMATION FORM

Name (Print): PONDER Christine Maxfield Date: 4/20/2010
Last First Middle

Home Address: 941 West Walworth Avenue, Whitewater, WI 53190

Business Name: (Employer?) ARI Network Services

Business Address: 10850 West Park Place, Suite 1200, Milwaukee, WI 53224

Telephone (Home): 414-975-0163 (cell) (Work): 414-973-4567

E-mail address: ponder@arinet.com; also Christine.ponder@yahoo.com

How long have you lived in the City of Whitewater?: six years

Which Boards, Commissions, and/or Committees interest you?

- Ethics Committee
- Library Board
- Police and Fire Commission

Please give a brief overview of your background, experience, interest, or concerns in the above areas:

ETHICS: During my post-graduate education (1993-2000), I spend a great deal of time exploring social and cultural ethics in a 'theoretical' sense. I would greatly enjoy applying both my studies and my experience in business in a proactive manner to benefit the City.

LIBRARY: Both my undergraduate and post-graduate work focused on Communications, Professional Writing and Critical Writing. I have a great passion for and commitment to ideas about how the written word shapes our frames of reference and worldviews, and therefore, most certainly impacts the character of our community.

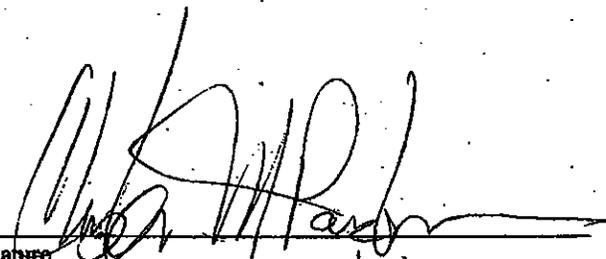
POLICE AND FIRE: Quite simply, my husband Dan Ponder is a member of the Whitewater Fire Department, and in the past few years I have developed a deep appreciation for the complex challenges encountered by these departments in a small city such as ours.

References:

1. Don Gregoire Phone: 262-473-0510 x 110
Whitewater Fire Chief

2. Tom Germundson, Germundson Heating & Cooling Phone: 262-473-7408
460 W Whitewater Street
Whitewater, WI

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312 W. Whitewater Street
Whitewater, WI 53190
msmith@ci.whitewater.wi.us


Signature _____
4/21/10

ORDINANCE NO. _____

**ORDINANCE CREATING CHAPTER 19.485
LARGE RETAIL AND COMMERCIAL SERVICE DEVELOPMENT
STANDARDS**

~~(04/26/10 - 3:15 P.M. DRAFT)~~ (04/29/10 - 4:00 P.M.)

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do hereby ordain as follows:

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Section 1: Whitewater Municipal Code, Chapter 19.485, Large Retail and Commercial Service Development Standards is hereby created to read as follows:

19.485.010 Title

This section shall be known, cited, and referred to as the Large Retail and Commercial Service Development ordinance.

19.485.020 Description

A Large Retail and Commercial Service Development is a development comprised of one or more contiguous parcels or building sites for a single retail or commercial service enterprise or for multiple such enterprises within which the total combined floor and surface area of all indoor retail and/or commercial activities, associated enclosed or outdoor storage, and associated outdoor display exceeds 20,000 square feet. The requirements of this Section are applicable to all City development approvals obtained after June 1, 2010 for any new Large Retail and Commercial Service Developments and for any altered or expanded establishment or group of establishments that meet or exceed the above floor and surface area threshold. No individual building in a Large Retail and Commercial Service Development shall exceed a total of 150,000 square feet in floor area. The vacant building provisions set forth in 19.485.040 F. 18. shall also apply to existing Large Retail and Commercial Service development.

19.485.30 Conditional Use Permit or PCD Approval Required.

- A. Aside from where allowed under an approved PCD district, Large Retail and Commercial Service Developments shall require a conditional use permit within any district in which they are allowed. All additions to structures, parking, or storage areas that are part of an approved Large Retail and Commercial Service Development shall require an amendment to the conditional use permit or the previously approved PCD plans, per the associated requirements for such amendments in this Title.
- B. Subsequent changes to individual land uses listed as permitted uses within the applicable zoning district are permitted without amendment to the Large Retail and Commercial Development conditional use permit or PCD specific

implementation plan, unless said conditional use permit or PCD plan placed restrictions on change of use.

- C. Subsequent individual land uses allowed only by conditional use permit in the zoning district or approved PCD specific implementation plan may be allowed only under a subsequent Conditional Use Permit for the specific use, regardless of whether said use entails modifications to the building and/or site layout.
- D. Large Retail and Commercial Service Developments are subject to all of the use and other regulations of the applicable zoning district and Title 19.

19.485.040 Regulations.

In addition to applicable zoning district and other standards of this Title, Large Retail and Commercial Service Developments shall meet the following additional standards, as may be applicable given the size of each such Development:

A. Compatibility with City Plans. A compatibility report is required when a Large Retail and Commercial Service Development reaches a defined threshold as outlined in Figure 19.485(1). The applicant shall provide, through a written compatibility report submitted with the application for a conditional use permit or rezoning application for the PCD district, adequate evidence that the proposed building and overall development project will be compatible with the City’s comprehensive plan, any adopted detailed neighborhood plan for the area, and any other plans officially adopted by the City.

A.

B. Large Retail and Commercial Service Development Questionnaire. A Large Retail and Commercial Service Development questionnaire shall be completed when a development reaches a defined threshold established in Figure 19.485(1). The Large Retail and Commercial Service Development questionnaire shall be in the format included as Figure 19.485(2).

B. _____

C. Traffic Impact Analysis. A traffic impact analysis is required when a development reaches a defined threshold as outlined in Figure 19.485(1). The traffic impact analysis shall be completed in accordance with the most current revision of the Traffic Impact Analysis Guidelines published by the State of Wisconsin DOT, except where otherwise approved by the City Director of Public Works. Where the Traffic Impact Analysis indicates that a project may cause off-site public roads, intersections, or interchanges to function below level of service (LOS) C, then the City may deny the application, may require a size reduction in the proposed development, and/or may require the developer to construct and/or pay for required off-site improvements to achieve LOS C for a planning horizon of a minimum of ten years assuming full build-out of the Development. All such

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Developments shall have direct access to an arterial or collector street. Vehicle access shall be designed to accommodate peak on-site traffic volumes without disrupting traffic on public streets or impairing pedestrian safety. This shall be accomplished through adequate parking lot design and capacity; access drive entry throat length, width, design, location, and number; traffic control devices; and sidewalks. The site design shall provide direct transportation connections to adjacent land uses if required by the City.

~~C.~~

D. Economic and Fiscal Impact Analysis. An economic and fiscal impact analysis is required when a Development reaches a defined threshold as outlined in Figure 19.485(1). The economic and fiscal impact analysis shall include all of the items identified in Figure 19.485(3) and meet the following requirements:

~~D.~~

- 1. The study shall identify and assess the economic and fiscal impacts on the community.
- 2. The study shall propose measures to mitigate adverse impacts and/or maximize positive impacts including provision of infrastructure or public services improvements sufficient to support the Development. Any adverse impacts that cannot be mitigated shall be identified. Mitigation measures to be implemented by the applicant shall be identified.
- 3. The applicant shall provide the necessary funding to the City to hire a consultant of the City's choice, with appropriate experience to complete and present an economic and fiscal impact analysis to the City.

~~3.~~

E. Detailed Neighborhood Plan. For each Large Retail and Commercial Service Developments of 80,000 square feet or more (per the measurement method in Section 19.485.020), the Development shall be required to prepare a detailed neighborhood plan for any undeveloped areas up to 1,500 foot radius from the boundaries of the Development site. The detailed neighborhood plan must be submitted prior to or with the application for conditional use permit. The City Plan and Architectural Review Commission may waive this requirement if a detailed neighborhood plan has already been adopted, or the Commission may specify a smaller area based on its determination of appropriate neighborhood boundaries. The detailed neighborhood plan shall be of sufficient detail to establish the mix of land uses and their relationship to the Large Retail and Commercial Service Development with regard to provision of street, bicycle/pedestrian, and bus transit connectivity, utilities, stormwater management, and community character, and a general layout that support the goals and objectives of the City's comprehensive plan. Unless otherwise approved by the Commission, the detailed neighborhood plan shall contain the following specific elements at a scale of not less than one inch equals 400 feet:

~~E.~~

- 1. General types of land use types with specific zoning districts and/or land uses;

~~1.~~

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2. Transitional treatments such as berms and/or landscaping between areas with differing land uses or character;

~~2.~~

3. Complete public road network;

~~3.~~

4. Pedestrian and bicycle network;

~~4.~~

5. Conceptual stormwater management network;

~~5.~~

6. Public facility sites including parks, schools, conservation areas, public safety facilities and public utility facilities;

~~6.~~

7. Recommendations for community character themes including building materials, landscaping, streetscaping and signage.

~~7.~~

F. **Facilities and Associated Features.** The following requirements are applicable when a Large Retail and Commercial Service Development reaches the defined threshold outlined in Figure 19.485(1):

1. Building Location.

Where buildings are proposed to be distant from a public street, as determined by the Plan and Architectural Review Commission based on the particular setting, the Commission may require that the overall development design include smaller buildings on pads or outlots closer to the street. All buildings on outlots shall be architectural quality comparable to the primary building. Regardless, placement and orientation of all buildings must facilitate appropriate land use transitions and appropriate traffic flow to adjoining roads, and neighboring commercial areas and neighborhoods, and must forward community character objectives as described in the comprehensive plan.

~~1.~~

2. Building Materials.

Exterior building materials shall be of comparable aesthetic quality on all sides. Building materials such as glass, brick, tinted and decorative concrete block are preferred, with wood, stucco, and exterior insulation and finish systems (EIFS) also permitted, as determined appropriate by the Plan and Architectural Review Commission. Decorative architectural metal with concealed fasteners or decorative tilt-up concrete panels may be approved if integral to the overall design of the building. Windows shall be prominently incorporated into the building design for both aesthetic and daylighting effect.

~~2.~~

3. Building Design.

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The building exterior shall complement other buildings in the vicinity, and shall be of a design determined appropriate by the Plan and Architectural Review Commission, including the following:

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3.

a. The building shall employ varying setbacks, heights, roof treatments, doorways, window openings, and other structural or decorative elements to reduce apparent size and scale of the building and to add architectural interest.

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a.

b. A minimum of 20 percent of the building's facades that are visible from a public street shall employ actual protrusions or recesses with a depth of at least six feet. No uninterrupted facade shall extend more than 100 feet in length.

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b.

c. A minimum of 20 percent of all of the combined linear roof eave or parapet lines of the structure shall employ differences in height, with such differences being six feet or more as measured eave to eave or parapet to parapet.

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c.

d. Roofs with particular slopes may be required to complement existing buildings in the vicinity or otherwise establish a particular aesthetic objective.

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d.

e. Ground floor facades that face public streets shall have some combination of arcades (a series of outdoor spaces located under a roof or overhang and supported by columns or arches), display windows, entry areas, awnings, or other such features along no less than 50 percent of their horizontal length.

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e.

f. The integration of windows into building design is required. Windows shall be transparent glass wherever practical in the determination of the Plan and Architectural Review Commission. The use of blinds or spandrel glass shall be acceptable where there is a determination that opacity is required.

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f.

g. Building facades that are visible to the public shall include a repeating pattern that includes no less than three of the following elements: (i) color change, (ii) texture change, (iii) material modular change, (iv) expression of architectural or structural bay through a change in plane no less than 24 inches in width, such as an offset, reveal or projecting rib. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than 30 feet, either horizontally or vertically.

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g.

4. Building Entrances.

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Public building entryways shall be clearly defined and highly visible on the building's exterior design, and shall be emphasized by, and be the focal point for, on-site traffic flow patterns. Two or more of the following design features shall be incorporated into all public building entryways: canopies or porticos, overhangs, projections, arcades, peaked roof forms, arches, or outdoor patios.

4.

5. Building Colors.

Building facade colors shall be non-reflective, subtle, neutral, or earth tone. The use of high intensity colors, metallic colors, fluorescent colors or black on facades shall be prohibited. Building trim and architectural accent elements may feature bright colors or black, but such colors shall be muted, not metallic, not fluorescent, and not specific to particular uses or tenants. Standard corporate and trademark colors shall be permitted only on signage, unless such corporate colors meet the preceding building façade color standards.

5.

6. Screening.

6.

a. All ground-mounted and wall-mounted mechanical equipment, refuse containers and any permitted outdoor storage shall be fully concealed from on-site and off-site ground level views, with materials identical to those used on the building exterior facades.

a:

b. All rooftop mechanical equipment shall be screened by parapets, upper stories, strategic placement relative to exterior walls or roofs so as to not be visible from public streets adjacent or within 1,000 feet of the subject property.

b:

c. Loading docks shall be completely screened from surrounding public streets and properties. Said screening may be accomplished through loading areas internal to buildings, screen walls which match the building exterior in materials and design, fully opaque landscaping at time of planting, or combinations of the above.

c:

d. Gates and fencing may be used for security and access, but not for screening, and they shall be of high aesthetic quality. Decorative metal picket fencing and screening is acceptable. Chain link, wire mesh or wood fencing is unacceptable in any application in a Large Retail and Commercial Service Development. Decorative, heavy-duty wood gates may be used.

d:

7. Parking.

7.

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a. Parking lots in which the number of spaces significantly exceeds the minimum number of parking spaces required for the specific use or uses in Section 19.51.130 shall be allowed only with specific and reasonable justification.

a:

b. Parking lots shall be designed to create distinct parking areas of not more than 120 parking stalls through use of landscaped and curbed medians, a minimum of ten feet in width from back-of-curb to back-of-curb. Landscaped islands shall be a minimum of 360 square feet in landscaped area; and landscaped islands shall be spaced at intervals no greater than one island per every 20 spaces in that aisle.

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b:

8. Bicycle and Pedestrian Facilities.

8:

- a. The entire Development shall provide for safe pedestrian and bicycle access to all uses within the Development, connections to existing and planned public sidewalks and other pedestrian and bicycle facilities, and connections to adjacent properties.
- b. Pedestrian walkways shall be provided from all building entrances to existing or planned public sidewalks or other pedestrian and bicycle facilities. The minimum width for sidewalks adjacent to buildings shall be eight feet; and the minimum width for sidewalks elsewhere in the development shall be five feet.
- c. Sidewalks internal to the Development shall have adjoining landscaping along at least 50 percent of their length.
- d. Crosswalks within parking and driveway areas shall be distinguished from driving surfaces to enhance pedestrian safety by using different pavement materials, color, and/or texture in combination with signage.
- e. The Development shall provide secure, integrated bicycle parking at a rate of one bicycle rack space for every 50 vehicle parking spaces.
- f. The Development shall provide exterior pedestrian furniture in appropriate locations at a minimum rate of one seat for every 20,000 square feet of floor area (per the measurement method in Section 19.485.020).
- g. The Development shall provide interior pedestrian furniture in appropriate locations at a minimum rate of one bench seat for every 10,000 square feet floor area (per the measurement method in Section 19.485.020). Seating in food service areas, or other areas where food or merchandise purchasing activities occur, shall not count toward this requirement. A minimum of four seats shall be located within the store, with a clear view through exit doors to a passenger pick-up or drop-off area.

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9. Central Areas and Features.

Each Developments exceeding 80,000 square feet in floor area (per the measurement method in Section 19.485.020) shall provide central area(s) or

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feature(s) such as a patio/seating area, pedestrian plaza with benches, outdoor playground area, water feature, and/or other such deliberately designated outdoor areas or focal points that adequately enhance the Development or community. All such areas shall be openly accessible to the public, connected to the public and private sidewalk system, designed with materials compatible with the primary building and remainder of the site, and maintained over the life of the Development.

9.

10. Cart Returns.

A minimum of one 200-square foot cart return area (corral) shall be provided for every 100 parking spaces. Cart corrals shall be of durable, non-rusting, all season construction, and shall be designed and colored to be compatible with the building and parking lot light standards. There shall be no exterior cart return or cart storage areas located within 25 feet of any building.

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10.

11. Outdoor Display Areas.

Exterior sales and display areas—whether permanent or seasonal—shall be permitted only where clearly depicted on the approved site plan. All exterior display areas shall be separated from motor vehicle routes by a physical barrier visible to drivers and pedestrians, and by a minimum of ten feet. Display areas on sidewalks directly in front of buildings must maintain a minimum walkway width of eight feet between the display items and any vehicle drives.

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11.

12. Outdoor Storage Uses and Areas.

Exterior storage structures or uses, —including the parking or storage of service vehicles, trailers, equipment, —containers, crates, pallets, merchandise, materials, fork lifts, trash, —recyclables, and all other items shall be permitted only where clearly —depicted and labeled on the approved site plan. Such outdoor storage uses —and areas shall be appropriately screened as required by Title 19.

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12.

13. Landscaping.

On-site landscaping shall be provided at time of building —occupancy, shall meet all landscaping guidelines approved by the City Council or Plan and Architectural Review Commission, and shall be maintained per the requirements of those guidelines and Title 19 over the life f of the Development.

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13.

14. Lighting.

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On-site exterior lighting shall meet all the standards of Title 19. —In addition, the color and design of pole lighting standards shall be —compatible with the primary building and the public lighting in the area, and shall be uniform throughout the entire Development site.

14.

15. Signage.

In addition to meeting the applicable requirements of Title 19, a —signage plan for all exterior signage shall provide for coordinated and —complimentary exterior sign locations, configurations, and colors —throughout the Development. Combined signs for multiple users may be required instead of multiple individual signs. The City may require the use of muted corporate colors on signage if proposed colors are not compatible with the City’s design objectives for the area. T—The use of logos, slogans, symbols, patterns, striping and other markings, and colors associated with a franchise or chain shall be considered as contributing to the number and area of permitted signs.

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15.

16. Natural Resources Protection and Stormwater Management.

Natural Resources shall be protected in accordance with Title 19. In general, existing natural features shall be integrated into the site design as a site and community amenity. Each project shall meet the erosion control and stormwater management standards found in Title 19 and other applicable City ordinances.

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16.

17. Sustainability.

-Each Development shall intentionally incorporate into site and building design elements that contribute to the long-term sustainability of the Development and City, including environmental sustainability and energy efficiency, as such terms are described in the City’s comprehensive plan.

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18. Policy on Vacation of Existing Buildings in Large Retail and Commercial Service Developments.

17.

a. a. Any large retail or commercial or retail development building that has 50,000 or —more square feet of floor area that is vvacated because the retail commercial use (sale of goods or merchandise at the building) conducted thereon is being relocated to a different building in the City of Whitewater, shall be subject to the following provisions:

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- 1. The party that vacated the site shall not impose limits on the type of reuse of the vacated site through conditions of sale or lease.

-of

2. The development agreement for the project that is being developed at the new retail or commercial ~~retail~~-site shall include provisions therein whereby the developer of the new site commits to the requirements contained herein.

b.: In addition to the above, any large retail or commercial site~~building~~ that has 220,000 ~~or more square~~ feet of floor area that is vacated shall be subject to the following provisions:

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1. At the time of vacancy the owner must file with the City a written statement as to the names, phone numbers, and addresses for all persons who are in control of the property and building.
2. After three years of vacancy, if the building(s) is not completely occupied, the City may require the owner to paint the building(s) a neutral color, remove all hard surfaces with the exception of the main driveway and fire lane around the building, restore the former hard surfaced areas with black dirt and grass, or some combination of the above. In such timeframe, the owner shall install a Fire Department Knox Box for annual fire inspection, and provide the City with an annual statement as to the condition of the building due in a timeframe directed by the City.
3. After five years of vacancy, the City may require the owner to demolish the building(s) and restore the entire site to a greenfield status. A "greenfield" status means removal of all buildings, foundations, pavement, concrete, light fixtures, signage and materials, and the establishment of a grass lawn on the site.
4. Temporary occupancy of the building(s) and/or the exterior grounds for periods of 365 consecutive days or less, shall not be considered to remove the vacancy status of a building under this subsection.

~~(18)~~19. Developer's Agreement. The developer shall enter into a development agreement with the City, which shall include the payment of all utilities including but not limited to storm water, sanitary sewer, and street infrastructure. Off-site improvements may also be required as part of the development agreement.

~~20.~~(20) Exceptions. In the event the applicant desires a deviation or exception from the requirements of this Section, the applicant shall present justification for such deviation or exception, which

may be approved or denied by the Plan and Architectural Review Commission.

Figure 19.485(1): Large Retail and Commercial Service Development Requirements

Requirement	Large Scale Retail and Commercial Development Threshold (per measurement method in Section 19.485.020)
Complete compatibility report (fits City's comprehensive plan and/or other adopted plans)	>20,000 sq. ft.
Complete questionnaire	>20,000 sq. ft.
Provide facilities and associated features (materials, landscape, etc)	>20,000 sq. ft.
3rd party Traffic Impact Analysis is required	>20,000 sq. ft. w/ > 50 parking stalls
3rd party economic impact study is required	>80,000 sq. ft.
A detailed neighborhood plan is required	>80,000 sq. ft.

Figure 19.485(2): Large Retail and Commercial Service Development Questionnaire

Person filling out this form		
Address		
Phone Number		
Date		
I. Project Contacts		
Property Owner		
Property Owner Representative		
Developer		
Developer Representative		
Prime Contractor Representative		
Civil Engineering Representative		
Architectural Representative		
Land Planner Representative		
Landscape Architect Representative		
Exterior Lighting Representative		
II. Existing Site Conditions		
A. Total Site Area (inclusive of all areas within parcel boundary):	_____ acres	_____ sq. ft.
B. Environmental Corridor Components:	_____ acres	_____ sq. ft.
Surface Water	_____ acres	_____ sq. ft.
Wetlands	_____ acres	_____ sq. ft.
100-Year Floodplain	_____ acres	_____ sq. ft.
Steep Slopes (equal to or greater than 12%)	_____ acres	_____ sq. ft.

III. Adopted Plans and Policies.	
Describe how the proposed development is compatible with the following:	
A. Comprehensive Plan:	
Future Land Use Map	
Transportation Plan Map	
Community Facilities Plan Map	
Goals, Policies and Objectives	
Agricultural and Natural Resources	
Economic Development	
Other Provisions of Comprehensive Plan	
B. Park and Open Space Plan	
C. Intergovernmental Agreements	
D. Applicable County Comprehensive Plan	
E. State of Wisconsin DOT Plans and Policies	
F. State of Wisconsin DNR Plans and Policies	
G. Other Pertinent Plans and Policies as Indicated by City	

IV. Proposed Development			
A. General Description of Proposed Development and Land Use Mix			
B. Modifications to Existing Site Conditions:			
TOTAL SITE	Acres Converted	Acres Not Converted	Total
Surface Water Areas			
Wetland Areas			
Floodplain Areas			
Steep Slopes (12% or more)			
Woodland Areas			
Total Environmental Corridor			
Crop & Livestock Operation Areas			
Other Open Space Areas			
Total Existing Development:			
Existing Building Areas			
Existing Paved Areas			
Existing Lawn & Landscaped Areas			
C. General Development Details:			
Total Site Area:		square	acres
Area of Building Footprint:		square	acres
Area of Total Paving:		square	acres
Area of Pervious Paving		square	acres
Area of Lawn & Landscaping		square	acres
Area of Stormwater Management:		square	acres
Area of Impervious Surface		square	acres
Area of Semi-Pervious Surface		square	acres
Area of Pervious Surface		square	acres
Total Floor Area:		square	
First Floor Area:		square	
Second Floor Area:		square	
3+ Floor Areas:		square	
Useable Basement Area:		square	

Figure 19.485(3): Economic and Fiscal Impact Analysis Requirements

1. For the project, estimate the following:
a. Types of jobs created.
b. Number of full-time (40 hrs/wk) and part time (less than 40 hrs/wk) jobs created.
c. The impact of the project on the overall local job market at year one and year five.
2. Estimate the amount of local labor to be used in the construction of the project and in permanent employment. Local is defined as City, extraterritorial jurisdiction, or county residents or businesses.
3. Include an analysis indicating the market proposed for the project and the area from which patrons will be attracted.
4. Evaluate the impact of the proposed project on commercial and/or retail vacancy rates in the proposed market area.
5. Estimate to what extent the proposed project would reduce the proposed market area's economic base by eliminating existing businesses.
6. Compare and evaluate the projected costs and benefits to the community resulting from the project including:
a. Projected costs arising from increased demand for and required improvements to public services and infrastructure.
b. Value of improvements to public services and infrastructure to be provided by the project.
c. Projected property tax revenues to be generated by the project in the first five years.
d. Projected impact of the project in the first five years on land values (both residential and commercial) and potential loss or increase in property tax revenues.
7. Projected lifespan of building(s).

Ordinance introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:
 NOES:
 ABSENT:
 ADOPTED:

 Kevin Brunner, City Manager

 Michele R. Smith, City Clerk

MEMORANDUM

To: Kevin Brunner, City Manager
 Fr: Dean Fischer, Director of Public Works
 Date: April 27, 2010



**Subject: Tratt Street Sidewalk/Path
 Engineering proposal**

The Council approved 2010 Capital Improvement plan includes the construction of a sidewalk and/or multi-use path from Walton Drive to Bloomingfield on Tratt Street with the capital improvement fund(CIF) being the funding source. Staff is supportive of this project to provide safe pedestrian movement from the Park Crest subdivision to the existing sidewalk network.

This project is challenging because several parcels on both sides of Tratt Street are in the Town of Coldspring (see attached map). City Attorney Wally McDonell has done some research and indicates the City can install the sidewalk/path in front of the Town properties, because the city basically controls the right of way.

Another issue for Council to consider is assessments. Typically a new sidewalk installation would be assessed to the benefitting property. The assessment is 40% property owner and 60% City cost for new sidewalk installation. In the case of Township properties, the City can only defer assess for the sidewalks. The defer assessment would be payable upon the property being annexed into the City. The Council can also waive assessments.

Staff will seek to meet with all the property owners and explain what the City is trying to accomplish. Listen to their comments and then move forward with a design to present to the Council.

The estimate for this project is \$117,200, which includes engineering and technical services.

Attached is the engineering proposal from Strand Associates for this project. The cost is a not to exceed amount of \$23,600.

Again the funding source for this project is the CIF. This fund will require borrowing the monies for this project.

Staff is requesting Council approval of the Strand Associates proposal for engineering services for the not to exceed cost of \$23,600.

C-3

Tratt Street Sidewalk/Multi-Use Trail

89

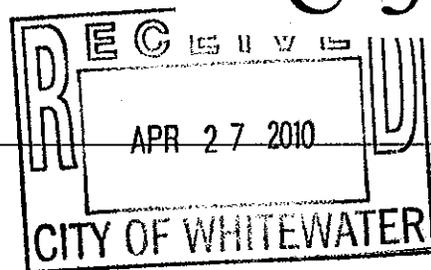
Legend

-  City Limits
-  City of Whitewater





C-3



910 West Wingra Drive
Madison, WI 53715
Phone: 608-251-4843
Fax: 608-251-8655

Office Locations

- Madison, WI
- Joliet, IL
- Louisville, KY
- Lexington, KY
- Mobile, AL
- Columbus, IN
- Columbus, OH
- Indianapolis, IN
- Milwaukee, WI
- Cincinnati, OH
- Phoenix, AZ

www.strand.com

April 26, 2010

Mr. Dean Fischer, DPW
City of Whitewater
312 West Whitewater Street
Whitewater, WI 53190

Re: Tratt Street Sidewalk and Shared-Use Path - Proposal for Engineering Services

Dear Dean,

We are pleased to submit this proposal for engineering services related to the Tratt Street Sidewalk and Shared-Use Path Project.

This project will consist of construction of a new sidewalk and shared use path in existing rights-of-way along Tratt Street between Walton Drive and Bloomingfield Drive to improve pedestrian connectivity to the Park Crest neighborhood.

Scope of Services

The proposed Scope of Services for this project is as follows:

- Complete topographic survey of the project area.
- Design proposed improvements, including permits and approvals.
- Meet with City staff and residents to review and discuss the details of the project.
- Prepare bidding documents and assist with the bidding process.
- Assist with contract award.
- Provide contract administration and construction staking during the construction phase of the project.

Fees and Schedule

The not-to-exceed engineering fee for the Scope of Service above is \$23,600, including expenses. Services will be invoiced on an hourly rate basis. We anticipate completion of the bidding documents within 60 days of the City's authorization to proceed.

We look forward to working with the City on this project. Please contact us if you have any questions regarding this proposal.

Sincerely,

STRAND ASSOCIATES, INC.®

Mark A. Fisher, P.E.

9901-972/MF/tk

MEMORANDUM

To: Kevin Brunner, City Manager
Fr: Dean Fischer, Director of Public Works
Date: April 27, 2010



**Subject: Clay Street Project
Contract 1-2010**

Attached you will find a letter from Mark Fisher, Strand Associates, relating to the bids received for the Clay Street project. Attached you will also find the list of six bids received for the project.

All the bidders were required to submit a Prequalification Questionnaire Form. The City reviews the questionnaire and determines if the Contractor is qualified to carry out the provisions of the contract. Basically, the City looks at the financial responsibility of the Contractor as well as equipment, personnel, and experience. If need be, references are also contacted. Should the City in its opinion determines a Contractor cannot carry out the provisions of the contract, the contractor is notified prior to the bid opening that the City will not open their bid. One contractor has been denied to bid any City project in 2010.

The engineer's estimate for this project construction was \$210,000.

The City has worked with RT Fox Construction in 2007 on the Caine, Clark, and Gault St. project and was very pleased with their work.

Funding for this project comes from three sources: Capital Improvement Fund, Water Utility, and Wastewater Utility.

DPW is recommending the award of Contract 1-2010 to RT Fox, Edgerton, in the amount of \$187,796 for the Clay Street Reconstruction project.

Please place on the Council's May 4 agenda for consideration and approval.

Thank you.

C: Project File
Mark Fisher, Strand-email



910 West Wingra Drive
Madison, WI 53715
Phone: 608-251-4843
Fax: 608-251-8655

Office Locations

Madison, WI
Joliet, IL
Louisville, KY
Lexington, KY
Mobile, AL
Columbus, IN
Columbus, OH
Indianapolis, IN
Milwaukee, WI
Cincinnati, OH
Phoenix, AZ

www.strand.com

April 28, 2010

Mr. Dean Fischer, DPW
City of Whitewater
312 West Whitewater Street
Whitewater, WI 53190

Re: Clay Street Water Main
Contract 1-2010

Dear Dean,

Bids for the Clay Street Water Main project were opened on April 27, 2010. Six bids were received. We have enclosed a copy of the bid tabulation for your reference.

R.T. Fox Contractors, Inc. of Edgerton, Wisconsin was the apparent low bidder at \$187,796. The bid included a bid bond for 10 percent. No addenda were issued.

Strand Associates, Inc.[®] has previously worked with R.T. Fox Contractors, Inc. on projects for the City of Whitewater, City of Stoughton, and City of Milton. Based on our previous experience with this contractor, we have found R.T. Fox Contractors, Inc. to be responsible.

We suggest that you consider evaluating R.T. Fox Contractors, Inc.'s financial status prior to award and other information submitted to you as required by Article 19.05.2 found in the Instructions to Bidders of the Contract Documents.

Please contact me if you have any questions regarding this project.

Sincerely,

STRAND ASSOCIATES, INC.[®]

Mark A. Fisher, P.E.

Enclosure

Bids Received: 02:00 PM
 Tuesday, April 27, 2010

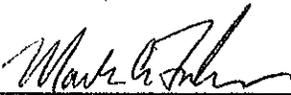
STRAND ASSOCIATES, INC.®
 910 West Wingra Drive
 Madison, Wisconsin 53715

CLAY STREET WATER MAIN
 CONTRACT 1-2010
 CITY OF WHITEWATER, WISCONSIN

BID TABULATION SUMMARY

Bidder and Address	Bid Bond or Guarantee	Addenda Acknowledged	Computed Total Bid
R.T. Fox Contractors, Inc. POB 331 Edgerton, WI 53534	Yes	N/A	\$187,796.00
Forest Landscaping & Construction, Inc. W8583 Finch Bros. Road Lake Mills, WI 53551	Yes	N/A	\$195,843.00
H & K Contracting, Inc. 7045 Kippley Road Sauk City, WI 53583	Yes	N/A	\$202,555.51 *\$202,556.54
Graham & Associates, LLC 4701 Mamerows Lane Waterford, WI 53185	Yes	N/A	\$229,947.50
Mann Brothers, Inc. POB 48 Elkhorn, WI 53121	Yes	N/A	\$236,945.00
Odling Construction, Inc. 4941 Town Hall Road Delavan, WI 53115	Yes	N/A	\$238,924.00

* CONTRACTOR's Computed Total

Reviewed by: 

Ordinance No. 1746A - Final**AN ORDINANCE MAKING AMENDMENTS TO DOWNTOWN AND OTHER SIGN REGULATIONS IN THE CITY OF WHITEWATER'S MUNICIPAL CODE (TITLES 12 & 19)**

SECTION 1: Section 12.48.010 [Signs over sidewalks—Compliance required] shall hereby be amended to read as follows:

12.48.010 Signs on or extending over public rights-of-way. Signs located within or extending over a public right-of-way are regulated under Chapter 19.54.

SECTION 2: Sections 12.48.011, 12.48.012, 12.48.020, 12.48.030, 12.48.040, 12.48.050, 12.48.060, 12.48.070, 12.48.080, 12.48.090, 12.48.100 are hereby repealed.

SECTION 3: Section 19.54.010(C) [Sign permits] is hereby amended to read as follows:

C. No person shall erect, alter, or relocate within the city any sign without first obtaining a sign permit, except for the exceptions in subsections A and B of this section, and as may be provided for elsewhere in this chapter.

SECTION 4: Sections 19.54.020(C) (7), (8), (9), (10), and (11) [Definitions and Regulations Specific to Certain Signs] are hereby renumbered as Sections 19.54.020(C) (8), (9), (10), (11), and (12), and a new Section 19.54.020(C)(7) [Definitions and Regulations Specific to Certain Signs] is hereby created to read as follows:

7. "Sandwich board/pedestal sign" means a movable sign placed by hand outside the building while the business is open; removed at the time the business closes each day; self-supporting and stable even on windy days because of its design; used for the purpose of promoting special business offers and not as primary business signage; and meeting all applicable size, placement, and other requirements of this chapter (see Section 19.54.050(K) in particular).

SECTION 5: Section 19.54.020(D)(2) [Definitions and Regulations Specific to Certain Signs] is hereby amended to read as follows:

2. "Mobile/portable sign or banner" means a sign or banner mounted on a frame or chassis designed to be easily relocated, including vehicles and/or trailers which have a principal commercial use for signage, but not including any sandwich board/pedestal sign as defined in Section 19.54.020(C)(7). Mobile/portable signs or banners are prohibited unless approved by the zoning administrator for the purpose of recognizing a business opening, annual business anniversary, or community celebration. Where approved, such a sign use shall not be in place for a period to exceed thirty days within any twelve-month period, shall not be erected more than thirty days before the event, shall be removed not more than five days after the completion of the event, and shall not exceed thirty-two square feet in area. A mobile or portable sign shall not be considered a temporary sign as defined in Section 19.54.020(C)(9) or used for such a purpose, except as may be allowed by the zoning administrator.

SECTION 6: Section 19.54.020(D)(4) [Definitions and Regulations Specific to Certain Signs] is hereby amended to read as follows:

4. "Projecting sign" means a sign, other than a wall sign, which is directly attached to and projects more than one foot from a building face, and is generally mounted perpendicular from the

building face. The bottom edge of such sign shall be located a minimum of eight and one-half ~~ten~~ feet from the ground level directly under the sign. In no instance shall such sign be located closer than three feet to the edge of a street curb, drive, or parking area. For maximum area and placement standards, see Section 19.54.052.

SECTION 7: Sections 19.54.020(D) (5), (6), (7), and (8) [Definitions and Regulations Specific to Certain Signs] are hereby renumbered as Sections 19.54.020(D) (6), (7), (8), and (9), and a new Section 19.54.020(D)(5) [Definitions and Regulations Specific to Certain Signs] is hereby created to read as follows:

5. "Electronic message center sign" means a sign in a nonresidential zoning district which displays words, lines, graphic images, video recordings, or symbols that can electronically change to provide different information and/or animation, including a computer sign, electronic reader board sign, video display sign, or time and/or temperature sign, but not including a flashing sign, which is prohibited under Section 19.54.030(A)(3). For electronic message center sign standards, see Section 19.54.050(L).

SECTION 8. Section 19.54.020(D)(8) [Definitions and Regulations Specific to Certain Signs] is hereby amended to read as follows:

8. "Awning/canopy sign" means a sign mounted to an awning or canopy, with said awning or canopy mounted to the side of the building. ~~and~~ An awning/canopy sign shall be counted as a wall sign for purposes of this chapter. Script/logo height ~~and~~ shall be limited to eight inches, except that a greater script/logo height may be approved by conditional use.

SECTION 9: Section 19.54.020(D)(10) [Definitions and Regulations Specific to Certain Signs] is hereby created to read as follows:

10. "Window sign" means a sign mounted on or within one foot inside of a first-floor exterior window, with a primary intent to advertise a business or product within the premises.

SECTION 10: Section 19.54.030(A)(3) [Sign Prohibitions and Limitations] is hereby amended to read as follows:

3. No illuminated flashing signs shall be permitted. Electronic message center signs meeting the definition and requirements of this chapter shall not be considered illuminated flashing signs.

SECTION 11: Section 19.54.030(B)(5) [Sign Location Requirements] is hereby amended to read as follows:

5. Private signs shall be allowed within road right-of-way lines only per the regulations of the city public works department, and per Section 19.54.030(C) below.

SECTION 12: Section 19.54.030(C) [General signage regulations] is hereby created to read as follows:

C. Private Signs Extending into the Public Right-of-Way.

1. Any person desiring to place any sign such that it will extend over or onto the public right-of-way shall first obtain a sign permit. In the granting of such a permit, the city may require the applicant to provide and maintain public liability insurance on the installation in an amount not less than fifty thousand dollars protecting the city as its interests may appear as the result of any accident or injury for which it might become in any manner liable. In the event that such insurance should be terminated for any reason, or that the holder of any permit should fail to keep such insurance in force at any time, then

the permit for the maintenance of such sign shall be forthwith removed, or if not removed by the holder of the permit, then such sign shall be removed or caused to be removed by the zoning administrator and the expense thereof shall be recovered from the holder of the permit.

2. There is hereby established along each side of every public street, public alley, or public highway a fictional line five feet distant and outward from the lot line and parallel with such street, alley, or public highway. No sign which, exclusive of supports, exceeds two hundred fifty pounds in weight or has an area greater than forty square feet shall be permitted to extend into the highway or over the highway or sidewalk area beyond such fictional line, except only where such sign is to be placed over a substantial canopy or portico of such nature that the same will afford ample protection to the public from any possible injury from such sign.

3. In no event shall any sign regardless of size or weight extend into the public street, highway, or sidewalk area further than to within three feet from the face of the curb or curb line as determined by the zoning administrator or be placed less than eight and one-half feet above the sidewalk or sidewalk grade.

4. Except for sandwich board/pedestal signs, all private signs extending on or over public rights-of-way shall be adequately supported from buildings, posts, or other permanent supports located on private property. In no case shall sign posts or other permanent supports be permitted within the limits of a public street, alley or highway.

5. The zoning administrator shall have the right, and it shall be his duty, to supervise the installation of any such sign and also to inspect the same from time to time to ascertain whether or not the same is securely fastened and free from danger to the public. The building inspector shall have the right to require from time to time any repairs, extra supports or any other precautions necessary to protect the public safety, and in the event the owner fails to comply with any such requirements the permit for such sign shall be revoked and the sign shall be removed.

6. This subsection C shall not apply to signs erected by or for churches, service clubs, public or quasi-public organizations when such installations have been approved by the common council.

SECTION 13: Section 19.54.050(C) [Sign regulations applicable to nonresidential districts] is hereby amended to read as follows:

C. The number of business and group signs for a business use shall not exceed the numbers listed in Section 19.54.052. Signs allowed under Section 19.54.052 may be placed on any facade facing a public street, except where otherwise specified in Section 19.54.052.

SECTION 14: Section 19.54.050(H) [Sign regulations applicable to nonresidential districts] is hereby amended to read as follows:

H. Signs Carrying Secondary Advertising Messages. Signs carrying secondary advertising media or messages, such as brand names or logos of products, are allowed as a conditional use, or as a permitted type of window sign subject to the percentage of window coverage and other applicable regulations of this chapter, but only where such signs are integral to the business being conducted on the property.

SECTION 15: Section 19.54.050(K) [Sign regulations applicable to nonresidential districts] is hereby created to read as follows:

K. Sandwich Board/Pedestal Signs (see definition in Section 19.54.020(C)(7)).

1. There shall be a maximum of one sandwich board/pedestal sign per business.
2. Height shall not exceed five feet (as measured when such sign is properly placed directly on the ground or sidewalk surface), width shall not exceed three feet, and sign area shall not exceed six square feet per side.

4. All sandwich board/pedestal signs shall be designed to be self-supporting and in such a manner to withstand the elements, including the ability to remain upright on windy days.

5. No sandwich board/pedestal sign shall be illuminated in any manner (except via cordless power for not more than 30 days in any calendar year), have more than two sides, be placed off-premise (except where allowed on a sidewalk immediately adjacent to the business lot to which it relates), or be designed to resemble a public regulatory sign (such as a stop sign).

7. All sandwich board/pedestal signs shall be placed directly on a ground surface or walkway surface.

8. No sandwich board/pedestal sign shall be placed on a public sidewalk or shall otherwise extend onto or into a public right-of-way, except that within the B-2 district or as may be specifically authorized in a Specific Implementation Plan under PCD zoning, a sandwich board/ pedestal sign may be placed within the public sidewalk or otherwise between the front of the building and the curb, provided that:

a. There is not adequate space available on the premises to place the sign on private property in a manner that is visible to the public.

b. The sign is placed directly in front of the business to which it is related.

c. No part of the sign is any closer than three feet from the face of the curb.

d. A minimum of four feet in width of unobstructed travelway remains available in all directions on the sidewalk at all times.

9. Placement of all sandwich board/pedestal signs shall meet all intersection visibility requirements in Section 19.51.010, and shall otherwise not impede traffic visibility in the determination of the zoning administrator. This may require relocation and/or adjustments to height or design.

10. All sandwich board/pedestal signs must be kept in good condition, as determined by the zoning administrator and per the maintenance requirements of Section 19.54.070.

11. Sandwich board/pedestal signs shall not count against the maximum area or number of signs allowed on a lot or for a business as specified in Section 19.54.052.

12. Except where placed within the public right-of-way, sandwich board/pedestal signs that meet the requirements of this chapter may be used without the need for a sign permit.

SECTION 16: Section 19.54.050(L) [Sign regulations applicable to nonresidential districts] is hereby created to read as follows:

L. Electronic Message Center Signs (see definition in Section 19.54.020(D)(5)).

1. The total length of the information cycle shall not be shorter than three seconds nor longer than ten seconds. Items of information may not be repeated at intervals that are short enough to cause an electronic message center sign to have the effect of a flashing sign. Traveling messages may travel no slower than 16 light columns per second and no faster than 32 light columns per second.

2. Except for signs that are less than ten square feet in sign area, all electronic message center signs shall be equipped with photosensitive equipment that automatically adjusts the brightness and contrast of the sign in direct relation to the ambient outdoor illumination.

3. The message display area shall be included when calculating permitted sign area for the type of sign (e.g., wall, monument) in the zoning district in which the sign is located.

4. All electronic message center signs shall be maintained so as to be able to display messages in a complete and legible manner.

5. No electronic message center sign shall be allowed within any agricultural, conservancy, residential, or industrial zoning district; for any residential use regardless of zoning district; or positioned to be visible and within 300 feet from any residential zoning district except by conditional use permit. Within the B-2 zoning district, electronic message center signs shall be allowed only by conditional use permit.

SECTION 17: Section 19.54.052 [Maximum sign sizes and types] is hereby amended to read as follows:

19.54.052 Maximum sign sizes and types.

A. Signage Regulations for Most Zoning Districts. Table 19.54.052(1) summarizes the sign regulations for the following zoning districts: R-1, R-1x, R-2, R-3, R-4, B-1, B-3, M-1, M-2, WUTP, AT, and I. The more detailed requirements contained elsewhere in Chapter 19.54 shall also apply.

Table 19.54.052(1): General Sign Regulations (not B-2 district)

Zoning District	Type of Sign	Size	Location	Height	Exception	Total # of Signs
R-1, R-1x, R-2	Identification	3 sq. ft.	Main entrance or street yard	6' max (for freestanding sign)	If planned residential development, different signage levels may be allowed by conditional use	1 per lot
	Conditional uses in Section 19.18.030	32 sq. ft.	Driveway or main sidewalk	8' max (for freestanding sign)	On-premises directional signs also allowed (9 sq. ft. max.)	1 per lot
R-3	Identification					
	1-4 units	3 sq. ft.	Main entrance or street yard	8' max		1 per unit for 1-4 unit buildings; 1 per lot for others
	5-11 units	6 sq. ft.		8' max		
	12+ units	32 sq. ft.		8' max		
On-premises Directional	9 sq. ft.	Driveway or main sidewalk	6' max (for freestanding sign)			
	Conditional uses in Section 19.21.030	32 sq. ft.	Main entrance or street yard	8' max	If planned residential development, different signage levels may be allowed by conditional use	1 per lot, except by CUP or PRD
R-4	Identification	See R-3	See R-3	8' max		1 per development

	On-premises Directional	9 sq. ft.	Main entrance; each street	6' max (for freestanding sign)		
AT, B-1, B-3, I	Wall or window	10% (A) (C) Max 50 sq. ft.	Above or next to main building entrance or on street wall	First floor area	Use may substitute one additional wall sign for freestanding sign	1 per building, but see exception
	Wall for multi-tenant	10% (A) max (B)	Above or next to main business entrance or on street wall	First floor area	Location may vary by conditional use. Building name sign also allowed if total wall sign area ≤10%	Same as number of tenants
	Freestanding	100 sq. ft. per side; for a multi-occupant development, add 20 sq. ft. per additional occupant in a separated space, up to max of 160 sq. ft./side	In street yard, setback equal to height from any side yard lot line and 5' from street right-of-way line	20' max for pylon sign 10' max for monument or arm/post(s) sign	Pylon sign allowed by conditional use only Use may forego freestanding sign for one additional wall sign	1 per lot See also Section 19.54.050
	On-premises Directional	9 sq. ft.		6' max (for freestanding)		
M-1, M-2, WUTP	Wall or window (C)	20% of wall area up to max of 100 sq. ft.	Front wall (street address side)	First floor area	Corner lots may have second sign by conditional use	1 per building

	Freestanding, monument or arm/post only	80 sq. ft. per side	10' from any lot line	10' max	Except as required in business park covenants	1 per lot
	On-premises Directional	9 sq. ft.		6' max (for freestanding)		

NOTES:

(A) Building wall area is determined by using the square footage of the exterior wall of the first floor area to be signed (including window and door openings).

(B) Permitted wall signage shall be divided among each tenant space. Maximum total size equals ten percent of the first floor area of the building wall upon which the signs will be placed.

(C) Window sign area cannot exceed one-third of each individual window glass area on or in which the window signs are located.

(D) Signage for projects with a PCD Planned Community Development district shall be as specified by the approved Specific Implementation Plan for each particular project. Sign requirements for PCD districts shall generally be based on the signage requirements in the most comparable standard zoning district.

B. B-2 Central Business District Sign Regulations.

1. Each business in the B-2 district shall be permitted a maximum of two permanent business signs, which may be any combination of the following sign configuration types: wall sign (includes awning/canopy sign), window sign, projecting sign, and freestanding sign, subject to the following qualifications:

a. For freestanding signs, see also the limitations in Section 19.54.050(D).

b. Any number of window signs used shall count as only one sign in total against this maximum. If the only window signs used are those allowed under Section 19.54.050(H), then such signs shall not count against this maximum.

c. Any sign for a business included within a group sign, as defined in Section 19.54.020(C), shall count as one sign against the total number of permanent business signs permitted, except that for cases where a business has or shares more than one public building entrance, an additional group sign shall be permitted which indicates that and other businesses.

d. Sandwich board/pedestal signs, directional signs, auxiliary signs, and "ghost" signs not related to the current business operation shall not count against the total number of permanent business signs permitted.

2. For corner lots, permitted signage may be placed on either or both facades facing a public street.

3. Pylon signs, internally illuminated signs, electronic message center signs, and restoration of "ghost" signs shall be allowed in the B-2 district by conditional use, except for sign face/component changes on pre-existing signs of these types, which instead may be accomplished through the site plan review process under Chapter 19.63. Upon receipt of a completed conditional use permit application for any such new sign in the B-2 district, the zoning administrator shall forward such application to the Downtown Whitewater Design Team. If the Design Team chooses to provide a recommendation, such recommendation must be provided in a timeframe that allows Plan and Architectural Review Commission action on the conditional use permit request under the requirements of Chapter 19.66.

4. Electronic message center signs shall meet the technical requirements of Section 19.54.050(L), and shall not exceed twelve square feet in area in the B-2 district.

5. Internally illuminated signs in the B-2 district shall be designed and constructed with an opaque background and translucent letters or symbols, or with a colored background and lighter letters or symbols.

6. Exposed neon tube signage, and other signage that uses another technology that is designed to replicate neon tube signs, is permitted within the B-2 district.

7. In addition to meeting the requirements of Section 19.57.150, all exterior lighting of signage in the B-2 zoning district, regardless of wattage, shall use shielded lighting fixtures as that term is defined in Section 19.09.623. All wall-mounted exterior lights shall be mounted above the sign they are intending to illuminate and the illumination shall be directed exclusively towards the sign.

8. No wall sign shall be painted directly on a masonry building surface.

9. Within the B-2 district, the regulations listed in Table 19.54.052(2) shall apply:

Table 19.54.052(2): B-2 Sign Regulations for Permanent Signs

Type of Sign	Maximum Size	Location	Maximum Height
Wall Sign	50 square feet, max. 10% (A)	Within first floor area of building	
Window Sign	1/3 of window area in or on which the sign is placed	Within first floor area of building	
Projecting Sign	12 square feet per side	A minimum of 20 feet from any other projecting sign on another building No less than 8 ½ feet above ground	Within first floor area of building
Freestanding Sign	48 square feet per side	Within the street yard, not less than 5 feet from street right-of-way line. Minimum setback from interior side yard lot line at least equal to sign height	8 feet for monument or arm/post(s) sign 16 feet for pylon sign (by conditional use only)
On-Premises Directional Sign	9 square feet per side	On private property	Max: 6 feet for freestanding

Type of Sign	Maximum Size	Location	Maximum Height
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NOTES:

(A) The combined total area of all wall signs for all tenants shall not exceed 10% of the first floor area of the façade upon which the signs are placed. First floor façade area is determined by calculating the square footage of the entire exterior wall of the first floor area of the façade to be signed (including window and door openings).

SECTION 18: All signs that were legally installed at the time of the adoption of this ordinance, but which are rendered nonconforming through the adoption of this ordinance, shall be allowed to continue under the provisions of Section 19.54.080 until August 1, 2012. Following August 1, 2012, all signs rendered nonconforming through the adoption of this ordinance shall either be removed or brought into full conformance with Chapter 19.54.

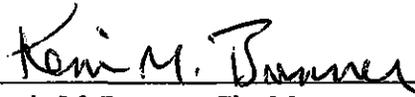
SECTION 19: Severability. If any provision of this ordinance is invalid or unconstitutional, such invalidity or unconstitutionality shall not affect other provisions of this ordinance Ordinance introduced by Councilmember Olsen, who moved its adoption. Seconded by Councilmember Winship.

AYES: Olsen, Taylor, Winship, Binnie, Singer, Kienbaum, Stewart.

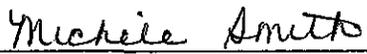
NOES: None.

ABSENT: None.

ADOPTED: September 15, 2009.



 Kevin M. Brunner, City Manager



 Michele R. Smith, City Clerk

RESOLUTION AUTHORIZING THE PURCHASE OF LANDS FOR THE RIGHT-OF-WAY NECESSARY TO EXTEND STARIN ROAD

WHEREAS, the City of Whitewater has decided to extend Starin Road from its intersection with Fremont Street to a planned intersection with Highway 59; and

WHEREAS, in order to complete said improvement, the City will need to acquire real estate; and

WHEREAS, it is in the City of Whitewater and the general public's best interest to acquire said property in order to extend Starin Road.

Now, therefore, **BE IT RESOLVED** that the City Manager and the City Clerk are hereby authorized to sign any and all documents necessary to purchase the property as set forth in the attached Kligora Offer to Purchase on the terms and conditions, including the price, as set forth therein.

Resolution introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

Kevin Brunner, City Manager

ABSENT:

ADOPTED:

Michele R. Smith, City Clerk

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Resolution introduced by Councilmember _____, who moved its adoption. Seconded by Councilmember _____.

AYES:

NOES:

Kevin Brunner, City Manager

ABSENT:

ADOPTED:

Michele R. Smith, City Clerk