

**CITY OF WHITEWATER  
COMMON COUNCIL AGENDA**

Common Council Special Meeting  
Tuesday, November 13, 2012  
6:30 p.m.

**Amended Council Agenda as of 11/9/12 at 10:30 a.m. adding:  
2013 Community Development Authority Proposal**

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

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

**CONSIDERATIONS:**

C-1	2013 Community Development Authority Proposal  Discussion of the funding for the following items in the 2013 budget: 1) Innovation Express Bus Service 2) Downtown Whitewater Funding 3) Emerald Ash Borer Treatment Funding
C-2	Adjournment.

**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.**

**3 Options for the Emerald Ash Borer (EAB) Infestation  
Developed by EAB ad-hoc committee**

**Option 1:**

- All Ash trees 4” or smaller, measured at 4.5 feet from the ground, will be removed this Fall and replaced in the Spring. There are approximately 108 trees in this category.
- Ash trees above 4” that are in decline, under power lines, and in inappropriate and hazardous locations will be removed and replaced.
- Trees that have no structural problems, pest damage, or mechanical wounds, and are planted properly in correct locations will be treated. There are approximately 303 trees in this category.

Summary: Saving and treating nearly half of the City’s Ash trees. There will be shadow planting in appropriate locations

**Option 2:**

- Ash trees 4” or smaller, measured at 4.5 feet from the ground, will be removed within the next 6 months and replaced.
- All other Ash will have shadow trees to eventually replace the trees which will be removed at the discretion of the City Forester.

Summary: All Ash trees will be removed and either replaced or have a shadow tree planted alongside.

**Option 3:**

- All Ash trees 4” or smaller, measured at 4.5 feet from the ground, will be removed this Fall and replaced in the Spring. There are approximately 108 trees in this category.
- Two types of trees, legacy and medium to large terrace trees in areas too small for a shadow tree, are to be treated for their natural lifetime.
- Some Ash (possibly 75-100) will be treated temporarily to allow the shadow trees to mature.

Summary: Most trees, other than legacy trees, will not be treated but shadow planted. Some will receive short term treatment.

**Approximate Costs:**

Planting:	Small trees:	\$30-\$40
	Large trees:	\$50
Treatment:	Equipment:	\$3,200 (one time expense)
	Treeage (Injection treatment):	\$7,965 (lasts 3-4 years)

Removal: Cutting down trees \$200 per tree average cost  
Removal of all city trees would cost approximately \$100,000 plus the cost of planting replacement trees. This is a cost that would be spread out over the life of the trees as they would not be removed until needed. The Electric Company would be responsible for trees under some power lines.

**Urban Forestry Commission  
Recommendation on EAB Control Options**

Option 1 appears to have both a reasonable cost as well as keeping our environment healthy and the City of Whitewater attractive and welcoming.

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**Parks & Recreation Board  
Recommendation on EAB Control Options**

**Option 3:**

- All Ash trees 4" or smaller, measured at 4.5 feet from the ground, will be removed this Fall and replaced in the Spring. There are approximately 108 trees in this category.
- Ash trees above 4" that are in decline, under power lines, and in inappropriate and hazardous locations will be removed and replaced.
- Two types of trees, legacy and medium to large terrace trees in areas too small for a shadow tree, are to be treated for their natural lifetime.
- Some Ash (possibly 75-100) will be treated temporarily to allow the shadow trees to mature. Treatment and length of treatment of these trees will be at the discretion of the City Forester.
- Citizens may contract with the City at a set cost to treat terrace trees on their property not currently listed on the treatment list

Summary: Most trees, other than legacy trees, will not be treated but shadow planted. Some will receive short term treatment.

**Downtown Whitewater, Inc. Proposal for 2013-14**

In an effort to enhance communication and coordination among the three entities of the Whitewater Area Chamber of Commerce, Whitewater Tourism and Downtown Whitewater, Inc., the Board of Directors of Downtown Whitewater, Inc. voted unanimously November 7, 2012 to recommend the following proposals:

Establish an agreement whereby the Whitewater Chamber of Commerce, Tourism and Downtown Whitewater, Inc. **share resources to include one location, reception, website maintenance, event planning and communications and an office manager** to greet the public and provide office support for all three entities. Each organization would retain its own governing board and a director for DWI and one for Chamber and Tourism combined.

To accomplish coordination and office communication, an ad hoc committee of representatives of the three organizations would meet to develop a map of the expectations and goals for each organization and to identify areas of shared focus and areas of separation. This committee would also meet regularly with the directors and office manager for the first six to nine months to assess how the arrangement is working and where issues need to be addressed. This arrangement should be reviewed within 12 months to determine if this is a viable arrangement for all parties involved.

To extend this coordination and communication to other entities within Whitewater, and to provide a working plan to go forward, Downtown Whitewater, Inc. also urges the City of Whitewater to **commission the development of an Economic Development Assessment** to include recommendations for the roles and goals of the various entities involved including the Chamber of Commerce, Tourism, Downtown Whitewater, Inc., the Community Development Authority, the Greater Whitewater Community Committee, the Technology Park Board, UW-Whitewater, the Whitewater Unified School District, the City of Whitewater and the citizens of the community. (See the Economic Development Assessment for Marshfield, Wisconsin prepared by Vierbicher as an example.) This would be a community-developed plan (similar to what was originally established when Downtown Whitewater, Inc. was begun) to provide the “big picture” of how all the entities work together for the greater economic vitality of Whitewater. Our preliminary investigation suggests that grant funding is likely available for such an assessment if a shared commitment is demonstrated.

The above two recommendations are presented so that coordination and communication can be enhanced as we move forward in economic development in the City of Whitewater. Because the work of Downtown Whitewater, Inc. is to be a shared partnership with the City of Whitewater, **DWI is requesting \$30,000 of city support** for the 2013-14 budget year. It is understood that Downtown Whitewater, Inc. would enter into a memorandum of understanding with the City of Whitewater to identify what specific services would be provided by DWI for the economic support of the city.

October, 2012

**Downtown Whitewater, Inc. (DWI)** is a non-profit, community-based organization devoted to preserving, improving and promoting Whitewater's quality of life, by strengthening our historic downtown as the heartbeat of our community.

To achieve that mission Downtown Whitewater, Inc. has served as a conduit for the city to address needed improvements to further the Whitewater Master Plan for an enhanced community.

Formed in 2006, DWI has provided consultation, communication and facilitation to address needs and issues within the downtown triangle area. Originally DWI was supported, in part, by City of Whitewater through TIF monies. The MOU between the city and DWI outlined what the organization would do to receive financial support. DWI has fulfilled those requirements. Now, however, the revenue stream used for this support is gone. City, therefore, needs to decide whether DWI serves a vital function so that it is in the city's best interest to continue to support it financially. The purpose of this report is to show what services and functions DWI has provided that would otherwise need to be done by the city. The contention is that it is cost effective for the city to maintain financial support of DWI to continue the development and strengthening of the downtown area.

Downtown Whitewater Inc. has provided the following summarized services related to goal of downtown improvement (in bold):

1. **Restore/preserve/renovate buildings and facades in the Downtown Triangle**
  - Administered façade grant program
  - Procured architectural renderings from state agencies for renovations
  - Provided resources for restoration and preservation
  - Developed award-winning Design Standards & Guidelines resource book for restoration and renovation
  - Consulted with owners and renovators on processes, materials and approaches for restoration and preservation
2. **Improve the infrastructure for the Downtown Triangle**
  - Assisted with the electrical upgrade at Cravath Lake Park
  - Coordinated shared dumpster solution to trash issue downtown
  - Assisted with improved parking (surveys, community input and resources for angle parking, input on parking lot use, input on signage)
  - Revamped sign ordinance (to make for business-friendly)
  - Developed downtown Adopt-a-block trash clean-up program
  - Inventoried trash cans and increased number of downtown trash cans
  - Developing downtown streetscape and vegetation plans
  - Provided holiday decorations and bike racks for downtown
  - Helped finance flower baskets
  - Helped facilitate outdoor dining process
  - Purchased paddle boats and kayaks
  - Provided input on North Street Bridge renovation
  - Facilitated Eastgate business's input on Eastgate Project; developed fund for Eastgate improvements
3. **Promote the Downtown Triangle as a destination for retail and other activity**
  - Facilitated ads on Charter Cable
  - Coordinated downtown events
  - Partnered with Whitewater Arts Alliance on Phantom Art Galleries
  - Created *Think Whitewater-Buy Local* Project
4. **Strengthen and broaden the economic base of the downtown triangle**
  - Inventoried available properties for use by realtors and CDA
  - Assisted in increasing number of downtown housing units (via façade grants and consultations, resources)
  - Sponsored workshops on business practices; consultation on use of social media

Evidence of the successes of the Downtown Whitewater Inc. Projects is in the outcomes over the past six years including the net increase in the number of businesses, net increase in the number of jobs, increase in number of new housing units. And of course the purpose of the TIF district was to make improvements in the area that would result in increased taxes collected in the area. One example of the increase is 333 W. Center St. (Topper's): 2004 taxes were \$14,527.36. 2011 taxes (after renovation) were \$22,888.92.

Also of note: As part of the Statewide Main Street Program Whitewater has received services from the state via Downtown Whitewater Inc. that are estimated to total \$350,000 over 5 years. These include architectural renderings, connections to state resources, consultations with state experts and agencies, seminars and speakers.



## Downtown Whitewater, Inc. Main Street District 6 years of Investment

### **Downtown Whitewater, Inc. Mission Statement:**

Downtown Whitewater, Inc. (DWI) is a non-profit, community-based organization devoted to preserving, improving and promoting Whitewater's quality of life, by strengthening our historic downtown as the heartbeat of our community.

### **DWI has a MOU with the City of Whitewater to:**

- Assist City economic development efforts by enhancing the downtown environment for new businesses, supporting and maintaining existing businesses through partnering with other like community organizations in the downtown Main Street designated district.
- Assist with the City Historic Preservation Program and administer the Tax Increment District #4 façade grant program in the downtown Main Street designated district.
- Participate in and/or sponsor at least four special events annually that are aimed at attracting more people to the downtown area. At least one of these events will be targeted for downtown business education and development.
- Conduct periodic marketing/advertising campaign(s) to attract visitors and residents to the downtown area.
- Conduct an annual downtown awards program that will provide recognition of development projects and individuals who have furthered the goals and objectives of the City Downtown Improvement Plan and DWI's Annual Workplan.
- Assist the City with public downtown infrastructure improvement projects through communication with downtown stakeholders and assisting with planning efforts when requested by the City.
- Assist the City with addressing downtown parking needs through communication with downtown stakeholders and assisting with planning efforts when requested by the City.

### **The following information is as of October 31, 2012**

#### **Overall District Value:**

Since 2006 the overall value of the Main Street District has seen an increase of 29.63% in property value

- The 2005 total assessment value of the Main Street district was: \$19,592,100.00
- The 2011 total assessment value of the Main Street District is: \$25,397,800.00 - plus \$5,805,700.00

#### **Property improvements since implementing the Main Street District**

- Facilitated the distribution of \$295,865.31 dollars in architectural studies and sign, awning and façade improvements
  - Generating \$356,883.74 of private investment in sign, awning and façade improvements per grant allotment
  - Resulting in 81 new units in additional housing ranging in handicapped, efficiency's and 1 and 2 bedrooms
- Total private investment since the inception of Downtown Whitewater, Inc. is \$6,731,032
- Total new businesses 28, total businesses lost 17, total net gain 11 new businesses
- Total new jobs 86, total jobs lost 43, total net gain 43 new jobs

#### **Clean, Safe and Friendly**

##### **Total dollars invested in beautification and maintenance since 2006**

- Bike Racks: \$8,360.00
- Snowflake decorations: \$6,250.00
- Banners: \$1,347.50
- Flowers and maintenance: \$12,500.00
- Electrical upgrades at Cravath Lakefront Park: \$3,000.00
- Floating Dock at Cravath Lakefront Park: \$2,500.00
- Shuttle Service: \$2304.11
- Arch in Cravath Lakefront Park: \$1,000.00
- Christmas Trees at Flatiron Park: \$858.86
- Paddle boats & Kayaks: \$277.89 plus several personal contributions from board members





## Economic Development

- Uw-w Collegiate Entrepreneur Organization: \$500.00
- Rick Segal: \$3,027.18
- Retail coach: \$5,000.00
- Badger Press: \$3,180.00
- Think Whitewater Buy Local: Created website & promotional ads, took business photos and uploaded all business information
- Webinars: Why buy local presented to 14 counties in partnership with Dane Buy Local and UW-Extension

## Marketing and Events

- Stone Stable: \$500.00
- Charter Commercials: \$2,000.00
- UW-W Women of Metal Sponsorship: \$400.00
- Triangle Savings Book: \$6,812.29
- Triangle Cooperative Ads: \$6125.80
- Jack Hanna: \$17,656.37
- Historic Walking Tour Guide Brochures: \$352.37
- Newspaper Ads promoting district & events: \$2826.14

## Downtown Annual Events enhance foot traffic and vibrancy

(\*Event sustained its own marketing budget)

- Taste of Whitewater: \$22,130.00—attendance 3,000
- Pork in the Park: \$2,000.00—attendance 1,000
- Pig in the Park\*: attendance 2,000
- Got Chili Cook-Off: \$751.68—attendance 600
- Trick or Treat the Triangle: \$284.46—attendance 200
- Whitewater Cares: \$901.09
- Tour the Triangle: \$172.27

## Continued Plans:

- Sculpture park, murals, ghost signs
- Electrical upgrades for Cravath Park
- Streetscape plans and maintenance
- Community engagement in downtown
- Coordination with other groups
- Partnering with CDA to grow business park
- Market analysis
- Business recruitment
- Attend ICSC to promote Whitewater



**Downtown Whitewater**  
2009 Cooperative Advertising Campaign

**The Plan**  
The Promotions Committee serving Downtown Whitewater Inc. has negotiated contracts with the Good Morning Advertiser and the Royal Purple specifically discounting advertising rates for downtown Whitewater businesses.

**The Ad**

The ad will contain space for the new logo of Downtown Whitewater on the end 3 spaces for downtown merchants below. Ad sizes will vary depending on each newspaper. Merchants will be responsible for communicating with each newspaper about their ad. Ad placement will be on the outside edge (pg 5) of each paper. Run dates are reserved by first come first serve basis. SEE BELOW for # of runs and Costs.

**The Cost**

	Royal Purple	Good Morning Advertiser
8 Runs for	\$390	\$310
Normal Cost:	\$512	\$544
<b>YOU SAVE</b>	<b>\$132</b>	<b>\$234</b>

\* Contracts are written through Downtown Whitewater Inc. Meritline payment for ad space will be made to Whitewater Community Foundation at time of commitment. Immediate payment notice may be available. Ask if interested.

QUESTIONS???  
Contact Tami Brodnicki @ 262.473.2200

