



Common Council Meeting

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Tuesday, May 21, 2024 - 6:30 PM

**Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.**

Please click the link below to join: https://us06web.zoom.us/j/89486414174?pwd=0FusUq8_-vsZWxPahOWJahhdcwYudg.jYbLpclbMaax6vY1

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Webinar ID: 894 8641 4174

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Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

MINUTES

CALL TO ORDER

Council President Patrick Singer called the meeting to order at 6:30 pm.

ROLL CALL

PRESENT

Council President Patrick Singer
Councilmember Neil Hicks
Councilmember Brienne Brown
Councilmember Lisa Dawsey Smith
Councilmember Greg Majkrzak
Councilmember Orin Smith
Councilmember Brian Schanen

City Manager John Weidl

City Attorney Jonathan McDonnell

Public Works Director Brad Marquardt

City Clerk Heather Boehm

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

A councilmember can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Council to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

Motion made amend the agenda by moving item 39's Citizen Comments to right after item 20 by Council President Singer, Seconded by Councilmember Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen.

Motion made to approve the agenda with changes by Councilmember Dawsey Smith, Seconded by Councilmember Majkrzak.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

GUEST SPEAKER

1. Accurate Assessors Presentation.

Nate Vosters, the COO of Accurate Appraisal, along with Bill Gaber, the Operations Manager, and Shanda Stachurski, the Account Coordinator, presented an overview of their company's services and recent improvements to the Whitewater Council. They emphasized their commitment to employee engagement, as evidenced by their high Gallup engagement score, and highlighted their innovative approach to customer service, social media engagement, and educational outreach. They also discussed their comprehensive training program, in-house software development, and the use of digital technology in the field. The presentation concluded with a summary of the assessment process, including the new open book process.

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any council members requests that an item be removed for individual consideration.

Motion made to approve the Consent Agenda by Councilmember Majkrzak, Seconded by Councilmember Hicks.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

2. Approval of Common Council Minutes from April 16, 2024 and May 1, 2024.
3. Plan and Architectural Review Commission April 8, 2024 Minutes.
4. Lakes Advisory Committee Meeting Minutes from April 3, 2024.
5. EOC minutes from April 1, 2024.
6. April 2024 Financials

CITY MANAGER REPORT

City Manager Weidl gave his bi-monthly update of City events and accomplishments, including reports from the following departments: Public Works, IT, Neighborhood Services, Library, Parks and Recreation, Police, and Human Resources.

STAFF REPORTS

7. Economic Development Update- **Economic Development Director**

Economic Development Director Zeinert provided an update on recent activities in the office, highlighting the successful conclusion of the Whitewater Windup event

with the Barista Cat Cafe emerging as the winner, followed by the Wellnest shop and Stellar Vintage. She also mentioned the significant community interest in the event, which was a first for the area.

Director Zeinert also discussed the housing roundtable held on April 25th, which brought together various stakeholders to address housing needs in Whitewater as outlined in the strategic plan. The event included keynote speakers and aimed to facilitate dialogue among realtors, government officials, developers, landowners, and others.

She also mentioned the commencement of the Meadowview housing development, aligning with the strategic goal of facilitating 100 homes within five years. Additionally, progress was reported on the Innovation Center's Memorandum of Understanding (MOU), with assistance from Joe Kromholz of the CDA.

She noted that 15 Business Recruitment and Expansion (BRE) meetings had been completed, with a goal of 25 by the end of the year.

In response to a question about the windup event's future, she indicated that the decision to repeat the event next year would be up to the CDA, but expressed optimism based on the public's interest.

8. Spring Splash review/update- **PD**

Police Chief Meyer stated that law enforcement operations mirrored those of 2023 Spring Splash and proceeded smoothly. Activity patterns remained consistent, with heavy foot traffic before noon, a lull after 5-6 p.m., and increased movement to the downtown area in the evening. Mobile field force teams managed larger crowds. Two notable incidents involved firearms: one with a real gun displayed after an argument, and another with a replica firearm pointed at a drone. Arrests doubled from last year, encompassing both criminal charges and ordinance violations.

Personnel and cost details include 428 hours worked by WPD staff and 904 hours by outside agencies, with costs of \$14,876 for WPD and approximately \$49,720 for outside agencies. These costs were not charged due to mutual aid agreements. A command station was also set up, with 15 agencies assisting overall.

9. Update on Mobile Home Community Special Assessment.-**Finance**

Finance Director Blitch explained that the special assessment for the trailer park is on hold until after the Board of Review. The park was found to be under-assessed based on 2020 sales data. The assessor updated the assessment and requested income and expense information from the park, but this information has not yet been received. The trailer park has the opportunity to go to the Board of Review either on Thursday or June 13th. The situation will be readdressed based on any changes or developments at the Board of Review.

10. Outstanding balance from WUSD regarding WAFC-**Finance**

City Manager Weidl explained that school district's attorney requested two pieces of information before their vote on the 28th: a spreadsheet of capital improvements and an accounting of any outstanding balance owed. The balance is to be split equally between both organizations per the previous agreement. The question posed is whether the calculation should stop at the end of fiscal year 2023, totaling \$44,164.25, or include up to May 2024, adding an additional \$15,603, for a total of \$59,767.25. The staff is ready to provide the necessary information once a decision is made on the cutoff date.

Motion made to make the cutoff date to the end of May 2024 for a total of \$59,767.25 by Councilmember Hicks, Seconded by Councilmember Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

11. Compensation Study Results-**Finance**

Finance Director Blitch explained that the Compensation Study was a significant project has been underway for several months, involving a detailed methodology to compile and score comparable municipalities. The process included a score sheet showing the ratings and comparisons. An additional \$32,000 for 2024 is needed to adjust wages for positions that are below the new minimum proposed range. The impact on the budget is manageable, with no amendments needed due to the overall budget size of \$11 million. Adjustments are necessary to maintain wage rates at the 50th percentile of comparable communities and create a 35% band, primarily affecting the lowest-paid positions. The financial impact for 2025 is expected to be approximately double the \$34,000 for 2024. Without any changes to the levy, an additional \$200,000 in revenue is anticipated from MSP payments returning, supporting the financial feasibility of these adjustments.

HEARING OF CITIZEN COMMENTS

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

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

No one wished to speak during this time.

RESOLUTION

12. Resolution updating the Procurement Policy-**Finance**

Finance Director Blitch explained this resolution was to make the Ordinance, Resolution and Policy to all line up, making the Policy document as the governing document.

Motion made to approve the Resolution updating the Procurement Policy by Councilmember Dawsey Smith, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

13. Salary Resolution Amendment for Permanent Staff-**Finance**

Finance Director Blitch explained after reviewing other municipalities, it was found that a 35% wage spread is common but not universally applicable. To address this, a separate exhibit was created to approve wages for part-time employees and non-salaried fire and EMS personnel, who have different pay structures. The resolution specifies that these changes will be effective from May 21, 2024, not June 1 as previously mentioned.

Motion made to approve the Salary Resolution Amendment for Permanent Staff by Councilmember Hicks, Seconded by Councilmember Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

14. Salary Resolution Amendment for Part-time/Seasonal Staff; Exhibit A-**Finance**

Finance Blitch explained the this was part two for the above salary resolution for part time/seasonal staff.

Motion made move the Sports Officials to a minimum of \$25 per game by Councilmember Hicks, Seconded by Councilmember Majkrzak.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen.

Motion made to move the WAFC desk staff and lifeguards to a minimum of \$13 per hour and the Head Lifeguard and Front Desk Lead to a minimum of \$16 per hour by Councilmember Hicks, Seconded by Councilmember Dawsey Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen.

Chuck Mills argues that a small wage increase, such as \$1.20 per hour, won't attract lifeguards when other jobs, like those at McDonald's, offer higher pay. He emphasized the

critical responsibility lifeguards have in maintaining safety and saving lives, suggesting that higher wages, such as \$20 or \$25 per hour, would effectively resolve staffing issues. He highlighted the need to value these skilled roles appropriately and mentioned that even doubling pay for referees would make a significant difference. He criticized the current approach as ineffective and calls for more substantial wage increases to address these problems meaningfully.

Motion made to have the Finance Committee take another look at these numbers and come back to Council by Councilmember Majkrzak, Seconded by Councilmember Dawsey Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

15. Resolution Authorizing the Issuance and Establishing Parameters for the Sale of Not to Exceed \$6,430,000 General Obligation Promissory Notes, Series 2024A - **Finance**

Greg Johnson from Ehlers explained that there are two presale reports included in your packet. The first report covers general obligation promissory notes, which will finance various projects such as equipment, vehicles, library, street, and stormwater improvements from the city's capital improvement plan. This multi-year financing plan was initiated during last year's budget adoption, and we are now beginning the debt issuance process for the finalized 2024 projects. The parameters resolution on your agenda delegates authority to the city manager or the director of administrative services to accept the note sale results, provided certain financial parameters are met. This allows flexibility in scheduling the sale to avoid competition. The sale date is estimated for June 27th, with the borrowing amount capped at \$6,430,000 and a maximum true interest cost of 4.26%. If these conditions are not met, the sale cannot be awarded.

Motion made to approve the Resolution Authorizing the Issuance and Establishing Parameters for the sale of not to exceed \$6,430,000 general obligation promissory notes, series 2024A by Councilmember Majkrzak, Seconded by Councilmember Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Larry Kachel (457 S Buckingham Blvd) asked about the changes in interest rates.

16. Resolution Authorizing the Issuance and Establishing Parameters for the Sale of Not to Exceed \$1,635,000 Waterworks and Sewer System Revenue Bonds, Series 2024B of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, and Providing for the Payment of the Bonds and Other Details With Respect to the Bonds - **Finance**

Greg Johnson from Ehlers explained that this is the water and sewer equivalent of the capital improvement plan, similar to the general obligation promissory notes report.

Motion made by Councilmember Hicks, Seconded by Councilmember Schanen.
Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown,
Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith,
Councilmember Schanen

ORDINANCES

First Reading

17. **2024-O-07** Ordinance allowing Board of Absentee Canvassers (Allowing Central Count for Absentee Ballots) .-**City Clerk**

City Clerk Boehm Central count will keep all absentee ballots in the building. They will be processed here: checked into Badger Books, run through tabulators, and overseen by election inspectors. This process will be open to the public. It requires approval from the Wisconsin Election Board, as detailed in the second plan included with the ordinance.

Motion made to approve Ordinance 2024-O-07 allowing Board of Absentee Canvassers by Councilmember Dawsey Smith, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown,
Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith,
Councilmember Schanen

18. **Ordinance 2024-O-05** an ordinance amending Title 20 Recreational Vehicle parking.-
Neighborhood Services

Allison Schwark from Municipal Code Enforcement, LLC explained that we are revisiting Title 19 and Title 20 of the ordinances. The first issue was that, although they conveyed the same information, the wording and format differed. I have now matched them exactly to avoid confusion. The second reason for revisiting is due to complaints from residents that the current ordinance is ineffective. We need to decide whether the ordinance is acceptable as is or if changes are necessary. Tonight, you have both redlined and clean versions of Titles 19 and 20 that align word-for-word.

Motion made approve Ordinances 2024-O-05 and 2024-O-06 by Councilmember Majkrzak, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown,
Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith,
Councilmember Schanen

Motion made to take everything out of section D to state "as the recreational vehicle, camper, trailer, shall not extend over the public sidewalk or right of way" by Councilmember Hicks, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown,
Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith,
Councilmember Schanen

Robert Freiermuth (HSI Rentals) would like the number of vehicles limited to 1 and should be in the side yard.

Carl Stoll (445 S Pleasant St) questioned if this is the only ordinance for junk vehicles and if this was the only way of controlling junk vehicles.

Motion made to remove section 16 (i) remove language that states "units shall not exceed 30 ft in length" by Councilmember Hicks, Seconded by Councilmember Schanen. Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Motion made to add language to section 16 (c) stating "treaded wood or treated plywood or similar" by Councilmember Hicks, Seconded by Councilmember Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Motion made to change "hard driving surface to hard parking surface" by Councilmember Schanen, Seconded by Councilmember Brown.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Motion made to change 16(e) to no unit should be parked on public streets highways intersections of public lander parking lots for extended period exceeding 72 hours by Councilmember Brown, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

19. Ordinance 2024-O-06 an ordinance amending 19.51.180 Truck, Trailer, mobile home and equipment parking restrictions.-**Neighborhood Services**

Council directed Allison Schwark from Municipal Code Enforcement LLC to have Title 19 and 20 mirror each other.

Motion made approve both 2024-O-05 and 2024-O-06 with above amendments and bring back to Council for 2nd reading by Councilmember Majkrzak, Seconded by Councilmember Hicks.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

20. Ordinance 2024-O-08 Creating Section 5.30 Mobile Food Establishments (MFE's)-**Neighborhood Services.**

Economic Development Director Zeinert explained the Office of Economic Development has received many inquiries about starting food trucks and their operating hours. Upon reviewing the ordinance, we found it needed clarification for new operators. The ordinance presented today aims to set clear expectations for food truck operations.

Motion made to refer this to the Community Development Authority to do some more research and then bring back to the Council by Council President Singer, Seconded by Councilmember Dawsey Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Chuck Mills asked the question about if this would mess with Girls Scout's selling cookies or lemonade stands

Second Reading

21. Ordinance 2024-O-02 an ordinance amending 16.14.825 Violations of Regulatory Provisions-**Neighborhood Services**

Allison Schwark of Municipal Code Enforcement LLC stated for the record, a brief summary of the second reading of the ordinance changes is provided. The ordinance originally stated that non-compliance with grease trap requirements would result in a misdemeanor penalty. It was decided that this penalty was too harsh, so the verbiage was revised to reflect a more appropriate consequence. This second reading is to finalize the updated language in the ordinance.

Motion made to approve the second reading of Ordinance 2024-O-02 by Councilmember Dawsey Smith, Seconded by Councilmember Hicks.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

22. Ordinance 2024-O-03 Amending Section 1.21.010 Schedule of Deposits to Provide for a Bond Amount for Violations of Chapter 16.14 Sewer Charges.-**Neighborhood Services**

Motion made to approve Ordinance 2024-O-03 establishing the fine for above Ordinance by Councilmember Dawsey Smith, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

CONSIDERATIONS

23. Discussion and Possible Action regarding Approval of a Permit for Storage of a Junked-Disassembled-Inoperable or Unlicensed Vehicles or Parts Thereof for Marc Jones located at 311 E Cravath Street.-Neighborhood Services

Motion made to approve the Permit for a stored junked vehicle for Marc Jones by Councilmember Hicks, Seconded by Councilmember Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

24. Discussion and Possible Action regarding WUSD Fireworks application for Fireworks at May 24, 2024 Graduation-**City Clerk**

Motion made to approve the Fireworks permit for WUSD by Councilmember Hicks, Seconded by Councilmember Dawsey Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

25. Discussion and Possible Action regarding Appointing Lynn Binnie to the Plan & Architectural Review Commission.- **City Manager**

Motion made to approve appointing Lynn Binnie to the PARC board made by Councilmember Dawsey Smith, Seconded by Councilmember Hicks.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

26. Discussion and Possible Action regarding Appointing Gloria Bluey to Landmarks Committee- **City Manager**.

Motion made to approve appointing Gloria Bluey to the Landmarks Committee by Councilmember Schanen, Seconded by Councilmember Brown.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

27. Discussion and Possible Action regarding Appointing Sherry Stanek to the Board of Zoning Appeals- **City Manager**

Motion made appoint Sherry Stanek to the BZA by Councilmember Dawsey Smith, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

28. Discussion and Possible Action regarding Transitioning to YouTube from Vimeo- **Chief of Staff**

Chief of Staff Magestro explained that Media Services started a YouTube account on April 30th and are gradually transferring all their videos to the platform, although it takes

about 90 minutes per video. This process will take months to complete. She clarified that new meetings may be uploaded to YouTube immediately, but will confirm this. They plan to prioritize uploading new meetings to address the immediate need for current content on YouTube, even if it delays transferring older videos.

29. Discussion and Possible Action regarding Approval of the Amended City Manager's Employment Agreement- **HR**

Council President Singer explained the Council discussed amending the City Manager's Employment Agreement in a closed session last meeting. The proposed amendments include increasing the City Manager's annual salary to \$140,000 retroactive to January 1, with future increases based on annual performance reviews. Additionally, there would be one-time upward adjustments of 3% in salary after four and seven years of service. The severance package would terminate after six months or upon gaining coverage through another employer. The City Manager would receive a \$500 monthly vehicle allowance and maintain a \$50 monthly stipend for cell phone use or opt for a city-issued cell phone.

Motion made to approve the amended City Manager's Employment Agreement by Councilmember Dawsey Smith, Seconded by Councilmember Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

30. Councilmember Requests for Future Agenda Items or Committee items. Questions

Councilmember Dawsey Smith requested a review of Chapter 10 and 19 & 20 consolidation.

Councilmember Schanen would like to see a review of Part time/Seasonal salaries.

Councilmember Hicks would like to see the special assessment for Mobile Homes come back to Council and Junk vehicle permits not to come to Council for approval.

FUTURE AGENDA ITEMS

31. Combining EOC and Disability Rights Committees- **Chief of Staff Q2**
32. Brown Cab update-**Finance Q2**
33. Tentative date to hold Common Council meeting at UWW Campus 9/17/24-**City Manager/Singer Q3**
34. Lakes Dredging Bids-**Parks Q2**
35. Spring Splash Task Force-**City Manager Q2**
36. Alcohol License Renewals 6/4/24- **City Clerk/PD**

CLOSED SESSION Adjourn to closed session, to Reconvene in **Open Session**, Chapter 19.85(1)(e), "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

Items to be discussed:

Motion made to go into Closed session at 8:56 pm by Council President Singer, Seconded by Councilmember Dawsey Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Motion made to come back into Open session at 9:48 pm by Councilmember Dawsey Smith, Seconded by Councilmember Smith.

Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

37. Proposed multi-family development to be located on Moraine View Parkway (Tax Parcel No. WPB 00044) for Chris Slater. - **Economic Development Director**
38. Accurate Contract-**Finance**

Consideration and possible action regarding proposed multi-family development to be located on Moraine View Parkway (Tax Parcel No. WPB 00044) for Chris Slater.

39. Discussion and Possible Action regarding Proposed multi-family development to be located on Moraine View Parkway (Tax Parcel No. WPB 00044) for Chris Slater. -**Economic Development Director**

Motion made to approve the Multi-Family Development to be located on Moraine View Parkway Tax Parcel No. WPB 00044 for Chris Slater by Councilmember Majkrzak, Seconded by Councilmember Dawsey Smith.

Voting Yea: Council President Singer, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Voting Nay: Councilmember Hicks

Brian Zellmer (1270 E Jakes Way Unit 14) urged the council not to vote on this project at this time due to several issues, including safety concerns on Moraine Drive. He would prefer single-family or multi-family homes, similar to the existing Bluff Road development. The proposed building has 128 units, which could result in nearly 300 vehicles if multiple people share apartments. This increase in traffic raises safety concerns, particularly at the stop sign near the park, which people often ignore. Additionally, there's increased traffic through residential areas with many children, making it dangerous. We need to address these issues before proceeding.

Nancy Boyer (1270 E Jakes Way Unit 9) stated she spoke with several neighbors, and none of us heard about this project until last night. We have many questions and would appreciate more time before you vote. Questions include: Where will the renters for these 128 units come from? Can the school and police department handle 128 new families? Will it be low-income housing? Will the city invest a lot of money, and will it raise our taxes? Please delay the vote so we can get our questions answered.

Jim Heckendorf (Whitewater Rental Association) stated I represent the Whitewater Rental Association (WRA) and its members, including hundreds of taxpaying residential and commercial properties. The WRA has an open records request that is stalled with the city attorney regarding the Kowalski property and housing study. We request the city provide this information and allow two to three weeks for public discussions on the true impacts of potential subsidies and tax implications. It's difficult to comment without complete information, and many details remain undisclosed. A rushed vote on potential million-dollar subsidies is premature. The Whitewater community, including UW-Whitewater, faces declining enrollment, and single-family homeowners have seen a 27% increase in city taxes over the past two years. Upcoming referendums may further strain affordability for working families. A hypothetical scenario suggests that tax increment financing (TIF) delays additional tax revenue to the city and school district until loans are repaid, potentially extending the TIF's duration if new projects arise. We need a detailed explanation of the short- and long-term impacts on community services and tax burdens before proceeding with a vote.

Bob Freiermuth (HSI Rentals) stated he believed the information should be presented in full. As a developer investing my own money and not seeking city funds, I find it unfair for other developers to receive TIF money, which ties up funds for 20 years at taxpayers' expense. While I support more housing in the community and can compete, I strongly oppose using TIF money for such projects. If a project cannot be financed properly by a bank, it shouldn't be built. We also need to consider the underlying population issues affecting housing demand and other economic factors.

Brad Ceranske (9503 Woodward Dr) stated as a landlord in Whitewater, I believe it's unfair to give TIF money to a developer. This would increase my taxes to cover additional services. Essentially, it's like paying taxes and having some of that money given to my competition to build new properties. This is about democracy and fairness. The city shouldn't place the burden of growth on residents by using their tax money to support developers. For someone earning \$22 an hour at Generac and struggling with rising taxes, it's unjust. Taxes have increased by 22% recently, benefiting the city, not the taxpayers. Developers should pay for their projects, creating a level playing field. Using TIF money benefits developers but burdens the school district, city services, and taxpayers. Let developers build without subsidies.

Jeff Knight (405 Panther Ct) expressed concern as a CDA member with experience in closing successful TIFs in Saukville, I believe the CDA and City Council need thorough discussions on the current TIF proposal. I voted against it because I didn't believe it met the "but-for" test, meaning it could be built without TIF funding. Local developers, like Ryan Hughes and those in Elkhorn, have built similar projects without city financing, indicating a strong rental market that doesn't need incentives. There's a greater need for affordable single-family housing in town, which should be prioritized. High-density projects like the proposed one can pay off debt quickly but might not be the best use of TIF funds.

Art Stritzel said I had a lot on Tratt Street, initially zoned for a single-family home. In 2013, it was a struggle to get approval to build a duplex, even though it was zoned for both single and duplex families. Yet, someone was allowed to build a four-family unit on it,

which seems unreasonable. Given this situation, it feels like a developer might as well put 1,400 beds in the new project instead of just 128.

Susan Chandler (369 Lakeview Dr) shared her experience attending a morning session Housing Roundtable where she was the only non-investor citizen present. She commended Taylor, Lana, Bonnie, and John for their vision and forward-thinking ideas presented, emphasizing the need for Whitewater to act boldly to become vibrant. She highlighted key concepts like walkable neighborhoods, a disciplined housing approach, and a managed housing hierarchy to attract more population to the area. Chandler cited Eau Claire as an exemplary model, noting its successful development of various housing types and walkable communities, suggesting that Whitewater and Elkhorn could follow similar strategies to meet the region's housing needs.

Council President Singer stated the Plan and Architectural Review Commission will also be hearing on the actual use and site plan and conditional use permits, so that's another avenue as well, I think, especially in the neighborhood, maybe some outreach. It's required. To better educate what's going on and be very open about what the proposal is from, not necessarily the financial side, but from the site itself and the volume and the traffic patterns and all the stuff that was brought up as a concern.

40. Discussion and Possible Action regarding Accurate Assessor's Contract- **Finance**

No Action Taken

ADJOURNMENT

Motion made to adjourn at 9:54 pm by Councilmember Smith, Seconded by Councilmember Hicks.
Voting Yea: Council President Singer, Councilmember Hicks, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Majkrzak, Councilmember Smith, Councilmember Schanen

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.

2023-2025 City of Whitewater's 5 strategic goals: Build single-family homes, Communicate with the community without the newspaper, Support a thriving business community, Recruitment and retention efforts with a focus on diversity, and Prioritization of expenditures with available resources.