



Common Council Meeting

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

Tuesday, October 03, 2023 - 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.

When: Oct 3, 2023 06:30 PM Central Time (US and Canada)

Topic: Common Council

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/82684075727?pwd=eUaW5X795m0KZBwsRhcZa7I7pZiT8A.RSUnzi4dtUPXrtaU>

Or Telephone:

+1 312 626 6799 US (Chicago)

Webinar ID: 826 8407 5727

Passcode: 448644

AGENDA

CALL TO ORDER

ROLL CALL

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 reach meeting even if no changes are being made at that meeting.

CLOSED SESSION

1. Adjourn to closed session, **to reconvene in open session**, pursuant to Chapter 19.86 notice of collective bargaining negotiations **Item to be discussed:** 1) Discuss Bargaining and Negotiation strategy related to the contract with the Police Union

CONSIDERATIONS

2. Discussion and possible action regarding WPPSA contract - **HR/Police**

CONSENT AGENDA

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

3. Urban Forestry Commission Minutes from July 24, 2023.

- [4.](#) Park and Rec Board Minutes from August 23, 2023
- [5.](#) Library board minutes August 21, 2023
- [6.](#) CDA Minutes from August 17, 2023
- [7.](#) Approval of Common Council Minutes from August 15, 2023
- [8.](#) Approval of Common Council minutes from 09.05.2023
- [9.](#) Approval of minutes for City of Whitewater and Whitewater Unified School District special meeting September 11, 2023
- [10.](#) Exemption form for Walworth County tax for library services for 2024

CITY MANAGER REPORT

STAFF REPORTS

- [11.](#) Social Media Report - **City Manager/Kristina Koslosky**
- [12.](#) Marketing and Communications Plan - **City Manager/Kristina Koslosky**
- [13.](#) Update on limiting discount stores - **City Attorney**
- [14.](#) Housing Summit update - **City Manger**
- [15.](#) Code Enforcement and Zoning Official - **HR**

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.

RESOLUTION

- [16.](#) 2023 Salary Resolution, Amendment Three- **HR**

ORDINANCES

First Reading

- [17.](#) **Ordinance 2071** an ordinance amending chapter 2.08.010-**City Clerk**
- [18.](#) **Ordinance 2072** an ordinance creating chapter 2.73 Lake Advisory Committee -**City Manager/Park and Rec**

Second Reading

- 19. **Ordinance 2070** an Ordinance amending Section 19.51.180 Truck Trailer, Mobile Home and Equipment Parking Restrictions - **Public Works**
- 20. **Ordinance 2063** Ordinance amending Chapter 11.16.15, adding No Stopping, Standing or Parking on east side of Elizabeth Street at Court Street and Laurel Street. **Public works**

CONSIDERATIONS

- 21. Discussion and Possible action regarding agenda policy-**City Clerk**
- 22. Discussion and possible action on Good Governance manual changes -**Gerber/City Clerk**
- 23. Discussion and possible action regarding policy for exit interviews **Gerber/HR**
- 24. Discussion and possible action regarding deferred assessments for Wisconsin Street sanitary sewer and water main -**Public Works**
- 25. Retaining an outside law firm to advise the common council on employee discipline and termination matters - **Allen/Attorney**
- 26. Councilmember Requests for Future Agenda Items or Committee items. Questions

FUTURE AGENDA ITEMS

- 27. Updates to the Mobile Home Ordinance - **Hicks -October**
- 28. R0 Zoning Dissusion- **Neighborhood Services/Public Works - October 17**
- 29. Window Ordinance - **City Clerk/PD - December**
- 30. First line surveys for staff to complete on management **Gerber Q3/Q4 2023**
- 31. Feedback survey for City Manager to distribute when you attend or present at meetings **Gerber Q3/Q4 2023**
- 32. Compensation survey **Gerber Q4 2023**
- 33. Training for newly elected and appointed officials **Dawsey- Smith - April/May 2024**
- 34. Hiring a temporary, hourly assistant to the city manager - **Allen -TBD**
- 35. Virtual Meeting Policy **Allen/HR-TBD**

CLOSED SESSION

- 36. Adjourn to closed session, **to reconvene in open session**, pursuant to 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:** 1) Review and Discuss A1 Packaging development agreement 2) Review and discuss possible options for resolution of the Walton excessive real estate tax assessment claim

Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone. Citizen participation is welcome during topic discussion periods. This webinar is for when Common Council comes back from closed session.

Topic: Common Council - After closed Session

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/87322668116?pwd=Ciwr1lqZbJ8Ueo2jHmCOp1lCapaBew.cgFOMcjzn9hkYbW2>

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

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Webinar ID: 873 2266 8116

Passcode: 109451

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.

CONSIDERATIONS

37. Discussion and possible action regarding Walton assessment review - **Finance**
38. Discussion and possible action regarding developer agreement for A1 Packaging - **Economic Development**

ADJOURNMENT

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.

City of Whitewater Urban Forestry Commission

July 24, 2023 Meeting Minutes

Community Room - 2nd Floor - 4:30 p.m. and Virtual

312 W. Whitewater St., Whitewater, WI 53190

Roll Call. Present: Stanek, Alt, Chandler, Leaver, Stone, Beckman, Taylor. Absent: Tevis. Visitor: Steve Ryan

Hearing of Citizens Comments: None

Approval of Agenda: Taylor/Stone. Approved.

Approval of June 26, 2023 Meeting Minutes: Stone/Chandler. Approved

Treasurer's Report: (Leaver) Reimbursements for tree sale and bird conference expenses are being processed for Chandler, Neis and Stanek. \$1,049 remains in UFC treasury.

Staff Report: (Beckman) Stump grinding update. Watering in Starin Park continuously. The landmark territorial tree at Franklin and Main is quickly declining and branches are creating a hazard. The city will contract for the tree's removal with the timing being dependent on the contractor, The Landmarks Commission has suggested an "Oaktober" ceremony. A motion to reclaim the large sections of the oak for use/display in Starin Park (Alt/Stone) passed unanimously. Neither transportation nor contamination will be issues. Possibly replace the tree with planting from sister tree across the street.

Review landscape plans for Aldi: Remove pear for serviceberry. Remove Spiraeas for Spiraea tomentosa and/or dwarf honeysuckle. Remove Stella Doro lilies for native prairie plants such as wild senna, purple coneflower, obedient plant, New Jersey tea and/or St. Johns wort.

Arboretum Update: (Stanek); Interpretive signage for Welcome Center ordered, deposit paid and they should arrive by end of August. Tree inventory is progressing with about 75% completed with new plantings as required by DNR grant. The education component of the grant will be satisfied with the new signage and only need to complete

the tree inventory, remove remaining dead trees and trim others to meet the grant requirements. Not much weeding has been needed due to the drought but Stanek sprayed and weeded as necessary.

Tree City/Tree Talk: Walton Oaks Park neighbors infringed on oaks causing damage but city staff has restored the planting area and the trees are doing better. A split rail fence was installed to demark the park boundary. Burning and spaying completed with good progress by Midwest Prairie.

Bird City/Bird Talk: Purple Martin nests update (Chandler); 45 Martins fledged at Minneiska, 25-30 fledged at Clay St, 24 eggs were counted at Prairie Village but no Martin activity seen at Starin Park.

“Swift Night Out” possibilities (Stanek): at Middle School brick chimney. Accurate counting is difficult but numbers have clearly dropped. Stanek to notify UFC when the next session(s) will take place to allow those who can to attend.

Items For Future Discussion: 1) Milkweed protection/planting. 2) Protection of oaks from library expansion.

Adjournment: Alt/Stone. 5:45 pm.

Next Meeting: August 28, 2023

Respectfully submitted,

Patrick Taylor, Secretary



Parks and Recreation Board Minutes
Wednesday, August 23, 2023 – 5:30 pm
Cravath Lakefront Room
312 W. Whitewater Street
Whitewater, WI 53190
Hybrid Meeting

1. Call to Order and Roll Call

Dan Fuller, Megan Matthews, Steve Ryan, David Stone, Kathleen Flemming, Stephanie Hicks, Mike Kilar, and Ben Prather, Absent: Korie Oberlie, Deb Weberpal
Staff: Jennifer French, Michelle Dujardin

2. Approval of Minutes

Motioned by Stephanie Hicks. Seconded by Steve Ryan. Ayes: Kathleen Flemming, Dan Fuller, Stephanie Hicks, Mike Kilar, Megan Matthews, Ben Prather, Steve Ryan, David Stone. Absent: Korie Oberlie, Deb Weberpal

3. Hearing of Citizen Comments

4. Staff Reports

a. Director's Report:

i. Dujardin:

* We have had many applicants apply for the Directors position

*Cattails are going to be pulled middle of October. There will be a meeting August 26 at 11:00 with the DNR about the lakes, then head down to the lake. This will be filmed.

*We have a new banner up at the Aquatic center. Looking into painting pillars, just need to wait for it to cool down and to get a lift to reach the top.

b. Event Programs:

i. Dujardin:

* We are now live streaming Thursday Concerts. 1,300 views The Palmyra Eagle Band brought 54 members came and stayed until about 10:00 pm.

*Innovation Summer Camp has ended. Afterschool will start the first day of school.

* Matthews: Is it possible to show concerts somewhere for the public to see all the time?

* Dujardin: That is definitely something to look into, and possible

*Lorelei is on maternity leave Hunter has stepped in as interim. August 25-27 the center will be shut down for a deep clean. A portion of Friday the fitness center will be closed for cleaning but open the rest of the time. The staff will be power washing floors, waxing the slide, cleaning tiles, carpet cleaning front desk area.

c. Senior Programs:

i. French:

* Annual picnic and car show are Wednesday, August 30. If you have a car or know someone that has a classic car have them call the center.

Urban Forestry Commission Updates

They will be taking a seed from the Buroak to start a new tree to replace the one that will be taken down. They will be hosting a swift night out August 28th. Watch the Swifts fly around. At the middle school. Businesses are open to suggestions to help plant more native plants around town.

5. Pedestrian and Bicycle Updates

No update

6. Considerations

7a. WAFC Membership fee discussion and approval

- Looking to increase fees 3%. Fee change included in packet
 - Stone: is this in comparison to other places around the area?
 - Ryan: hard to compare since we are so unique, we are much lower than a YMCA which is the closest comparison to what we have
- Day passes will stay the same as they are now.
- We will get a report of drop outs due to rates increase
- Renew before November 1 you can keep the rate it is now. After you will have to pay the increase.
- Ryan: Friends of WAFC group can cover 25-75% of membership fee to those who apply. The process is confidential and a small amount of people know who gets approved.

- **Motion made** by David Stone to approve increase. Second by Dan Fuller. Ayes: Flemming, Fuller, Hicks, Kilar, Matthews, Ryan, Stone Abstain: Prather. Absent Oberlie, Weberpal

7b. Starin Park's Treyton's Field of Dreams Expansions Discussion and Approval

- Mike Kilar gave an update due to Boettcher being gone.
- Looking to expand the patio area off the side of the buildings by the bathrooms. Discussed the price difference, included in packet. Both would build it out 10 or 12 ft from the building, 880 square foot total. It will be ADA compliant.
- Both companies have quoted to do the same thing.
- Scott Kowalski did most of the original Concrete for the building.
- This project is looking to get done sometime in the fall.

Motion made by David Stone to have Scott Kowalski Concrete, LLC do the concrete work for this project. Second Prather. Ayes: Flemming, Fuller, Hicks, Matthews, Prather, Ryan, Stone. Abstain: Kilar. Absent: Oberlie, Weberpal

7. Adjournment

Motioned by Steve Ryan to adjourn at 6:03pm. Second by Megan Matthews.

Next scheduled meeting: Wednesday September 20, 2023

Respectfully Submitted,

Jennifer French

Jennifer French

Irvin L. Young Memorial Library
431 W Center St
Whitewater WI 53190
Board of Trustees Regular Meeting
Online Virtual Meeting
Monday, August 21, 2023, 6:30 pm

MINUTES

Mission Statement:

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

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

This is a hybrid in-person and virtual meeting.

1. Call to Order at 6:39 p.m.

Present: Sallie Berndt, Jennifer Motszko, Kathy Retzke, Jaime Weigel, Brienne-Diebolt-Brown (arrived at 7:10)

Absent: Doug Anderson, Alyssa Orlowski

Staff: Stacey Lunsford, Diane Jaroch

2. Consent Agenda

- a. Approval of the minutes of the regular meeting on July 17, 2023*
- b. Acknowledgment of Receipt of Financial Reports*
- c. Acknowledgment of Payment of Invoices for July 2023*
- d. Acknowledgment of Receipt of Statistical Reports for July 2023*
- e. Acknowledgment of Receipt of Treasurer's Reports*

MSC Weigel/Berndt to approve the Consent Agenda.

Ayes: Sallie Berndt, Jennifer Motszko, Kathy Retzke, Jaime Weigel

Nays: none

3. Hearing of Citizen Comments

- a. None

4. Old Business

4.I Library Building Project

- 1. Update on the capital campaign

Update on fundraising:

- Stacey reported that \$2,122,065 has been raised to date, now down to only \$127,935 left to raise.
- The Capital Campaign Committee will meet on Thursday, Aug. 24 at 7:00 PM.
- Wall tiles are for sale now. Over 3,000 brochures went out in the August 16th Union Extra Shopper. Stacey shared that some have already sold.

4.II. Review and Approval of The Revised Meeting Room Policy

New scheduling system will launch September 5th, any staff member will be able to reserve the community room and other spaces. Patrons will be able to self-reserve the meeting room in the library but will need to submit an application for the community room.

MSC Retzke/Berndt to approve the revised meeting room policy.

Ayes: Sallie Berndt, Jennifer Motszko, Kathy Retzke, Jaime Weigel

Nays: none

5. New Business

5.I. Review and Approval of Draft Revision of Circulation Policy

Revisions update language referring to digital library cards as well as standardizing the term used for library users throughout the document.

- Jennifer suggested clarifying the wording on the first page that applicants must prove identification and proof of residence. She suggested using the wording on page 30 under the minor applications.
- It was also suggested to combine the two sections that refer to minors (pages 25 and 30) into one section.
- A few suggestions were made regarding comma usage.
- Stacey will bring back the revised policy to the next meeting for review and approval.

5. II. Consideration of Closing the Library on Saturday, December 23

The city and the library will observe the Christmas Eve closure on Friday, December 22. The library will also be closed on Monday, December 25. Request the board consider closing the library on Saturday, December 23.

MSC Weigel/Berndt to approve closing the library on Saturday, December 23.

Ayes: Sallie Berndt, Jennifer Motszko, Kathy Retzke, Jaime Weigel

Nays: none

5.III. Discussion of Possible Change to Library Board Meeting Start Time

In an effort to accommodate board members' schedules, a discussion of possibly changing the time that board meetings are held was requested.

- It was decided to table this topic until next month to allow for more input.

5. IV. 2024-2025 Preliminary Budget Draft

- Stacey updated the board on the upcoming budget.
- Stacey shared that donations to the library continue to go up, in addition to the funds raised for the expansion project.
- Stacey reported that the budget will be tight. For example, the amount allocated to the library for personnel and benefits has been flat despite increasing costs in these areas. There is approximately \$500,000 in the library's fund balance and the budget can be balanced using some of the money from the fund balance but she feels this practice isn't sustainable. The board is in agreement that the fund balance shouldn't be used for operating costs.
- Stacey explained the line items for the Special Budget (page 33).

6. Staff & Board Reports

6. I. Director's Report

-

6. II. Adult Services Report

- Diane started training staff this morning on RecDesk.

6. III. Youth Services Report

- The numbers show that the Summer Reading Program went really well this year.

6. IV. Programming & Makerspace Librarian Report

- It was noted by the board that the DogMan Program was very well attended!

6.V. Board Reports

- Trustee Appreciation Dinner will be September 28th.

7. Board Request for Future Agenda Items

- Trustee Training Week is happening this week. Board members will begin reporting out next month. Stacey will add this to the next agenda, board members will decide in the meantime who will present on which dates.

Comments in the Chat Box:

- None

8. Confirmation of the next meeting on September 18, 2023, at 6:30 p.m.
9. Adjournment-Adjourned at 7:29 p.m.

Minutes respectfully submitted by Jaime Weigel on August 21, 2023.



Community Development Authority Board of Directors Meeting

August 17, 2023

MINUTES

1) Administrative Items.

- a) **Call to Order.** Chairman Singer called the meeting to order at 5:30 p.m.
- b) **Roll Call.** MEMBERS PRESENT: Joe Kromholz, Jon Kachel, Patrick Singer, Jim Allen, Jeff Knight. ABSENT: Lukas Schreiber, Thayer Coburn. STAFF PRESENT: John Weidl (City Manager), Bonnie Miller (CDA Administrative Assistant).
- c) **Declaration of Conflict of Interest.** Would any member(s) of the Board wish to declare any known conflict of interest with the items presented on today's CDA Board Agenda? None declared.
- d) **Hearing of Citizen Comments:** None.

2) Approval of Minutes: Moved by Knight and seconded by Allen to approve the Minutes of the July 20, 2023 CDA Meeting. Motion passed by unanimous voice vote (5). ABSENT: Coburn, Schreiber.

3) Review and Acknowledge Financial Statements: Moved by Allen and seconded by Kromholz to approve acknowledgment of the Financial Statements for period ending July 31, 2023. Motion passed by unanimous voice vote (5). ABSENT: Coburn, Schreiber.

4) Updates and Discussion:

- a) **CDA Revolving Loan Fund Process/Guidelines – Initial draft of Whitewater Central Business District Commercial Rehabilitation Loan Program f/k/a CDA Commercial Façade Loan Program.** Kristen Fish-Peterson provided a provided an overview of the proposed concept for a revised loan program modeled after a program utilized in Watertown with the goals of fostering new or expanding business, ensuring the highest and best use of commercial property, facilitating the development of high-quality upper story residential units and attracting people to the downtown. The program would focus on façade improvements but could also include roof repair and structural improvements. The proposed boundaries would be defined by parcels located within the TID #12 (downtown). Knight would like to see the program extended to include city-wide commercial properties. Discussion of capitalization suggested inclusion of participation from local banks. The program would establish a Loan Committee that would consist of CDA Board Members and representatives from participating Banks. It was moved by Kromholz to direct Ms. Fish-Peterson to engage with local lenders to seek their participation and to define the boundaries of the program to include all commercial properties City-wide. Motion

seconded by Knight. With Kachel having abstained, the motion passed by unanimous voice vote (4). ABSENT: Coburn, Schreiber.

- b) Status of current Vacant Land Listing Contract with Twelve2 Commercial Group for sale of City-owned properties expiring 10/31/2023 and review and discussion of proposals received from Anderson Commercial Group and Legacy Realty Group.** Ms. Miller stated that the current listing contract is expiring on October 31, 2023. The City published a Request for Proposals on July 3, 2023 with a deadline of August 3, 2023 for receipt of proposals. The City received a proposal from Anderson Commercial Group and a proposal from Legacy Realty Group, copies of which were included in the agenda packet. Chairman Singer opened the discussion and recognized Ray Gooden from Anderson Commercial Group to address the Board and take any questions. Mr. Gooden provided information as to his background experience in the area and addressed questions from the Board. Mr. Gooden stated that the number one reason for business to locate in Whitewater is the City's aggressive stance on attracting business along with the availability of TIF incentives in exchange for building valuation. Mr. Gooden recognized Whitewater's challenge as to access to the Interstate and offered comments as to what a great community Whitewater is and how to sell it. Mr. Gooden also stated that he personally owns real estate in Whitewater, and his firm represents and manages The Element housing rental property in the City. It is noted that Legacy Realty Group was not available for comment. Knight would like to see both firms appear before the Board at the September meeting to do a 15-minute presentation. Kachel would like to see a proposed contract from each party. Final formal action of a selection will be placed on the agenda for the October meeting. Upon unanimous consent of the Board, direction was given to invite both firms to address the Board and present a draft of their proposed contract at the September meeting. The Agenda will include a Closed Session discussion of the contracts, with the option to return to Open Session for possible action as to a selection of one firm. A final draft of the proposed contract will be placed on the agenda for approval at the October 19 2023 meeting.
- c) Update regarding acquisition of properties from Rod and Mary Dalee located at 104 E. Main St. and 126 N. Jefferson Street and proposed re-development of the site.** The CDA has closed on the purchase of the Dalee properties for a total price of \$150,000 and will own the property until they decide to do something with it. City Manager Weidl stated that the CDA single last piece of greenspace in the Downtown TIF District where you can get true net construction. This is a valuable asset that can be used to bolster the Downtown District. Weidl further stated that due diligence regarding the properties is complete, with the only concern being potential relocation of a stormwater pipe that bisects the property.
- d) Status of Recruitment for Economic Development Director Position.** City Manager Weidl stated that as directed by the Board, HR Director Marquardt has engaged with GovHR to advertise for the Economic Development Director position.
- e) Economic Development Activity Report.** City Manager Weidl summarized economic development activities, including Common Council approval of the framework for the ALDI development and staff is in the final stages of drafting the Development Agreement; staff is in the early stages of working with a developer on a housing project for the Hoffmann property on Walworth Avenue; staff is working through the TIF assistance framework for the A-1 Creative Packaging project.

5) Board Member Requests for Future Agenda Items:

- a) Create policy between the CDA and City regarding transfers of residual equity from the CDA to the City.
- b) CDA Alternative Revenue Streams.
- c) Director to visit (virtual/in-person) with Whitewater's employers.
- d) Update regarding Shovel-Ready Sites.
- e) Update on inquiry from Incentis (site selector) regarding project on vacant lot located on Enterprise Boulevard southerly of Generac.
- f) Discussion regarding consideration of a housing project initiated by the City for subsequent sale of lots to developers to build single-family homes (Jeff Knight).
- g) Update regarding depth of ground rock on potential development sites in the City.

(The above matters may be discussed at this meeting but no substantive action will be taken.)

- 6) Adjournment.** Moved by Kromholz and seconded by Kachel to adjourn. Motion passed by unanimous voice vote. Meeting adjourned at 6:15 p.m.

Respectfully submitted,
Bonnie Miller, Recorder

Minutes approved 09/21/2023.

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

August 15, 2023

The regular meeting of the Common Council was called to order at 6:30 p.m. by President Jim Allen.

MEMBERS PRESENT:

Councilmember Neil Hicks
Councilmember David Stone
Councilmember Jim Allen
Councilmember Lisa Dawsey Smith
Councilmember Brienne Brown
Councilmember Jill Gerber
City Attorney Jonathan McDonell
City Manager John Weidl
Public Works Director Brad Marquardt
City Clerk Karri Anderberg

MEMBERS ABSENT:

Councilmember Lukas Schreiber

SWEARING-IN

Swearing-in of Finance & Administrative Services Director Rachelle Blitch - Clerk Anderberg swore in new Finance and Administrative Services Director Rachelle Blitch. HR Director Sara Marquardt gave a little background information on Finance Director Blitch.

CONSENT AGENDA:

It was moved by Councilmember Gerber and seconded by Councilmember Hicks to Acknowledgement of Receipt and Filing of: Landmarks Committee Minutes from July 06, 2023, Common Council Minutes from July 18, 2023, and Public Works Committee Minutes from July 11, 2023. July 2023 Combined Financial Statement, Request for authorization to waive the 72-hour notice required by the City of Whitewater Transparency Ordinance to consider Discussion and possible action regarding retaining an attorney to represent Common Council on personnel matters and Discussion and possible action regarding the motion to reconsider Tripp and Cravath Lake dredging services bid: Councilmember Hicks, Councilmember Gerber, Councilmember Brown, Councilmember Stone, Council President Allen. NOES: Councilmember Dawsey Smith, ABSENT: Councilmember Schreiber. Motion passed.

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:

Presentation on a housing study by Tracy Cross and Associates - Neighborhood Services-

Eric Doersching with Tracy Cross and Associates and Eric Fowle from Cedar Corp presented the new housing study that was funded by a grant. Councilmembers asked questions about the study.

Business and marketing plan for Whitewater Aquatic and Fitness Center- Aquatic Center

Lorelei Bowen – Aquatic Center Manager and Kristina Koslasky from Kreative Solutions presented the new business and marketing plan for the aquatic center. Councilmembers asked questions.

Jeff Knight – Thanked WAFC staff for all the hard work on the marking plan and he stated that the plan looked great.

TV Station update

IT Director Tim Neubeck on behalf of the media services department gave an update on the TV station. IT Director Neubeck stated that the TV station is up and running and the media services department is working on getting a TV lineup on social media.

Special Olympics Update

City Manager Weidl gave an update on the Special Olympics and how the event went. Councilmembers asked questions.

HEARING OF CITIZEN COMMENTS:

Jane Hoskey of Clay Street– Would like to voice her concerns about the cleanliness of the WAFC. Ms. Hoskey stated there are rusty and broken tiles that she would like to see cleaned up.

RESOLUTION DECLARING OFFICIAL INTENT TO REIMBURSE EXPENDITURES FROM PROCEEDS OF BORROWING

Public Works Director Brad Marquardt gave a summary of the resolution. Moved by Councilmember Dawsey Smith to approve. Seconded by Councilmember Brown. AYES: Councilmember Dawsey, Councilmember Smith, Councilmember Hicks, Councilmember Gerber, Councilmember Brown,

Councilmember Stone, and Council President Allen. NOES: None. ABSENT: Councilmember Schreiber Motion passed.
See the resolution attached.

First Reading

Ordinance 2062 an ordinance amending changes to portions of the zoning code dealing with code enforcement, building standards, and penalties.

Alice Schwark from Municipal Code Enforcement summarized the ordinance and councilmembers asked questions and suggested changes. Moved by Councilmember Allen seconded by Councilmember Gerber to approve Ordinance 2061 with changing letter G Services to change it to both mail and fix it to the door. Under letter J change it to 5 business days. And adding a line if someone needs to request the letter in Spanish to email or call Neighborhood Services.

AYES: Councilmember Dawsey Smith, Councilmember Hicks, Councilmember Gerber, Councilmember Brown, Councilmember Stone, Council President Allen. NOES: None. ABSENT: Councilmember Schreiber. Motion passed.

Councilmember Hicks amended the motion amended letter D number 16 subsection 4 to 48 hours parking instead of 24 Seconded by Council Member Dawsey Smith

AYES: Councilmember Dawsey Smith, Councilmember Hicks, Councilmember Brown, Councilmember Stone. NOES: Council President Allen, Councilmember Gerber. ABESENT: Councilmember Schreiber. Motion passed.

See the ordinance attached.

Ordinance 2063 Ordinance amending Chapter 11.16.15, adding No Stopping, Standing or Parking on the east side of Elizabeth Street at Court Street and Laurel Street.

Public Works Director Brad Marquardt gave a summary of the Ordinance. Director Marquardt stated the school is in favor of the ordinance. Council President Allen stated that the School district wants the kids to get picked up on the side streets. Moved by Councilmember Gerber to approve. Seconded by Councilmember Allen. AYES: Dawsey-Smith, Gerber, Stone, Allen. NOES: Brown, Hicks ABSENT: Schreiber Motion passed.

Moved by Councilmember Gerber to waive the second hearing Seconded by Councilmember Allen. AYES: Councilmember Gerber, Councilmember Stone, Council President Allen. NOES: Councilmember Brown, Councilmember Hicks, Councilmember Dawsey Smith ABSENT: Councilmember Schreiber. Motion Failed.

See the ordinance attached.

Ordinance 2064 Ordinance amending Chapter 11.16.15, Parking restrictions on 2nd Street between Whitewater Street and North Street

Public Works Director Brad Marquardt gave a summary of the Ordinance.

Moved by Councilmember Dawsey Smith to approve. Seconded by Councilmember Brown.

AYES: Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Stone, Council President Allen, Councilmember Brown, Councilmember Hicks. NOES: NONE: ABSENT: Councilmember Schreiber Motion passed.

See the ordinance attached.

SECOND READING

Ordinance 2061 an ordinance amending Chapter 2.28 Police and Fire Commission

Moved by Councilmember Dawsey Smith to approve Ordinance 2061, seconded by Councilmember Hicks. AYES: Councilmember Dawsey Smith, Gerber, Stone, Allen, Brown, Hicks. NOES None ABSENT: Councilmember Schreiber. Motion passed.

See the ordinance attached.

CONSIDERATIONS:

Discussion and possible action regarding the Twin Oaks mobile home permit

Neighborhood Services Director Chris Bennett gave an update on the code enforcement issues that are holding up the annual permit. Councilmembers asked questions No action was taken at the meeting.

Discussion and possible action regarding FirstNet cell phone provider

Chief Meyer and IT Director Tim Neubeck gave the background on the request. Chief Meyer stated that this will help in emergencies to have city cell phones be a priority. Brandon Harris from First Net presented the contract and answered questions

Motion made by Council President Allen Councilmember Dawsey Smith Seconded to approve FirstNet as the City of Whitewater cell phone provider.

AYES: Councilmember Dawsey Smith, Councilmember Hicks, Councilmember Gerber, Councilmember Brown, Councilmember Stone, Council President Allen NOES: none ABSENT: Councilmember Schreiber.

Motion passed.

Discussion and possible action to Award Northside Water Main Extension Project Contract 3-2023 to Wondra Construction Inc. of Iron Bridge, WI

Brad Marquardt Director of Public Works summarized the bids.

Councilmember Dawsey Smith by Councilmember Hicks to award to one draft. AYES: Councilmember Gerber, Councilmember Brown, Councilmember Dawsey Smith, Council President

Allen, Councilmember Stone, Councilmember Hicks. NOES: None ABSENT: Councilmember Schreiber. Motion passed.

Discussion and possible action regarding Disposal of City-owned property through online auction.

Public Works Director Marquardt summarized the request.

Councilmember Dawsey Smith made a motion to approve the disposal of City-owned property through online auction. Seconded by Councilmember Brown.

AYES: Councilmember Dawsey Smith, Councilmember Hicks, Councilmember Gerber, Councilmember Brown, Councilmember Stone, Council President Allen. NOES: None.

ABESENT: Councilmember Schreiber. Motion passed.

Discussion of the current exit interview process including adjustments or improvements made recently

City Manager and HR Director Sara Marquardt went over the current policy for exit interviews. Councilmembers asked questions. Councilmember Gerber asked for a formal policy to be brought back in front of the council.

Discussion and possible action regarding a comparison study of salary, wages, and benefits for the City of Whitewater versus comparable cities.

HR Director Sara Marquardt and Accountant Jeremiah Thomas went over the documents and numbers that were a part of the packet Councilmembers asked questions. Council members would like to see local cities in the study and cities that have less than 14,000 population and also have hourly employees along with Department Directors in the study. Discussion item only.

Discussion of the current goals, objectives, and management plan for the City Manager:

HR Director Sara Marquardt asked for feedback on the direction that the council is looking for. Council member Hicks asked for City Manager to give an update on the management plan. City Manager Weidl stated he would provide an update for the first meeting in September. Discussion item only.

Discussion of Competencies Categories for City Manager Evaluation

HR Director Sara Marquardt provided samples and asked for feedback from the City Council. Councilmember Gerber would like to see feedback from the citizens after an event where the City Manager speaks or presents. Would like to see a staff survey on the City Manager from first-line workers. Discussion item only.

Discussion and possible action regarding annual training pertaining to elected officials on open meetings, open records, and common council operations.

Councilmember Dawsey Smith would like to see annual training for elected officials.

Motion made by Councilmember Dawsey-Smith to direct staff to draft a council policy regarding annual training Seconded by Councilmember Brown.

AYES: Councilmember Dawsey Smith, Councilmember Brown, NOES: Councilmember Hicks, Councilmember Gerber, Council President Allen, Councilmember Stone ABSENT: Schreiber. None. Motion Failed.

Discussion and possible action regarding the motion to reconsider the Tripp and Cravath Lake dredging services bid

Council President Allen asked for the item to be put back on the agenda for reconsideration. Council President Allen explained why he does not feel we should be putting another \$80,000.00 in the lakes that the city is not happy with.

The motion was made by Council President Allen and Seconded by Stone to reconsider the motion to award the bid for Tripp and Cravath Lake.

AYES: Council President Allen, Councilmember Gerber, Councilmember Stone NOES: Councilmember Hicks, Councilmember Gerber, Councilmember Dawsey Smith, Councilmember Brown ABSENT: Councilmember Schreiber. Motion Failed.

COUNCILMEMBER REQUESTS FOR FUTURE AGENDA ITEMS.

Allen - Discuss hiring a temporary, hourly, assistant to the city manager on the next agenda

Discuss agenda item request policy on the next agenda

Hicks- Discuss Cravath Lake Park landscaping/flower bed maintenance. Update on plans and costs for downtown flower baskets for the next budget cycle is working with Brad.

Dawsey Smith – Training for Elected officials in April/May 2024

Discussion and possible action regarding retaining an attorney to represent the Common Council on personnel matters

Council member Stone made a motion to authorize the council to retain a separate attorney for common council use about personnel matters or employees of that Council President Allen seconded Councilmembers discussed getting quotes for an attorney. HR Director Marquardt read the procurement policy to the council. Council President Alan stated he talked to the League and stated that this would be their best route to go for personal matters issues on employees hired by the council. Council member Brown asked why this was needed and stated that no one was explaining the reasoning and that she was concerned that open meeting act violations were going on. Dawsey-Smith stated this is not something the council wants as a whole and asked President Allen to stop using the word “we”.

AYES: Councilmember Stone, Councilmember Gerber. NOES: Councilmember Hicks, Council President Allen, Councilmember Dawsey Smith, Councilmember Brown ABSENT: Councilmember Schreiber. Motion Failed.

CLOSED SESSION.

Council President Allen Moved to go into closed session seconded by Hicks.

AYES: Councilmember Hicks, Councilmember Stone, Council President Allen, Councilmember Dawsey Smith, Councilmember Brown, Councilmember Gerber. NOES: None. ABSENT: Councilmember Schreiber. Motion passed.

CLOSED SESSION. Adjourn to closed session, to **reconvene in open session**, pursuant to 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:** 1) Negotiation of Aquatic and Fitness Center Agreement with School District, Chapter 19.85(1)(c) Considering employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility. **Items to be discussed:** 1) Discussion regarding the performance evaluation of the City Manager

The council went into closed session at 9:35 pm

The council came back into open session at 10:48 pm

Councilmember Dawsey Smith Moved to come back into open session seconded by Councilmember Brown.

AYES: Councilmember Hicks, Councilmember Stone, Councilmember Allen, Councilmember Dawsey Smith, Councilmember Brown, Councilmember Gerber. NOES: None. ABSENT: Councilmember Schreiber. Motion passed.

Discussion and possible action regarding the performance evaluation of the City Manager.

No action was taken

Adjournment

Motion made by Councilmember Brown seconded by Councilmember Hicks to adjourn.

AYES: Councilmember Hicks, Councilmember Dawsey Smith, Councilmember Brown, Councilmember Stone, Councilmember Gerber

NOES: None Absent: Councilmember Schreiber, Council President Allen. Motion passed.

The meeting adjourned at 10:49 pm

Respectfully submitted,

Karri Anderberg, City Clerk

RESOLUTION DECLARING OFFICIAL INTENT TO REIMBURSE EXPENDITURES FROM PROCEEDS OF BORROWING

WHEREAS, the City of Whitewater, Walworth and Jefferson County, Wisconsin (the “Municipality”) plans to undertake the replacement of the Vanderlip Pumping Station and Force Main, Project Number 4558-09 (the “Project”); and

WHEREAS, the Municipality expects to finance the Project on a long-term basis by issuing tax-exempt bonds or promissory notes (the “Bonds”); and

WHEREAS, because the Bonds will not be issued prior to January 1, 2024, the Municipality must provide interim financing to cover costs of the Project incurred prior to receipt of the proceeds of the Bonds; and

WHEREAS, it is necessary, desirable, and in the best interests of the Municipality to advance moneys from its funds on hand on an interim basis to pay the costs of the Project until the Bonds are issued.

NOW, THEREFORE, BE IT RESOLVED, by the Common Council of the City of Whitewater that

1. The Municipality shall make expenditures as needed from its funds on hand to pay the costs of the Project until Bond proceeds become available.
2. The Municipality hereby officially declares its intent under Treas. Regs. Section 1.150-2 to reimburse said expenditures with proceeds of the Bonds, the principal amount of which is not expected to exceed \$4,658,361.00.
3. No funds for payment of the Project from sources other than the Bonds are, or are reasonably expected to be, reserved, allocated on a long term basis, or otherwise set aside by the Municipality pursuant to its budget or financial policies.
4. This resolution shall be made available for public inspection at the City Clerk’s office within 30 days after its approval in compliance with applicable State law governing the availability of records of official acts including Subchapter II of Chapter 19, and shall remain available for public inspection until the Bonds are issued.

BE IT FURTHER RESOLVED this resolution shall be effective upon its adoption and approval.

Resolution introduced by Councilmember Dawsey -Smith who moved its adoption. Seconded by Brown
AYES: Allen, Brown, Dawsey-Smith, Gerber, Hicks, Stone NOES: ABSENT: Schreiber ADOPTED:
August 15, 2023

John Weidl, City Manager

Karri Anderberg, City Clerk

ORIDINANCE NO. 2062
AN ORDINANCE CREATING TITLE 20 PROPERTY MAINTENANCE

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

SECTION 1. Whitewater Municipal Code Title 20 is hereby created to read as follows:

A. INTENT, PURPOSES.

- (1) **Intent.** This Chapter is adopted to preserve and promote the public health, safety, morals, comfort, convenience, prosperity and general welfare of the people of the City and its environs, including, but not limited to, physical, aesthetic, and monetary values. The establishment and enforcement of minimum standards of habitation and property conservation is necessary to preserve and promote the private and public interest.
- (2) **Purpose.** The purpose of this Chapter is to recognize the private and public benefits resulting from the safe, sanitary and attractive maintenance of residential and non-residential buildings, structures, yards and vacant areas by adopting minimum standards. Attractive and well-maintained property will enhance the neighborhood and the City as a whole by maintaining physical, aesthetic and monetary values. With respect to rental housing, it is necessary to adopt minimum regulations regarding human habitation to protect the health, safety, and general welfare of tenants within the City.

B. APPLICABILITY.

- (1) **General.** The provisions of this Chapter shall apply to all properties and buildings within the City and its jurisdiction.

C. GENERAL MAINTENANCE REQUIRED; DEFINITION.

- (1) The exterior of all properties and premises including the open space of the property or premises shall be maintained in a clean, safe and sanitary condition, free from accumulation of any combustible or non-combustible materials, debris and refuse.
- (2) “Debris and refuse” shall include but not be limited to: broken concrete, bricks, blocks or other mineral matter; bottles, porcelain and other glass or crockery; boxes; new and used lumber or other wood that is not part of a structure or that is not used as firewood and is not stacked or stored in a neat manner on the property; paper, rags, animal waste, cardboard, rubber, plastic, wire, tin and metal materials; discarded household goods or appliances, junk lawn mowers, snow blowers, tires, tire rims or used motor vehicle parts, machine parts, junked boats or junked recreational vehicles; tar paper residue from burning or similar materials which

constitute health, fire or safety hazards or any other materials that have a detrimental visual and aesthetic impact upon the neighborhood in which the property is located or the City in general, which tend to cause a blighted condition as defined under state law, or which emit a noxious, foul or offensive odor.

- (3) The provision of this section shall not apply to materials stored or maintained on a property in conjunction with any business, manufacturing or other use which meets applicable City ordinance including but not limited to fire, building and zoning code requirements and restrictions.

D. SPECIFIC MAINTENANCE REQUIRED.

(1) Exterior Walls and Foundations.

- (a) Every foundation and exterior wall shall be reasonably weather tight, rodent proof, insect proof and shall be kept in a good and sound condition and state of repair. The foundation elements shall adequately support the building at all points. Any sagging or bulging shall be properly repaired to a level or plumb position. All chimneys and breeching shall be so constructed and maintained so as to ensure that they safely and properly remove the products of combustion from the building.
- (b) Structural members shall be maintained free from deterioration, and shall be capable of safely supporting the imposed dead and live loads.
- (c) All cornices, moldings, lintels, sills, oriel windows, and similar projections shall be kept in good repair and free from cracks and defects which make them hazardous or unsightly.

- (2) **Paint and Other Preservatives.** Exterior surfaces of buildings, fences and other structures not inherently resistant to deterioration shall be treated with a protective coating of paint or other suitable preservative which will provide adequate resistance to weathering and maintain an attractive appearance. Any exterior surface treated with paint or other preservative shall be maintained so as to prevent chipping, cracking or other deterioration of the exterior surface or the surface treatment and to present an attractive appearance. Missing or damaged siding shall be promptly replaced.

(3) Doors, Windows and Basement Hatchways.

- (a) Every window, screen, exterior door and basement hatchway shall be tight and shall be kept in a good and sound condition and state of repair. Every window sash shall be fully supplied with glass windowpanes or an approved substitute which is without open cracks or holes. Every window sash shall be in good condition and fit well within its frame.

- (b) Every exterior door, door hinge and door latch shall be maintained in a good and sound condition and state of repair. Exterior doors, when closed, shall fit well within their frames.
 - (c) **Insect screens.** During the period from April to October, every door, window, and other outside opening required for ventilation of habitable rooms, food preparation areas, food service areas, or any areas where products to be included or utilized in food for human consumption are processed, manufactured, packaged or stored shall be supplied with approved, tightly fitting screens.
 - i. Screens shall not be required where other approved means, such as air curtains or insect repellent fans, are employed.
 - (d) **Guards for basement windows.** Every basement window that is openable shall be supplied with rodent shields, storm windows or other approved protection against the entry of rodents.
- (4) **Porches, Railings, Stairways, Decks, Balconies, Platforms and Patios.** Every outside stair, porch, balcony, platform, patio and appurtenance thereto, shall be so constructed to be safe to use and capable of supporting normal loads as required by the Building Code and shall be kept in a good and sound condition and state of repair.
- (a) **Handrails and Guards.** Every handrail and guard shall be firmly fastened and capable of supporting normally imposed loads and shall be maintained in good condition.
- (5) **Roofs and Drainage.**
- (a) All roofs shall be maintained so as not to leak and all water shall be so drained and conveyed therefrom so as to not cause damage to the exterior walls, interior walls, eaves, soffits or foundations.
 - (b) All courts, yards or other areas on the premises shall be properly graded to divert water away from the building. Ground surface adjacent to the building shall be sloped away from the structure where possible and shall not cause nuisance water to flow onto neighboring properties.
- (6) **Fence and Retaining Wall Requirements.**
- (a) All fences shall be properly maintained and kept in a good and sound state of repair.
 - (b) Retaining walls shall be structurally sound. No retaining wall shall be constructed or maintained in such a manner as to cause a repeated spillage

of mud, gravel or debris upon any public sidewalk, street, alley or adjoining property.

- (7) **Exterior Property Areas.** All exterior property areas shall be properly maintained in a clean and sanitary condition free from debris, rubbish or garbage, or physical hazards, rodent harborage and infestation, or animal feces.
- (8) **Grading and Drainage of lots.** Every yard, court, vent passageway, driveway, and other portion of the lot on which the building stands shall be graded and drained so as to prevent the accumulation of water on any such surface or on adjacent property. Driveways shall be maintained in good repair.
- (9) **Landscaping.** All exterior property areas shall be kept free from noxious weeds as defined in Chapter 10 of these ordinances. Landscaping, plantings and other decorative surface treatments including common species of grass shall be installed if necessary and maintained to present an attractive appearance in all court and yard areas.
 - (a) Landscaping material. No person shall accumulate, allow to accumulate or store landscaping material in an unused state and open to the public view for a period exceeding ten days.
- (10) **Decorative features.** Cornices, belt courses, corbels, terra cotta trim, wall facings, and similar decorative features shall be maintained in good repair with proper anchorage and in a safe condition.
- (11) **Overhand extensions.** Overhand extensions including, but not limited to, canopies, marquees, signs, metal awnings, fire escapes, standpipes, and exhaust ducts shall be maintained in good repair and properly anchored so as to be kept in a sound condition. Where required, all exposed surfaces of metal or wood shall be protected from the elements and against decay or rust by periodic application of weather-coating materials, such as paint or similar surface treatment.
- (12) **Accessory structures.** All accessory structures shall be maintained in a state of good repair and vertical alignment. All exterior appurtenances or accessory structures which serve no useful purpose and are deteriorated or dilapidated condition, which are not economically repairable, shall be removed. Such structures include, but shall not be limited to, porches, terraces, entrance platforms, garages, driveways, carports, walls, fences, and miscellaneous sheds.
- (13) **Motor Vehicles.** Except as provided for in other regulations, inoperative or unlicensed motor vehicles, or motor vehicle parts shall not be parked, kept or stored on any premises, and vehicles shall not at any time be in a state of major disassembly, disrepair, or in the process of being stripped or dismantles. Painting of vehicles is prohibited unless conducted inside an approved spray booth.

- (a) **Exception.** A vehicle of any type is permitted to undergo major overhaul, including body work, provided that such work is performed inside a structure or similarly enclosed area designed and approved for such purposes.
- (14) **Residential yard parking regulations.** The parking of any vehicle upon a residential lot shall be in compliance with the following standards:
- (a) The parking of any vehicle within the front yard or (street) side yard shall be on an improved surface driveway or parking pad. Improved surface shall mean a surface of concrete, asphalt, or other material other than grass, such as crushed rock, gravel or other materials, laid over subsoil, which provides a hard driving surface, resists rutting, provides for sufficient water runoff and is graded and drained to dispose of all surface water. The remainder of the required front yard setback, and the streetside yard setback on any corner lot, shall not be considered a part of the permitted parking area and shall be landscaped.
 - (b) No parking pad shall be allowed in the minimum front yard setback or minimum street side yard setback established for the district except that one additional parking pad up to ten feet wide may be added directly abutting a single-width or double-width driveway leading to an approved parking area, provided the parking pad shall not be located in front of a home.
 - (c) Parking is prohibited within a driveway right-of-way.
- (15) **Pools, Spas and Hot Tubs.**
- (a) **Swimming pools.** Swimming pools shall be maintained in a clean and sanitary condition, and in good repair.
 - (b) **Enclosures.** Private swimming pools, hot tubs and spas, containing water more than 24 inches in depth shall be completely surrounded by a fence or barrier not less than 48 inches in height above the finished ground level measured on the side of the barrier away from the pool.
 - i. **Exception.** If a hot tub is outfitted with a securely locking, tightly fitted cover, the hot tub will not require an enclosure.
- (16) **Storage and parking of recreational vehicles and trailers.** In all residential and commercial districts provided for in the zoning chapter, it is permissible to park or store a recreational vehicle, camper, trailer, watercraft or boat and boat trailer on private property in the following manner:
- (a) Parking is permitted inside any enclosed structure, which otherwise conforms to the zoning requirements of the particular zoning district where located.

- (b) Parking is permitted outside in the side yard or rear yard provided it is not nearer than five feet to the lot line.
- (c) Parking is permitted outside on a hard-surfaced or well-graveled driveway.
- (d) No part of the unit may extend over the public sidewalk or public right-of-way.
- (e) No unit shall be parked on public streets, highways, intersections, or public land or parking lots for an extended period exceeding 48 hours.
- (f) Parking is permitted only for storage purposes. Recreational vehicles or boats shall not be:
 - a. Used for dwelling or cooking purposes.
 - b. Permanently connected to sewer lines, water lines, or electricity. The recreational vehicle may be connected to electricity temporarily for charging batteries and other purposes.
 - c. Used for storage of goods, materials, or equipment other than those items considered to be part of the unit or essential for its immediate use.
- (g) Notwithstanding the above, a unit may be parked anywhere on the premises during active loading or unloading, and the use of electricity or propane fuel is permitted when necessary to prepare a recreational vehicle for use.
- (h) The unit shall be owned by the resident on whose property the unit is parked for storage.
- (i) The number of units on any property within City jurisdiction shall not exceed two (2).

E. ACCESS TO PROPERTY.

After presenting proper identification, the Building Inspector, Neighborhood Services Officer, Code Enforcement Officer, or the Police Chief, or their respective deputies or designees, shall be permitted to enter upon any property at any reasonable time for the purpose of making inspections to determine compliance with this Chapter and related ordinances. If denied access, the Code Official may acquire a special inspection warrant for such access, pursuant to Sec. 66.0119, Wis. Stat., as amended from time-to-time.

F. ENFORCEMENT.

(1) Enforcement.

- (a) **Order to correct conditions.** Whenever the City, through its agents or employees shall, upon inspection of the premises within the City, find the condition of the property or premises is in violation of this Chapter, an order shall be issued to the owner (and occupant if different from owner) of the premises or property to correct said condition by the Building Inspector or designee.
- (b) Contents of the order shall include:
 - i. A description of the premises and the violation of the Chapter;

- ii. A statement of the correction necessary to bring the property into compliance;
- iii. A statement specifying the time within which the owner and occupant shall comply with the order; and
- iv. A statement of the penalty section of the ordinance for noncompliance.
- v. A statement specifying accessibility needs, and request for language translation.

G. SERVICE.

The order shall be served on the owner (and occupant if different from owner) by delivering the same to and leaving it with any adult competent person in charge of the premises or in case no such person is found upon the premises by affixing a copy thereof in a conspicuous place near the entrance of the premises and by regular mail to the owner and occupant of the premises.

H. FAILURE TO COMPLY; DECLARATION OF PUBLIC NUISANCE.

(1) Failure to comply.

- (a) **Citation.** Any person, firm or corporation violating any provision of this Chapter shall be subject to the general penalty provisions of this code found in Section 1.20 of the City's Code of Ordinances. A citation may be issued pursuant to Sec. 1.20 of the City's Code or Ordinances.
- (b) **Cause work to be done.** Upon failure to comply with an order where there is proof of service of said order which requires that any premises or property be cleaned or condition abated or improved in accordance with this Chapter, the City may cause such cleaning, improvement, abatement or removal of the offending combustible or incombustible materials, debris or refuse. Such repair or removal shall be deemed a special benefit to such property and the costs of the same shall be charged against the owner(s) of the property. If the cost of the same is not paid within 60 (sixty) days, it shall be levied as a special charge against the property as authorized by Section 66.0627 of the Wis. Stat.
- (c) **Injunctive Relief.** In addition to other applicable enforcement procedures the City shall have the right to abate any violation of this Chapter by an action for injunctive relief in Walworth or Jefferson County Circuit Court.

(2) Abatement

- (a) **Enforcement.** The chief of police, the chief of the fire department, the building inspector, neighborhood services officer, or other designee shall enforce those provisions of this chapter that come within the jurisdiction of their offices and they shall make periodic inspections and inspections upon complaint to ensure that such provisions are not violated. No action shall be taken under this section to abate a public nuisance unless the officer shall have inspected or caused to be inspected the premises where the nuisance is alleged to exist and have satisfied himself that a nuisance does in fact exist.
- (b) **Summary abatement.** If the inspecting officer shall determine that a public nuisance exists within the village and that there is great and immediate danger to the public health, safety, peace, morals or decency, the president may direct the proper officer to cause the same to be abated and charge the cost thereof to the owner, occupant or person causing, permitting or maintaining the nuisance, as the case may be.
- (c) **Abatement after notice.** If the inspecting officer shall determine that a public nuisance exists on private premises but that the nature of such nuisance is not such as to threaten great and immediate danger to the public health, safety, peace, morals or decency, he shall serve notice on the person causing or maintaining the nuisance to remove the same within ten days. If such nuisance is not removed within such ten days, the proper officer shall cause the nuisances to be removed as provided in subsection (b) of this section.
- (d) **Other methods not excluded.** Nothing in this chapter shall be construed as prohibiting the abatement of public nuisances by the City or its officials in accordance with the laws of the state.
- (e) **Court order.** Except when necessary under subsection (b) of this section, no officer hereunder shall use force to obtain access to private property to abate a public nuisance but shall request permission to enter upon private property if such premises are occupied and if such permission is denied, shall apply to any court having jurisdiction for an order assisting the abatement of the public nuisance.
- (3) **Cost of abatement.** In addition to any other penalty imposed by this chapter for the erection, contrivance, creation, continuance or maintenance of a public nuisance, the cost of abating a public nuisance by the City shall be collected as a debt from the owner, occupant or person causing, permitting or maintaining the nuisance and if notice to abate the nuisance has been given to the owner, such cost shall be assessed against the real estate as a special charge.

I. REINSPECTION FEES

The following fees shall be imposed for the administration of this Chapter.

- (1) First re-inspection fee of \$75.00 per property upon verification of continued violation by City Building Inspector, Neighborhood Services Officer, Code Enforcement Officer or designee.

- (2) For a second reinspection, a fee of \$200.00
- (3) For a third reinspection a fee of \$400.00, and for each subsequent reinspection for the same condition.

If a property owner fails to pay such fees after billing, the City may impose such fees as against the property pursuant to applicable law and collect such charges on the property tax bill each year.

J. APPEAL

Any person affected by any notice or order which has been issued in connection with the enforcement of any of the provisions of this section may request and shall be granted a hearing before the Common Council. Requests for such hearing will be filed with the Clerk no later than 5 business days from the date of the final notice of the order.

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____

AYES:
NOES:
ABSENT:
ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE No. _____
AN ORDINANCE AMENDING SUBSECTION 11.16.150
STREET INDEX OF PARKING RESTRICTIONS

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

SECTION 1. Whitewater Municipal Code Chapter 11.16 is hereby amended by deleting from Subsection 11.16.150 the parking restrictions set forth below:

<u>S</u>	<u>Elizabeth</u> <u>St</u>	<u>East side, along entire frontage of</u> <u>401 S Elizabeth (Middle School)</u>	<u>11.16.080</u>	<u>No Parking</u>
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SECTION 2. Whitewater Municipal Code Chapter 11.16 is hereby amended by adding to Subsection 11.16.150, the parking restrictions set forth below:

<u>S</u>	<u>Elizabeth</u> <u>St</u>	<u>East side, along entire frontage of</u> <u>401 S Elizabeth (Middle School)</u>	<u>11.22.010</u>	<u>No Stopping, Standing or</u> <u>Parking</u>
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<u>S</u>	<u>Elizabeth</u> <u>St</u>	<u>East side, from the south</u> <u>property line of 401 S</u> <u>Elizabeth (Middle School)</u> <u>south to Walworth Avenue</u>	<u>11.22.010</u>	<u>No Stopping, Standing</u> <u>or Parking</u>
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Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE No. _____
AN ORDINANCE AMENDING SUBSECTION 11.16.150
STREET INDEX OF PARKING RESTRICTIONS

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

SECTION 1. Whitewater Municipal Code Chapter 11.16 is amended by deleting from Section 11.16.150 the parking restrictions set forth below:

S	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W Whitewater St	11.16.070	Four-hour parking
S	Second (2 nd) St	West side; from the south curblane of Whitewater St north for 120 feet	11.16.145	Permit parking area
N	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W North St	11.16.075	Four-hour parking

SECTION 2. Whitewater Municipal Code Chapter 11.16 is hereby amended by adding to Section 11.16.150, the parking restrictions set forth below:

S	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W Whitewater St	11.16.070	Two-hour parking
N	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W North St	11.16.070	Two-hour parking
S	Second (2 nd) St	West side; adjacent to 202 W. Whitewater St	11.16.145	Permit parking area
S	Second (2 nd) St	West side; adjacent to 206 Second Street and 201 W. Center St	11.16.145	Permit parking area
S	Second (2 nd) St	East side; adjacent to 162 W. Whitewater St	11.16.145	Permit parking area

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:
NOES:
ABSENT:
ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE No. 2061
AN ORDINANCE AMENDING CHAPTER 2.28
POLICE AND FIRE COMMISSION

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do 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 police and fire commission consisting of five citizen members who shall have the power and perform the duties as specified in Wis. Stats. § 62.13.

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 day in May; and annually thereafter one commissioner who shall hold his/her office for five years and until his/her successor is appointed and qualified.

2.28.030 State statutes applicable.

The provisions of Wisconsin Statute 62.13, 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.

AYES: Allen, Brown, Dawsey-Smith, Gerber, Hicks, Stone

NOES:

ABSENT: Schreiber

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk



Common Council Meeting

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

Tuesday, September 05, 2023 - 6:30 PM

MINUTES

CALL TO ORDER

The meeting was called to order at 6:30 pm by Council President Allen

ROLL CALL

PRESENT

Council President Jim Allen
Councilmember Brienne Brown
Councilmember Lisa Dawsey Smith
Councilmember Jill Gerber
Councilmember Neil Hicks
Councilmember Lukas Schreiber via Zoom
Attorney Jonathan McDonell
City Manager John Weidl
Public Works Director Brad Marquardt
City Clerk Karri Anderberg

ABSENT

Councilmember David Stone

CONSENT AGENDA

Council President Allen stated he is taking off Ordinance 2063 and moving it to the September 19, 2023 meeting. President Allen also stated that he would be taking off discussion and possible action regarding virtual meeting policy and discussion and possible action regarding hiring a temporary, hourly assistant to the City Manager and moving it to a meeting in the future.

Motion made by Councilmember Schreiber, Seconded by Councilmember Dawsey Smith.
Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, Councilmember Schreiber, Approval of Common Council Minutes from August 01, 2023, Plan and Architectural Review Commission Minutes from July 10, 2023, Library Board Minutes from July 17, 2023, Park and Rec Board minutes June 28, 2023. Motion passed.

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.

HEARING OF CITIZEN COMMENTS

Paul Jhona- 259 North Freemont Street - He has an Airbnb next door to him and feels it goes against the zoning. He would like the council to look into it.

Steven Ryan- Sent the following email and asked that it be read into the record:

“Common Council members. Thank you for your tireless efforts in coming up with an agreement with the School District for the continuing operations of the Whitewater Aquatic and Fitness Center. You have all worked hard with WUSD for the benefit of the entire community.

The financial considerations and the creation of a separate board should keep the center in good condition in the future. The separate board is a good decision. I’m unsure if I missed it, but I would like to add an important suggestion. Although the board will support long-range goals, the daily operation still needs to fall under one person. The Director of the WAFC still needs a “boss.” He/she cannot be directed by a board/committee daily. Who does the director report to? Who writes the daily/long-term goals? Who does the board work with? I would suggest that the Park and Rec Director still needs to be the person in charge while working with the new oversight board. He/she would continue to be responsible for the budgeting, long-term planning, and supervision, ie., the hiring and firing. (The Park and Rec Board would not be part of the process.) The new WAFC board certainly cannot monitor the WAFC daily or weekly. A new Park and Rec Director will soon be employed. I hope that the person selected will have aquatic and fitness experience. This is the perfect opportunity to make the right fit by getting someone who can help lead the new WAFC board to make great decisions for Whitewater”.

RESOLUTIONS

5. Resolution requesting exemption from County Library Tax Library

Motion made by Councilmember Dawsey Smith, Seconded by Council President Allen to approve.
Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion Passed.
See the resolution attached.

ORDINANCES

First Reading

6. Ordinance 2065 an ordinance creating chapter 5.39 licensing of short-term rentals Dawsey Smith/Neighborhood Services

Councilmember Dawsey Smith summarized the reason for her request. Allison Schwark answered questions and took suggestions from the council. Councilmember Gerber suggested to staff that they write a letter to the known Airbnb owners asking for their input on this ordinance.

Motion made by Councilmember Dawsey Smith, Seconded by Councilmember Brown.
Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Hicks, Councilmember Schreiber
Voting Nay: Councilmember Gerber. Motion passed.

7. Ordinance 2066 an ordinance creating chapter 5.85 Convenient Cash Businesses - Allen/City Clerk

Motion made by Councilmember Hicks, Seconded by Councilmember Gerber PD chooses the equipment and placement and the City has reimbursement of up to \$5,000 annually for the installation and maintenance of the equipment.

Voting Yes: Council President, Allen Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, Councilmember Schreiber. Motion passed.

8. Ordinance 2067 and ordinance revising Chapter 1.28 right of entry for inspection-Neighborhood Services

Allison Schwark from Municipal Code Enforcement went over the changes to the ordinances. Councilmembers asked questions and asked for changes. Councilmember Hicks would like a better definition of emergency for right of entry.

Motion made by Councilmember Brown, Seconded by Councilmember Dawsey Smith to approve first reading.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion passed.
See ordinance attached

9. Ordinance 2068 an ordinance revision of chapter 8.12 Filth-Neighborhood Services

Motion made by Council President Allen, Seconded by Councilmember Dawsey Smith to approve first reading.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion passed.
See the ordinance attached.

10. Ordinance 2069 an ordinance revision of chapter 14.05 building and maintenance code and dwelling standards-Neighborhood Services

Motion made by Councilmember Dawsey Smith, Seconded by Councilmember Brown to approve first reading.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion passed.
See the ordinance attached.

Second Reading

11. Ordinance 2062 an ordinance amending changes to portions of the zoning code dealing with code enforcement, building standards, and penalties. Neighborhood Service

Motion made by Councilmember Hicks, Seconded by Councilmember Brown to approve.

Voting Nay: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion failed.

Public Works Director Marquart asked for the following changes: to eliminate parking in the side yards and only allow parking in the rear yards.

Council member Dawsey Smith suggested that the ordinance be brought back for a third reading with the changes Public Works Director Marquart asked for due to transparency.

Ordinance 2062 will be brought back to the next meeting.

See the ordinance attached.

12. Ordinance 2063 Ordinance amending Chapter 11.16.15, adding No Stopping, Standing, or Parking on the east side of Elizabeth Street at Court Street and Laurel Street. Public works

Ordinance 2063 was postponed to the September 19, 2023 meeting.

13. Ordinance 2064 Ordinance amending Chapter 11.16.15, Parking restrictions on 2nd Street between Whitewater Street and North Street Public Works

Motion made by Councilmember Brown, Seconded by Councilmember Dawsey Smith to approve Ordinance 2064.

Voting Yes: Council President Allen Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion passed.

See the ordinance attached.

CONSIDERATIONS

14. Discussion and possible action regarding University of Wisconsin - Whitewater firework permit - City Clerk

City Clerk Anderberg summarized the request. Councilmembers asked questions.

Motion made by Councilmember Brown, Seconded by Councilmember Dawsey Smith to approve firework permit for University of Wisconsin- Whitewater.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, Councilmember Schreiber

See the ordinance attached.

15. Discussion and possible action regarding Virtual Meeting Policy Allen/HR

Moved to a future meeting date by Council President Allen

16. Discussion and possible action to award Water Utility Vehicle Storage Garage, Contract 3-2023 to RR Walton & Company of Whitewater, WI Public Works

Public Works Director Brad Marquardt summarized the bid request.

Motion made by Councilmember Schreiber, Seconded by Councilmember Gerber to award the contract to RR Ultimate Company.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Gerber, Councilmember Hicks, Councilmember Schreiber

Voting Abstaining: Councilmember Dawsey Smith. Motion passed.

17. Discussion and possible action regarding Cravath Lake flower area Hicks/Public works

Council member Hicks summarized his request for flowers at Cravath Lake. He would like to partner with the High School, 4H, or the University to help with flowers. Public Works Director Marquardt explained that planting flowers has not been done due to staff shortage.

Motion made by Councilmember Dawsey Smith, Seconded by Councilmember Hicks to direct this item to the Park and Rec board.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion passed

18. Discussion and possible action regarding agenda request item policy. City Manager/City Clerk

City Clerk Anderberg summarized the request.

Motion made by Councilmember Brown, Seconded by Council President Allen to direct staff to update the ordinance to reflect the new time.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion passed.

19. Discussion and possible action regarding Fire Department bunk room and bathroom design proposal - Fire Dept

City Manager Weidl explained why the city needed the proposal.

Motion made by Councilmember Dawsey Smith, Seconded by Councilmember Brown.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion passed.

20. Discussion and possible action regarding citizen community survey Dawsey Smith/City Manager

Dawsey Smith would like to see a citizen community survey. The council discussed possible different options. The direction of the council is to keep looking and to reach out to the University of Wisconsin-Whitewater. Discussion item only

21. Discussion and possible action regarding City Manager's management plan - Hicks/City Manager

Council Member Hicks would like to see a bi-annual report on the management plan. Discussion item only.

22. Discussion and possible action regarding the regulation of Mobile Home Communities- City Manager

Attorney Rick Manthe explained what the councilmember's options are with regulating mobile home communities.

Jeff Knight 405 Panther Court - would like to see the the city and the school district create a task force to tackle this subject.

Motion made by Councilmember Hicks, Seconded by Councilmember Gerber to direct staff to proceed with developing caps in the City of Whitewater for mobile home parks.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, Councilmember Schreiber

Motion made by Councilmember Hicks, Seconded by Councilmember Brown to direct the city staff to look for additional sources or possible use of special assessment code across the state and to formulate with the known numbers that the city has for all services we can recover for.

Voting Yes: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, and Councilmember Schreiber. Motion passed

23. Discussion and possible action regarding hiring a temporary, hourly assistant to the City manager - Allen

Moved to a future meeting date by Council President Allen.

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

Allen- would like to see the items that he pulled stay on Future agenda items with no timeline of when they will be discussed.

ADJOURNMENT

Motion made by Councilmember Dawsey Smith, Seconded by Councilmember Hicks.
Voting Yea: Council President Allen, Councilmember Brown, Councilmember Dawsey Smith, Councilmember Gerber, Councilmember Hicks, Councilmember Schreiber

Meeting Adjourned at 7:54 pm

Submitted by

Karri Anderberg

City Clerk

Resolution Requesting Exemption from County Library Tax

WHEREAS the Jefferson County Board has established a county library service and levies a county library tax as authorized under Section 43.57 (3) of the Wisconsin Statutes, and

WHEREAS Section 43.64 (2) (b) of the Wisconsin Statutes provides that a village or city is exempt from the county library tax if it levies a tax for public library service and appropriates and expends for a library fund as defined by s.43.52 (1) during the year for which the county tax levy is made a sum at least equal to the county library tax rate in the prior year multiplied by the equalized valuation of the property in the city or village for the current year, and

WHEREAS the (city/village) of _____ will, in 2024, appropriate and expend an amount in excess of that calculated above,

NOW THEREFORE BE IT RESOLVED that the (city/village) of _____ hereby requests of the Jefferson County Board of Supervisors that the (city/village) of _____ be exempted from the payment of any tax for the support of the County Library Service as provided in Section 43.64 (2).

BE IT FURTHER RESOLVED that copies of this resolution be forwarded by the city/village clerk to the following parties:

ADMINISTRATOR
Jefferson County Library Council
Dwight Foster Public Library
209 Merchants Avenue
Fort Atkinson, WI 53538

COUNTY CLERK
311 S. Center Street, Room 109
Jefferson, WI 53549

Fiscal Note:

Estimated Municipal 2024 Library Appropriation \$ _____

Date Passed: _____

Vote: _____

Authorized Signature

Title of Person Signing

ORDINANCE No. 2065
AN ORDINANCE CREATING CHAPTER 5.39 LICENSING OF SHORT-TERM
RENTALS

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

SECTION 1. Whitewater Municipal Code Chapter 5.39 is hereby created to read as follows:

5.39.010 – Licensing of Short-Term Rentals

(1) Definitions.

- (a) For the purpose of administering and enforcing this section, the terms or words used herein shall be interpreted as follows:
 - 1. Words used in the present tense include the future.
 - 2. Words in the singular number include the plural number.
 - 3. Words in the plural number include the singular number.
- (b) The following definitions apply unless specifically modified:
 - 1. City Clerk – The City Clerk of the City of Whitewater or their designee.
 - 2. Corporate Entity – A corporation, partnership, limited liability company, or sole proprietorship licensed to conduct business in this state.
 - 3. Residential Dwelling Unit – One (1) or more rooms with provisions for living, cooking, sanitary, and sleeping facilities and a bathroom arranged for exclusive use by one (1) person or one (1) family. Residential Dwelling Units include any residential dwelling, tourist rooming house, seasonal employee housing and dormitory units.
 - 4. License – The Short-Term Rental License issued under section 5.39.010(3)
 - 5. Owner – The owner of a short-term rental.

6. Person – Shall include a corporation, firm, partnership, association, organization and any other group acting as a unit as well as individuals, including a personal representative, receiver or other representative appointed according to law. Whenever the word person is used in any section of this Code prescribing a penalty or fine, as to partnerships or associations, the word shall include the partners or members hereof, and as to corporations, shall include the officers, agents or members thereof who are responsible for any violation of such section.
7. Property Manager – Any person that is not the property owner and is appointed to act as agent and/or provides property management services to one or more short-term rentals.
8. Short-Term Rental – A residential dwelling unit that is offered for rent for a fee for not less than seven (7) days nor more than 29 consecutive days, as defined in Wis. Stat. § 66.0615(1)(dk).
9. State – The State of Wisconsin Department of Health or its designee.

(2) Operation of Short-Term Rentals

- (a) No residential dwelling unit may be rented for a period of six (6) or fewer days.
- (b) No person may maintain, manage, or operate a short-term rental more than ten (10) nights each year without a short-term rental license. Every short-term rental shall be operated by a Property Owner or Property Manager.
- (c) Each short-term rental is required to have the following licenses and permits:
 1. A Wisconsin Rooming House License;
 2. A seller's permit issued by the Wisconsin Department of Revenue pursuant to Wis. Stat. §§ 77.53(3m) and 77.523(1);
 3. A City license issued pursuant to the provisions of this Section.
- (d) Each short-term rental shall comply with all of the following:
 1. The maximum number of allowable rental days within any consecutive 365-day period shall not exceed 180 consecutive days.

2. The Property Owner or Property Manager shall notify the City Clerk in writing when the first rental within a 365-day period begins.
3. No vehicular traffic shall be generated that is greater than normally expected in a typical residential neighborhood.
4. There shall not be excessive noise, fumes, glare, or vibrations generated during the use.
5. Name plates or other signage shall not exceed one (1) square foot. No other signage advertising the short-term rental is permitted on site. Off-site advertising in media channels relating to the availability of the rental may take place only after the City and County licenses have been obtained.
6. The maximum number of occupants in any residential dwelling unit shall not exceed the limits set forth in the State of Wisconsin Uniform Dwelling Code and other applicable county and city housing regulations based upon the number of bedrooms in each unit.
7. No recreational vehicles (RVs), campers, tents, or other temporary lodging arrangements shall be permitted on any residential dwelling unit site as a means of providing additional accommodations for paying guests or other invitees.
8. Any outdoor event held at a short-term rental shall last no longer than one (1) day and shall not occur before 8:00 a.m. and shall not continue after 10:00 p.m. Any activities conducted at a short-term rental shall be in compliance with other noise regulations of the City of Whitewater.
9. All short-term rentals shall be subject to payment of the City of Whitewater room tax at the current applicable rate. Property owners or property managers holding the short-term rental license for a residential dwelling unit are responsible for complying with all room tax requirements as set forth at section 3.12.020 and 3.12.030 of this Code.
10. Compliance with all applicable state, county, and local codes and regulations is required.
11. The property Owner's or property manager's contact information must be on file with the City Clerk at the time of application. The Property Owner or Property Manager must be within 25 miles of the short-term rental property and must be available 24 hours a day. The

Property Owner must notify the City within 24 hours of a change in management contact information for the short-term rental.

12. Short-term rental licenses are issued for a one- (1-) year period and must be renewed annually, on April 30th, subject to City approval or denial.
13. The Property Owner or Property Manager of the short-term rental shall have appropriate insurance for the residential dwelling unit that is used for short-term rental and provide proof of insurance with the license application and renewal.
14. Each short-term rental shall maintain the following written records for each short-term rental of the residential dwelling unit: the full name and current address of any person renting the property, the time period for that rental, and the monetary amount or consideration paid for that rental (the "Register"). A copy of the quarterly Register shall be filed with the quarterly room tax returns required by section 3.12.030 of this Code and a copy of the annual Register shall be filed with the annual room tax return required by section 3.12.030 of this Code.

(3) Short-Term Rental License Required.

- (a) The City Clerk shall issue a short-term rental license to all applicants following the approval of an application and the filing of all documents and records required under this Section. The application shall contain the following information:
 1. Identify the Property Owner with contact information including mailing address, physical address, email address and 24-hour phone number;
 2. Identify the Property Manager, if applicable, with contact information including mailing address, physical address, email address and 24-hour phone number;
 3. The Property Owner or Property Manager shall designate on the application when the first rental within a 365-day period begins.
 4. Subject to City Clerk approval, the Property Owner or Property Manager shall designate on the application when the license term is requested to commence and when the 365-day rental period expires; and
 5. Wisconsin Tourist Rooming House License number.

(4) Short-Term Rental License Procedure

- (a) All applications for a short-term rental license shall be filed with the City Clerk on forms provided. Applications must be filed by the Property Owner or duly authorized Property Managers. No permit shall be issued unless the completed application is accompanied by payment of the required fee.
- (b) Each application shall include the following information and documentation for each short-term rental:
 - 1. A copy of the Wisconsin Tourist Rooming House License.
 - 2. Proof of Insurance.
 - 3. A copy of a seller's permit issued by the Wisconsin Department of Revenue pursuant to Wis. Stat. §§ 77.53(3m) and 77.523(1).
 - 4. Floor plan and requested maximum occupancy.
 - 5. Site plan including available on-site parking.
 - 6. Property Management Agreement (if applicable).
 - 7. Designation of the Property Manager.
 - 8. Certification from the Property Owner or Property Manager that the property meets the requirements of this Section.
- (c) License Terms and Filing Date. Each license shall run for a term of one (1) year commencing on April 1st. The filing fee shall be paid upon filing of the application. The City Clerk may conditionally accept late applications, subject to payment of the late filing fee. Any application which does not include all information and documentation shall not be considered complete.
- (d) Application Review Procedure – When satisfied that the application is complete, the City Clerk shall forward initial applications for licenses to the City Manager, or their designee, for review. If the City Clerk, in consultation with the City Manager, determines that the application meets the requirements of this Section, the City Clerk may approve the application. If the City Clerk, in consultation with the City Manager, determines that the application does not meet the requirements of this Section, the City Clerk may deny the application.

- (e) No permit or license shall be issued, if the applicant or property has outstanding fees, taxes or forfeitures owed to the City of Whitewater, unless arrangements for payment have been approved by the City Clerk.
- (5) License Renewal.
 - (a) Each application for a renewal of a license shall include updated information for the documentation on file with the City Clerk and payment of the applicable fee. The City Clerk shall verify that the information provided on the renewal application is complete and in accordance with the requirements of this Section. The City Clerk shall request reports from the City of Whitewater Police Department regarding any complaints received, calls for service or actions taken regarding the short-term rental properties. The City Clerk shall issue renewal licenses within 30 days of the filing of the application unless the information provided is incomplete or otherwise not in compliance with the requirements of this Section and/or the reports from the Police Department indicate that there are complaints or actions involving the property.
 - (b) If the City Clerk finds that the license should not be renewed, the City Clerk shall deny the renewal.
 - (c) No license shall be renewed if the applicant or property has outstanding fees, taxes or forfeitures owed to the City, or is under an order issued by the Building Inspector, or their designee, to bring the premises into compliance with City ordinances, unless arrangements for payment have been approved by the City Clerk.
- (6) Property Manager Permit Required.
 - (a) Property Manager Permit. No person may act as a Property Manager for a short-term rental without a Property Manager Permit issued in accordance with the provisions of this Section. The Property Manager Permit shall apply to all short-term rentals for which the Property Manager has exclusive rights for the rental of the property. The Property Manager must certify to the City that each short-term rental operating under a short-term rental license and under management by the Property Manager complies with the standards of this Section.
 - (b) Property Manager Qualifications. To qualify as a Property Manager the applicant must be a natural person residing in or within 25 miles of the City of Whitewater or other legal entity with offices located within 25 miles of the City of Whitewater.
 - (c) Each Property Manager shall be authorized by the Property Owner to act as the agent for the owner for the receipt of service of notice of violation of

this Section's provisions and for service of process pursuant to this Section and shall be authorized by the owner to allow City employees, officers, and their designees, to enter the owner's property for purposes of inspection and enforcement of this Section and/or the City of Whitewater Municipal Code.

- (d) Permit Term and Filing Date. Each permit shall run for a term of one (1) year. The filing fee shall be paid upon filing of the application. The City Clerk may conditionally accept late applications, subject to payment of the late filing fee. Any application which does not include all information and documentation shall not be considered complete.
- (e) Permit Renewal. Each application for a renewal of a permit shall include updated information for the documentation on file with the City Clerk and payment of the applicable fee. The City Clerk shall verify that the information provided on the renewal application is complete and in accordance with the requirements of this Section. The City Clerk shall request reports from the City of Whitewater Police Department regarding any complaints received, calls for service or actions taken regarding any of the short-term rental properties managed by the Property Manager. The City Clerk shall issue renewal permits within 30 days of the filing of the application unless the information provided is incomplete or otherwise not in compliance with the requirements of this Section and/or the reports from the Police Department indicate that there are complaints or actions involving the Property Manager.

(7) Standards for Short-Term Rentals.

- (a) Each short-term rental shall comply with the following minimum requirements:
 - 1. One (1) internal bathroom for every four (4) occupants.
 - 2. Not less than 150 square feet of floor space for the first occupant thereof and at least an additional 100 square feet of floor space for every additional occupant thereof; the floor space shall be calculated on the basis of total habitable room area. Floor space is determined using interior measurements of each room. Floor space does not include kitchens, bathrooms, closets, garages, or rooms not meeting Uniform Dwelling Code requirements for occupancy. The maximum occupancy for any premises without a separate enclosed bedroom is two (2) people.
 - 3. Not less than one (1) onsite off-street parking space for every four (4) occupants based upon maximum occupancy.

4. A safe, unobstructed means of egress from the short-term rental leading to safe, open space at ground level.
5. Shall have functional smoke detectors and carbon monoxide detectors in accordance with the requirements of Chapter SPS 321 of the Wisconsin Administrative Code.
6. Shall not have an accessible wood burning fireplace unless the property owner provides a certificate from a properly licensed inspector, dated not more than 30 days prior to submission of the short-term rental application or renewal, certifying that the fireplace and chimney have been inspected and are in compliance with National Fire Prevention Association Fire Code Chapter 211 Standard for Chimneys, Fireplaces, Vents, and Solid Fuel-Burning Appliances.
7. Shall not have a hibachi, gas-fired grill, charcoal grill, or other similar devices used for cooking or any other purpose on any balcony, deck or under any overhanging structure or within ten (10) feet of any structure.
8. Shall not have a fire pit or other similar device used for heating or any other purpose on any balcony, deck or under any overhanging structure or within 25 feet of any structure.
9. All Property Managers shall carry casualty and liability insurance issued by an insurance company authorized to do business in this state by the Wisconsin Office of the Commissioner of Insurance, with liability limits of not less than \$300,000.00 per individual occurrence and not less than \$1,000,000.00 in the aggregate.
10. Certification of Compliance. As a condition of issuance of a license under this Section, the Property Owner or Property Manager shall certify that each property is in compliance with the terms and conditions of the license and this Section.

(8) Room Tax.

- (a) Each Property Owner or Property Manager shall file room tax returns for the short-term rentals and shall comply with all room tax requirements of section 3.12.020 of the Municipal Code.
- (b) All room tax returns and supporting documentation filed pursuant to section 3.12.020 of the Municipal Code are confidential and subject to the protections provided under Wis. Stat. §§ 66.0615(3) and 77.61.

(9) Display of License. Each license shall be displayed on the inside of the main entrance door of each short-term rental.

(10) Appeal and License or Permit Revocation

(a) The denial of any license or permit application or renewal under this Section may be appealed by filing a written appeal request with the City Clerk within ten (10) days of the City's notice of denial. The appeal shall be heard by the Plan & Architectural Review Commission, which shall make a recommendation to the Common Council. The Common Council shall consider the application or renewal and recommendations and may approve or deny the application or renewal.

(b) A license or permit may be revoked by the Common Council for one (1) or more of the following reasons:

1. Failure to make payment on taxes or debt owed to the City.
2. Failure to make payment on any City of Whitewater room tax.
3. Two (2) or more calls in any 12-month period for police services, Whitewater Fire Department services, building code violations, nuisance activities or other ordinance violations as defined in the Municipal Code.
4. Failure to comply with annual City building inspection requirements.
5. Failure to maintain all required local, county, and state licensing requirements.
6. Failure to comply with any applicable zoning regulations as described in Chapter 19 of the Municipal Code of Ordinances.
7. Any violation of local, county or state laws that harm or adversely impact the predominantly residential uses and nature of the surrounding neighborhood.

(11) Penalties

(a) Any person who shall violate any provision of this Section shall be subject to a penalty as provided in Section 5.31.010 (11b) of this Municipal Code and the forfeiture amounts as provided for in the bond schedule for the City of Whitewater.

- (b) Penalties set forth in the section shall be in addition to all other remedies of injunction, abatement, or assessment of costs whether existing under this section or otherwise.

(12) Fees

Initial Short-Term Rental application fee	\$150.00
Renewal of Short-Term Rental License fee	\$75.00
Late-Filing feeshall be two times (2x) the applicable fee	
Initial Property Manager Permit application fee	\$100.00
Renewal Property Manager Permit fee	\$75.00”

Section 2. **Repeal of Code.** All ordinances or parts of ordinances heretofore adopted by the City of Whitewater in conflict herewith are hereby repealed.

Section 3. **Severability.** Should any portion of this Ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this Ordinance shall not be affected.

Section 4. **Effective Date.** This Ordinance shall take effect upon publication as required by law.

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE No. 2066
AN ORDINANCE CREATING CHAPTER 5.85 CONVENIENT CASH BUSINESSES

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

SECTION 1. Whitewater Municipal Code Chapter 5.85 is hereby created to read as follows:

5.85.010 – Convenient Cash Business

A. Purpose.

1. The purpose of this section is to provide for the regulation of convenient cash businesses and other similar establishments pursuant to § 138.09 or 218.05, Wis. Stats.
2. It is recognized that convenient cash businesses have the potential to be harmful to the public welfare, both in regards to the community harmony and with respect to potential effects on the quality, aesthetics and functional aspects of the community. The purpose of regulating convenient cash services is to ensure compatibility with surrounding uses and properties and to avoid an unchecked proliferation of convenient cash services that may result in the displacement of other necessary commercial and financial services.
3. Such businesses tailor their services to make them attractive to persons experiencing unfavorable economic circumstances, often aggravating those circumstances. Additionally, it has been found that through their business practices, convenient cash businesses are susceptible to attracting criminals seeking to commit robberies. Finally, when clustered in an area or strung out along an arterial street, such concentration creates an unwarranted negative impression regarding the economic vitality of a commercial district and the community at large. Based on their proliferation, their susceptibility to crime and the negative effects of their proliferation, the common council finds that the health, safety and welfare of the residents of the City of Wauwatosa should be protected by legislation limiting the geographic proliferation of convenient cash businesses.
4. It is therefore the intent of this ordinance to regulate the locations and hours of operation of convenient cash businesses in the City of Whitewater.

B. Location and Operation of Convenient Cash Businesses.

1. Convenient cash businesses may not be located within 2,500 feet of any other convenient cash business.
2. Convenient cash businesses may not be located within 250 feet of a residential district, as measured by the shortest line between the parcel to be occupied by the proposed convenient cash facility and the property line of the nearest R-zoned property.

3. Convenient cash businesses may not operate between the hours of 9:00 p.m. and 9:00 a.m.
4. Businesses must keep a glass entrance and exit doors with all windows clear of any signs or advertisements.
5. The building or portion thereof that is dedicated to the convenient cash use must have a minimum size of 1,500 square feet of building floor area.
6. All convenient cash businesses must purchase and provide to the City of Whitewater, based upon specifications provided by the city, one outdoor surveillance camera and wireless subscription module (total cost not to exceed \$5,000) to be positioned in close proximity to the business at a location determined by the city. The city will be the owner of this equipment and be responsible for its repair and maintenance.
7. The applicant must provide a security plan that addresses the following:
 - a. limits on amount of cash immediately available for withdrawal;
 - b. lighting plan for the business showing both exterior and interior lighting;
 - c. plans for maintaining visibility into the interior of the check cashing facility;
 - d. plans for security of the check cashing area of the facility;
 - e. a program for graffiti and litter abatement;
 - f. hours of operation; and
 - g. use of security guards and cameras.
8. The convenient cash business should work with the city and the police department to allow specific access by the police department to interior security cameras in the event of an emergency.
9. Conditional use permit application fees for businesses regulated pursuant to this section must be increased above normal fees in an amount sufficient to fund notices to all property owners within 250 feet of the parcel on which the proposed convenient cash business is to be located.

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE NO. 2067

AN ORDINANCE REVISING Chapter 1.28 RIGHT OF ENTRY FOR INSPECTION

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

SECTION 1. Whitewater Municipal Code Chapter 1.28 Right of Entry for Inspection hereby revised to read as follows:

Chapter 1.28 RIGHT OF ENTRY FOR INSPECTION

1.28.010 Right of entry for inspection.

Whenever necessary to make an inspection to enforce any ordinance or resolution, or whenever there is reasonable cause to believe there exists an ordinance or resolution violation in any building or upon any premises within the jurisdiction of the city, any authorized official of the city, may, upon presentation of proper credentials, enter such building or premises at all reasonable times to inspect the same or to perform any duty imposed upon him by ordinance; provided, that except in emergency situations he shall give the owner and/or occupant, if they can be located after reasonable effort, twenty-four hours' written notice of the authorized official's intention to inspect. In the event the owner and/or occupant refuses entry, the official is empowered to seek assistance from any court of competent jurisdiction in obtaining such entry. (Ord. 718 § 1, 1972; prior code § 1.28).

1.28.020 Access to exterior property

After presenting proper identification, the Building Inspector, Neighborhood Services Officer, Code Enforcement Officer, or the Police Chief, or their respective deputies or designees, shall be permitted to enter upon any property at any reasonable time for the purpose of making inspections to determine compliance with this Chapter and related ordinances. If denied access, the Code Official may acquire a special inspection warrant for such access, pursuant to Sec. 66.0119, Wis. Stat., as amended from time-to-time.

Chapter 1.29 REINSPECTION FEE CHARGES¹

1.29.010 General provisions.

- (a) Purposes. The purposes of this chapter are as follows:
- (1) To assist the city in paying the cost of enforcing its housing, zoning, property-related and other codes;
 - (2) To promote the appropriate regulation and control of buildings and real estate in the city;
 - (3) To protect and provide for the public health, safety, and general welfare of the city;
 - (4) To help protect the character and the social and economic stability of the city;
 - (5) To help protect the value of land and buildings in the city;
 - (6) To help remedy problems associated with real estate related code violations in the city.
- (b) Findings. In enacting the ordinance codified in this chapter, the city council finds that the cost of enforcement of the city codes related to zoning, housing and building regulation and other ordinances is greater than the estimated revenues from reinspection fees expected to be received under this chapter.

(Ord. No. 1686A, § 1. 6-3-2008)

1.29.020 Reinspection fee.

- (a) To compensate for inspection and administrative costs, a fee of \$75.00 may be charged to the owner or occupant of property for any reinspection by a city of Whitewater staff member, employee, or officer to determine compliance with an order to correct conditions in violation of the following Whitewater Municipal Code provisions: Title 5 (Business Licenses and Regulations), Title 7 (Public Peace, Safety and Morals, only sections 7.18 Cisterns and Other Openings, 7.20 Vibration and Air Pollution, 7.22 Weeds and Grass, 7.23 Littering, 7.24 Prohibited Discharges, and 7.48 Storing Junk on Property), Title 8 (Health and Safety), Title 9 (Animals), Title 11 (Vehicles and Traffic), Title 12 (Streets, Sidewalks and Public Grounds), Title 14 (Buildings and Construction), Title 16 (Water and Sewers), Title 18 (Land Division and Subdivision), Title 19 (Zoning), and Title 20 (Property Maintenance). Except no fee shall be charged for the reinspection when compliance is recorded. A fee of \$100.00 may be charged for a second reinspection, a fee of \$200.00 for a third reinspection and a fee of \$400.00 for each subsequent reinspection for the same

¹Editor's note(s)—Ord. No. 1686A, § 1, adopted June 3, 2008, amended Ch. 1.29, in its entirety, to read as herein set out in §§ 1.29.010 and 1.29.020. Prior to inclusion of said ordinance, Ch. 1.29 pertained to similar subject matter. See also the Code Comparative Table and Disposition List.

condition. A reinspection fee may also be charged when a city staff member, employee, or officer finds a condition which is similar to a condition which was subject to a correction order within one year prior to the inspection. Reinspection fees shall be charged against the real estate upon which the reinspection's were made, shall be a lien upon the real estate and shall be assessed and collected as a special charge. If there has been a change of ownership or occupancy after the city issues a correction order, the neighborhood services director may waive the reinspection fee if in his or her opinion the new owner or occupant was not aware of the prior order to correct a violation or condition.

- (b) To compensate for inspection and administrative costs, a \$50.00 fee may be charged for any inspection or reinspection when a contractor or property owner requests an inspection for permit-related work and the work is not ready at the time of the requested inspection. Failure to pay reinspection fees after one notice may result in withholding future permits.
- (c) Any property owner or lessor receiving a fourth offense reinspection fee, for the same violation, may have the payment of the fee waived if the party or his or her representative personally meets with the neighborhood services director, or with his or her city designee, within seven days of receipt of the notice of the fee imposition. At the meeting the neighborhood services director and owner shall review the problems occurring at the property. Within ten days of this meeting, the owner shall submit to the neighborhood services director, or his or her designee, a detailed written abatement plan designed to forthwith and effectively correct the offense that caused the imposition of the fee. If the plan meets the neighborhood services director's approval, the fee shall be waived upon successful completion of the plan. The neighborhood services director shall notify the party that receives a fourth offense reinspection fee of the availability of this abatement process.

(Ord. No. 1686A, § 1. 6-3-2008; Ord. No. 1730A, § 1, 5-19-2009)

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE NO. 2068

AN ORDINANCE REVISION CHAPTER 8.12 FILTH

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

SECTION 1. Whitewater Municipal Code Chapter 8.12 Filth hereby revised to read as follows:

Chapter 8.12 FILTH¹

Sections:

8.12.010 Removal by property owner—Order.

The owner, occupant or person in charge of every building, place or premises in the city is required to keep the same in good sanitary condition, free from nauseous odors, and shall thoroughly cleanse the same or any part thereof when ordered by the city to do so, in the manner and in the time required by the city; and whenever any privy, vault, cesspool or place of deposit of excrement, filth, manure, or other refuse shall be so located that in the opinion of the city the same probably contaminates well or river water, or otherwise endangers the public health, the city may forthwith order the owner of the premises where the same may be, or the person having the control of the depositing of such matters therein, to discontinue its use for such purposes and remove the filth or other refuse there deposited within six hours, or before the building or business responsible ceases operational hours for the day in which the violation was deposited; and the future use of such place as a place of deposit for such matters is forbidden.

(Ord. 1305 § 1, 1995: prior code § 7.03).

8.12.020 Noncompliance with order—Payment of costs.

If the city orders any person to remove or abate any nuisance, source of filth, or cause of disease and such person refuses or neglects to obey such order, the city may cause such order to be executed, and the person so refusing or neglecting to obey any such order shall pay to the city all expenses necessarily incurred in the execution of such order as well as any administrative fees.

¹ For the statutory provisions defining "nuisance" and granting powers of abatement and power to impose a penalty therefor, see WSA § 146.14.

(Ord. 1305 § 2, 1995: prior code § 7.04).

8.12.030 Penalty for violation.

Anyone found guilty of violating the provisions of this chapter shall pay a penalty of not less than four hundred dollars, together with the costs of removal specified in Section 8.12.020, together with the costs of prosecution.

(Ord. 983 § 30, 1982).

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORIDINANCE NO. 2069

AN ORDINANCE REVISION CHAPTER 14.05 BUILDING MAINTENANCE CODE AND
DEWELLING STANDARDS

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

SECTION 1. Whitewater Municipal Code Chapter 14.05 Building and Maintenance Code and
Dwelling hereby revised to read as follows:

Chapter 14.05 BUILDING MAINTENANCE CODE AND DWELLING STANDARDS

Sections:

14.05.010 Legislative findings.

The common council finds that there exists, and may in the future exist, within the city,
buildings or structures that are likely to affect, by reason of their maintenance or lack of
maintenance, the health, safety and general welfare of the citizens of this community. It is
declared that there is a need for the establishment of certain standards relating to the maintenance
and repair of buildings, structures and surrounding areas. It is further declared that failure to
maintain buildings and surrounding areas in a reasonable state of repair affects the value of other
properties in the area, and adversely affects the environment and living conditions in the area.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.020 Purpose.

- (a) It is the purpose of this chapter to improve and/or protect the visual image of the city.
- (b) It is also the purpose of this chapter to establish and enforce health, safety and welfare
standards in order to promote the general welfare of the people.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.030 Applicability.

- (a) The provisions of this chapter shall apply uniformly to the maintenance, use and occupancy
of all buildings, structures and premises within the jurisdiction of the city irrespective of
when originally constructed or rehabilitated.

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- (b) However, any legally established use or structure existing prior to the effective date of this title that does not conform with the provisions of this title because of size of rooms, size of windows, height of ceilings or other basic structural dimensions shall be considered a legal nonconforming use under the provisions of Chapter 19.60 of this code. However, such nonconforming use of the structure shall not be extended, enlarged, moved or structurally altered except when required to do so by law or order, or so as to comply with the provisions of this title. Normal maintenance is permitted. This provision shall not be interpreted to disallow the extension or enlargement of a structure in respect to those dimensions that are or may still be in conformance with this title so long as such extensions or enlargements do not thereby create additional nonconforming dimensions.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.040 Warning and disclaimer of liability.

The degree of protection intended to be provided by this chapter is considered reasonable for regulatory purposes. This chapter does not imply that compliance will result in freedom from damages nor shall this chapter create a liability on the part of or a cause of action against the city or any officer or employer for any damage that may result from reliance on this chapter. Lack of enforcement of the standards, rules and regulations contained herein shall not create a liability on the part of the city or its officers and agents notwithstanding the issuance of permits or inspection of the premises.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.50 Definitions.

The following definitions shall apply in the interpretation and enforcement of this chapter. Words and phrases not herein otherwise defined shall have the meanings accepted by common usage in other city and state of Wisconsin Codes and Statutes or the common definition set forth in a standard dictionary.

- (1) "Accessory use or structure" means a use or detached structure subordinate to the principal use of structure, land, or water and located on the same lot or parcel serving a purpose customarily incidental to the principal use of the principal structure.
- (2) "Appropriate Authority" means that person within the governmental structure of the corporate unit who is charged with the administration of the appropriate code, or their designated representative.
- (3) "Approved" means approved by the local or state authority having such administrative authority.
- (4) "Building Inspector" means the person vested with the authority and responsibility by the city to enforce this chapter.

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- (5) "Central heating system" means a single system supplying heat to one or more dwelling unit(s) or more than one rooming unit.
- (6) "Chimney" means a vertical masonry shaft of reinforced concrete, or other approved noncombustible, heat-resisting material enclosing one or more flues, for the purpose of removing products of combustion from solid, liquid or gaseous fuel.
- (7) "Dwelling" means any enclosed space wholly or partly used or intended to be used for living and sleeping, whether or not cooking and eating facilities are provided; manufactured housing and modular construction, which conform to nationally accepted industry standards and used or intended for use for living and sleeping purposes shall be classified as dwellings. (See definition of "unit").
- (8) "Flush water closet" means a toilet bowl which is flushed with water which has been supplied under pressure and equipped with a water-sealed trap under the floor level.
- (9) "Grade" means the average finished level of the adjacent ground.
- (10) "Guest" means an individual who shares a dwelling unit in a nonpermanent status for not more than thirty days in a six-month period.
- (11) "Habitable room" means a room or enclosed floor area used or intended to be used for living or sleeping purposes excluding bathrooms, water closet compartments, basement laundries, furnace rooms, utility rooms of less than fifty square feet of floor space, communicating corridor stairways, closets, storage spaces, unheated areas and workshops and hobby areas below ground level.
- (12) "Heated water" means water heated to a temperature of not less than one hundred ten degrees at the outlet.
- (13) "Occupant" means any individual having possession of a premises or any individual over one year of age, living, sleeping, cooking or eating in or having possession of a dwelling unit; except that in dwelling units a guest shall not be considered an occupant.
- (14) "Operator" means any person who has charge, care, control, or management of a building, or part thereof, in which building units are let.
- (15) "Owner" means any person who, alone or jointly or severally with others:
- (A) Has legal title to any premises, building, or building unit, with or without accompanying actual possession thereof; or
 - (B) Has charge, care or control of any premises, building, or building unit, as owner or agent of the owner, or an executor, administrator, trustee or guardian of the estate of the owner. Any such person thus representing the actual owner shall be bound to comply with the provisions of this chapter and of rules and regulations adopted pursuant thereto, to the same extent as if he were the owner.
- (16) "Person" means and includes any individual, firm, corporation, association, partnership, cooperative or governmental agency.
- (17) "Plumbing" means and includes all of the following supplied facilities and equipment: gas pipes, gas burning equipment, water pipes, garbage disposal units, waste pipes,

water closets, sinks, installed dishwashers, lavatories, bathtubs, shower baths, installed clothes-washing machines, catchbasins, drains, vents and any other similar supplied fixtures, and the installation thereof, together with all connections to water, sewer, or gas lines.

- (18) "Premises" means a platted lot or part thereof or unplatted lot or parcel of land or plat of land, either occupied or unoccupied by a dwelling or nondwelling structure, and includes any such building or part thereof, accessory structure or other structure thereon.
- (19) "Privacy" means the existence of conditions which will permit an individual or individuals to carry out an activity commenced without interference, either by sight or sound by other individuals.
- (20) "Rodent and/or animal pest-proofing" means a form of construction which will prevent the ingress or egress of rodents and/or animal pests to or from a given space of building, or from gaining access to food, water, or harborage. It consists of the closing and keeping closed of every opening in foundations, basements, cellars, exterior and interior walls, ground or first floors, roofs, sidewalk gratings, sidewalk openings, and other places that may be reached and entered by rodents and/or animal pests by climbing, burrowing or other methods, by the use of materials impervious to rodent-gnawing and other methods.
- (21) "Supplied" means paid for, furnished by provided by, or under the control of the owner, operator, or agent.
- (22) "Unit" means a room or group of rooms located within a building forming a single habitable or business unit or any other part of a premise controlled by another.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.60 Responsibilities of owners and occupants.

- (a) Every occupant of a premises unit shall keep all installed heating, ventilating, electrical and plumbing fixtures in a clean, sanitary and operable condition and shall be responsible for the exercise of reasonable care in the proper use and operation thereof.
- (b) In every dwelling unit when the control of the supplied heat is the responsibility of a person other than the occupant, a temperature of at least sixty-seven degrees Fahrenheit shall be maintained in all habitable rooms, bathrooms, and water closet compartments at a distance of forty-eight inches above the floor level, under average minimum winter temperatures.
- (c) No owner, operator or occupant of a building, building unit, or premises shall suffer, permit or allow any condition which may be dangerous to young children because of their inability to appreciate peril and may reasonably be expected to attract them to premises.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.70 Minimum standards for basic equipment and facilities.

No person shall occupy as owner, occupant or let to another for occupancy, any dwelling or dwelling unit, for the purposes of living, sleeping, cooking or eating therein, which does not comply with the following requirements:

- (1) Every dwelling unit having a kitchen or kitchenette shall be equipped with the following:
 - (A) A kitchen sink in good working condition and properly connected to a water supply system which is approved by the appropriate authority and which provides at all times an adequate amount of heated and unheated running water under pressure, and which is connected to an approved sewer system.
 - (B) Cabinets and/or shelves for the storage of eating, drinking and cooking equipment and utensils and of food that does not under ordinary summer conditions require refrigeration for safekeeping; and a counter or table for food preparation; said cabinets and/or shelves and counter or table shall be of sound construction furnished with surfaces that are easily cleanable and that will not impart any toxic or deleterious effect to food.
 - (C) A stove or similar device for cooking food, and a refrigerator or similar device, for the safe storage of food at temperatures less than fifty degrees Fahrenheit but more than thirty-two degrees Fahrenheit, which are properly installed with all necessary connections for safe, sanitary and efficient operation; provided that such stove, refrigerator and/or similar devices need not be installed when a dwelling unit is not occupied. Repair, maintenance and replacement of the appliances shall be the responsibility of the owner of the appliance.
- (2) Within every dwelling unit there shall be a non-habitable room which affords privacy to anyone within said room and which is supplied with a flush water closet in good working condition and within every dwelling unit let to another there shall be one such closet for each ten persons or fraction thereof. Said flush water closet shall be equipped with easily cleanable surfaces, and shall be connected both to a water system that at all times provides an adequate amount of running water under pressure to cause the water closet to be operated properly, and to a sewer system which is approved by the appropriate authority.
- (3) Within every dwelling unit there shall be a lavatory sink. Said lavatory sink, may be in the same room as the flush water closet, or if located in another room, the lavatory sink shall be placed in close proximity to the door leading directly into the room in which said water closet is located. The lavatory sink shall be in good working condition and properly connected to a water supply system which is approved by the appropriate authority and which provides at all times an adequate amount of heated and unheated running water under pressure, and which is connected to a sewer system approved by the appropriate authority.

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- (4) Within every dwelling unit there shall be a room which affords privacy to a person within said room and which is equipped with a bathtub or shower in good working condition. Said bathtub or shower may be in the same room as flush water closet or in another room and shall be properly connected to a water supply system which is approved by the appropriate authority and which provides at all times an adequate amount of heated and unheated water under pressure.
 - (5) Every dwelling unit in a one-story or two-story dwelling shall have at least two approved means of egress leading to a safe and open space at ground level. Every dwelling unit in a multiple dwelling shall have immediate access to two or more approved means of egress leading to a safe and open space at ground level, or as otherwise permitted by the laws of this state and the city.
 - (6) All stairway landings, platforms, roof decks or similar elevations or depressions more than two feet above or below adjacent grade or floor level shall have a guard rail on the open sides thereof, at least thirty-six inches in height, with an intermediate rail at midheight or vertical rails at eleven inches maximum spacing on center. Stairways on the outside of buildings and an integral part thereof, having more than three risers, shall have a handrail on each side. Alternate systems providing at least the same degree of protection, approved by the appropriate authority shall be acceptable.
 - (7) Access to or egress from each dwelling unit shall be provided without passing through any other dwelling or dwelling unit, except common areas provided for such purpose.
 - (8) No person shall let to another for occupancy any dwelling or dwelling unit unless each exterior door of the dwelling unit is equipped with a safe, functioning locking device.
- (Ord. 1217 (9/17/91) §1(part), 1991).

14.05.80 Minimum standards for light, ventilation and electricity.

No person shall occupy as owner, occupant, or let to another for occupancy, any dwelling unit, for the purpose of living therein, which does not comply with the requirements of this section.

- (1) Every habitable room shall have at least one window or skylight facing outdoors; provided, that if connected to a room or area used seasonally (e.g., porch), then adequate daylight must be possible through this interconnection. The minimum total window or skylight area, measured between stops, for such room shall be at least eight percent of the floor area.
- (2) Fifty percent of the minimum window area size or minimum skylight type of window size, as required in subsection 1 of this section, shall be easily opened except where there is supplied some other device affording adequate ventilation which is approved by the appropriate authority.
- (3) Every bathroom and water closet compartment and nonhabitable room used for food preparation shall comply with the light and ventilation requirement for habitable rooms contained in this section except that no window or skylight shall be required in such

rooms if they are equipped with a ventilation system in working condition which is approved by the appropriate authority.

- (4) Every dwelling unit and all public and common areas shall be supplied with electric service, outlets, and fixtures which shall be properly installed and maintained in good and safe working condition and connected to a source of electric power in a manner prescribed by the ordinances, rules, and regulations of the city. The minimum capacity of such services and the minimum number of outlets and fixtures shall be as follows:
- (A) Floor or Wall Type Electrical Outlets.
- (i) Kitchen. One floor or wall electrical outlet for each sixty square feet or fraction thereof of total floor area and in no case less than three such outlets;
 - (ii) Bedroom, Living Room, Dining Room. Two floor or wall type electric outlets for the first ninety-nine square feet or fraction thereof and an additional outlet for each additional fifty square feet or fraction thereof;
 - (iii) Bathroom, Water Closet Compartment, Utility Room and Workshop. One floor or wall type electric outlet for each room.
- (B) Electric Light Fixtures. Every bathroom water closet compartment, kitchen, kitchenette, laundry room, furnace room, utility room, foyer, communicating corridor, and interior stairway, shall contain at least one electric light fixture with convenient switches or equivalent devices for turning on one light in each room or passageway located so as to permit the area ahead to be lighted.
- (5) Every public hall and stairway in every multiple dwelling containing more than three units shall be adequately lighted by natural or electric light at all times. Every public hall and stairway in structures containing not more than three dwelling units may be supplied with conveniently located light switches controlling an adequate lighting system which may be turned on when needed instead of fulltime lighting.
- (6) However, any legally established electrical fixtures and outlets or arrangement of electrical fixtures and outlets existing prior to the effective date of this title shall be considered a legal nonconforming use under the provisions of Chapter 19.60 of this code.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.90 Minimum heating standards.

No person shall occupy as owner, occupant, or let to another for occupancy, any dwelling or dwelling unit for the purpose of living therein which does not comply with the following requirements:

- (1) Every dwelling shall have heating facilities which are properly installed and are maintained in safe and good working condition and are capable of safely and adequately heating all habitable rooms, bathrooms, and water closet compartments in every dwelling unit located therein to a temperature of at least sixty-seven degrees

Fahrenheit at a distance of forty-eight inches above floor level under average minimum winter temperature.

- (2) No owner or occupant shall install, operate or use a means of heating employing a flame that is not vented outside the structure in an approved manner.

14.05.100 Maximum density, minimum space, use and location requirements.

No person shall occupy or let to be occupied any dwelling or dwelling unit for the purpose of living therein unless there is compliance with the requirements of this section.

- (1) The maximum occupancy of any dwelling let to another shall be limited by the following requirement: for each occupant at least one hundred twenty-five square feet of floor space, the floor space to be calculated on the basis of total habitable room area. "Occupant" shall not include any person under eighteen years of age, for the purpose of this subsection.
- (2) The ceiling height of any habitable room shall be at least seven feet, except that in any habitable room under a sloping ceiling at least one-half of the floor area shall have a ceiling height of at least seven feet and the floor area of that part of such room where the ceiling height is less than five feet shall not be considered as part of the floor area in computing the total floor area of the room for the purpose of determining the maximum permissible occupancy.
- (3) No space located partially below grade shall be approved for use as a habitable room of a dwelling unit unless:
 - (A) The floor and those portions of the walls are of waterproof and dampproof construction;
 - (B) The minimum window area is equal to at least as required in Section 14.05.310 of this chapter and such window area is located entirely above the grade of the ground adjoining such window area, or if windows are located wholly or partly below grade, there be constructed a properly drained window well whose open area is equal to or greater than the area of the masonry opening for the window; the bottom of the window well is below the top of the impervious masonry construction under the window and the minimum horizontal distance at a right angle from any point of the window well is equal to or greater than the vertical depth of the window well as measured from the bottom of the opening for the window;
 - (C) The total openable window area in each room is equal to at least the minimum as required under Section 14.05.310 of this chapter, except where some other approved devices affording adequate ventilation and humidity control are supplied;

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- (D) There are no pipes, ducts or other similar obstructions less than six feet eight inches above the floor level which interfere with the normal use of the room or area.
- (4) In every dwelling unit of two or more rooms, every room occupied for sleeping purposes shall contain at least fifty-three square feet of floor space for each occupant thereof. Every room for sleeping purposes shall have immediate passage to at least four square feet of floor-to-ceiling height closet space for personal effects of each permissible occupant; if it is lacking, in whole or in part, an amount of space equal in square footage to the deficiency shall be subtracted from the area of sleeping room space used in determining permissible occupancy. For each occupant at least one hundred twenty-five square feet of floor space, the floor space to be calculated on the basis of total habitable room area. Occupant shall not include any person under eighteen years of age, for the purpose of this subsection.
- (5) No dwelling or dwelling unit containing two or more sleeping rooms shall have such room arrangements that access to a bathroom or water closet compartment intended for use by occupants of more than one sleeping room can be had only by going through another sleeping room, nor shall room arrangements be such that access to a sleeping room can be had only by going through another sleeping room. A bathroom or water closet compartment shall not be used as the only passageway to any habitable room, hall, basement, or cellar or to the exterior of the dwelling unit.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.110 Powers and duties of the building inspector.

- (a) The building inspector shall enforce the provisions of this chapter and is authorized and directed to make inspections when he has valid reason to believe that a violation of this chapter or any rules and regulations pursuant thereto has been or is being committed.
- (b) For the purpose of making exterior inspections, the building inspector is authorized to examine and survey at all reasonable times during daylight hours the exterior portion of all buildings, structures or premises. Every owner or occupant shall give the building inspector free access to any said premises.
- (c) The building inspector may require any complainant reporting a violation of this chapter to submit the report in writing.
- (d) The building inspector or his designated representative having probable cause to believe a violation of this chapter exists, shall have authority to enter the interior of any such premises after at least a twenty-four-hour written notice has been given to the owner, or his agent and the occupant requesting an appointment for such entry and inspection. If, after such notice is given, access is denied by both the owner and occupant, the building inspector may apply to the Circuit Court for a special inspection warrant.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.120 Enforcement procedures.

Whenever the building inspector or designee determines that there is a violation of any provision of this chapter, notice of such violation shall be given to the person or persons responsible therefor, which shall:

- (1) Be in writing;
- (2) Indicate the nature of the violation(s);
- (3) Be served upon the owner or his/her agent, and the occupant or operator(s), as the case may require. Such notice shall be deemed to be properly served upon such owner, or his/her agent, and occupant, or operator, if a copy thereof is:
 - (A) Served upon him/her personally, or
 - (B) Sent by registered or certified mail to his/her last known address, and posted in a conspicuous place in or about the building or structure affected by notice;
- (4) State a reasonable amount of time, generally within thirty days, but not to exceed sixty days, unless there are extraordinary circumstances involved, to correct or abate the violation;
- (5) Advise the person served of the right to request a hearing before the board of zoning appeals to appeal the building inspector's order and that the notice shall become an order of the building inspector ten days after service unless such a hearing is requested.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.130 Repairs and other corrective action.

- (a) Whenever an owner, operator or agent of a premises or premises unit fails, neglects or refuses to make repairs, raze or remove, make safe by repairs or other corrective action called for, the building inspector may undertake such repairs or action when in the building inspector's judgment a failure to make them will endanger the public health, safety or welfare. If the owner fails to repair or remove a building which is dilapidated or blighted to the extent that such building, dwelling, or structure offends the aesthetic character of the immediate neighborhood or produces blight or deterioration by reason of such condition the building inspector may apply to the Circuit Court for an order determining that such building, dwelling, or structure constitutes a public nuisance and the defect shall be remedied.
- (b) Every owner, occupant, operator or agent of a premises or premises unit who has received notice of the intention of the building inspector to make repairs or take other corrective action shall give entry and free access to the agent of the building inspector for the purpose of making such repairs. Any owner, occupant, operator or agent of a dwelling or dwelling unit who refuses, impedes, interferes with, hinders, or obstructs entry to the premises pursuant to notice of intention to make repairs or take other corrective action shall be

subject to a civil penalty of a minimum of one hundred dollars plus court costs for each day said party fails to comply with this section.

- (c) When repairs are made or other corrective action taken at the direction of the building inspector and the owner, operator or occupant fails to pay for the expense of such repairs, the cost of such repairs and corrective action may be levied and collected as a special charge or special tax upon the lot or land on which such work is done.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.140 Applications for reconsideration, hearings and appeals.

(a) Hearings.

- (1) Any person who receives a notice from the building inspector issued in connection with any alleged violation of the provisions of this chapter or of any applicable rules and regulations pursuant thereto or any order requiring repair or demolition pursuant thereto or any order requiring repair or demolition pursuant to Section 14.05.410 of this chapter, may file with the city clerk of the city a petition to the board of zoning appeals for a hearing setting forth his/her reasons for contesting the notice or order.
- (2) Such petition shall be filed with the city clerk within ten days after receipt of notice of violation.
- (3) Upon receipt of a valid petition, the city clerk shall schedule the hearing within twenty days after receipt of the petition and notify the petitioner of the hearing date, time and location.
- (4) At the hearing, the petitioner shall be given an opportunity to show cause why the notice or order should be modified or withdrawn or why the period of time permitted for compliance should be extended.
- (5) The board of zoning appeals of the city shall have the power to affirm, modify or revoke the notice or order and may grant an extension of time for the performance of any act required where the board of zoning appeals of the city finds that there is practical difficulty or undue hardship connected with the performance of any act required by the provisions of this chapter or by applicable rules or regulations issued pursuant thereto and that such extension is in harmony with the general purpose of this chapter to secure the public health, safety and welfare.
- (6) The board of zoning appeals may grant variances from the provisions of this chapter or from applicable rules and regulations issued pursuant thereto when the board of zoning appeals finds that there is practical difficulty or unnecessary hardship connected with the performance of any act required by this chapter and applicable rules and regulations pursuant thereto; that strict adherence to such provisions would be arbitrary in the case at hand; that an extension of time would not provide an appropriate remedy in the case at hand; that such variance is in harmony with the general purpose of this chapter to secure the public health, safety, and welfare.

-
- (b) Appeals. Any person aggrieved by the final decision of the board of zoning appeals of the city may obtain judicial review by filing in a court of competent jurisdiction within twenty days of the announcement of such decision a petition praying that the decision be set aside in whole or in part. A copy of each petition so filed shall be forthwith transmitted to the board of zoning appeals which shall file with the court a record of the proceedings upon which it based its decision. Upon the filing of such record, the court shall affirm, modify or vacate the decision complained of in whole or in part. The findings of the board of zoning appeals with respect to questions of act shall be sustained if supported by substantial evidence on the record, considered as a whole.

14.05.150 Emergencies.

Whenever in the judgment of the building inspector, an emergency exists which requires immediate action to protect the public health, safety or welfare, an order may be issued without notice, conference or hearing, directing the owner, occupant, operator or agent to take appropriate action to correct or abate the emergency. If circumstances warrant, the building inspector, or designee may act to correct the emergency.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.160 Penalties.

Any person who is deemed to have notice and any owner, occupant, operator or agent of a building or premises or any person making use of a premises who has received a notice as provided in Section 14.05.410 and who fails, neglects or refuses to comply with, or permits violation of the ordinance provisions set forth in such notice at any time after the specified reasonable consideration period, or any person regardless of notice who fails to conform with these ordinance provisions shall be subject to a forfeiture of a minimum of one hundred dollars plus court costs for each day said party fails to comply with this section.

(Ord. 1217 (9/17/91) §1(part), 1991).

14.05.170 Conflict of ordinances—Effect of partial invalidity.

- (a) In any case where a provision of this chapter is found to be in conflict with a provision of any zoning, building, fire, safety or health ordinance or code of the city existing on the effective date of the ordinance codified in this chapter, the provision which established the higher protection of the health and safety of the people shall prevail. In any case where a provision of this chapter is found to be in conflict with a provision of any other ordinance or code of the city existing on the effective date of the ordinance codified in this chapter, which established a lower standard for the promotion and protection of the health and safety of the people, the provisions of this chapter shall be deemed to prevail.
- (b) If any section, subsection, paragraph, sentence, clause or phrase of this chapter should be declared invalid for any reason whatsoever, such decision shall not affect the remaining

portions of this chapter which shall remain in full force and effect and to this end the provisions of this chapter are hereby declared to be severable.

(Ord. 1217 (9/17/91) § 1(part), 1991).

14.05.180 Effective date.

This chapter is effective upon passage and publication as required by law.

(Ord. 1217 (9/17/91) § 1(part), 1991).

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORIDINANCE NO. 2062
AN ORDINANCE CREATING TITLE 20 PROPERTY MAINTENANCE

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

SECTION 1. Whitewater Municipal Code Title 20 is hereby created to read as follows:

A. INTENT, PURPOSES.

- (1) **Intent.** This Chapter is adopted to preserve and promote the public health, safety, morals, comfort, convenience, prosperity and general welfare of the people of the City and its environs, including, but not limited to, physical, aesthetic, and monetary values. The establishment and enforcement of minimum standards of habitation and property conservation is necessary to preserve and promote the private and public interest.
- (2) **Purpose.** The purpose of this Chapter is to recognize the private and public benefits resulting from the safe, sanitary and attractive maintenance of residential and non-residential buildings, structures, yards and vacant areas by adopting minimum standards. Attractive and well-maintained property will enhance the neighborhood and the City as a whole by maintaining physical, aesthetic and monetary values. With respect to rental housing, it is necessary to adopt minimum regulations regarding human habitation to protect the health, safety, and general welfare of tenants within the City.

B. APPLICABILITY.

- (1) **General.** The provisions of this Chapter shall apply to all properties and buildings within the City and its jurisdiction.

C. GENERAL MAINTENANCE REQUIRED; DEFINITION.

- (1) The exterior of all properties and premises including the open space of the property or premises shall be maintained in a clean, safe and sanitary condition, free from accumulation of any combustible or non-combustible materials, debris and refuse.
- (2) “Debris and refuse” shall include but not be limited to: broken concrete, bricks, blocks or other mineral matter; bottles, porcelain and other glass or crockery; boxes; new and used lumber or other wood that is not part of a structure or that is not used as firewood and is not stacked or stored in a neat manner on the property; paper, rags, animal waste, cardboard, rubber, plastic, wire, tin and metal materials; discarded household goods or appliances, junk lawn mowers, snow blowers, tires, tire rims or used motor vehicle parts, machine parts, junked boats or junked recreational vehicles; tar paper residue from burning or similar materials which

constitute health, fire or safety hazards or any other materials that have a detrimental visual and aesthetic impact upon the neighborhood in which the property is located or the City in general, which tend to cause a blighted condition as defined under state law, or which emit a noxious, foul or offensive odor.

- (3) The provision of this section shall not apply to materials stored or maintained on a property in conjunction with any business, manufacturing or other use which meets applicable City ordinance including but not limited to fire, building and zoning code requirements and restrictions.

D. SPECIFIC MAINTENANCE REQUIRED.

(1) Exterior Walls and Foundations.

- (a) Every foundation and exterior wall shall be reasonably weather tight, rodent proof, insect proof and shall be kept in a good and sound condition and state of repair. The foundation elements shall adequately support the building at all points. Any sagging or bulging shall be properly repaired to a level or plumb position. All chimneys and breeching shall be so constructed and maintained so as to ensure that they safely and properly remove the products of combustion from the building.
- (b) Structural members shall be maintained free from deterioration, and shall be capable of safely supporting the imposed dead and live loads.
- (c) All cornices, moldings, lintels, sills, oriel windows, and similar projections shall be kept in good repair and free from cracks and defects which make them hazardous or unsightly.

- (2) **Paint and Other Preservatives.** Exterior surfaces of buildings, fences and other structures not inherently resistant to deterioration shall be treated with a protective coating of paint or other suitable preservative which will provide adequate resistance to weathering and maintain an attractive appearance. Any exterior surface treated with paint or other preservative shall be maintained so as to prevent chipping, cracking or other deterioration of the exterior surface or the surface treatment and to present an attractive appearance. Missing or damaged siding shall be promptly replaced.

(3) Doors, Windows and Basement Hatchways.

- (a) Every window, screen, exterior door and basement hatchway shall be tight and shall be kept in a good and sound condition and state of repair. Every window sash shall be fully supplied with glass windowpanes or an approved substitute which is without open cracks or holes. Every window sash shall be in good condition and fit well within its frame.

- (b) Every exterior door, door hinge and door latch shall be maintained in a good and sound condition and state of repair. Exterior doors, when closed, shall fit well within their frames.
 - (c) **Insect screens.** During the period from April to October, every door, window, and other outside opening required for ventilation of habitable rooms, food preparation areas, food service areas, or any areas where products to be included or utilized in food for human consumption are processed, manufactured, packaged or stored shall be supplied with approved, tightly fitting screens.
 - i. Screens shall not be required where other approved means, such as air curtains or insect repellent fans, are employed.
 - (d) **Guards for basement windows.** Every basement window that is openable shall be supplied with rodent shields, storm windows or other approved protection against the entry of rodents.
- (4) **Porches, Railings, Stairways, Decks, Balconies, Platforms and Patios.** Every outside stair, porch, balcony, platform, patio and appurtenance thereto, shall be so constructed to be safe to use and capable of supporting normal loads as required by the Building Code and shall be kept in a good and sound condition and state of repair.
- (a) **Handrails and Guards.** Every handrail and guard shall be firmly fastened and capable of supporting normally imposed loads and shall be maintained in good condition.
- (5) **Roofs and Drainage.**
- (a) All roofs shall be maintained so as not to leak and all water shall be so drained and conveyed therefrom so as to not cause damage to the exterior walls, interior walls, eaves, soffits or foundations.
 - (b) All courts, yards or other areas on the premises shall be properly graded to divert water away from the building. Ground surface adjacent to the building shall be sloped away from the structure where possible and shall not cause nuisance water to flow onto neighboring properties.
- (6) **Fence and Retaining Wall Requirements.**
- (a) All fences shall be properly maintained and kept in a good and sound state of repair.
 - (b) Retaining walls shall be structurally sound. No retaining wall shall be constructed or maintained in such a manner as to cause a repeated spillage

of mud, gravel or debris upon any public sidewalk, street, alley or adjoining property.

- (7) **Exterior Property Areas.** All exterior property areas shall be properly maintained in a clean and sanitary condition free from debris, rubbish or garbage, or physical hazards, rodent harborage and infestation, or animal feces.
- (8) **Grading and Drainage of lots.** Every yard, court, vent passageway, driveway, and other portion of the lot on which the building stands shall be graded and drained so as to prevent the accumulation of water on any such surface or on adjacent property. Driveways shall be maintained in good repair.
- (9) **Landscaping.** All exterior property areas shall be kept free from noxious weeds as defined in Chapter 10 of these ordinances. Landscaping, plantings and other decorative surface treatments including common species of grass shall be installed if necessary and maintained to present an attractive appearance in all court and yard areas.
 - (a) Landscaping material. No person shall accumulate, allow to accumulate or store landscaping material in an unused state and open to the public view for a period exceeding ten days.
- (10) **Decorative features.** Cornices, belt courses, corbels, terra cotta trim, wall facings, and similar decorative features shall be maintained in good repair with proper anchorage and in a safe condition.
- (11) **Overhand extensions.** Overhand extensions including, but not limited to, canopies, marquees, signs, metal awnings, fire escapes, standpipes, and exhaust ducts shall be maintained in good repair and properly anchored so as to be kept in a sound condition. Where required, all exposed surfaces of metal or wood shall be protected from the elements and against decay or rust by periodic application of weather-coating materials, such as paint or similar surface treatment.
- (12) **Accessory structures.** All accessory structures shall be maintained in a state of good repair and vertical alignment. All exterior appurtenances or accessory structures which serve no useful purpose and are deteriorated or dilapidated condition, which are not economically repairable, shall be removed. Such structures include, but shall not be limited to, porches, terraces, entrance platforms, garages, driveways, carports, walls, fences, and miscellaneous sheds.
- (13) **Motor Vehicles.** Except as provided for in other regulations, inoperative or unlicensed motor vehicles, or motor vehicle parts shall not be parked, kept or stored on any premises, and vehicles shall not at any time be in a state of major disassembly, disrepair, or in the process of being stripped or dismantled. Painting of vehicles is prohibited unless conducted inside an approved spray booth.

- (a) **Exception.** A vehicle of any type is permitted to undergo major overhaul, including body work, provided that such work is performed inside a structure or similarly enclosed area designed and approved for such purposes.
- (14) **Residential yard parking regulations.** The parking of any vehicle upon a residential lot shall be in compliance with the following standards:
- (a) The parking of any vehicle within the front yard or (street) side yard shall be on an improved surface driveway or parking pad. Improved surface shall mean a surface of concrete, asphalt, or other material other than grass, such as crushed rock, gravel or other materials, laid over subsoil, which provides a hard driving surface, resists rutting, provides for sufficient water runoff and is graded and drained to dispose of all surface water. The remainder of the required front yard setback, and the streetside yard setback on any corner lot, shall not be considered a part of the permitted parking area and shall be landscaped.
 - (b) No parking pad shall be allowed in the minimum front yard setback or minimum street side yard setback established for the district except that one additional parking pad up to ten feet wide may be added directly abutting a single-width or double-width driveway leading to an approved parking area, provided the parking pad shall not be located in front of a home.
 - (c) Parking is prohibited within a driveway right-of-way.
- (15) **Pools, Spas and Hot Tubs.**
- (a) **Swimming pools.** Swimming pools shall be maintained in a clean and sanitary condition, and in good repair.
 - (b) **Enclosures.** Private swimming pools, hot tubs and spas, containing water more than 24 inches in depth shall be completely surrounded by a fence or barrier not less than 48 inches in height above the finished ground level measured on the side of the barrier away from the pool.
 - i. **Exception.** If a hot tub is outfitted with a securely locking, tightly fitted cover, the hot tub will not require an enclosure.
- (16) **Storage and parking of recreational vehicles and trailers.** In all residential and commercial districts provided for in the zoning chapter, it is permissible to park or store a recreational vehicle, camper, trailer, watercraft or boat and boat trailer on private property in the following manner:
- (a) Parking is permitted inside any enclosed structure, which otherwise conforms to the zoning requirements of the particular zoning district where located.

- (b) Parking is permitted outside in the rear yard provided it is not nearer than five feet to the lot line.
- (c) Parking is permitted outside on a hard-surfaced or well-graveled driveway.
- (d) No part of the unit may extend over the public sidewalk or public right-of-way.
- (e) No unit shall be parked on public streets, highways, intersections, or public land or parking lots for an extended period exceeding 48 hours.
- (f) Parking is permitted only for storage purposes. Recreational vehicles or boats shall not be:
 - a. Used for dwelling or cooking purposes.
 - b. Permanently connected to sewer lines, water lines, or electricity. The recreational vehicle may be connected to electricity temporarily for charging batteries and other purposes.
 - c. Used for storage of goods, materials, or equipment other than those items considered to be part of the unit or essential for its immediate use.
- (g) Notwithstanding the above, a unit may be parked anywhere on the premises during active loading or unloading, and the use of electricity or propane fuel is permitted when necessary to prepare a recreational vehicle for use.
- (h) The unit shall be owned by the resident on whose property the unit is parked for storage.
- (i) The number of units on any property within City jurisdiction shall not exceed two (2).

E. ACCESS TO PROPERTY.

After presenting proper identification, the Building Inspector, Neighborhood Services Officer, Code Enforcement Officer, or the Police Chief, or their respective deputies or designees, shall be permitted to enter upon any property at any reasonable time for the purpose of making inspections to determine compliance with this Chapter and related ordinances. If denied access, the Code Official may acquire a special inspection warrant for such access, pursuant to Sec. 66.0119, Wis. Stat., as amended from time-to-time.

F. ENFORCEMENT.

(1) Enforcement.

- (a) **Order to correct conditions.** Whenever the City, through its agents or employees shall, upon inspection of the premises within the City, find the condition of the property or premises is in violation of this Chapter, an order shall be issued to the owner (and occupant if different from owner) of the premises or property to correct said condition by the Building Inspector or designee.
- (b) Contents of the order shall include:
 - i. A description of the premises and the violation of the Chapter;

- ii. A statement of the correction necessary to bring the property into compliance;
- iii. A statement specifying the time within which the owner and occupant shall comply with the order; and
- iv. A statement of the penalty section of the ordinance for noncompliance.
- v. A statement specifying accessibility needs, and request for language translation.

G. SERVICE.

The order shall be served on the owner (and occupant if different from owner) by delivering the same to and leaving it with any adult competent person in charge of the premises or in case no such person is found upon the premises by affixing a copy thereof in a conspicuous place near the entrance of the premises and by regular mail to the owner and occupant of the premises.

H. FAILURE TO COMPLY; DECLARATION OF PUBLIC NUISANCE.

(1) Failure to comply.

- (a) **Citation.** Any person, firm or corporation violating any provision of this Chapter shall be subject to the general penalty provisions of this code found in Section 1.20 of the City's Code of Ordinances. A citation may be issued pursuant to Sec. 1.20 of the City's Code or Ordinances.
- (b) **Cause work to be done.** Upon failure to comply with an order where there is proof of service of said order which requires that any premises or property be cleaned or condition abated or improved in accordance with this Chapter, the City may cause such cleaning, improvement, abatement or removal of the offending combustible or incombustible materials, debris or refuse. Such repair or removal shall be deemed a special benefit to such property and the costs of the same shall be charged against the owner(s) of the property. If the cost of the same is not paid within 60 (sixty) days, it shall be levied as a special charge against the property as authorized by Section 66.0627 of the Wis. Stat.
- (c) **Injunctive Relief.** In addition to other applicable enforcement procedures the City shall have the right to abate any violation of this Chapter by an action for injunctive relief in Walworth or Jefferson County Circuit Court.

(2) Abatement

- (a) Enforcement. The chief of police, the chief of the fire department, the building inspector, neighborhood services officer, or other designee shall enforce those provisions of this chapter that come within the jurisdiction of their offices and they shall make periodic inspections and inspections upon complaint to ensure that such provisions are not violated. No action shall be taken under this section to abate a public nuisance unless the officer shall have inspected or caused to be inspected the premises where the nuisance is alleged to exist and have satisfied himself that a nuisance does in fact exist.
 - (b) Summary abatement. If the inspecting officer shall determine that a public nuisance exists within the village and that there is great and immediate danger to the public health, safety, peace, morals or decency, the president may direct the proper officer to cause the same to be abated and charge the cost thereof to the owner, occupant or person causing, permitting or maintaining the nuisance, as the case may be.
 - (c) Abatement after notice. If the inspecting officer shall determine that a public nuisance exists on private premises but that the nature of such nuisance is not such as to threaten great and immediate danger to the public health, safety, peace, morals or decency, he shall serve notice on the person causing or maintaining the nuisance to remove the same within ten days. If such nuisance is not removed within such ten days, the proper officer shall cause the nuisances to be removed as provided in subsection (b) of this section.
 - (d) Other methods not excluded. Nothing in this chapter shall be construed as prohibiting the abatement of public nuisances by the City or its officials in accordance with the laws of the state.
 - (e) Court order. Except when necessary under subsection (b) of this section, no officer hereunder shall use force to obtain access to private property to abate a public nuisance but shall request permission to enter upon private property if such premises are occupied and if such permission is denied, shall apply to any court having jurisdiction for an order assisting the abatement of the public nuisance.
- (3) **Cost of abatement.** In addition to any other penalty imposed by this chapter for the erection, contrivance, creation, continuance or maintenance of a public nuisance, the cost of abating a public nuisance by the City shall be collected as a debt from the owner, occupant or person causing, permitting or maintaining the nuisance and if notice to abate the nuisance has been given to the owner, such cost shall be assessed against the real estate as a special charge.

I. REINSPECTION FEES

The following fees shall be imposed for the administration of this Chapter.

- (1) First re-inspection fee of \$75.00 per property upon verification of continued violation by City Building Inspector, Neighborhood Services Officer, Code Enforcement Officer or designee.

- (2) For a second reinspection, a fee of \$200.00
- (3) For a third reinspection a fee of \$400.00, and for each subsequent reinspection for the same condition.

If a property owner fails to pay such fees after billing, the City may impose such fees as against the property pursuant to applicable law and collect such charges on the property tax bill each year.

J. APPEAL

Any person affected by any notice or order which has been issued in connection with the enforcement of any of the provisions of this section may request and shall be granted a hearing before the Common Council. Requests for such hearing will be filed with the Clerk no later than 5 business days from the date of the final notice of the order.

Ordinance introduced by Council Member Hicks, who moved its adoption.

Seconded by Council Member Schreiber

AYES: Allen, Brown, Dawsey-Smith Gerber, Hicks, Schreiber, Stone

NOES: None

ABSENT: None

ADOPTED: September 19, 2023

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE No. 2064
AN ORDINANCE AMENDING SUBSECTION 11.16.150
STREET INDEX OF PARKING RESTRICTIONS

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

SECTION 1. Whitewater Municipal Code Chapter 11.16 is amended by deleting from Section 11.16.150 the parking restrictions set forth below:

S	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W Whitewater St	11.16.070	Four-hour parking
S	Second (2 nd) St	West side; from the south curblane of Whitewater St north for 120 feet	11.16.145	Permit parking area
N	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W North St	11.16.075	Four-hour parking

SECTION 2. Whitewater Municipal Code Chapter 11.16 is hereby amended by adding to Section 11.16.150, the parking restrictions set forth below:

S	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W Whitewater St	11.16.070	Two-hour parking
N	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W North St	11.16.070	Two-hour parking
S	Second (2 nd) St	West side; adjacent to 202 W. Whitewater St	11.16.145	Permit parking area
S	Second (2 nd) St	West side; adjacent to 206 Second Street and 201 W. Center St	11.16.145	Permit parking area
S	Second (2 nd) St	East side; adjacent to 162 W. Whitewater St	11.16.145	Permit parking area

Ordinance introduced by Council Member Brown, who moved its adoption.

Seconded by Council Member Dawsey- Smith.

AYES: Allen, Brown, Dawsey- Smith, Gerber, Hicks, Schreiber

NOES:

ABSENT: Stone

ADOPTED: September 05, 2023

John Weidl, City Manager

Karri Anderberg, City Clerk

SPECIAL COMMON COUNCIL MEETING FOR CITY OF WHITWATER AND WHITEWATER UNIFIED SCHOOL
DISTRICT AGENDA

Joint Meeting with City of Whitewater Common Council and Whitewater Unified School District

City of Whitewater Municipal Building – Community Room

312 West Whitewater St., Whitewater, WI 53190

Sept 11, 2023

The meeting of the Special Common Council meeting for the city of Whitewater and Whitewater Unified School district was called to order at 7:00 p.m. by Common Council President Jim Allen.

MEMBERS PRESENT: Neil Hicks, Jim Allen, David Stone, Lisa Dawsey-Smith, Brienne Brown, Jill Gerber.

MEMBERS ABSENT: Lukas Schreiber STAFF PRESENT: John Weidl (City Manager), Michelle Dujardin (City Recreation & Community Events Programmer/Interim Parks & Recreation Director.)

Approval of Agenda: It was moved by Councilmember Dawsey-Smith and seconded by Councilmember Brown to approve minutes AYES: Dawsey-Smith, Hicks, Stone, Gerber, Brown, Allen. NOES: None. ABSENT: Schreiber. Motion passed.

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

No comments

Considerations

- 1. Discussion and possible action regarding WAFC Proposal – City of Whitewater**
- 2. Discussion and possible action regarding WAFC Proposal- Whitewater Unified School District**

Council President Jim Allen introduced Proposal.

Page 4. It was moved by Council Member Stone in Recital E. to read: The Aquatic Center Committee of the City of Whitewater (the "ACC") will assume the responsibility making advisory recommendations for the Aquatic Facility to the City and School District and have the staff support of the Park and Recreation Director and Aquatic Center Facility Director. The ACC is an advisory and recommendatory body to the City and School District on items and issues related to the Aquatic Center and governmental subdivision and agency of the City. Seconded by Councilmember Dawsey-Smith to approve minutes AYES: Dawsey-Smith, Hicks, Stone, Brown, Allen. NOES: Gerber . ABSENT: Schreiber. Motion passed.

Kachel expressed concern the label ACC was heavily used.

Page 7. Article V. Letter C. Special Activities/Events. Line added halfway through paragraph stating: Such fees may be waived with City and School District Approval.

Page 7: Line Stating: Subject to the approval of the ACC, replace ACC with Park and Recreation Director

Page 8: Letter D. Budget #1. Take out line stating: and the Whitewater Park and Recreation Department. The City will cover expenses equally to the extent that they are not covered by revenues otherwise generated.

Page 9: Typo Errors

Section 5.01 Annual Budget. Replace ACC with Parks and Recreation Director

Citizen Comment: Chuck Mills (336 S Whiton Street): People pay the fees so the community should have the say.

Page 10: ACC is heavily used, replace with City

Page 10 & 11: Snow Removal needs to be discussed and agreed upon

Citizen Comment: Mike Smith (327 E Clay): Snow removal picking is pretty petty

Page 11: Article VII Operating Expenses 7.01 Title: Aquatic Center Committee Obligations, take out word Committee.

Line Stating: , repairing, or replacing any of the walls, foundations or exterior structural portions of the structures located upon the Leased Premises. Take out “of walls, foundations or exterior portions of the structure located upon the”, and replace with “capital equipment or interior fixtures of the”

Miguel questioned if fitness equipment is capital.

Kachel stated capital is anything connected to the wall

Dawsey-Smith recommended looking at replacement excel sheet, make any updates, and put when project was completed

Page 15: Letter B. Lack of Funding. (iii). Add a line: The City and the School District agree to be equally responsible for refunding prorated membership fees if the facility closes due to mutual consent or if the School District terminates this agreement tin accordance with 12.01(B)(i). The City shall be full responsible for refunding prorated membership fees if the facility closes due to the City terminating this agreement in accordance with 12.01(B)(ii).

Motion to adjourn by Council Member Dawsey-Smith and seconded by Council Member Hicks. Upon unanimous roll call vote, the meeting adjourned at 8:07pm

Next meeting: Wednesday, October 11th @ 6:00pm

Respectfully submitted,

Michelle Dujardin, Parks & Recreation Interim Director



Prairie Lakes Library System
29234 Evergreen Drive, Suite 600
Waterford, WI 53527
(262) 514-4500

September 18, 2023

To: Member Library Municipal Clerks
From: Steve Ohs, PLLS Director
Re: Date Corrected County Library Tax Exemption

Transmitted Via Email

Greetings Karri Anderberg,

Attached is a form that may be used to qualify your municipality for exemption from the county library levy in the coming year. We are providing this form for your convenience. Wisconsin Statutes 43.64(2) specifies that *it is the responsibility of the city/village clerk to notify the county clerk for exemption*. Applications must be made before the County Board of Supervisors meets to set the levy. Failure to notify could disqualify the city or village from exemption. Your local librarian or this office can assist you, if necessary.

The amounts listed on the form for 2023 and 2024 appropriations should exclude county library funds deposited in the town, village, or city treasury. In other words, only the municipality's budget allocations to the library fund should be reported on this form.

Please file your signed copy with the County Clerk. Remember, you must file before the County Board sets the 2024 tax levy, but October 31, 2023, would be preferred.

Please send one copy of the completed form via email to Jeremy Erickson at the Prairie Lakes Library System Office (jerickson@prairielakes.info) or mail it to the main office address noted below. Please keep one copy for your records. If you have questions, please contact your county clerk, local library, or the System Office.

Sincerely,

-The PLLS Team



Main Office:

29134 Evergreen Drive, #600, Waterford, WI 53185
Phone: 262-514-4500 | Fax: 262-514-4544

Satellite Office:

430 E. High Street, Suite. 200, Milton, WI 53563
Phone: 608-868-2872 | Fax: 608-868-2875

**NOTICE OF EXEMPTION FORM
COUNTY TAX FOR LIBRARY SERVICES
FOR THE YEAR 2024**

Wisconsin Statute 43.64(2) allows municipalities to exempt themselves from the county library tax levy. The municipality's planned appropriation to the library fund in the coming year is the justification for the exemption.

NOTE TO CITY/VILLAGE CLERK: This form must be submitted to your County Clerk before the County Board of Supervisors sets the 2024 levy. Failure to do so will disqualify your municipality for exemption. Please note that it is your responsibility to file for exemption, not your librarian's, or the system office.

Library: Irvin Young Memorial Library

Library Director: Stacey Lunsford

Municipality: (Whitewater, City)

Municipal Clerk: Karri Anderberg

Amount appropriated by your municipality for
this fiscal year (2023) for operating expenses: \$_____

Amount appropriated by your municipality for
next fiscal year (2024) for operating expenses: \$_____

Library Director's Signature

Municipal Clerk's Signature

Date Signed

Date Signed

Note: Should there be any change from the appropriation listed for 2024; please notify the Prairie Lakes Library System office in writing as soon as possible.

MEMORANDUM

www.whitewater-wi.gov
Telephone: (262) 473-0104
Fax: (262) 222-5901

To: Taylor Zeinert
From: John Weidl, City Manager
Date: 6/28/2023
Re: Social Media Report Summary and Action Plan

This executive summary provides an overview and analysis of the social media report for the City of Whitewater, covering the period from January to April 2023. The report includes data from Facebook, Instagram, and Twitter, comparing the city's performance to government benchmarks.

Analysis of Strengths:

1. Facebook Engagement: The City of Whitewater has shown significant improvement in Facebook engagement, with substantial increases in reactions, likes, comments, shares, and link clicks.
2. Instagram Following: The Instagram profile gained more followers and increased profile visits, indicating growing interest and engagement from the audience.
3. Audience Growth Rate: Despite having a smaller population, the City's audience growth rate on Facebook and Instagram is above average, demonstrating a positive trend.
4. Post Engagement Rate: The post engagement rate on Facebook and Instagram is higher than average, indicating successful content that resonates with the audience.

Analysis of Weaknesses:

1. Below Average Impressions and Reach: The number of impressions, page reach, and audience size for the City of Whitewater are below average. This can be attributed to the smaller population size compared to other cities, which limits the overall reach and engagement potential.
2. Lower Page Engagement Rate: The Facebook page engagement rate is lower than average, indicating the need for improvement in engaging the audience with the overall page content.
3. Instagram Reach: The reach on Instagram slightly decreased, suggesting the need for strategies to enhance discoverability, such as leveraging relevant hashtags.

Action Plan:

1. Increase Page Engagement on Facebook:
 - Focus on sharing city-owned content while also promoting partner/affiliate content to increase relevance and engagement.
 - Develop a content strategy that encourages audience interaction, such as asking questions or seeking feedback.
 - Respond promptly to comments and messages to foster engagement and build relationships with the audience.
2. Optimize Instagram Reach:
 - Utilize relevant and popular hashtags to increase the discoverability of Instagram posts and expand reach.

- Collaborate with local influencers or partner organizations to amplify the reach and engagement of Instagram content.
- Experiment with Instagram Stories, IGTV, and other interactive features to capture and retain audience attention.

3. Evaluate Twitter Strategy:

- Clarify the purpose and goals of Twitter in the social media strategy.
- Assess the effectiveness of Twitter in reaching the target audience and achieving desired outcomes.
- Consider the impact of ownership and platform changes on the future use of Twitter and make necessary adjustments.

4. Monitor and Analyze Performance:

- Continuously track social media metrics and compare them against benchmarks to identify areas of improvement.
- Use analytics tools and insights to gain a deeper understanding of audience preferences and behavior.
- Regularly review and refine the social media strategy based on performance analysis and emerging trends.

By implementing these actions, the City of Whitewater can further enhance its social media presence, engage the audience, and leverage the strengths observed in Facebook and Instagram engagement. The focus on relevant and compelling content, along with strategic use of hashtags, will help increase reach and improve overall social media performance.

S.M.A.R.T Goals to consider incorporating into the Chief of Staff Strategic Plan:

1. Increase Facebook Page Engagement:

- Specific: Increase the average engagement rate on the Facebook page by 20%.
- Measurable: Track the engagement rate monthly and compare it to the baseline.
- Achievable: Implement a content strategy that encourages audience interaction and respond promptly to comments and messages.
- Relevant: Increased engagement on Facebook will help build relationships with the audience and improve brand visibility.
- Time-bound: Achieve the 20% increase in engagement rate within six months.

2. Optimize Instagram Reach:

- Specific: Increase the average reach of Instagram posts by 15%.
- Measurable: Monitor the reach of Instagram posts and compare it to the baseline.
- Achievable: Utilize relevant and popular hashtags, collaborate with local influencers, and experiment with interactive features.
- Relevant: Improving reach on Instagram will expand the audience and increase brand exposure.
- Time-bound: Achieve the 15% increase in reach within three months.

3. Evaluate Twitter Strategy:

- Specific: Determine the effectiveness of Twitter in reaching the target audience and achieving desired outcomes.
- Measurable: Analyze key metrics such as impressions, engagement rate, and follower growth on Twitter.
- Achievable: Clarify the purpose and goals of Twitter, assess its impact, and make necessary adjustments.
- Relevant: The evaluation will help ensure the effective use of Twitter and alignment with overall social media goals.
- Time-bound: Complete the evaluation and make necessary adjustments within two months.

4. Monitor and Analyze Performance:

- Specific: Regularly track and analyze social media metrics to identify areas of improvement.
- Measurable: Use analytics tools to collect data on key performance indicators such as engagement rate, reach, and follower growth.
- Achievable: Continuously monitor performance, gain insights, and make data-driven decisions for strategy refinement.
- Relevant: Monitoring performance allows for optimization and adaptation to changing trends and audience preferences.
- Time-bound: Conduct monthly performance reviews and make strategy refinements based on the analysis.

By setting these S.M.A.R.T goals, the City of Whitewater can effectively measure progress, stay focused, and work towards improving engagement and reach on Facebook and Instagram, while also evaluating and optimizing the use of Twitter. Monitoring and analyzing performance will enable data-driven decision-making and continuous improvement in social media strategies.

Best, - JSW



Social Media Report

By: Kristina Koslosky

Last Updated 5.30.23

Summary

The table below summarizes the number of press releases, social posts, social shares, and spotlights that were written/posted/shared by the contractor.

	Jan	Feb	March	April
Press Release	2	3	3	5
Social Posts	35 x 3 channels	37 x 3 channels	81 x 3 channels	81 x 3 channels
Social Shares	7	6	5	2
Spotlight	0	0	1	1

Benchmark

Hootsuite Analytics compared the City of Whitewater performance to government benchmarks ([Learn more about Hootsuite benchmarks](#)). Please note the platform statistics were based on the platform data, while the benchmarks represented posts published through Hootsuite.

- Impressions: The number of times any content was displayed on a person's screen.
- Page Reach: The number of people who saw any content (ex: posts, ads, feed stories, mentions, etc.) from or about your page.
- Page Fans: The number of people who like your page.
- Audience growth rate: A measure of how your audience is growing as a percentage of your existing followers. Calculated by dividing net new followers by total audience.
- Page Engagement Rate: The number of people who engaged (ex: liked, commented, shared, or clicked) with any content from your page, as a percentage of the number of people who saw it.
- Post engagement rate: The average engagement rate for all your posts, calculated as the sum of engagement rates for each post divided by the number of posts.
- Page Virality Rate: The percentage of times content from your Pages was displayed on a person's screen because of your audience reacting, commenting, and sharing.
- Amplification Rate: The number of shares of your posts out of the number of fans of your page, represented as percentage.
- Posts: The number of posts published.
- Posting Frequency: The daily number of posts published.
- Page Content Clicks: The number of clicks on any of your content, including link clicks, photo views, video views, and clicks that generated feed stories.

Government Average vs. Whitewater, WI

Across all the channels, our number of impressions, page reach, and audience size is below average. This could be attributed to differences in population size. According to the [US Census for July 2022](#), there were 14,351 residents in Whitewater. If we have 3,000 fans, that is approximately 23% of our population following. It is unrealistic for us to compete against larger cities and state/federal governments who have 43,000-80,000 fans. Data is based on January 1st through April 30th.

Facebook

January 1, 2023 – April 30th, 2023

Facebook Overview

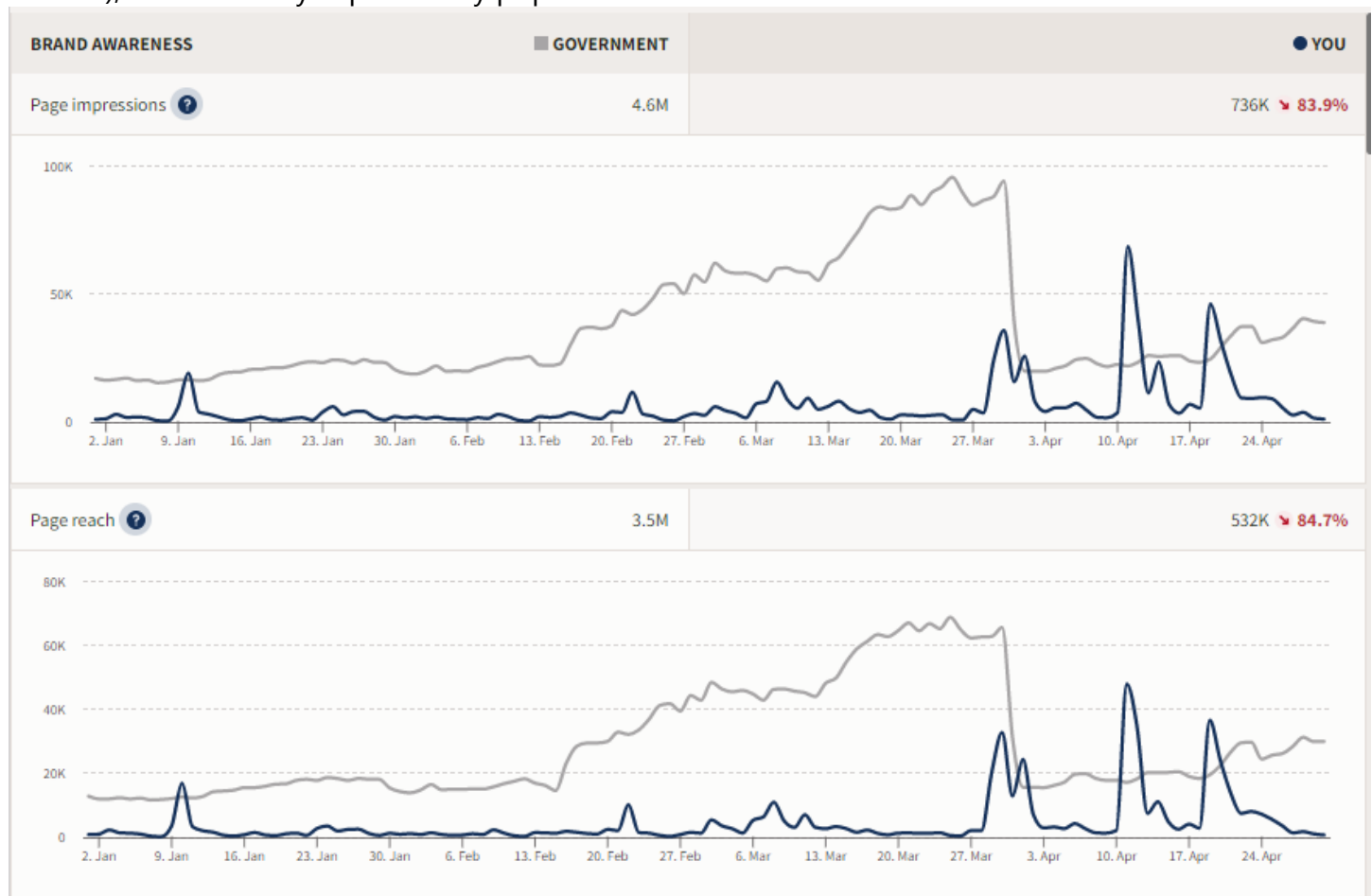
Facebook engagement and reach has significantly increased. The page currently has 3,344 followers.

	Reactions, Likes, & Comments	Likes & Reactions	Comments	Shares	Link Clicks
Jan to April 2023	13,723	9,144	3,290	1,289	4,826
Sept to Dec 2022	1,658	1,163	285	210	2,650
% Change	+ 727.7%	+ 686.2%	+ 465.3%	+ 513.8%	+ 82%

	New Followers	Unfollows	Reach	Profile Visits
Jan to April 2023	450	27	232,366	17,867
Sept to Dec 2022	89	11	37,195	5,202
% Change	+ 359.2%	+ 145%	+ 524%	+ 243.5%

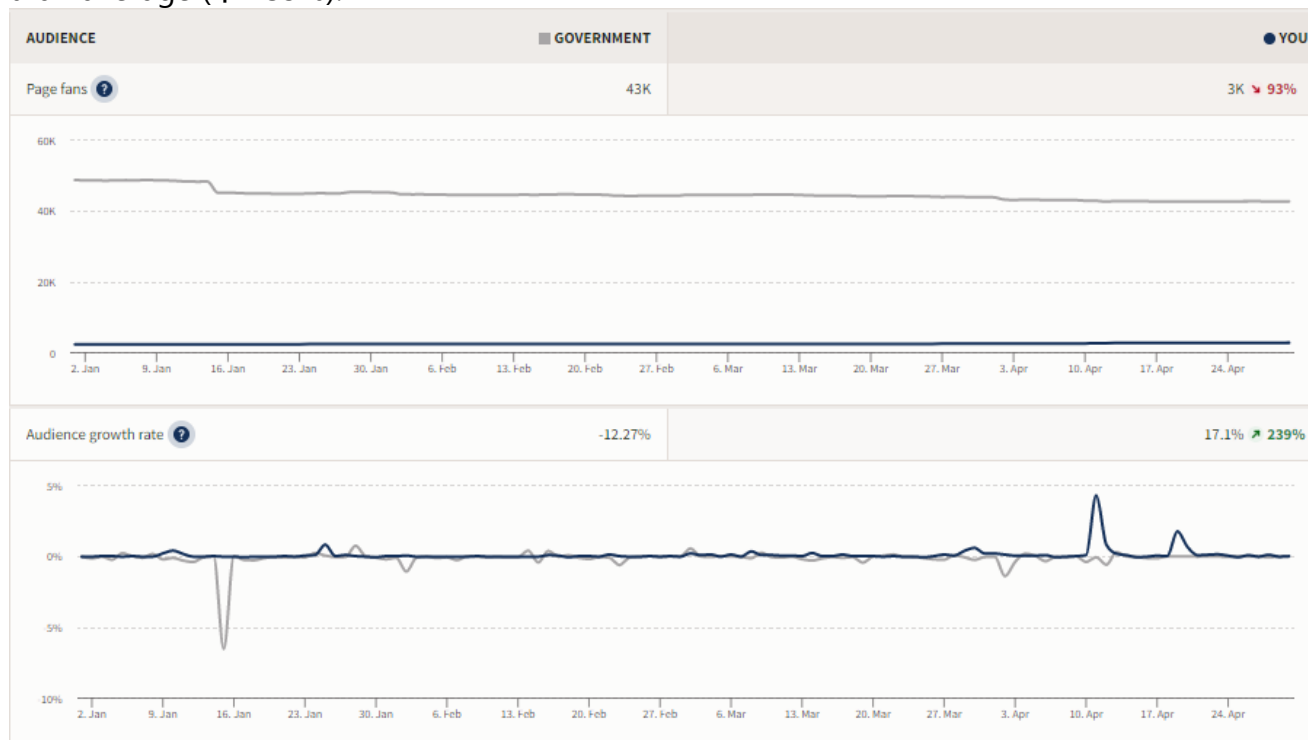
Brand Awareness Benchmarks

The City of Whitewater is below average for both page impressions (↓ 83.9%) and page reach (↓ 84.70%), which is likely explained by population size.



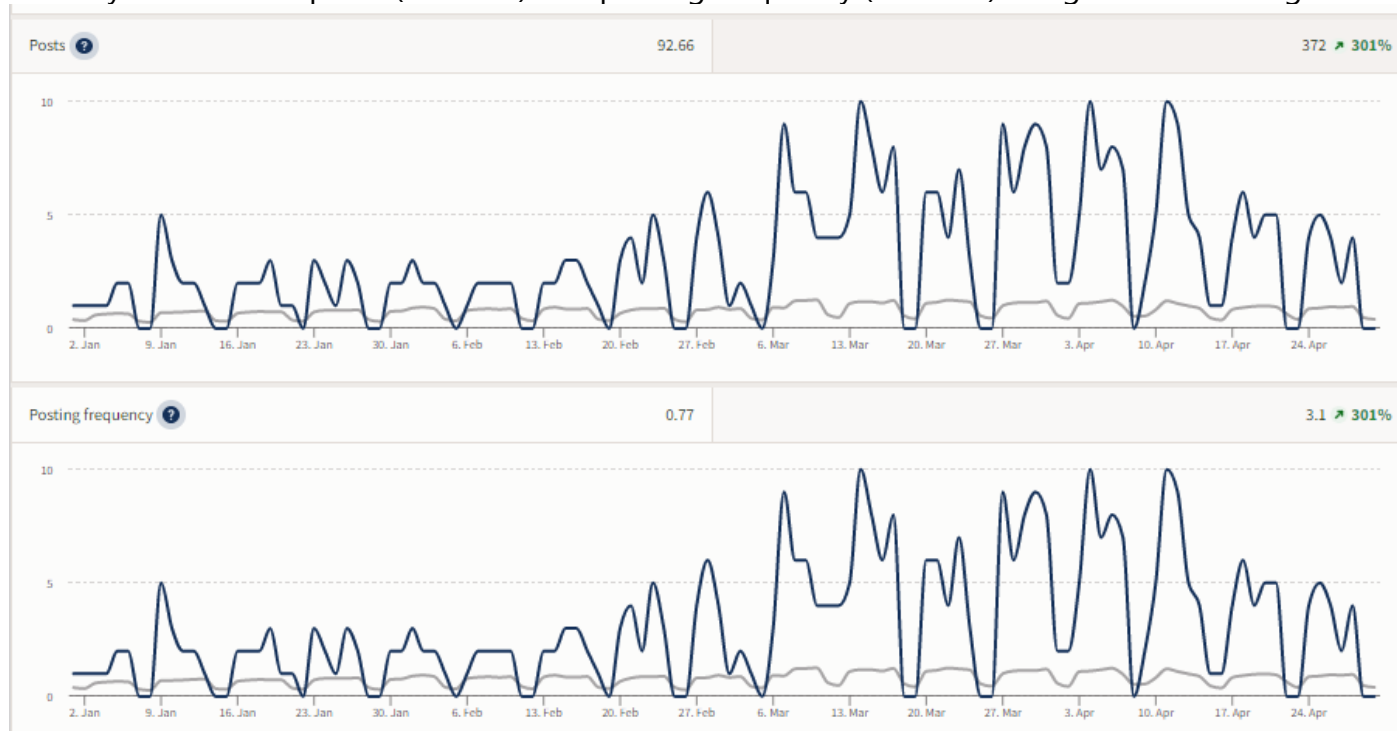
Audience Benchmarks

Even though our audience is smaller than the average (↓ 93%), our audience growth rate is better than average (↑ 239%).



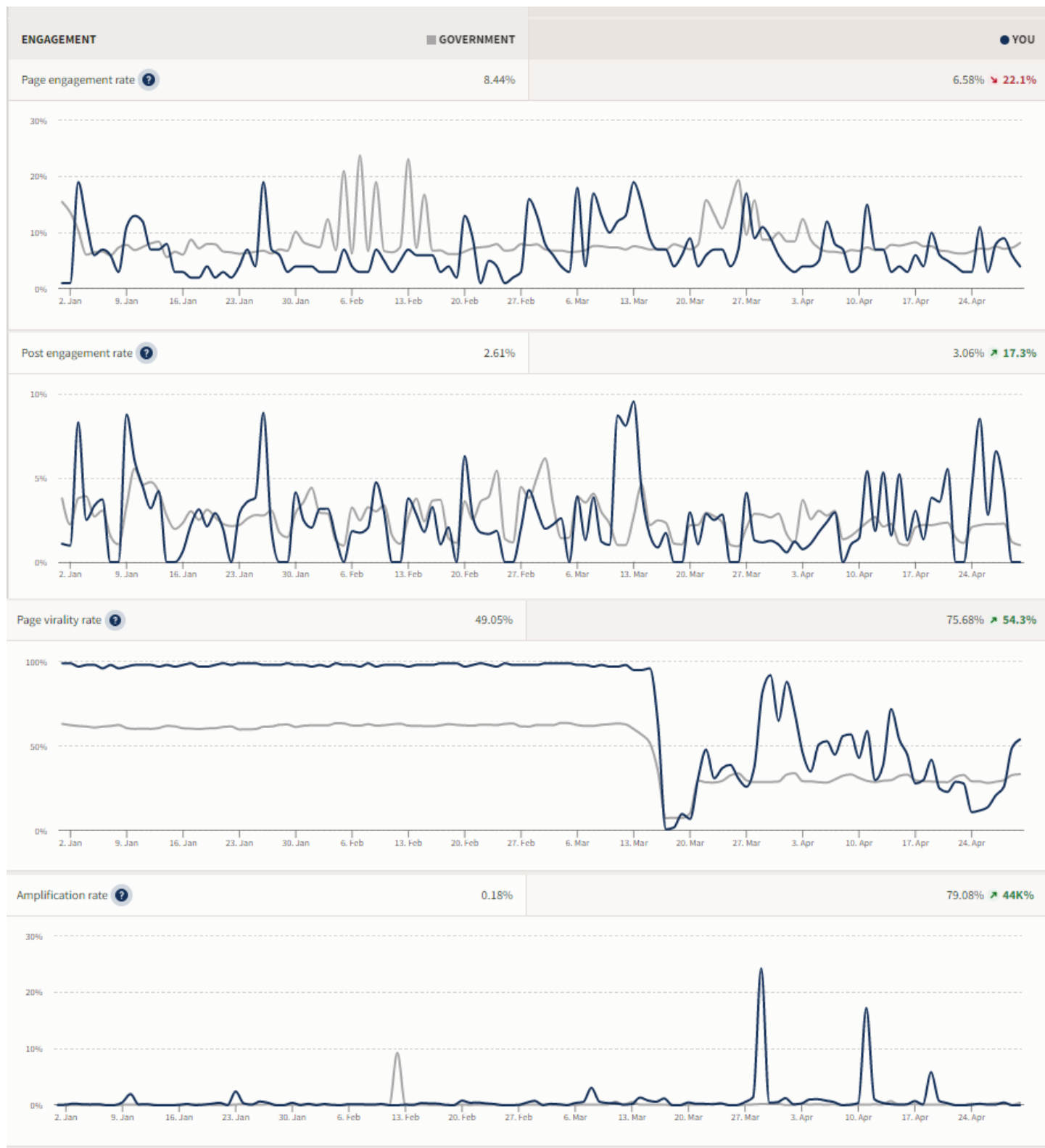
Post Benchmarks

The City's number of posts (↑ 301%) and posting frequency (↑ 301%) is higher than average.



Engagement Benchmarks

The City of Whitewater page engagement rate is lower than average (↓ 22.1%) while our post engagement rate (↑ 17.3%), page virality rate (↑ 54.3%), and amplification rate (↑ 44%).



Instagram

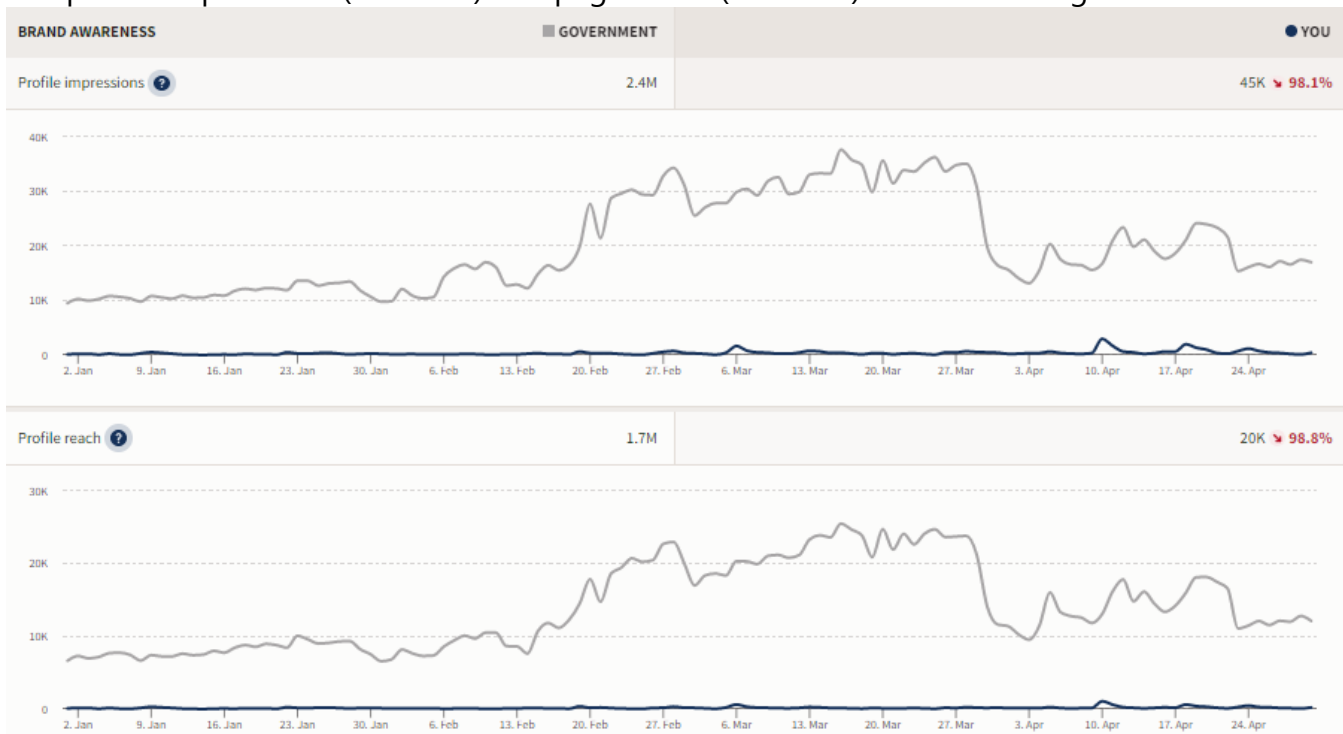
Instagram Overview

Instagram following and profile visits have increased, while reach slightly decreased. The profile currently has 1,026 followers.

	New Followers	Reach	Profile Visits
Jan to April 2023	125	2,457	908
Sept to Dec 2022	29	2,851	172
% Change	+ 331%	- 13.8%	+ 427%

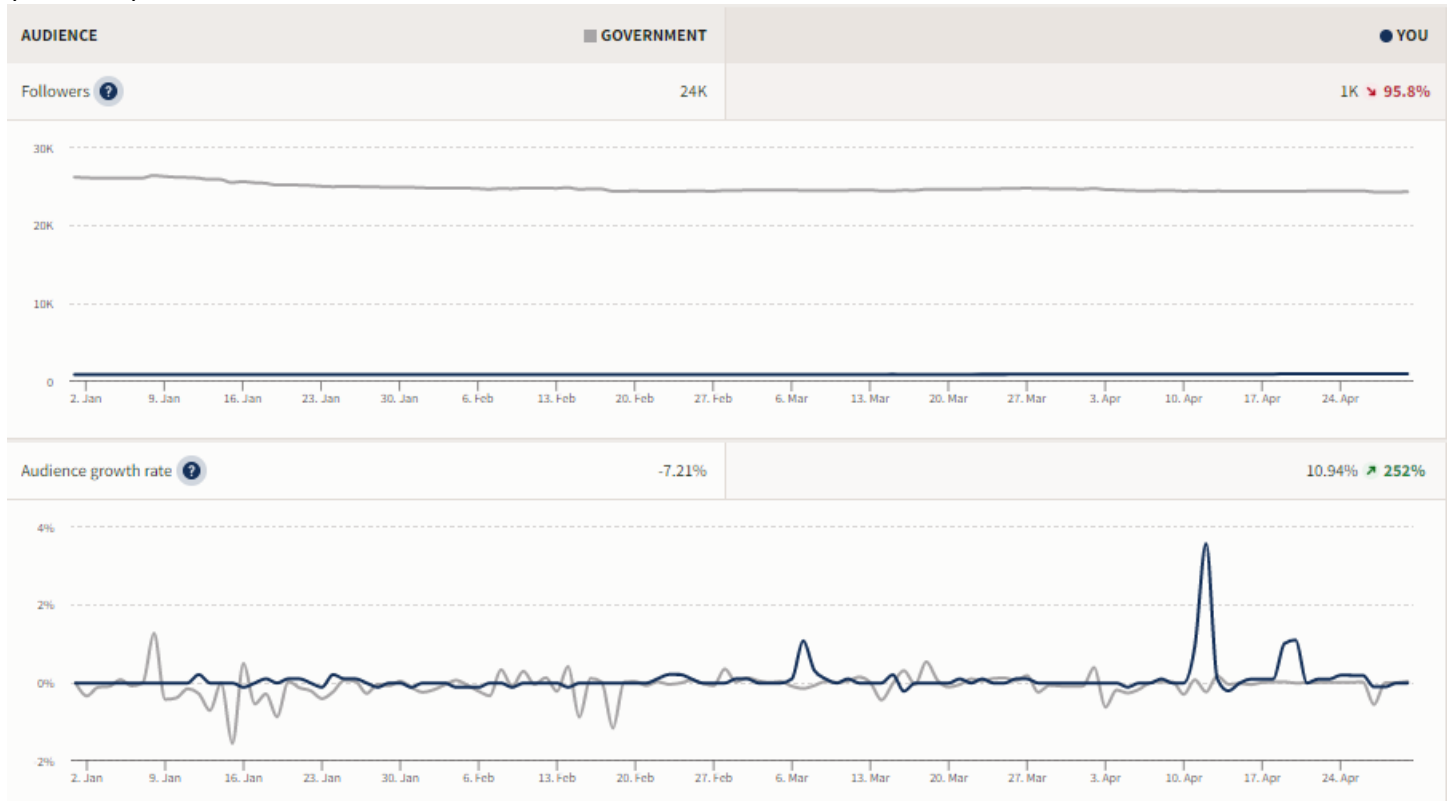
Brand Awareness Benchmark

The profile impressions (↓ 98.1%) and page reach (↓ 98.8%) is below average.



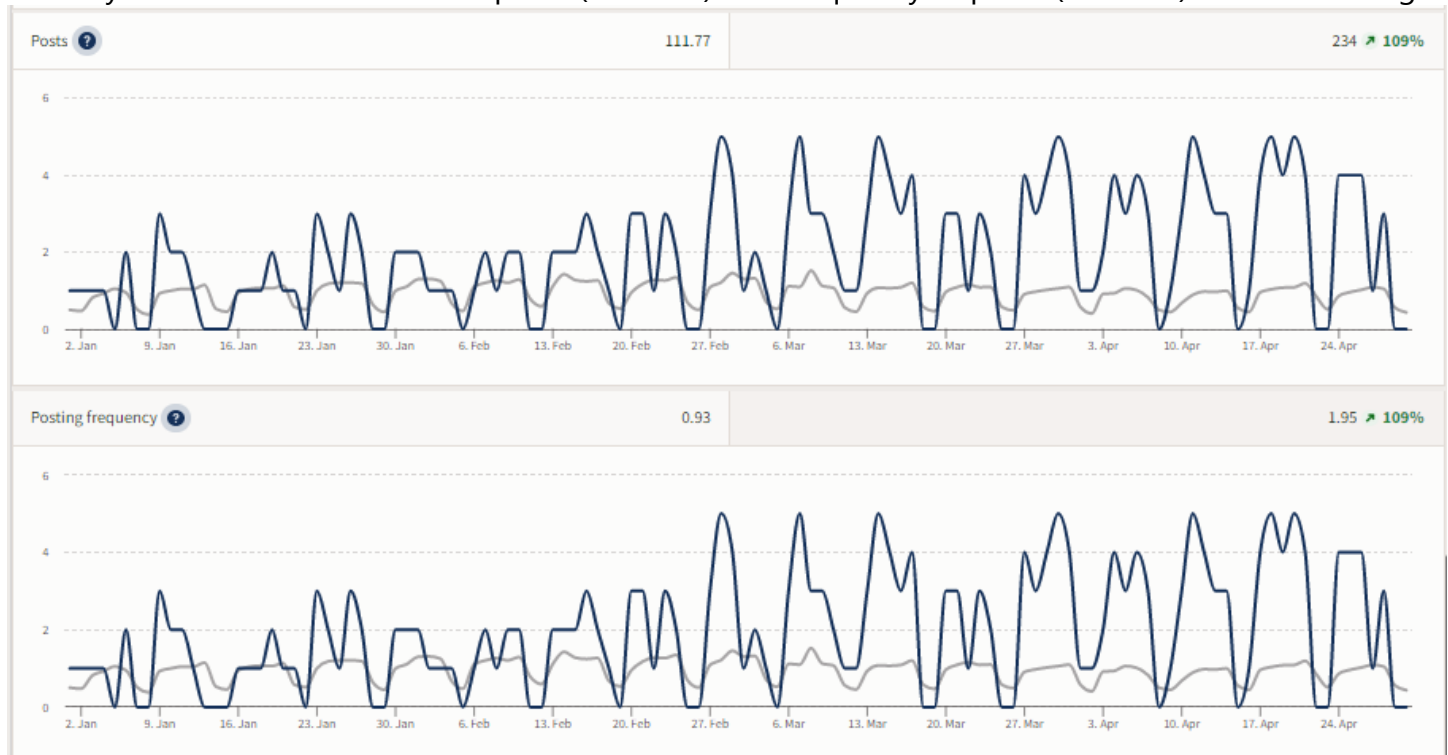
Audience Benchmarks

The number of follows is below average (↓ 95.8%), while our audience growth rate is above average (↑ 252%).



Post Benchmarks

The City of Whitewater number of posts (↑ 109%) and frequency of posts (↑ 109%) is above average.



Engagement Benchmarks

The post engagement rate is higher than average (↑ 31.1%), while the post likes (↓ 93.1%) and post saves (↓ 93.9%) is below average



Twitter

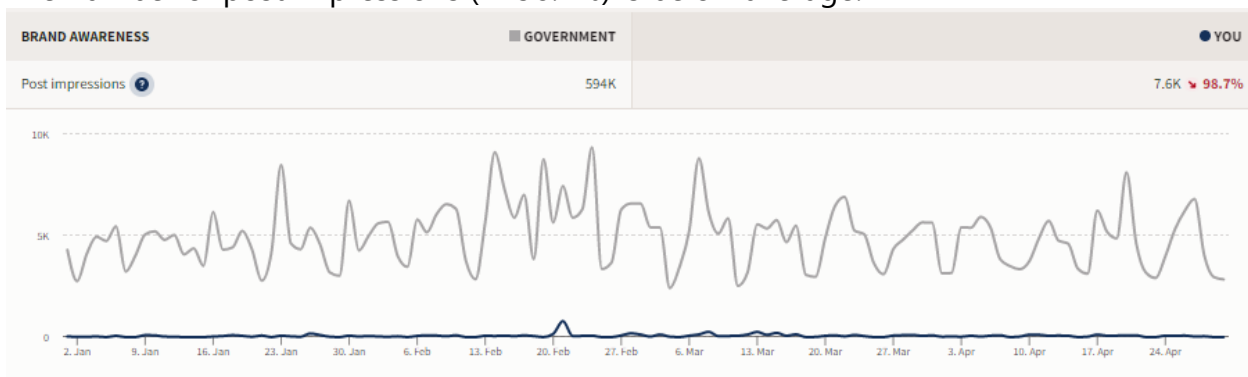
Twitter Overview

The January and prior year analytics are poor and unclear for comparison. The profile has 249 followers.

	Tweets	Impressions	Visits	Followers	Mentions
Jan	35	1305	N/A	N/A	N/A
Feb	54	2220	62	0	1
March	94	2628	286	1	5
April	86	1602	150	1	3

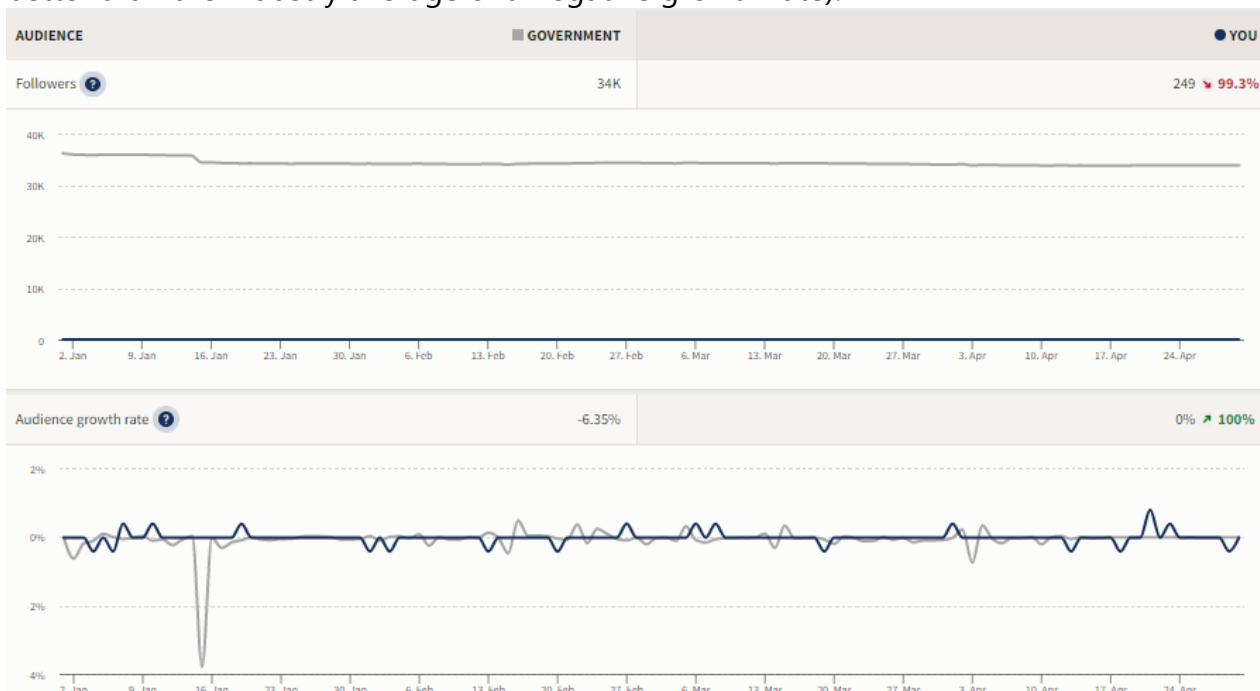
Brand Awareness Benchmarks

The number of post impressions (↓ 98.7%) is below average.



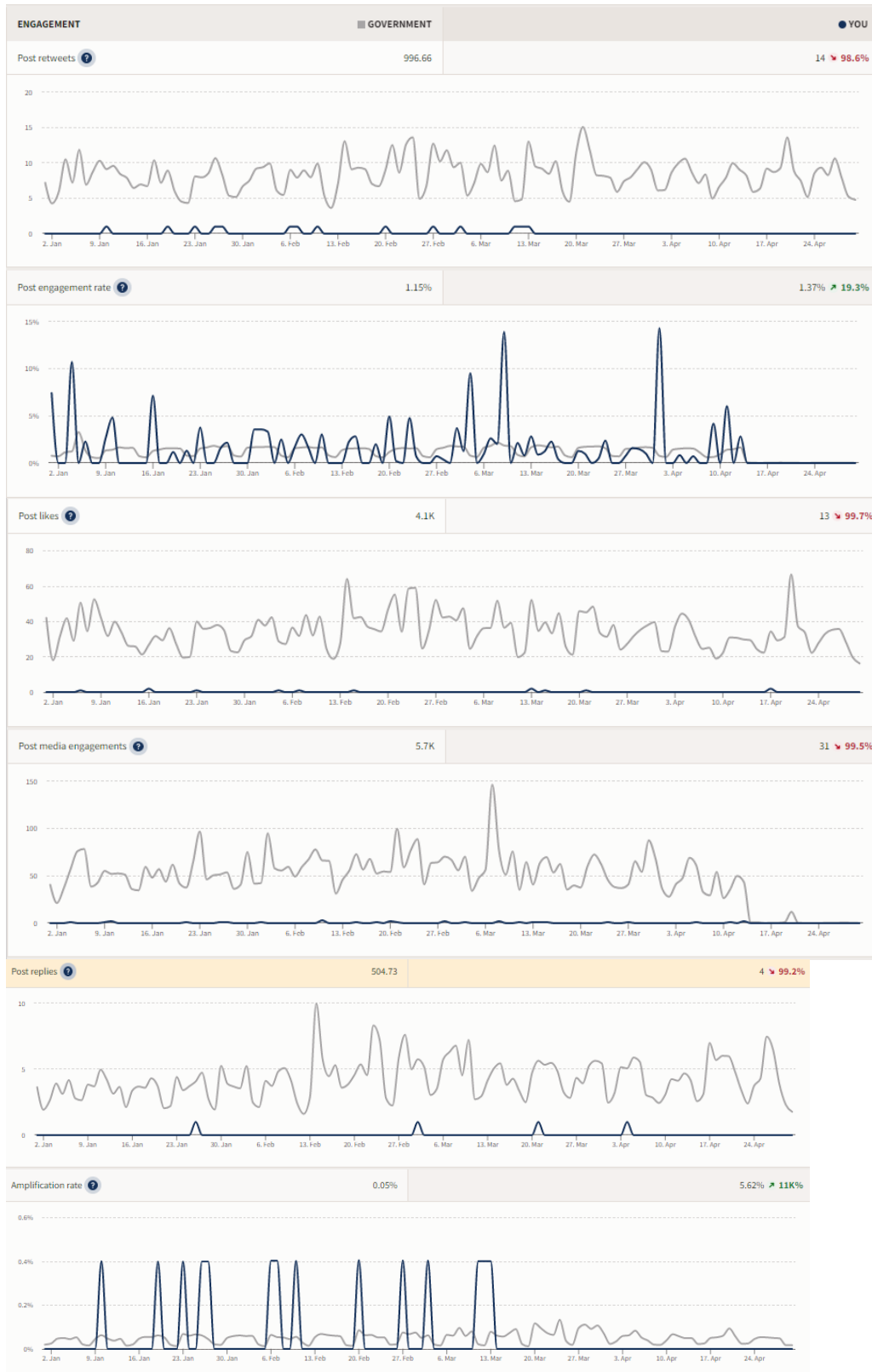
Audience Benchmarks

The number of followers (↓ 99.3) is below average, while the audience growth rate is stagnant (but better than the industry average of a negative growth rate).



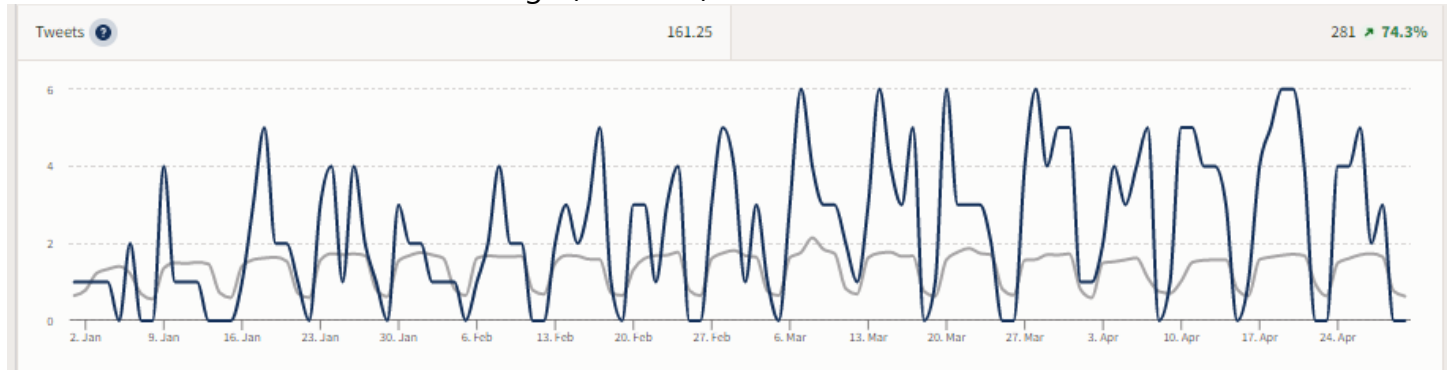
Engagement Benchmarks

The number of post retweets (↓ 98.6%), post likes (↓ 99.7%), post media engagements (↓ 99.5%), post replies (↓ 99.2%) is below average, while the post engagement rate (↑ 19.3%) and amplification rate (↑ 11,000%) is above average.



Tweet Benchmarks

The number of tweets is above average (↑ 74.3%)



Conclusion

When comparing this time period's performance to the previous period, Facebook engagement is significantly better and Instagram followers and visits is up while reach is down. Instagram reach could be improved with the addition of hashtags.

When comparing the City of Whitewater performance to the government benchmark across platforms, our number of posts and posting frequency is above average.

The quantity statistics that measure impressions, reach, audience size, or followers are below average. This is likely due to a smaller population than the average comparison. However, regardless of size/scale, our audience is growing and at an above average rate on Facebook and Instagram.

Based on the July 2022 US Census, there are 14,351 residents in Whitewater. Of the potential population, there will be variation in who is active on social media and on which platform. Most online sources estimate approximately 60% of the global population is active on social media. Thus, the City of Whitewater may have an audience potential of around 8,610. If we compare the potential to the current, Facebook has the greatest following with 3,344 followers (40% of potential) followed by Instagram with 1,026 followers (12% of potential) and Twitter with 249 followers (3% of potential).

Looking at Facebook, most of the engagement measures are above average (ex: post engagement rate, page virality rate, amplification rate) yet the Facebook page engagement rate is lower. Based on the new marketing and communication plan, our page/posts will focus more on the city owned content and while sharing our partner/affiliate content (ex: library, parks and recreation etc.). This change will increase the relevance of posts and likely in turn increase our page engagement rate.

Looking at Instagram, the post engagement rate is above average while the quantity of post likes and post saves is below average. Again, the lower-than-average quantity of post likes and post saves may be due to our population being smaller than the average.

Twitter is to be determined. With ownership and platform changes, posts are still being shared but the future use is unknown.



Social Media Manual

This manual pairs with the Marketing & Communication Plan and the Social Media Policy. This manual provides greater detail on what to post and when. It also provides sample copy and graphics. This document is to be updated overtime and will always include a last updated date.

Last Updated 5.16.23

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Overview

Post vs. Share

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

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

To Post	To Share
City owned content	Partner owned content
<ul style="list-style-type: none">• Announcements, PR, PSAs, news, etc.• Upcoming meetings & events• Jobs and employment opportunities• Staff highlights/proclamations• City updates – yard waste pickup, construction, etc.• Voting information• Cancellations & Closures	<ul style="list-style-type: none">• Whitewater Parks & Recreation• Whitewater Police Department• Whitewater Fire & EMS• Irvin L. Young Memorial Library• Whitewater City Market• Whitewater Arts Alliance• Whitewater Chamber of Commerce• Whitewater Tourism• Downtown Whitewater• Protect Wisconsin Waterways• Whitewater Parks & Recreation• Whitewater Police Department• Whitewater Fire & EMS Department• Irvin L. Young Memorial Library• Whitewater City Market• Whitewater Arts Alliance• Whitewater Chamber of Commerce• Whitewater Tourism• Downtown Whitewater• Protect Wisconsin Waterways

Quality Check Before Posting

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

- Is this on-brand?
- Is this shareable, useful, fun, or interesting to my audience?
- Is this relevant to my audience?

- Does this post support my credibility?
- Does the post include all the elements of a “good post”?

Elements of a Good Social Post

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

What is a Hashtag & How to Use?

A hashtag is a word or phrase preceded by a hash mark (#). A hashtag is used within a post to identify a keyword or topic of interest. Hashtags help increase engagement, build your brand, and expand your reach.

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

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

Social Planning

For social media, there is some reoccurring content that should be scheduled on a reoccurring basis throughout the month. For example, a reminder can be posted about the common council meeting and how to attend the 1st and 3rd week of the month.

There are other posts that vary month to month. This includes specific day posts that need to be scheduled for a specific day or day of the month. This also includes seasonal posts that can be shared multiple times. For example, the reminder about no glass clippings in the streets can be shared multiples throughout the grass cutting season.

There are also filler posts that can be shared any time of the year as helpful reminders.

Reoccurring Content



Overview



The following posts can be scheduled on a regular basis:

- 1st & 3rd Tuesday of Month (If election, then Thursday) - Common Council Meeting Reminder

- 1st & 3rd Thursday of Month (If election, then Friday or following Monday - Common Council Video Recording)
- 2nd Tuesday of the Month – Whitewater Innovation Report
- All PSAs, press releases, spotlights, and job postings
- Any relevant news articles.
- Fridays – Weekly hiring roundup
- Board, Commission, & Committee Openings as applicable.

Sample Posts

Date	Media	Text
1 st Tuesday of month (If election, then Thursday)	 Click here for the template	<p>The Common Council Meeting is tonight, [enter day and date] at 6:30 pm. This will be an in-person and a virtual meeting. Citizens are welcome and encouraged to join.</p> <p>For more information:</p> <p>https://www.whitewater-wi.gov/AgendaCenter/Common-Council-6/</p> <p>#CityofWhitewater #WhitewaterWI #LocalGovernment</p>
1st & 3rd Thursday of Month (If election, then Friday or following Monday)	<p>Take screenshot of vimeo cover (example below)</p> 	<p>In case you missed it, the Common Council Meeting on [enter date] can be viewed online: [add video link]</p> <p>#CityofWhitewater #WhitewaterWI #LocalGovernment</p>
1st Thursday	Take screenshot of top of newsletter	<p>Our first newsletter was sent earlier today! In case you missed it, here's a link to view: [add newsletter link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
2nd Tuesday of the Month	Take screenshot of top of newsletter	As the cornerstone of the Whitewater University Technology Park, the Whitewater University Innovation

		<p>Center serves as a community for entrepreneurs.</p> <p>Follow this link to view the most recent Whitewater Innovation Report: [add newsletter link]</p> <p>**innovation@uww.edu will send both the citymanager@whitewater-wi.gov and Whitewater Banner the link to share</p> <p>#WhitewaterWI #Innovation #Entrepreneurship</p>
Fridays Now Hiring Roundup	 <p>NOW HIRING</p> <ul style="list-style-type: none"> • Dispatcher / Records Communication Aide II • DPW Streets/Parks/Forestry Seasonal Laborer • Finance and Administrative Services Director • Firefighter - Paid on Call • Parks & Recreation Front Desk and Concessions • Youth Sports Official - Baseball/Softball • WAFC Lifeguard • Seasonal Facility Maintenance • Tournament Manager <p>SCAN CODE TO LEARN MORE</p> <p>Click here for the template</p>	<p>Now Hiring! Current employment opportunities include [specify applicable departments].</p> <p>Learn more & apply http://ow.ly/Cf4R50MC5ml</p> <p>#NowHiring #CityofWhitewater #WhitewaterWI</p>
As applicable for PSAs, proclamations, Food for thought, etc.	 <p>Public Service Announcement</p> <p>FOR IMMEDIATE NOTIFICATION Contact: 202.412.1111 Phone: 202.412.2322 Email: info@cityofwhitewater.org</p> <p>Whitewater, Wis. May 8, 2023 – Brush Collection Policy</p> <p>COLLECTION SCHEDULE The City will collect brush every Tuesday. Residents are asked to call the Department of Public Works at (202) 412-2322 to make an appointment. Appointments must be made by 5 a.m. on the Tuesday collection so route scheduling can be considered.</p> <p>COLLECTION FEE Brush located at the outside will be collected and charged. The first 10 minutes of chipping will be free of charge if an appointment has been received by 5 a.m. Any chipping after the first ten minutes will be charged to the property owner at a rate of \$30.00 per hour/minute. ALL BRUSH PLACED AT THE CURB WILL BE COLLECTED ON THE DAY OF APPOINTMENT. NO EXCEPTIONS!</p> <p>COLLECTION PROCEDURE Brush must be brought to the outside and placed with the cut ends facing the street. Brush cannot be brought to the outside before 7 p.m. on the Sunday or to the scheduled Tuesday for collection. Brush must be at the curb by 7 a.m. on Tuesday.</p> <p>To address the Curbside Site is open for residents on Saturdays from 9:00 a.m. until 2:00 p.m. and Wednesdays from 7:30 p.m. until 7:30 p.m.</p> <p>BRUSH TO BE ACCEPTED OR NOT ACCEPTED Brush must be a minimum of 3/4" and a maximum 6" in diameter. The brush must be a minimum of 3 feet in length.</p> <p>Views, railings, roofs, and roof balls will not be accepted. Property owners can dispose of stumps, stumps, roots, and roof balls at the compost site. The City reserves the right to not collect brush for just cause.</p> <p>MAJOR STORM DAMAGE BRUSH COLLECTION Major storm damage brush collection will be done at no charge. The City will determine and announce emergency storm related brush collection. info@cityofwhitewater.org</p> <p>Dan Knappe Director of Public Works info@cityofwhitewater.org</p> <p>For other requests, visit www.cityofwhitewater.org/finance/finance.aspx</p> <p>City of Whitewater provides official high quality services with respect to the community's needs and wants. It is the City's policy to provide the highest quality of service to its residents and visitors.</p>	<p>**Share the photo of the PSA and copy a snippet of text for the post</p> <p>#CityofWhitewater #WhitewaterWI</p>

As new jobs are posted



[Click for generic template](#)



[Fire & EMS template](#)

Perhaps sub out the image and change the color of the shape to better match job.


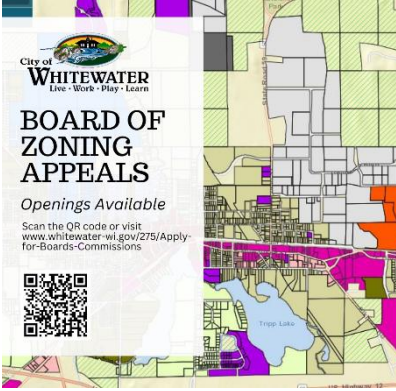
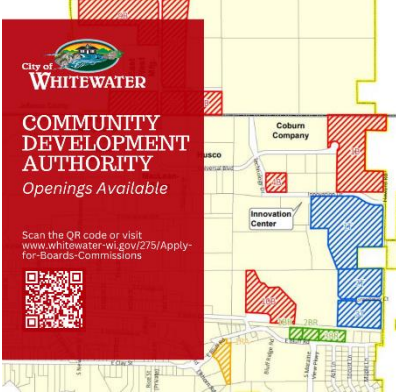


New job posting! The [enter department] is now hiring [enter positions]



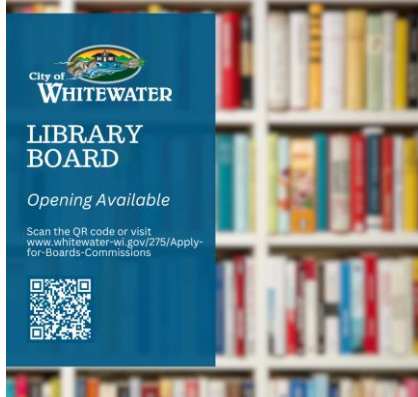
Learn more & apply:



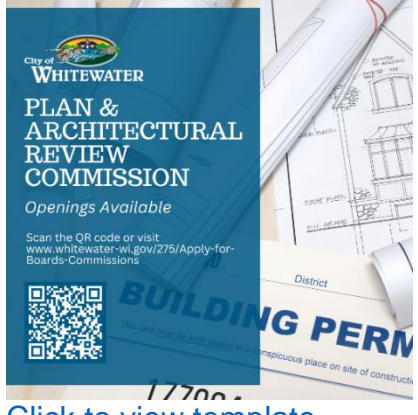
<https://www.governmentjobs.com/careers/whitewaterwi>



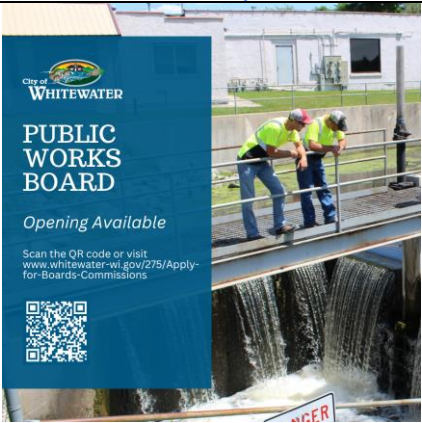

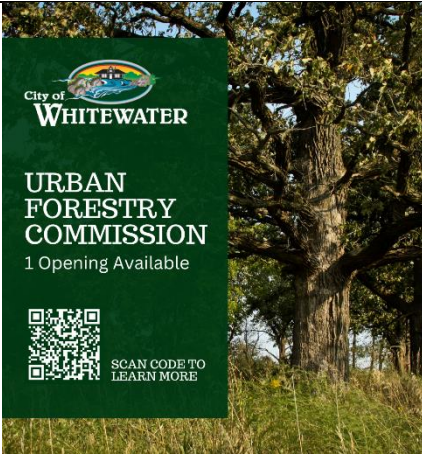

#NowHiring #CityofWhitewater
#WhitewaterWI


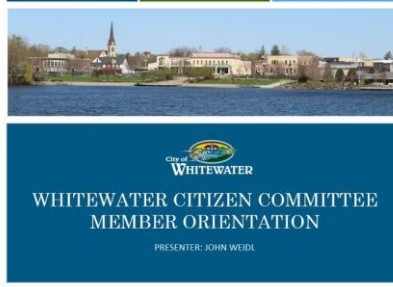
<p>As applicable Board Openings</p>	 <p>Click to view template</p>	<p>The City of Whitewater invites community members to continue to make Whitewater an exceptional community in which to live, work and play. There are board member openings for various boards, committees and commissions.</p> <p>Learn more & apply: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=149</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>As applicable Board of Zoning Appeals</p>	 <p>Click to view template</p>	<p>The Board of Zoning Appeals is authorized to hear appeals in matters related to zoning ordinances. Community members are welcome to apply for one of the openings.</p> <p>Learn more & apply: http://ow.ly/Z13350MvGSI</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>As applicable Community Development Authority</p>	 <p>Click to view template</p>	<p>The Community Development Authority of the City of Whitewater exists to promote housing and community development programs, sustainable development, economic opportunity, and increased tax-base, and empowerment of its residents to benefit the entire City of Whitewater.</p> <p>Learn more & apply: http://ow.ly/tsci50MvHPA</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>

<p>As applicable Community Involvement & Cable TV Commission</p>	 <p>Click to view template</p>	<p>The purpose of the Community Involvement & Cable TV Commission is to advise the City on coordinated community outreach and engagement activities. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>Disability Rights Commission</p>		<p>The Disability Rights Commission is responsible for hearing grievances of any person with a disability, concerning City actions or inactions. This Commission consists of five members, appointed by the Common Council to serve five year terms.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>As applicable Equal Opportunities Commission</p>	 <p>Click to view template</p>	<p>The Equal Opportunities Commission has been created to improve the quality of life in Whitewater by the elimination of racism and other forms of discrimination in the Whitewater community. The Commission consists of seven members, composed of five or six citizen members and one or two Common Council members. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>

<p>Ethics Committee</p>	 <p>City of WHITEWATER ETHICS COMMITTEE Openings Available Scan the QR code or visit www.whitewater-wi.gov/275/Apply-for-Boards-Commissions</p> <p>Click to view template</p>	<p>The Ethics Committee reviews ethics complaints and makes recommendations based on each one. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>Landmark Commission</p>	 <p>City of WHITEWATER LANDMARK COMMISSION Opening Available Scan the QR code or visit www.whitewater-wi.gov/275/Apply-for-Boards-Commissions</p> <p>Click to view template</p>	<p>The Landmark Commission develops criteria and standards for identifying and designating landmarks and landmark sites within the city limits. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>Library Board</p>	 <p>City of WHITEWATER LIBRARY BOARD Opening Available Scan the QR code or visit www.whitewater-wi.gov/275/Apply-for-Boards-Commissions</p> <p>Click to view template</p>	<p>The Library Board oversees the management of Irvin L. Young Memorial Library. Membership consists of seven members appointed by the Common Council. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>

<p>Parks & Recreation</p>	 <p>PARKS & RECREATION BOARD</p> <p>Opening Available</p> <p>Scan the QR code or visit www.whitewater-wi.gov/275/Apply-for-Boards-Commissions</p> <p>Click to view template</p>	<p>The Parks & Recreation Board's responsibilities include assisting with the operation and maintenance of public parks, facilities and activities. The Board shall consist of seven members. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>Pedestrian & Bicycle Advisory Committee</p>	 <p>PEDESTRIAN & BICYCLE ADVISORY COMMITTEE</p> <p>2 Openings Available</p> <p>Scan the QR code or visit www.whitewater-wi.gov/275/Apply-for-Boards-Commissions</p> <p>Click to view template</p>	<p>The Pedestrian and Bicycle Advisory Committee provides guidance to the Parks and Recreation Board on bicycle and pedestrian related issues. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>As applicable Plan & Architectural Review</p>	 <p>PLAN & ARCHITECTURAL REVIEW COMMISSION</p> <p>Openings Available</p> <p>Scan the QR code or visit www.whitewater-wi.gov/275/Apply-for-Boards-Commissions</p> <p>Click to view template</p>	<p>The Plan & Architectural Review Commission is responsible for the review and approval of conditional use permits, assuring compliance of standards. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>

<p>Police & Fire Commission</p>	 <p>City of WHITEWATER</p> <p>POLICE & FIRE COMMISSION</p> <p>Opening Available</p> <p>Scan the QR code or visit www.whitewater-wi.gov/275/Apply-for-Boards-Commissions</p> 	<p>The Police & Fire Commission oversees the management of Police, EMS, and Fire. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>Public Works Committee</p>	 <p>City of WHITEWATER</p> <p>PUBLIC WORKS BOARD</p> <p>Opening Available</p> <p>Scan the QR code or visit www.whitewater-wi.gov/275/Apply-for-Boards-Commissions</p> 	<p>The Public Works Committee oversees the city's public works department and the development of streets, sidewalks, lighting, building maintenance and other capital projects. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>As applicable Urban Forestry Commission</p>	 <p>City of WHITEWATER</p> <p>URBAN FORESTRY COMMISSION</p> <p>1 Opening Available</p>  <p>SCAN CODE TO LEARN MORE</p>	<p>The Urban Forestry Commission makes recommendations to the City Forester and Parks & Recreation Board concerning the care of city trees and shrubs planted in the rights-of-way of all streets or highways, or in any park or other public areas of the city. Community members are welcome to apply.</p> <p>Learn more & apply: http://ow.ly/PJIs50MvH5W</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>

<p>As applicable Whitewater University Technology Park</p>	 <p>Click to view template</p>	<p>Designed to meet business expansion and relocation needs, the Whitewater University Technology Park features over 130-acres, with 35-acres of shovel-ready “Certified in Wisconsin” sites.</p> <p>Learn more & apply: http://ow.ly/tsci50MvHPA</p> <p>#CityofWhitewater #WhitewaterWI #GetInvolved #LocalGovernment</p>
<p>As needed</p>		<p>Interested in learning about serving the City of Whitewater on a board, committee, or commission? Start here for a quick guide to our code of conduct, form of government, open meetings and open records requirements, tools for effective decision-making, and communicating with the public.</p> <p>Learn more: https://vimeo.com/827123881</p> <p>#CityofWhitewater #WhitewaterWI #Volunteer #GetInvolved #CommunityService</p>

General Information Posts

Graphic	Post
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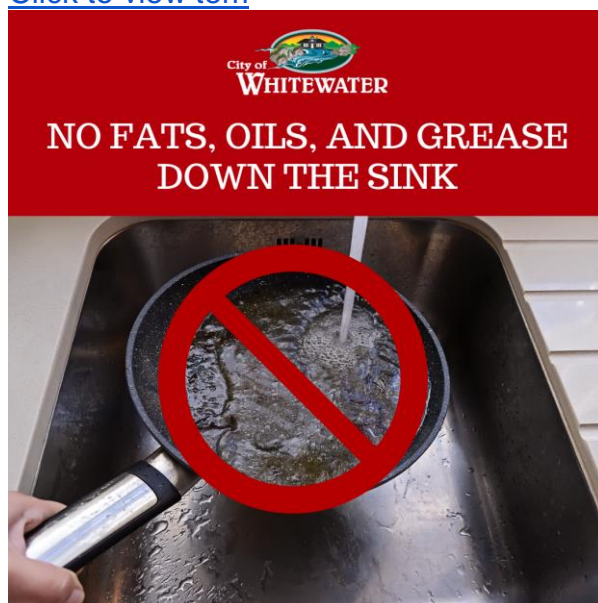


Due to pump blockages at some of our lift stations, please only flush toilet paper and associated waste. Please throw gauze, flushable wipes, feminine hygiene products, etc., in the trash. We appreciate everyone's help in protecting our public infrastructure.

#CityofWhitewater #WhitewaterWI
#PublicWorks #NoWipesDownPipes

[Click to view template](#)

[Click to view tem](#)



Did you know that fats, oils, and grease (FOG) that are poured down the drain or garbage disposal contribute to the cost of maintaining sanitary sewer pipes, the cost of treating wastewater at our sewage treatment plant, and potentially to the pollution of our lakes and streams when clogged sewer lines overflow?

This is a reminder that these items should never be put down the sink. It can lead to clogged pipes, sewer back-up, and expensive repairs. Once fats and oils get to a lower temperature, they harden, build up and clog pipes. No matter how much hot water or soap you pour down after it, sooner or later it solidifies. So, collect grease and oils and dispose of in the garbage.

[plate](#)

Please do your Public Works Departments a favor today, and be careful not to flush your FOG down the sink. The presence of FOG in the sewer system affects everyone in our community!



[Click to view template](#)

John's Disposal Service provides garbage and recycling services for the City of Whitewater. Call 262-473-4700 or visit their website for their current collection schedule.

For more information on garbage & recycling, visit: <https://www.whitewater-wi.gov/231/Johns-Disposal-Service>

#CityofWhitewater #WhitewaterWI



[Click to view template](#)

A quick guide for what should go in each of your disposal carts! For the full guide visit our website:

<https://www.whitewater-wi.gov/231/Johns-Disposal-Service>

#CityofWhitewater #WhitewaterWI


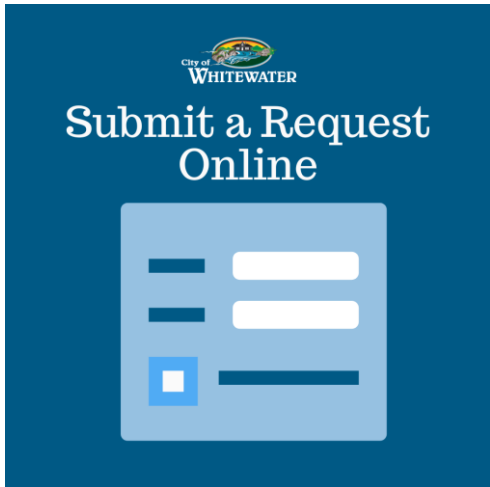
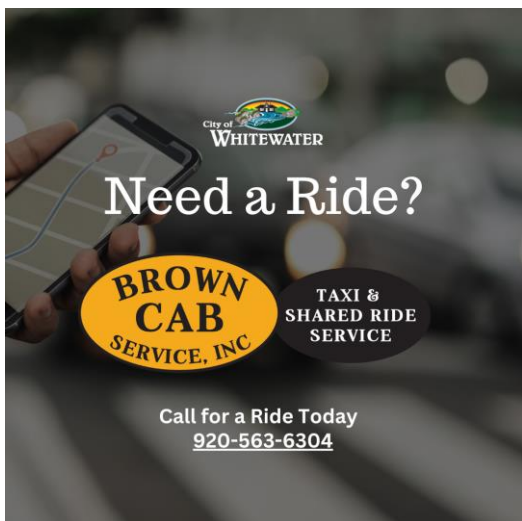


[Click to view template](#)

The WPD, Whitewater DPW, John's Disposal and JWR Distributors have worked together to provide a method for the disposal of unwanted pharmaceuticals. A drug drop box is located in the Whitewater Municipal Building

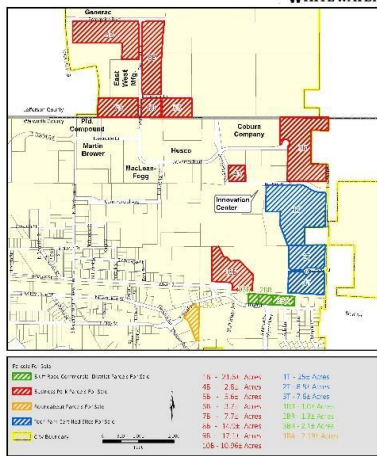
Learn more: <https://www.whitewater-wi.gov/160/Drug-Drop-Box>

#CityofWhitewater #WhitewaterWI

 <p>HOW DO I?</p> <p>How do I file a police complaint?</p> <p>How do I contact a city official?</p> <p>How do I learn more about housing assistance?</p> <p>How do I find building permits?</p> <p>Click to view template</p>	<p>Are you new to Whitewater? Check out our webpage entitled "How Do I... Move to Whitewater" to find resources about city services, education in Whitewater, things to do, and more!</p> <p>Find the link below! https://www.whitewater-wi.gov/539/Move-to-Whitewater</p> <p>#CityofWhitewater #WhitewaterWI</p>
 <p>Submit a Request Online</p> <p>Click to view template</p>	<p>Did you know you can submit a request or report a concern for different departments through the City's website?</p> <p>Go to https://www.whitewater-wi.gov/1 and click on Submit a Request.</p> <p>Whether it's a request for brush collection, you want to report a pothole, you have a violation complaint, or a question on your water utility bill, you may submit a request online. Your issue will be addressed by the next business day.</p> <p>#CityofWhitewater #WhitewaterWI</p>
 <p>Need a Ride?</p> <p>BROWN CAB SERVICE, INC.</p> <p>TAXI & SHARED RIDE SERVICE</p> <p>Call for a Ride Today 920-563-6304</p> <p>Click to view template</p>	<p>Need a ride? Whitewater has partnered with Brown Cab Service, Inc. to get you where you need to go with the Whitewater Shared-Ride Taxi program. Call 920-563-6303 and give the location you desire to be picked up or dropped off.</p> <p>For the most up to date hours visit Brown Cab Shared Ride Taxi's website: https://www.browncab.net/BrownCabCity?Name=Whitewater</p> <p>#CityofWhitewater #WhitewaterWI #LocalTransportation</p>

CITY-OWNED LOTS

BUSINESS & ECON. PARK, RUFF RD., AND ROUNDABOUT



Whitewater Economic Development can assist you in locating or expanding your business in our community. The right location is just one part of the equation. Available workforce, incentives, and infrastructure are also key.

The Whitewater Business Park offers development sites ranging from 1/2 to over 20 acres. Most sites are ready-to-build, with infrastructure in place at the curb.

Learn more:

<https://www.whitewater-wi.gov/565/City-Owned-Lots>

#CityofWhitewater #WhitewaterWI
#EconomicDevelopment #BusinessPark



[Click to view template](#)

The City of Whitewater wants to ensure our residents are aware of the crisis resources available in the community.

There is immediate access to the Suicide and Crisis Lifeline by dialing 988.

Walworth County residents can connect with Walworth County Crisis resources at 262-741-3200. Jefferson County residents can connect with Jefferson County Crisis resources at 920-674-3105.

Anyone in crisis can get connected to services by contacting the Whitewater Police Department at 262-473-0555 or by calling 911

#CityofWhitewater #WhitewaterWI
#CrisisResources



[Click to view template](#)

Did you know that you can pay your bills for the city of Whitewater online? Using Payment Service Network you can sign up and receive your bills electronically by email and a hardcopy in the mail. Other options include paying in person in City Hall, by mail, or call 262-473-1383. For more information visit <https://www.whitewater-wi.gov/213/Pay-Bills-Online>

#CityofWhitewater #WhitewaterWI



[Click to view template](#)

The City of Whitewater has the following parking rules:

- Parking is prohibited on most Whitewater streets between the hours of 2 to 6 a.m.
- Parking is also restricted within 4 feet of a driveway and 10 feet from a fire hydrant.
- There is no parking within 15 feet of the near limits of a crosswalk and anywhere else where restricted by signage.
- Parking is prohibited on any public or private lawn area or area not designated for parking as defined in chapter 19.51 of the municipal code.
- Winter parking restrictions begin on November 1 and end on March 31.

Learn more:

<https://www.whitewater-wi.gov/295/Parking>

#CityofWhitewater #WhitewaterWI
#Parking



[Click to view template](#)

Did you know you can submit an anonymous crime tip? The Whitewater Police Department partnered with Walworth County Crime Stoppers to provide an easy and secure option for submitting anonymous community crime tips. Learn more: <https://www.whitewater-wi.gov/165/P3-Tips-Anonymous-Tip-System>

#CityofWhitewater #WhitewaterWI
#CrimeTip



[Click to view template](#)

Looking for a local resource? Search our Community Resource Directory to find a church or faith based organization, library, mental health resource, school, or transportation

#CityofWhitewater #WhitewaterWI
#Resources

QUESTIONS ON YOUR WATER BILL?

For questions regarding your water bill, property ownership/address changes, new service, or a final meter reading, contact the Accounting Technician at **262-473-1383**



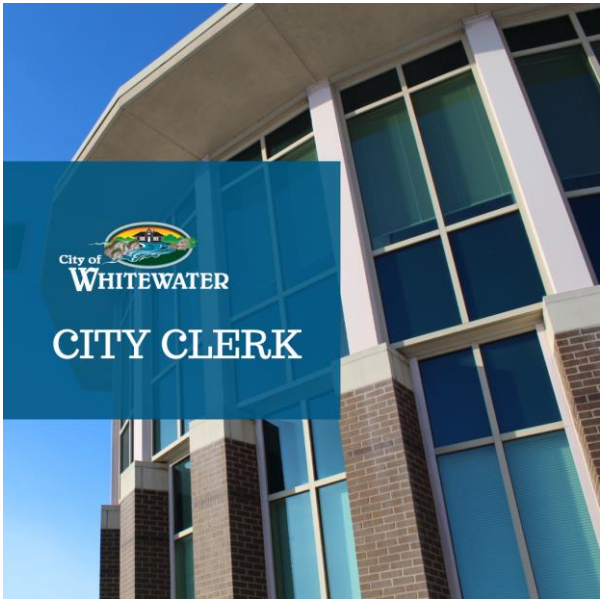

[Click to view template](#)

Questions on your Water Bill?

For questions regarding your water bill, property ownership/address changes, new service, or a final meter reading, contact the Accounting Technician at 262-473-1383.

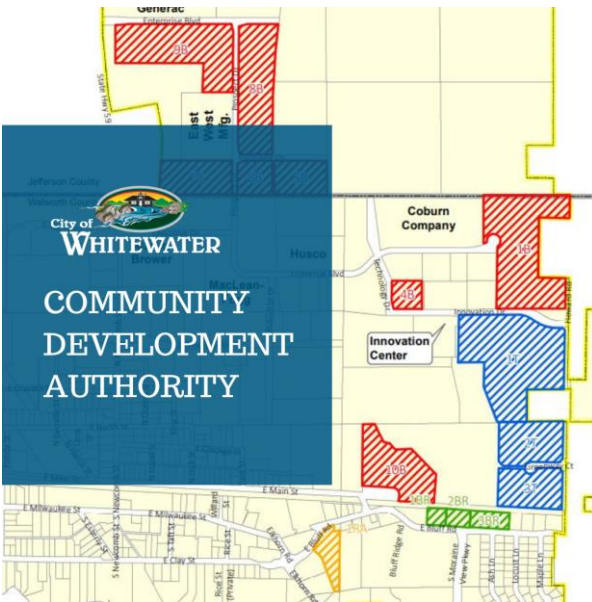
For more information:
<https://www.whitewater-wi.gov/257/Water-Utility>
#Whitewater #WhitewaterWI #community
#communityimpact

Department Spotlight

 A graphic featuring a low-angle shot of a modern building with large glass windows and brick columns. Overlaid on the image is a blue semi-transparent rectangle containing the City of Whitewater logo and the text "CITY CLERK". <p>Click to view template</p>	<p>The Office of the City Clerk is available to assist with information about elections, voter registration, licensing, assessments, city ordinances, and more.</p> <p>Questions? Karri Anderberg City Clerk cityclerk@whitewater-wi.gov Phone: 262-473-0102</p> <p>#CityofWhitewater #WhitewaterWI</p>
 A graphic featuring a low-angle shot of a modern building with large glass windows and brick columns. Overlaid on the image is a blue semi-transparent rectangle containing the City of Whitewater logo and the text "CITY MANAGER'S OFFICE". <p>Click to view template</p>	<p>The City Manager is responsible for supervising and conducting the day-to-day operations of the City and for carrying out the policies established by the City Council.</p> <p>Our staff is committed to interacting in a professional, responsive, and courteous manner at all times and being accessible to the community we serve.</p> <p>We strive to provide an exceptional level of customer service and hope you will contact us with any questions, concerns, or suggestions you have to help us achieve this goal.</p> <p>Questions? John Weidl City Manager</p>

jweidl@whitewater-wi.gov

#CityofWhitewater #WhitewaterWI

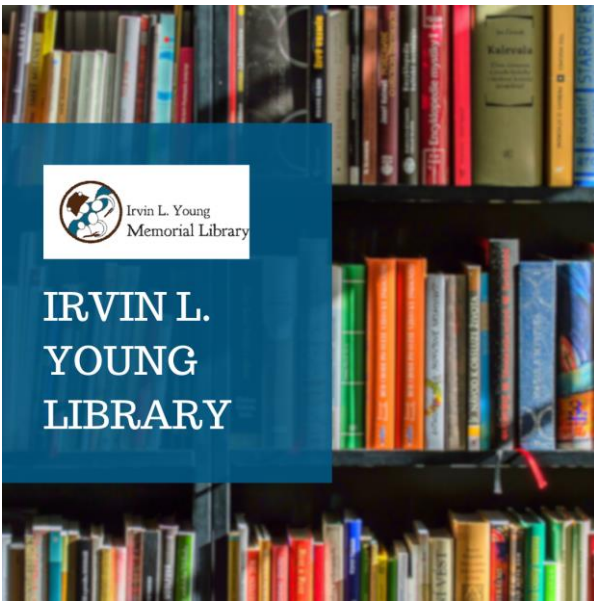


[Click to view template](#)

The Whitewater Community Development Authority is the economic development organization for the City of Whitewater.

Questions?
[add contact info]

#CityofWhitewater #WhitewaterWI
#EconomicDevelopment



[Click to view template](#)

The Irvin L. Young Memorial Library serves as the local public library and provides a place where people can come to read, learn, connect, create, & feel welcome.

Questions? Call 262-473-0530

#CityofWhitewater #WhitewaterWI
#Library #LocalLibrary



[Click to view template](#)

The Neighborhood Services Department builds community by helping the community build. The department issues building and zoning permits, enforces the municipal code, maintains maps and geographic data and engages in short- and long-range land use planning.

The department provides personal attention and accurate and detailed information, and works with citizens to provide the best outcome and improve Whitewater's quality of life.

Questions?

Chris Bennett

Neighborhood Services Director/Planner
CBennett@whitewater-wi.gov

#CityofWhitewater #WhitewaterWI



The Parks & Recreation department provides events and programs for the community to enjoy including youth sports, after school programs, many parks and the Aquatic & Fitness Center.

Questions?
[add contact info]

#CityofWhitewater #WhitewaterWI
#ParksandRecreation



[Click to view template](#)

The Public Works Department is responsible for the operation and maintenance of water and sewer service, water quality, maintenance of vehicles, streets, facilities, parks, and many public projects.

Questions?
Brad Marquardt
Department of Public Works Director
bmarquardt@whitewater-wi.gov
Phone: 262-473-0139

#CityofWhitewater #WhitewaterWI
#PublicWorks



[Click to view template](#)

Seniors in the Park is a lively and dynamic program in Whitewater that seeks to promote and enhance a vital aging community. Our mission is to enhance and revitalize the lives of our community by providing programs that challenge your mind, enhance your physical being, create new connections, and are just plain fun. From presentations and trips to card games and movies, there is something offered for everyone!

#CityofWhitewater #WhitewaterWI

Month by Month Posts

January


Specific Days




- January 1st – Happy New Year
- January 4th - National Trivia Day (TBD)
- January 5th - National Bird Day
- January 9th – National Law Enforcement Appreciation Day
- 3rd Monday in January – Dr. Martin Luther King Day

Seasonal Content

- When it snows, post a reminder about snow and ice removal.
- Post a reminder about winter parking hours once or twice a month.
- Post a reminder about potholes once or twice a month.
- Post/share City and school closures as applicable.
- Whitewater City Market Indoor (Saturdays)
- Purchase dog license reminder


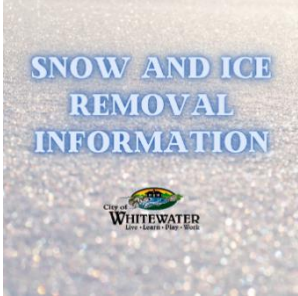


Specific Day Sample Content


Date	Media	Text
Happy New Year	 Click to view template	<p>Wishing you and yours a Happy New Year! As a reminder, all city buildings will be closed Monday, [enter date]. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.</p> <p>#CityofWhitewater #WhitewaterWI</p>

January 5	 Click to view template	<p>Did you know the City of Whitewater became a Bird City of Wisconsin in 2014? Bird City Wisconsin offers public recognition to those communities that succeed in enhancing the environment for birds and educates the public about the interactions between birds and people and the contributions birds make to a healthy community.</p> <p>#NationalBirdDay #CityofWhitewater #WhitewaterWI</p>
January 9 th		<p>Happy National Law Enforcement Appreciation Day. The City of Whitewater thanks our officers and supporting law enforcement staff for all the time and effort you put into your career and keeping our city safe. Thank you for everything you do!</p> <p>#NationalLawEnforcementAppreciationDay #CityofWhitewater #WhitewaterWI</p>
3 rd Monday	 Click to view template	<p>Today, we honor the legacy of Dr. Martin Luther King Jr.</p>

Seasonal Sample Posts

Date	Media	Text
Day before reminder	 Click to view template	<p>Reminder Christmas Tree Collection is tomorrow, [enter day and date]. Please place your tree on the terrace by 5:00 a.m.</p> <p>Learn more: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=473</p> <p>#CityofWhitewater #WhitewaterWI</p>

<p>Filler during winter</p>	 <p>Click to view template</p>	<p>See a pothole in town? Contact the Public Works Department at (262) 473-0560 or report it online so we can get it on our repair list. Thank you!</p> <p>Report online: https://www.whitewater-wi.gov/RequestTracker.aspx</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>When snow is predicted</p>	 <p>Click to view template</p>	<p>With snow today, the City of Whitewater DPW staff would like to remind residents about snow and ice removal.</p> <p>For more info, visit our website: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=467</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>Reminders</p>	 <p>Click to view template</p>	<p>The City of Whitewater would like to remind everyone of the winter parking hours. No parking on City streets between 2 am and 6 am from [start date] to [end date]. Parking is permitted downtown after 5am and special arrangements can be made in advance by contacting the Department of Public Works.</p> <p>Learn more https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=458</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>If there is a bad storm</p>		<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p>

	Click to view template	<p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>
1/month	 <p>Click to view template</p>	<p>Don't forget to purchase your dog license! City of Whitewater Dog Licenses can be purchased at the Finance Department window.</p> <p>Licenses are valid from January 1st through December 31st.</p> <p>A late fee of \$5 is added to the license fee if purchased after March 31, an exception is made for new dogs and new residents.</p> <p>Learn more: https://www.whitewater-wi.gov/215/Dog-Licenses</p>

February

Specific Days

- February 14th – Valentines Day
- February 15th - National Wisconsin Day


Seasonal Content




- When it snows, post a reminder about snow and ice removal.
- Post a reminder about winter parking hours once or twice a month.
- Post a reminder about potholes once or twice a month.
- Post/share City and school closures as applicable.
- Whitewater City Market Indoor (Saturdays)

Specific Days Sample Content

Date	Media	Text
2/14/23		Happy Valentine's Day!

Seasonal Sample Posts

Date	Media	Text
Filler during winter		<p>See a pothole in town? Contact the Public Works Department at (262) 473-0560 or report it online so we can get it on our repair list. Thank you!</p> <p>Report online: https://www.whitewater-wi.gov/RequestTracker.aspx</p> <p>#CityofWhitewater #WhitewaterWI</p>

<p>When snow is predicted</p>	 <p>Click to view template</p>	<p>With snow today, the City of Whitewater DPW staff would like to remind residents about snow and ice removal.</p> <p>For more info, visit our website: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=467</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>Reminders</p>	 <p>Click to view template</p>	<p>The City of Whitewater would like to remind everyone of the winter parking hours. No parking on City streets between 2 am and 6 am from [start date] to [end date]. Parking is permitted downtown after 5am and special arrangements can be made in advance by contacting the Department of Public Works.</p> <p>Learn more https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=458</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>If there is a bad storm</p>	 <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>

March


Specific Days




- 1st Friday of March - National Employee Appreciation Day (TBD)
- 2nd Sunday in March – Spring Forward (TBD)
- March 20th – Spring Equinox (TBD)
- March 30th - National Take A Walk In The Park Day (TBD)

Seasonal Content

- When it snows, post a reminder about snow and ice removal.
- Post a reminder about winter parking hours once or twice a month.
- Post a reminder about potholes once or twice a month.
- Post/share City and school closures as applicable.
- Consult Public Works on when BIRD Scooters will be launched (after snow)
- Whitewater City Market Indoor (Saturdays)
- Brush Collection Reminders

Seasonal Sample Posts

Date	Media	Text
As applicable	 Click to view template	<p>The Bird Scooter Relaunch is scheduled for tomorrow, [enter day and date] Weather permitting.</p> <p>A few reminders:</p> <ul style="list-style-type: none">- Visit www.bird.co for more information.- For questions or concerns, contact BIRD directly at 1-866-205-2442 or email hello@bird.co.- Community Mode is accessible by clicking the "□" in the bottom left corner within the Bird mobile app. Click this button, and you'll find three separate options: report a "Badly Parked Bird", "Damaged Bird", and "Contact Bird".

1/month	 <p>BRUSH COLLECTION TUESDAYS</p> <p>Call 262-473-0560 to make appointment</p> <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>
As applicable	 <p>WHITEWATER COMMUNITY GARDEN</p> <p>Click to view template</p>	<p>The Whitewater Community Garden (WWCG) offers 30 plots for residents to plant, grow and maintain their own garden plots. Starting today [add date] returning gardeners may submit their application for the [year] season.</p> <p>Beginning [add date] new gardeners may submit their application for a garden plot on a first-come, first-served basis.</p> <p>More info: http://www.whitewatercg.org/</p> <p>#WhitewaterCommunityGarden #CityofWhitewater #WhitewaterWI</p>
March/April (weather permitting)	 <p>COMPOST SITE OPENING FOR SEASON</p>	<p>The compost site will open on [add information from PSA]</p> <p>If you have any questions, please call the Streets Department at 473-0560</p> <p>#CityofWhitewater #WhitewaterWI #Compost #CompostSite</p>

	Click to view template	
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April

Specific Days




- 1st Wednesday in April - National Walking Day
- April 6th – National Library Day
- April 18th - National Exercise Day
- April 30 to May 6th marks the Annual Professional Municipal Clerks (TBD)
- April 9th to 15th National Public Safety Telecommunicators Week (dispatchers) (TBD)
- April 10-13 National Community Development Week (TBD)
- April 17-21 Severe Weather Awareness Week
- April 22 – Earth Day (TBD)
- April 23-39 – National Library Week
- April 26th - Administrative Professionals Day
- April 28th - National Historic Marker Day (TBD)
- Last Friday in April – Arbor Day

Seasonal Content

- Whitewater City Market Indoor (Saturdays)
- Leaf & yard waste collection
- Water Main & Fire Hydrant Flushing
- Spring splash reminders
- Arboretum tree sales on earth day
- Clean sweep days

Specific Days Sample Posts



Date	Media	Text
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<p>1st Wednesda y</p>	 <p>Click to view template</p>	<p>From Downtown to UW-Whitewater to the west side, you can walk throughout the community to take advantage of all Whitewater has to offer.</p> <p>#WalkableCommunity #NationalWalkingDay #CityofWhitewater #WhitewaterWI</p>
<p>April 6th</p>	 <p>Click to view template</p>	<p>It's National Library Day and we are grateful for the Irvin L Young Library! A library is a place where people can come to read, learn, connect, create, & feel welcome.</p> <p>#CityofWhitewater #WhitewaterWI #NationalLibraryDay #PublicLibrary</p>
<p>4/14/23</p>	 <p>Click to view template</p>	<p>[specify week] is Tornado and Severe Weather Awareness Week in Wisconsin. It's a great time to review your emergency plans in the event severe weather strikes.</p> <p>Wisconsin averages 23 tornadoes a year. Peak tornado season in Wisconsin is April to August, but they can occur any time of year.</p> <p>Learn more about tornadoes, danger signs, and what to do before, during, and after a tornado: https://readywisconsin.wi.gov/be-informed/tornadoes/ #TornadoAndSevereWeatherAwarenessWeek #ReadyWI</p>

4/17/23	 <p>2023 Wisconsin Statewide Tornado Drill Thursday, April 20th, 2023 1:45pm and 6:45pm</p> <p>Please reserve these times to discuss and practice your tornado and severe weather safety and sheltering plans.</p> <p>What will happen:</p> <ul style="list-style-type: none"> • NOAA Weather Radio Weekly Test • Some municipalities will sound sirens. • Some TV/radio stations will briefly cut into programming • Social Media Posts <p>What will NOT happen:</p> <ul style="list-style-type: none"> • Wireless Emergency Alerts • Push notifications on phones • Test Watch/Warning <p>Provided by the US National Weather Service Milwaukee/Sullivan Wisconsin</p>	<p>[specify week] is Tornado and Severe Weather Awareness Week in Wisconsin. In addition to preparedness and education this week, the State of Wisconsin is also conducting a statewide tornado drill on [when]</p> <p>Learn more: [add link]</p> <p>#TornadoAndSevereWeatherAwarenessWeek #ReadyWI</p>
4/18/23	 <p>Whitewater Aquatic and Fitness Center</p> <p>Click to view template</p>	<p>For individuals, families, students, seniors, and commuters in Whitewater and beyond, the Whitewater Aquatic and Fitness Center provides an affordable, convenient recreational fitness environment with a variety of amenities including: fitness center, aquatic center, group classes, locker rooms, and more!</p> <p>#NationalExerciseDay #FitnessCenter #AquaticCenter</p>
4/19/23	 <p>City of WHITEWATER</p> <p>Storm Spotter Training Classes</p> <p>Tuesday 4/25/23 6:30pm Bristol-Kenosha County Thursday 4/27/23 2:00pm Milwaukee County Thursday 4/27/23 6:30pm Hales Corners-Milwaukee Thursday 5/4/23 6:30pm Racine County Tuesday 5/9/23 1:00 pm East Troy-Walworth County Tuesday 5/9/23 6:30 pm Walworth-Walworth County Thursday 5/11/23 Online Webinar</p> <p>NATIONAL WEATHER SERVICE</p> <p>Click to view template</p>	<p>The [year] storm spotter training classes take place both in-person and online. Training sessions will be about 2 hours long each. Classes are free.</p> <p>View schedule: https://www.weather.gov/mkx/spotter-schedule</p> <p>#TornadoAndSevereWeatherAwarenessWeek #ReadyWI</p>
4/22/23		Earth Day

4/24/23	 <p>Happy National Library Week!</p>  <p>Click to view template</p>	<p>It's National Library Week! The City of Whitewater is grateful for the Irvin L. Young Memorial Library. The staff works hard to provide excellent service, continues to build and expand their offerings, and hosts a variety of programming.</p> <p>#CityofWhitewater #WhitewaterWI #NationalLibraryWeek</p>
4/26/23	 <p>HAPPY ADMINISTRATIVE PROFESSIONALS DAY!</p> <p>Click to view template</p>	<p>A special thank you to all the secretaries, administrative assistants and other office professionals who keep the office and operations running smoothly. Thank you for your hard work and all that you do!</p> <p>#CityofWhitewater #WhitewaterWI</p>
Last Friday	 <p>Click to view template</p>	<p>Whitewater is Tree City and home to the Arboretum at Starin Park! As a subcommittee within the Park & Recreation Department, the Whitewater Urban Forestry Commission serves in an advisory capacity to the city council on all issues relating to trees and shrubs located within street right-of-ways, parks, and other public places in the city, and to any other matter involving trees and shrubs that affect, or may affect, public areas. Stop by Starin Park today to take part in the Arbor Day celebration!</p> <p>#ArborDay #Forestry #CityofWhitewater #WhitewaterWI</p>

Seasonal Sample Posts

Date	Media	Text
Usually April (weather permitting)	 <p>City of WHITewater</p> <p>LEAF & YARD WASTE COLLECTION</p> <p>April 3 - 6, 2023 April 10 - 14, 2023</p> <p>Click to view template</p>	<p>The City of Whitewater - Department of Public Works will collect bagged leaves and yard waste the: [specify days & dates]</p> <p>Learn more: [add link]</p> <p>#CityofWhitewater #WhitewaterWI #PublicWorks</p>
March/April (weather permitting)	 <p>City of WHITewater</p> <p>COMPOST SITE OPENING FOR SEASON</p> <p>Click to view template</p>	<p>The compost site will open on [add information from PSA]</p> <p>If you have any questions, please call the Streets Department at 473-0560</p> <p>#CityofWhitewater #WhitewaterWI #Compost #CompostSite</p>
1/month	 <p>City of WHITewater Live • Work • Play • Learn</p> <p>BRUSH COLLECTION TUESDAYS</p> <p>Call 262-473-0560 to make appointment</p> <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>

As Applicable	 <p>A gathering or party may be shut down or fines distributed if any Whitewater Ordinances or Wisconsin Statutes are Violated. Action may be taken for the following items:</p> <ul style="list-style-type: none"> Excessive Sounds Levels Noise Ordinance Violations Rubbish Obstructing a Peace Officer or Firefighter Disorderly Conduct Obstructing Public Streets, Places or Buildings Obstructing Traffic Prohibited Public Urination Fires on Public Property Trespassing Loitering/Prowling Fights/Brawls Possession/Consumption of Alcohol in Public Littering Damaging Property of Another Damaging Public Property Unlawful to Sell or Give to or Procure Alcohol for Minors Possession of Alcohol by Minors <p>Click to view template</p>	<p>With non-sanctioned Spring Splash scheduled for tomorrow [specify when], please remember to be smart, safe, and legal.</p> <p>If you notice a gathering in your neighborhood getting out of hand, you can report a concern to the Whitewater Police Department by calling their non-emergency number 262-473-0555 Ext. 4</p>
As Applicable	 <p>Parking Permits</p> <p>2023-2024 downtown parking permits are on sale starting Wednesday, May 3rd in person 8am-4:30pm at the Whitewater Police Department.</p> <p>Click to view template</p>	<p>[specify years] City of Whitewater downtown parking permits are on sale. Permits can be purchased online or in person at the Whitewater Police Department Monday through Friday 8am-4:30pm (proof of residency required). Learn more: [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>

May

Specific Days




- 1st Saturday of the month - Tornado Warning Testing
- 1st Saturday in May - National Fitness Day
- May 4th - Firefighters' Memorial Day, National Firefighter's Day, or International Firefighters Day
- May 5th – Cinco de Mayo
- May 10 – 16 – National Mental Health Awareness Week
- May 14th to 20th National Police Week
- 3rd Saturday in May - National Learn To Swim Day
- May 21st – Emergency Medical Services Day
- May 21 – 27 - Public Works Week & National EMS Week
- Last Monday in May – Memorial Day
- Last Monday in May - Check with Johns on schedule changes due to holiday

Seasonal Content

- Whitewater City Market Outdoor (Tuesdays)
- Bulk trash pick-up dates
- Keep grass clipping off of street, sidewalk, etc.
- Home improvement season – permit reminder
- Clean sweep days
- Yard sign reminder
- Construction updates & road detours




Specific Days Sample Posts



Date	Media	Text
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1st Saturday	 <p>City of WHITEWATER</p> <p>TORNADO SIREN TESTING</p> <p>First Saturday of the Month</p> <p>Click to view template</p>	<p>In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m.</p> <p>Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System </p> <p>#ReadyWI #CityofWhitewater #WhitewaterWI</p>
1st Saturday	 <p>Whitewater Aquatic and Fitness Center</p> <p>NATIONAL FITNESS DAY</p> <p>Click to view template</p>	<p>Work out on your schedule with 24/7 access to the fitness center or participate in a group fitness class at the Whitewater Aquatic & Fitness Center. #NationalFitnessDay #FitnessCeter</p>
5/4/23	 <p>City of WHITEWATER</p> <p>NATIONAL FIREFIGHTER'S DAY</p> <p>Click to view template</p>	<p>Happy National Firefighter's Day! The City of Whitewater thanks our Fire & EMS Departments for all the time and effort you put into your career and keeping our city safe.</p> <p>Thank you for everything you do!</p> <p>#CityofWhitewater #WhitewaterWI #NationalFirefighersDay</p>
5/5/23		Feliz Cinco de Mayo!

	 <p>City of WHITEWATER</p> <p>FELIZ CINCO DE MAYO</p> <p>Click to view template</p>	
5/16/23	 <p>City of WHITEWATER</p> <p>NATIONAL POLICE WEEK</p> <p>Click to view template</p>	<p>National Police Week is May 14, 2023 - May 20, 2023. National Police Week pays special recognition to those law enforcement officers who have lost their lives in the line of duty for the safety and protection of others. It is a joint initiative of various organizations committed to showing appreciation and respect for the law enforcement community . As we remember the ones we have lost, we also express our gratitude to those who continue to serve and protect us.</p> <p>#CityofWhitewater #WhitewaterWI #NationalPoliceWeek</p>
5/21/23	 <p>City of WHITEWATER</p> <p>EMERGENCY MEDICAL SERVICES DAY</p> <p>Click to view template</p>	<p>Happy Emergency Medical Services Day! The City of Whitewater thanks our Fire & EMS Department for all the time and effort you put into your career and keeping our city safe. Thank you for everything you do!</p> <p>#CityofWhitewater #WhitewaterWI #EmergencyMedicalServicesDay</p>



<p>3rd Saturday in May</p>		<p>The Whitewater Aquatic and Fitness Center offers group and private swim lessons.</p> <p>Learn more: https://www.whitewaterafc.com/swim-lessons</p> <p>#NationalLearntoSwimDay #SwimLessons #AquaticCenter</p>
<p>Public Works Week</p>		<p>The Public Works Department is responsible for the operation and maintenance of water and sewer service, water quality, and maintenance of vehicles, streets, etc. Thank you for making our community a wonderful place to live!</p> <p>#NPWW #ConnectingTheWorld #NationalPublicWorksWeek</p>
<p>Public Works Week</p>		<p>Within the Public Works Department, the Streets, Parks, Forestry & Stormwater Utility maintains the upkeep of all City owned streets, sidewalks, street lights, signal lights, street signage, City owned parks including all entities associated within all parks, all maintenance of City owned trees along with making sure our stormwater system is maintained and is in operation that meets or exceeds State and Federal regulations. Thank you for everything you do!</p> <p>#NPWW #ConnectingTheWorld #NationalPublicWorksWeek</p>

Public Works Week		<p>Within the Public Works Department, the Wastewater Utility returns all consumed water within the City of Whitewater back into the environment in a responsible fashion that meets or exceeds State and Federal regulations. In order to do so, utility staff is tasked with maintaining and operating the public conveyance system or the "collection system" along with the treatment facility and its associated programs. Thank you for everything you do!</p> <p>#NPWW #ConnectingTheWorld #NationalPublicWorksWeek</p>
Public Works Week		<p>Within the Public Works Department, the Water Utility is responsible for the daily operation, maintenance, repair and construction of wells, pumping operations, water mains, water storage vessels, hydrants and metering for the City's potable water system all while meeting and exceeding State and Federal regulations in an environmental friendly manner. Thank you for everything you do!</p> <p>#NPWW #ConnectingTheWorld #NationalPublicWorksWeek</p>
Before Memorial Day Weekend		<p>Don't miss the Memorial Day celebration next week! The American Legion, Adjutant Post 173, Memorial Day parade will be held on Monday, [add date] starting at 10:30 am. The parade starts at First Citizen's Bank parking lot and ends at the Whitewater Armory. A Memorial Day observance will be held at the Armory gym after the parade</p> <p>Learn more: https://whitewater-wi.gov/CivicAlerts.aspx?AID=532</p>

Before Memorial Day Weekend		<p>Johns Disposal will be closed on Monday, [add date] as they observe Memorial Day. All routes will be delayed by one day. Monday routes will be collected on Tuesday and so forth.</p>
Memorial Day		<p>The City of Whitewater remembers and honors those who have made the ultimate sacrifice for our country.</p> <p>The Municipal Building will be closed on Monday, May 29 2023, in observance of Memorial Day. For police emergencies, dial 9-1-1 or use the Whitewater Street lobby call button.</p>

Seasonal Sample Posts

Date	Media	Text
Post reminder day before		<p>Reminder: Tomorrow is the first bulk trash pick up day. These additional pick up days are for garbage or recycling items that are too large to fit in the toters. This does not include yard waste, construction materials, hazardous materials or electronics (including TVs).</p> <p>Learn more: [add link]</p>

<p>Announce & day before reminder</p>	 <p>Click to view template</p>	<p>The next Whitewater Recycling Event will take place on : [specify when]. in Lot B - across from Train Depot and Cravath Lakefront.</p> <p>Items we charge for:</p> <ul style="list-style-type: none"> - All TV's - \$20.00 - Old Tube CRT Computer Monitors - \$10.00 - Microwaves - \$5.00 - Exercise Equipment - \$5.00 <p>Items we accept: Computers, Monitors, Laptops, Printers, Circuit Boards, Servers, Modems, Scanners, Hard Drives, Cables, Keyboards, Mice, UPS Backup batteries, Cell Phone Batteries, Printers, and much more....</p> <p>All Electronics, TV's, Stereos, VCR's, DVD's, Power Tools, Appliances, Gaming Systems, Cameras, and much more....</p> <p>*** Now accepting metal ***</p> <p>All appliances (with or without Freon)</p> <p>Cash and checks only - no credit cards!</p> <p>Learn more: : [add link]</p>
<p>1/month</p>	 <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>

<p>1-2 per month</p>	 <p>Please keep grass clippings, dirt and leaves out of the street, alley, sidewalk, or public ground</p> <p>Click to view template</p>	<p>This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists.</p> <p>Learn more: : [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>1-2 per month</p>	 <p>PERMITS</p> <p>Thinking of adding a deck, shed, or another addition?</p> <p>Click to view template</p>	<p>Thinking of remodeling or adding a new addition? Adding a shed or detached garage? The City of Whitewater provides information on when a permit is needed and the appropriate forms on our website. L</p> <p>earn more: https://www.whitewater-wi.gov/238/Forms-Permits-Fees</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>After citywide rummage</p>	 <p>YARD SIGN REMINDER</p> <p>Please place all yard signs on your private property. Yard signs are not permitted on the sidewalk, terrace (i.e., the area between the sidewalk and street), medians, or the street.</p>	<p>The City of Whitewater would like to remind residents to place any yard signs on their private property. Yard signs are not permitted on the sidewalk, terrace, or street.</p> <p>For more information, please see the city code: http://ow.ly/N5Vo50OtQwK</p> <p>#CityofWhitewater #WhitewaterWI</p>

June


Specific Days




- 1st Saturday of the month - Tornado Warning Testing
- 1st Saturday in June - National Trails Day
- June 7 - Heat awareness day
- June 19 - Juneteenth

Seasonal Content

- Construction updates & road detours
- Whitewater City Market Outdoor (Tuesdays)
- Keep grass clipping off of street, sidewalk, etc.
- Yard Sign reminder
- Clean sweep days
- Whitewater Fourth of July Festival - email whitewater4th@gmail.com
- Fireworks permit reminder
- Compost site hours
- June is also dairy month - it may be an opportunity to highlight how the wastewater treatment plant repurposes solids after processing to farm fields. I'm blanking on exact details but it was a neat bit of information from my tour of the facility and in general the level of testing and expertise that happens there is impressive always - there should be a video somewhere that Kristin Mickelson had done but maybe that was a wipes down the pipes thing. But with dairy month specifically, we do have farm fields within the city limits, if those are tied to dairy farms/industry another interesting thing to highlight.

Specific Days Sample Posts

Date	Media	Text
1st Saturday		<p>In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m.</p> <p>Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System</p> <p>#ReadyWI #CityofWhitewater #WhitewaterWI</p>

1st Saturday in June		<p>Today is #NationalTrailsDay! Visit one of your local parks or go for a hike. The Parks & Recreation Department provides an interactive Google Map of all of our parks: http://ow.ly/hAh750OBkx9</p> <p>#CityofWhitewater #ParksandRecreation #Parks #HikingTrails</p>
June 7th		<p>The City of Whitewater acknowledges June 7, 2023, as Heat Awareness Day.</p>
6/19/23		<p>Juneteenth is a Federally recognized holiday. This holiday is to commemorate the emancipation of enslaved African Americans. The City of Whitewater supports all communities of color and is dedicated to the inclusion of all. Today is important to acknowledge the triumphs of this community as we work toward inclusion and equality for all.</p>



[Click to view template](#)

[Click to view template](#)



[Click to view template](#)

Seasonal Sample Posts

Date	Media	Text
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<p>1-2 per month</p>	 <p>Click to view template</p>	<p>This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists.</p> <p>Learn more : [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>1/month</p>	 <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>

1-2 per month	 <p>Click to view template</p>	<p>The City of Whitewater wants to encourage education regarding the ordinance for fireworks displays within Whitewater city limits.</p> <p>Please note if you are looking to have a firework display on July 4, 2023, your application must be submitted by June 12, 2023. Applications for Permits for Pyrotechnic Displays can be found at City Hall. Please note the permit application does have a twenty-five-dollar (\$25) fee associated with it.</p> <p>Learn more: : [add link]</p>
As appropriate		<p>Pre-registration for the 2023 4th of July parade is now open. Interested participants may register online.</p> <p>Learn more: https://whitewater4th.com/4th-of-july-parade/</p>
1/month	 <p>Click to view template</p>	<p>The compost site is open Wednesdays from 3:00 p.m. to 7:00 p.m. and Saturdays from 8:00 a.m. to 2:00 p.m. The City will provide a loader, for loading chips and compost, the first Saturday of every month until the site closes for the season.</p> <p>Learn more: https://www.whitewater-wi.gov/359/Compost-Site</p> <p>#CityofWhitewater #WhitewaterWI #Compost #CompostSite</p>
1/month		<p>The Discover Whitewater Series (DWWS) is a half marathon and 5k run/walk held in Whitewater, WI every September. The race promotes the City of Whitewater's natural beauty and resources along with encouraging a healthy lifestyle for people of all ages. As a Title Sponsor, the City is thrilled to help support DWWS distribute more than \$250,000 over 9 years to organizations such as</p>

		<p>Working for Whitewater's Wellness (W3), Bethel House, Whitewater LEADS, and the J-Hawks Aquatic Club. To sign up and for more info on sponsors and causes please visit: https://runwhitewater.com/</p>
1/month	 <p>For graphics, & details, email whitewater4th@gmail.com -</p>	<p>Whitewater's Fourth of July Festival is all about celebrating our Freedom and Independence for our families, friends and community. Bring your family, friends, neighbors and co-workers for an exciting and enjoyable day by the lake. They have many scheduled events for your entertainment and plenty of great food and music.</p> <p>Learn more: https://whitewater4th.com/#schedule</p>
1/month	 <p>Ask Parks & Recreation for graphic</p>	<p>Save the dates! The Summer Concert Series will return to Cravath Lakefront Park on Thursdays at 7:00 pm.</p>

July


Specific Days




- 1st Saturday of the month - Tornado Warning Testing
- July 4th – Fourth of July
 - Fireworks date & times
 - 4th of July Parade
 - Miss Whitewater Pageant
 - Check how holiday impacts brush collection & Johns schedule
- July 15th - National Pet Fire Safety Day
- July- Parks & Rec Month

Seasonal Content

- Construction updates & road detours
- Whitewater City Market Outdoor (Tuesdays)
- Keep grass clipping off of street, sidewalk, etc.
- Compost hour reminder
- Summer concert series - save the date
- Whitewater Arts Alliance presents the Savory Sounds Concert Series



Specific Days Sample Posts

Date	Media	Text
1st Saturday		<p>In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m.</p> <p>Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System</p> <p>#ReadyWI #CityofWhitewater #WhitewaterWI</p> <p>Click to view template</p>

July 4th	 <p>Click to view template</p>	<p>The City of Whitewater wishes you a Happy 4th of July! 🇺🇸 The Municipal Building will be closed on Tuesday, July 4, 2023. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.</p>
July 15	 <p>Click to view template</p>	<p>It's National Pet Fire Safety Day today, do you have a plan in case of emergency for your pets?</p> <p>For more information check out our pet safety page on our website: https://www.whitewater-wi.gov/205/Protect-Your-Pets</p> <p>#CityofWhitewater #WhitewaterWI #NationalPetFireSafetyDay</p>
During month	 <p>Click to view template</p>	<p>The Parks & Recreation department provides events and programs for the community to enjoy including youth sports, after school programs, many parks and the Aquatic & Fitness Center. Thank you for all you do!</p> <p>#NationalParkandRecreationMonth #ParkandRecreation</p>

Seasonal Sample Posts

Date	Media	Text
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<p>1-2 per month</p>	 <p>Click to view template</p>	<p>This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists.</p> <p>Learn more: : [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>1/month</p>	 <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>

1/month	 <p>COMPOST SITE HOURS Wednesday 3:00-7:00 pm Saturday 8:00 am - 12:00 pm</p> <p>Click to view template</p>	<p>The compost site is open Wednesdays from 3:00 p.m. to 7:00 p.m. and Saturdays from 8:00 a.m. to 2:00 p.m. The City will provide a loader, for loading chips and compost, the first Saturday of every month until the site closes for the season.</p> <p>Learn more: https://www.whitewater-wi.gov/359/Compost-Site</p> <p>#CityofWhitewater #WhitewaterWI #Compost #CompostSite</p>
1/month	 <p>UPCOMING CONCERTS <i>Cravath Lakefront Park</i> Thursdays @ 7:00p</p> <ul style="list-style-type: none"> July 13 Piper Road Spring Band July 20 Dueling Pianos July 27 Ladies Must Swing Band Aug 3 UWW Rock, Pop, & Music Production Camp Aug 10 Palmyra-Eagle Community Band Aug 17 Indigo Canyon Aug 24 Big Rig Gig & Bike Rodeo Aug 31 Marcy & The Highlights Sept 7 Thirsty Boots Band <p>Sponsored by:  www.wwparks.org</p> <p>Ask Parks & Recreation for graphic</p>	<p>Starting this month! The Summer Concert Series will return to Cravath Lakefront Park on Thursdays at 7:00 pm.</p>

August


Specific Days

- 1st Saturday of the month - Tornado Warning Testing
- August 6-12 - National Farmers Market Week
- August 21st - National Senior Citizens Day

Seasonal Content

- Construction updates & road detours
- Whitewater City Market Outdoor (Tuesdays)
- Keep grass clipping off of street, sidewalk, etc.
- Summer concert series
- Maxwell Street days /One sweet summer weekend



Specific Days Sample Posts

Date	Media	Text
1st Saturday		In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m. Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System #ReadyWI #CityofWhitewater #WhitewaterWI

[Click to view template](#)

Seasonal Sample Posts

Date	Media	Text
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<p>1-2 per month</p>	 <p>Click to view template</p>	<p>This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists.</p> <p>Learn more : [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
<p>1/month</p>	 <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>

September


Specific Days



- 1st Saturday of the month - Tornado Warning Testing
- First Monday in September – Labor Day
- First Monday in Sept - Check with Johns on schedule changes due to holiday
- September 9th - Emergency Services Day
- September 10-16 - National Suicide Prevention Week
- September 11 – Never Forget
- September 22 – Fall equinox
- September 26th Human Resources Professional Day

Seasonal Content


- Construction updates & road detours
- Whitewater City Market Outdoor (Tuesdays)
- Keep grass clipping off of street, sidewalk, etc.
- Summer concert series


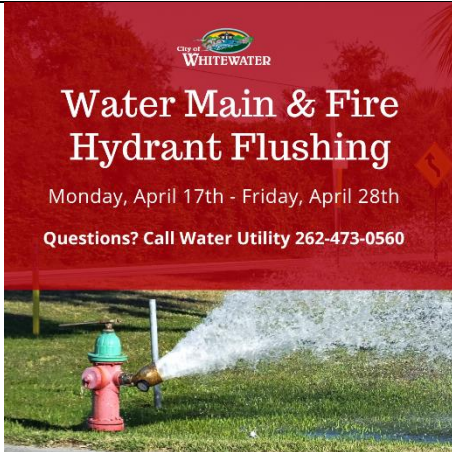
Specific Days Sample Posts

Date	Media	Text
First Monday	 Click to view template	Happy Labor Day! The Municipal Building will be closed on Tuesday, July 4, 2023. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.

1st Saturday	 <p>City of WHITEWATER</p> <p>TORNADO SIREN TESTING</p> <p>First Saturday of the Month</p> <p>Click to view template</p>	<p>In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m.</p> <p>Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System </p> <p>#ReadyWI #CityofWhitewater #WhitewaterWI</p>
Sept 11th	 <p>Click to view template</p>	<p>The City of Whitewater will never forget the tragedy of September 11th</p>

Seasonal Sample Posts

Date	Media	Text
1-2 per month	 <p>Click to view template</p>	<p>This public service announcement serves as a reminder that blowing or depositing grass clippings into any City street, alley, sidewalk, or public ground is prohibited. Reasons this is not permitted include: 1) Grass clippings, leaves, and other lawn debris can clog storm drains, resulting in street and private property flooding. 2) Storm drains flow directly to local lakes untreated. Grass clippings add unnecessary nutrients, which help feed harmful algae blooms. 3) Clippings can make the street slippery and hazardous for bicyclists and motorcyclists.</p>

		<p>Learn more: : [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
1/month	 <p>BRUSH COLLECTION TUESDAYS</p> <p>Call 262-473-0560 to make appointment</p> <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>
Fall is September or October	 <p>Water Main & Fire Hydrant Flushing</p> <p>Monday, April 17th - Friday, April 28th</p> <p>Questions? Call Water Utility 262-473-0560</p> <p>Click to view template</p>	<p>The Water Utility will begin its semi-annual water main and hydrant flushing program on [specify when]</p> <p>Learn more: [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>

October


Specific Days

- 1st Saturday of the month - Tornado Warning Testing
- October 10th - World Mental Health Day
- October 18th - Support Your Local Chamber Of Commerce
- October 28th - National First Responders Day
- 4th Saturday in October - National Make A Difference Day
- October 31st – Happy Halloween
- October – Fire Prevention Month

Seasonal Content




- Whitewater City Market Outdoor (Tuesdays)
- Ghouls Night OUT
- Cybersecurity awareness month

Specific Days Sample Posts

Date	Media	Text
1st Saturday	 Click to view template	<p>In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m.</p> <p>Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System</p> <p>#ReadyWI #CityofWhitewater #WhitewaterWI</p>

Seasonal Sample Posts

Date	Media	Text
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1/month	 <p>BRUSH COLLECTION TUESDAYS</p> <p>Call 262-473-0560 to make appointment</p> <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>
Usually October or November(weather permitting)	 <p>LEAF & YARD WASTE COLLECTION</p> <p>April 3 - 6, 2023 April 10 - 14, 2023</p> <p>Click to view template</p>	<p>The City of Whitewater - Department of Public Works will collect bagged leaves and yard waste the: [specify days & dates]</p> <p>Learn more: [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
Fall is September or October	 <p>Water Main & Fire Hydrant Flushing</p> <p>Monday, April 17th - Friday, April 28th</p> <p>Questions? Call Water Utility 262-473-0560</p> <p>Click to view template</p>	<p>The Water Utility will begin its semi-annual water main and hydrant flushing program on [specify when]</p> <p>Learn more: [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>

November


Specific Days






- 1st Saturday of the month - Tornado Warning Testing
- 1st Sunday in November – Fall back
- November 10th - National Civic Pride Day
- November 11 – Veterans Day
- November 17th - National Take A Hike Day
- 4th Thursday of November – Thanksgiving
- Saturday after Thanksgiving - Small Business Saturday

Seasonal Content

- Whitewater City Market Indoor (Saturdays)
- Sand Delivery - Either late November or early December (ask Public Works)
- Winter parking
- Snow removal reminder




Specific Days Sample Posts

Date	Media	Text
1st Saturday		<p>In accordance with a statewide policy, Whitewater tests its outdoor warning sirens the first Saturday of the month from May to November at 11 a.m.</p> <p>Learn more: https://www.whitewater-wi.gov/203/Outdoor-Warning-System</p> <p>#ReadyWI #CityofWhitewater #WhitewaterWI</p> <p>Click to view template</p>

Nov. 11th	 <p>VETERANS DAY</p> <p>Today, we honor all who have served in the US armed forces. We thank you for your service.</p> <p> City of WHITEWATER Live • Work • Play • Learn</p> <p>Click to view template</p>	<p>The City of Whitewater appreciates all veterans today and every day for your service to our country. Thank you.</p>
Thanksgiving	 <p>FELIZ <i>Dia de Acción de Gracias</i></p> <p> City of WHITEWATER</p> <p>HAPPY <i>Thanksgiving</i></p> <p> City of WHITEWATER</p> <p>Click to view template</p>	<p>Wishing you and yours a Happy Thanksgiving! City buildings will close on Thursday [add date] and Friday [add date] for the holiday. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.</p>

Seasonal Sample Posts

Date	Media	Text
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1/month	 <p>BRUSH COLLECTION TUESDAYS</p> <p>Call 262-473-0560 to make appointment</p> <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>
Usually October or November(weather permitting)	 <p>LEAF & YARD WASTE COLLECTION</p> <p>April 3 - 6, 2023 April 10 - 14, 2023</p> <p>Click to view template</p>	<p>The City of Whitewater - Department of Public Works will collect bagged leaves and yard waste the: [specify days & dates]</p> <p>Learn more: [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
Reminders	 <p>Winter Parking Hours</p> <p>Effective November 1, 2022 to March 31st, 2023 No parking on City Streets 2-6am</p> <p>Click to view template</p>	<p>The City of Whitewater would like to remind everyone of the winter parking hours. No parking on City streets between 2 am and 6 am from [start date] to [end date]. Parking is permitted downtown after 5am and special arrangements can be made in advance by contacting the Department of Public Works.</p> <p>Learn more https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=458</p> <p>#CityofWhitewater #WhitewaterWI</p>

As-needed	 <p>Click to view template</p>	<p>The City of Whitewater - Department of Public Works will deliver sand on [add date]. Residents who wish to receive a quantity of sand for placement on public sidewalks, during the winter months, are asked to have a sturdy container at the curbside by 7:00 a.m. on Monday, December 5. City officials stress that a cardboard box is not considered a sturdy container.</p> <p>For more info, visit [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>
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December



Specific Days

- December 1st - Next year dog licenses now available
- December 25th – Christmas




Seasonal Content



- Whitewater City Market Indoor (Saturdays)
- Reminder to purchase dog license for next year
- Sand Delivery - Either late November or early December (ask Public Works)
- Winter parking
- Snow removal reminder
- Potholes

Specific Day Posts

Date	Media	Text
Dec 1st	 Click to view template	<p>Starting today, you can purchase next year's dog license at the Finance Department window.</p> <p>Licenses are valid from January 1st through December 31st.</p> <p>Learn more: https://www.whitewater-wi.gov/215/Dog-Licenses</p> <p>#CityofWhitewater #WhitewaterWI</p>
Dec 24	 Click to view template	<p>Wishing you and yours a Happy Holiday Season! City buildings will close the following days for the holidays. For an emergency, visit the Lobby Window in the Municipal Building or call 911. For a non-emergency, call 262-473-0555.</p>

Seasonal Sample Posts

Date	Media	Text
Filler during winter	 <p>Click to view template</p>	<p>See a pothole in town? Contact the Public Works Department at (262) 473-0560 or report it online so we can get it on our repair list. Thank you! Report online: https://www.whitewater-wi.gov/RequestTracker.aspx</p> <p>#CityofWhitewater #WhitewaterWI</p>
When snow is predicted	 <p>Click to view template</p>	<p>With snow today, the City of Whitewater DPW staff would like to remind residents about snow and ice removal.</p> <p>For more info, visit our website: https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=467</p> <p>#CityofWhitewater #WhitewaterWI</p>
Reminders	 <p>Click to view template</p>	<p>The City of Whitewater would like to remind everyone of the winter parking hours. No parking on City streets between 2 am and 6 am from [start date] to [end date]. Parking is permitted downtown after 5am and special arrangements can be made in advance by contacting the Department of Public Works.</p> <p>Learn more https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=458</p> <p>#CityofWhitewater #WhitewaterWI</p>

<p>If there is a bad storm</p>	 <p>Click to view template</p>	<p>Residents are asked to call the Department of Streets/Parks office at 262-473-0560 to make an appointment.</p> <p>Brush located at the curbside will be collected and chipped. The first 10 minutes of chipping will be free of charge if an appointment has been received by the DPW.</p> <p>For more on the brush collection policy & additional information, visit https://www.whitewater-wi.gov/440/Brush-Collection-Policy</p> <p>#CityofWhitewater #WhitewaterWI #BrushCollection</p>
<p>As-needed</p>	 <p>Click to view template</p>	<p>The City of Whitewater - Department of Public Works will deliver sand on [add date]. Residents who wish to receive a quantity of sand for placement on public sidewalks, during the winter months, are asked to have a sturdy container at the curbside by 7:00 a.m. on Monday, December 5. City officials stress that a cardboard box is not considered a sturdy container.</p> <p>For more info, visit [add link]</p> <p>#CityofWhitewater #WhitewaterWI</p>

MEMORANDUM

To: Taylor Zeinert
From: John Weidl, City Manager
Date: 6/28/2023
Re: Marketing and Communications Plan

Subject: Pros and Cons of the Marketing & Communications Plan

I wanted to provide you with an overview of the relative strengths and areas of caution within the Marketing & Communications Plan developed by Kristina Koslosky for the City of Whitewater. This analysis will help us understand how to define our measurables and areas for monitoring.

Plan Strengths:

1. Clear objectives: The plan clearly outlines specific objectives, including raising awareness, increasing engagement, improving brand reputation, and enhancing employee recruitment and retention.
2. Target audience focus: The plan identifies the target audience's needs, challenges, and preferred communication channels, ensuring that our marketing efforts are tailored to effectively reach and engage with them.
3. Competitive analysis: The plan provides recommendations based on a competitive analysis of other cities, villages, and towns in the area. It suggests leveraging popular platforms such as Facebook, Instagram, Twitter, and Vimeo, along with creating a LinkedIn presence and repurposing content on TV.
4. Positioning strategy: The plan defines a clear positioning strategy that highlights the city's mission, vision, and value proposition, emphasizing exemplary customer service, streamlined access to services, and opportunities for residents and businesses.
5. Comprehensive communication schedule: The plan includes a detailed communication schedule, indicating the frequency and content for various channels, including the website, spotlights, press releases, newsletters, and social media platforms.
6. Content strategy: The plan offers a well-rounded content strategy that includes a variety of content types, catering to the diverse needs and interests of the target audience, such as announcements, updates, event information, staff highlights, and city updates.
7. Social media guidelines: The plan provides guidelines for posting and sharing content on social media, ensuring a balanced approach between city-owned content and partner content while maintaining brand presence and giving credit to partners.
8. Evaluation metrics: The plan outlines key performance indicators (KPIs) for measuring the success of our marketing and communication efforts, enabling us to regularly evaluate and adjust our strategies based on data.

Areas to watch:

1. Limited resources: The plan acknowledges the limited resources as a weakness, which may pose challenges in executing all the recommended strategies effectively.
2. Reactive approach: The plan identifies being reactive rather than proactive as a weakness, indicating that there is room for improvement in terms of anticipating and addressing communication needs in a timely manner.

3. Accountability challenges: The plan recognizes accountability as a weakness, suggesting that establishing clear accountability measures may be necessary to ensure the successful implementation of our marketing and communication efforts.
4. Lack of specific metrics for reputation and employee recruitment/retention: The plan mentions evaluating the improvement of brand reputation and employee recruitment/retention but does not provide specific metrics or indicators for measuring progress in these areas.
5. Lack of information on implementation responsibilities: The plan briefly mentions implementing social media activities and publishing news and press releases but does not provide clear information on the specific responsibilities and roles for implementation, potentially leading to confusion or lack of coordination.

In conclusion, the Marketing & Communications Plan provides a comprehensive framework for achieving our defined objectives and effectively reaching our target audience. However, addressing the identified weaknesses, such as limited resources, a reactive approach, and accountability challenges, will be crucial for the successful implementation of the plan. Furthermore, it would be beneficial to establish clear implementation responsibilities and metrics for measuring the improvement of brand reputation and employee recruitment/retention.

Please let me know if you have any further questions or if you would like to discuss any specific aspects of the plan in more detail.

Thank you.

Best, - JSW



CITY MANAGER'S MARKETING & COMMUNICATIONS SUPPORT

HOW WE HELPED



- December 2022 to June 2023 - Provided temporary PR & social media coverage
- May 2023 - Provided 1st Social Media Report
- May to June 2023 - City Manager's Office Marketing & Communications Plan
- May to July 2023 - Created Social Media Manual
- June 2023 - Started Monthly Newsletter

MARKETING PLAN



Outline

- Objectives
- Target Audience
- Competitive Analysis
- Positioning Strategy
- Communication Schedule
- Spotlight vs. Press Releases
- Content Strategy
- Social Media & Hashtag Strategy
- Email Marketing Strategy

SOCIAL MEDIA MANUAL



Outline

- Overview
- Recurring Content
 - Regular content
 - General Information Posts
 - Department Spotlight
- Month by Month Posts
 - Specific Day Sample Posts
 - Seasonal Content Sample Posts

Manual Specs

- 70+ pages
- 50+ reoccurring sample posts
- 100+ seasonal posts



Marketing & Communications Plan

*By: Kristina Koslosky
Last Updated 6.29.23*

Overview

- Objectives
- Target audience
- Competitive analysis
- Positioning strategy
- Communication schedule
- Press releases vs. spotlights
- Social media
- Implementation & evaluation

Objectives

The City of Whitewater Manager's Office marketing and communication efforts strive to:

1. Raise awareness of the City of Whitewater and all that it has to offer.
2. Increase engagement with our residents and businesses to provide a consistent, reliable stream of information and updates.
3. Improve brand reputation as a City that provides great service, resident satisfaction, and business friendly environment.
4. Improve employee recruitment and retention.

Target Audience

	Residents	Businesses	Tourists /Visitors
Needs	<ul style="list-style-type: none">• Services• FAQs• Updates• Progress/change	<ul style="list-style-type: none">• CDA• Incentives• Talent• Resources	<ul style="list-style-type: none">• Attractions• Events• Parks & Recreation• Sightseeing
Challenges	<ul style="list-style-type: none">• Housing• Grocery store(s)• Jobs• No newspaper• Language	<ul style="list-style-type: none">• Employees• Language• Perceived lack of resources• Complications/ status quo	<ul style="list-style-type: none">• Repeat visits• Lack of awareness
Channels	<ul style="list-style-type: none">• Website• RSS feed• Social Media• Press releases• TV/ Vimeo	<ul style="list-style-type: none">• Website• Social media• Press releases• In-person /phone/email• Referrals	<ul style="list-style-type: none">• Website• Social media• Press releases• Referrals

Competitive Analysis

Channels

Based on a sampling of area cities, villages, and towns, the following channels are used:

- 89% Facebook
- 42% Instagram
- 21% LinkedIn
- 58% Twitter
- 58% YouTube or Vimeo
- 5% Newsletter
- 100% RSS Feed
- 74% Newspaper

2023 Recommendations

- Continue to utilize Facebook, Instagram, Twitter, and Vimeo.
- No newspaper? Offer a monthly newsletter.
- Create LinkedIn to promote job offerings.
- Repurpose newsletter content on the TV station.

Positioning Strategy

Mission

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

Vision

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

Value Proposition

The City of Whitewater strives to provide exemplary service and create opportunity for all our residents and businesses by creating jobs and housing, communicating often and clearly, promoting recreation, arts, & cultural offerings, streamlining access to services, building upon our strong infrastructure, and embracing our diverse community.

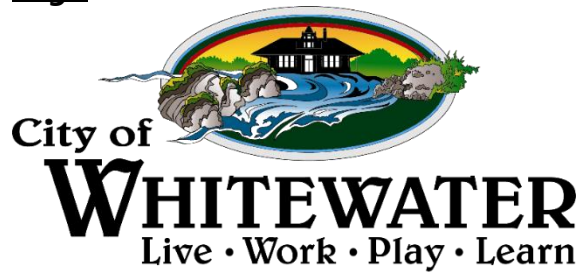
Positioning Strategy

For all our residents and businesses, the City of Whitewater strives to provide exemplary customer service, streamline access to services, and create opportunity. Our exceptional and diverse community is great place to live, learn, play, and work.

Strengths <ul style="list-style-type: none">• New leadership• Challenging status quo• Strong infrastructure• Developing communications	Weakness <ul style="list-style-type: none">• Staff turnover• Reactive, not proactive• Accountability• Limited resources
Opportunities <ul style="list-style-type: none">• Diversity• Business investment• Affordable housing• Digital communications	Challenges <ul style="list-style-type: none">• Attracting a grocery store• Demographic changes• Bilingual• Access to transportation

Positioning Strategy

Logo



Colors

Blue HEX: #50abf4 RGB: 80 171 244 CMYK: 60% 21% 0% 0%	Water Blue HEX: #005985 RGB: 0 89 133 CMYK: 96% 65% 27% 8%
Red HEX: #b4000b RGB: 180 0 11 CMYK: 20% 100% 100% 13%	Faded Water Blue HEX: #96c1e1 RGB: 150 193 225 CMYK: 39% 13% 3% 0%
Green HEX: #003a14 RGB: 0 58 20 CMYK: 85% 47% 93% 60%	Grass Green HEX: #426f10 RGB: 66 111 16 CMYK: 75% 34% 100% 23%
Bright Yellow HEX: #f9db21 RGB: 249 219 33 CMYK: 4% 9% 96% 0%	Sunset Yellow HEX: #f3a42e RGB: 243 164 46 CMYK: 2% 40% 94% 0%

Fonts

Logo Font	Belwe Medium
Social Media	Headings = Trocchi Paragraph = Canva Sans

Images

All images used in graphics & communications should be authentic and represent the City of Whitewater. Stock images should only be used as an absolute last resort when it is not possible to go out and capture an authentic image. View Google Drive library: <https://drive.google.com/drive/folders/1iaNFICP1MOIAR0Chia88NubvprG9O8xr?usp=sharing>

Communication Schedule

Channel	Frequency	Content
Website	As-needed	<ul style="list-style-type: none"> • Spotlights and press releases as needed • Agenda, minutes, etc. as applicable • Update pages to remain timely
Spotlight	2-3/week	<ul style="list-style-type: none"> • Press releases • Public services announcements • Employment openings • Project or status update
Press Release	1-2/week	<ul style="list-style-type: none"> • Events, meetings & grand openings • Initiative Announcement • Employee Announcement • Honors, awards, or research • Crisis management • Charity or give-back
Newsletter	1/month	<ul style="list-style-type: none"> • What's happening – updates, spotlights, etc. • Public works updates • Upcoming events, meetings, etc.
Facebook, Twitter, & Instagram	2+ posts/day	<ul style="list-style-type: none"> • Announcements, PR, PSAs, news, etc. • Upcoming meetings & events • Jobs and employment opportunities • Staff highlights/proclamations • City updates – yard waste pickup, construction, etc. • Voting information • Cancellations & Closures
Vimeo	As needed	<ul style="list-style-type: none"> • Council, board, commission, etc. meetings • Special events
Email Newsletter	1/month	<ul style="list-style-type: none"> • Upcoming meetings, events, etc. • What's happening – updates, PSAs, PRs, etc.

Spotlight vs. Press Releases

	Spotlights & Updates	Press Release
Definition	A written statement pertaining to any topic a community would find relevant.	A written statement prepared for the media that announces an event or is newsworthy.
Purpose	Provide relevant information	Provide facts for news reporters to develop story based on
Examples	<ul style="list-style-type: none"> • Employment openings • Project or status update 	<ul style="list-style-type: none"> • Events, meetings, & grand openings • Action approvals • Initiative announcement • Employee announcement • Honors, awards, or research • Crisis management • Charity or give-back
Promotion	<ul style="list-style-type: none"> • Website spotlight • Social media post 	<ul style="list-style-type: none"> • PR distribution list • Website spotlight • Social media post
Timing	<ul style="list-style-type: none"> • Future, present, & past 	<ul style="list-style-type: none"> • Future & present

Key considerations

Relevant timing
 Media contact
 Compelling headline
 Informative lead
 paragraph
 Supporting quotes

Template

Media contact
 For immediate release
 Headline
 Whitewater, Wis. [date]
 Start announcement with
 most important info first
 End with the symbols, "###"

Content Strategy

Content that can be shared today

- Announcements, PR, PSAs, news, etc.
- Upcoming meetings & events
- Jobs and employment opportunities
- Staff highlights/proclamations
- City updates – yard waste pickup, construction, etc.
- Voting information
- Cancellations & Closures
- Activity & city guides

Content that can be built in the future

- Videos
- FAQs
- In-action photos
- Business highlights
- Trivia questions
- Survey & polls
- Did you know?
- Meet the staff/day in the life

Monitor Online Mentions

To monitor online mentions, set up Google Alerts for the terms, “City of Whitewater” and “John Weidl.” Use your best judgement when determining how/if you share the news article or mention on social media.

How to create Google Alerts:

<https://support.google.com/websearch/answer/4815696?hl=en>

Social Media

Post vs. Share

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

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

To Post	To Share
City owned content	Partner and department owned content
<ul style="list-style-type: none">• Announcements, PR, PSAs, news, etc.• Upcoming meetings & events• Jobs and employment opportunities• Staff highlights/proclamations• City updates – yard waste pickup, construction, etc.• Voting information• Cancellations & Closures	<ul style="list-style-type: none">• Whitewater Parks & Recreation• Whitewater Police Department• Whitewater Fire Department• Irvin L. Young Memorial Library• Whitewater City Market• Whitewater Arts Alliance• Whitewater Chamber of Commerce• Whitewater Tourism• Downtown Whitewater• Protect Wisconsin Waterways• Whitewater University Innovation Center

Social Media

Quality Check Before Posting

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

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

Elements of a Good Social Post

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

Social Media Manual

The Social Media Manual provides guidance on what to post month by month. For each month, there are three categories of posts:

1. Specific Days – Posts to be scheduled for a specific date or day of the month.
2. Reoccurring Content – Posts that should be scheduled on a reoccurring basis throughout the month. For example, a reminder can be posted about the common council meeting and how to attend the 1st and 3rd week of the month.
3. Seasonal Content – Posts that can be shared multiple times. For example, the reminder about no glass clippings in the streets can be shared multiples throughout the grass cutting season.

Hashtag Strategy

What is a Hashtag & How to Use?

A hashtag is a word or phrase preceded by a hash mark (#). A hashtag is used within a post to identify a keyword or topic of interest. Hashtags help increase engagement, build your brand, and expand your reach.

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

Branded Hashtag

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

Related Hashtags

A few related specific hashtags to consider:

Location based	Content Specific
#whitewaterwi #whitewaterwisconsin #Wisconsin #publicservice #Discoverwhitewater #EnjoyJeffersonCoWi #GoWalco #ExploreWisconsin #TravelWisconsin	#WUSD #whitewaterschools #communitydevelopment #housing #affordablehousing #yardwastecollection #yardwaste #WhitewaterParks #Discoverwhitewater

Email Marketing

Subscribe Form: <https://lp.constantcontactpages.com/su/g8U4Af4/whitewater>

Template Overview

- What's New – Latest PR and spotlights
- Public Service Announcements & Reminders
- Upcoming Meetings
- Board, Committee, Commission, & Employment Openings
- What's Happening in Parks & Recreation
- What's Happening at the Library

***Make sure all URLs include the www. portion to ensure links can be opened on the internal network. Example below:

- Initial link: <https://whitewater-wi.gov/CivicAlerts.aspx?AID=546>
- Correct link: <https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=546>

Implementation

[Below is a starting point – Taylor will refine going forward]

Social Media

- Before the end of the month, draft a content schedule to send to department heads for review and to encourage topic suggestions. Schedule content.
- Each day, check social media profiles once in the morning & afternoon.
 - Respond to any messages.
 - Filter and respond to comments as appropriate.
 - Note any comments that inspire future content.
- Each day, check partner profiles for shareable content
- Each day, schedule/post 1-2/posts per day per platform

News vs. Press Release

- Per request, evaluate if the topic is appropriate for a press release.
- Draft the copy, request the quotes, and get approvals from necessary parties.
- Publish as appropriate
 - For news/updates, publish as spotlight and post to social media.
 - For PR, publish as spotlight, post to social, & send to press

Email Newsletter

- Request content from department heads the last Thursday of the month
- Draft the newsletter and request approvals 3 days ahead of scheduled send
- Schedule newsletter for the 1st Thursday of the month

Evaluation

- Website - Is Google Analytics or Google Search Console available?
- How to measure improving brand reputation & employee recruitment/retention

The City Manager's Office will evaluate performance on a quarterly basis. The following table ties channels to specific objectives and creates key performance indicators (KPIs).

Channel	Objective	Goal
Website	↑ Brand Awareness	# of visitors # of new visitors
	↑ Engagement	# of sessions # second average engagement time # page views # RSS subscribers
	Improve Reputation	TBD
	Improve Employee Recruitment & Retention	TBD
Social Media	↑ Brand Awareness	# FB Reach # IG Reach
	↑ Engagement	# new likes # new followers
	Improve Reputation	TBD
	Improve Employee Recruitment & Retention	TBD
Email	↑ Engagement	% of click rate % of open rate

City of Whitewater Memorandum

To: City of Whitewater Common Council

From: City Attorney Jonathan K. McDonell

Date: September 25, 2023

Re: In re: Limitations on Denying "Discount Stores," "99-cent Stores," "Bargain Stores," or "Value Stores" in Whitewater

Background: We have received inquiries from residents regarding the establishment of "discount stores," "99-cent stores," "bargain stores," or "value stores" within the City of Whitewater. This memo aims to clarify the limitations on the City's ability to deny such businesses from being built within our jurisdiction.

Legal Considerations:

1. **Zoning Laws:** The City's zoning laws primarily dictate where different types of businesses can operate. Denying the establishment of "discount stores" or similar businesses based solely on the type of merchandise they sell may be considered discriminatory and legally challenged. Zoning must be content-neutral and applied equally to all businesses.
2. **Property Rights:** Property owners have the right to use their land for lawful purposes, subject to zoning regulations. Denying permits or applications for a specific type of store may infringe upon property owners' rights, potentially leading to legal challenges.
3. **Equal Protection:** Denying specific types of stores, such as "99-cent stores," while permitting other retail establishments, may raise concerns about equal protection under the law. The law typically treats businesses equally unless there is a valid and nondiscriminatory reason to differentiate.

Possible Legal Consequences: If the City of Whitewater were to deny permits or applications for "discount stores," "99-cent stores," "bargain stores," or "value stores" without legitimate and non-discriminatory reasons, the City may face legal challenges. These challenges could result in costly litigation and potential financial liabilities for the City.

Balancing Act: While the City must be cautious about limiting the types of businesses that can operate within the City, we can still use our zoning laws and ordinances to ensure that all businesses, including "discount stores," adhere to standards related to signage, aesthetics, safety, and operational hours. These regulations should be applied uniformly to maintain the character and integrity of the community.

Conclusion: While the City of Whitewater must consider community concerns and interests, it is essential to operate within the bounds of the law and respect property rights. Denying permits or applications for "discount stores," "99-cent stores," "bargain stores," or "value stores" based solely on the nature of their merchandise is legally challenging and may have unintended consequences. The focus should be on using our existing zoning laws and regulations to ensure that all businesses contribute positively to our community's well-being.

MEMORANDUM

To: Common Council
From: John Weidl, City Manager
Date: 9/26/2023
Re: Housing Summit Summary & Recommendations for Whitewater

Dear Council Members,

Executive Summary – The recent Walworth County Housing Summit, combined with the presented SEWRPC study, feedback from developers, and an analysis of Whitewater's existing Affordable Housing Fund Policy, has provided us with a comprehensive understanding of Whitewater's housing landscape. This report aims to combine insights from these sources, emphasizing the immediate and future housing needs of our community. Whitewater's unique housing profile, influenced by our student demographics and growing workforce, necessitates a strategic approach. The findings from the Summit, coupled with our ongoing initiatives, highlight the importance of addressing housing affordability, availability, and diversity.

Key Findings

- **Housing Affordability:** Whitewater houses a significant 43% of very low-income households, impacted largely by our student population. This figure surpasses the county average, emphasizing the need for affordable housing solutions.
- **Housing Types & Business Needs:** The Summit underscored potential mismatches between available housing and the requirements of our expanding workforce.
- **Housing Assistance Needs:** With the county housing approximately 9,000 very low-income households, there's an evident demand for housing assistance programs.
- **Summit Recommendations:** Municipalities are encouraged to diversify their housing offerings, with Whitewater specifically urged to focus on single-family residences.

Developer Feedback from the Panel Discussion

- **Government Stability:** The common theme developers are looking for is consistent and effective local government because that is paramount for the multi-year process of housing development.
- **Decision-making Process:** Developers pre-review meetings, conduct site consultations, and incorporate stakeholder interactions in their decision-making of where to invest.
- **Market Pressures:** Rising construction costs and fluctuating interest rates are influencing housing investment strategies and developers are looking for proactive and creative local governments.
- **Municipal Assistance:** Developers expect support and partnership from municipalities, especially in terms of flexible zoning and financial involvement for infrastructure.

Whitewater-Specific Insights:

- **Student Housing Dynamics:** Our substantial student population requires a dual approach, catering to both student and non-student housing needs.

- **Workforce Alignment:** Aligning housing solutions with Whitewater's dominant job sectors presents an opportunity.
- **Zoning & Regulation:** Revisiting our zoning codes, like we did with the R-2 Small Lot Zoning, can promote the development of diverse housing types, with an emphasis on single-family homes.
- **Financial Initiatives:** Tools like Tax Incremental Financing can be pivotal in achieving our housing goals.

Understanding the City's Existing Affordable Housing Fund Policy in the context of the Housing Summit – The Affordable Housing Fund Policy is a proactive step by the City of Whitewater to address housing challenges.

- **Purpose & Allocation:** The policy aims to assist home buyers and developers by addressing the housing stock shortage. It sets forth terms for allocating approximately \$1.9M to support affordable housing.
- **Developer Incentives:** The policy provides financial incentives for developers to construct new single-family owner-occupied residential housing units.
- **Financial Assistance for Homebuyers:** Funds are set aside for down payment assistance to income-qualified homebuyers.
- **Affordability Definition:** The policy defines affordability as housing costing no more than 30% of the household's gross income.
- **Promotion of Owner-Occupied Residences:** The policy emphasizes owner-occupied residential units and discourages their conversion into rental units.
- **City's Proactive Role:** The city can utilize funds to purchase lots, buy land, and develop subdivisions that align with the Affordable Housing guidelines.

Current Staff Initiatives

- **Existing Development Plan:** An ongoing plan, currently under review by the CDA and set for future PARC and Common Council, aims to introduce 38 single-family units, potentially adding approximately \$11 million to our tax base.
- **Land Acquisition & Development:** We are evaluating the potential acquisition of 67 acres for single-family properties. This initiative aligns with an existing tax increment financing district, ensuring financial efficiency.
- **Outreach at Events:** Active participation in events like the Housing Summit has enabled us to connect with a plethora of housing developers in the county. This proactive approach is expected to foster collaborations and attract investments in Whitewater's housing sector.

Conclusion – Whitewater's housing landscape presents both challenges and opportunities. The insights from the Housing Summit, combined with our proactive initiatives and the analysis of the Affordable Housing Fund Policy, underline the importance of moving decisively in addressing these challenges. Your collaboration and support will be instrumental as we work towards creating a vibrant and inclusive Whitewater community.

Regards,



John S. Weidl, City Manager

welcome



BREAKING GROUND: WALWORTH COUNTY HOUSING SUMMIT

7:30 AM Check-in & Continental Breakfast

8:00 AM

- **Welcome**
Derek D'Auria, Walworth County Economic Development Alliance (WCEDA);
Mark Luberd, Walworth County
- **Developer Process Profile**
Steven Roark, Hoffman Development
- **State of Housing, Southeast Wisconsin/Walworth County**
Kurt Paulsen, UW-Madison
- **Q&A - Developer Profile & State of Housing**
- **Housing for a Healthy Walworth County**
Ben McKay, SEWRPC
- **Cities, Villages, Towns Panel**
Brian Wilson, Administrator, City of Delavan; Eileen Suhm, Administrator Village of East Troy;
Adam Swann, Administrator, City of Elkhorn; John Weidl, City Manager, City of Whitewater;
Nick Sigmund, Sr. Zoning Mgr., Walworth County

**Be thinking of ideas you can submit during the brainstorming session below.*

9:40 AM Break

Please return to the table number listed on the back of your name tag.

10:00 AM

- **Construction Panel**
John Tracy, Tracy Group; Dave Patzelt, Shodeen Homes; Greg Ingersoll, Wausau Homes;
Steven Roark, Hoffman Development Group; John Donovan, Bielinski Homes; Frank
McKearn, RH Batterman
- **Next Generation Builders - YouthBuild, Youth Apprenticeships,
Habitat for Humanity**
Chris Trottier, Career and College Academy
- **Tools and Approaches to Consider - A Panel Discussion**
Jeff Towne, WHEDA; Phil Cosson, Ehlers; Dave Clark, Marquette University; Sonja Kruesal,
Vandewalle & Assoc.; Jason Tadlock, Elkhorn Area School District; Frank McKearn,
RH Batterman
- **Attendee Brainstorming Session**
- **Closing Remarks**

11:30 AM - 12:30 PM

- **Optional Lunch - Time to debrief and/
or visit with panelists and attendees**

**Speaker information highlighted on contact list.*

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PHOTOGRAPHY

TO STAY UP TO DATE ON THIS SUBJECT, GO TO WWW.WALWORTHBUSINESS/HOUSING.



HOUSING



for a **HEALTHY**
Walworth County

What is the Walworth County Community Health Improvement Plan (CHIP)?

The Walworth County Health & Human Services Division of Public Health launched the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) in August 2021. The CHIP is a strategic plan, led by the community, to improve health and wellness for all. The plan is based on input from community members, leaders, and organizations throughout Walworth County, who have recognized that achieving community health is a multidimensional proposition and requires action on multiple fronts. Housing has been identified as one of the areas where action can be taken to improve the health of Walworth County residents. This booklet presents data that demonstrates housing needs in Walworth County, and community-based actions that can be taken to house a healthy Walworth County.

Why Does Housing Affect Health?

Housing fulfills the basic human need for shelter and protection against the elements. Decent, safe, and sanitary housing is one of the building blocks of a productive, healthy, and happy Walworth County. Housing availability, affordability, quality, and the surrounding neighborhood all have impacts on health. Affordable housing leaves enough room in a household's budget for things like healthy food, adequate health care, and peace of mind. A walkable neighborhood can result in a more active lifestyle for all residents and access to parks, schools, goods, and services for those without a vehicle.

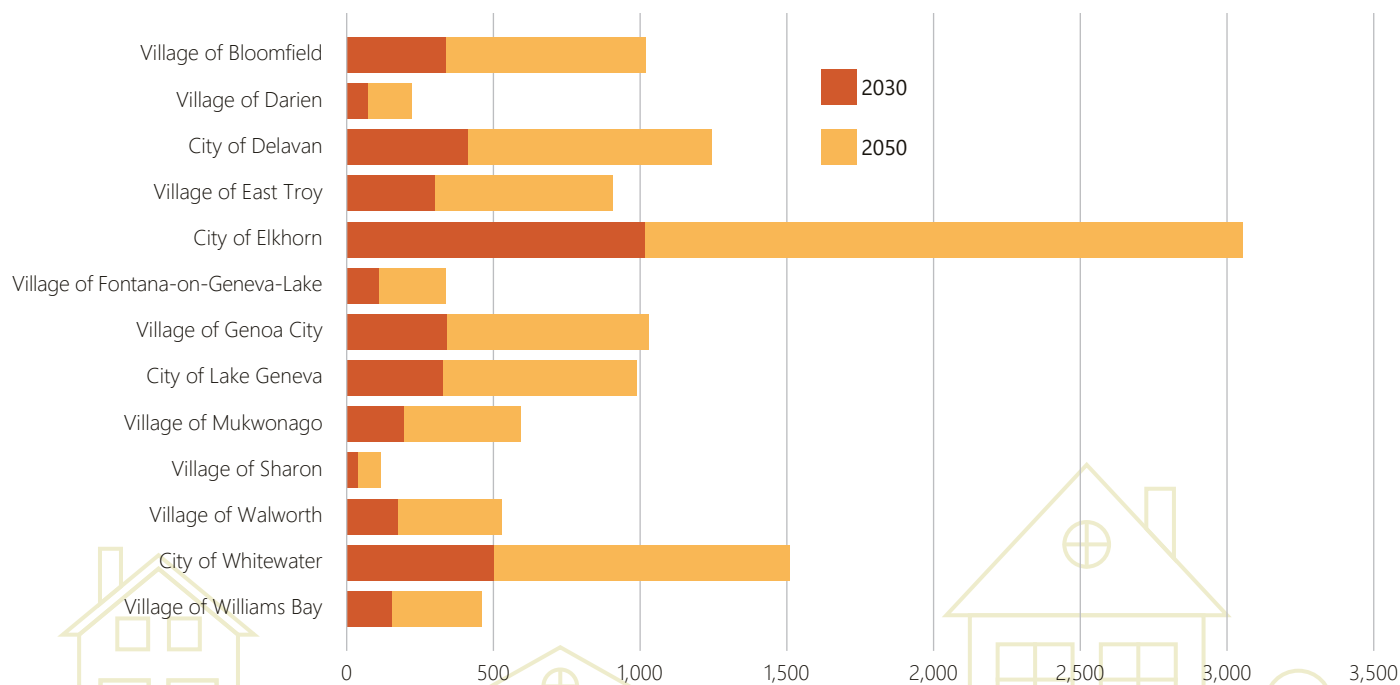


How Much Housing Do We Need?

The first step in the housing discussion is identifying current demand and what the future may hold. One of the essential metrics in determining housing demand is the vacancy rate, or how much and what types of housing are available in the County. Data from the U.S. Census Bureau shows that available housing may be in short supply in several Walworth County communities. The standards for a healthy housing market used by the U.S. Department of Housing and Urban Development (HUD) are a homeowner vacancy rate between 1% and 2% and a rental unit vacancy rate between 4% and 6%. Delavan, Genoa City, Whitewater, and Williams Bay are short on housing for homeowners; East Troy, Fontana, Sharon, and Walworth are short on housing for renters; and Darien, Elkhorn, and Mukwonago are short on both.

Household projections prepared by the Southeastern Wisconsin Regional Planning Commission (SEWRPC) for the Walworth County comprehensive plan update show that demand for housing in the County will grow over the next several decades. The County is expected to add 16,500 households by the year 2050, creating a long-term demand for about 17,000 additional housing units (includes a 3% vacancy rate). *Looking at the near-term, there could be a demand for over 5,600 additional housing units in the County by 2030, about 2,200 of which should be affordable to lower-income households.* When compared to the number of housing units developed in the County over the last 10 years (about 3,700 units), it shows we have a lot of work to do!

Additional Housing Unit Demand



Source: A Multi-Jurisdictional Comprehensive Plan Update For Walworth County (adopted June 2019) and SEWRPC

What Kind of Housing Do We Need?

One of the keys to understanding the housing needs of Walworth County is to understand the characteristics of the County's households.

Household incomes in the County show that residents will benefit from a variety of housing types. The median annual household income is about \$69,400. About 7,000 households have annual incomes between \$55,500 and \$34,700 (considered low-income households) and about 9,000 households have annual incomes below \$34,700 (considered very low-income households). These households could benefit from more affordable housing options. In addition, Walworth County, and the Southeastern Wisconsin Region, are becoming more diverse. In 1980, about 3% of the County's population were people of color, which has grown to about 17% in 2020. Regionwide, people of color have significantly lower incomes than the white population.

Housing cost burden data provided by the Census further demonstrates the need for affordable housing. Based on the affordability definition of a household spending no more than 30% of its income on housing, a significant number of households in the County are paying too much for housing. *According to the Census, over 10,000 households are cost burdened, including almost 5,600 homeowners and almost 4,800 renters. That's over 40% of the County's renters!*

Household size and age composition also play an important role in housing demand. The County has many single- and two-person households that may benefit from more affordable options with less upkeep. The percentage of people aged 65 and over in Walworth County—people who may also benefit from more affordable and manageable housing options—is expected to increase from 19.5% of the population to 22.5% of the population by 2050. While the demand for multifamily housing and modest size homes may increase over the coming decades based on these statistics, the housing needs of growing families in the County must also be met.

Given County and regional trends, providing affordable housing options will become increasingly important for Walworth County to continue to grow its population and economy.



Annual Household Income

Community	Low-Income Households	Percent of Total Households	Very Low-Income Households	Percent of Total Households	Median Household Income (\$)
Village of Bloomfield	230	14.7	284	18.1	79,543
Village of Darien	100	16.8	160	26.9	60,613
City of Delavan	541	15.6	986	28.4	65,744
Village of East Troy	345	16.0	351	16.3	69,688
City of Elkhorn	607	14.7	1,000	24.2	68,339
Village of Fontana-on-Geneva-Lake	189	16.1	184	15.7	91,000
Village of Genoa City	212	17.9	191	16.1	72,115
City of Lake Geneva	913	23.2	922	23.5	59,162
Village of Mukwonago	9	11.4	--	--	142,917
Village of Sharon	153	26.1	133	22.7	57,083
Village of Walworth	206	20.5	273	27.2	55,452
City of Whitewater	699	19.2	1,566	43.0	39,363
Village of Williams Bay	210	16.8	379	30.3	60,524
Walworth County*	6,971	16.6	8,995	21.4	69,382

Note: Low-income households (50% to 80% of County median income) can afford to pay about \$875 to \$1,375 a month for housing and very low-income households (less than 50% of County median income) can afford to pay about \$875 or less a month. Whitewater has a large student population, which impacts the large number of very low-income households.

Households Experiencing Housing Cost Burden

Community	Owner-Occupied Households		Renter-Occupied Households		Total Households	
	Number	Percent	Number	Percent	Number	Percent
Village of Bloomfield	222	17.9	61	18.5	283	18.1
Village of Darien	63	16.6	29	23.6	92	18.3
City of Delavan	285	13.8	550	42.4	835	24.8
Village of East Troy	231	17.5	184	22.5	415	19.4
City of Elkhorn	386	17.1	716	39.8	1,102	27.1
Village of Fontana-on-Geneva-Lake	243	24.8	28	22.2	271	24.5
Village of Genoa City	244	24.8	69	39.2	313	27.0
City of Lake Geneva	419	19.7	809	47.2	1,228	32.0
Village of Mukwonago	--	--	--	--	--	--
Village of Sharon	70	19.9	68	30.9	138	24.1
Village of Walworth	108	19.7	233	54.7	341	35.0
City of Whitewater	225	20.6	1,306	55.2	1,531	44.2
Village of Williams Bay	204	22.8	104	31.0	308	25.0
Walworth County*	5,576	19.3	4,771	40.3	10,347	25.4

Monthly Gross Rent for Renter-Occupied Housing Units

Community	Less than \$700		\$700 to \$999		\$1,000 to \$1,499		\$1,500 or more	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Village of Bloomfield	--	--	96	29	233	71	--	--
Village of Darien	32	26	52	42	36	29	3	3
City of Delavan	353	26	466	34	404	30	138	10
Village of East Troy	74	10	175	23	417	55	90	12
City of Elkhorn	234	13	907	51	543	30	110	6
Village of Fontana-on-Geneva-Lake	15	13	58	51	31	27	10	9
Village of Genoa City	30	17	39	22	107	61	--	--
City of Lake Geneva	379	22	430	25	805	46	116	7
Village of Mukwonago	--	--	--	--	--	--	--	--
Village of Sharon	31	14	121	54	66	29	6	3
Village of Walworth	57	13	216	51	130	30	26	6
City of Whitewater	946	40	712	30	583	25	131	5
Village of Williams Bay	142	48	59	20	79	27	16	5
Walworth County*	2,015	18	3,863	35	4,493	40	827	7

* County totals include towns.

Source (All Tables): U.S. Bureau of the Census 2017-2021 American Community Survey and SEWRPC

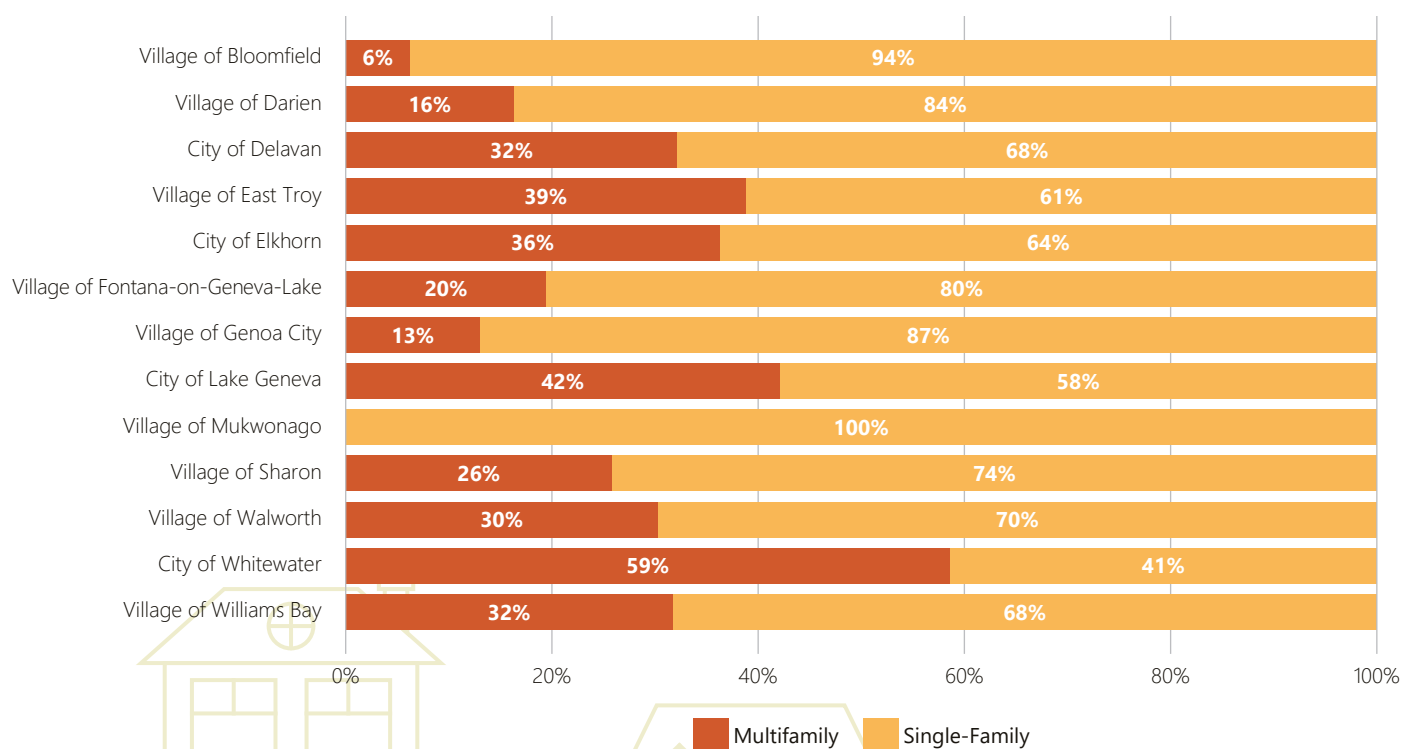
What Kind of Housing Do We Have?

The next step in the housing discussion is to understand the characteristics of the County's existing housing stock. Structure type and lot size can have important influences on meeting the housing needs of County residents. We found that the County's residents have a wide range of incomes, ages, and household sizes, which results in the need for a wide variety of housing types. Multifamily housing tends to be more affordable to a wider range of households than single-family housing, and many newer multifamily housing units have basic accessibility features for people with mobility-related disabilities. Currently about 22% of the County's housing units are multifamily (or two-family); however, multifamily units increase when looking at only the communities that have public sewer service (towns without public sewer service cannot typically support the densities needed to develop multifamily housing).

Single-family homes on modest size lots may also provide a more affordable housing option with less upkeep, which could benefit the County's workforce and aging population. The typical lot size in new subdivisions developed over the last 10 years in the County's sewered communities is over 14,000 square feet, which may present a barrier to developing new single-family housing that County residents can afford.

According to the Wisconsin Realtor's Association, the median sales price of a home in Walworth County was \$316,250 in 2022. A household would need to have an income of at least \$90,000 a year to afford the home.

Share of Single-Family and Multifamily Housing by Municipality



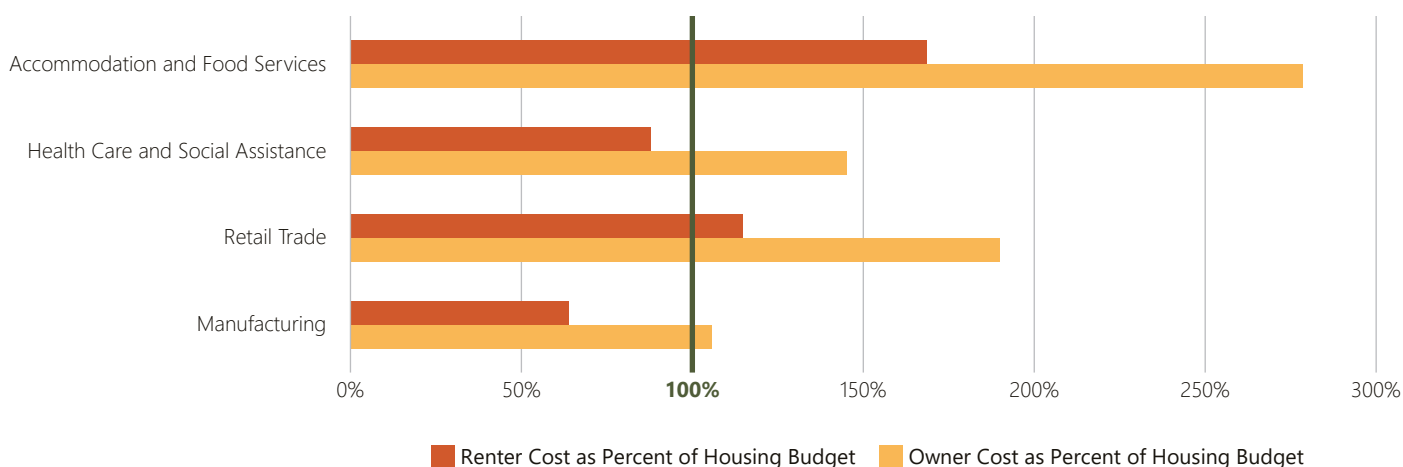
Source: U.S. Bureau of the Census 2017-2021 American Community Survey and SEWRPC

What are the Housing Needs of the County's Businesses?

Commission staff analyzed the relationship between jobs and housing as a part of SEWRPC Planning Report No. 54, *A Regional Housing Plan for Southeastern Wisconsin: 2035*. This analysis was based on the land use plan maps included in the comprehensive plans adopted by communities with sanitary sewer service, including Bloomfield, Darien, Delavan, East Troy, Elkhorn, Fontana-on-Geneva-Lake, Genoa City, Lake Geneva, Mukwonago, Sharon, Walworth, Whitewater, and Williams Bay. The analysis was limited to communities with sanitary sewer service because it was intended to determine if communities with significant existing and/or planned jobs had also planned for workforce housing.

A lower-cost job/housing imbalance is projected in communities with a higher percentage of lower-wage jobs (such as retail or accommodation and food service jobs) than lower-wage housing (such as apartments). A moderate-cost job/housing imbalance is projected in communities with a higher percentage of moderate-wage jobs (such as manufacturing or health care and social assistance jobs) than moderate-cost housing (such as small single-family homes on small lots). *The analysis shows that Bloomfield, Darien, East Troy, Elkhorn, Fontana, Genoa City, Walworth, and Williams Bay may be short of lower-cost housing.* Communities with potential imbalances can consider conducting a more detailed analysis as a part of their comprehensive plan updates (required at least once every 10 years) to encourage housing types that may attract the workers needed to continue to grow local businesses and economies.

Housing Budgets for Popular Jobs in Walworth County



Source: U.S. Bureau of the Census 2017-2021 American Community Survey, Wisconsin Department of Workforce Development, and SEWRPC

Is there a Need for Housing Assistance?

While more apartments and modest-size, single-family homes will increase housing options for residents on a budget, there are still some households in the County that may need assistance. Household income data shows there could be up to 9,000 very low-income households in the County with incomes of less than \$34,700 a year. Many of these households may struggle to afford any kind of market-rate housing and could benefit from some assistance. While there are a variety of subsidized housing units in the County, the demand is much greater than the supply.

What Can Communities Do?

A community's housing stock is heavily influenced by its plans, zoning, and other land use regulations. The location and density of residential development is established through a community's comprehensive plan and implemented through zoning and land division ordinances. These regulations substantially determine the location, size, and type of housing in a community, which in turn, has a substantial influence on the housing cost, accessibility, and walkability.

There are actions the County's cities and villages can undertake to encourage the development of housing that may be more affordable to a wide range of household incomes and promote healthy lifestyles. *The SEWRPC regional housing plan recommends that city and village comprehensive plans allow for the development of modest-size, single-family homes (less than 1,200 sq. ft.) on modest-size lots (10,000 sq. ft. or less) and multifamily housing in at least some areas of the community.* The regional job/housing balance analysis shows that several of the cities and villages in the County could benefit from more compact single-family or multifamily housing.

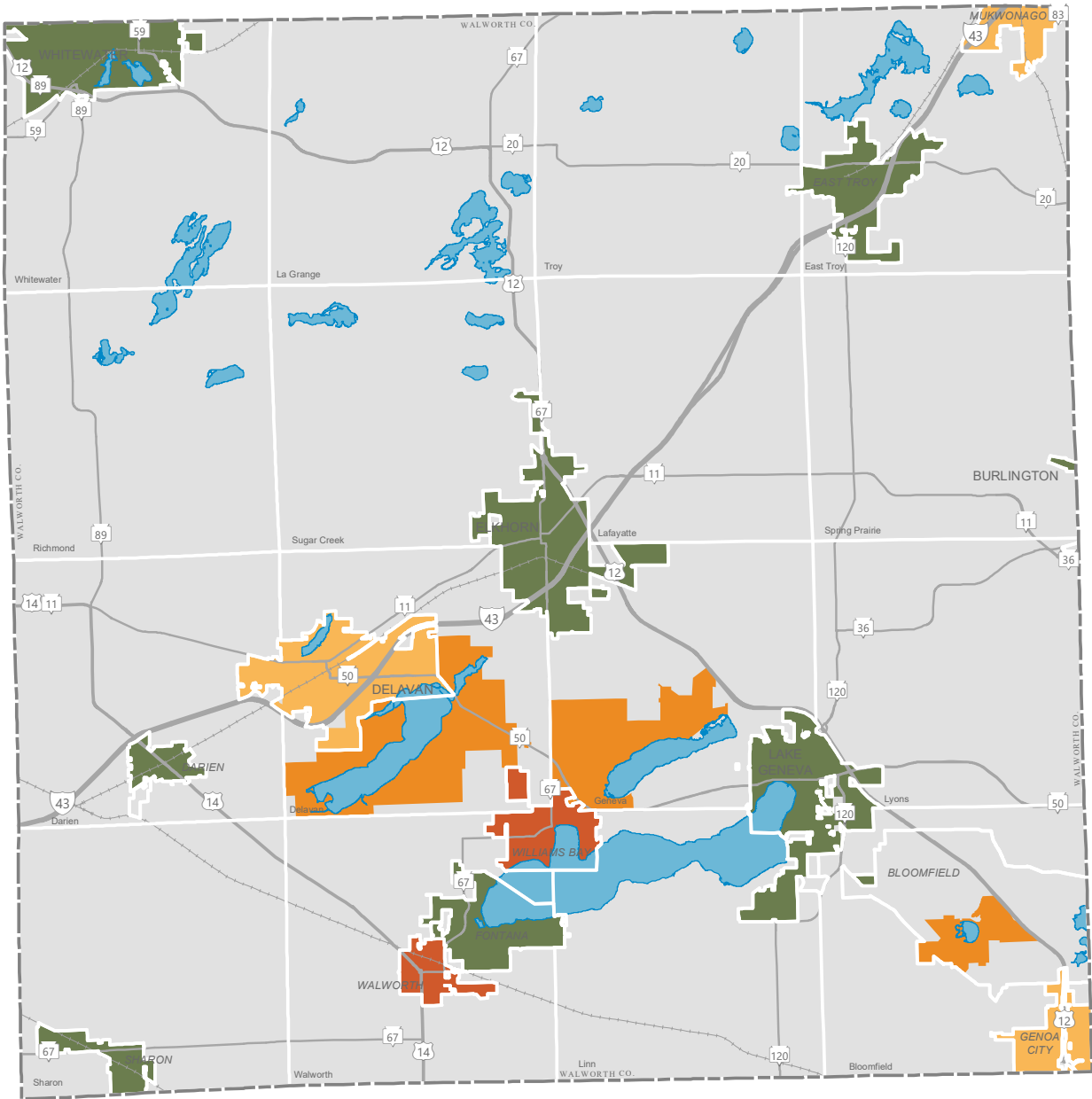
The regional housing plan also recommends that city and village zoning ordinances allow for the development of higher-density housing to promote affordability, accessibility, and walkability. Several cities and villages in the County could update their zoning ordinances to encourage higher densities and a variety of new structure types.

Cities and villages could also review their zoning ordinances to see if any updates can be made to encourage a variety of housing types such as apartments, townhomes, duplexes, and modest-size single-family homes and lots through flexible zoning regulations. Flexible regulations intended to encourage a mix of housing types and a variety of lot sizes and housing values within a neighborhood could include planned unit development, traditional neighborhood development, density bonuses, and accessory dwelling units.

In addition to reviewing and possibly amending comprehensive plans and zoning ordinances, Tax Incremental Financing (TIF) can be used to help develop affordable housing. Wisconsin TIF law allows cities and villages to extend the life of a TIF district for one year to benefit affordable housing anywhere in the community! State law also allows communities to reduce or waive impact fees for affordable housing.



Single-Family Residential Zoning Requirements: 2023

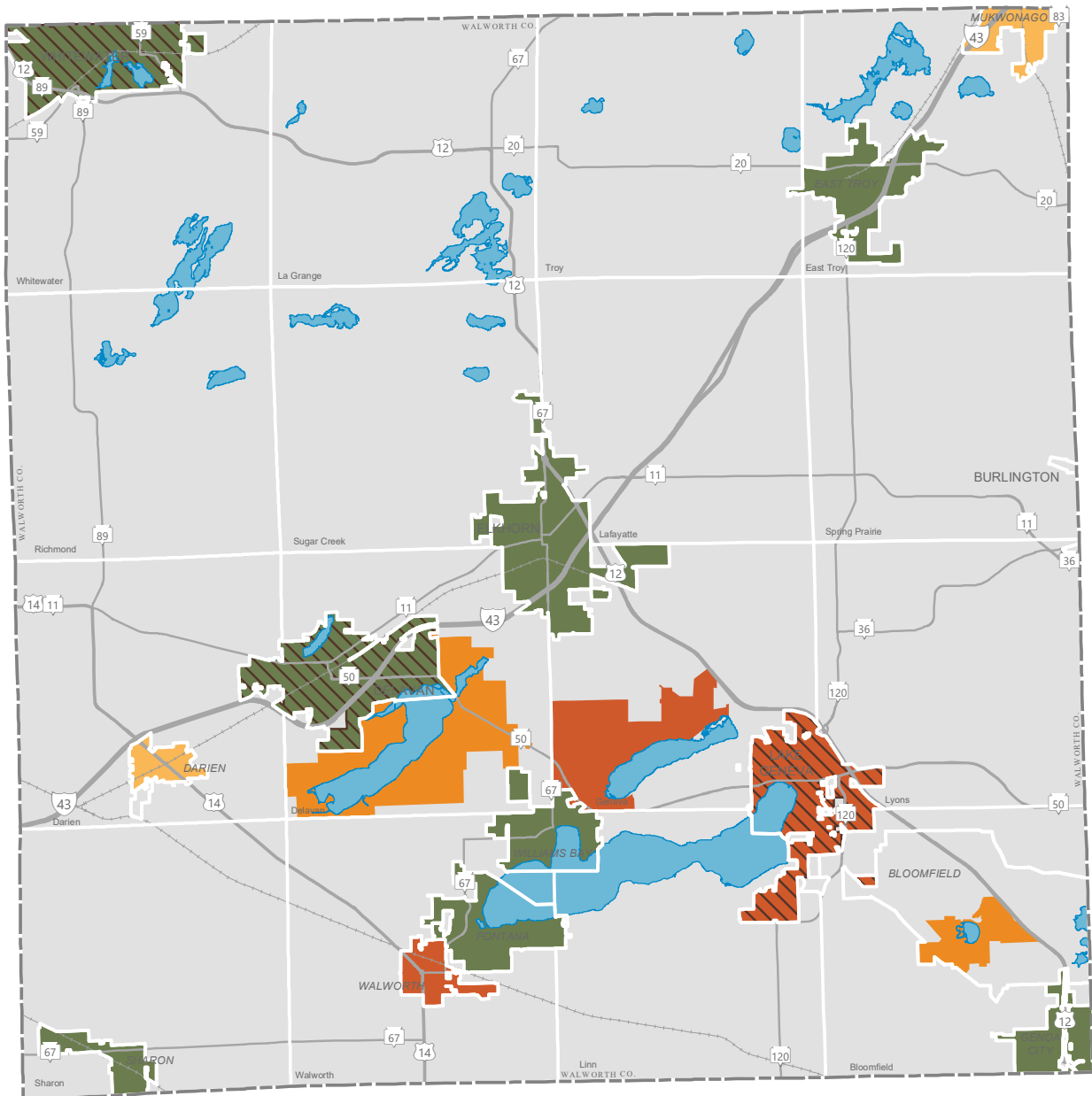


Source: Community Zoning Ordinances and SEWRPC

- SEWERED COMMUNITY WHERE MODEST-SIZE HOMES AND LOTS ARE PERMITTED
- SEWERED COMMUNITY WHERE MODEST-SIZE HOMES ARE NOT PERMITTED
- SEWERED COMMUNITY WHERE MODEST-SIZE LOTS ARE NOT PERMITTED
- SEWERED COMMUNITY WHERE MODEST-SIZE HOMES AND LOTS ARE NOT PERMITTED
- UNSEWERED COMMUNITY OR PORTION OF COMMUNITY

These communities could update their zoning ordinances to allow higher-density, single-family housing

Multifamily Residential Zoning Requirements: 2023



Source: Community Zoning Ordinances and SEWRPC

- SEWERED COMMUNITY WHERE MODEST-SIZE APARTMENTS AND DENSITY ARE PERMITTED
- SEWERED COMMUNITY WHERE MODEST-SIZE APARTMENTS ARE NOT PERMITTED
- SEWERED COMMUNITY WHERE DENSITY IS NOT PERMITTED
- SEWERED COMMUNITY WHERE MODEST-SIZE APARTMENTS AND DENSITY ARE NOT PERMITTED
- UNSEWERED COMMUNITY OR PORTION OF COMMUNITY
- MULTIFAMILY HOUSING REQUIRES A CONDITIONAL USE PERMIT

These communities could update their zoning ordinances to allow higher-density, multifamily housing

What are the Benefits?

Community action to encourage a variety of new housing types is one pathway to a healthier Walworth County. The benefits include:

- **Housing Choice:** A variety of housing types, such as apartments, townhomes, and modest-size single-family homes, will help households of all incomes and ages to live and thrive in Walworth County.
- **Economic Competitiveness:** Walworth County businesses need workers, and those workers need a place to live. A variety of housing types will help keep Walworth County's economy healthy.
- **Active Lifestyles:** A compact development pattern will allow residents to walk to places like parks, schools, and businesses. People who cannot drive will be able to remain active in the community.
- **Preserve Resources:** Walworth County has a vibrant agricultural community and abundant natural resources. A compact development pattern will preserve these assets.

A Healthier County: Cities and villages can play an active role in "Housing for a Healthy Walworth County" by ensuring their land use planning and regulations provide homes for residents of all incomes and ages, encourage active lifestyles, and preserve resources to ensure a ***thriving, connected, and healthy Walworth County***.



Elements of **HEALTHY HOUSING**



Adapted from a design by Julie Bonagofsky of Southeastern Monitoring



Contact Us

walcoph@co.walworth.wi.us
(262) 741-3200

Report produced by the Southeastern Wisconsin Regional Planning Commission in Partnership with the Walworth County Community Health Improvement Plan Committee



Staff Update

Meeting Date: October 3, 2023

Agenda Item:

Staff Contact (name, email, phone): John Weidl, City Manager, jweidl@whitewater-wi.gov, 262-473-0104

BACKGROUND

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

1. The Neighborhood Services Director and Officer positions are currently open. Not filling the positions provided an opportunity to revisit efficiencies in the department and test a new model of operation regarding code enforcement and zoning administration on a temporary basis.
2. Municipal Code Enforcement was asked to provide quotes for both services.
3. The quotes represented a potential cost savings versus filling the open positions.
4. Per the Procurement Policy, it is within the City Manager's purview to retain a professional service provider for services identified in the approved budget.
5. The City Attorney reviewed the contracts and the City Manager signed them on September 18, 2023.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

See attached.

STAFF SUMMARY

Staff believes the outsourcing of code enforcement and zoning administration will provide a cost savings to the City and result in more efficient and effective enforcement and administration. The contracts expire on December 31, 2023 which will provide sufficient time to test the model before future contract commitment.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Zoning Administrative Services Contract
2. Code Enforcement Services Contract
3. Savings Impact

**ZONING ADMINISTRATION SERVICES CONTRACT BETWEEN THE CITY OF
WHITEWATER AND MUNICIPAL CODE ENFORCEMENT, LLC**

THIS AGREEMENT is between the **City of Whitewater, 312 W Whitewater Street, Whitewater WI 53190** (hereinafter “**City**”) and **Municipal Code Enforcement, LLC, PO Box 62, Delavan, Wisconsin, 53115**, (hereinafter “**MCE**”) as of this **1st** day of **September, 2023**.

RECITALS:

WHEREAS, the City requires zoning administration services; and

WHEREAS, MCE maintains an agency that regularly enforces and administers municipal and zoning codes for various municipalities, providing services that include, but are not limited to, review of the municipal code, response to property zoning complaints, completion of zoning inspections, preparation of written orders, preparation and issuance of citations, review of zoning applications, preparation and review of staff recommendations, and other miscellaneous zoning administration activities; and

WHEREAS, the City and MCE desire to contract with each other for such zoning administration services as set forth herein, to be provided by MCE to the City; and

WHEREAS, the City agrees to compensate MCE at the rate set forth herein for performing these services.

NOW THEREFORE, for valuable consideration, and with the express intention on the part of both parties that this contract is legally binding, the parties do agree to the following:

1.) SCOPE OF SERVICES – MCE agrees to provide the City with the following zoning administration services:

- **Zoning Administration, Violation Monitoring, and Enforcement**
 - Applications for Zoning Permits
 - Planning Requests
 - Site Plan and Architectural Review
 - Conditional Use Permit
 - Rezoning
 - Land Use Amendment
 - Planned Unit Development
 - Preliminary Plan
 - Final Plat
 - Certified Survey Map
 - Project Concept Review
 - Conceptual Land Division

- Joint Conditional Use & Rezoning
- Joint Rezoning and Certified Survey Map
- Extraterritorial Zoning Board
- Subdivision advisory assistance
- Zoning Board of Appeals/Adjustment
- Recommendations to Plan Commission
- Other miscellaneous reviews as requested by City staff.
- Office hours shall be:
 - Two (2), 4-hour days per week
- Report to City Manager or designee

2.) DUTIES – MCE shall perform the zoning administration services set out in the Scope of Services above for the City. MCE’s jurisdiction shall be concurrent with the City’s boundaries including extraterritorial boundaries. Within said jurisdiction, and in the performance of those duties, MCE shall have the full lawful authority and responsibility to enforce the Code and issue citations, specific Chapters and Sections of the Code, including ordinances for which a statutory counterpart exists. MCE’s agents and employees shall not have the authority to make arrests for violations of the Code. It is specifically the intent of the parties that MCE is not a law enforcement officer within the meaning of Wis. Stat. § 165.85(2)(c). MCE shall cooperate with the City’s Police Department in investigating and issuing citations and other pursuing other enforcement activity as needed by the City’s Police Department to complete matters originating with MCE’s investigative and Code enforcement duties.

3.) HOURS AND COMPENSATION – Unless otherwise agreed upon by both parties, MCE shall provide no more than **10 hours per week** in zoning administration services and shall be compensated at the rate of **\$59 per hour**. MCE shall send the City an invoice every month detailing the number of hours provided and the amount owed. If an automatic renewal of this contract is enacted, as detailed below, this hourly rate shall increase by 3%, rounded to the nearest dollar, for each year that the automatic renewal takes place.

4.) MEETING ATTENDANCE – In addition to the Scope of Services listed above, MCE shall attend each regularly scheduled monthly plan and architectural review commission meeting, tentatively scheduled on the second Monday of every month, at 6:00 PM. MCE shall provide recommendations and updates to the commission on any and all applicable current projects.

5.) TERMS OF CONTRACT – This contract shall begin **September 1, 2023** and end on **December 31, 2023**. This contract shall automatically renew, unless an amendment or a subsequent contract is executed by both parties, no less than 60 days before the contract end date. The term of the renewal contract shall be one year.

6.) DOCUMENTS AND OPEN RECORDS REQUESTS – All documents produced by MCE in the course of its performance under this contract shall be deemed to be records of the City and shall be turned over to the City upon request or upon termination of this

contract for any reason. In the event of an open records request that implicates records that MCE possesses or has access to, MCE shall provide the requested records to the City of Whitewater within five (5) business days of written request to MCE.

7.) TERMINATION WITHOUT CAUSE – Notwithstanding the contract term specified in this contract, both the City and MCE shall have the right to terminate this contract, without cause, by giving 90 days' written notice to the other party.

8.) TERMINATION WITH CAUSE – Notwithstanding the contract term specified in this contract, the City of Whitewater shall have the right to terminate the contract with cause, in whole or in part, if it determines that MCE has failed to perform satisfactory work. In the event the City decides to terminate the contract for failure to perform satisfactorily, the City shall provide MCE at least thirty (30) days' written notice prior to the date of termination.

If the contract is terminated with cause, MCE shall be entitled to receive compensation for all reasonable, allocable and allowable contract services satisfactorily performed by MCE up to the date of termination that were accepted by the City.

9.) ASSIGNMENT – MCE shall not assign, transfer, or convey any rights under this contract without the prior written consent of the City.

10.) INSURANCE – MCE shall at its own expense, procure and maintain the following insurance coverage and shall provide a certificate of insurance to the City Clerk verifying these coverages, including any required endorsements or riders, during the term of this contract:

- General Liability – One Million Dollars (\$1,000,000.00) combined single limit and Two Million Dollars (\$2,000,000.00) aggregate for bodily injury, personal injury, and property damage.
- Automobile Liability Insurance
- The City of Whitewater shall be named as an additional insured on MCE's insurance policies, on a primary and noncontributory basis, with subrogation rights against the City waived.

11.) INDEPENDENT CONTRACTOR – It is agreed and understood between the parties that MCE is an independent contractor. MCE is not an employee of the City of Whitewater and shall not be entitled to any benefits enjoyed by employees of the City. MCE remains in control of all of its employees, including but not limited to hiring, firing, discipline, evaluation, and establishment of standards for performance thereof. All MCE personnel rendering services hereunder shall be, for all purposes, employees of MCE, although they may act as officers or agents of the City while acting within the scope of the services performed under this contract.

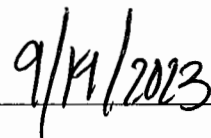
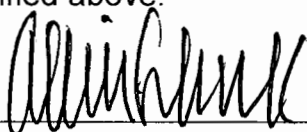
12.) INDEMNIFICATION – To the fullest extent permitted by law, MCE shall defend, indemnify, and hold harmless the City, its elected and appointed officials, employees, consultants, and volunteers and others working on behalf of the City, from and against any and all third-party claims, demands, suits, costs (including reasonable legal costs), expenses, and liabilities (“Claims”) alleging personal injury, including bodily injury or death, and/or property damage, but only to the extent that any such Claims are caused by the mistake, error, omission or negligence of MCE, or by any officer, employee, representative, or agent of MCE or the material breach of any obligation under this contract by MCE, or by any officer, employee, representative, or agent of MCE. MCE shall have no obligations under this section to the extent that any Claim arises as a result of MCE’s compliance with specific municipal laws, ordinances, rules, regulations, resolutions, executive orders, or other instructions received from the City and lawfully and properly carried out by MCE. If either party becomes aware of any incident likely to give rise to a Claim under the above indemnities, it shall notify the other and both parties shall cooperate fully in investigating the incident. Nothing herein shall be construed to be a waiver of statutory liability immunity provided by Wisconsin Statutes and caselaw. This indemnification is further limited by the amounts of statutory limits of municipal liability provided by Wisconsin Statutes and case law.

13.) APPLICABLE LAW – This contract shall be governed in all respects by the law of the State of Wisconsin, and any litigation with respect thereto shall be brought in the courts of the State of Wisconsin.

14.) SEVERABILITY – If any term or provision in this contract is determined to be illegal, unenforceable or invalid in whole or in part for any reason, such illegal, unenforceable or invalid provision or part thereof shall be stricken from this contract, and such provision shall not affect the legality, enforceability, or validity of the remainder of this contract. If any provision or part thereof of this contract is stricken in accordance with the provisions of this section, then the stricken provision shall be replaced, to the extent possible, with a legal, enforceable, and valid provision that is as similar in tenor to the stricken provision as legally possible.

15.) ENTIRE AGREEMENT – This contract and all other agreements, exhibits, attachments, and schedules referred to in this contract constitute the final, complete, and exclusive statement of the terms of the agreement between the parties pertaining to the subject matter of this contract and supersedes all prior and contemporaneous understandings or agreements of the parties. No party has been induced to enter into this contract by, nor is any party relying on, any representation, understanding, agreement, commitment or warranty outside those expressly set forth in this contract.

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be executed and intend for the agreement to be effective as of the date and year first specified above.

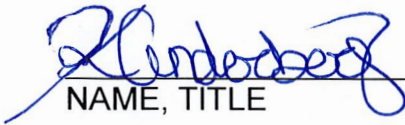


Allison Schwark, Municipal Code Enforcement, LLC

Karri Anderberg
CITY CLERK

SEP 18 2023

Date



NAME, TITLE

kanderberg@whitewater-wi.gov

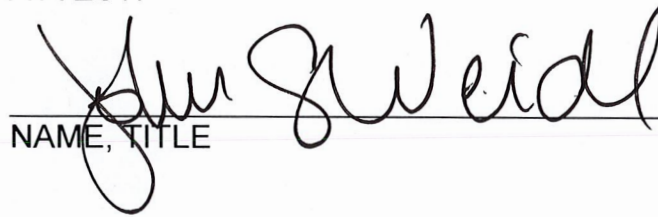
Date

ATTEST:

John Weidl
CITY MANAGER

SEP 18 2023

NAME, TITLE



Jweidl@whitewater-wi.gov

Date

**CODE ENFORCEMENT SERVICES CONTRACT BETWEEN
THE CITY OF WHITEWATER AND MUNICIPAL CODE ENFORCEMENT, LLC**

THIS AGREEMENT is between the **City of Whitewater, 312 W Whitewater Street, Whitewater, WI, 53190** (hereinafter "**City**") and **Municipal Code Enforcement, LLC, PO Box 62, Delavan, Wisconsin, 53115**, (hereinafter "**MCE**") as of this **1st** day of **September, 2023**.

RECITALS:

WHEREAS, the City requires code enforcement services; and

WHEREAS, MCE maintains an agency that regularly enforces and administers municipal codes for various municipalities, providing services that include, but are not limited to, review of the municipal code, response to property complaints, completion of code inspections, preparation of written orders for repair, preparation and issuance of citations, administration of landlord licensing and vacant building programs, and other miscellaneous code enforcement activities; and

WHEREAS, the City and MCE desire to contract with each other for such code enforcement services as set forth herein, to be provided by MCE to the City; and

WHEREAS, the City agrees to compensate MCE at the rate set forth herein for performing these services.

NOW THEREFORE, for valuable consideration, and with the express intention on the part of both parties that this contract is legally binding, the parties do agree to the following:

1.) SCOPE OF SERVICES – MCE agrees to provide the City with the following code enforcement services:

- **Violation Monitoring**
 - Property Maintenance
 - Unsightly Debris
 - Weeds, Grass, Trees, or Other Vegetation
 - Junked, Unlicensed, or Abandoned Vehicles/Boats
 - Snow Removal
 - When a violation is present pertaining to any of the items above, orders will be sent to the property owner with details of the violation and a deadline to come into compliance. After the compliance deadline has passed, a re-inspection of the property will take place to determine the status of the violation and further action will be taken, as necessary, which may include any of the following:
 - Direct communications with property owners
 - Phone call or email
 - Final notice

- Granting of extensions if warranted based on the judgment of MCE after consultation with the City
 - Issuing municipal citations through the City police department
 - Nuisance abatement pursuant to City Code
 - Costs billed to property owner, according to fee schedule set forth in the [MUNICIPALITY] Municipal Code (hereinafter "Code") as updated from time to time with guidance of MCE, possibly resulting in possible special charges against property owner.
 - Report to City Manager or designee
- **Municipal Programs:**
 - Vacant Building Program
 - Landlord Licensing Rental Inspection Program
 - Short-Term Rental Inspection Licensing Program
 - Tree Removal Permitting Program
 - Liquor Licensing Program
 - Restaurant Grease Trap Compliance Program
- **Additional Tasks:**
 - Building Condemnation
 - Court Attendance and Evidence Preparation
 - Review and Recommendations for Improvement to Municipal Code of Ordinances
 - Collaboration with Building Inspector
 - Continuous Improvement of Municipal Codes and Ordinances
 - Other Issues/Complaints/Nuisances
 - Landlord/Tenant/Neighbor Dispute Mediation
 - Safety Hazard Elimination

2.) DUTIES – MCE shall perform the code enforcement services set out in the Scope of Services above for the City. MCE's jurisdiction shall be concurrent with the City's boundaries including extraterritorial boundaries. Within said jurisdiction, and in the performance of those duties, MCE shall have the full lawful authority and responsibility to enforce the Code and issue citations, specific Chapters and Sections of the Code, including ordinances for which a statutory counterpart exists. MCE's agents and employees shall not have the authority to make arrests for violations of the Code. It is specifically the intent of the parties that MCE is not a law enforcement officer within the meaning of Wis. Stat. § 165.85(2)(c). MCE shall cooperate with the City's Police Department in investigating and issuing citations and other pursuing other enforcement activity as needed by the City's Police Department to complete matters originating with MCE's investigative and Code enforcement duties.

3.) HOURS AND COMPENSATION – Unless otherwise agreed upon by both parties, MCE shall provide no more than **20 hours per week** in code enforcement services and shall be compensated at the rate of **\$49.00 per hour**. MCE shall send the City an invoice every month detailing the number of hours provided and the amount owed. If an automatic renewal of this contract is enacted, as detailed below, this hourly rate shall increase by 3%, rounded to the nearest dollar, for each year that the automatic renewal takes place.

4.) TERMS OF CONTRACT – This contract shall begin **September 1, 2023** and end on **December 31, 2023**. This contract shall automatically renew, unless an amendment or a subsequent contract is executed by both parties, no less than 60 days before the contract end date. The term of the renewal contract shall be one year.

5.) DOCUMENTS AND OPEN RECORDS REQUESTS – All documents produced by MCE in the course of its performance under this contract shall be deemed to be records of the City and shall be turned over to the City upon request or upon termination of this contract for any reason. In the event of an open records request that implicates records that MCE possesses or has access to, MCE shall provide the requested records to the City of [MUNICIPALITY] within five (5) business days of written request to MCE.

6.) MONTHLY REPORT – MCE shall provide the City Administrator with a monthly report containing a summary of its work on City matters for each month of the Contract term for the prior month's work. The report shall be delivered to the City Administrator by the tenth (10th) day of each month.

7.) TERMINATION WITHOUT CAUSE – Notwithstanding the contract term specified in this contract, both the City and MCE shall have the right to terminate this contract, without cause, by giving 90 days' written notice to the other party.

8.) TERMINATION WITH CAUSE – Notwithstanding the contract term specified in this contract, the City of [MUNICIPALITY] shall have the right to terminate the contract with cause, in whole or in part, if it determines that MCE has failed to perform satisfactory work. In the event the City decides to terminate the contract for failure to perform satisfactorily, the City shall provide MCE at least thirty (30) days' written notice prior to the date of termination.

If the contract is terminated with cause, MCE shall be entitled to receive compensation for all reasonable, allocable and allowable contract services satisfactorily performed by MCE up to the date of termination that were accepted by the City.

9.) ASSIGNMENT – MCE shall not assign, transfer, or convey any rights under this contract without the prior written consent of the City.

10.) INSURANCE – MCE shall at its own expense, procure and maintain the following insurance coverage and shall provide a certificate of insurance to the City Clerk

verifying these coverages, including any required endorsements or riders, during the term of this contract:

- General Liability – One Million Dollars (\$1,000,000.00) combined single limit and Two Million Dollars (\$2,000,000.00) aggregate for bodily injury, personal injury, and property damage.
- Automobile Liability Insurance
- The City of [MUNICIPALITY] shall be named as an additional insured on MCE's insurance policies, on a primary and non-contributory basis, with subrogation rights against the City waived.

11.) INDEPENDENT CONTRACTOR – It is agreed and understood between the parties that MCE is an independent contractor. MCE is not an employee of the City of [MUNICIPALITY] and shall not be entitled to any benefits enjoyed by employees of the City. MCE remains in control of all of its employees, including but not limited to hiring, firing, discipline, evaluation, and establishment of standards for performance thereof. All MCE personnel rendering services hereunder shall be, for all purposes, employees of MCE, although they may act as officers or agents of the City while acting within the scope of the services performed under this contract.

12.) INDEMNIFICATION – To the fullest extent permitted by law, MCE shall defend, indemnify, and hold harmless the City, its elected and appointed officials, employees, consultants, and volunteers and others working on behalf of the City, from and against any and all third-party claims, demands, suits, costs (including reasonable legal costs), expenses, and liabilities ("Claims") alleging personal injury, including bodily injury or death, and/or property damage, but only to the extent that any such Claims are caused by the mistake, error, omission or negligence of MCE, or by any officer, employee, representative, or agent of MCE or the material breach of any obligation under this contract by MCE, or by any officer, employee, representative, or agent of MCE. MCE shall have no obligations under this section to the extent that any Claim arises as a result of MCE's compliance with specific municipal laws, ordinances, rules, regulations, resolutions, executive orders, or other instructions received from the City and lawfully and properly carried out by MCE. If either party becomes aware of any incident likely to give rise to a Claim under the above indemnities, it shall notify the other and both parties shall cooperate fully in investigating the incident. Nothing herein shall be construed to be a waiver of statutory liability immunity provided by Wisconsin Statutes and caselaw. This indemnification is further limited by the amounts of statutory limits of municipal liability provided by Wisconsin Statutes and caselaw.

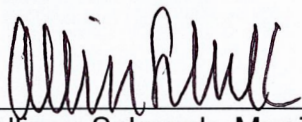
13.) APPLICABLE LAW – This contract shall be governed in all respects by the law of the State of Wisconsin, and any litigation with respect thereto shall be brought in the courts of the State of Wisconsin.

14.) SEVERABILITY – If any term or provision in this contract is determined to be illegal, unenforceable or invalid in whole or in part for any reason, such illegal, unenforceable or invalid provision or part thereof shall be stricken from this contract,

and such provision shall not affect the legality, enforceability, or validity of the remainder of this contract. If any provision or part thereof of this contract is stricken in accordance with the provisions of this section, then the stricken provision shall be replaced, to the extent possible, with a legal, enforceable, and valid provision that is as similar in tenor to the stricken provision as legally possible.

15.) ENTIRE AGREEMENT – This contract and all other agreements, exhibits, attachments, and schedules referred to in this contract constitute the final, complete, and exclusive statement of the terms of the agreement between the parties pertaining to the subject matter of this contract and supersedes all prior and contemporaneous understandings or agreements of the parties. No party has been induced to enter into this contract by, nor is any party relying on, any representation, understanding, agreement, commitment or warranty outside those expressly set forth in this contract.

IN WITNESS WHEREOF, the parties hereto have caused this agreement to be executed and intend for the agreement to be effective as of the date and year first specified above.


Allison Schwark, Municipal Code Enforcement, LLC
9/19/2023
Date

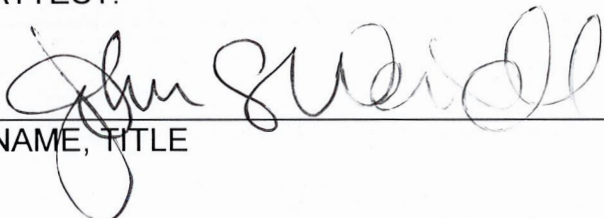
Karri Anderberg
CITY CLERK


NAME, TITLE
SEP 18 2023
Date

kanderberg@whitewater-wi.gov

John Weidl
CITY MANAGER

ATTEST:


NAME, TITLE
SEP 18 2023
Jweidl@whitewater-wi.gov
Date

Sara Marquardt

From: Karen Dieter
Sent: Thursday, September 14, 2023 12:08 PM
To: Sara Marquardt
Cc: Rachelle Blich
Subject: Neighborhood Svcs savings with contracts

	Hours	W/ 2 NSO's	W/1 NSO
NS Director	2080	113,271.84	113,271.84
NSO	1040	18,650.40	18,650.40
NSO	1040	18,650.40	0
Total		<u>150,572.64</u>	<u>131,922.24</u>
NSO Contract	1040	50,960.00	50,960.00
Zoning Contract	780	18,650.40	18,650.40
		<u>69,610.40</u>	<u>69,610.40</u>
Savings		<u>80,962.24</u>	<u>62,311.84</u>

Warmly,

Karen Dieter
Comptroller



312 W Whitewater Street
PO Box 690
Whitewater, WI 53190-0690
Phone: 262-473-1382
Fax: 262-473-0589
kdieter@whitewater-wi.gov



CDA Agenda Item

Meeting Date: 09/21/2023

Agenda Item: Discussion and Possible Action for Recommendation to Common Council: Economic Development Director Salary Range

Staff Contact (name, email, phone): Bonnie Miller, CDA Administrative Assistant
bmiller@whiewater-wi.gov
262-473-0149

BACKGROUND

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

The City is currently seeking applicants for the position of Economic Development Director and has engaged GovHR USA for assistance.

Motion from the CDA.

Moved by Knight to recommend to the Common Council for consideration to modify the salary schedule for the Economic Development Director position to \$100,000; seconded by Kachel; motion passed by unanimous roll call vote.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

FINANCIAL IMPACT

(If none, state N/A)

STAFF RECOMMENDATION

ATTACHMENT(S) INCLUDED

(If none, state N/A)

ERI's Salary Assessor – Economic Development Director
Salary Comparison - Whitewater



Common Council Agenda Item

Meeting Date: October 3, 2023

Agenda Item: 2023 Salary Resolution Amendment 3

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387
Karen Dieter, kdieter@whitewater-wi.gov, 262-473-1382

BACKGROUND

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

Annually, the Common Council establishes wage ranges that are approved for staff compensation by means of a Salary Resolution. This resolution requires periodic updates, based on changes in staffing plans, conclusion of contract negotiations, and changes in the marketplace. It is important to note that the Salary Resolution does not result in changes to any individual staff wages. The Salary Resolution merely establishes authorized ranges in which compensation may occur consistent with the adopted budget and written approval of the City Manager.

The following amendments to the 2023 Salary Resolution have been identified for approval and are embedded in the attached schedule:

1. Change:
 - i. Adjustment to the Economic Development Director Salary Range, as it relates to recruitment and retention.

As a reminder, changes to the Salary Resolution does not result in changes to any individual staff wages. The Salary Resolution merely establishes authorized ranges in which compensation may occur with written approval of the City Manager.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

On 9/21/23, the CDA recommended moving forward with the proposed salary range.

FINANCIAL IMPACT

(If none, state N/A)

Only budgeted wage treatments are contemplated in the 2023 Budget. The Salary Resolution does not directly impact actual staffing costs. The proposed wage schedules are consistent with the adopted 2023 Budget.

STAFF RECOMMENDATION

Move approval of 2023 Salary Resolution as presented.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. 2023 Salary Resolution Amendment 3.pdf
2. CDA Recommendation from 9/21/23
3. CVMIC Salary Summary Data

City of Whitewater
2023 Salary Resolution, Amendment Three

***WHEREAS**, the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, set forth the wage and salary schedule in which wages are established for employees during 2023*

NOW THEREFORE, BE IT RESOLVED by the Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, that the following ranges and numbers of employees in the 2023 Wage and Salary Schedule are hereby adopted pursuant to Wisconsin Statutes: and

BE IT FURTHER RESOLVED that the contents of this resolution shall supersede such previously adopted schedules where the subject matter between the two shall be in conflict, and the changes contained herein shall be effective beginning October 3, 2023:

Position	Department	FLSA Status	Minimum Hourly	Maximum Hourly	Minimum Annual	Maximum Annual
Accountant	Finance and Administrative Services	Non-Exempt	\$24.85	\$37.25		
Accounting Technician II	Finance and Administrative Services	Non-Exempt	\$18.79	\$24.22		
Activity Instructors	Parks and Recreation	Non-Exempt	\$8.66	\$12.29		
Activity Leaders / Lifeguards & WSI Aide	Parks and Recreation	Non-Exempt	\$10.01	\$13.68		
Administrative Assistant I - Fire/EMS	Fire and EMS	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I - Records Technician	Police	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I - Utilities	Department of Public Works	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I- Neighborhood Services	Neighborhood Services	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I-CDA	Administration	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I-Deputy Clerk	Administration	Non-Exempt	\$18.79	\$24.22		
Adult Program Coordinator	Parks and Recreation	Exempt			\$39,754.57	\$49,461.75
Aquatic Coordinator	Parks and Recreation	Exempt			\$37,831.91	\$50,377.13
Assistant Library Director	Library	Exempt			\$54,272.22	\$69,978.00
Athletic Program Coordinator	Parks and Recreation	Exempt			\$37,831.91	\$50,377.13
Bailiff	Municipal Court	Non-Exempt	\$25.00	\$25.00		
Captain	Police	Non-Exempt			\$94,232.65	\$101,794.49
Certified Instructors	Parks and Recreation	Non-Exempt	\$16.77	\$23.79		
Chief Election Inspectors	Administration	Non-Exempt	\$12.98	\$13.60		
City Clerk	Administration	Exempt			\$54,272.22	\$69,978.00
Clerk of Court (Part-time)	Administration	Non-Exempt	\$18.79	\$24.22		
Communications Coordinator	Police	Non-Exempt	\$22.77	\$31.25		
Community Service Officer	Police	Non-Exempt	\$12.02	\$17.84		
Comptroller	Finance and Administrative Services	Exempt			\$62,141.09	\$80,125.55
Customer Service Specialist	Library	Non-Exempt	\$15.20	\$19.61		
Desk Staff	Parks and Recreation	Non-Exempt	\$10.82	\$17.84		
Desk Staff Lead	Parks and Recreation	Non-Exempt	\$16.23	\$20.12		
Detective	Police	Non-Exempt	\$35.71	\$35.71		
Detective Lieutenant	Police	Non-Exempt	\$38.17	\$38.17		
Director of Public Works/City Engineer	Administration	Exempt			\$86,449.98	\$110,734.78
Dispatcher / Records Communications Aide I	Police	Non-Exempt	\$20.70	\$28.40		
Dispatcher / Records Communications Aide II	Police	Non-Exempt	\$19.71	\$24.05		
Economic Development Director	Administration	Exempt			\$85,000.00	\$100,000.00
Election Inspectors	Administration	Non-Exempt	\$10.82	\$11.33		
EMS /Fire All Call	Fire and EMS	Non-Exempt	\$30.00	\$30.00		
EMS Chief	Fire and EMS	Exempt	\$38.46	\$38.46		
EMT Basic/Advanced/Paramedic/Firefighter	Fire and EMS	Non-Exempt	\$16.00	\$25.00		
Engineering Technician	DPW	Non-Exempt	\$25.72	\$31.21		
Facility Maintenance I	Parks and Recreation	Non-Exempt	\$25.72	\$31.21		
Facility Maintenance II	Parks and Recreation	Non-Exempt	\$20.53	\$25.98		
Finance and Administrative Services Director	Finance and Administrative Services	Exempt			\$86,449.98	\$110,734.78
Fire Inspector / Code Enforcement Officer	Neighborhood Services	Non-Exempt	\$14.05	\$18.13		

City of Whitewater
2023 Salary Resolution, Amendment Three

Position	Department	FLSA Status	Minimum Hourly	Maximum Hourly	Minimum Annual	Maximum Annual
Fire Inspector EMT / Firefighter	Fire and EMS	Non-Exempt	\$28.00	\$28.00		
First Assistant Chief	Fire and EMS	Non-Exempt	\$33.08	\$33.08		
Foreman (Lead)	DPW	Non-Exempt	\$29.33	\$35.74		
GIS Analyst	Neighborhood Services	Non-Exempt	\$20.41	\$26.33		
Head Lifeguard	Parks and Recreation	Non-Exempt	\$13.41	\$17.84		
Human Resources Administrator	Finance and Administrative Services	Non-Exempt	\$18.79	\$24.90		
Human Resources Manager	Finance and Administrative Services	Exempt			\$57,056.66	\$78,275.09
Intern	Administration	Non-Exempt	\$10.00	\$15.00		
IT Administrator	Finance and Administrative Services	Exempt			\$73,558.53	\$99,520.36
Joint Services Officer	Neighborhood Services	Non-Exempt	\$12.02	\$17.84		
Lab Assistant	Wastewater	Non-Exempt	\$11.40	\$13.83		
Laborer I	Streets/Parks/Forestry	Non-Exempt	\$25.72	\$31.21		
Laborer I - Mechanic	Streets/Parks/Forestry	Non-Exempt	\$25.72	\$31.21		
Laborer II	Streets/Parks/Forestry	Non-Exempt	\$20.53	\$25.98		
Lead Operator	Wastewater/Water	Non-Exempt	\$29.33	\$35.75		
Library Director	Library	Exempt			\$70,007.06	\$90,269.60
Lieutenant	Police	Non-Exempt	\$38.17	\$38.17		
Media Coordinator	Public Relations and Communications	Non-Exempt	\$15.20	\$19.61		
Media Producer	Public Relations and Communications	Non-Exempt	\$11.18	\$17.84		
Neighborhood Services Director	Neighborhood Services	Exempt			\$68,154.36	\$92,209.63
Neighborhood Services Officer	Neighborhood Services	Non-Exempt	\$12.02	\$17.84		
Outreach Services Specialist	Library	Non-Exempt	\$17.27	\$22.28		
Parks & Recreation Director	Parks and Recreation	Exempt			\$70,007.06	\$90,269.60
Patrol Officer	Police	Non-Exempt	\$28.99	\$34.02		
Patrol Officer In Training	Police	Non-Exempt	\$21.74	\$21.74		
Program Attendants	Parks and Recreation	Non-Exempt	\$8.10	\$10.06		
Programming and Makerspace Librarian	Library	Non-Exempt	\$17.27	\$22.28		
Chief of Staff	Finance and Administrative Services	Exempt			\$50,337.63	\$64,906.75
Recreation & Community Events Manager	Parks and Recreation	Exempt			\$50,337.63	\$64,906.75
Rental Attendant ³	Parks and Recreation	Non-Exempt	\$27.05	\$27.05		
School Resource Officer (SRO)	Police	Non-Exempt	\$35.71	\$35.71		
Seasonal Laborer	Streets/Parks/Forestry	Non-Exempt	\$11.18	\$17.36		
Sports Officials ³	Parks and Recreation	Non-Exempt	\$20.00	\$25.00		
Streets, Parks & Forestry Superintendent	Streets/Parks/Forestry	Exempt			\$70,007.06	\$90,269.60
Support Services Manager	Police	Exempt			\$56,615.16	\$76,597.51
Technical Services Specialist	Library	Non-Exempt	\$17.27	\$22.28		
Tournament Manager	Parks and Recreation	Non-Exempt	\$15.20	\$19.61		
WAFC Manager	Parks and Recreation	Exempt			\$50,337.63	\$64,906.75
Wastewater Operator / Lab Technician	Wastewater	Non-Exempt	\$25.72	\$33.09		
Wastewater Superintendent	Wastewater	Exempt			\$70,007.06	\$90,269.60
Wastewater Specialist I	Wastewater	Non-Exempt	\$25.72	\$31.21		
Wastewater Specialist II	Wastewater	Non-Exempt	\$20.53	\$25.98		
Water Laborer I	Water	Non-Exempt	\$25.72	\$31.21		
Water Laborer II	Water	Non-Exempt	\$20.53	\$25.98		
Water Operator	Water	Non-Exempt	\$25.72	\$33.09		
Water Superintendent	Water	Exempt			\$70,007.06	\$90,269.60
WIAA Sports Officials ³	Parks and Recreation	Non-Exempt	\$35.00	\$65.00		
Youth Educational Services Librarian	Library	Exempt			\$44,938.93	\$57,944.30



CDA Agenda Item

Meeting Date: 09/21/2023

Agenda Item: Discussion and Possible Action for Recommendation to Common Council: Economic Development Director Salary Range

Staff Contact (name, email, phone): Bonnie Miller, CDA Administrative Assistant
bmiller@whiewater-wi.gov
262-473-0149

BACKGROUND

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

The City is currently seeking applicants for the position of Economic Development Director and has engaged GovHR USA for assistance.

Motion from the CDA.

Moved by Knight to recommend to the Common Council for consideration to modify the salary schedule for the Economic Development Director position to \$100,000; seconded by Kachel; motion passed by unanimous roll call vote.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

FINANCIAL IMPACT

(If none, state N/A)

STAFF RECOMMENDATION

ATTACHMENT(S) INCLUDED

(If none, state N/A)

Economic Development Director Summary Mean Salaries
From CVMIC

City of Whitewater Job Title	Job Title in ERI Salary Assessor	Whitewater-Area		Fort Atkinson		Watertown	
		Public	Private	Public	Private	Public	Private
Economic Development Director	Economic Development Director	\$ 116,477	\$ 156,937	\$ 116,371	\$ 156,816	\$ 116,282	\$ 156,710

Chippewa Falls		River Falls		Hartford		Beaver Dam		Weston	
Public	Private	Public	Private	Public	Private	Public	Private	Public	Private
\$ 115,988	\$ 157,980	\$ 129,078	\$ 167,446	\$ 131,391	\$ 173,545	\$ 116,332	\$ 156,849	\$ 117,311	\$ 157,859

ORDINANCE NO. 2071

AN ORDINANCE AMENDING CHAPTER 2.08.010

2.08.010 Meetings.

- (a) The regular sessions of the city council shall be held on the first and third Tuesdays in each month, commencing at six-thirty in the evening. If any council meeting falls on an election day or on a holiday, the council meeting for that day shall be held on the Thursday following the first or third Tuesday in the month, at six-thirty p.m. Special meetings may be called, as provided by the Wisconsin Statutes. A city council meeting may be cancelled or set at a date other than is set forth in the section if said cancellation or date change is approved by a majority of the city council members voting or is approved by both the city manager and the city council president. There shall, however, be at least one meeting of the council each month.
- (b) The city council meetings shall be conducted in accordance with the following guidelines:
- (1) The agenda shall be established under the authority of the city manager. Councilmembers who wish to have agenda items addressed need to make their request no later than twelve noon ~~on the Tuesday prior to the common council meetings~~ **seven business days prior to the meeting**. The city manager shall honor all legal requests of councilmembers.

Ordinance introduced by Council Member _____ who moved its adoption.

Seconded by Council Member _____.

AYES:

NOES:

ABSENT:

ADOPTED: _____, 2023

John Weidl, City Manager

Karri Anderberg, City Clerk

MEMORANDUM

www.whitewater-wi.gov
Telephone: (262) 473-0104
Fax: (262) 222-5901

To: Common Council
From: John Weidl, City Manager
Date: 9/26/2023
Re: Proposal for the Creation of the Lake Advisory Committee

Dear Common Council Members,

I am writing to propose the establishment of the Lake Advisory Committee as defined in the attached draft Ordinance creating Whitewater Municipal Code Chapter 2.73.

Key Aspects of the Lake Advisory Committee

- **Mission:** Aimed at ensuring the vitality and beauty of Whitewater's lakes, it emphasizes the value of community awareness and stresses the importance of caring for our natural assets.
- **Principal Goals:** These encompass areas such as the monitoring of lake health, ensuring ecosystem preservation, policy and planning, and active community engagement.
- **Membership:** To be made up of up to 10 members representing diverse sectors, including residents, environmentalists, business leaders, and more. Staff recommends 5 or 7 members.
- **Meetings:** To be conducted at least bimonthly, ensuring openness and active participation from our community.
- **Reporting Structure:** The committee will provide consistent updates to you, the Common Council, guaranteeing transparency and ongoing communication.

The proposition of this committee is in alignment with city ordinance 2.12.011, which speaks to our commitment to a structured and transparent method for the appointment of board, committee, or commission members.

Given the invaluable role our city's lakes play in our environment, lifestyle, and overall community health, the inception of this committee will not only assist in their conservation but will also foster a sense of unity and involvement within our city.

I respectfully request the council to consider and endorse the establishment of the Lake Advisory Committee, with the appropriate nominations and appointments being carried out in adherence to the provided guidelines.

Thank you for your attention to this crucial matter.

Regards,



John S. Weidl, City Manager

ORDINANCE No. 2072
AN ORDINANCE CREATING CHAPTER 2.73 LAKE ADVISORY COMMITTEE

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

SECTION 1. Whitewater Municipal Code Chapter 2.73 is hereby created to read as follows:

2.73.010 – Lake Advisory Committee

Lake Advisory Committee

Mission Statement: The Lake Advisory Committee is dedicated to preserving and enhancing the health, beauty, and recreational value of the lakes within the City of Whitewater. We strive to provide recommendations and guidance to local authorities, engage the community in lake-related activities, and promote responsible stewardship of our natural resources.

Committee Goals and Objectives:

1. **Lake Health and Water Quality:** Monitor and assess the water quality of local lakes, identify potential threats to their health, and recommend actions to maintain or improve water quality.
2. **Ecosystem Preservation:** Work to protect and restore the natural ecosystems in and around Whitewater's lakes, ensuring the long-term health of local flora and fauna.
3. **Recreational Opportunities:** Encourage safe and accessible recreational opportunities on Whitewater's lakes, including swimming, boating, fishing, and wildlife observation.
4. **Community Engagement:** Foster community awareness and involvement in lake-related issues through educational programs, outreach, and public events.
5. **Policy and Planning:** Collaborate with local government and authorities to develop and recommend policies, ordinances, and plans that promote the sustainable management of lakes and their watersheds.
6. **Research and Data Collection:** Conduct or support research and data collection efforts to better understand lake ecosystems and trends, aiding informed decision-making.

Committee Membership: The Lake Advisory Committee shall consist of up to 10 members. The city manager and the common council president shall review the committee applicants and recommend nominees to the common council. After considering the candidates nominated by the city manager and common council president, the common council shall appoint the members of

the committee. Members should represent diverse backgrounds, including but not limited to residents, environmental experts, local business owners, and recreational enthusiasts.

Meetings: The committee shall meet on a regular basis, at least once every two months, to discuss ongoing projects, reports, and lake-related issues. Meetings will be open to the public, and citizens are encouraged to attend and participate.

Committee Chair: The Committee members will select a Chairperson from among themselves to lead meetings, coordinate activities, and act as the primary liaison with city officials.

Reporting: The Lake Advisory Committee will provide regular updates and reports to the Common Council regarding its activities, findings, and recommendations. These reports will be made available to the public through the city's website and other communication channels.

Community Partnerships: The Committee shall seek opportunities to collaborate with local organizations, schools, and other stakeholders interested in lake conservation and education.

Term Length: Committee members shall serve staggered terms of three years each, with the possibility of reappointment for up to two additional terms.

Inaugural Meeting: The inaugural meeting of the Lake Advisory Committee shall be scheduled within 30 days of the appointment of its initial members.

Amendment and Review: This charter may be amended as needed with the approval of the Common Council. It will be reviewed periodically to ensure its continued effectiveness in achieving its goals and objectives.

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk



Council Agenda Item

Meeting Date: September 19, 2023

Agenda Item: Truck, trailer, mobile home and equipment parking

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

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

At the July and August Public Works meetings, the Committee discussed the ordinance pertaining to parking restrictions for trucks, trailers, mobile homes and equipment. The committee discussed amending the ordinance by eliminating side yards and adding hard surface to Paragraphs B and D of Municipal Code 19.51.180. Attached is the amended ordinance.

Section D, Paragraph (14) in the new Title 20 (Ordinance 2062) covers Residential Yard Parking Regulations also. This section allows parking in the side yard if the side yard is a corner lot. This section does not mention anything about vehicles, such as a motor home, being allowed to park in the rear lot. Also, Section D, Paragraph (16) in the new Title 20 covers Storage and Parking of Recreational Vehicles and Trailers. This section allows items to be parked on the side yard.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

July 11, 2023 Public Works Committee – Voted to amend the ordinance by eliminating side yards and adding hard surface to Paragraph B and D of the ordinance.

August 8, 2023 Public Works Committee – Reviewed the ordinance wording and recommended approval to the full Council.

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff's only recommendation is that the two ordinances reflect the same language.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Ordinance Amending 19.51.180

ORDINANCE No. _____
AN ORDINANCE AMENDING SUBSECTION 19.51.180
TRUCK, TRAILER, MOBILE HOME AND EQUIPMENT PARKING RESTRICTIONS

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

SECTION 1. Whitewater Municipal Code Chapter 19.51 Subsection 19.51.180 is hereby amended to read:

No truck, commercial trailer, house or camper trailer, motor home, boat trailer, trailers for all terrain vehicles (ATVs) or snowmobiles, or other vehicular equipment or implements of a commercial, agricultural or industrial nature, shall be parked regularly in any zoning district other than B-1, B-3, M-1 and AT districts, except as hereinafter specifically provided for as follows:

- A. One panel or pickup truck, exceeding three-quarter ton but not exceeding one and one-half tons, shall be permitted;
- B. The unenclosed parking of either one unoccupied house trailer, motor home, or one unoccupied camp trailer in the rear yard on a hard surface, provided that the motor home, house trailer or camp trailer is parked at least five feet from the lot lines; motor homes shall also abide by all restrictions relating to motor vehicle parking;
- C. Camper trailers and boats shall be permitted to park in front yards for the purposes of loading, unloading and servicing for a period of three days;
- D. Boat trailers, trailers for all terrain vehicles (ATVs) or snowmobiles, and all other private residential-type trailers shall be permitted to park in the rear yard only on a hard surface.
- E. The neighborhood services manager may issue a permit to a person with a disability allowing a boat (twenty-five feet or less in length) and a boat trailer to be parked in the front yard driveway of their residence from April through November. A person shall be considered a person with a disability if they have been issued a current disabled parking identification permit by the Wisconsin Department of Transportation. In addition, an individual shall be considered a person with a disability if they provide the neighborhood services manager with a statement by a health care specialist verifying that the party needs a front yard boat parking permit, for a stated period of time, to allow that person reasonable access to their boat and trailer.

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE No. _____
AN ORDINANCE AMENDING SUBSECTION 11.16.150
STREET INDEX OF PARKING RESTRICTIONS

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

SECTION 1. Whitewater Municipal Code Chapter 11.16 is hereby amended by deleting from Subsection 11.16.150 the parking restrictions set forth below:

<u>S</u>	<u>Elizabeth St</u>	<u>East side, along entire frontage of 401 S Elizabeth (Middle School)</u>	<u>11.16.080</u>	<u>No Parking</u>
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SECTION 2. Whitewater Municipal Code Chapter 11.16 is hereby amended by adding to Subsection 11.16.150, the parking restrictions set forth below:

<u>S</u>	<u>Elizabeth St</u>	<u>East side, along entire frontage of 401 S Elizabeth (Middle School)</u>	<u>11.22.010</u>	<u>No Stopping, Standing or Parking</u>
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<u>S</u>	<u>Elizabeth St</u>	<u>East side, from the south property line of 401 S Elizabeth (Middle School) south to Walworth Avenue</u>	<u>11.22.010</u>	<u>No Stopping, Standing or Parking</u>
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Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:
NOES:
ABSENT:
ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk



Council Agenda Item

Meeting Date: September 5, 2023

Agenda Item: Elizabeth Street

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

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

Representatives have been asked to attend the Council meeting to answer questions from the Council.

Representatives from the Whitewater School District reached out to staff about the possibility of painting crosswalks on Elizabeth Street at Laurel Street and Court Street. The intention would be to provide a designated area for students to cross Elizabeth. The issue with adding crosswalks at these locations is that there is no sidewalk on the west side of Elizabeth Street. At a minimum, staff believes there should be a landing area, if a crosswalk was painted. An alternative suggested by staff is to install "No Stopping, Standing or Parking" signs at each curb ramp location. The signs at each location would encompass the area of the curb ramp and include the area occupied by existing hydrants. This would provide a larger area for students to better see approaching vehicles and vice versa when students cross at these intersections. The Police Department was consulted on the additional signage and are in favor of it.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The Public Works Committee met on August 8, 2023 and recommended the No Stopping Standing Parking signs be installed to replace the existing No Parking signs currently in front of the Middle School Property. Additionally, the Committee recommended the area south of the Middle School property to Walworth Avenue on the east side of Elizabeth be signed for No Stopping Standing Parking.

FINANCIAL IMPACT

(If none, state N/A)

The cost to install additional signs would be minimal and completed by staff.

STAFF RECOMMENDATION

Staff has reached out to the School District, Police Department and sent letters to the four affected residents. Representatives may appear in person at the Council meeting or send comments to staff. Any comments received will be read aloud and into the record. Staff has no concerns with changing the signage in front of the Middle School to No Stopping Standing Parking as this area already is signed for No Parking. Staff does have some reservations about removing parking entirely, year round, especially when school is not in session, where parking currently exists.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Ordinance Amending 11.16.150



Proposed No Stopping, Standing, or Parking Signs

Legend
X Proposed Sign Locations

From: Tracey Scherr <tgscherr@yahoo.com>

Sent: Wednesday, August 30, 2023 11:46:15 PM

To: Brad Marquardt <BMarquardt@whitewater-wi.gov>

Cc: Brienne Brown <BBrown@whitewater-wi.gov>; Jill Gerber <jgerber@whitewater-wi.gov>; Neil Hicks <nhicks@whitewater-wi.gov>; Lisa Dawsey Smith <LDawseySmith@whitewater-wi.gov>; James Allen <JAllen@whitewater-wi.gov>; David Stone <dstone@whitewater-wi.gov>; Lukas Schreiber <LSchreiber@whitewater-wi.gov>

Subject: opposition to ORDINANCE AMENDING SUBSECTION 11.16.150 STREET INDEX OF PARKING RESTRICTIONS

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello,

I was unable to look into this matter in time for the first reading and discussion on 8/15 of the proposed: ORDINANCE AMENDING SUBSECTION 11.16.150 STREET INDEX OF PARKING RESTRICTIONS. However, I have now reviewed both the Vimeo recording of the meeting and the proposed ordinance amendment wording.

I join Brienne Brown and Neil Hicks in opposition to this proposed ordinance amendment. I hope my opposition as a property owner at 429 S. Elizabeth St. will be considered during the second reading, presumably at the next scheduled council meeting on Tuesday, 9/5 (?)

I have owned this home for approximately 17 years, so have had ample opportunity to observe traffic and safety concerns in the area. I agree the traffic flow is unsafe, particularly during dismissal and pick up times.

However, I do not believe the answer is to remove on-street parking access at all times, including for occupants of the residences on the east side of the street from the middle school up to Walworth Ave. As it is, leaving or returning to our driveways during drop off and pick up times is dangerous for us and cannot always be avoided. Imagine backing into that traffic flow from a driveway safely as people speed around the corner (despite the 4-way stop). Even turning into our driveways with a signal on can be treacherous. To completely eliminate the option for us to park in front of our homes when we need to exit during that time (especially after school pickup) more safely and to not allow sufficient room for our visitors to park in front of our homes (or even within a close, safe distance) when school isn't even in session is unnecessary and an overreach. Most importantly, for various reasons including those noted by Brienne Brown and Neil Hicks, it will not improve safety of students and is likely to further endanger safety, including for my own children who are enrolled in WWUSD. I urge you to consider alternatives to this drastic and likely ineffective proposed "solution".

Tracey Scherr



Council Agenda Item

Meeting Date:

Agenda Item:

Staff Contact (name, email, phone):

BACKGROUND

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

Upon conducting a thorough review of our agenda procedures, it has come to our attention that the city currently lacks an official policy governing these procedures. In order to provide clarity and consistency in our meetings, we have prepared an official policy on agenda procedures, which is attached herewith

****Background:****

Efficient and well-organized meetings are essential for the successful functioning of our city's various departments and committees. Having a clear and standardized approach to agenda procedures ensures that meetings run smoothly and that all relevant items are adequately addressed.

****Policy Highlights:****

The attached policy outlines the following key agenda procedures:

1. ****Agenda Creation:**** This section details the process for creating meeting agendas, including the responsible parties, submission deadlines, and the required elements for each agenda item.
2. ****Agenda Distribution:**** It specifies the methods for distributing agendas to all relevant parties, ensuring that everyone has sufficient time to review the items to be discussed.
3. ****Additions and Revisions:**** The policy outlines the criteria and procedures for adding or revising agenda items after the initial distribution.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

None

FINANCIAL IMPACT

(If none, state N/A)

N/A


STAFF RECOMMENDATION

The policy is adopted

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Agenda Policy

		Policy # Agenda Policy			
Owner:	City Clerk	Approving Position:	Common Council	Pages:	4
Issue Date:	October 3, 2023	Revision Date:		Review Date:	
Special Instructions:					

I. PURPOSE

The purpose of this Agenda Policy is to establish guidelines for the creation, distribution, and management of agendas for meetings and sessions conducted by City of Whitewater. A well-structured agenda helps ensure that government proceedings are transparent, organized, and accountable to the public.

II. GUIDELINES

1. Scope

This policy is applicable to all individuals, including members, officials, staff, and participants, engaged in the planning and conduct of meetings, sessions, or public hearings conducted by the City of Whitewater. Additionally, compliance with City of Whitewater Ordinance 2.08 is required.

2. Agenda Creation

2.1. Responsibility:

It is the responsibility of the relevant government body or department to create the agenda for its meetings, sessions, or public hearings.

2.2. Timing:

Agendas should be created and distributed in advance of the meeting, session, or public hearing. The timeframe for agenda distribution is at least 72 hours prior to the scheduled event. Sundays are excluded from the calculation when determining a 72-hour timeframe.

2.3. Content:

Agendas should include the following elements:

Agenda Policy

- Date, time, and location of the meeting, session, or public hearing.
- Meeting or session purpose and objectives.
- List of attendees, including government officials, stakeholders, and the public.
- Topics to be discussed.
- Any supporting documents or reports that are part of the agenda.

2.4. Public Accessibility:

City Staff ensure that agendas are readily accessible to the public. City staff is also responsible for publishing agendas on the City of Whitewater website and three posting locations, which are:

- City of Whitewater City Hall
- Irvin L. Young Memorial Library
- Starin Park Community Building

3. Agenda Item Requests

3.1. Submission Deadline:

All agenda item requests from council members should be submitted to the staff member in charge of the respective meeting at least 7 business days prior to the meeting.

3.2. Review and Inclusion:

The staff member responsible for the meeting will review and include eligible agenda item requests from council members in the agenda creation process.

4. Agenda Distribution

4.1. Method:

Agendas should be distributed through official government channels, including the government website, press releases, and social media platforms.

4.2. Accessibility:

City Staff will ensure that the agenda is accessible to all, including individuals with disabilities, by providing alternative formats if necessary.

4.3. Confidentiality:

Agenda Policy

If there are confidential or sensitive matters on the agenda, take appropriate measures to restrict access to authorized individuals only.

5. Agenda Management

5.1. Updates:

The agenda may be updated or revised only on an emergency basis, with changes communicated at least 24 hours before the meeting, session, or public hearing. Updated agendas should be promptly shared with all participants and the public.

In cases where amendments occur between 72 hours and 24 hours before the meeting, the following language should be added to the agenda:

"Request for authorization to waive the 72-hour notice required by the City of Whitewater Transparency Ordinance to consider (insert agenda topic)."

5.2. Adherence:

During the meeting, session, or public hearing, adhere to the agenda by managing time effectively and staying on topic. If additional topics arise, they may be noted for future discussion but should not derail the current agenda.

III. PROCEDURE

1. Record-Keeping

1.1. Minutes:

Meeting minutes or summaries should be recorded and made available to the public after approval. Minutes should include decisions made, action items, and any other relevant information.

2. Public Participation

2.1. Public Input:

Meetings, public hearings, and sessions should allow for public comment and public input on agenda items as appropriate, following established procedures and rules.

IV. REPORTING

This section will outline the reporting mechanisms and responsibilities related to the implementation of this Agenda Policy. Specific reporting requirements and details will be included in related documents or procedures.

Agenda Policy

V. JOB AIDS

This section will provide references to any job aids, templates, or resources that can assist government officials, staff, and participants in implementing this Agenda Policy effectively.

By adhering to this Agenda Policy, City of Whitewater aims to enhance transparency, accountability, and public engagement in government proceedings.

Approved by: _____ Date: _____

DRAFT



Council Agenda Item

Meeting Date: October 3, 2023

Agenda Item: Good Governance manual

Staff Contact (name, email, phone): Karri Anderberg City Clerk kanderberg@whitewater-wi.gov

BACKGROUND

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

Attached, you will find some minor modifications to the Good Governance Manual. These changes have been highlighted in yellow, and proposed alterations are indicated with a strike-through.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

Approved on April 17, 2018 revised on May 21, 2018 and June 8, 2020

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommends council passes all updates

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Good Governance Manual



Good Governance Manual



Prepared by: Common Council/City Manager

Approved: April 17, 2018

Revised: May 21, 2018

Minor Updates: June 8, 2020

Municipal Official Orientation Manual
A Guide for Elected and Appointed Public Officials in the City of Whitewater

A Welcome to Public Officials

Welcome to the world of public service. As a newly elected or appointed official in the City of Whitewater, there is much to learn about the inner workings of city government and the city organization as a whole. However, do not be intimidated; any effort you put forward in learning the ins and outs of municipal government operations will be greatly rewarded through the positive impact you will be able to make on the Whitewater community. Citizenship demands the shouldering of civic responsibility by all those who would preserve the freedoms we all enjoy. By virtue of your appointment, you have become an example of true citizenship for your peers in the Whitewater Community.

While government is often thought of as redundant or inefficient, good government actually makes all our lives better by preserving a sure foundation on which to build our families, businesses, and communities. By giving of your time and talents to benefit your community, you will serve as a positive example to your fellow community members, but you will also have the opportunity to leave a valuable legacy for those that will follow after you.

This manual has been prepared to aid you in gaining a basic understanding of some of the fundamentals of conduct and operations within city government. Please feel free to refer to this manual often. City ordinances and city staff can also be valuable resources in helping to guide you in your efforts to serve the community.

Welcome and congratulations on your new role as a public official!

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**City of Whitewater
Public Official Code of Conduct
Good Conduct for Effective Governance**

Statement of Purpose

It is the goal and expectation of the City of Whitewater that all public officials (elected or appointed) strive to uphold, exhibit, and promote civil and ethical conduct in public forums and maintain the highest standards of personal conduct, integrity, truthfulness, and fairness in carrying out their public duties. To this end, the following code of conduct has been developed to help illustrate the characteristics public officials are encouraged to emulate while in office.

Code of Conduct for Public Officials

As a representative of the City of Whitewater, public officials are encouraged to help strengthen the community by building public trust, encouraging open dialogue, maintaining transparency and actively sharing ideas and opinions with others in thoughtful and considerate ways. The following list of behaviors and practices helps to illustrate the high standards expected of those in public office.

1. **Be Informed:** Endeavor to read the packet material provided before each meeting, keep informed on all local, state and national developments of municipal significance, and arrive at each meeting prepared to conduct City business in a meaningful manner.
2. **Pay Attention:** Strive to be aware of others and sensitive to the immediate context of actions taken.
3. **Listen Closely:** Strive to understand other points of view, to seek first an understanding of what other individuals or groups may have to say before making any final decisions related to business being conducted.
4. **Be Inclusive:** Welcome and encourage participation of all parties involved in the discussion on any issue, excluding none.
5. **Avoid Gossip:** Discourage and avoid the spread of gossip, which can undermine the public process.
6. **Be Agreeable:** Actively look for opportunities to agree on community issues and in all other cases, be civil and cordial, agreeing to disagree without being disagreeable.
7. **Show Respect:** Show respect for the viewpoints of others and refrain from abusive conduct, personal charges, derogatory remarks or verbal attacks upon the character, actions, or opinions of others, whether they be elected or appointed officials, city staff, or the public. Avoid pursuing any conduct or action calculated to embarrass another public official or any member of the public. Praise in public and reprimand in private. When debating or commenting in a meeting, focus on the issue and avoid negative comments regarding the groups or individuals involved.
8. **Be Honest and Transparent:** Practice and encourage full and open disclosure by participating openly and transparently in meetings and activities as required by law. Practice and encourage this same openness by providing full explanations of the intent and motives behind actions to fellow board or committee members. Refrain from withholding or concealing any information or matter in which fellow committee members should be concerned.

9. **Maintain Confidentiality:** Respect and maintain the confidentiality of information that cannot be disclosed (i.e. information from a closed or executive session) by not divulging said information at any time while outside of a closed or executive session. In all ways protect and maintain the security of confidential records.
10. **Demonstrate Proper Meeting Etiquette:** Observe proper decorum and behavior in meetings and refrain from interrupting other speakers, making personal comments not related to the discussion or otherwise interfering with the orderly conduct of the meeting.
11. **Accept Responsibility and Be Sincere:** When mistakes or misunderstandings occur, the best way to move beyond the incident and to restore public trust is to be honest. Accept full responsibility for personal actions and opinions, avoid shifting blame to other groups or individuals. Be open and upfront regarding disagreements. Endeavor to repair damaged relationships, including openly and promptly apologizing where appropriate.
12. **Put City Interests First:** Always strive toward achieving the common good for the community by pursuing those decisions, actions and initiatives that are best for the community. Avoid conflicts of interest. At all times, place duty to uphold the law and duty to pursue organizational goals and objectives above personal interests.
13. **Seek No Personal Advantage:** Public officials, especially those that are elected, stand as agents of the public purpose and should conduct themselves in an open, fair and impartial manner. When it comes to municipal rules, laws, or services, do not seek special treatment for others, whether they be neighbors, friends, coworkers, employers, or family. Do not use the municipality or any part of a municipal program for personal advantage or for the advantage of others. Strive to live and serve in a manner that is above reproach and avoid the appearance of impropriety.
14. **Uphold the Democratic Process:** Perform duties with diligence and in accordance with the rules of order established by the common council, board, commission, or committee conducting business. Recognize that the authority to take formal action to direct or recommend rests with the common council or its designated committee in legal session and not with any individual members of said bodies. Public officials may express opposition to an action made by their respective committee(s). However, do not publicly criticize individual committee members or the committee as a whole for said action when the action has been properly presented, voted on, and passed by a majority vote. Ensure that citizen involvement and citizen opinions regarding public policy issues are fully considered.

Municipal Official Orientation Manual
A Guide for Elected and Appointed Public Officials in the City of Whitewater

General City Information

Municipal Government Structure in Wisconsin

Cities in Wisconsin are incorporated municipalities that are created at the request of their inhabitants to perform local services. The Wisconsin Supreme Court has stated that municipalities are, “established by law to assist in the civil government of the state and to regulate and administer the internal or local affairs of the territory within their corporate limits.” Because municipalities were created by the state, they have been referred to as “creatures of the state.” As creatures of the state, municipalities have no inherent powers and have only the powers given them. Wisconsin cities are fortunate in that they have been granted extensive “home rule” powers. Home rule is the ability of cities to govern themselves in local matters without state interference. Wisconsin municipalities have two sources of home rule authority: (a) constitutional and (b) statutory or legislative. For more information on home rule, see the *Handbook of Wisconsin Municipal Officials*.

Class of Cities

The municipality of the City of Whitewater is organized as a 4th Class City under Wis. Stats. Chapter 64.

Council-Manager Form of Government

Per Municipal Code of Ordinances Chapter 2.04.010, the City of Whitewater is organized under the city manager plan of government as outlined in Wis. Stats. Chapter 64. This means that the city is governed by a common council composed of seven members, one councilmember from each aldermanic district in the city and two councilmembers at large. The city manager oversees the day-to-day operation of the city government and labors to ensure that policy direction provided by the common council is carried out efficiently and effectively.

The City Manager

The city manager serves as the chief executive officer for the City and oversees the day-to-day operation of all city departments. The city manager carries out the policy direction provided by the common council. The city manager possesses the sole responsibility for the creation and elimination of employment positions within the city and the discipline and/or termination of employees with the exception of those positions falling under the authority of the Police and Fire Commission. The city manager, together with the common council president, reviews and then recommends the appointment of individuals to serve on the various boards, committees, and commissions of the city government. The city manager is appointed and serves at the pleasure of the common council.

For more details regarding the office of city manager, see Whitewater Municipal Code of Ordinances Chapter 2.12 and Wis. Stats. Chapter 64.

The Common Council

The common council is composed of one councilmember from each of the five aldermanic districts in the City and two councilmembers at large. The term of office for each councilmember is two years, at which point the councilmember can seek reelection.

The common council is the highest legislative body in the local government of the City of Whitewater. As such, the common council has full legislative authority over all aspects of city government. Unless otherwise stated in local ordinance or state statute, the common council is responsible for final approval of all recommendations and actions proposed by standing and/or ad hoc committees. The common council appoints the city manager and confirms committee appointments recommended by the city manager and common council president. The common council possesses authority to enact ordinances, adopt resolutions, and otherwise establish policies for the long-term benefit of the City of Whitewater.

It is important to note that the common council is only empowered to act on behalf of the City when a majority of councilmembers is present. Individual members of the common council possess no legislative authority in and of themselves.

The Common Council President

The common council president is elected at the first meeting after the election of new councilmembers. This occurs on the second regularly scheduled meeting of April each year. A president pro tem is also elected to serve the role of president when the common council president is absent. The common council president presides over and conducts meetings of the common council. As the first among peers, the common council president is responsible for preserving “order and decorum” at each meeting.

Boards, Committees and Commissions

The common council is the policy-making body for the City. Unless otherwise endowed with specific decision-making authority, all committees serve in an advisory capacity to or for the common council.

City ordinances allow for a number of standing boards, committees, and commissions that provide direction and input on policy development for specific areas of city administration. Membership requirements vary by the type and purpose of each committee. However, these committees are typically comprised of at least one councilmember and a number of community members that reside within the City’s jurisdictional boundary. The following list includes all standing committees currently established by ordinance.

- Alcohol Licensing Review Committee (Ch. 5.20.025)
- ~~Birge Fountain Committee (Ch. 2.53)~~
- Board of Review (Ch. 2.60)
- Board of Zoning Appeals (Ch. 19.72)
- Community Development Authority (Charter Ord. No. 4)
- Community Involvement & Cable TV Commission (Ch. 2.50)
- Disability Rights Commission (Ch. 2.46)
- Ethics Committee (Ch. 7.04)
- Finance Committee (Ch. 2.47)
- Lakes Advisory Committee (Ch. 2.73)
- Landmarks Commission (Ch. 17.08)
- Library Board (Ch. 2.56)
- Parks & Recreation Board (Ch. 2.52)
- ~~Pedestrian & Bicycle Advisory Committee (Ch. 2.51)~~
- Plan & Architectural Review Commission (Ch. 19.06)
- Police and Fire Commission (Ch. 2.28)
- Public Works Committee (Ch. 2.45)

- Urban Forestry Committee (Ch. 2.12)
- Whitewater University Technology Park Board
- ~~Public Art Commission~~

Committee Appointments

Individual committee appointments occur annually, typically at the first common council meeting following the Spring Election. However, due to unexpected vacancies or resignations, appointments can occur at any time throughout the year. The process for filling committee vacancies is as follows:

1. Vacancies are announced via the city website, social media, and the official newspaper prior to any appointment being made.
2. A standard application form shall be provided in electronic and hard copy for use by all applicants (including incumbents wishing to be reappointed).
3. Once applications are received, they are compiled by the city clerk and delivered to the city manager and common council president for review.
4. The common council president and city manager review applications and arrange for face-to-face meetings with applicants. If schedules do not permit a face-to-face meeting, this step can be completed by phone or web conference.
5. The common council president and city manager convene to discuss applicants and select candidates for recommendation to the common council. Recommended appointments are placed on the agenda for the next common council meeting for approval.
6. The common council deliberates on the recommended appointments and approves or denies the appointments.
7. Individuals who have been successfully appointed to a committee are then contacted by the City Manager's designee and a date is set for orientation.
8. The new committee member attends a committee member orientation as soon as possible following appointment.

Criteria for the Appointment of Committee Members

When considering applicants for appointment to a committee, the city manager and common council president will look at a variety of factors that includes, but is not limited to the following:

Availability: Regular attendance at committee meetings is mandatory. If a committee member fails to attend three consecutive regular meetings, or fails to attend at least three-fourths of the regular meetings during the preceding 12 months, s/he may be replaced.

Number of Previous Terms (Incumbents): Unless otherwise stated in ordinance, no member of any committee can serve for more than two consecutive terms. If an applicant has served for two consecutive terms, s/he must have been off said committee for at least one term before reapplying for appointment.

Knowledge and Life Experience: Relevant life experience, whether personal or professional, can provide added value to the composition of a committee and is often viewed favorably in the selection process.

References: References are an important resource in helping to identify applicant strengths and weaknesses as part of the selection process.

Residency: While some committees do not require residence within city limits, the majority will require residency within the boundaries of the Whitewater Unified School District or within the municipal limits of the City of Whitewater.

Other Factors: The ultimate goal of the city manager and common council president when making committee appointments is to ensure committees are filled by diverse and competent individuals capable of making sound decisions and capable of working together even when opinions may differ. With this goal in mind, a full range of additional factors may be considered with each appointment, and some factors may vary depending on the vacancy needing to be filled. Things such as political background, prior public service experience, and professional and personal relationships with current committee members may all be relevant.

All about Public Meetings

All meetings of the common council or any other established committee must be open to the public pursuant to open meetings law, with few exceptions (see Closed Sessions, page 8). The intent of the law is to ensure that council action and deliberation is conducted openly. All regular and special meetings must be publicly noticed with an agenda that includes a specified time and date in advance of the meeting.

Public meetings, whether of the common council or another municipal committee, serve as a showcase of municipal government for the people of Whitewater. Meeting attendees can often include journalists and reporters for local news outlets, university students, representatives from community groups, and interested residents. Common council meetings are broadcast live and meeting business is often the subject of newspaper articles the following day. In short, many eyes are on each meeting with the public often basing its opinion of the entire City on how efficiently committee meetings operate.

The following subsections provide important information regarding the conduct of common council meetings. The guidance herein given also extends to the many standing committees and commissions established by ordinance.

Meeting Schedules

As established by ordinance, the common council is required to meet at least once per month. Regular meetings are held on the first and third Tuesdays in each month. Meetings begin at 6:30 p.m. If a common council meeting date falls on an election day or a holiday, the meeting is held on the Thursday of the same week instead. All other committees should maintain a regular meeting schedule and make sure the schedule is posted on the committee's webpage. The regular meeting schedule should also be provided to the city clerk for the municipal record.

Special Meetings

When at all possible, municipal committees, especially the common council, should endeavor to conduct business during regular meetings. However, circumstances may, at times, call for a meeting outside of the regular meeting schedule. These meetings are referred to as "special meetings." When circumstances warrant a special meeting, the staff person responsible for the committee should work with the committee chair to establish a meeting time when a majority of committee members can attend. In the case of the common council, the city manager is primarily responsible for arranging the meeting; however, the city manager will typically work with the common council president to arrange the meeting at a time when the largest number of councilmembers are available. Posting of the special

meeting should comply with the requirements set forth in the Whitewater Transparency Enhancement Ordinance (Ord. 2.62).

If a minority of committee members disagree with the calling of the special meeting, said committee members can submit a written objection for the meeting record. In lieu of submitting a written objection, language can be placed on the next regular meeting agenda calling out the objection. This allows the objecting party an opportunity to voice their objection, which is then added to the minutes for the meeting.

Electronic Devices

Electronic devices such as smart phones, tablets, Chromebooks and laptops have become commonplace in the Whitewater community. Use of electronic devices during a public meeting is encouraged when the device is used as an alternative to printed materials, to look up information relevant to the discussion items, or a similar use that supports the discussion at hand. Use of electronic devices for other irrelevant uses is discouraged.

City staff provides all common council members with an electronic copy of posted packet materials in advance of the meeting via email. City departments may also provide an electronic version of packet materials to other committees. The City maintains a number of Chromebooks which can also be used by public officials during meetings to reduce or avoid the need for paper copies of meeting materials. Chromebooks can be made available to public officials upon request. A request must be provided ahead of time so that the device can be ready at the start of the meeting.

Electronic Communications

During public meetings, electronic messaging (text, email, IM, etc.) should not be used for private communication. While use of electronic devices is encouraged, encouragement comes with the expectation that devices will be used for meeting business and personal communications will be avoided. Public officials should not correspond via electronic messaging on agenda items during the meeting, unless the conversation will be publicly shared with the full common council as part of the meeting discussion. If the need to make a personal communication arises during the meeting, public officials should step out of the meeting room to communicate. No device should be used by a public official for personal entertainment while a meeting is in session.

Packet Materials

In general, meeting materials are provided in advance of every meeting. Hard copies of meeting materials are usually distributed three to four days in advance of the meeting. Common council packets, for example, are distributed to common council members on the Friday before the next meeting. Public officials are expected to review meeting materials provided in the packet prior to the meeting so that they can more effectively contribute to the discussion for each item on the agenda.

Questions of Staff

City staff welcomes questions related to agenda items. When questions are shared with staff in advance of the meeting day, additional material to help answer the question can usually be provided by the start of the meeting. Questions during meetings are, of course, welcome also, but some questions may require additional staff research thus delaying a response until the next meeting.

Meeting Records

Meetings of the common council, community development authority, plan and architectural review commission, and police and fire commission are required to be recorded on video per the Whitewater Transparency Enhancement Ordinance Ch 2.62. The common council and the plan and architectural review commission are also broadcast live a. In addition, the city clerk, under the direction of the city manager, is responsible for maintaining meeting records including documenting the minutes of the proceedings at each public meeting. Due to the number of potential meetings, most committees are assigned a specific city employee to serve as meeting support, distributing agendas and keeping minutes.

Closed Sessions

While meetings are required to be open by law, there are situations where the best interest of the City demands a confidential discussion. Closed sessions are allowed under Wisconsin Statutes for a limited list of circumstances. Items discussed in closed session should not be shared outside of closed session or with persons not party to the closed session discussion. The importance of maintaining confidentiality surrounding items discussed in closed session cannot be overstated. It is also important to limit closed session discussions to the topic(s) noted on the agenda. Discussion of issues other than what is posted on the agenda and what qualifies as permissible in closed session is a violation of state law with violators subject to a fine.

Rules of Order

The common council has the authority by ordinance to determine its own rules of procedure. However, *Robert's Rules of Order* serves as a general guideline for setting procedures in meetings. Specific details regarding the conducting of meetings can be found in the Whitewater Municipal Code of Ordinances, Chapter 2.08.

Setting the Agenda

By local ordinance, the agenda for meetings of the common council is set by the city manager. Councilmembers wishing to add agenda items should make their request no later than ~~one week~~ **noon 7 business days** prior to the meeting. Councilmembers can make requests by contacting the city manager directly, or by contacting the city clerk who will then notify the city manager. The city manager will honor all legal agenda item requests made by a councilmember. However, if the city manager anticipates a long meeting or that a particular item requested will be contentious and result in a lengthy meeting, s/he may contact the requesting councilmember to discuss setting the item for a future meeting agenda. **Specific details regarding setting the agenda can be found in the Whitewater Municipal Code of Ordinances, Chapter 2.08.**

For all municipal committees outside of the common council, meeting agendas should be set by the committee chair. In cases where there is a staff person assigned to support a particular committee or commission, the staff member should assist in drafting the agenda, ensuring that the agenda complies with standard formatting guidelines. Just as with requests made by councilmembers, the committee chair should honor requests for agenda items that are submitted by committee members. If a question or concern regarding a potential discussion item arises, the committee chair should consult with the assigned staff person, the city clerk, or the city manager for guidance.

Meeting Attendance and Participation

To ensure that voting members are well versed on the issues facing the board or commission, regular

attendance is mandatory. In the event that a member fails to attend three consecutive, regular meeting or fails to attend at least three-fourths of the regular meetings during the preceding twelve months, the board may request that the common council select another individual to serve out the member's term.

Code of Ethics for Public Officials

The municipal government of the City of Whitewater can only be as effective as it is independent, impartial and responsible to the people. For this reason, all public officials, whether elected, appointed, or otherwise employed by the City of Whitewater are expected to adhere to ethical standards as outlined in Wis. Stats. Secs.19.41-19.59 and as outlined in chapter 7 of the Whitewater Municipal Code of Ordinances, which is included at the end of this manual.

Prohibited Conduct

In general, the state ethics law as referenced above, prohibits the following conduct:

Use of Office for Private Gain: Public officials are prohibited from using their offices to obtain financial gain or anything of substantial value for the private benefit of themselves, their immediate families, or organizations (including employers) with which they are associated (see Sec. 19.59(1)(a), Wis. Stats.).

Offering or Receiving Anything of Value: No person may give and no public official may receive "anything of value" if it could reasonably be expected to influence the local public official's vote, official action or judgment, or could reasonably be considered as a reward for any official action or inaction (see Sec. 19.59(1)(b), Wis. Stats.).

When to Recuse Oneself

While the full code of ethics as outlined in ordinance is at the end of this manual, the subject of recusing oneself is worth mentioning here. To recuse oneself from a discussion essentially means to remove oneself from discussion to avoid a conflict of interest.

Public officials should recuse themselves from discussion when there is a clear conflict of interest. In such cases, recusal does not just mean abstaining from a vote, but means instead to step away from the discussion of an item completely.

When a public official recuses himself or herself from discussion and action on a particular item, the recusal is noted in the minutes of the meeting. In most cases, it is appropriate, though not required, for the recused public official to leave the room where public discussion is taking place to ensure that s/he can have no influence on the discussion or final action in any way.

Ex Parte Communications

The Plan Commission Handbook Second Edition 2012, Rebecca Roberts, University of Wisconsin Extension, pages 15 and 16, describes how public officials should avoid ex parte communications regarding quasi-judicial matters pending or that may come before the council, a committee, commission, or board. These decisions often involve application of laws, such as ordinances, (for example a request for a conditional use permit). It states:

"[Public officials] should not have conversations or receive correspondence regarding a quasi-judicial matter that is pending before [the city] or which may come before [the city] except during a noticed meeting or hearing on the matter. Such outside contacts are known as "ex

parte communication.” Ex parte communications may not be considered in decision-making

unless it is disclosed and made part of the official record in the matter. The [body] as a whole can then determine the admissibility of the information and individual members can determine its credibility and weight in deciding their vote on the issue.

The reason for exclusion of ex parte information is that parties are entitled to know and examine the source of information used by [the city] in its decision-making. Outside discussion regarding procedural matters such as scheduling a meeting or explaining how to file an application is permissible. Ex parte communication is not a concern when enacting legislation or making administrative decisions (i.e. issuing simple zoning or building permits).”

In order to avoid ex parte communications, the handbook recommends:

1. Suggesting that members of the public present information in an open meeting or hearing or submit a written comment.
2. Disclosing ex parte communications at an open meeting or hearing and make the information part of the record so that it can be considered in decision making.

Open Meetings and Open Records

Wisconsin has a long history of promoting open government. As a local government conducting business that has a direct impact on residents, the City of Whitewater also values and appreciates the importance of maintaining transparency. For this reason, it is imperative that public officials endeavor to comply absolutely with state laws related to public meetings and public records.

Open Meetings Law

Wisconsin’s open meeting law is found in Wis. Stat. Secs. 19.81 - 19.98. Essentially, the open meeting law requires that all meetings of all governmental bodies be preceded by public notice and be publicly held in places reasonably accessible to the public and open to all citizens at all times unless otherwise expressly provided by law. For the purpose of this manual, it is safe to conclude that, in general, all discussions, deliberations, actions, or inquiries conducted by a governmental body (meaning the common council or any other municipal committee) should be conducted in an open meeting unless otherwise specifically mentioned in Sec. 19.85(1) (a-j). More information regarding open meetings can also be found in chapter 7 of the League of Wisconsin Municipalities publication, *Handbook for Wisconsin Municipal Officials*.

Whitewater Transparency Ordinance

In addition to open meeting rules as established by state law, the City of Whitewater has enacted a Transparency Enhancement Ordinance (Whitewater Ordinance Chapter 2.62) which provides additional open government requirements such as a seventy-two hour in advance meeting notice posting for meetings and adding agenda items. This is greater than the State statutory twenty-four hour requirement normally applicable to cities. If the seventy-two hour requirement has not been met, the item can only be taken up by the body by an affirmative vote of the members voting.

Walking and Negative Quorums

There are two important circumstances where a group of committee members, less than a quorum in number, could gather together and still violate the open meeting law. These two situations are referred

to as “walking quorum” and “negative quorum.” The following sections were taken from Chapter 6 of the *Wisconsin Legislator’s Briefing Book for 2017-2018* and provide details regarding court cases wherein walking and negative quorums were defined.

Negative Quorum: The applicability of the Open Meetings Law to a gathering of less than one-half of the members of a governmental body has been addressed by the Wisconsin Supreme Court. The case involved an unannounced, private meeting of four members of the 11-member Milwaukee Metropolitan Sewerage Commission. The subject of the meeting was the commission’s proposed operating and capital budgets. Adoption of these budgets required a 2/3rds vote of the commission (i.e., eight votes), and four members was a sufficient number to block adoption. Such a gathering of enough members that could be sufficient to block an action of the full body was labeled as a “negative quorum.” [State ex rel. Newspapers, Inc. v. Showers, 135 Wis. 2d 77 (1987).]

The court provided a two-part test to determine when a gathering constitutes a negative quorum and triggers the Open Meetings Law. Under the test, such a meeting is subject to the law if: (1) the members have convened for the purpose of engaging in governmental business, whether discussion, decision-making, or information gathering; and (2) the number of members present is sufficient to determine the governmental body’s course of action on the subject under discussion.

Walking Quorum: The applicability of the Open Meetings Law to a series of informal discussions between small numbers of the body’s members has been addressed by the Wisconsin courts and the state Attorney General. This is commonly referred to as a “walking quorum,” and such series of small-group meetings that occur with the implied or express agreement to act uniformly in a sufficient number to reach a quorum may only be held with proper notice and accessibility.

The essential danger identified by the courts with a walking quorum is that it may produce a predetermined outcome and render the public meeting a mere formality. According to an informal opinion by the Attorney General, use of administrative staff to individually poll members regarding how they would vote on a proposed motion is a prohibited walking quorum.

If, however, there is no implied or express agreement to act uniformly in sufficient number to reach a quorum, a series of informal exchanges among separate groups of members may occur without violating the Open Meetings Law.

Open Records Law

Transparency in government in Wisconsin does not relate solely to open meetings, but extends to governmental records as well. The essential takeaway for newly elected or appointed officials is this, unless otherwise specifically identified as an exception by law, all governmental records are public and subject to public examination. It should be noted that all city-related emails, letters and reports produced by, sent from, or received by an elected or appointed official qualify under this broad definition. More detailed information regarding public records can be found in Wis. Stats. Secs. 19.21 - 19.39 and also in in chapter 7 of the League of Wisconsin Municipalities publication, *Handbook for Wisconsin Municipal Officials*.

Committee Policing

In general, the president or chair of each committee is the person responsible for maintaining order and proper decorum at meetings, following the example set by ordinance with the role of the common council president. If committee members encounter persistent challenges with maintaining order at

meetings due to the behavior of specific members of the public or the committee, the city manager may be called upon to address the issue. Any action to remove or reassign a committee member will not take

place until the city manager has consulted with the common council president and then with the full common council. If the issue involves a common council member, the issue should first be addressed by the common council president and the city manager is excluded from the process. The president will then bring the matter to the full common council for discussion and action.

Effective Decision-Making

Often the decisions made by municipal committees can have a far reaching impact on residents of the Whitewater community. This reality can make the role of a committee member both challenging and rewarding. This is especially true for those serving on the common council, but holds true for other municipal committees as well.

When a committee is tasked with making a decision on a particular issue, it is important to keep emotions and political influences out of the discussion as much as possible. This does not mean that committee members should not be sensitive to the needs and desires of those most closely impacted by a particular decision. However, it does mean that committee members should strive to remain open minded, work together and follow an objective process. Following is a list of questions you should consider asking yourself before making a final decision:

Do you have sufficient information?

The saying, “shoot first, ask questions later” helps illustrate the danger of making quick decisions without first confirming the information on the issue is complete. It is likely impossible to know absolutely everything there is to know about a particular issue, but it is possible to gather a reasonable amount of information from multiple perspectives. While committees should deliberate and take action in a timely manner, not all actions need to be taken immediately. In some cases it may be beneficial to bring an item back for discussion at a future meeting if information on the issue is limited.

Am I separating people and emotions from the issue?

While we like to think we are objective, rational beings, we can often be led by our emotions. It is important to make sure that on committee decisions, emotions are not the basis for decisions made. Be honest with yourself and be sure your own positive or negative feelings about a particular matter or individual take a backseat to the proper weighing of facts related to the issue.

Are you open, honest, and willing to listen?

Examine your own approach to dealing with conflict. Are you really listening to what your colleagues are saying? Are you thinking about the implications? Are you considering them? Don’t be afraid to state your concerns. Be honest by revealing what you see as the options and by explaining what you see as shortcomings in the suggestions of others.

What is the committee’s scope of responsibility?

At times committee members can feel as if they have bogged down and are not progressing on an issue. At such times, it can be helpful to take a step back and review the purpose for which the committee was established or review committee goals. If the discussion has gone off track, focus may need to be redirected. If the problem seems impossible to solve, you may need to come back to it at the next meeting. No matter what action is taken, always remember that everyone on the committee is volunteering their time and shares a common interest in the overall well-being of the City.

Is there a compromise that can be made?

At times when one is wrapped up in a debate on a particular topic, it can be easy to think only in the absolute terms of one's particular position. However, more often than not, win-win solutions exist when committee members are creative enough to discover them. When parties are locked on an issue, take a moment to consider potential routes for a compromise. Think about all that has been said throughout the debate. Can the best aspects of everybody's ideas be incorporated into a plan? Ask your colleagues why a particular approach is not satisfactory and why other approaches are.

Did staff have any thoughts or recommendations?

Most committees have a specific municipal employee assigned to serve as staff support to the committee. Often the person assigned is a department director or manager in the area that most closely associates with the role of the committee. The Neighborhood Services Director, for example, supports and advises the plan and architectural review commission. Assigned staff can be a valuable resource to provide professional guidance and/or recommendations on how to proceed with a decision. Staff can also research the topic under discussion and gather additional information related to the specific case in question. Staff can often also provide insight into best practices used in other communities to address similar issues.

Effective Council, Committee/Staff Relations

People make it all happen. In local government, people are at the heart of the organization, both those that comprise the organization, and those that the organization serves. In the City of Whitewater, cooperation and communication between city employees and committee members is encouraged and can often result in better outcomes and a more rewarding experience for all involved. To ensure that lines of positive communication remain open for all employees and volunteers, it is important to clarify some ground rules regarding communications as well as the role of staff members and committee members.

Everyone is Equal

All committee members are considered equal, including the chair or president of the committee. This means everyone on the committee should receive the same information on a particular matter. When a staff member shares information related to committee business, committee members can be confident the same information is being shared with all committee members. No single member should receive "special" information on an issue. This also means committee members should expect information they request on committee business will be distributed to the entire committee. This is the same for all committees, including the common council.

Use of Staff Resources

Staff time is limited. All positions within the City of Whitewater exist to provide and maintain municipal services, facilities, and infrastructure and to carry out organization priorities as determined by the common council. Committee members, including common council members, should be cognizant of this reality when making requests for information. Requests for information are welcome and encouraged; however, committee members should first consult with the city manager before requesting research that will consume significant staff time or otherwise divert limited resources to a project that falls outside of established common council priorities.

Employee Contact Line of Authority

Unless otherwise established by state statute, city ordinance, or employment agreement, all employees ultimately report to and work for the city manager. The city manager, in turn, works for and reports to the common council.

Common councilmembers as well as committee members are encouraged to learn about the role of each municipal department, to ask the staff questions about municipal operations and get to know employees. As a general practice, employees are expected to copy the city manager on all responses to inquiries made by common council members.

While communication is encouraged, the responsibility to direct the work of municipal employees, as well as prescribing or exacting employee discipline, are strictly the responsibility of the city manager. Therefore, if a committee member, including a common council member, has a concern related to the conduct or performance of an employee, that committee member should address it with the city manager.

However, if the concern were related specifically to the conduct or performance of the city manager, the committee member would be encouraged to bring it to the attention of the common council.

Lobbying Committee Members

Just as committee members should avoid directing work or disciplinary action for employees, employees should refrain from any action or communication that is intended to “lobby” the support of committee members for support of a particular project, budget request, or other initiative. This holds true for department directors, managers, and general employees. If a committee member finds himself or herself in such a position, the committee member is encouraged to direct the employee to his/her immediate supervisor and/or department director to address the issue. Committee members are encouraged to notify the city manager so legitimate issues can be promptly addressed.

Communicating with the Public

The life of a public official is just that, public. Though committee members should feel comfortable speaking their mind and answering questions, what a committee member shares can have an impact on public perception of the entire municipal organization. With that in mind, here are some things to consider when communicating with residents regarding municipal issues.

Representing the Committee

No single committee member, including common councilmembers, can individually commit the city as a whole, or their respective committee to a position on an issue without a vote or consent of that committee. It is inappropriate to commit to things the whole committee may not be aware of or approve. Committee members should refer requests for official positions on an issue to staff for review and recommendation. The matter should then be added to an agenda to obtain the committee’s official position.

Complaints from Citizens

If a committee member receives a complaint not related to employee behavior, s/he is encouraged to share the details of the complaint and complainant contact information with city staff so that any problems can be addressed.

Report or Refer the Complaint: Often the complainant is looking for an understanding ear and agreement from the committee member. While committee members are encouraged to be sensitive to the plight of the complainant, committee members should not attempt to promise a particular outcome or attempt an interpretation of the ordinance or policy related to the complainant's concern. Instead, committee members should commit to passing along the information to the appropriate staff person for resolution.

Avoid Sharing at Meetings: Avoid waiting to bring up citizen complaints until the next committee meeting. While doing so may appear to be a manner of "holding government accountable" the reality is that bringing up complaints at a public meeting can deflate staff, embarrass or annoy other committee members, and ultimately damage the credibility of the organization. This is all in addition to making the complainant wait to have their concern heard thus delaying resolution.

Avoid Private Disputes. Occasionally, a committee member may be asked to get his/her committee involved in what is purely a private dispute. These disputes typically include nuisance complaints, work hours for contractors, boundary line disputes, fence problems, and many, many similar issues. Intercession in such matters will be a drain on resources and will ultimately prove fruitless. If a committee member is unclear as to whether an issue is a private dispute or is within the City's jurisdiction, s/he is encouraged to refer the issue to city staff so that a proper determination can be made and subsequently shared with the complainant.

Complaints Regarding Employee Behavior

Citizen complaints regarding employee behavior or performance should always be referred to the city manager for investigation and resolution.

Media Relations

Common councilmembers, and occasionally other committee members, may be approached by the media and asked for commentary on a council action or position on an issue. To the extent that the common council has taken an official action or position, the city manager, or his/her designee will generally be the spokesperson. Common councilmembers, however, are not prohibited from sharing personal opinions with the media or from referencing previous public actions taken by the common council as a whole. The same applies to other municipal committees.

Represent General Interests

As previously stated in this manual, committee efforts should always focus on what is best for the city as a whole. Common councilmembers and other committee members must be careful to represent the general interests of the City and not special interest groups.

Conclusion

The purpose of this manual has been to provide new committee members, including common council members, with helpful information that clarifies fundamental elements of serving in a public office for the City of Whitewater. Committee members are encouraged to read the manual, *Handbook for Wisconsin Municipal Officials*, produced by the League of Wisconsin Municipalities, and to become familiar with the Whitewater Municipal Code of Ordinances in an effort to gain further knowledge regarding the role of public officials in Wisconsin. As always, feel free to contact the City Manager's office at 262-473-0104 with any additional questions regarding municipal operations or this manual.

Whitewater Municipal Code of Ordinances
Chapter 7.04 Code of Ethics
Appendix A

Sections:

7.04.010 - Declaration of policy.

The proper operation of democratic government requires that public officials and employees be independent, impartial and responsible to the people; that government decisions and policy be made in proper channels of the governmental structure; that public office not be used for personal gain; and that the public have confidence in the integrity of its government. In recognition of these goals, there is hereby established a code of ethics for all city officials and employees, whether elected or appointed, paid or unpaid, including members of boards, committees and commissions of the city. The purpose of this code is to establish guidelines for ethical standards of conduct for all such officials and employees by setting forth those acts or actions that are incompatible with the best interests of the city and by directing disclosure by such officials and employees of private financial or other interests in matters affecting the city. The provisions and purpose of this code and such rules and regulations as may be established are hereby declared to be in the best interests of the city.

(Ord. 1203(2/5/91) § 2(part), 1991).

7.04.020 - Definitions.

As used in this chapter:

- (a) "Public employee" means any person excluded from the definition of a public officer who is employed by the city.
- (b) "Financial interest" means any interest which shall yield, directly or indirectly, a monetary or other material benefit to the officer or employee or to any person employing or retaining the services of the officer or employee.
- (c) "Official" means all city officers as defined in Section 62.09 under Wisconsin Statutes and all members of boards and commissions and agencies established or appointed by the city manager or common council, whether paid or unpaid.
- (d) "Personal interest" means any interest arising from blood or marriage relationships or from close business or political associations, whether or not any financial interest is involved.
- (e) "Person" means any person, corporation, partnership or joint venture.

(Ord. 1203(2/5/91) § 2(part), 1991).

7.04.030 - Statutory standards of conduct.

There are certain provisions of the Wisconsin Statutes which should, while not set forth herein, be considered an integral part of any code of ethics. Accordingly, the provisions of the following sections of the Wisconsin Statutes, as from time to time amended, are adopted by reference and shall apply to public officials and employees whenever applicable to wit:

- (a) Sec. 946.10. Bribery of Public Officers and Employees.
- (b) Sec. 946.11. Special Privileges from Public Utilities.
- (c) Sec. 946.12. Misconduct in Public Office.
- (d) Sec. 946.13. Private Interest in Public Contract Prohibited.
- (e) Chapter 11. Campaign Financing.
- (f) Chapter 19. Subchapter IV Open Meetings of Governmental Bodies.

(Ord. 1203(2/5/91) § 2(part), 1991).

7.04.040 - Responsibility of public office.

Public officials and employees hold office for the benefit of the public. They are bound to uphold the Constitution of the United States and the Constitution of this state; to observe the highest standards of law in the exercise of the powers and duties of their office; to impartially carry out the laws of the nation, state and city; to discharge faithfully the duties of their office regardless of personal considerations; and to recognize that the public interest must be their prime concern.

(Ord. 1203(2/5/91) § 2(part), 1991).

7.04.050 - Dedicated service.

All officials and employees of the City of Whitewater should be loyal to the objectives expressed by the electorate and the programs developed to attain these objectives. Appointive officials and employees shall adhere to the rules of work and performance established as the standard for their positions by the appropriate authority.

Officials and employees should not exceed their authority or breach the law or ask others to do so, and they should work in full cooperation with other public officials and employees unless prohibited from so doing by law or by officially recognized confidentiality of their work.

(Ord. 1203(2/5/91) § 2(part), 1991).

7.04.060 - Fair and equal treatment.

(a) Use of Public Property. No official or employee shall request or permit the unauthorized use of city-owned vehicles, equipment, materials or property for personal convenience or profit.

(b) Obligations to Citizens. No official or employee shall grant any special consideration, treatment or advantage to any citizen beyond that which is available to every other citizen.

(Ord. 1203(2/5/91) § 2(part), 1991).

7.04.070 - Conflict of interest.

(a) Financial and Personal Interest Prohibited. No official or employee, whether paid or unpaid, shall engage in any business or transaction or shall act in regard to financial or other personal interest, direct or indirect, which is incompatible with the proper discharge of official duties in the public interest contrary to the provisions of this chapter or which would tend to impair independence of judgment or action in the performance of official duties.

(b) Specific Conflicts Enumerated.

(1) Incompatible Employment. No official or employee shall engage in or accept private employment or render service for private interest when such employment or service is incompatible with the proper discharge of official duties or would tend to impair independence of judgment or action in the performance of official duties, unless otherwise permitted by law and unless disclosure is made as hereinafter provided.

(2) Gifts and Favors.

(A) No official or employee shall accept any gift whether in the form of service, loan, thing or promise, from any person which may tend to impair his independence of judgment or action in the performance of his duties or grant in the discharge of his duties any improper favor, service or thing of value. EXCEPTION: Advertising or promotional items having a value of ten dollars or less per gift shall be exempt.

(B) No official or employee may solicit or accept, either directly or indirectly, from any person or organization, money or anything of value if it could reasonably be expected to influence the employee's official actions or judgments or be considered a reward for any action or inaction on the part of the official or employee.

- (C) An official or employee is not to accept hospitality if, after consideration of the surrounding circumstances, it could reasonably be concluded that such hospitality would not be extended were it not for the fact that the guest, or a member of the guest's immediate family, was a city official or employee. Participation in celebrations, grand openings, open houses, informational meetings and similar events are extended from this prohibition. This paragraph further shall not be construed to prevent candidates for elective office from accepting hospitality from citizens for the purpose of supporting the candidate's campaign.
 - (D) Gifts received by an official or employee under unusual circumstances should be referred to the ethics board within ten days of receipt for recommended disposition.
 - (3) Representing Private Interests Before City Agencies or Courts. No official or employee shall appear on behalf of any private person (other than him or herself, his or her spouse or minor children) before any city agency, board, commission or the common council if the official or employee or any board, commission or committee of which the official or employee is a member has any jurisdiction, discretion or control over the matter which is the subject of such representation. However, members of the common council may appear before city agencies on behalf of constituents in the course of their duties as representatives of the electorate or in the performance of public or civic obligations.
 - (A) Ad Hoc Committee. EXCEPTION: No violation of this section shall exist, however, where an individual serves on an ad hoc committee charged with the responsibility of addressing an issue or topic in which that individual, or the employee or a client of that individual, has an interest so long as the individual discloses to the ad hoc committee that such interest exists.
 - (c) Contracts with the City. No city officer or employee who, in his capacity as such officer or employee, participates in the making of a contract in which he has a private pecuniary interest, direct or indirect, or performs in regard to that contract with some function requiring the exercise of discretion of his part, shall enter into any contract with the city unless it falls within the confines of Sec. 946.13, Wis. Stats. "Private Interest in Public Contract Prohibited," or the following:
 - (1) The contract is awarded through a process of public notice and competitive bidding or the common council waives the requirement of this section after determining that it is in the best interest of the city to do so.
 - (2) The provisions of this section shall not apply to the designation of a public depository of public funds.
 - (d) Disclosure of Interest in Legislation.
 - (1) Any member of the common council who has a financial interest or personal interest in any proposed legislation before the common council, shall disclose on the records of the common council, the nature and extent of such interest.
 - (2) Any other official or employee who has a financial interest or personal interest in any proposed legislative action of the common council or any board, commission or committee upon which the official or employee has any influence or input or of which the official or employee is a member that is to make a recommendation or decision upon any item which is the subject of the proposed legislative action shall disclose on the records of the common council or the appropriate board, commission or committee the nature and extent of such interest.
- (Ord. 1529A §§ 1, 2, 2003; Ord. 1203(2/5/91) § 2(part), 1991).

7.04.075 - Disclosure of confidential information.

No official or employee shall without proper legal authorization, disclose confidential information concerning the property, government or affairs of the city.

(Ord. 1529A § 1(part), 2003).

7.04.080 - Ethics board.

- (a) There is hereby created an ethics board to consist of five members and one alternate, all residents of the city. Elected officials or employees will not be eligible for appointment. The city manager shall provide necessary staff assistance to the board. The city attorney shall routinely furnish the board whatever legal assistance is necessary to carry out its functions. However, if a possible, apparent, or actual conflict of interest involving the city attorney should occur, legal counsel shall be furnished the board through the city manager's appointment of other legal counsel after consultation with the chair of the ethics board.
 - (b) The members of the ethics board shall be appointed by the city manager subject to confirmation by the common council. Terms of office shall be three years except that when the initial appointments are made, one member shall be appointed for one year, two for two years, and two for three years. The term of the alternate shall be for three years, except that the initial appointment shall coincide with the ending of the terms of the member appointed for one year.
 - (c) The ethics board shall elect its own chair, vice-chair and secretary and shall develop written rules of procedure which shall be filed with the city clerk.
 - (d) The ethics board may make recommendations to the common council with respect to amendments to the code of ethics ordinance.
- (Ord. 1203(2/5/91) § 2(part), 1991).

7.04.090 - Duties of the ethics board.

- (a) Upon receipt at the city clerk's office of a notarized complaint in writing, which shall state the name of the elected or appointed official or employee alleged to have committed a violation of this chapter and which shall set forth the particulars thereof, the city clerk or designee shall distribute a copy of the complaint along with a copy of the code of ethics ordinance to the respondent within ten working days (i.e., Monday through Friday, excluding holidays). The city clerk or designee also shall send a copy of the complaint to each member of the ethics board. The information contained in the verified complaint shall be kept confidential until a proper disposition of the case occurs.
- (b) The board shall meet in closed session and determine whether the complaint, if true, may constitute a violation of the chapter. If four or more of the members of the board vote to dismiss the verified complaint, a formal dismissal action adopted in open session shall be filed with the city clerk and a copy sent to the complainant and the respondent. If four or more members do not vote to dismiss, the action shall proceed as provided in subsection (c) of this section.
- (c) If the action is not dismissed under subsection (b) of this section, the board shall make preliminary investigations with respect to the alleged violation of the ethics chapter. No preliminary investigation of the activities of any elected or appointed official or employee may be initiated unless such official or employee is notified in writing. The notice shall state the nature and purpose of this preliminary investigation. Information gathered during the preliminary investigation shall be kept confidential until a finding is made by the board.
- (d) If, after the preliminary investigation, three or more of the members of the board vote in open session that no probable cause exists, the board shall issue a formal finding to that effect and dismiss the case. A copy of the formal finding shall be filed with the city clerk and a copy distributed to the complainant and the respondent.
- (e) If the board is unable to come to a conclusion on the subject of probable cause, due to abstentions or the voting of "present," the board shall have further discussion and vote again. If the stalemate continues, the board shall treat it as a dismissal and proceed as in subsection (d) of this section.
- (f) If, after the preliminary investigation, three or more of the members of the board vote that there is probable cause that a violation took place, the board shall file formal findings to that effect with the city clerk and proceed toward the conduct of a hearing. The vote shall be taken in open session.

- (g) In the case of a probable cause finding, the board shall send a notice of due process rights and a notice of hearing on the matter to the respondent. The complainant shall also be notified of the hearing.
 - (h) The board shall then conduct a hearing on the verified complaint, which hearing shall be held not more than thirty days after such finding of probable cause. The board shall give the respondent at least twenty days' notice of the hearing date. Such hearings shall be at open session unless the respondent petitions for a hearing closed to the public. The rules of criminal evidence shall apply to such hearings. All evidence considered by the board, including certified copies of records and documents, shall be fully offered and made part of the record. Every party shall be afforded adequate opportunity to rebut or offer countervailing evidence.
 - (i) During all stages of the proceeding conducted under this section, the elected or appointed official or employee whose activities are under investigation shall be entitled to be represented by counsel of his or her own choosing.
 - (j) The respondent or his/her attorney shall have an opportunity to examine all documents and records to be used at the hearing under subsection (g) of this section at a reasonable time before the date of the hearing; as well as during the hearing, to bring witnesses, to establish all pertinent facts and circumstances, and to question or refute any testimony or evidence, including opportunity to confront and cross-examine adverse witnesses.
 - (k) The board shall have the power to compel the attendance of witnesses and to issue subpoenas granted other boards and commissioners under Section 885.01(3) of the Wisconsin Statutes.
 - (l) Determination. Upon conclusion of the hearing the board shall make a decision agreed to by at least four members. It shall file the decision in writing within ten working days after the vote, signed by at least four participating board members stating findings of fact, conclusions of law concerning the propriety of the conduct of the elected or appointed official or employee, and if appropriate, referring the matter to the city council or other proper authority with a recommendation for censure or other disciplinary action. A member of council censured may be subject to recall pursuant to Section 9.10, Wisconsin Statutes, or any other legal process authorized by law. If four or more members are not able to reach an agreement, the complaint shall be dismissed.
- (Ord. 1203(2/5/91) § 2(part), 1991).

7.04.100 - Applicability of code.

This code shall be operative in all instances covered by its provisions except when superseded by an applicable statutory provision and statutory action is mandatory, or when the application of a statutory provision is discretionary, but determined by the ethics board to be more appropriate or desirable.

(Ord. 1203(2/5/91) § 2(part), 1991).

7.04.110 - Distribution of the code.

The city clerk shall provide copies of this code to elected and appointed officials covered by this chapter and shall keep at least one copy permanently on file for the use of the public.

(Ord. 1203(2/5/91) § 2(part), 1991).

7.04.120 - Severability.

- (a) If any provision of this chapter is invalid or unconstitutional, or if the application of this chapter to any person or circumstances is invalid or unconstitutional, such invalidity or unconstitutionality shall not affect the other provisions or applications of this chapter which can be given effect without the invalid or unconstitutional provision or application.
 - (b) This ordinance shall be in full force and effect from and after its passage and publication.
- (Ord. 1203 (2/5/91) § 2(part), 1991).

7.04.130 - Penalty for violations.

In addition to any other provisions relating to disciplinary action or censure, any person who violates any of the provisions of this chapter may forfeit and pay a penalty of not less than twenty-five dollars nor more than two hundred fifty dollars for the first offense, together with the costs of prosecution; and for the second and subsequent offenses, not less than fifty dollars nor more than two hundred fifty dollars, together with the costs of prosecution. If respondent fails to pay the penalty and costs within sixty days of imposition of the penalty, the city may collect the penalty by obtaining a judgment in the circuit court and collecting said judgment as provided by law.

(Ord. 1203(2/5/91) § 2(part), 1991).



Council Agenda Item

Meeting Date: October 3, 2023

Agenda Item: Exit Interview – Separation Policy

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

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

1. At the August 15, 2023, the council reviewed the current exit interview process including any adjustments or improvements made recently. Council also suggested a change to the Exit Interview Form regarding executive management.
2. Council member Gerber further requested that an Exit Interview Policy be established and presented to council.
3. A Separation Policy is currently included in the City's list of policies which are under review as part of the Employee Handbook update process.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

FINANCIAL IMPACT

(If none, state N/A)

N/A


STAFF RECOMMENDATION

Staff recommends an addition to the current policy (which is still under review) highlighting the exit interview process. The addition is indicated in italics on the attached policy. The exit interview addition mimics the CVMIC Employment Separation Policy verbiage as it relates to Exit Interviews.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Policy 204.01 Separation
2. Exit Interview Form

		Policy 204.01 Separation			
Owner:	HR Manager	Approving Position:	Common Council	Pages:	4
Issue Date:	12/22/2011	Revision Date:	10/03/2023	Review Date:	
Special Instructions:					

I. PURPOSE -

The City will process separating employees according to a standardized procedure for the following reasons: ensure the consistent and equitable treatment of employees; review the employee's benefits; reclaim City property; and/or arrange for the distribution of the final paycheck, if applicable.

For purposes of this policy, retirement shall refer to a voluntary separation of employment initiated by the employee in good standing when the employee has worked for the City of Whitewater for 15 years or more; or meets requirements for retirement as defined by the WRS and ETF. This includes the eligibility of the employee to begin receiving WRS payments within 30 days of the date of separation

II. GUIDELINES

III. DEFINITIONS – All employee separations shall be designated as one of the following:

A. Resignation

1. Separation is initiated by the employee for such reasons as other employment, retirement, return to school, leaving the area, or change in family circumstances.
2. Resignation is a voluntary act initiated by an employee to end employment with the City. The employee must provide a minimum of two (2) weeks' notice prior to resignation to leave employment in good standing.
3. All resignation notices will be submitted to the employee's Department Director. Original resignation notices are placed in the employee's personnel file in the Human Resources Office.

B. Lay Off

1. Involuntary separation initiated by the City Manager upon approval of the Common Council due to:

Separation

- a. shortage of funds or work
 - b. the elimination of a position(s)
 - c. other material changes in the duties or organization
 - d. for related reasons which do not reflect unfavorably upon the service of the employee.
 2. The duties performed by an employee laid off may be assigned to other employees already working in the appropriate classification.
 3. In laying off employees because of a reduction of forces, the employee with the least seniority may be laid off first, provided that those remaining are capable of carrying on the City's usual operations effectively.
 4. The order of layoff should be limited to employees within the affected department or division, or work unit.
 5. Employees may be afforded a two-week notice of impending lay off.
 6. Employees separated from City service through lay off may be placed on a reemployment list in order of their separation.
 7. The last person separated may be the first rehired in the affected department. No other person may be hired in the affected department while there remain employees on lay off.
- C. Death:
1. Separation due to employee death is effective as of the date of the death.
 2. All compensation will be paid to the estate of the employee, except for such sums specified by law.
- D. Termination - Involuntary separation.
- E. Completion of Assignment
1. Employees hired to fill limited term positions will be separated upon completion of the duties for which the position was established.
 2. These employees are not eligible for benefit provisions of the City.

IV. PROCEDURES

A. Administrative Guidelines

1. Employees who separate will receive payment for all earned salary, vacation, and any other pay to which the employee is entitled, subject to proper withholding and deductions.
 - a. Final pay, if applicable, is normally made available on the first regular payday following the date of separation.

Separation

- b. Final pay is issued through normal ACH distribution channels; alternative arrangements may be made for checks to be mailed, or retained for issue at a later date.
 2. It is the responsibility of an employee who intends to resign to notify their immediate supervisor as soon as possible to allow for the timely selection and training of a suitable replacement.
 3. Employees must notify their Supervisor, Department Director or Human Resources in writing of a resignation.
 4. Separating employees are required to return all City owned property such as keys, tools, manuals, computers, etc. prior to the date of separation.
- B. Insurance Continuation and Conversion Privileges
 1. Eligible separating employees of the City are entitled to continue on all COBRA qualifying insurance plans in accordance with the Consolidated Omnibus Budget Reconciliation Act of 1985, also known as COBRA.
 - a. Group Health Insurance – Eligible separating employees of the City are entitled to convert or continue their coverage under the Wisconsin Public Employees Group Health Insurance Program in accordance with the guidelines set forth by the Department of Employee Trust Funds.
 - b. Group Life Coverage – Eligible separating employees of the City are entitled to convert or continue their life insurance coverage in accordance with the guidelines set forth by the Department of Employee Trust Funds.
 2. Conversion of Sick Leave at Separation
 - a. This benefit is only available to employees hired on or before June 29, 2011. For employees hired after June 29, 2011, no sick leave payout option exists.
 - b. Employees resigning from service with the City after providing a minimum of two (2) weeks' notice after having worked for the City for a minimum of five (5) consecutive years are eligible to receive a cash payout of fifty percent (50%) of that entire employee's accumulated sick leave.
 - c. Accrual of sick days for this purpose shall be a maximum of one-hundred eighty (180) days. Therefore, the maximum payout of accumulated sick leave shall not exceed ninety (90) days.
 3. Conversion of Sick Leave at Retirement
 - a. General Employees (This option does not exist for employees hired after June 29, 2011): Upon an employee's retirement, all accumulated sick leave days, up to a maximum of 90 days, may be converted to a dollar value and used for the payment of group health insurance premiums. (Conversion formula: the last full year's base wage divided by two thousand eighty (2080) hours multiplied by eight (8) hours multiplied by the number of days of accumulated sick leave).

Separation

- b. Base wages may include longevity pay.
- c. Such premium contributions by the City may continue thereafter unless any of the following events are applicable to the employee:
 - 1) primary insured dies, or
 - 2) primary insured is accepted into a substantially similar program of health insurance coverage.
- d. If the employee later chooses to stop buying into the City' group health plan prior to exhaustion of the accumulated sick leave funds, the City will then reimburse the remaining balance without any interest earnings.

C. Exit Interviews

An exit interview will be conducted for separations of employment for regular full and part-time employees through the Human Resources Department. This voluntary interview is intended to be beneficial for both the city and the departing employee. Employees will have the opportunity to air concerns and receive answers to specific questions. And, it is the intention of the City to obtain information that will help in recruitment and retention efforts.

The Human Resources Department is responsible for ensuring the exit interview has been scheduled as part of the checkout process. During the interview, an exit questionnaire (Appendix A) form will be completed by the employee and the employee will have an opportunity to ask questions, discuss any areas of concern, as well as answer more specific questions directed by the Human Resources Department. Alternatively, the employee may return the exit interview form to the Human Resources Department, independent of the checkout process.

The Human Resources Department will conduct the exit interview and document any issues that the departing employee identifies. The staff will verify that the department check out process has occurred, ensure that the exit questionnaire is completed, process any benefit information and distribute the required information to the departing employee.

Information obtained from the exit interview will be shared with the appropriate department managers and/or staff. Summary information will be provided to the Common Council on a yearly basis.

V. REPORTING

VI. JOB AIDS - Appendix A



EMPLOYEE EXIT INTERVIEW

Today's Date _____ Job Title _____

Name _____ Manager _____

Start Date _____ Ending Date _____

1. Reason for Leaving

Which one reason best describes why you are leaving the City of Whitewater?

- | | |
|--|---|
| <input type="checkbox"/> Limited advancement | <input type="checkbox"/> Family circumstances |
| <input type="checkbox"/> Unchallenging work | <input type="checkbox"/> Returning to school |
| <input type="checkbox"/> Compensation | <input type="checkbox"/> Employee benefits |
| <input type="checkbox"/> Working conditions | <input type="checkbox"/> Lack of communications |
| <input type="checkbox"/> Supervision/Management | <input type="checkbox"/> Health reasons |
| <input type="checkbox"/> Lack of recognition | <input type="checkbox"/> Quality & productivity standards |
| <input type="checkbox"/> Personality conflicts | <input type="checkbox"/> Insufficient training |
| <input type="checkbox"/> Inconsistent treatment of employees | <input type="checkbox"/> Limited employee input |
| <input type="checkbox"/> Poor morale | <input type="checkbox"/> No decision-making authority |
| <input type="checkbox"/> Better career opportunity | <input type="checkbox"/> Other – please list _____ |
| <input type="checkbox"/> Work schedule | |

If leaving for another position, how did you learn about it?

- | | |
|---|--|
| <input type="checkbox"/> Online job posting | <input type="checkbox"/> Newspaper Ad |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Friend/relative |
| <input type="checkbox"/> Search firm | <input type="checkbox"/> Other – please list _____ |

Select one reason which best describes what you liked about working at the City of Whitewater

- | | |
|---|---|
| <input type="checkbox"/> Co-workers | <input type="checkbox"/> Technology available |
| <input type="checkbox"/> Challenging work | <input type="checkbox"/> Company philosophy |
| <input type="checkbox"/> Job responsibilities | <input type="checkbox"/> Dynamic organization |
| <input type="checkbox"/> Quality products/standards | <input type="checkbox"/> Competitive pay & benefits |
| <input type="checkbox"/> Job security | <input type="checkbox"/> Other – please list _____ |

Would you ever consider re-employment at the City of Whitewater in the future? ☐ Yes ☐ No

Would you recommend the City of Whitewater to others as a potential employer? ☐ Yes ☐ No



EMPLOYEE EXIT INTERVIEW

2. Compensation and Employee Benefits

How would you rate the following?

	Excellent	Good	Average	Fair	Unacceptable
Compensation received based on job performance and skills	5	4	3	2	1
Effectiveness of company's overall performance review system	5	4	3	2	1
Satisfaction with overall employee benefits offered	5	4	3	2	1
Vacation and holiday benefits	5	4	3	2	1

Comments: _____

3. Communications

How would you rate the following?

	Excellent	Good	Average	Fair	Unacceptable
Communications within my department	5	4	3	2	1
Communications with other departments	5	4	3	2	1
Morale in my department	5	4	3	2	1

Comments: _____

4. Training/Job Performance

How would you rate the following?

	Excellent	Good	Average	Fair	Unacceptable
Company orientation program	5	4	3	2	1
Training received to perform job responsibilities	5	4	3	2	1
Equipment, technology and tools provided	5	4	3	2	1
Accuracy/effectiveness of performance evaluations received	5	4	3	2	1
Advancement opportunities available	5	4	3	2	1
Utilization of my skills to their potential	5	4	3	2	1
Job expectations against on-the-job responsibilities	5	4	3	2	1

Comments: _____



EMPLOYEE EXIT INTERVIEW

5. Company Management/Supervision

How would you rate the following?

Excellent Good Average Fair Unacceptable

Executive Management – (Common Council)

Overall evaluation of executive management	5	4	3	2	1
Communication by executive management of business strategies	5	4	3	2	1
Regular communication on status of stated business strategies	5	4	3	2	1
Willingness to listen to and act upon employees' concerns	5	4	3	2	1

Comments: _____

Excellent Good Average Fair Unacceptable

Executive Management – (City Manager)

Overall evaluation of executive management	5	4	3	2	1
Communication by executive management of business strategies	5	4	3	2	1
Regular communication on status of stated business strategies	5	4	3	2	1
Willingness to listen to and act upon employees' concerns	5	4	3	2	1

Comments: _____

Excellent Good Average Fair Unacceptable

Immediate Manager – (if not City Manager)

Managers overall knowledge & competence	5	4	3	2	1
Establishment & communication of meaningful department goals	5	4	3	2	1
Fair and consistent administration of company policies	5	4	3	2	1
Willingness of manager to provide positive recognition	5	4	3	2	1
Promotion of safe working condition and pleasant work setting	5	4	3	2	1
Clear communication of instructions on a regular basis	5	4	3	2	1
Willingness to admit & correct mistakes	5	4	3	2	1
Efforts to keep employees informed	5	4	3	2	1
Willingness to provide appropriate training opportunities	5	4	3	2	1
Display of leadership	5	4	3	2	1

Comments: _____

Thank you for your valued input!



Council Agenda Item

Meeting Date: October 3, 2023

Agenda Item: Wisconsin Street Assessments

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

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

Sanitary sewer and water main were extended on Wisconsin Street in 2004 to serve the development to the east of Wisconsin Street, namely the Waters Edge Subdivision. A public hearing was held to levy special assessments for the water and sanitary sewer to the properties lying to the west of Wisconsin Street since the sanitary sewer and water mains would be abutting their properties. A preliminary and final resolution was passed by Council deferring the assessments for sanitary sewer and water to 2024 or upon hook up, whichever occurs sooner. Staff sent out letters earlier this year to the property owners reminding them the special assessment will be due in 2024.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

May 4, 2004, Council passed the preliminary resolution to assess for sanitary sewer and water and to defer the assessment to 2024. May 18, 2004 the Council passed the final resolution charging special assessments of \$7,522.17 to each of six property owners along the west side of Wisconsin Street with the assessment deferred, interest free, until 2024 or upon hook up by the property owner, whichever occurs first.

September 12, 2023, Public Works Committee recommended the assessments be deferred indefinitely, interest free, until a property is in need of hooking up to the sanitary and/or water main.

FINANCIAL IMPACT

(If none, state N/A)

Each property owes \$3,996.16 for the water assessment and \$3,526.01 for the sanitary sewer assessment. Altogether, the Water Utility would collect \$23,976.96 and the Wastewater Utility would collect \$21,156.06.

STAFF RECOMMENDATION

Municipal code 16.12.070 requires buildings used for human habitation and located adjacent to a sewer and water main be connected. However, staff is more concerned with collecting the assessment than the properties being hooked up to the sewer and water. Staff's recommendation is for the Council to direct staff to bring forward a resolution outlining the collection of the outstanding assessments over a five-year period, in equal installments of \$1,504.42, beginning in 2024, and that the properties are not required to hook up to the sewer and water until the property owner requests to be hooked up or the failure of either the private well or private septic system.

There was a question at the Public Works Committee about other deferred assessments. The City does have other deferred assessments mainly for properties outside of the city and also for undeveloped land within the City.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

-
1. May 4 and 18, 2004 Council minutes
 2. Location of Properties
 3. Municipal Code 16.12.070 – Habitable Buildings, Connection Required
 4. Public Works Committee Draft Minutes
-

5/4/04 Council Minutes and Preliminary Resolution:

RESOLUTION INDICATING INTENT TO LEVY SPECIAL ASSESSMENTS FOR PROPERTIES ON WISCONSIN STREET. Upon closing of the public hearing held earlier, Dean Fischer explained that the developer agreement entered into between the City and Teronomy indicated that sewer costs would be borne by the developer and whenever assessments were collected, the developer would get paid back. That is to be decided by council. Water will be borne by the water utility.

Lengthy discussion ensued about cost impacts and repayment options. Stewart wondered whether this was a unique or unusual situation.

It was moved by Bilgen and seconded by Kienbaum to approve the resolution, deferring assessments to 2024 or upon hook up by property owner, whichever occurs sooner.

It was then moved by Allen and seconded by Uselman to amend the motion to include that assessments be paid or transferred at 2024 or sale of property or failure of one or both of the systems. A motion was taken on the amendment: AYES: Uselman, Allen, Stewart. NOES: Scott, Bilgen, Hixson, Kienbaum. ABSENT: None. Amendment to motion fails.

It was then moved by Allen and seconded by Stewart to amend the motion to approve the resolution, deferring payment for the assessment until 2024 or hookup by property owner, whichever occurs sooner, at which time the assessment will be paid in full. A vote was taken on the amendment. AYES: Scott, Uselman, Bilgen, Hixson, Allen, Kienbaum, Stewart. NOES: None. ABSENT: None. Amendment carries.

A final vote was then taken on the amended motion, which is to defer assessments to year 2024 or upon hook up by property owner, whichever occurs sooner. AYES: Scott, Uselman, Bilgen, Hixson, Allen, Kienbaum, Stewart. NOES: None. ABSENT: None.

**PRELIMINARY RESOLUTION DECLARING INTENT TO LEVY SPECIAL ASSESSMENTS UNDER MUNICIPAL POLICE
POWER PURSUANT TO SECTION 66.60, WISCONSIN STATUTES.
(Wisconsin Street Sewer & Water Assessments)**

RESOLVED, by the governing body of the CITY OF WHITEWATER, Walworth and Jefferson Counties, Wisconsin:

1. The governing body hereby declares its intention to exercise its police power under Section 66.60, Stats., to levy special assessments upon property in the assessment district hereafter described for benefits conferred upon such property by reason of the following public work and improvements:

Installation of sanitary sewer and water main installed on Wisconsin Street.

2. The property to be assessed lies within the following described assessment district:

ASSESSMENT DISTRICT

Properties located on the west side of Wisconsin Street, commencing at the Hillside Cemetery property, thence southerly to the southeast corner of Tax Parcel No. /WUP-288 (Catherine Bigelow).

3. Before the improvements are made, the municipality shall cause water and sewer service pipes to be laid in the street from the mains to the curb line of each lot fronting on such street and keep an accurate account of the expenses incurred in front of each lot and shall report these costs to the municipal clerk

who shall cause the amount charged to each lot to be entered on the tax roll as a special tax against the lot.

4. The total amount assessed against the properties in the described assessment district shall not exceed the total cost of the improvements.
5. The governing body determines that the improvements constitute an exercise of the police power for the health, safety and general welfare of the municipality and its inhabitants.
6. The municipal Director of Public Works has prepared a report which shall consist of:
 - a. A Final plan and specifications for the improvements.
 - b. An estimate of the entire cost of the proposed street and curb and gutter improvements.
 - c. Schedule of proposed assessments.
7. The Director of Public Works has filed a copy of the report with the municipal clerk for public inspection and, if state property is to be assessed, shall mail a copy of the report to the responsible state agency and, for assessments of \$50,000 or more, to the Wisconsin state building commission.
8. Upon receiving the report of the responsible officer or body, the clerk shall cause notice to be given stating the nature of the proposed improvements, the general boundary lines of the proposed Assessment District, (including a small map thereof), the time and place at which the report may be inspected, preliminary resolution and the report. This notice shall be published as a class 1 notice under ch. 985, Stats. and a copy shall be mailed, at least 10 days before the hearing, to every interested party whose address is known or can be ascertained with reasonable diligence.
9. The hearing shall be held in the Community Room of the City of Whitewater Municipal Building at 312 W. Whitewater Street, Whitewater, Wisconsin 53190 at a time set by the clerk in accordance with Section 66.60(7), Stats.
(Scheduled for Tuesday, May 4, 2004 at 6:30 p.m.).
10. The assessment against any parcel may be paid in cash or in annual installments, the number of which shall be determined at the public hearing on the proposed assessments.

Resolution introduced by Councilmember Bilgen, who moved its adoption. Seconded by Councilmember Kienbaum. AYES: Scott, Uselman, Bilgen, Hixson, Allen, Kienbaum, Stewart. NOES: None. ABSENT: None. Adopted: May 4, 2004. Assessment Amounts: Bigelow - \$7,522.17 Quast - \$7,522.17 Channing - \$7,522.17 Parker - \$7,522.17 Bigelow - \$7,522.17 Hillside Cemetery - \$7,522.17

Gary W. Boden, City Manager

Michele R. Smith, City Clerk

Council Minutes of 5/18/04 with Final Resolution:

FINAL RESOLUTION REGARDING SPECIAL ASSESSMENTS ON WISCONSIN STREET. Per Common Council direction given on May 4, 2004, the resolution establishes a 20-year balloon payment, without interest, for the water and sanitary sewer improvements for six properties on the west side of South Wisconsin. As discussed during the last Council meeting each property would be charged \$7,522.17. The amount individually assessed against any of the properties would be due the city prior to the 20-year deadline or upon hook up of the property to water or sewer.

FINAL RESOLUTION AUTHORIZING PUBLIC IMPROVEMENT AND LEVYING SPECIAL ASSESSMENTS AGAINST BENEFITTED PROPERTY ON WISCONSIN STREET, CITY OF WHITEWATER, WALWORTH AND JEFFERSON COUNTIES, WISCONSIN.

WHEREAS, the governing body of THE CITY OF WHITEWATER, Walworth and Jefferson Counties, Wisconsin, held a public hearing at the City of Whitewater Municipal Building Community Room at 6:30 p.m. on May 4, 2004 for the purpose of hearing

all interested persons concerning the preliminary resolution and report of the Director of Public Works on the proposed public improvements consisting of installation of sewer and water improvements on Wisconsin Street, and preliminary assessments against benefited property, and heard all persons who desired to speak at the hearing;

NOW THEREFORE, BE IT RESOLVED, the governing body of The City of Whitewater, Walworth and Jefferson Counties, Wisconsin, determines as follows:

1. The report of the Director of Public Works, a copy of which is attached hereto and incorporated herein as if fully set forth herein, including the plans and specifications and assessments set forth therein, is adopted and approved.

2. The Director of Public Works has supervised the construction of the improvements in accordance with the report hereby adopted.

3. Payment for the improvements shall be made by assessing \$7,522.17 of the cost to the property benefited as indicated in the report.

4. Assessments shown on the report represent an exercise of the police power and have been determined on a reasonable basis and are hereby confirmed.

5. Assessments for all projects included in the report are hereby combined as a single assessment but any interested property owner may object to each assessment separately or all assessments jointly for any purpose.

6. Assessments will be deferred, interest free, until 2024, or upon hook up by property owner, whichever occurs earlier. Assessments must be paid in cash to the municipal clerk. Assessments shall be placed on the next tax roll after the due date for collection. Assessments not paid when due shall bear interest on the amount due at the rate of 12% per annum.

7. The municipal clerk shall publish this resolution as a class 1 notice under ch. 985 Stats., in the assessment district and mail a copy of this resolution and a statement of the final assessment against the benefited property together with notice of payment privileges to every property owner whose name appears on the assessment roll whose post office address is known or can with reasonable diligence be ascertained.

Resolution introduced by Councilmember Bilgen, who moved its adoption. Seconded by Councilmember Kienbaum.

AYES: Scott, Uselman, Bilgen, Hixson, Allen, Kienbaum, Stewart. NOES: None. ABSENT: None. ADOPTED: May 18, 2004.

Gary W. Boden, City Manager

Michele R. Smith, City Clerk

16.12.070 Habitable buildings—Connection required.

All buildings used for human habitation and located adjacent to a sewer and water main, or in a block through which the systems extend, are required to be connected therewith in such manner as may be prescribed by the city. If any person fails to comply for more than ten days after notice in writing, the city may cause connection to be made and the expense thereof may be assessed as a special tax against the property.

(Prior code § 14.07; Ord. No. 1974A, § 1, 4-4-2020)

Discussion and Possible action regarding deferred assessments for Wisconsin Street sanitary sewer and water main.

Marquardt stated Councilperson Allen asked for this item to be on the agenda. Sanitary sewer and water main were extended on Wisconsin Street in 2004 to serve the development to the east of Wisconsin Street, namely the Waters Edge Subdivision. A public hearing was held to levy special assessments to the properties lying to the west of Wisconsin Street since the sanitary sewer and water mains would be abutting their properties. A preliminary and final resolution was passed by Council deferring the sanitary sewer and water assessments to 2024 or upon hook up, whichever occurs sooner. Staff sent out letters earlier this year to the property owners reminding them the special assessment will be due in 2024.

It was noted on May 4, 2004, Council passed the preliminary resolution to assess for sanitary sewer and water and to defer the assessment to 2024. May 18, 2004 the Council passed the final resolution charging special assessments of \$7,522.17 to each of seven property owners along the west side of Wisconsin Street with the assessment deferred, interest free, until 2024 or upon hook up by the property owner, whichever occurs first.

Each property owes \$3,996.16 for the water assessment and \$3,526.01 for the sanitary sewer assessment. Altogether, the Water Utility would collect \$23,976.96 and the Wastewater Utility would collect \$21,156.06.

Marquardt recommended these special assessments be kept in place and collected in 2024 per the 2004 resolution.

Chris Craft, 630 S. Wisconsin St., spoke regarding documents after his grandpa had the property subdivided basically into six lots. If that would have happened it would be more feasible, however, without putting a road in it's not feasible for them to go that far back. He stated he pays a lot of money to keep his septic working and recently just inherited these properties. There are many repairs that need to be done on the house and as a single father of three it's not possible to pay the \$60,000.

Chris stated his uncle in another of the 630 S. Wisconsin St. property because it is in a trust. His uncle called about sub-dividing the lots. They asked if they could sell the front lots and were told they could not do that because they would be land locked. Becky stated that never came to fruition and it never will because there will never be another road with sub plots.

Becky Miles, 626 S. Wisconsin St., spoke about the potential road and digging through limestone. They had quotes at one time, which were \$50,000, per household.

Stone made a motion to cancel the special assessments for Wisconsin St. properties. Allen stated he wanted to talk about it more. Gerber stated she was also not ready to cancel. Allen stated the cost is extremely high and therefore deferred it for 20 years. The residents have working sewer and wells and don't need to hook up. Allen asked if Stone would retract his motion, his would be to say these homes will pay their portion of the 1/7 of the fee, at that time they hook up to City sewer and water. He stated right now, they do not need to hook up to the City. Stone said he would rescind his motion.

Gerber asked Marquardt is there is any reason these property owners need to hook up to City sewer and water that they, the committee, are not thinking of. Marquardt stated the only thing would be in

the City ordinance. He believes it states that is sewer and water are available, and you are in the City, you are supposed to hook up.

Allen made a motion to cancel the 2004 special assessment deal and the seven properties on the west side of Wisconsin St. pay their assessment when they decide to hook up to City sewer and water and seconded by Stone.

Gerber stated that the document created in 2004 (prices from 2004) they would have to pay \$7,522 per home for work that has already been done and Marquardt agreed. She stated this is nothing to do with them hooking up to the City. Marquardt stated that is for the sewer and water main that is in the street now. Gerber said the stuff that is there and the work that was done, they deferred the assessment so they would have time to get the \$7,522 together over 20 years. Marquardt stated that would be the assumption. Gerber stated this has nothing to do with them hooking up. Miles stated she agreed if the property owner hooks up; otherwise, why would you pay for something or a service you are not receiving. What would have been fair and correct for everyone when you hook up you are going to pay your share. Allen stated Gerber did have a point. The owners were all told 20 years ago that this was coming. Marquardt was correct that this is how it's done and when it's developed it gets paid. Allen wanted to amend his motion to also say that the charge of \$7,522 remain the charge when someone chooses to hook up without interest and seconded by Stone.

Gerber asked for clarification on the amendment. Marquardt stated was to leave the assessment at \$7,522.17 without future interest when hooking up to the City sewer and water main.

Gerber asked if there were any other special assessments on the table. Marquardt will have that information at the next council meeting.

AYES: Gerber, Allen, Stone. NOES: None. ABSENT: None.

Gerber asked if there needed to be any timeframe regarding payment. Marquardt stated if they don't pay it goes on their property taxes.

Stone asked if there were any additional comments before voting on the motion. There were no comments at that time.

AYES: Allen, Stone, Gerber. NOES: None. ABSENT: None.

Marquardt stated this item will go to Council in October 3, 2023.



Council Agenda Item

Meeting Date: August 15, 2023

Agenda Item: Retaining an Attorney for Personnel Matters

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

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

1. Council member Stone requested an agenda item regarding retaining an attorney for personnel matters.
2. The City of Whitewater currently retains the firm of Harrison, Williams and McDonell, LLP to provide legal services for the City of Whitewater with Jonathan McDonell as the lead attorney.
3. The law firm of von Briesen & Roper SC has long represented the City of Whitewater as special legal counsel on matters the City Attorney does not wish to address such as contract negotiations and complex labor-related issues. Attorney Kyle Gulya serves as lead attorney for von Briesen & Roper.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

On February 7, 2023, the agreement with Harrison, Williams & McDonell was approved by Common Council on a unanimous vote.

FINANCIAL IMPACT

(If none, state N/A)

Unknown

STAFF RECOMMENDATION

Staff does not recommend moving forward with retaining an additional attorney for personnel matters. The City of Whitewater currently retains two competent and professional attorneys to handle City matters.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. N/A

City of Whitewater Memorandum

To: City of Whitewater Common Council

From: City Attorney Jonathan K. McDonell

Date: September 25, 2023

Re: In re: Renewal of a Motion

I would like to provide a brief overview of the rules and considerations related to renewing defeated motions as outlined in Robert's Rules of Order. Whitewater City Ordinance 2.08.020(b) provides that the Common Council should conduct its meetings in accordance with Robert's Rules of Order. Understanding these procedures can help the Council make informed decisions about revisiting previously defeated motions in its meetings.


Renewing Defeated Motions within the Same Meeting: Robert's Rules of Order emphasizes the importance of dealing with motions once in a meeting and moving forward. If a motion has been defeated during a meeting, the way to reintroduce the same motion during that same meeting is to move to reconsider the motion. Importantly, only members who voted with the prevailing side—the side that won the vote—can make a motion to reconsider. This rule is in place to prevent repeated attempts to revisit the same issue within a single meeting. This procedure is provided for in Whitewater City Ordinance 2.08.060.

Renewing Defeated Motions at a Future Meeting: However, Robert's Rules allows for greater flexibility in bringing up a previously defeated motion at a future meeting. This process is referred to as "renewing the motion." Any member, at the appropriate time during a meeting, can reintroduce a motion that was previously defeated. It is essential to note that this is only applicable if the meeting is not part of a series of meetings making up a session and if the matter is on the agenda.

Considerations for Renewing Defeated Motions: Before deciding to renew a defeated motion, it is advisable to think carefully about the implications. The democratic process relies on the majority's decisions at properly called meetings as the decisions of the entire body. Continuously revisiting issues that have already been settled can be time-consuming, lead to endless processes, and potentially alienate members. Therefore, it is crucial to assess whether there have been significant changes or new information since the initial defeat of the motion.

Special Rule of Order for Renewing Defeated Motions: In some cases, organizations may choose to establish a special rule of order to address the renewal of defeated motions. For example, a rule could require a majority vote of the board to agree to renew any motion that was defeated within the previous year. This kind of rule can help streamline the process and prevent the constant revisiting of past decisions.

Conclusion: Renewing defeated motions is a permissible action in accordance with Robert's Rules of Order, but it should be done thoughtfully and with an understanding of the potential implications. It is important to balance the need to revisit decisions with the overall efficiency and effectiveness of Council meetings.

		Policy 501.04.10 Procurement			
Owner:	Finance Director	Approving Position:	Common Council	Pages:	6
Issue Date:	04/2013	Revision Date:	05/3/2022	Review Date:	05/3/2022
Special Instructions:					

I. PURPOSE

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

II. GUIDELINES

A. Procurements

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

Procurement

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

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

B. Change Orders

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

III. PROCEDURE

A. Purchase of Goods

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

Procurement

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

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

Procurement

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

D. Purchase of General Services

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

E. Purchase of Professional Services

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

Procurement

- 4) Scope of services
- 5) Reasonableness of proposed fee
- c. The normal purchasing policy thresholds outlined in the “Purchase of Goods” section above shall be used for retaining consultants for specific projects.
- d. Professionals are sometimes retained for their expertise on an as needed basis to serve in an advisory role to the City vs. being retained for a specific project. In the circumstance where the specific scope of service or length of engagement cannot be determined and the purchasing policy thresholds therefore cannot be used to determine level of approval, the approval process is as follows:
 - 1) All legal, planning, and engineering services require Common Council approval prior to retaining the professional.
 - 2) The City Attorney, upon approval of the City Manager, may retain outside legal counsel to serve in an advisory role to the City Attorney in an amount not to exceed \$5,000.
 - 3) For all other services identified in the approved budget, the Department Head and/or City Manager is delegated the authority to retain the professional (e.g. title searches, physicals, water testing).
- e. Some professional service industries do not customarily use contracts to formalize the relationship and scope of work between the consultant and their client. In such circumstances, the City encourages the use of scope of service proposals, memorandum of understandings or engagement letters where applicable.
- f. Purchase orders are not required for professional services.

F. Construction of Public Buildings and Improvements

1. The provisions of Wisconsin Statutes s. 62.15 apply to procurements involving public construction and take precedence over any portion of this policy that may conflict with that statute. Approvals of construction contracts will be made in accordance with the dollar thresholds outlined above in the “Purchase of Goods” section.
2. For all public construction, the estimated cost of which exceeds \$5,000 but is not greater than \$25,000, the Director of Public Works shall give a Class 1 notice, under Chapter 985 Wis. Stats., of the intent to enter into a contract for the proposed construction before the contract is executed.

III. REPORTING

IV. JOB AIDS

Discussion and possible action regarding retaining an attorney to represent Common Council on personnel matters

Council member stone made a motion to authorize the counsel to retain a separate attorney for common council use with regard to personnel matters or employees of that Council President Allen seconded Councilmembers discussed getting quotes for an attorney. HR Director Marquardt read the procurement policy to the council. Council President Alan stated he talked to the League and stated that this would be there best route to go for personal matter issues on employees hired by the council. Council member Brown asked why this was needed and stated that now one is explaining the reasoning and that she is concerned that open meeting act violations are going on. Dawsey Smith stated this is not something the council wants as a whole and asked President Allen to stop using the word “we”

AYES: Stone, Gerber. NOES: Hicks, Allen, Dawsey – Smith, Brown ABSENT: Schreiber. Motion Failed