



Common Council Meeting

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

Tuesday, October 07, 2025 - 6:00 PM

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

Please click the link below to join:

<https://us06web.zoom.us/j/81727535940?pwd=7uJlnpOFNkGk4KSdd51RAGkOvj8whs.1>

Telephone: +1 (312) 626-6799 US

Webinar ID: 817 2753 5940

Passcode: 535819

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.

AGENDA

Amended as of October 6, 2025 at 3:30 p.m. to add: 1) Waiver of 72- Hour Transparency Ordinance and 2) Discussion and Possible Action regarding Police Department Vehicle Purchase.

CALL TO ORDER

Request for authorization to waive the 72-hour notice required by the City of Whitewater Transparency Ordinance to amend the Agenda to

1. Add item number 16, Discussion and Possible Action to approve Police Department Vehicle Purchases-Finance

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

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CONSENT AGENDA

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

- [1.](#) Approval of Common Council Meeting Minutes from September 16, 2025.
- [2.](#) Library Board of Trustees Minutes from August 18, 2025.
- [3.](#) Community Development Authority Meeting minutes from July 17, 2025 and August 21, 2025.
- [4.](#) Finance Committee Meeting Minutes from August 26, 2025
- [5.](#) Approval to auction fire apparatus and surplus equipment.
- [6.](#) MOU with UWW for Parking
- [7.](#) Appointment of Sherry Stanek to the Plan & Architectural Review Committee.

PROCLAMATIONS

- [8.](#) Spanish Heritage Month Proclamation.- **City Manager**
- [9.](#) Pedestrian Safety Proclamation.

CITY MANAGER REPORT

- [10.](#) City Manager Report.

STAFF REPORTS

- [11.](#) November 4, 2025 Common Council Meeting at UW Whitewater. - **City Clerk**
- [12.](#) Social Media Update

HEARING OF CITIZEN COMMENTS

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RESOLUTION

- [13.](#) Library Exception Resolution- **Finance**

CONSIDERATIONS

- [14.](#) Discussion and Possible Action regarding Approval of Rate Increase for the Stormwater Utility- **Finance**

- [15.](#) Discussion and Possible Action regarding Approval of Proposed Scope of Services for the development of an updated Comprehensive Plan with RDG Planning & Design-
Community Development Department
- [16.](#) Discussion and Possible Action to approve Police Department Vehicle Purchases-**Finance**
17. Councilmember Requests for Future Agenda Items or Committee items. Questions

FUTURE AGENDA ITEMS

18. Staff report on rental housing list.- **Q4**
19. Fire Department Training Facility.- **Q4**
20. Update on Starin Park Water Tower plans- **O. Smith Q1 2026**
21. Class Action re: Firetruck Purchases- **2026**
22. Changing one of the twice a year Council meetings held on UW Campus to One on UW Campus and One at WUSD- **Hicks Q4**

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.

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



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Tuesday, September 16, 2025 - 6:00 PM

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join: <https://us06web.zoom.us/j/88203008917?pwd=g3PqPuxMZ4ewNbP6bJVpDiOobSaNTQ.1>

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Passcode: 113030

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AGENDA

CALL TO ORDER

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

ROLL CALL

PRESENT

Council President Patrick Singer
Councilmember Michael M. Smith
Councilmember Steven Sahyun
Councilmember Brian Schanen
Councilmember Neil Hicks

City Manager, John Weidl
City Attorney, Steven Chesebro
Director of Public Works, Brad Marquardt
City Clerk, Heather Boehm

ABSENT

Councilmember Greg Majkrzak
Councilmember Orin O. Smith

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

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introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Council to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

Motion to Approve the Agenda with adding items #14, #15, #16, #18, #19 and #20 to the Consent Agenda, made by Councilmember Schanen, Seconded by Councilmember Sahyun.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

SPECIAL RECOGNITION

City Manager John Weidl, gave a special recognition to Lisa Dawsey Smith.

1. Special Recognition for Lisa Dawsey Smith- **City Manager**

CONSENT AGENDA

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

Motion to Approve the Consent Agenda with items #14, #15, #16, #18, #19, and #20 added, made by Councilmember Hicks, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

2. Approval of Common Council Meeting Minutes from August 19, 2025 and September 2, 2025.
3. Plan and Architectural Review Commission Meeting Minutes from August 11, 2025.
4. Public Arts Commission Meeting Minutes from August 7, 2025.
5. Landmarks Commission Meeting Minutes from August 6, 2025.
6. Lakes Advisory Committee Meeting Minutes from June 23, 2025.
7. Public Works Committee meeting minutes from August 12, 2025.
8. Police and Fire Commission Meeting Minutes from May 29, 2025.
9. Amendment to the Procurement Policy.
10. Listing Water Department 2003 GMC Sierra 2500 on Wisconsin Surplus auction site.
11. Aug 2025 Financials

CITY MANAGER REPORT

City Manager John Weidl gave his bi-monthly update of City events and accomplishments, including reports from the following departments: Public Works, Police Department, Fire Department, Economic Development, Library, Parks & Rec, Media Services, Human Resources.

12. City Manager Report.

STAFF REPORTS

13. Conversion of Single Family homes to Rental Properties- **City Attorney**
City Manager John Weidl, City Attorney Steven Chesebro and Councilmember Hicks spoke about single family homes to rental properties.
14. Cigarette, Tobacco, Electronic Vape license hearings held at ALC- **City Attorney**
This item was moved to the Consent Agenda.
15. Improvement Plan for White Memorial Building- **Building Facilities**
This item was moved to the Consent Agenda.
16. Department name change- **Economic Development Director**
This item was moved to the Consent Agenda.
17. City of Whitewater Current Housing Initiatives – **Economic Development Director**
Economic Development Director, Mason Becker spoke about current Whitewater housing initiatives.
18. Update on Labor Relations for the Whitewater Police Department and Whitewater Fire & EMS Department.- **HR**
This item was moved to the Consent Agenda.

HEARING OF CITIZEN COMMENTS

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Jeff Knight (405 Panther Ct) spoke about housing.

Larry Kachel (457 S Buckingham Blvd) spoke about doing a study on Whitewater.

RESOLUTION

19. Resolution to Amend Tanis Property Swap Agreement- **Economic Development Director**
This item was moved to the Consent Agenda.
20. Reimbursement Resolution for Clean Water Fund Loan application for Starin Road Underground Wet Detention Basin- **Public Works**
This item was moved to the Consent Agenda.

ORDINANCES

First Reading

21. **Ordinance 2025-O-23** an ordinance amending the zoning map and the zoning classification in regard to certain properties in the City of Whitewater. For Whitewater High School located at 534 S Elizabeth Street, Tax Parcel # /WUP 00315A. -**Neighborhood Services**

Motion to Approve Ordinance 2025-O-23 made by Councilmember Hicks, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

Motion to waive the second reading of Ordinance-2025-23 made by Councilmember Schanen, Seconded by Councilmember M.Smith.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

22. **Ordinance 2025-O-24** an ordinance amending the zoning map and the zoning classification in regard to certain properties in the City of Whitewater. For Lincoln Elementary School located at 242 S Prince Street, Tax Parcel # /WUP 00202. -**Neighborhood Services**

Motion to Approve Ordinance 2025-O-24 made by Councilmember Hicks, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

Motion to waive the second reading of Ordinance-2025-24 made by Councilmember Schanen, Seconded by Councilmember M.Smith.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

23. **Ordinance 2025-O-25** an ordinance amending the zoning map and the zoning classification in regard to certain properties in the City of Whitewater. For Washington Elementary School located at 506 E Main Street , Tax Parcel #'s /TRA 00049, /TRA 00050 and /TRA 00051. -**Neighborhood Services**

Motion to Approve Ordinance 2025-O-25 made by Councilmember Hicks, Seconded by Councilmember Schanen.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

Motion to waive the second reading of Ordinance-2025-25 made by Councilmember Schanen, Seconded by Councilmember M.Smith.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

CONSIDERATIONS

24. Discussion and Possible Action regarding the 2025 Community Star Gala Feedback.- **Chief of Staff**

No formal action was taken.

Councilmember Hicks suggested a partnership with UWW/WUSD.

Councilmember Schanen suggested a 6pm start time.

Councilmember M. Smith suggested open nominations for all of the award categories.

25. Discussion and Possible Action regarding permission to purchase Six Squad Cars for the Police Department- **PD**

Motion to approve an order for both marked and unmarked squads through Carl Emergency Vehicles for approximately \$438,426.96 made by Councilmember Hicks, Seconded by Councilmember M.Smith.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

26. Discussion and Possible Action regarding the City Manager Performance Evaluation Policy and Evaluation Tool- **HR**

Motion to approve the policy changes that were presented with the expectation of future approval of the tool made by Councilmember Schanen, Seconded by Councilmember Hicks.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

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

FUTURE AGENDA ITEMS

28. Fire Department Training Facility.- **Q4**
29. Update on Starin Park Water Tower plans- **O. Smith Q1 2026**
30. Stormwater Utility Rates-**10/7/25**
31. Class Action re: Firetruck Purchases- **2026**

ADJOURNMENT

Motion to adjourn made at 7:02pm made by Councilmember Schanen, Seconded by Councilmember Hicks.

Voting Yea: Council President Singer, Councilmember M.Smith, Councilmember Sahyun, Councilmember Schanen, Councilmember Hicks

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

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



Library Board of Trustees

Cravath Lakefront Conference Room
312 W Whitewater St., Whitewater, WI, 53190
*In Person and Virtual

Monday, August 18, 2025- 6:30 PM

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

Please click the link below to join the webinar:

Join Zoom Meeting:

<https://us02web.zoom.us/j/85016145635?pwd=e1H1ClISFBLN0HZyFUyq3D3ll3aiy1.1>

Meeting ID: 850 1614 5635

Passcode: KPCNXH4d

Telephone: +1 (312) 626-6799 US (Chicago)

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MINUTES

CALL TO ORDER at 6:30pm

ROLL CALL

Present: Jennifer Motszko, Tara McKenzie-Peotter, Doug Anderson, Elizabeth Miller, Camden Harlan, Steven Sahyun

Not Present: Kathy Retzke

Library Staff Present: Diane Jaroch (Director), Sarah French (Assistant Director)

APPROVAL OF AGENDA

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- **Doug Anderson moved, Camden Harlan seconded the motion, the motion passed unanimously.**

CONSENT AGENDA

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

1. Approval of the minutes of the July 21, 2025 meeting
2. Approval of Payment of Invoices for July 2025
3. Acknowledgement of Receipt of July 2025 Statistical report
4. Acknowledgement of Receipt of Financial reports
*Some received, but none received from City
5. Acknowledgement of Receipt of July 2025 Treasurer's reports

- **Doug Anderson moved, Camden Harlan seconded the motion, unanimous yes**

HEARING OF CITIZEN COMMENTS

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- No citizen comments were voiced at this meeting.

OLD BUSINESS

6. Library Building Project general update

(Diane Jaroch, Director)

Landscaping is happening! Pavers started, laying sod. Waiting until landscaping is done to put in asphalt. Temporary exit was mostly removed today. Pickup has been moved to the south side of the building. Ceramic tile has been placed in public restrooms. Fireproofing needs to happen above the ceilings in the renovation part. Ongoing discussions with architect and City.

NEW BUSINESS

7. Discussion and action concerning the \$97,000 bequeathed to the library and applying it towards the contingency fund part of the building project

8. Discussion about the logo and rebranding of the library

Sarah meets with graphic designer on Friday. Survey sent to board members and full-time library staff about logo is due tomorrow 8/19/2025.

9. Review and approval of the Claims Returned Policy

No changes proposed to the policy. "...owned by other libraries, its status will be changed to lost on the patron's record."

- **Camden Harlan moved to approve as amended, Doug Anderson seconded, motion passed unanimously.**

CONSIDERATIONS / DISCUSSIONS / REPORTS

10. Library Director's report

(Diane Jaroch, Director)

New hire Hunter will start September 2nd! Diane and Sarah finished introductory Spanish classes offered through the City of Whitewater. Today Diane got key fobs for staff so they can get in the new entrance.

11. Assistant Director's report

(Sarah French, Assistant Director)

Plugging away with curbside pickup. Whole City got a new phone system, so troubleshooting setup of that. Collaborating with UW-Whitewater on community-based learning classes. Currently working through 6 – month reviews with staff.

12. Youth Educational Services report

13. Bridges Library System Staff reports

14. Board reports

Library Board of Trustees training week is this week. Jennifer attended the Library Law session today.

FUTURE AGENDA ITEMS

Social Media Policy examples

CONFIRMATION OF NEXT MEETING Monday, September 15th at 6:30 pm

ADJOURNMENT at 7:06pm

Moved by Camden Harlan, seconded by Doug Anderson

Anyone requiring special arrangements is asked to call the Library (262-473-0530) at least 72 hours prior.



Community Development Authority Board of Directors

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

Thursday, July 17, 2025 - 5:30 PM

MINUTES

CALL TO ORDER

The meeting was called to order at 5:32 p.m. by Board Member Kromholz (Chair).

ROLL CALL

PRESENT

Board Member Thayer Coburn
Board Member Joseph Kromholz
Board Member Kelsey Price
Council Representative Orin O.Smith
Board Member Christ Christon
Council Representative Brian Schanen

Board Member Kachel joined via phone for Closed Session and remainder of meeting.

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Motion to approve the agenda, made by Council Representative O.Smith, Seconded by Board Member Coburn. Motion carried by voice vote.

CONFLICT OF INTEREST

Would any board member wish to declare any known Conflict of Interest with the items presented on today's CDA Board Agenda?

None noted.

CONSENT AGENDA

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

Motion to approve the Consent Agenda as presented, made by Council Representative O.Smith, Seconded by Council Representative Schanen. Motion carried by voice vote.

1. Approval of June 2025 Minutes
2. Update on May Attorney Fees

HEARING OF CITIZEN COMMENTS

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None.

CONSIDERATIONS / DISCUSSIONS / REPORTS

3. Housing Strategy Update (EDD McFarland)

EDD McFarland explained that the Housing Strategy Update memo included in the packet went to Common Council in June, at which time she was directed to bring the memo to this body as well. At the August 19, 2025, Common Council meeting, she will provide a written response to Council's questions as well as to questions raised about the memo at this meeting.

Bob Friermuth, W9597 Breidsan Drive, owner and operator of HSI Rentals, talked about the rental market in Whitewater and the vacancy rate, and use of TIF funding, and jobs available in Whitewater.

Andrea Svec, W7679 Sherida Road, talked about the number of medium and high-density apartments in the community, the rates at which TIF funds are being approved for developers, and the consequences for tax payers.

Joyce Hutchison, 414 S. Douglas Court, talked about high rents that are not affordable, subsidies to developers, and concerns about increasing taxes on homeowners especially those on limited incomes.

James Hartwick, 164 N. Franklin St., asked why we are considering more apartments especially in light of the enrollment decrease at the university and already have vacant apartments in the community, who would live in the apartments (if not students) and could they afford the rents, use of TIF funding, and the costs for additional schools and city services.

Brad Ceranske, N9503 Woodward, manager of local rental business, talked about his increasing property taxes. He also asked for options for subsidizing improvements for existing rental property improvements for local business rather than to outside developers to build new rentals.

Nancy Boyer, 1270 E Jakes Way #9, talked about the impact of new development on her taxes and on quality of life as new apartments are built in her neighborhood.

Brian Zellmer, 1270 E Jakes Way, #14, expressed concern over the effect building large, mutli-family complex has on infrastructure, and current vacancy rate.

Jeff Knight, 405 Panther Court, former CDA board member, handed out a memo to CDA board members written by the *Wisconsin Legislative Council on the Effects of a Tax Incremental District on Municipal Levy Limits* and memo written by Rachelle Blich, Director of Financial & Adminstrative Services for the City of Whitewater, on the property tax levy . The documents are attached to the minutes. He talked about the effect of TIF on all residents' taxes.

Terry Stritzel, W5524 Tri County Road, lives outside the city but owns real estate in the city, talked about consistently increasing property taxes and the high rents that will be charged for the new apartments.

Renee Monestero, 217 N Park Street, retired firefighter. She stated that her property taxes went up 100% since 2021. She talked about lack of affordable housing and the need to bring in more industry.

Mareta Hale, W6238 Bluff Road, also owns rental property in Whitewater. She expressed concern about filling the existing apartment units, and asked about ways to subsidize business and industry and wondered how the City promotes available buildings for new businesses to move into.

Frank Ziebarth, 241 Woodland Drive, asked if taxes are being paid on assessed value, talked about nonprofits not paying property taxes, and about how TIF is being used in Whitewater.

Ben Freiermuth, 212 S Second St, talked about the financial sustainability of small businesses due to the tax burden and about how TIF is being used in Whitewater compared to other communities.

4. Presentation Stonehaven Development (EDD McFarland)

EDD McFarland referenced the memo in the packet explaining the intended purpose of the project is to build 1300-1500 square foot single family homes with poured basements, site concrete, appliances, and some landscaping. These elements that are frequently add-ons in new construction, are anticipated to be incorporated into the purchase price. The offer to purchase will be discussed in closed session.

Tim Vanderville, Jr., CEO of Stonehaven, provided an overview and answered questions.

Board Member Coburn asked about the lot between the site for this project and the Bluff Ridge Market Place. EDD McFarland will provide an update to CDA members on this via email as this item was not on the agenda. This item was later requested to be on the next agenda, so an update will be provided via that mechanism

Board Member Kromholz asked Mr. Vanderville for a brief explanation of modular housing, which he provided.

Council Representative Shanen asked about weather-proofing and ability to withstand cold winters and tornadoes. Mr. Vanderville explained that these homes must meet the same Wisconsin Uniform Dwelling code standards as stick-built homes, and in some cases exceed them because they also have to withstand the being transported into place.

Terry Stritzel, W5524 Tri County Road, spoke about owning a modular home and attested to its quality.

Larry Kachel, 457 S. Buckingham Boulevard, asked about sale price, if the city is giving the land to the developer, and if the developer would be asking for TIF and at what rate.

Brad Ceranske, N9503 Woodward, asked if these homes were to be slab on grade or with basements. They are intended to have basements.

CLOSED SESSION

Convene into Closed Session pursuant to Wisconsin Statutes 19.85(1)(e) for the: 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. The CDA will discuss:

John Kachel joined virtually for Closed Session.

Motion to move into Closed Session made by Board Member Price, Seconded by Board Member Coburn. Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

Items to be discussed:

5. Offer to Purchase /A503200001 and /A503200002
6. Property acquisition/sale related to 210 E Main St; including the discussion of the offer to purchase and potential counter-offer

RECONVENE INTO OPEN SESSION

Motion to reconvene into Open Session made by Board Member Coburn, Seconded by Board Member Price. Motion carried by voice vote.

7. Review and take potential action: Offer to purchase /A503200001 and A/503200002

Motion to recommend approving the offer to purchase made by Board Member Kromholz, Seconded by Council Representative O.Smith.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

8. Review and take potential action: Property acquisition related to 210 E Main Street

Motion not to pursue the purchase of 210 E Main made by Board Member Kromholz, Seconded by Board Member Price.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Board Member Price, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

FUTURE AGENDA ITEMS

Update on Royal Hounds Property, tax key /A323600002 on Bluff Rd

ADJOURNMENT

Motion to adjourn made by Board Member Coburn, Seconded by Council Representative O.Smith.
Motion carried by voice vote.

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action will be taken at this meeting.

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Community Development Authority Board of Directors

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Thursday, August 21, 2025 - 5:30 PM

MINUTES

CALL TO ORDER

Meeting was called to order at 5:30 p.m. by Board Member Coburn, Co-Chair.

ROLL CALL

PRESENT

Board Member Thayer Coburn
Board Member Jon Kachel
Board Member Joseph Kromholz - Virtual
Council Representative Orin O.Smith
Board Member Christ Christon
Council Representative Brian Schanen

ABSENT

Board Member Kelsey Price

INTRODUCTION OF NEW ECONOMIC DEVELOPMENT DIRECTOR

Board Member Coburn introduced Mason Becker, the new Economic Development Director.

Mason previously worked as the Economic Development Manager in Watertown, Wisconsin, and is a former colleague of Emily McFarland, our previous Interim Economic Development Director. He lives in Fort Atkinson and served on the Fort Atkinson City Council as President. Mason is a graduate of UW-Whitewater.

CONFLICT OF INTEREST

Would any board member wish to declare any known Conflict of Interest with the items presented on today's CDA Board Agenda?

None.

APPROVAL OF AGENDA

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Motion to approve the agenda made by Council Representative O.Smith, Seconded by Board Member Kachel.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

CONSENT AGENDA

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

Motion to approve the Consent Agenda made by Council Representative Schanen, Seconded by Council Representative O.Smith.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Council Representative O.Smith, Board Member Christon, Council Representative Schanen

1. Approval of June 2025 Financial Statements
2. Approval of July 2025 Minutes
3. Update on Royal Hounds Property, tax key /A323600002 on Bluff Road

HEARING OF CITIZEN COMMENTS

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None.

CONSIDERATIONS / DISCUSSIONS / REPORTS

4. Review and take potential action on Innovation Center audio/visual equipment purchase

The AV equipment in the major training room at the Innovation Center, Room 105 A/B, does not function consistently or efficiently. The city IT team and Media team assessed the situation, met with vendors, reviewed quotes and have suggested the attached quote as the right option to rectify this problem. This room is used by tenants and renters, and having it operate appropriately is important. Three quotes were received, one did not meet technical specifications. Of the two valid bids received, Marco is the lowest at \$17,160.19.

Motion made to approve the proposal from Marco for improvements to the Innovation Center Room 105 A/B for the quoted amount of \$17,160.19, by Board Member Coburn, Seconded by Council Representative O.Smith.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz,
Council Representative O.Smith, Board Member Christon, Council Representative
Schanen

FUTURE AGENDA ITEMS

Update on Royal Hounds Property, tax key /A323600002 on Bluff Road in February 2026.

ADJOURNMENT

Motion to adjourn made by Board Member Coburn, Seconded by Council Representative O.Smith.

Voting Yea: Board Member Coburn, Board Member Kachel, Board Member Kromholz, Council
Representative O.Smith, Board Member Christon, Council Representative Schanen

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action
will be taken at this meeting.

**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.**



Finance Committee Meeting

Whitewater Municipal Building City Manager's
Conference Room, 312 West Whitewater St.,
Whitewater, WI 53190 *In Person and Virtual

Tuesday, August 26, 2025 - 5:00 PM

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

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/83198282604?pwd=cDdLWjUvTTRqRUQ4UVcwQWcrcW1BUT09>

Telephone: +1 (312) 626-6799 US (Chicago) (Houston)

Webinar ID: 831 9828 2604

Passcode: 137945

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.

AGENDA

Amended as of August 25, 2025 at 10:15 a.m. to add: 1. Waiver of 72-Hour Transparency Ordinance and 2. Discussion with Whitewater Arts Alliance and possible direction regarding future partnership opportunities with the City of Whitewater.

CALL TO ORDER

The meeting was called to order at 5:01 p.m. by Brian Schanen.

Request for authorization to waive the 72-hour notice required by the City of Whitewater Transparency Ordinance to amend the Agenda to

1. Add item number 2 Discussion with Whitewater Arts Alliance and possible direction regarding future partnership opportunities with the City of Whitewater.

Motion to waive the 72-hour notice made by Patrick Singer, Seconded by Mike Smith.

Voting Yes: Patrick Singer, Mike Smith and Brian Schanen Voting No: None.

ROLL CALL

Present: Patrick Singer, Mike Smith and Brian Schanen.

Absent: None.

Additional Attendees: Rachelle Blitch, Director of Finance; Mason Becker, Economic Development Director

CONSENT AGENDA

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

1. July 22, 2025 Finance Committee Meeting Minutes

Motion made to approve the consent agenda by Patrick Singer, Seconded by Mike Smith.

Voting Yes: Patrick Singer, Mike Smith and Brian Schanen Voting No: None.

HEARING OF CITIZEN COMMENTS

No formal Committee 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 Committee 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.

CONSIDERATIONS / DISCUSSIONS / REPORTS

2. Review of Sample Tax Increment Financing (TIF) Analyses Presentation from Ehler's Inc. on sample Tax Increment Financing analyses conducted in other Wisconsin communities.
3. Discussion with Whitewater Arts Alliance and possible direction regarding future partnership opportunities with the City of Whitewater
4. July 2025 Financials
5. Discussion and possible action to recommend an amendment to the Procurement Policy

Motion made to approve and recommend the amendment to the Procurement Policy to Common Council made by Patrick Singer, Seconded by Mike Smith.

Voting Yes: Patrick Singer, Mike Smith and Brian Schanen Voting No: None.

6. Discussion and possible action to schedule special budget meetings for the Finance Committee

FUTURE AGENDA ITEMS

7. Discussion and updated financial status of the City's health insurance fund

ADJOURNMENT

Motion to adjourn was made by Patrick Singer, Seconded by Mike Smith.

Voting Yes: Patrick Singer, Mike Smith and Brian Schanen Voting No: None.

The meeting adjourned at 6:31 p.m.

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action will be taken at this meeting.

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.



Office of the Fire/EMS Chief
312 W. Whitewater Street
Whitewater, Wisconsin 53190

www.whitewater-wi.gov
Telephone: (262) 473-0116

September 19, 2025

To the Members of the Common Council,

The Fire Department respectfully requests approval to auction Engine 1220, along with surplus loose equipment, through Wisconsin Surplus. This action is part of our ongoing effort to maintain a fleet and inventory that reflect the department's current and future needs, as well as operational capacity.

Engine 1220, a 1995 model, has been replaced by the recently purchased Engine 1222.

We appreciate your consideration of this request and your continued support of the Fire Department.

A handwritten signature in black ink, appearing to read "Kelly Freeman".

Kelly Freeman
Fire/EMS Chief

Date: October 2, 2025

To: Common Council

From: Rachelle Blitch, Director of Financial and Administrative Services

Re: UW-W Parking MOU

The Memorandum of Understanding (MOU) between UW–Whitewater and the City of Whitewater provides for 122 parking spaces on Prince and Prairie Streets, with an annual lease amount of \$45,000. The most recent agreement, signed in August 2024, was structured as a one-year term to allow staff additional time to review and address details within the MOU. The MOU expired on August 31, 2025, however, a 90-day extension was approved by Council on September 2, 2025.

The original concern centered on ensuring public access. We confirmed with the university that members of the public may park in these spaces by purchasing a \$5 day pass online.

This information was shared with the Finance Committee at its September 23rd meeting, where concerns were raised that the lease amount paid to the City has remained unchanged for several years. In the attached email, Brenda Jones noted that the university is currently operating at a loss of approximately \$16,000 and that increasing its costs under the MOU would not be in the university's best interest.

The Committee also expressed interest in further exploring the potential costs and feasibility of implementing parking meters or mobile payment apps, in order to evaluate whether this may be a viable option for the City moving forward.

Staff recommend approval of the five-year agreement as originally presented by UWW. However, if there remains a desire by the full governing body to explore alternative parking options, city staff recommend at least one year to adequately research and evaluate those options before implementation.

Additionally, Council should weigh the recent and ongoing increases in stormwater utility rates. These are mandatory costs that the University must bear, unlike discretionary spending areas such as external MOUs where flexibility is limited. For this reason, staff believe it is more prudent to remain focused on a methodologically sound stormwater utility, with UW–Whitewater as one of the largest contributing ratepayers, rather than delaying a relatively minor MOU over comparatively marginal discretionary revenues. If the utility is not addressed, those costs will ultimately be absorbed by the general taxpayers.

As we move forward with these negotiations, the City Manager asked us to keep in mind that we often hear from the public and from elected officials the importance of working constructively with our community institutions. In that spirit, staff engaged the University as a valued local partner, not as a large corporation renting tower space.

Best, - JSW

John S. Weidl
City Manager, City of Whitewater

312 W. Whitewater St., Whitewater, WI 53190
[262-473-0104](tel:262-473-0104) | jweidl@whitewater-wi.gov
www.whitewater-wi.gov

From: Jones, Brenda <jonesbl@uww.edu>
Sent: Friday, September 5, 2025 8:51:18 AM
To: John Weidl <jweidl@whitewater-wi.gov>
Cc: King, Corey <kingc@uww.edu>; Rachelle Blitch <rblitch@whitewater-wi.gov>; Dralle, Gabrielle <dralleg@uww.edu>
Subject: Fw: City-UWW Parking MOU renewal

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.

Hi John,

Here is the operational information regarding the street parking spaces that are included in the MOU.

The MOU between UW-W and the City of Whitewater for parking spaces on Prince and Prairie streets includes 122 spaces for an annual lease amount of \$45,000. Those spaces are available Monday - Friday for day parking (no overnights 2am-5am) for employees, commuter students **and visitors** with a permit. No parking restriction or permit required from Friday 5pm - Sunday 11pm or during university recognized holidays (primarily federal/state recognized holidays). Spaces are available on a first-come basis.

The university currently sells annual parking permits at \$235 per space for commuters and employees. For the 122 spaces, we are able to recoup \$28,670 for the Prince and Prairie street spaces. That means the campus is leasing the spaces from the City of Whitewater at a loss of \$16,330. In addition, the campus incurs administrative costs for managing those spaces and police services costs for enforcing parking violations. It is not in the best interest of the campus to increase the costs related to those spaces.

Visitor parking information may be found on our website: <https://www.uww.edu/studentaffairs/parking-regulations/visitors>

Visitor day passes may be purchased at the parking kiosk by the visitor center or online (currently \$5.00/day) at <https://uww.aimsparking.com/>

Thanks - Brenda

Brenda L Jones
Vice Chancellor for Finance and Administrative Affairs
Hyer Hall, Suite 331
800 West Main Street
Whitewater, WI 53190-1790

**MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF WHITEWATER
AND THE UNIVERSITY OF WISCONSIN-WHTEWATER CONCERNING
CONTRIBUTIONS FOR THE LEASING OF PARKING SPACES ON PRINCE AND
PRAIRIE STREETS**

This Memorandum of Understanding “MOU” is made by and between the City of Whitewater, hereinafter at times referred to as the “City”, and the University of Wisconsin-Whitewater, hereinafter at times referred to as the “University”.

WHEREAS, the parties have previously agreed, through a Memorandum of Understanding, for the City of Whitewater to lease parking spaces on Prince and Prairie Streets to the University, and

WHEREAS, the parties have agreed to extend that lease, and

WHEREAS, the City of Whitewater Common Council passed a resolution on June 7, 2012, authorizing the City to lease spaces on North Prince Street and North Prairie Street to the University of Wisconsin-Whitewater, and the Common Council hereby declared that said resolution is a continuing and valid basis for the City to enter into this MOU.

NOW THEREFORE, in consideration of the forgoing recitals, which are incorporated into and made a part of this Agreement, the mutual covenants herein set forth, and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Developer and the City hereby mutually agree as follows:

**ARTICLE I
TERM OF MEMORANDUM OF UNDERSTANDING**

Section 1.1 Term. The term of this MOU shall run for five years commencing on August 31, 2025, unless sooner terminated in accordance with this MOU or in furtherance of the parties’ rights and remedies in the event of a default.

Section 1.2 Extension of Term. The parties may, by agreement, extend or shorten the term of this MOU at any time.

**ARTICLE II
COMMITMENTS**

Section 2.1 City to Lease Space Over Public Places to University for University Parking Purposes. The City shall lease seventy-two (72) on-street parallel parking spaces on Prince Street and fifty (50) on-street parallel parking spaces on Prairie Street (as noted on the attached Exhibit A) to the University for the express use of providing parking for faculty, staff, students and visitors to the University. Such parking will be consistent with current University parking fees and procedures.

Section 2.2 University Payment to City for Leasing of On Street Parking Spaces. The University shall pay the City an annual fee of Forty-Five Thousand Dollars (\$45,000) for the leasing of the public space noted above. Such payment shall be made by the University on September 1st of each year during the term of this MOU.

Section 2.3 University to Enforce Parking Violations. By virtue of the leasing of these on-street parking spaces on North Prince and North Prairie Streets, the University will have full authority to enforce the provisions of the University parking system and assess such penalties for violations of such provisions. The University shall prohibit and enforce no parking on the streets between 2:00 a.m. and 6 a.m. from November 1 through March 31 consistent with White Water Ordinance § 11.16.020. The City will not be responsible for any parking enforcement for the University leased parking spaces.

Section 2.4 City to Maintain Responsibility for Maintenance of Leased Parking Spaces. The City will continue to be fully responsible for the ongoing maintenance of the leased parking spaces and adjacent city streets including, but not limited to street surface repair, pavement marking and snow and ice removal.

ARTICLE III MISCELLANEOUS

Section 3.1 Notices and Demands. Except as otherwise expressly provided in this Agreement, a notice, demand or other communication under this Agreement by any Party to any other shall be sufficiently given or delivered if it is dispatched by registered or certified mail, postage prepaid, return receipt requested, or delivered personally, and

FOR THE CITY:

City of Whitewater
Office of the Finance & Administrative Services Director
312 W Whitewater St
P.O. Box 178
Whitewater, WI 53190
Attention: Rachelle Blitch
RBlitch@Whitewater-wi.gov

With a copy to:

City of Whitewater
City Attorney's Office
312 W Whitewater St.
P.O. Box 178
Whitewater, WI 53190
Attention: Attorney Steven T. Chesebro
schesebro@whitewater-wi.gov

TO UNIVERSITY OF WISCONSIN WHITEWATER:
ADDRESS AND CONTACT INFO

With a copy to:

ADDRESS AND CONTACT INFO

Section 3.2 Governing Law. Laws of the State of Wisconsin shall govern the interpretation and enforcement of this MOU. In the event of a dispute involving this Agreement, the Parties agree that venue shall be in Walworth County, Wisconsin, Circuit Court.

Section 3.3 Successors and Assigns. Except as limited or conditioned by the express provisions hereof, no party shall assign its rights or obligations under this MOU to any other party without written agreement by all parties to this MOU.

Section 3.4 Amendment. This MOU shall not be amended, changed, modified or altered without the written consent of all parties hereto and no modification, alteration or amendment to this MOU shall be binding until such modification, alteration, or amendment is reduced to writing and executed by all parties to this MOU. Any proposed amendment to this MOU shall be in writing, along with a memorandum in support of the amendment, to all parties to this MOU fifteen (15) days prior to final action on the amendment by any party.

Section 3.5 Counterparts. This MOU may be signed in any number of counterparts each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

Section 3.6 Severability. If any provisions of this MOU shall be held or deemed to be or shall in fact be inoperative or unenforceable as applied in any particular case because it conflicts with any other provision or provisions hereof or any constitution or statute or rule of public policy or for any reason such circumstance shall not have the effect of rendering the provision in question inoperative or unenforceable in any other case or circumstances or of rendering any other provision or provisions herein contained invalid, inoperative or unenforceable to any extent whatever, the invalidity of any one or more phrases, sentences, clauses or paragraphs in this MOU shall not affect the remaining portions of this document or any part thereof as long as it does not effect the substantial rights of the parties.

Section 3.7 Third Party Beneficiaries. This MOU is entered into for the sole and exclusive benefit of the parties hereto. No third party shall have, obtain, or derive from this document any rights or other benefits or interest under any laws or otherwise.

Section 3.8 Exculpatory Provision. The parties to this MOU expressly acknowledge and agree that, anything herein to the contrary notwithstanding, no officer, director, employee, agent, or officials (elected or appointed) of any party hereto shall have any personal liability or

obligation arising out of this MOU, and no party hereto shall make any claims to the contrary.

Section 3.9 Rules of Construction/Conduct. The parties to the MOU acknowledge and agree that this MOU is a good faith attempt to memorialize the intent of the parties. That in the course of its preparation, each party has been adequately and fully represented, and that accordingly rules of interpretation that signify that an agreement shall be construed against the drafter shall not apply. In addition, the parties acknowledge and agree that they shall endeavor to resolve any and all issues that may arise under this MOU in the spirit of cooperation consistent with the intent of this MOU with the aim of benefiting the City of Whitewater and the University of Wisconsin-Whitewater.

Signed and sealed as of this day, month and year below written.

CITY OF WHITEWATER

By: _____
John Weidl, City Manager Date

By: _____
Heather Boehm, City Clerk Date

UNIVERSITY OF WISCONSIN-WHITEWATER

By: _____
Dr. Corey A. King, Chancellor Date

By: _____
Brenda Jones, Vice Chancellor of
Administrative Affairs Date

MEMORANDUM

To: Common Council

From: John Weidl, City Manager

Date: October 01, 2025

Re: Recommendation for Sherry Stanek - Plan & Architectural Review Commission

Mrs. Stanek previously served on the Plan & Architectural Review Commission from 2014-2024 and has expressed her interest in returning, as more than a year has passed since her prior service ended. She has indicated her willingness to step down from other board assignments that would otherwise prevent her from serving.

Mrs. Stanek has a demonstrated commitment to community service and continues to show strong interest in serving, including with the Plan & Architectural Review Commission (PARC) in the future. Her experience and dedication make her a strong candidate for reappointment to the PARC.



John S. Weidl

City Manager, City of Whitewater

[Print](#)**Citizen Service Information Form - Submission #1936****Date Submitted: 9/17/2025**

This form is used to apply to City of Whitewater Boards, Committees or Commissions.

Date***Applicant Information****First Name*****Last Name*****Home Address*****City*****State*****Zip Code*****Home Phone Number*****Cell Number*****Email Address*****Boards/Committees/Commissions of Interest**

Select all Boards, Committees & Commissions you are applying for by checking each box:*

- ☐ Board of Zoning Appeals
- ☐ Community Development Authority
- ☐ Community Involvement & Cable TV Commission
- ☐ Disability Rights Commission
- ☐ Equal Opportunities Commission
- ☐ Ethics Committee
- ☐ Landmarks Commission
- ☐ Library Board
- ☐ Parks & Recreation Board
- ☐ Pedestrian & Bicycle Advisory Committee
- ☒ Plan & Architectural Review Commission
- ☐ Police & Fire Commission
- ☐ Urban Forestry Commission
- ☐ Whitewater University Technology Park Board

Give a brief overview of your background, experience, interest, or concerns pertaining to the selected board(s), committee(s) or commission(s).*

I would love to return to the Plan Commission now that more than a year had passed since my service on it ended. I will give up and other board that would prevent my serving on Plan Board I have great interest in serving on PARC again.

Optional: Upload supportive documents (resume, recommendation letter, etc.)

No file chosen

Indicate whether you are available during the day or the early evening for a short interview with the City Manager & Common Council President.

Both

Business/Employer Information

Business/Employer Name*

Retired

Business/Employer Address

415 S Douglas Ct

City

Whitewater

State

WI

Zip Code

53190-1626

Business/Employer Phone Number

9207236723

Reference #1 Full Name*

Karen Coburn

Reference #1 Address & Phone Number*

Fairhaven, Whitewater 262-473-5453

Reference #2 Full Name*

Kristine Zaballos

Reference #2 Address & Phone Number*

Walworth Ave., Whitewater 206-972-9936

Regular Board, Committee and Commission members are expected to attend at least three-quarters of the meetings each year. Alternate members are always welcome to attend all meetings, but are not required to attend meetings unless requested.



Proclamation

WHEREAS, Hispanic Heritage Month is an opportunity to recognize the histories, cultures, and contributions of our residents whose roots came from Spain, Mexico, the Caribbean, Africa, Central and South America, and many tracings their heritage from the original indigenous peoples of Latin America; and

WHEREAS, the observation began in 1968 as Hispanic Heritage Week under President Lyndon B. Johnson, but was expanded by President Ronald Reagan to cover a 30-day period and enacted into federal law on August 17, 1988, calling upon public officials, educators, librarians, and all the people of the United States to observe this time with ceremonies, activities, and programs; and

WHEREAS, the 2020 U.S. Census estimates that slightly over 14% of Whitewater's population are Hispanic or Latinx residents; and

WHEREAS, 40% of the students in the Whitewater Unified School District identify as Hispanic; And

WHEREAS, 9.5% of the students at the University of Whitewater, Wisconsin, identify as Hispanic; And

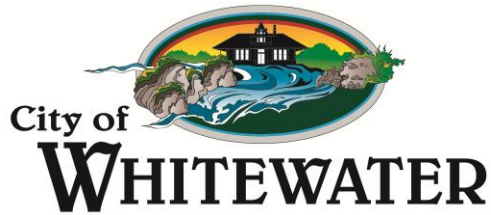
WHEREAS, the City of Whitewater joins the rest of the nation in recognizing the unique and vital role in our economy, workforce, education, and faith communities these Hispanic and Latinx residents contribute.

NOW, THEREFORE, I, John Weidl, City Manager of the City of Whitewater, Wisconsin do proclaim October 2025, as of proclaimed Spanish Heritage month in the City of Whitewater, Wisconsin.

Dated this 7th day of October, 2025.

A handwritten signature in cursive script, appearing to read "John S. Weidl", written in black ink.

John Weidl, City Manager



Proclamation

WHEREAS, safe, accessible streets are essential for the well-being of all residents, including children, older adults, and people with disabilities; and

WHEREAS, thousands of Wisconsinites, including over 100,000 with vision loss, rely on sidewalks, curb ramps, accessible pedestrian signals, white canes, and service animals to navigate public spaces safely; and

WHEREAS, Wisconsin's White Cane Law requires drivers to stop at least 10 feet from pedestrians using a white cane or service animal, reinforcing the need for driver awareness and pedestrian respect; and

WHEREAS, communities can reduce injuries and save lives by investing in proven pedestrian safety infrastructure such as high-visibility crosswalks, traffic calming, and accessible design; and

WHEREAS, raising awareness of pedestrian rights and responsibilities promotes a culture of safety and inclusion for all road users;

NOW, THEREFORE BE IT RESOLVED that, I, City Manager, John Weidl, on behalf of the residents of City of Whitewater, do hereby proclaim October as **PEDESTRIAN SAFETY MONTH** and Wednesday, October 15, 2025 as **WHITE CANE SAFETY DAY** in the City of Whitewater and call on all residents, leaders, and lawmakers to prioritize safe, accessible streets year-round.

Dated this 7th day of October, 2025.

John Weidl, City Manager





Construction Projects:

- **Vanderlip Pumping Station:** Project is mainly completed except for some restoration work around the removal of the old Fraternity Lift Station. Besides this small area, the contractor will be working on punch list items.
- **Walworth Avenue:** Completed.
- **2025 Dredging Project:** All three areas, Clay Street, Jakes Way and Stonefield Drive, have been completed and restored.
- **Lead Service Line Replacement:** All laterals associated with the project have been completed. Hard surface restoration is completed and soft restoration work is ongoing.

Streets: In the Street Department, staff helped with the Discover Whitewater race and Run for Trey. Other work included dealing with a traffic signal knockdown after hours, replacing downtown street lights, playground equipment repair, street sweeping, and storm sewer inlet cleaning and repairs.

Water: In the Water Department, staff have replaced two fire hydrants on Bluff Road that were hit by vehicles. The contractor has started replacing piping inside

the facility as part of the Well 7 modification project. Staff dealt with calls regarding water quality, but in all cases, the issue was related to the water softener being at its end of useful life.

Wastewater: In the Wastewater Department, crews helped clean out a storm sewer pipe related to the detention pond project on Stonefield Drive. Staff is still dealing with issues from a storm event. Most recently faulty has sensors were replaced in Building 800. Staff is preparing to clean the scum pit to install a protective coating.



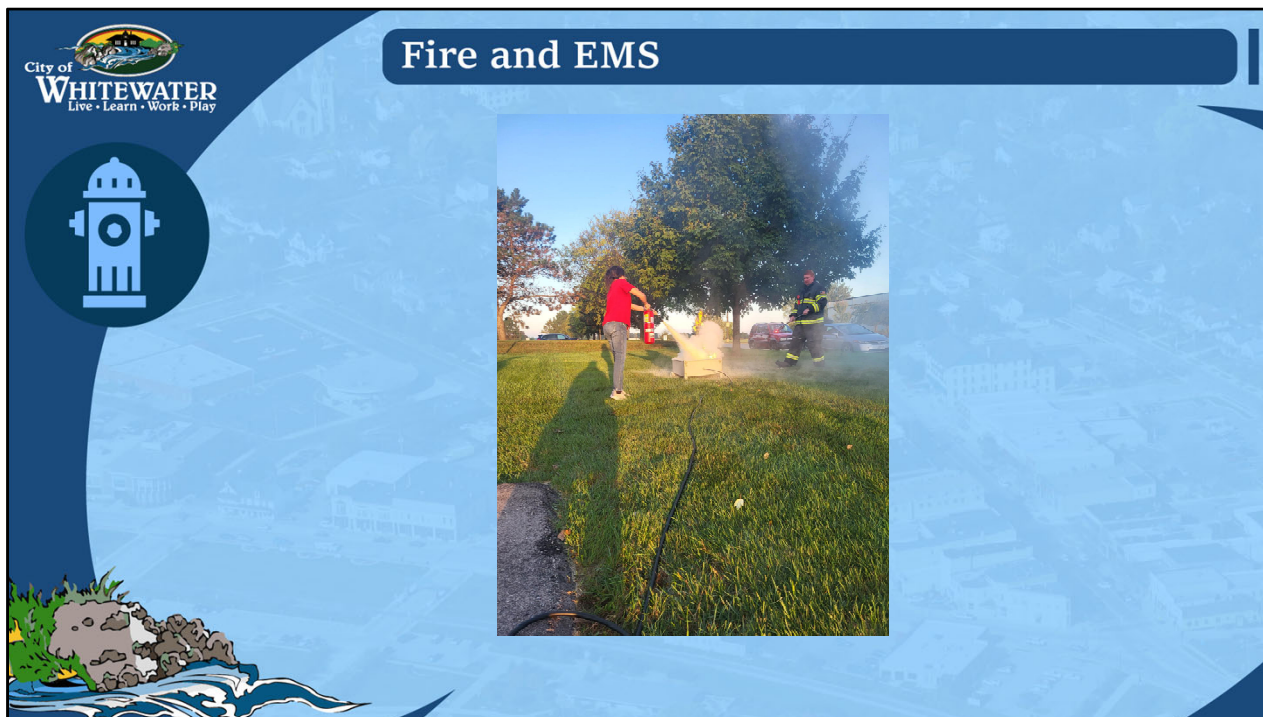
Highlights-

Sabrina Ojibway led the transition of our dispatch consoles and radios to Walworth County's new radio system. While there may be minor tweaks in the coming weeks, we are now fully integrated with our equipment. There are many benefits to the new system, but communicating directly with Walworth County personnel is one of the biggest improvements.

PD supervisory staff met for a bi-monthly staff meeting. Attorney Chesebro also attended a portion of the meeting to meet our staff and discuss municipal prosecution topics. A number of operational items were also discussed.

PD staff attended "Pick a Day, Come and Play" at Washington Elementary – pictured above

We are also accepting applications for Community Service Officer (closing October 10th at 7am)



Highlights-

September 11th -17th- Staff responded to 53 calls for service, making the daily average of 7.5 calls for service each day.

11 calls for service required POC response. Average POC response for All Calls was 1 per call.

Mutual Aid was requested once from Whitewater during this time and we request Mutual Aid twice.

On Sunday, September 14th between 02:28 – 03:10 we received 4 EMS related calls for service. Fort Atkinson was requested with a Paramedic Ambulance for 1 of the calls due to both Medics being on other calls and the need for ALS treatment. Lagrange was also requested for the 4th call for service due to no POP response and no Ambulances available.

September 18- 24th- Staff responded to 44 calls for service, making the daily average of 6.2 calls for service each day. 2 calls for service required POC response. Average POC response for All Calls was 1.0 per call. Mutual Aid was not requested

from Whitewater during this time and we did not request Mutual Aid.

September 25th – October 1st- Staff responded to 47 calls for service, making the daily average of 6.7 calls for service each day.

7 calls for service required POC response. Average POC response for All Calls was .85 per call. Mutual Aid was requested once from Whitewater during this time and we request Mutual Aid twice.

- 40 employees from Hexpol (736 Executive Dr) received fire extinguisher training using our live fire training prop on Wednesday the 24th.
- With the radio transition complete, AC Dion is working on decommissioning the legacy VHF radios and preparing them for surplus auctions. Some of the old stock will be maintained in house for training purposes.
- Janesville FD was requested for Mutual Aid with an Ambulance for an MVA. This call for service was a 3rd out call and there was no POC response.
- Whitewater provided Mutual Aid to Fort Atkinson with an Ambulance for change of quarters due to high call volume.
- We received confirmation from the DNR that AC Dion successfully secured an FFP grant (Forest Fire Protection). This Grant is a \$1,700 match Grant that will be used to fund a new skid unit and hand tools for the department's UTV used in wildland fire suppression. The balance of the skid and hand tools will be paid for using funds from the pancake breakfast.

Details-

Thursday, September 11th AC Dion attended the Cold Spring Town Board meeting to answer any questions regarding the 2026 contract for service.

Friday, September 12th Jefferson FD requested a Chief for a possible structure fire. Battalion 12 was cancelled while enroute.

Saturday, September 13th the duty crew attended a block party at the Living Word Fellowship Church.

Monday, September 15th Whitewater went live with the new Walworth Co radio system.

Wednesday, September 17th 2 staff members attended the Walworth Co dive training at Pleasant Lake in the Town of Lagrange.

Wednesday, September 17th staff attended the monthly EMS training. Mercy provided training on Prehospital Postpartum Emergencies.

Wednesday, September 17th AC Dion attended the Jefferson Co/MABAS 118 Chiefs meeting.

Saturday, September 20th Whitewater Fire/EMS, Whitewater Police Department and the City of Whitewater hosted Post Traumatic Purpose presented by Travis Howze.

Sunday, September 21st 7 staff members provided EMS stand by services for the DWS Race.

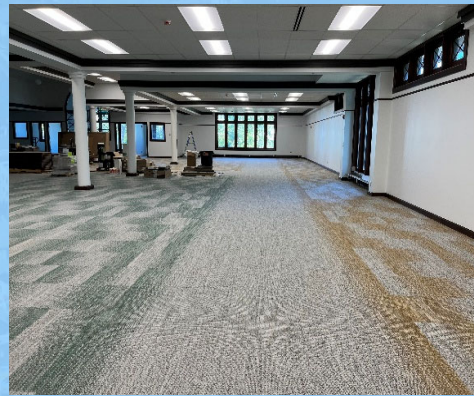
AC Dion attended Lima Town Board Meeting on 9/24

AC Dion assisted with a send off parade for UW Whitewater National Champion Enactus students on 9/18, they will be competing abroad in Thailand for the World Cup

Thursday, September 25th AC Dion and LT/Fire Inspector Maas provided fire extinguisher training for Lavelle Industries.

Wednesday, October 1st C Shift attended Pick a Day and Play at Washington Elementary.

Whitewater Public Library



The library's Expansion & Renovation project is wrapping up soon! We thank the community for their patience and are excited to see everyone in the new library soon! Here's an updated timeline:

- October 27-November 8 - Library Closed
- November 10-December 6 - Curbside Pickup Services
- December 8 – Projected Reopening
- The League of Women Voters donated books for the children's collection about civility and voting rights. This is the second year in a row they have donated books to the library.
- The library started a gardening club for teens and adults and had their first meeting on September 19. We will have a community garden area in the newly landscaped area and are excited to bring the community together to grow a garden and help maintain the plants recently planted.

Details-

October Programs:

Storytime

Wednesdays at 9:30 a.m. at the Cravath Lakefront Community Center

Science in a Bag

10/16 - 10/25

Stop by the library to pick up a Science in a Bag STEM kit, courtesy of the Wisconsin Science Festival! These bags are filled with hands-on activities perfect for kids who love exploring science!

Guided Journaling Workshop with Katy Dixon Wimer

Thursday, October 23 at 6:00-7:30 p.m. at the Cravath Lakefront Building

Get to know your mind, body, and spirit through writing prompts and oracle cards.

Halloween Bingo

Thursday, October 30 at 3:00 p.m. at the Cravath Lakefront Community Center

Bingo is geared towards children 6-10 years old, but older and younger siblings are always welcome!

Teen Cemeterarium

October 31 at 1:30 p.m. at the Cravath Lakefront Community Center

Make your very own cemetery in a terrarium! A cemeterarium!



Highlights-

Jennifer and Michelle from the Park & Rec dept. were awarded a grant in 2024 which was a feature at the National Parks and Recreation Conference for Intergenerational programming. The main feature was the Whitewater Polar Plunge along with some amazing adult programming. It was a great honor to be recognized at such a large scale conference.

The 2nd Annual Food Truck took place on a beautiful Saturday morning and was a hit. 13 Trucks filled the Cravath Lakefront Parking Lot, Informational tables lined the park steps, while Cold Sweat and Brew City Horns filled the park with music. There was an estimated 2,200 people that attended the event. (pictured above)

Recently, both of Whitewater's 2nd/3rd grade football teams line up against each other on the grid iron. Only one could be crowned Hometown Champion. This year, that title belongs to Whitewater 1. (pictured above)

A New Friendship Has Been Made: The Cravath Lakefront Decoy Swan has a new

best friend, the Double-crested Cormorant. A common sight in Wisconsin wetlands, lakes and rivers who are known to be some the best fishers in the state. (pictured above)

Details-



HR Department

You know what they say: when one road opens, another one closes. Or something like that



Best in Show



People's Choice



Highlights-

- The City Manager's Office, with HR assistance, has begun a series of departmental Listening Sessions to better understand employee perspectives on workplace needs and priorities. Sessions have been held with the Water, Wastewater, Finance, and Streets divisions, focusing on areas such as job responsibilities, staffing levels, and compensation. These conversations are helping to identify common themes and department-specific concerns, which will inform future organizational planning and workforce initiatives.
- As part of our ongoing employee engagement efforts, the City recently hosted a week-long *Caption This* contest featuring photos from the Media Services archive. Staff were invited to submit witty captions and memes, with cash prizes awarded. Congratulations to all the winners!
- Best in Show – Thomas Cushman
- People's Choice – Mikayla Fehl (Fe-LL)

To see more pics and winners:

[\[Click here to view all the winners\]](#)




Highlights-

PD and FD Recruitment Video- The Police Department Recruitment Video has been completed and released across all WCTV platforms. It has already gained more than 750 views on YouTube and continues to grow, hoping to help the Whitewater Police Department find potential candidates. Meanwhile, the Fire Department Recruitment Video is in its final stages, with an anticipated release date of October 1st. Once launched, it will also be available on all WCTV platforms.

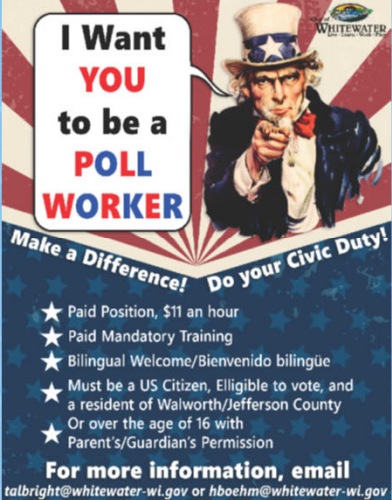
Bridge to Whitewater Episode 5: *Civic Matters* is now available on all WCTV platforms after a 5-month hiatus. Future episodes will be release shortly

Channel 990/WCTV coverage expansion- The City and WUSD have recently discussed the possibility of recording and streaming school sporting events. As WCTV continues to strengthen its partnership with WUSD, we look forward to expanding coverage of more live activities throughout Whitewater.



**City of
WHITEWATER**
Live • Learn • Work • Play

Around Whitewater

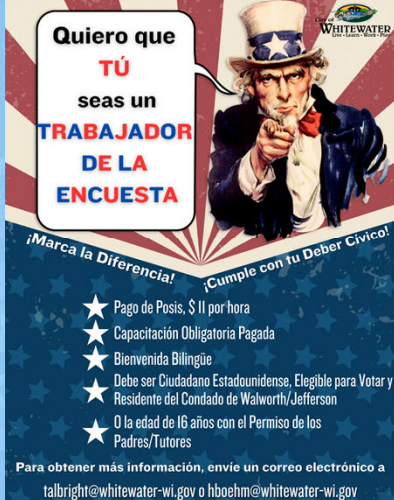


**I Want
YOU
to be a
POLL
WORKER**

Make a Difference! Do your Civic Duty!

- ★ Paid Position, \$11 an hour
- ★ Paid Mandatory Training
- ★ Bilingual Welcome/Bienvenido bilingüe
- ★ Must be a US Citizen, Eligible to vote, and a resident of Walworth/Jefferson County
- ★ Or over the age of 16 with Parent's/Guardian's Permission

For more information, email
talbright@whitewater-wi.gov or hboehm@whitewater-wi.gov



**Quiero que
TÚ
seas un
TRABAJADOR
DE LA
ENCUESTA**

¡Marca la Diferencia! ¡Cumple con tu Deber Cívico!

- ★ Pago de Posis, \$ 11 por hora
- ★ Capacitación Obligatoria Pagada
- ★ Bienvenida Bilingüe
- ★ Debe ser Ciudadano Estadounidense, Elegible para Votar y Residente del Condado de Walworth/Jefferson
- ★ O la edad de 16 años con el Permiso de los Padres/Tutores

Para obtener más información, envíe un correo electrónico a
talbright@whitewater-wi.gov o hboehm@whitewater-wi.gov

Want to be a poll worker? Email or call the City Clerk for more information.

 **Any questions?**

Becky Magestro
Chief of Staff

bmagestro@whitewater-wi.gov
262-473-0101



Any questions- Please feel free to give Becky Magestro a call or email.

 **City Manager**

**City Manager,
John Weidl**

jweidl@whitewater-wi.gov
262-473-0100



As always, I am John Weidl, City of Whitewater, City Manager.



Council Agenda Item

Meeting Date: October 7, 2025

Agenda Item: November 4, 2025 CC Meeting at UW Whitewater

Staff Contact (name, email, phone): Heather Boehm hboehm@whitewater-wi.gov 262-473-0102

BACKGROUND

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

At the August 6, 2024 Common Council meeting, Council decided to have a meeting twice a year on UW Whitewater Campus, the second meeting in February and the second meeting in September. Unfortunately, staff did not schedule the second September meeting at UW Whitewater; however, a reservation has been secured for November 4, 2025.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

The recommendation would be to move the November 4, 2025, Common Council meeting from the Municipal Building to UW Whitewater Campus, University Center, rm 259, Connor Conference Room.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

MEMO

To: Common Council

From: Becky Magestro, Chief of Staff

Date: 9/17/2025

Re: Social Media Update

Background

Following Council's decision to discontinue allowing public comment on the City's social media platforms, staff created a new City of Whitewater Facebook Group. This step was taken to better control and limit public comments while still maintaining a digital presence for information sharing.

Challenges Encountered

Since the transition, a few issues have arisen:

1. Comment Control – While Groups allow more limitations, Facebook's design promotes engagement. As a result, it is very difficult to completely shut off comments. We occasionally see comments appear on both the Group and the main Page despite our efforts. Facebook videos in particular are difficult to fully restrict from commenting.
2. Video Posting Issues – Videos shared in the Group sometimes link back to the City's Page and automatically post in both locations. Staff will continue monitoring this when uploading videos, but we wanted Council to be aware of this limitation.
3. Engagement Decline – Moving from a public Page to a Group has led to a noticeable decrease in the City's overall Facebook engagement. Facebook's algorithms tend to prioritize Pages over Groups for visibility, which has affected our reach.
4. Page-Group Dependency – The Group must remain tied to the City's existing Page. Therefore, we cannot fully deactivate or remove the Page, even though our goal is to shift activity to the Group.

Next Steps

To address these challenges while adhering to Council's direction, staff propose the following:

- Group Promotion – We will continue to promote the City's Facebook Group as the primary source for new content and community updates.
- Transition Timeline – Beginning November 1, all new content will be posted exclusively to the Group.

- Page Messaging – The existing Facebook Page will remain live but will only display a static post directing residents to the Group for City information and updates.

Conclusion

This transition ensures compliance with Council's directive while still maintaining a digital communication channel for residents. While there are inherent limitations within Facebook's platform, staff will continue to monitor the effectiveness of this strategy and adjust as necessary.

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 of Whitewater will, in 2026, appropriate and expend an amount in excess of that calculated above,

NOW THEREFORE BE IT RESOLVED that the City of Whitewater hereby requests of the Jefferson County Board of Supervisors that the City of Whitewater 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 will 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 2026 Library Appropriation \$___469,370_____

Date Passed:_____

Vote: _____

Authorized Signature Title of Person Signing



City of Whitewater, WI

2025 Stormwater Rate Study

Phase 1: Long-Range Cash Flow Analysis v2

October 7, 2025 Council Meeting

Why are we here?

- Analyze the impact of planned capital projects and operational expenditures
- Ehlers to identify fiscal sustainability
- Our Process
 - ✓ Historical Rate and Financial Performance
 - ✓ Future Projections
 - O&M, Depreciation, and PILOT
 - Funding Project(s): Debt vs. Cash
 - ✓ Rate Impact

Revenue Requirement Review

How much revenue should we generate from user rates?



Cash Basis

+ Op. and Maint. Expenses
+ Taxes/Transfer Payments
+ Debt Service (P&I)
+ Capital funded from rates
- Less Non-rate Revenue
= Total Revenue Requirements

Utility Basis - PSC

+ Op. and Maint. Expenses
+ Taxes/Transfer Payments
+ Depreciation
+ Rate of Return on Rate Base
- Less Non-Rate Revenue
= Total Revenue Requirements

Stormwater: Historical Rate Performance

		Shown with no increase				Est	Budget
Component	Revenue Requirement Description	2020	2021	2022	2023	2024	2025
Cash Basis							
1	Operating and Maintenance	\$362,606	\$353,026	\$380,422	\$439,863	\$484,687	\$434,249
2	Debt	\$171,334	\$189,664	\$243,934	\$247,267	\$272,282	\$299,424
3	Cash Funded Capital	\$142,035	\$75,866	\$97,574	\$98,907	\$108,913	\$119,770
	Less:						
	Other Revenue	\$15,000	\$15,000	\$17,000	\$17,000	\$17,000	\$17,000
	Interest Income	\$194	\$30	\$3,866	\$3,866	\$0	\$0
	Revenue Requirement (Costs less Other Income)	\$660,781	\$603,526	\$701,064	\$765,171	\$848,882	\$836,442
	User Rates Revenue	\$523,428	\$527,543	\$532,692	\$534,171	\$536,259	\$535,839
	Rate Adequacy	(\$137,353)	(\$75,983)	(\$168,372)	(\$231,000)	(\$312,623)	(\$300,603)
	Rate Adjustment Needed	26.24%	14.40%	31.61%	43.24%	58.30%	56.10%
Utility Basis (PSC)							
1	Operating and Maintenance	\$362,606	\$353,026	\$380,422	\$439,863	\$484,687	\$434,249
2	Depreciation	\$81,918	\$100,685	\$117,144	\$121,028	\$130,431	\$146,616
	NIRB	\$5,889,478	\$6,151,244	\$6,327,906	\$6,353,185	\$6,559,450	\$6,827,184
3	Typical ROI (2.5%)	\$147,237	\$153,781	\$158,198	\$158,830	\$163,986	\$170,680
	Less:						
	Other Revenue	\$15,000	\$15,000	\$17,000	\$17,000	\$17,000	\$17,000
	Interest Income	\$194	\$30	\$3,866	\$3,866	\$0	\$0
	Revenue Requirement (Costs less Other Income)	\$576,567	\$592,462	\$634,898	\$698,855	\$762,104	\$734,545
	User Rates Revenue	\$523,428	\$527,543	\$532,692	\$534,171	\$536,259	\$535,839
	Rate Adequacy	(\$53,139)	(\$64,919)	(\$102,206)	(\$164,684)	(\$225,845)	(\$198,706)
	Rate Adjustment Needed	10.15%	12.31%	19.19%	30.83%	42.11%	37.08%

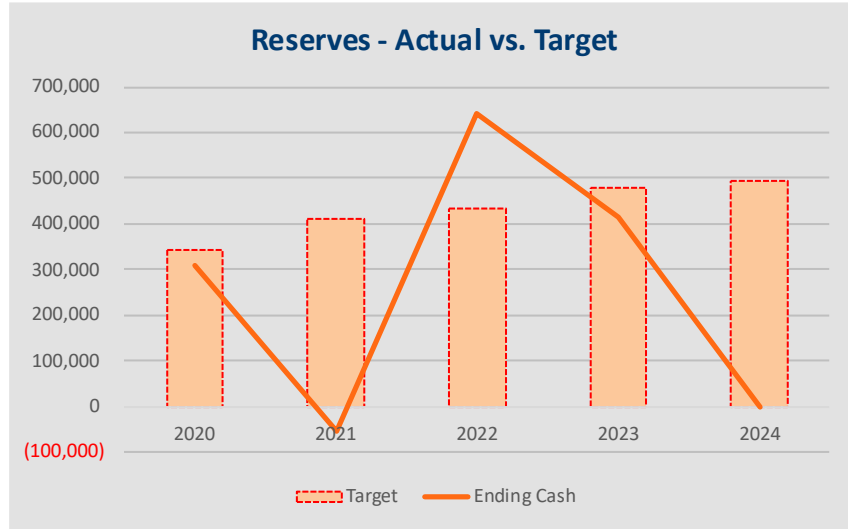
Item 14.

Notes:
 *Includes recommended debt coverage at 1.4x annual debt payment

- Rates last adjusted effective 12-29-2015
- Per Ord. 16.10.070(c) the City uses Cash basis

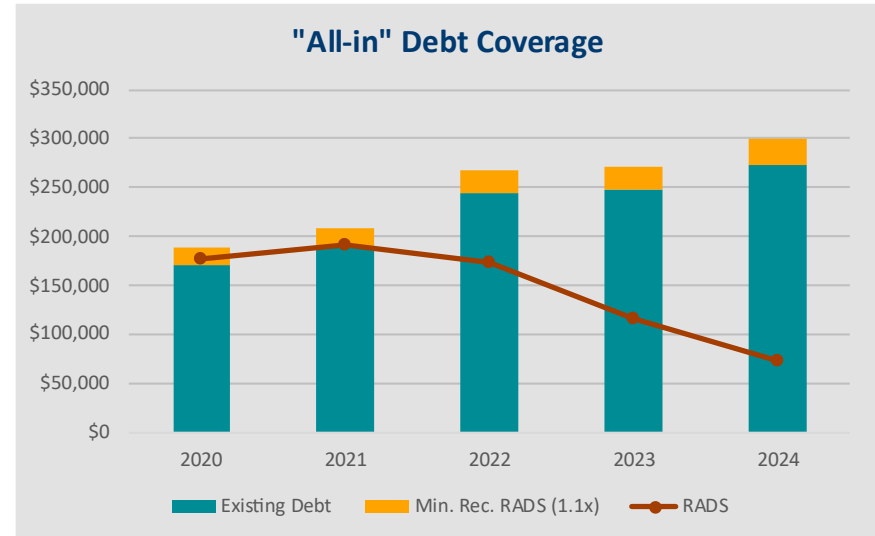
Let's investigate the history further....

Stormwater: Historical Financial Indicators



- Reserves to fund deficits and capital (4 mo. + debt target)

- Unable to cover debt payment



Upcoming Capital Investment

- With limited cash reserves the utility will need primarily to rely on outside sources of funding (debt or other as available)

Projects	Funding	2025	2026	2027	2028	Totals
Putnam Street	G.O. Debt		115,000			115,000
Jefferson Street Reconstruction	G.O. Debt	40,000	225,000			265,000
Biennial Street Reconstruction	G.O. Debt			90,000		90,000
Biennial Street Reconstruction	G.O. Debt				400,000	400,000
Detention Pond Dredging	Cash	115,310				115,310
Detention Pond Dredging	G.O. Debt		300,000	300,000	300,000	900,000
Starin Park Underground Detention - City Portion	G.O. Debt		3,624,300			3,624,300
Actual CIP Costs		155,310	4,264,300	390,000	700,000	5,509,610

Sources of Funding	2025	2026	2027	2028	Totals
G.O. Debt	40,000	4,264,300	390,000	700,000	5,394,300
Grants/Aids	0	0	0	0	0
Cash	115,310	0	0	0	115,310
Total	155,310	4,264,300	390,000	700,000	5,509,610

Item 14.

Stormwater: Future Projection

	Budget 2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
Revenues										
Total Revenues from User Rates	\$535,839	\$796,377	\$1,056,914	\$1,317,452	\$1,356,975	\$1,356,975	\$1,397,685	\$1,397,685	\$1,439,615	\$1,439,615
Percent Increase to User Rates	0.00%	48.62%	32.72%	24.65%	3.00%	0.00%	3.00%	0.00%	3.00%	0.00%
Cumulative Percent Rate Increase	0.00%	48.62%	97.24%	145.87%	153.24%	153.24%	160.84%	160.84%	168.67%	168.67%
Dollar Amount Increase to Revenues		\$260,538	\$260,538	\$260,538	\$39,524	\$0	\$40,709	\$0	\$41,931	\$0
Total Other Revenues	\$17,000	\$18,074	\$17,749	\$18,123	\$19,535	\$20,980	\$22,394	\$23,976	\$25,526	\$27,252
Total Revenues	\$552,839	\$814,451	\$1,074,663	\$1,335,575	\$1,376,511	\$1,377,955	\$1,420,079	\$1,421,661	\$1,465,141	\$1,466,867
Less: Expenses										
Operating and Maintenance	\$434,249	\$445,105	\$456,233	\$467,639	\$479,330	\$491,313	\$503,596	\$516,186	\$529,090	\$542,317
Net Before Debt Service and Capital Expenditures	\$118,590	\$369,346	\$618,430	\$867,936	\$897,181	\$886,643	\$916,483	\$905,475	\$936,051	\$924,549
Debt Service										
Existing Debt P&I	\$299,424	\$271,570	\$269,943	\$273,653	\$271,978	\$199,853	\$194,553	\$159,503	\$160,553	\$156,478
New (2025-2034) Debt Service P&I	\$0	\$0	\$283,369	\$278,225	\$346,663	\$414,738	\$416,638	\$447,413	\$442,175	\$441,600
Total Debt Service	\$299,424	\$271,570	\$553,311	\$551,878	\$618,640	\$614,590	\$611,190	\$606,915	\$602,728	\$598,078
Transfer In (Out)	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000
Less: Capital Improvements & COI	\$153,310	\$4,436,472	\$390,000	\$743,600	\$0	\$0	\$0	\$0	\$0	\$0
Debt Proceeds	\$540,000	\$4,264,300	\$390,000	\$700,000	\$0	\$0	\$0	\$0	\$0	\$0
Net Annual Cash Flow	\$180,856	(\$99,396)	\$40,119	\$247,459	\$253,541	\$247,053	\$280,293	\$273,560	\$308,323	\$301,472
Restricted and Unrestricted Cash Balance:										
Balance at first of year	\$0	\$180,856	\$81,460	\$121,579	\$369,038	\$622,579	\$869,631	\$1,149,924	\$1,423,484	\$1,731,808
Net Annual Cash Flow Addition/(Subtraction)	\$180,856	(\$99,396)	\$40,119	\$247,459	\$253,541	\$247,053	\$280,293	\$273,560	\$308,323	\$301,472
Balance at end of year	\$180,856	\$81,460	\$121,579	\$369,038	\$622,579	\$869,631	\$1,149,924	\$1,423,484	\$1,731,808	\$2,033,279
"All-in" Budget Change	0.31	1.27	1.07	1.53	1.41	1.40	1.46	1.45	1.51	1.50

Item 14.

65

Notes:

- 1) Assumes no changes in number of ERUs beyond Test Year.
- 2) Assumes 2.50% annual inflation beyond budget year.

Stormwater: Impact on Avg. Res. Bill

Year	Water					Sewer					Stormwater				Utility Bill (Annual)	Change Over Prior Year	% of MHI (49,000)	Year
	Increase	Water Vol. Charge ¹	Water User Charge ²	Utility Bill (Monthly)	Change Over Prior Year	Increase	Sewer Vol. Charge ³	Sewer User Charge ³	Utility Bill (Monthly)	Change Over Prior Year	Increase	Storm User Charge	Utility Bill (Monthly)	Change Over Prior Year				
		Tiered	Serv. + PFP				1,000 Gal	Gen Service				Per ERU						
2024		2.98	21.88	\$ 32.82			11.99	12.75	\$ 51.72			6.17	\$ 6.17		\$ 1,088.43		2.22%	2024
2025	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	0.00%	6.17	\$ 6.17	\$ -	\$ 1,088.43	\$ -	2.22%	2025
2026	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	48.62%	9.17	\$ 9.17	\$ 3.00	\$ 1,124.43	\$ 36.00	2.29%	2026
2027	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	32.72%	12.17	\$ 12.17	\$ 3.00	\$ 1,160.43	\$ 36.00	2.37%	2027
2028	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	24.65%	15.17	\$ 15.17	\$ 3.00	\$ 1,196.43	\$ 36.00	2.44%	2028
2029	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	3.00%	15.63	\$ 15.63	\$ 0.46	\$ 1,201.89	\$ 5.46	2.45%	2029
2030	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	0.00%	15.63	\$ 15.63	\$ -	\$ 1,201.89	\$ -	2.45%	2030
2031	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	3.00%	16.09	\$ 16.09	\$ 0.47	\$ 1,207.52	\$ 5.63	2.46%	2031
2032	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	0.00%	16.09	\$ 16.09	\$ -	\$ 1,207.52	\$ -	2.46%	2032
2033	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	3.00%	16.58	\$ 16.58	\$ 0.48	\$ 1,213.31	\$ 5.79	2.48%	2033
2034	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	0.00%	16.58	\$ 16.58	\$ -	\$ 1,213.31	\$ -	2.48%	2034
Total Change over planning period					\$ -						\$ 10.41				\$ 124.88			

Notes:

1. Current Residential Class water volumetric rate is \$2.98 for the first 2,000 gallons and \$3.98 for anything over 2,000 gallons.
2. The water user charges include a monthly service charge of \$9.80 plus a public fire protection charge of \$12.08 for a 5/8 inch meter.
3. The current Sewer volumetric rate is \$11.99 per 1,000 gallons and a service charge of \$12.75 for 5/8 inch meter.
4. The usage is assumed to be 3,250 Gallons per month.
5. The current stormwater rate is \$6.17 per ERU.

Alternative Requested 9/2/25

- “Smoother” increase over planning period
 - ✓ Cannot recommend a rate adjustment that would allow for negative cash in the utility
 - ✓ (On next slide) First 3 years have lower impact but solved for the same methodology thereafter Min. rate adjustment to achieve the following goals
 - Max use of cash above benchmark
 - Get Debt Coverage to minimum recommendation of 1.4
- Total Utility Bill Depiction Requested

Stormwater: Future Projection Alternative

	Budget 2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
Revenues										
Total Revenues from User Rates	\$535,839	\$714,917	\$1,017,202	\$1,267,951	\$1,356,623	\$1,356,623	\$1,397,322	\$1,397,322	\$1,439,242	\$1,439,242
Percent Increase to User Rates	0.00%	33.42%	42.28%	24.65%	6.99%	0.00%	3.00%	0.00%	3.00%	0.00%
Cumulative Percent Rate Increase	0.00%	33.42%	89.83%	136.63%	153.18%	153.18%	160.77%	160.77%	168.60%	168.60%
Dollar Amount Increase to Revenues		\$179,078	\$302,286	\$250,748	\$88,673	\$0	\$40,699	\$0	\$41,920	\$0
Total Other Revenues	\$17,000	\$18,074	\$17,342	\$17,515	\$18,677	\$20,116	\$21,523	\$23,099	\$24,643	\$26,362
Total Revenues	\$552,839	\$732,991	\$1,034,544	\$1,285,466	\$1,375,300	\$1,376,739	\$1,418,845	\$1,420,421	\$1,463,885	\$1,465,604
Less: Expenses										
Operating and Maintenance	\$434,249	\$445,105	\$456,233	\$467,639	\$479,330	\$491,313	\$503,596	\$516,186	\$529,090	\$542,317
Net Before Debt Service and Capital Expenditures	\$118,590	\$287,886	\$578,311	\$817,827	\$895,971	\$885,426	\$915,250	\$904,236	\$934,794	\$923,287
Debt Service										
Existing Debt P&I	\$299,424	\$271,570	\$269,943	\$273,653	\$271,978	\$199,853	\$194,553	\$159,503	\$160,553	\$156,478
New (2025-2034) Debt Service P&I	\$0	\$0	\$283,369	\$278,225	\$346,663	\$414,738	\$416,638	\$447,413	\$442,175	\$441,600
Total Debt Service	\$299,424	\$271,570	\$553,311	\$551,878	\$618,640	\$614,590	\$611,190	\$606,915	\$602,728	\$598,078
Transfer In (Out)	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000	-\$25,000
Less: Capital Improvements & COI	\$153,310	\$4,436,472	\$390,000	\$743,600	\$0	\$0	\$0	\$0	\$0	\$0
Debt Proceeds	\$540,000	\$4,264,300	\$390,000	\$700,000	\$0	\$0	\$0	\$0	\$0	\$0
Net Annual Cash Flow	\$180,856	(\$180,856)	\$0	\$197,350	\$252,331	\$245,836	\$279,060	\$272,321	\$307,067	\$300,209
Restricted and Unrestricted Cash Balance:										
Balance at first of year	\$0	\$180,856	\$0	\$0	\$197,350	\$449,680	\$695,516	\$974,576	\$1,246,897	\$1,553,964
Net Annual Cash Flow Addition/(Subtraction)	\$180,856	(\$180,856)	\$0	\$197,350	\$252,331	\$245,836	\$279,060	\$272,321	\$307,067	\$300,209
Balance at end of year	\$180,856	\$0	\$0	\$197,350	\$449,680	\$695,516	\$974,576	\$1,246,897	\$1,553,964	\$1,854,173
"All-in" Item 14.	0.31	0.97	1.00	1.44	1.41	1.40	1.46	1.45	1.51	68 1.50

Notes:

- 1) Assumes no changes in number of ERUs beyond Test Year.
- 2) Assumes 2.50% annual inflation beyond budget year.

Stormwater: Impact on Avg. Res. Bill

Year	Water					Sewer					Stormwater				Utility Bill (Annual)	Change Over Prior Year	% of MHI (49,000)	Year
	Increase	Water Vol. Charge ¹	Water User Charge ²	Utility Bill (Monthly)	Change Over Prior Year	Increase	Sewer Vol. Charge ³	Sewer User Charge ³	Utility Bill (Monthly)	Change Over Prior Year	Increase	Storm User Charge	Utility Bill (Monthly)	Change Over Prior Year				
		<u>Tiered</u>	<u>Serv. + PFP</u>				<u>1,000 Gal</u>	<u>Gen Service</u>				<u>Per ERU</u>						
2024		2.98	21.88	\$ 32.82			11.99	12.75	\$ 51.72			6.17	\$ 6.17		\$ 1,088.43		2.22%	2024
2025	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	0.00%	6.17	\$ 6.17	\$ -	\$ 1,088.43	\$ -	2.22%	2025
2026	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	33.42%	8.23	\$ 8.23	\$ 2.06	\$ 1,113.17	\$ 24.74	2.27%	2026
2027	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	42.28%	11.71	\$ 11.71	\$ 3.48	\$ 1,154.94	\$ 41.77	2.36%	2027
2028	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	24.65%	14.60	\$ 14.60	\$ 2.89	\$ 1,189.59	\$ 34.65	2.43%	2028
2029	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	6.99%	15.62	\$ 15.62	\$ 1.02	\$ 1,201.84	\$ 12.25	2.45%	2029
2030	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	0.00%	15.62	\$ 15.62	\$ -	\$ 1,201.84	\$ -	2.45%	2030
2031	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	3.00%	16.09	\$ 16.09	\$ 0.47	\$ 1,207.47	\$ 5.62	2.46%	2031
2032	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	0.00%	16.09	\$ 16.09	\$ -	\$ 1,207.47	\$ -	2.46%	2032
2033	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	3.00%	16.57	\$ 16.57	\$ 0.48	\$ 1,213.26	\$ 5.79	2.48%	2033
2034	0.00%	2.98	21.88	\$ 32.82	\$ -	0.00%	11.99	12.75	\$ 51.72	\$ -	0.00%	16.57	\$ 16.57	\$ -	\$ 1,213.26	\$ -	2.48%	2034
Total Change over planning period					\$ -						\$ 10.40				\$ 124.83			

Notes:

1. Current Residential Class water volumetric rate is \$2.98 for the first 2,000 gallons and \$3.98 for anything over 2,000 gallons.
2. The water user charges include a monthly service charge of \$9.80 plus a public fire protection charge of \$12.08 for a 5/8 inch meter.
3. The current Sewer volumetric rate is \$11.99 per 1,000 gallons and a service charge of \$12.75 for 5/8 inch meter.
4. The usage is assumed to be 3,250 Gallons per month.
5. The current stormwater rate is \$6.17 per ERU.

Stormwater: Recommendations

- Use original plan presented 9/2/25 as this plan identifies
 - ✓ Min. rate adjustment to achieve the following goals
 - Max use of cash above benchmark
 - Get Debt Coverage to minimum recommendation of 1.4
- Plan risk exposure
 - ✓ Other CIP not identified beyond 2029
 - ✓ Future O&M needs (i.e. staffing)

Questions?

Item 14.

**CITY OF WHITEWATER, WI
RESOLUTION 2025-XX**

RESOLUTION INCREASING STORMWATER RATES

WHEREAS, the City of Whitewater provides stormwater management services as defined in Chapter 16.10; and

WHEREAS, the City's fees for providing stormwater management services were last changed in 2015; and

WHEREAS, the City's operational and capital expenses for providing stormwater management have increased since 2015; and

WHEREAS, the City has plans to complete additional capital improvement projects in the future, including but not limited to Putnam and Jefferson Street in 2026; and

WHEREAS, Ehlers Public Finance Advisors have reviewed the Stormwater Fund's cash flow and recommended a Stormwater rate increase of 48.62% for the City's monthly stormwater fees—which are charged by Equivalent Runoff Units; and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Whitewater as follows:

1. Effective January 1, 2026, the monthly charge per ERU are increasing by 48.62% as set forth below:

	<u>Current Charge</u>	<u>New Charge</u>	<u>Billing Unit</u>
a) Fixed monthly charge	\$6.17	\$9.17	Per ERU

DATED this _____ day of October 2025


_____, Council President

ATTEST:

_____, City Clerk

	\$6.17	\$9.17		\$8.23	
	2025	2026		2026	
Top 10 Rate Payers	Total Yearly Cost	Total Yearly Cost	\$ Increase	Total Yearly Cost	\$ Increase
UNIVERSITY/WI WHITEWATER	64,040.04	86,572.38	22,532.34	78,362.80	14,322.76
DLK ENTERPRISES	24,301.20	36,110.74	11,809.54	32,409.58	8,108.38
CITY OF WHITEWATER	19,370.78	27,195.64	7,824.86	24,530.98	5,160.20
WHITEWATER UNIFIED SCHOOL	16,929.24	23,544.78	6,615.54	21,256.08	4,326.84
GENERAC	13,137.60	17,402.05	4,264.45	15,782.23	2,644.63
TWIN OAKS WI LLC	10,861.68	16,142.89	5,281.21	14,488.11	3,626.43
MARTIN BROWER COMPANY	8,462.76	12,577.55	4,114.79	11,288.25	2,825.49
COBURN HEADQUARTERS LLC	7,537.32	11,202.14	3,664.82	10,053.83	2,516.51
WISCONSIN ELECTRIC POWER COMPANY	7,396.56	10,992.94	3,596.38	9,866.08	2,469.52
HUSCO INTERNATIONAL	5,916.60	8,793.39	2,876.79	7,892.00	1,975.40

**All total include the credited ERU's

	<h1>Council Agenda Item</h1>
Meeting Date:	October 7, 2025
Agenda Item:	Review and possible action: Comprehensive Plan Update selection
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov , 262.473.0148

BACKGROUND

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

Wisconsin Statute 66.1001 requires municipalities to adopt a Comprehensive Plan, updated no less than once every ten years. The City of Whitewater's original Comprehensive Plan was first adopted in 2010, and was updated in 2017. Since then, no further updates have occurred. Comprehensive Plans are mandated to cover nine areas of focus, and are a tool to be used to help guide long term planning and decision making. The current City of Whitewater Comprehensive Plan can be found at: <https://www.whitewater-wi.gov/462/Comprehensive-Plans-Studies>

Staff determined that an update of the Comprehensive Plan was necessary to implement, as it will need to be in place prior to conducting a planned update to the city's zoning code in 2027.

Staff issued a Request for Proposal (RFP) on August 1, 2025. Six responses were received, five from qualified firms. A review committee of three city staff members and one local resident were part of the review committee. Following review, scoring, and internal discussion, RDG Planning and Design was identified as the top selection. An in-person meeting was held with members of their team, and references were also contacted for feedback on their previous work with other Wisconsin communities. The review committee has recommended RDG Planning & Design be awarded the Comprehensive Plan Update project.

With Common Council approval, work on this critical project will begin in Q4 2025, and will continue throughout a majority of 2026.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The RFP review committee met on September 9, 2025 to review the submissions.
City staff met with representatives of RDG Planning & Design on September 16, 2025.

FINANCIAL IMPACT

(If none, state N/A)

The total cost proposal is \$85,400.00. \$35,000 was budgeted for this project in 2025. The remainder will need to be allocated as part of the 2026 budget.

STAFF RECOMMENDATION

Award the Comprehensive Plan Update project to RDG Planning & Design, in an amount not to exceed \$85,400.00. Staff will then work to finalize the contract between the city and RDG.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

-
- Comprehensive Plan Update RFP
 - RDG Planning & Design submittal
-

Request for Proposals Comprehensive Plan Update 2025

1. Introduction

The City of Whitewater (City) is seeking proposals from qualified, professional planning consultants with the capacity and expertise to assist the City in developing an update to the City's Comprehensive Plan. The current plan can be found on our [website](#). It was developed in 2010 and updated in 2017.

The Comprehensive Plan Update is intended to make the plan a strategic plan of work from both a contextual and an implementation standpoint. The update should reflect the community's desires, as well as provide action items city staff will be able to implement. An Implementation Plan should be tied to a timetable so staff may plan a course of action for implementation.

2. Background

The City of Whitewater is a historic, independent community of 15,627 residents in south central Wisconsin. The City is the proud home of the University of Wisconsin-Whitewater. Owing in part to the University's presence, Whitewater is characterized by a unique and vibrant culture, offering many of the amenities typical of a larger community. Whitewater is ideally located among Madison, Milwaukee, and Chicago; at the doorstep of the Kettle Moraine; and among rich agricultural lands, all of which contribute to the City's success.

The City is experiencing ongoing growth and change. This presents both opportunities and challenges, as the City strives to maintain the quality and character of its residential neighborhoods, direct new development to appropriate locations, and contribute to a high quality of life and business activity.

3. Project Goal

The City is seeking an update to the Comprehensive Plan, with the goal of providing the Common Council, Boards and Commissions, staff, residents, businesses, and the overall development community with a comprehensive, implementable, and coordinated tool to guide the City's decision-making, services and development. The plan will also help maintain collaborative relationships within the community, surrounding towns, and other governmental entities.

The desired comprehensive plan document format and corresponding maps, images, and graphs, should be a user- and web-friendly document including a section for the overall city, selected specific areas, and selected corridors. The document must be supplemented by supporting documents containing the technical and specific background data used to support the goals and objectives.

4. Project Scope

The City of Whitewater is seeking a consultant to update our Comprehensive Plan, including the corresponding maps, images, and graphs. A detailed schedule for the project shall be included in the consultant's proposal.

- a. The Comprehensive Plan must meet Wisconsin Statutes Section 66.1001 and all other relevant statutes. The law requires the following elements and describes their content: (1) Issues and Opportunities; (2) Housing; (3) Transportation; (4) Utilities and Community Facilities; (5) Agricultural, Natural, and Cultural Resources; (6) Economic Development; (7) Intergovernmental Cooperation; (8) Land-Use; and (9) Implementation. The City is seeking an update to each section.
- b. The City is expecting robust public engagement to take place during this project. The project should include a plan for public participation that is, at minimum, in accordance with all relevant statutes. The public participation plans submitted will be a consideration when reviewing proposals. The selected Consultant shall be responsible gathering input from the following:
 - General Public;
 - City Boards, Commissions, and Committees;
 - City Departments;
 - Community non-profits such as the Chamber of Commerce;
 - Local Businesses;
 - School District;
 - University of Wisconsin Whitewater;
 - Gateway Technical College and Madison Area Technical College;
 - Historically underserved communities in the City;
 - Other key stakeholders.
- c. The plan and process shall also provide the necessary information, maps, and documentation to meet the Housing Affordability Report requirements of Section 66.10013 Wis. Stats.

- d. The City will rely on the experience and expertise of the consultant in creating a plan that not only conforms to all relevant state statutes, but also considers the unique needs of the City of Whitewater. It is expected that the consultant will, while observing Whitewater's unique needs and concerns, offer additional advice and expertise regarding programs, planning initiatives, and the like, that will help the City improve its quality of life. The City expects to retain a consultant with a proven track record in comprehensive planning who can provide new ideas that supplement the experience and expertise of the City's staff.

5. Project Deliverables

The selected Consultant shall complete a final Comprehensive Plan document that contains all legally required components, relevant graphics and maps, supporting metrics/data points, recommended goals and policy considerations, and an associated executive summary. A final presentation of the plan will be required once the document is complete. The Consultant should also budget for an appropriate number of meetings with the City elected officials, boards, committees, and staff to build the plan.

The final plan put forth for acceptance shall be completed in such a way that it can be fully integrated with other plans and initiatives adopted by the City. The selected Consultant shall provide the City with an electronic copy of the final plan in its original and portable document format (PDF) format, including all maps, graphics, data, tables, Excel files and GIS files used to create the plan. Draft deliverables may be provided in PDF format.

The selected Consultant shall complete, on behalf of the City, all necessary state submittals, and shall prepare all necessary documents in order to meet all applicable regulations.

In addition to the plan, the following deliverables will also be required:

- Regular progress reports.
- Drafts of the Comprehensive Plan to be provided at key phases in project as outlined in final scope of services.
- All materials prepared for and related to public presentations/engagements.
- Digital, web, and social media-compatible updates and drafts for posting. The city may create a Comprehensive Plan Update project page on its website to provide information related to the project.

- Results of the public engagement activities, including but not limited to online survey results, stakeholder interviews, focus groups, and other public engagement meetings in searchable format such as PDF.
- Official Maps.
- Any other documentation incidentally produced to compile the Plan.
- Implementation Plan and Timetables.
- Executive summary of final plan for ease of reference.
- Supporting documents containing the technical and specific background data used.

6. Proposal Requirements

a. Cover Letter

Summarize your understanding of the project's objectives, challenges, and how your team will address them, demonstrating expertise in relevant areas. Show a clear understanding of the goals and challenges and detail how the work will be executed efficiently and effectively.

b. Company Information

- Provide an overview of the firm's background including details about the company's history, experience, and credentials.
- Identify all staff assigned to this project and the role they will serve. Specific background information on key individuals should be summarized, most notably the project manager. The background information should emphasize their experience relative to the project requirements. Provide evidence the firm has the capacity for the project and is familiar with the City of Whitewater and its geographical area. A statement concerning the recent related experience of key staff from your team who will be actively engaged in the proposed effort should also be included. Resumes and detailed profiles are not required.
- Please list any Wisconsin projects done within the past five years. Provide appropriate reference(s), name(s), email address, and telephone number(s).

c. Project Approach:

This section shall communicate the consultant's understanding of the project's scope of work through a description of the approach and tasks to be performed to accomplish the project's purpose and provide the required deliverables. It should also demonstrate a technical understanding of the project through a defined approach to the Comprehensive Plan Update goals and desired outcomes. Where it provides convenience and cost-savings without sacrificing quality, the city is open to a

combination of in-person and virtual formats for all meetings necessary during the planning process.

The following should be explicitly included in the proposal's methodology:

- Step-by-step explanation of the methodology and its relation to the scope of work;
- Estimated time frames/completion dates associated with each delineated task;
- Specific milestones for submitting any required deliverables;
- Any details related to the administration/management of the project such as:
 - The cadence of project meetings;
 - The role of client committees;
 - Methods or procedures for reporting progress;
 - Details on how deliverables will be submitted;
 - Communication strategies for public engagement.

d. Project Timeline:

It is anticipated that the Comprehensive Plan Update process will begin in November 2025. The entire process is anticipated to last approximately 12-15 months. Additional timelines related to public engagement efforts as they pertain to the submission of drafts or other deliverables will be determined during the final scoping of the project.

Firms shall provide a proposed schedule for all tasks and deliverables outlined in the sections above. The proposed schedule should be no more than two pages and should include a visual calendar of events. Proposed timelines should respect the dates and times delineated in this RFP. If the consultant believes that any delineated dates or times will adversely affect the quality of the project, please provide an alternative date, and explain why the delineated date or period would result in a lower-quality product.

e. Project Cost

Include a detailed budget that provides clear cost estimates and labor hour breakdown by task, as well as a lump sum, not to exceed amount. Tabulate any additional fees for extra services. Non-labor expenses should also be estimated by itemizing them. These may include mileage, printing, equipment, per diem travel, fees, and any other

applicable costs not related to the billable hourly rates of key staff. All costs shall be totaled.

7. Evaluation Criteria

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP may be cause for rejection of the proposal.

The following criteria will be used to evaluate proposals that meet submittal requirements:

Company Background

This includes: demonstrated experience and qualifications relevant to key personnel; level of experience with local government entities of similar size, structure and complexity; and knowledge of comprehensive planning legislation as well as other applicable aspects of Wisconsin planning law.

Project Approach

The Consultant is encouraged to provide an innovative approach and methodology to provide the requested services based on their experience. This includes: demonstrated understanding of the deliverables; demonstrated experience and technical competence to adequately engage the public and incorporate public comment into the plan; and the ability to produce outcomes on schedule.

Budget Value and Management

This includes the ability to stay within budget while meeting all project requirements.

8. Submission Guidelines

Submission Deadline: August 29, 2025.

Submission Method: Provide one electronic copy of the proposal. Hard copies are not required. Please submit all proposals, aggregated into a single PDF including the sections outlined within this RFP, to Betsy Swenson at bswenson@whitewater-wi.gov and include "RFP Comprehensive Plan Update: City of Whitewater" in the subject line.

Submissions should not exceed 30 pages. Submissions should be letter-sized (8.5" by 11") for printing purposes. As such, please utilize a white background to maximize the printability of proposal submissions.

9. Timeline

The timeline for reviewing proposals and selecting a final consultant is outlined below. This timeline may be modified by the City of Whitewater, as necessary.

EVENT	EVENT DESCRIPTION	DATE(S)
RFP Released	The proposal submission window opens.	08/01/2025
Deadline to Submit Questions	All requests for clarification or additional information shall be emailed to: bswenson@whitewater-wi.gov by this date.	08/08/2025
Response to Questions Posted	All project-related questions and responses will be added to the City website on or before this date.	08/15/2025
Deadline to Submit Proposals	A proposal received after 4:30 pm CST on this date will NOT be considered.	8/29/2025
Review of Proposals	Committee reviews and scores the proposals based on the evaluation criteria.	09/02/2025 – 09/19/2025
Notification of Candidate Status	Each consultant who submitted a proposal will be notified whether they were selected as a finalist.	09/23/2025
Finalist Interviews/ Presentation	The Committee may host individual 30-minute, in-person interviews and presentations.	9/24/2025 -10/13/2025
Recommendation to the City Council	The Committee will submit a recommendation to the City Council based on the results of the process.	10/16/2025
Project Contract Finalized	The contract will be submitted for approval to the City Council.	10/30/2025
Project Period	Comprehensive Plan Update begins.	11/05/2025

10. Terms and Conditions

The City of Whitewater reserves the right to accept or reject all proposals or parts thereof and reissue the RFP without stated cause. This RFP does not constitute a contract or offer of employment. The cost of preparation of proposals shall be the sole

obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of the City, subject to open records law. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

The City of Whitewater is not bound to accept the proposal with the lowest cost, but may accept the proposal that best meets the needs of the City. Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP may be cause for rejection of the proposal.

Upon selection of a consultant, the City shall attempt to negotiate and reach a final agreement. If the City, for any reason, is unable to reach a final agreement with the selected consultant, the City then reserves the right to reject the selected consultant and negotiate with others.

Elements or tasks may be added or deleted at the discretion of the City pending negotiation of the scope of work and compensation. All completed work, including surveys, workshop documents, schematic designs, ancillary reports, and the final master plan in all relevant formats become the property of the City of Whitewater at the end of the project

The City reserves the right to retain all proposals submitted, and to use any idea in a proposal, regardless of whether the proposal was selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the Consultant. All property rights, including publication rights of all reports produced by the selected firm in connection with services performed under this agreement shall be vested in the City.



Proposal to Provide

WHITEWATER COMPREHENSIVE PLAN UPDATE

August 29, 2025



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RE: Request for Proposals

**Whitewater Comprehensive
Plan Update**

August 29, 2025

25 West Main
Suite 140
Madison, WI 53703
608.673.4971

Item 15. com

Betsy Swenson

City Administrator
312 W. Whitewater St.
Whitewater, WI 53190
262-473-0148
bswenson@whitewater-wi.gov

Dear Members of the Selection Committee:

RDG Planning & Design is pleased to submit this proposal to update the City of Whitewater's Comprehensive Plan. RDG is recognized as a regional leader in planning, urban design, transportation, and the growing fields that connect community culture and physical form. A rewarding aspect of our professional practice is helping Wisconsin communities - like Appleton, Neenah, Wauwatosa, Oshkosh, and more – who continue to collaborate with us over the years. Through our preparation of this proposal, we see several opportunities to explore that will comply with Wisconsin Statutes Section 66.1001 for comprehensive planning and Section 66.10013 for housing affordability. Based on our initial observations, these opportunities include:

Housing and Neighborhood Investment

Whitewater's housing situation is unique. The University is a great economic driver for the community but creates challenges in keeping housing affordable, especially for first time home buyers. This creates resistance by some in the community to new higher-density multi-family development. Competition for rental units by students is not new to RDG. We will develop a plan that balances the needs of renters while respecting neighborhood character. Our approach will:

- Develop neighborhood-specific strategies for housing rehabilitation, conservation, and infill development.
- Promote a context sensitive mix of owner- and renter-occupied housing.
- Foster inclusive neighborhoods for all residents, from seniors aging in place to young professionals, students, and families.

Qualifications: *RDG is a Midwest leader in housing planning, with over 100 studies completed and many in town-gown cities. This includes Wisconsin studies in La Crosse (UW-La Crosse, Western Tech) and Oshkosh (UW-Oshkosh), and others such as Maryville, MO (NW Missouri State), West Lafayette, IN (Purdue University), Bloomington, IN (Indiana University), and Emporia, KS (Emporia State University).*

Community Participation and a Shared Future

Whitewater's residents, businesses, and civic groups are deeply invested in the city's future. Our engagement process will build trust through a tailored and multi-lingual communications strategy, leveraging technology and in-person outreach to meet people where they are—whether at local businesses or community facilities. We understand the Whitewater is visionary, but also that residents are practical people, therefore, the work needs to be realistically visionary.

Qualifications: *RDG's decades of community engagement experience include innovative approaches that evolve with public preferences. Our Team becomes a recognizable, trusted presence, fostering lasting relationships beyond the planning process. This includes Spanish-speaking team members for the growing diversity in the community. We use services like Placer.ai to know where people visit and at what times so that we can meet them where they are.*

RE: Request for Proposals

**Whitewater Comprehensive
Plan Update**

August 29, 2025

Economic Diversity

The business park/tech park and its potential for expansion is important to support in planning policies for the future health of the community. But other commercial markets are changing and downtown districts are evolving. We evaluate underused land and sites, showing how they can be redeveloped or reused productively while reinforcing their context and history. We know how important downtown is to Whitewater. It is a place to create first impressions of the community. Using tools like Placer.ai, we will analyze visitor patterns to optimize policies to attract visitors to critical economic centers in Whitewater.

Qualifications: *RDG's experience in downtown planning, such as Wauwatosa and Neenah, informs our approach. We leverage technologies like Urban Footprint and Placer.ai to create market-driven test fits for business districts and housing redevelopment. Test fits are not isolated to business districts, housing redevelopment in older neighborhoods is critical as well. However, we also leverage our historic preservation experts at RDG to develop policies and design guidelines that respect historic contexts.*

Corridor Placemaking

Main Street is a prime east/west corridor opportunity for enhanced placemaking through branded wayfinding, decorative lighting, and streetscape improvements. We will respect previous efforts and look for policies and ideas to bring the aesthetic quality of corridors to the next level, while identifying sites that may be subject to change.

Qualifications: *RDG's placemaking and corridor planning expertise, seen in Oshkosh and Wauwatosa, translates community stories into design concepts within the streetscape and redevelopment sites.*

Environmental Assets

Just as the plan must be based on market reality, it must also recognize the environmental constraints and how natural resources assets and might change. Whitewater has historically put a significant emphasis on parks and sustainability. Flooding and stormwater management are just a few factors evolving with new climates that will influence Whitewater in the future.

Qualifications: *RDG has experts who have literally written the book on environmental topics (i.e., the State of Iowa Stormwater Management Manual). We use natural resource planning as a core element of land use plans in partnership with our park master planning work (examples are Norman, OK, Peosta, IA, and Dubuque County, IA).*

Implementation Focus

Our Team has little tolerance for plans that cannot be implemented, and we feel you agree. To that end, each plan is tailored to the target user, resulting in each of RDG's plans being custom and unique. We will use our collective public sector experience to create a plan that provides a path to reality by evaluating steps to ultimate outcomes (short- to long-term actions) and efforts that must be accomplished jointly.

Sincerely,



Charlie Cowell

Partner
ccowell@rdgusa.com
515.309.3265



RDG's Office in Madison, WI

01

COMPANY INFORMATION



About RDG

RDG Planning & Design is a nationally recognized, multidisciplinary firm offering professional services in architecture, landscape architecture, interior design, lighting design, strategic planning, urban and comprehensive planning and design, graphic design, engineering and integrated and public art.

Diverse in knowledge and experience, we are united in our pursuit to create meaning together with our clients and in our communities, and by our drive to live life responsibly and do it well. Decades of dedication to success have taken us around the world, and today, our commitment to communication and technology allows us to engage clients anywhere from our offices in Colorado, Iowa, Missouri, Nebraska and Wisconsin.

2024 BD+C

#38

TOP 100
A/E FIRMS

Item 15.



230+
Employees



700+
Design Awards



99 Licensed
Professionals



70% of Staff
are Stockholders

Create.

Creation is a result of every interaction with our clients and those they serve. Ultimately, we help create lasting relationships between people and the places they live and love.

Meaning.

We find meaning in relationships, and in people and the deep connections they have to their environments. When we find meaning, we achieve a deeper understanding of how to create the very best spaces to work, live, and play.

Together.

The most important member of our team is you. You know your needs better than anyone else, and you're the advocate for the effort because you'll love and care for your space long after we celebrate its completion.

Markets

College & University
Commercial
Community &
Regional Planning
Education
Healthcare
Health Science
Education
Hospitality
Multifamily
Parks & Open Space
Public Art
Public Safety
Restoration
Senior Living
Sports
Urban Design

Services

Architecture
Civil Engineering
& Water Resources
Experiential Design
FF&E Services
Interior Design
Landscape Architecture
Lighting Design
Sustainability
Urban Planning

Office Locations

Denver, CO
Des Moines, IA
Iowa City, IA
Madison, WI
Omaha, NE
St. Louis, MO

Company Information: Project Team

The Whitewater Comprehensive Plan Update comes at a good time for our team. We are transitioning out of several planning projects in the fall of 2025 as cities enter new budget years.



Charlie Cowell, Partner, AICP
Project Manager + Housing

Capacity: 50%; finishing up projects in Grand Chute, Marion (IA), and Plattsmouth (NE) in 2025.

Recent Related Experience: La Crosse Housing Study, Norman, OK Housing Strategy and Comp Plan, Grand Chute Housing Study (in progress)

Charlie will lead the day-to-day coordination of the project and production. He has been the project manager for many housing and district plans in Wisconsin and town gown communities such as Oshkosh, La Crosse, Neenah, Norman (OK) and currently Grand Chute.



Maya Struhar, AICP
Planner + Engagement

Capacity: 50%; finishing up projects in Grand Chute, Bellevue (NE), and Papillion (NE) in 2025.

Recent Related Experience: La Crosse Housing Study, Norman, OK Housing Strategy and Comp Plan, Grand Chute Housing Study (in progress)

Maya will manage the public engagement elements of the plans and provide planning support. She brings experience in floodplain management as well, as a former employee in the New Orleans planning department.



Cory Scott, Senior Partner, AICP
Land Use + Mobility + Districts

Capacity: 50%; finishing up projects in Muscatine (IA), Mulvane (KS), and Tulsa (OK) in 2025.

Recent Related Experience: La Crosse Downtown Plan, Appleton College Avenue Neighborhood Plan, Neenah Downtown Plan. Cory will lead the design concepts for the land use plan and special districts. He has led numerous district and comprehensive plans that have received both state and national awards.



Megan Grochal
GIS Specialist/Data Analyst

Capacity: 50%

Recent Related Experience: Maryville (MO) Comp Plan, La Crosse Housing Study.

Megan plays a key role in collecting, analyzing, managing, and presenting spatial or geographic data. Her work combines elements of geography, data science, urban planning, and cartography.

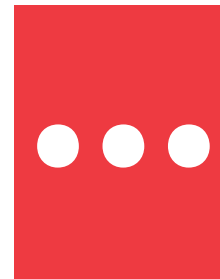


Ryan Peterson, Senior Partner PLA, ASLA, LEED® AP
Madison Liaison + Environments and Urban Design

Capacity: 30%; finishing up a large project in Rapid City, SD in early 2026.

Recent Related Experience: La Crosse Downtown Plan, Grand Forks, ND Placemaking.

Ryan, based in Madison, has extensive experience working in Wisconsin, particularly in parks and environmental implementation. He will assist with natural resource components of the plan.



Other Team Members

RDG is a multi-disciplinary firm with many experts who will assist at various points of the project. These include experts in stormwater management, art, architecture, and infrastructure.



Charlie Cowell, AICP

Project Manager + Housing and Design Standards | Des Moines, IA

RDg..

Charlie has experience across many fields of urban planning and implementation, including historic preservation, code writing, and active transportation. As a former planner with the City of Sioux City, he worked one-on-one with developers on site plan proposals, downtown greenspace improvements, code reviews, and drafting recommendations. Charlie's experience translates into success in creating realistic and sustainable recommendations for communities of all sizes.

Education

University of Iowa,
Master of Urban and
Regional Planning

University of Northern
Iowa, Bachelor of
Economics

Registrations

American Institute of
Certified Planners

Affiliations & Awards

American Planning
Association, National
and Iowa Chapter -
Board Member

Adjunct Instructor in
Economics, Western
Iowa Tech Community
College

Land Use and Comprehensive Planning

- Marion 2045 - IA
- Norman Comprehensive Plan - OK
- Osceola Comprehensive Plan - IA
- Bettendorf Comprehensive Plan - IA
- Riverside Comprehensive Plan - MO
- PlanOskey - Oskaloosa, IA
- North Liberty Plan - IA
- Peosta Comprehensive Plan - IA
- Vision Derby 2040 - KS
- Ames 2040 Plan - IA
- Yankton Plan - SD
- St. Joseph Comprehensive Plan - MO

Housing Market Studies

- Oshkosh Housing Needs Assessment - WI
- Grand Chute Housing Study - WI (in progress)
- La Crosse Housing Study - WI
- Appleton Housing Study - WI
- Kansas Statewide Housing Study
- Johnson County Housing Study - KS

- Story County Housing Study - IA
- Indiana Uplands Regional Housing Study - IN
- Greater Lafayette READI Region Housing Study - IN
- West Lafayette Short-Term Rental Analysis - IN
- Ottumwa Housing Study - IA
- Columbus Housing Study - IN

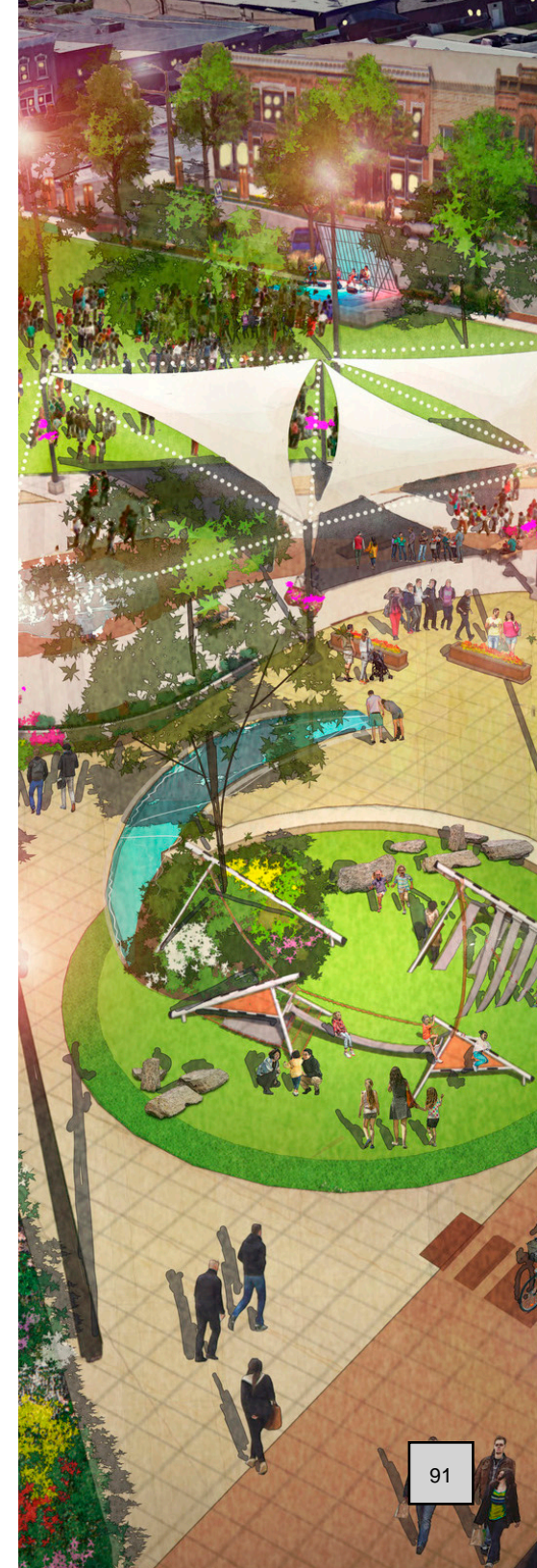
Development Ordinance and Guidelines

Charlie provides ordinance review on all planning projects and specializes in ordinance drafting and development.

- Oskaloosa Zoning Ordinance Rewrite - IA
- College + Metcalf Overlay District Standards - Overland Park, KS
- Grand Forks Downtown Form-based Code - ND
- Dyersville Zoning Ordinance Rewrite - IA
- Bettendorf Zoning Rewrite - IA
- Highway 141 Overlay Design Manual - Grimes, IA
- The Neighborhood at Indian Creek Design Standards - Marion, IA

Special District & Downtown Plans

- Neenah Next: Downtown Reimagined - WI
- Jackson Street Corridor Plan - Oshkosh, WI
- Derby Walkable Development Plan - KS
- La Crosse Imagine 2040 Downtown Plan - WI
- Academy Arts District Plan - Maize, KS
- Dyersville Downtown Plan - Dyersville, IA
- Corridor of Commerce Plan - Carroll, IA
- MidTown Tosa Plan - Wauwatosa, WI
- Waupaca Downtown Plan - WI
- College Avenue North Avenue Neighborhood - Appleton, WI
- West Lake Drive Corridor Plan - Detroit Lakes, MN
- Surf District - Clear Lake, IA





Cory Scott, AICP

Land Use + Mobility + Districts | Des Moines, IA

RDg...

Since joining RDG in 2000, Cory has been involved in all phases of project development, including conducting research and focus groups to producing graphics and publications. Cory has been published in numerous articles, cited in academic studies, and spoken at State and National APA conferences about market-based planning. His plans and passion for communities have resulted in millions of dollars of new investment - both public and private funds, and honored by numerous awards.

Education

University of Nebraska
Omaha, Master of
Science, Urban Studies

Iowa State University,
Bachelor of Science,
Community and Regional
Planning

Registrations

American Institute of
Certified Planners

National Charrette
Institute - Management
and Facilitation

Land Use, Neighborhood and Corridor Planning (selected)

- Ames 2040 Plan - IA
- Cedar Rapids Comprehensive Plan - IA
- EastTosa and Midtown Tosa Corridor Plan - Wauwatosa, WI
- Northwest Land Use & Transportation Plan - Fargo, ND
- Mt. Rushmore Corridor Master Plan - Rapid City, SD
- Twin Cities Main to Mississippi - Festus, MO
- Corridor Commerce Plan - Carroll, IA
- Highway 100 Corridor Study - Cedar Rapids, IA
- Bluff Street Plan - Council Bluffs, IA
- 6th Avenue Corridor Plan - Des Moines, IA
- Douglas Ave. Corridor Study - Des Moines, IA
- Ingersoll Avenue Improvement Study - Des Moines, IA
- The Avenue Urban Recreation Plan - Des Moines, IA
- Southside Revitalization Plan - Des Moines, IA
- Academy Arts District Plan - Maize, KS
- South Central Neighborhood Plan - Wichita, KS
- Transportation Connectivity Plan - Olathe, KS

Downtown Planning (selected)

- Alabama: Dothan
- Iowa: Belle Plaine, Burlington, Clear Lake, Council Bluffs, Dyersville, Marshalltown, Mason City
- Illinois: Mount Vernon
- Kansas: DeSoto, Fort Scott, Olathe
- Minnesota: Bemidji, Detroit Lakes, Park Rapids
- Missouri: Trenton, Milan
- Nebraska: Auburn, Beatrice, Columbus, Falls City, Gothenburg, Kearney, Laurel, Lexington, McCook, Nebraska City
- North Dakota: Grand Forks, Mandan, Williston
- South Dakota: Deadwood, Sturgis, Yankton
- Wisconsin: Appleton, Neenah, DePere, La Crosse, Waupaca, Wauwatosa
- Wyoming: Buffalo Gillette, Rawlins

Master Planning and Urban Design

- City Center Block Plan – Dothan, AL
- Marion Active Living Guidelines – Marion, IA
- South Omaha Plan – Omaha, NE
- Grays Station Plan – Des Moines, IA





Ryan Peterson, PLA, ASLA, LEED® AP

Madison Liaison + Environments and Urban Design | Madison, WI

RDg...

Ryan's passion is to elevate the vision and expectation of the places we create, impact, or develop through innovative design. His work recreates the landscapes in our cities, parks, trails, watersheds, and campuses. He regularly engages the public to build consensus while navigating the complex political pressures and regulatory requirements to create meaningful projects.

Education

Iowa State University,
Bachelor of Landscape
Architecture

Secondary Major of
Environmental Studies

Rome, International
Study Abroad, 2005

**University of Alaska
Southeast,** 2005

Registrations

IA, WI

Affiliations

- RDG Planning & Design Board of Directors
- Unity Point Hospital Board of Directors, Dubuque, 2019-2023
- Unity Point Hospital, Executive Committee of the Board, 2019-2023
- Polk County Soil and Water Conservation District, Assistant Commissioner (Des Moines, IA, 2010-2016)
- Catfish Creek Watershed Management Authority (Dubuque, IA, 2019-

Parks and Greenways Master Plans

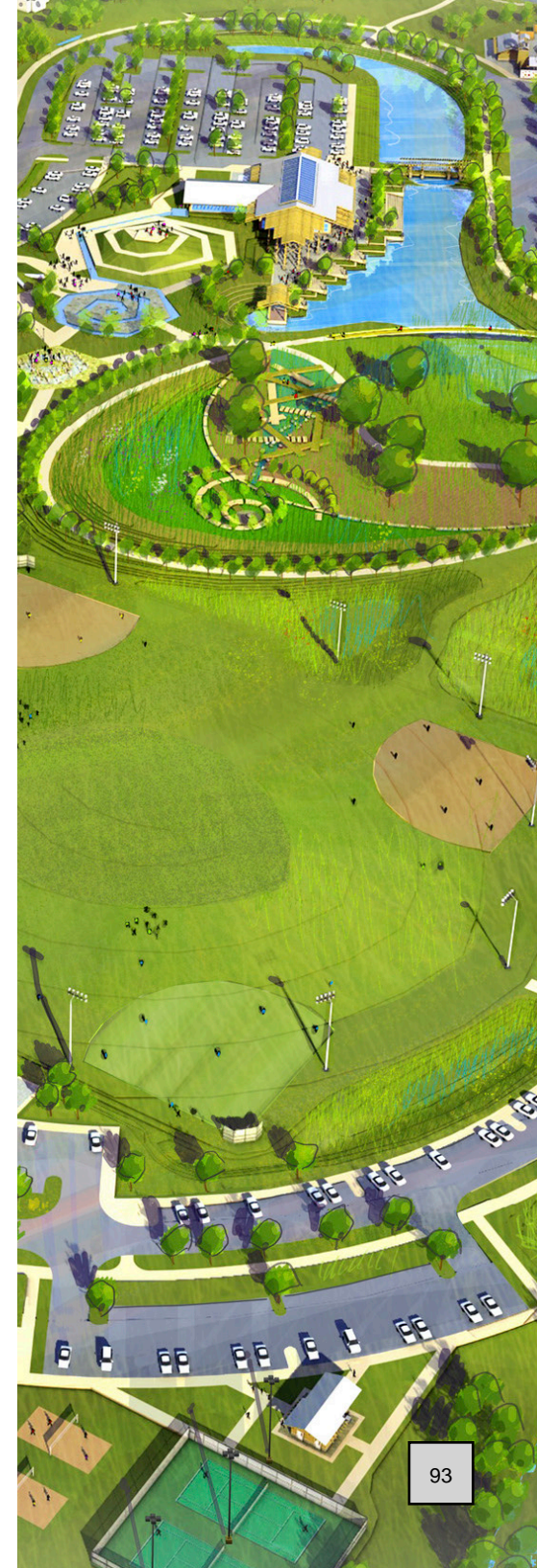
- Casper Area Parks and Recreation Master Plan - Casper, WY
- Comprehensive Parks, Trails & Open Spaces Plan - Dubuque County, IA
- Waupaca Riverfront Park Plan - Waupaca, WI
- Valley View Park - West Des Moines, IA
- City of Peosta Parks Master Plan - Peosta, IA
- City of Peosta Water's Edge Park - Peosta, IA
- Forest Grove Park Great Lawn - Bettendorf, IA
- City of Clive - Community Center and Lawn Redevelopment - Clive, IA
- Campbell Park Trail Bridge - Clive, IA
- Lower Cedar Valley Master Plan - The Nature Conservancy - Eastern Iowa
- Walnut Creek Watershed Master Plan - West Des Moines, IA
- Four Mile Creek Watershed Master Plan - Des Moines, IA
- Mud Camp Spring Watershed Master Plan - Polk County, IA
- Clive Greenbelt Master Plan - Clive, IA

Placemaking Plans and Projects

- Natrona County Park Signage - Casper, WY
- Western Technical College - La Crosse, WI
- Cowles Commons - Des Moines, IA
- Iowa Amphitheater at Schmitt Island - Dubuque, IA
- Capitol Avenue Streetscape - Springfield, IL
- Peace Plaza Renovations - Rochester, MN
- Marion Active Living Design Guidelines - IA

Corridor, District and Site Master Planning

- Chaplain Schmitt Island Development Plan - Dubuque, IA
- Field of Dreams Youth Sports Complex - Dyersville, IA
- Imagine 2040 Downtown Plan - La Crosse, WI
- Mt. Rushmore Road Corridor Plan - Rapid City, SD
- Riverfront Master Plan Design Guidelines - Davenport, IA
- University Avenue Streetscape - Grand Forks, ND
- Western Technical College - La Crosse, WI
- Waupaca Downtown Plan - Waupaca, WI
- Interstate 35 Corridor Bluebelt Action Plan - IA
- MercyOne Medical Center - Des Moines, IA
- Highway 6 Improvements - Coralville, IA
- Aldo Leopold Interpretative Center Feasibility and Study and Master Plan - Burlington, IA





RDg...

Maya Struhar, AICP
Planner + Engagement | Des Moines, IA

An urban planner based out of RDG's Des Moines, Iowa office, Maya brings a focus on environmental planning, hazard mitigation and community resilience to her work for the firm's urban design market. She earned her master's degree in Urban and Regional Planning from the University of New Orleans and a Bachelor of Arts in Organizational Leadership from Cottey College. Her decision to pursue urban planning was fueled by her study abroad program in Liverpool, England, where she witnessed the resilience of communities in the face of natural disasters.

Education

University of New Orleans, Master of Urban and Regional Planning
Cottey College, Bachelor of Organizational Leadership

Norman Comprehensive Plan -
OK

Yankton Comprehensive Plan
SD

Mulvane Comprehensive Plan
KS

Muscatine Comprehensive Plan
IA

Marion Comprehensive Plan
IA

Riverside Comprehensive Plan
MO

Uptown Creston Revitalization Plan
IA

College Hill Neighborhood Plan
Wichita, KS

Grand Island Housing Study
NE

La Crosse Housing Study
WI

Columbus Housing Study
NE

Salina Housing Assessment
KS

Lafayette Regional Housing Study
IN

Grand Island Housing Study
NE

Milford Housing Study
IA

Blue Springs Downtown Plan
MO

O'Fallon Great Streets Plan
IL



RDg...

Megan Grochal
GIS Specialist + Data Analyst | Remote

Megan has been involved with master plans, transportation, land use, and corridor projects. Megan specializes in GIS, data management & analysis, and cartography. She supports clients to make data-driven decisions, helping planners, architects and developers.

Education

University of Nebraska, Bachelor of Science in Geography

Forward 50 Great Streets
O'Fallon, IL

Loyola University Chicago Campus
Master Plan
Chicago, IL

Grinnell Comprehensive Plan
IA

Merrillville Comprehensive Master
Plan
IN

Indiana Uplands Regional Housing
Study Update
Bloomington, IN

Bettendorf Comprehensive Plan
Update
IA

Riverside Comprehensive Plan
MO

Schuyler Community Development
Housing Study
NE

Columbus Blight Study Update
NE

North Iowa Corridor Plan
Mason City, IA

Iowa River Corridor Destination Iowa
Grant Support
Iowa City, IA

Kansas Housing Resource Center
Corporation - QAP Data Project
Topeka, KS

Columbus Downtown Revitalization
Plan
NE

College Avenue North Neighborhood
Plan
Appleton, WI



Comprehensive Planning

Relevant Experience

Red: Community heavily influenced by a College/University

Wisconsin Planning

RDG opened their Madison office in 2024. Over the decades, RDG has completed numerous planning projects in Wisconsin, including:

- Beloit Market Study
- De Pere Downtown Plan and Neighborhood Design Guidelines
- Goodman Sports Complex in Madison
- Howard Comprehensive Plan
- **La Crosse Downtown Plan**
- **La Crosse Housing Study**
- Neenah Downtown Plan
- Neenah Arrowhead Park Master Plan
- Neenah South Commercial Street
- **Oshkosh Housing Study**
- **Oshkosh North Jackson Corridor Plan**
- Waupaca Downtown Plan
- Waupaca Wayfinding Plan
- Wauwatosa EastTosa Plan
- Wauwatosa Village Plan
- Wauwatosa Midtown Plan
- **Western Tech College Campus Plan**

Comprehensive Planning

- **IOWA.** Altoona, **Ames**, Ankeny, Atlantic, Bettendorf, Carlisle, Cass County, Cedar Rapids, Clear Lake, Denison, Dyersville, Fort Madison, Glenwood, Grimes, **Grinnell**, Kalona, LeMars, Manchester, Marion, Mason City, Mills County, Monticello, Mount Vernon, Nevada, North Liberty, **Oskaloosa**, Ottumwa, Pella, Peosta, Polk City, Riverside, Storm Lake
- **KANSAS.** Derby, Ellis County, Hays, Mulvane
- **MINNESOTA.** Detroit Lakes
- **MISSOURI.** Excelsior Springs, **Maryville**, Riverside, St. Joseph
- **NEBRASKA.** Atkinson, Beatrice,

Benedict, Bradshaw, Brownville, Chadron, Columbus, Cozad, Douglas County, Fremont, Gothenburg, Henderson, Johnson, **Kearney**, Keith County, La Vista, Madison County, Nemaha County, Norfolk, Ogallala, Papillion, Peru, Plattsmouth, Osmond, Stromsburg, Ralston, Ravenna, Red Cloud, Sargent, Sarpy County, Schuyler, **Seward**, Springfield, Waverly, Wayne

- **NORTH DAKOTA.** Dickinson, Jamestown, Fargo NW Area, Valley City
- **OKLAHOMA.** Guthrie, **Norman**, Oklahoma City, Shawnee
- **SOUTH DAKOTA.** **Brookings**, Huron, Yankton
- **TEXAS.** Kermit
- **WYOMING.** Gillette

Selected Awards:

- **2024 Ames Comprehensive Plan - IA**
- **2024 La Crosse Downtown Plan - WI**
- **2023 PlanOskey - IA**
- 2023 Des Moines Downtown Plan - IA
- 2022 Dothan City Center Block - AL
- 2022 Marion Uptown Plan - IA
- 2021 Douglas Avenue Plan - IA
- 2021 Peosta Comprehensive Plan - IA
- 2020 Des Moines Parks Plan - IA
- 2019 Davenport Multi-modal Plan - IA
- **2018 National APA for Daniel Burnham Award; planOKC**
- 2017 Clive Greenbelt Master Plan - IA
- 2015 Cedar Rapids Comp Plan - IA
- 2015 Omaha's Park Avenue Plan - NE
- 2014 Mason City Bicycle and Pedestrian Plan
- 2013 Tomorrow Plan - IA
- 2012 Federal Avenue Plaza Mason City
- 2011 Ankeny Iowa Comprehensive Plan

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Highway 71B Corridor Plan - Fayetteville, AR

RDg...

Imagine 2040 identifies initiatives for the next 20 years in Downtown and its adjacent neighborhoods. The project launched during the Covid-19 pandemic, resulting in the public engagement process to be entirely re-imagined from centralized events to decentralized activities, mixing low-tech and high-tech techniques. The innovations have reached audiences that may not otherwise participate in a planning process and likely transform the approach to future planning processes.

The plan is balanced on five themes, including:

- **A Connected City.** Improving mobility options and pathways.
- **Network of Strong Neighborhoods.** Exploring new housing options.
- **Destination for All People.** Creating memorable experiences.
- **Confluence of Nature.** Celebrating the outdoors and sustainability.
- **Market for Development.** Attracting investment to the community.

RDG was retained after the downtown plan to prepare a Housing Study. The Mississippi River, steep slopes, and adjacent jurisdictions create a nearly landlocked situation for the city. With a growing need for employees, a strong student housing market, and several opportunities for infill development, RDG created a study that provide a path to meeting unit needs if the City wants to attract more workers, school enrollment, and stimulate movement in the housing market. The strategies for moving forward have a heavy focus on updating zoning codes with fourteen specific sections to update for housing growth and attainability.

The housing study was adopted in 2024.

Imagine 2040 - APA WI Award

Andrea Trane
Director of Planning, Development and
Assessment City of La Crosse
608.789.8321
tranea@cityoflacrosse.org

<https://assets.rdgusa.com/pano/imagine2040/>

Cory Scott - Project Manager
Charlie Cowell - Housing
Ryan Peterson - Streetscaping

Charlie Cowell - Project Manager
Maya Struhar - Planning and Engagement
Megan Grochal - GIS and Mapping



Wisconsin Project - Last Five Years College North Neighborhood Plan & Housing Market Study

Appleton, WI

RDG...

The College North Neighborhood Plan provides a framework for future development for the area north of College Avenue (serving as a hub connecting neighborhoods, downtown and Lawrence University) that facilitates greater connectivity between the City, adjacent neighborhoods, existing businesses, and not-for-profits while recognizing the influences between buildings, social settings, and the surrounding environment.

Additionally, this plan builds upon the vision and goals of the City's Comprehensive Plan, identified and responded to current conditions and issues, and provided a market analysis, redevelopment alternatives, implementation plans and strategies. Numerous projects have been built following the plan's completion, including a major update to the City's downtown public library.

The plan was adopted in 2023.



Reference

David Kress
Deputy Director of Planning
City of Appleton
920.832.6428
david.kress@appleton.org

Staff

Cory Scott - Project Manager
Charlie Cowell - Housing and Market Study
Megan Grochal - GIS and Mapping



Wisconsin Project - Last Five Years

Neenah Next: Downtown Reimagined

Neenah, WI

RDg...

Neenah (pop. 27,000) is located in the Fox Valley between Milwaukee and Green Bay and along the shores of the Fox River and Lake Winnebago. Downtown's current success of transiting from a manufacturing hub to a full-service office, retail and residential market is a case study of best practices in the country. That success is largely attributed to the collaboration and the success of a strong public-private partnership.

RDG, having previously worked on Neenah's South Commercial Street Corridor Plan, was retained to prepare the downtown plan, aptly named Neenah Next. The Plan creates a well-defined vision supported by scenarios for actionable implementation, oriented around four signature themes: Connectivity, Development, Waterfront, and Neighborhood. The approach of the planning process aligned ongoing initiatives and introduced transformation concepts to make Neenah an even stronger regional destination.

Spurred by strong public enthusiasm and philanthropic support, RDG also developed a more detailed study for Arrowhead Park—a former industrial site along the waterfront. The anticipated implementation of this project plays a pivotal role in elevating Neenah's regional identity. Ultimately, the plan is designed with enough flexibility to adapt as markets and community needs evolve.

The plan was adopted in 2024.

Reference

Brad Schmidt, City of Neenah
920.886.6125
bschmidt@neenahwi.gov

Staff

Cory Scott - Project Manager
Charlie Cowell - Housing and Market Study
Megan Grochal - GIS and Mapping



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Wisconsin Project - Last Five Years Envisioning North Jackson & Housing Study

Oshkosh, WI

RDg...

Envisioning North Jackson Street was a corridor land use plan as part of a larger Jackson Street Corridor Plan. This plan considers the future of the next segment of this important corridor, from Murdock to Interstate 41, and presents an environment very different from the historic neighborhood to the south.

The plan is designed to provide a realistic, market-based development program for North Jackson. Corridor Urbanism applied to the Jackson Street study area between Murdock and I-41 ultimately incorporates appropriately mixed land uses, connectivity, street quality, density, and civic life articulated in New Urbanism and the concept of understanding and planning/building within a community context and economy.

The plan was adopted in 2020.

A Place in Oshkosh, a housing assessment and strategy plan, examined all aspects of the community's housing needs and market dynamics, but provided a special focus on priority issues. These included development of affordable housing, introduction of new housing types, evaluation of neighborhood-based strategies, and determination of demand and feasibility of high-end housing proposals. The process started with extensive community engagement that included a community survey and in-depth consultation with such stakeholders as developers and builders, economic development professionals, and neighborhood associations. It also included a comprehensive field investigation of each part of the city to understand facts on the ground, development patterns, and individual neighborhood conditions. The study concluded with a detailed housing framework, identifying policies paired with delivering products for a range of specific price points.

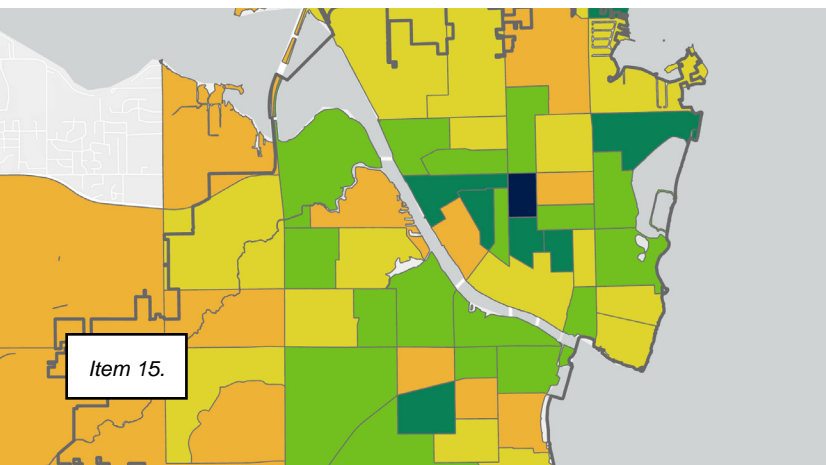
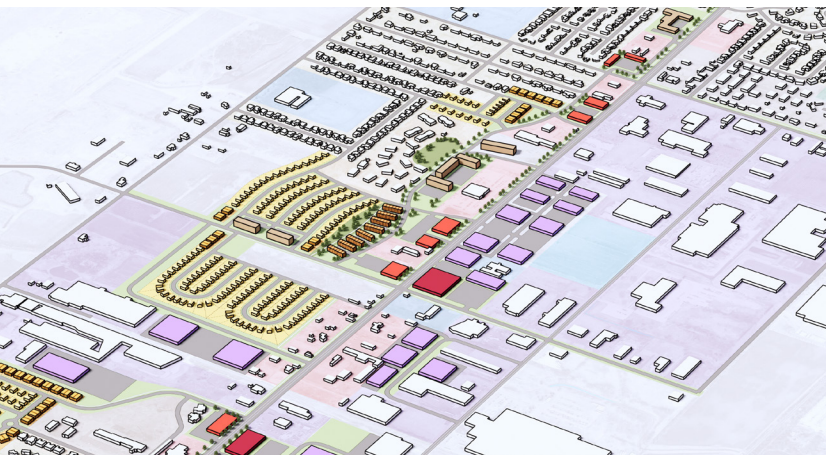
The housing study was adopted in 2021.

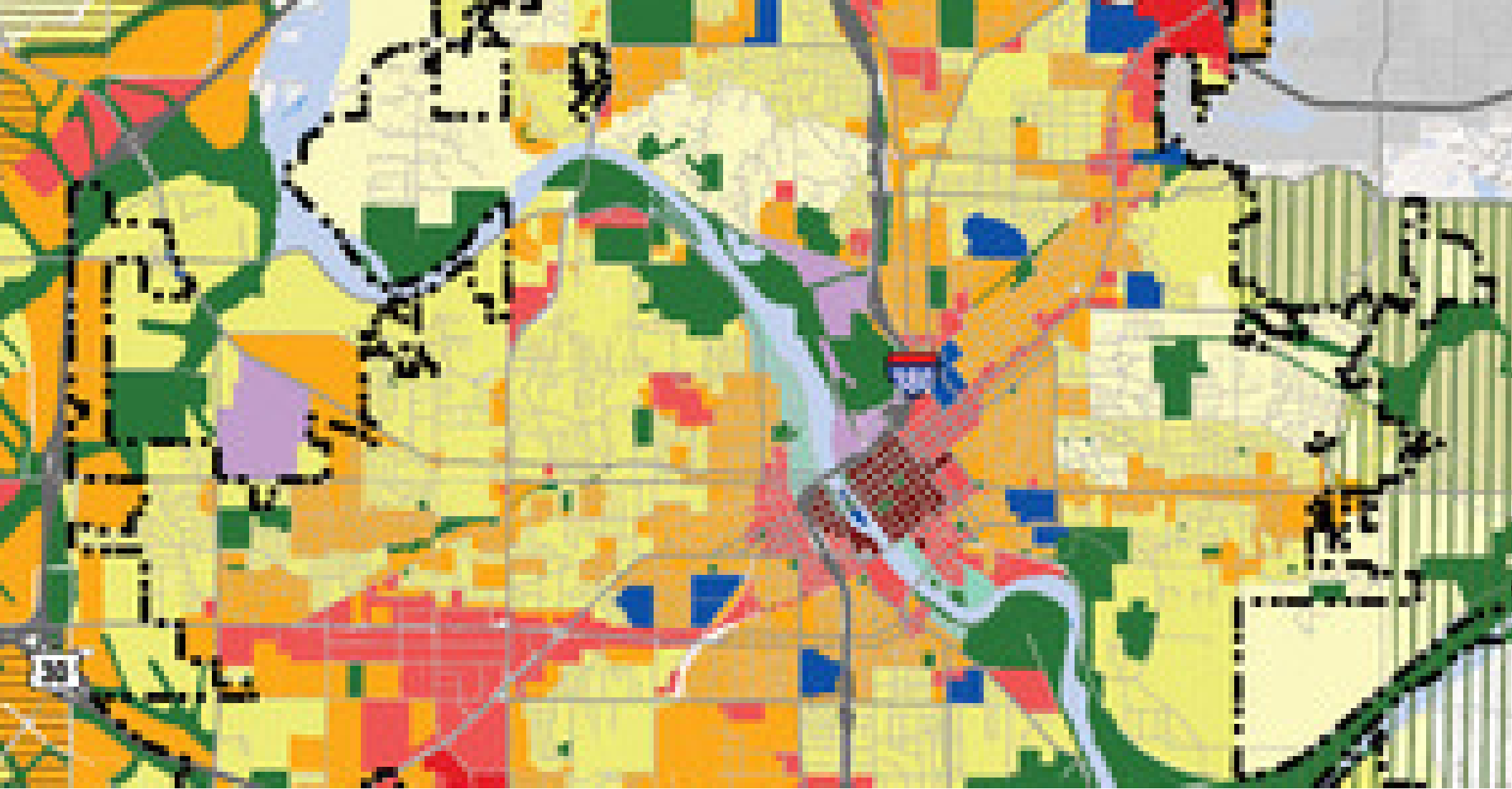
Reference

Kelly Nieforth, Community
Development Director (former)
knieforth@neenahwi.gov
920.886.6125

Key Staff

Cory Scott - Project Manager
Charlie Cowell - Housing





02

PROJECT APPROACH

Project Approach

Our approach focuses on creating the document through community involvement. While there are standard requirements to meet for a comprehensive plan in Wisconsin, Whitewater's plan should focus on key challenges and strengths. Our approach falls into three core elements:

- Where are we now?
- Where do we want to go?
- How do we get there?

We propose confirming the detailed scope of work at the start to meet milestones, create expectations, and advance the project on time.

TASK 1: Public Engagement

Our overriding approach is listening: Listening to the desires of residents and making those come to life in a plan residents can own.

1.1 PROJECT MANAGEMENT COMMITTEE (PMT)

The day-to-day work will be completed in close partnership with the City, understanding staff has limited capacity. We see the need for bi-weekly meetings with staff at the beginning of the process. The meetings with staff (mostly held by video conference) allow the team to plan upcoming events, ensure data collection, review meeting output, and develop content. Meetings will shift to monthly after the Design Studio.

1.2 ADVISORY COMMITTEE (AC)

The Advisory Committee should bring a broad representation to the process and include representation from elected officials, the Plan Commission, economic development, schools, major employers, and youth. The Committee will meet at key milestones to provide direction, course correction, and review deliverables. The schedule is set at the beginning to establish expectations and allow members to plan schedules accordingly. The schedule identifies key meetings in the process.

1.3 ACTIVITIES

Our public engagement process is an iterative process that builds on each event to expand understanding, set goals, establish a vision, and create momentum for implementation. These activities can have translators and be multilingual:

- **Project Website.** We will launch a project website through Social Pinpoint. The platform provides many tools for online participants.
- **Online Interactive Mapping.** The process begins with developing an online interactive map using Social Pinpoint so that participants can identify their ideas and concerns by dropping pins on a map. Other users can “like” submissions to reinforce their opinion.
- **Online Survey.** We will work with the PMT to create a survey for public distribution. The survey can be used at the beginning of the process to establish a baseline perception of the community or be adapted to polling emerging concepts later in the process.
- **Listening Sessions.** Our team will conduct a two-day program of small group listening sessions, both in-person and virtual, to learn more about the community and further explore the opportunities identified in the interactive map. This includes all the groups identified in the RFP, at a minimum.
- **Community Roundtable.** The Community Roundtable offers residents the first larger-scale opportunity to learn more about the importance of the plan and share insights on the community's opportunities and challenges. We organize participants into small groups and ask them to talk about goals and aspirations.
- **Design Workshop.** Our team will advance the ideas heard throughout our meetings and research to design strategies for the future. This hands-on event includes two public sessions for people to work alongside planners and designers to imagine the City's future land use, transportation and park systems.
- **Implementation Workshop.** We will host a workshop with the Advisory Committee to review key concepts in the plan and recommendations before the formal approval process begins. The workshop will have an educational and input component.



Scope of Work: Comprehensive Plan Update

- **Open House.** With a draft comprehensive plan complete, we will host an open house to share a draft of the plan. The open house should be an event that allows people to learn more about the plan, have time with their neighbors, and celebrate the next steps.
- **Approval Meetings.** To maximize the limited budget, we recommend that City staff represent the plan at approval meetings to ensure local ownership. RDG welcomes the opportunity to present on staff's behalf if that's desired.
- **Expanded Opportunities.** Our team will be available to meet with groups via Zoom or during planned trips.

RDG Responsibilities

- Prepare meeting agendas and minutes
- Lead committee presentations
- Create project website and content
- Lead listening sessions
- Lead all public events
- Assist with social media content

City Responsibilities

- Invite Committee members
- Reserve space for in-person meetings
- Review materials before posting or events
- Advertise the project website
- Help create list of listening session participants, reserve meeting space, and invite participants

Deliverables

- Monthly progress reports
- Public presentations
- Public engagement summary report

TASK 2: Whitewater Issues and Opportunities Today

This component identifies existing facts and trends that form the Issues and Opportunities Element.

2.1 BACKGROUND REPORT

We will review current planning documents to inform our process and provide efficiency to avoid duplicating work that is still relevant. Other parts of the Issues and Opportunities Element inform other elements in the update.

2.2 ECONOMIC, HOUSING & DEMOGRAPHIC TRENDS

Understanding the population, demographic, and economic factors in a city is essential to understand where we are going. Data will be gathered, assembled, and shared in easily communicated ways, including infographics and an atlas to identify neighborhood trends and opportunities. We strongly believe all planning should be based in market realities, thus developing plans that are visionary and realistic.

2.3 LAND USE INVENTORY

We will complete a land use inventory using existing assessor data and on-site verification. This task includes additional fieldwork by bike and on foot to inventory the city's character, appearance, and identity.

2.4 NATURAL RESOURCES

The plan will recognize the environmental constraints and assets that have changed since the 2017 plan based on available reports, including the influence of water on the community.



Preference Survey



Pop-up Stations

Scope of Work: Comprehensive Plan Update

2.5 TRANSPORTATION

We believe the land use and transportation are closely tied. We will confirm which goals and policies from the 2017 plan are still relevant.

- Define and map existing street system and proposed changes (GIS).
- Review traffic volumes per existing data.
- Review bike and pedestrian network.
- Identify opportunities to support energy conservation and sustainable growth.
- Identify problem areas, including safety hazards and obstacles to transportation.
- Using Placer.ai, we will provide data for targeted locations in the community. The data offers insight to people visiting certain locations in the community.

2.6 ECONOMIC DEVELOPMENT

We will review existing incentive programs and visitorship to the community with Placer.ai. This will provide a deeper analysis into Whitewater's economic strengths and weaknesses to inform the broader comprehensive plan elements.

2.7 UTILITIES AND COMMUNITY FACILITIES

We will interview facility managers to understand current issues and needs for the future. The interviews will help identify which goals and policies from the 2017 plan are still relevant.

RDG Responsibilities

- Create all background report deliverables
- Present findings to the AC

City Responsibilities

- Provide all public data, or contacts to obtain data, such as MLS, assessor, and GIS files.

Deliverables

- Whitewater Today Report with technical and specific background data

TASK 3: Whitewater Tomorrow – Vision & Land Use

The analysis from Task 2 and the public engagement will drive the level of land use evolution by type of residential, commercial, industrial, and public land, along with transportation improvements and alternatives. Combined with the input of residents regarding community issues and quality of life, a unified Land Use Concept for the community is developed through the design process outlined in the Public Engagement Task.

- Future Land Use/Transportation Concept
- A Development Concept for growth
- Any determined Special Subarea Concepts

RDG Responsibilities

- Develop draft plans and present to Advisory Committee and stakeholders
- Make refinements based on feedback

City Responsibilities

- Review draft concepts and deliverables

Deliverables

- Draft Land Use and Mobility Plan and Maps

TASK 4: Whitewater Tomorrow – Plan Elements

The plan elements translate to updated goals, objectives, and policies to actions. We suspect there will be updates for every section of the 2017 Plan because of how each are interconnected to land use.



Youth Outreach



Downtown Subarea in De Pere, WI

Scope of Work: Comprehensive Plan Update

4.1 LAND USE ELEMENT

The land use plan includes:

- **Policy Areas.** A big-picture perspective with the goal of balancing neighborhoods, new development, public spaces, and redevelopment.
- **Future Land Use Map.** The future land use plan will indicate the community-wide plan and identify any specific areas of change.
- **Interactive Map.** The Future Land Use Map can be published online through ESRI for review and comment.

4.2 TRANSPORTATION ELEMENT

We view this as a key formative system that will address the street network and alternative modes, including pedestrian, bicycle, and transit. This will include:

- Improvements to the existing street system.
- Proposed additions to the street system in the Development Concept that provides continuous access to future residential and commercial areas. The plan will identify missing links within the system and corridors for alternative forms of transportation.
- Standards and concepts for the design of high-quality streets that serve as public spaces that unite the city.
- Policies and infrastructure to enhance pedestrian and bicycle travel options. This includes emerging technologies such as autonomous vehicles, drone technology, and sustainability.

4.3 HOUSING AND NEIGHBORHOODS ELEMENT

This section begins with a review of recent housing studies. Expanding on the studies, the housing element will be paired with the city's land use strategy to identify housing strategies. We will:

- Review recent and current housing activity.
- Assess neighborhood conditions, including a general review of neighborhood conditions based on

perceptions of housing conditions, site maintenance issues, streets, sidewalks, infrastructure, physical design, and appearance.

- Determine needs to achieve overall housing objectives and needs.
- Create a tailored neighborhood implementation program that might address sites subject to change, mix of housing types, and rehabilitation needs.
- Ensure there is robust language to address the diversity and affordability of housing.
- Update policies for rental housing and short-term rentals related to the student population.
- Integrate Housing Affordability Report data.

4.4 AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES ELEMENT

We will identify gaps in the system related to future change areas and new environmental risks to develop goals and policies around. Policies from the 2017 plan will be reviewed with the Advisory Committee to confirm their relevance for the future, especially related to sustainability efforts.

4.5 ECONOMIC DEVELOPMENT ELEMENT

We will use the Issues and Opportunities analysis, along with the public engagement, to develop policies for business parks, corridors, and downtown. This may include high level design guides. RDG can provide a more detailed market analysis as an additional service.

4.6 UTILITIES AND COMMUNITY FACILITIES ELEMENT

We will interview facility managers to develop recommendations for future changes. Policies from the 2017 plan will be reviewed with the Advisory Committee to confirm their relevancy, especially related to fiscal responsibility and capacity.



Scope of Work: Comprehensive Plan Update

4.7 INTERGOVERNMENTAL COOPERATION ELEMENT

Information from public input, discussions with staff, and Advisory Committee meetings will determine whether the policies from the 2017 Plan are relevant in the future.

RDG Responsibilities

- Develop policies and present to Advisory Committee and stakeholders
- Make refinements based on feedback

City Responsibilities

- Review draft plan elements and deliverables

Deliverables

- Draft Plan Elements report
- Online GIS for staff to offer feedback

TASK 5: Implementation Element

The implementation element begins with the Implementation Workshop outlined in Task 1. The task summarizes each recommendation and first steps for implementation.

5.1 IMPLEMENTATION WORKSHOP

During the workshop, the team works with participants to establish criteria for determining the priority of proposed projects. These criteria will be matched with the vision established in the engagement process to recommend phasing.

- **Implementation Table.** The process will update the implementation plan presenting the recommendations, sequencing, leaders, partners, and potential funding sources for capital items. Capital items will be presented in zero-to-5-year, 5-to-10-year, and 10-to-20-year increments.

5.2 PUBLICATION

Ultimately, the organization of the final document needs to be tailored to its target audience(s) so that the plan remains relevant and actionable. As our references will cite, our plans are recognized for being user-friendly and visually appealing.

5.3 ZONING REVIEW MEMO

RDG will annotate the existing zoning code, providing comments to reconcile conflicts with the comprehensive plan.

5.4 OPEN HOUSE

The Open House allows the public to learn about the plan's recommendations before formal approval.

5.5 FINAL APPROVAL

Most communities we work with prefer to have local staff represent the approval as a sign of local ownership. This is your plan, not the consultant's plan.

RDG Responsibilities

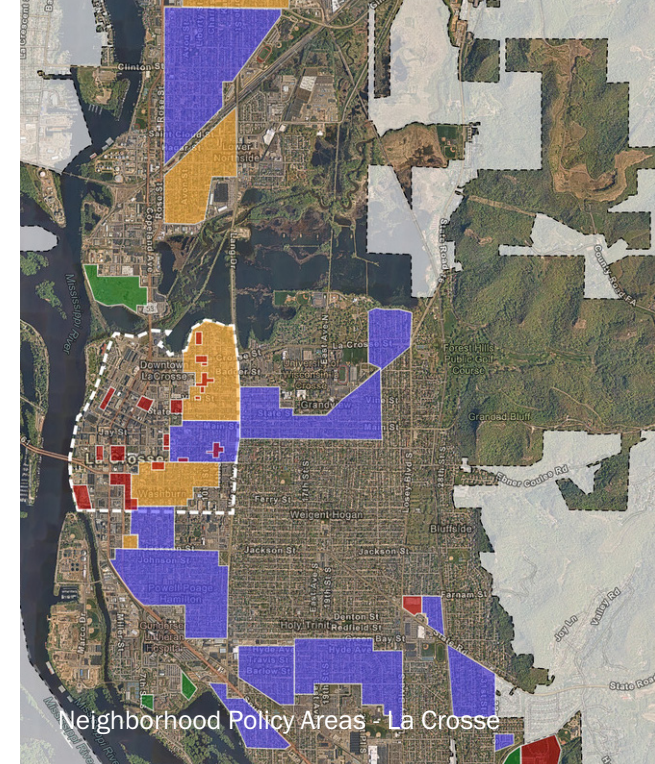
- Lead the implementation workshop and open house
- Develop plan document in your desired format
- Assist in approval meetings if desired
- Submit all necessary state submittals after adoption

City Responsibilities

- Review deliverables
- Lead approval meetings

Deliverables

- Implementation plan and timetables
- Executive summary
- Plan Document (web-based and PDF)
- Packaged InDesign file with graphics and maps.
- GIS files and official maps



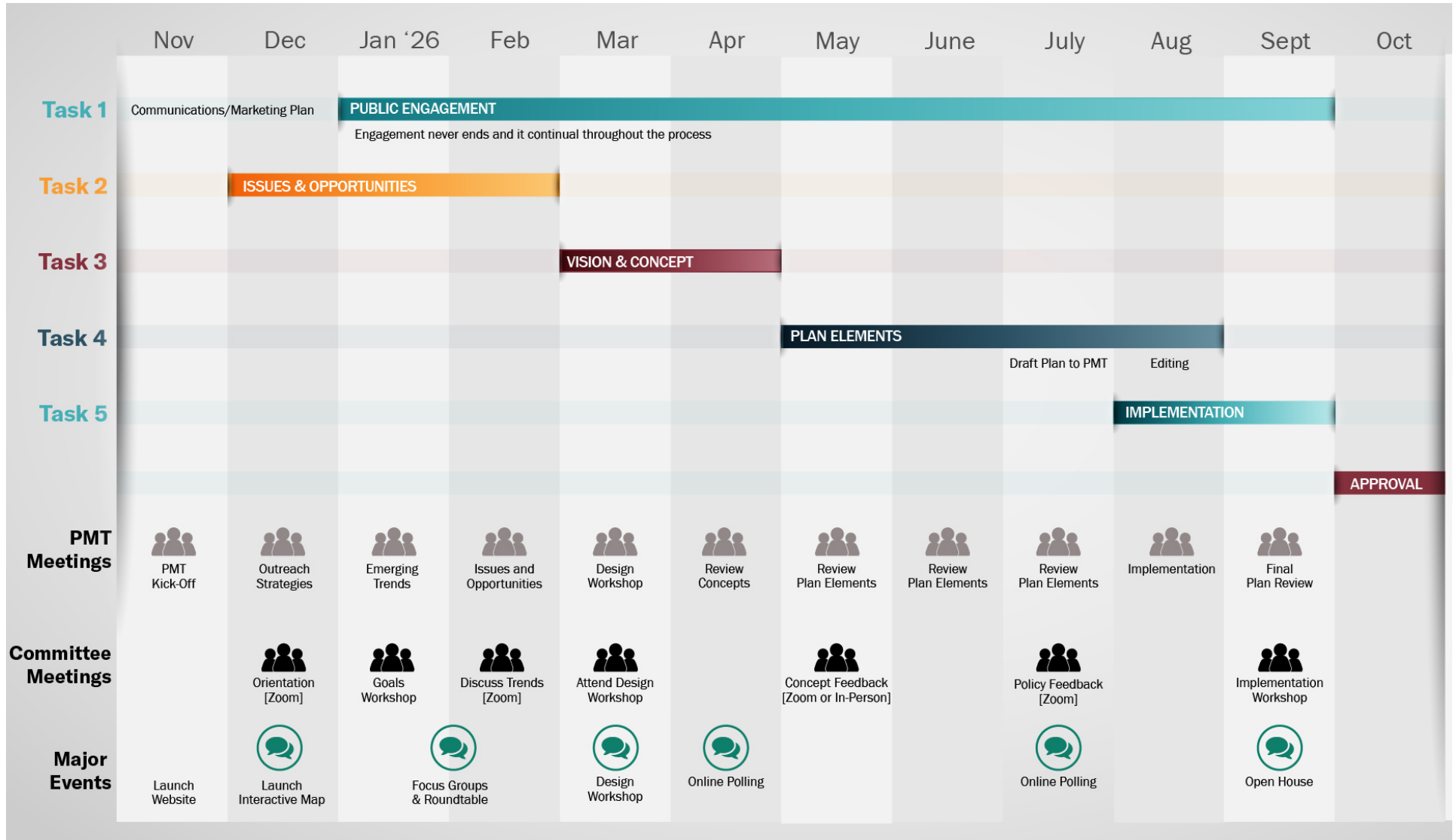


La Vista City Centre

03

PROJECT TIMELINE

Project Timeline



Our schedule includes 30 days of contingency time during Task 4 to ensure that we can respond to pivots in the process and remain on schedule.



04

PROJECT COST

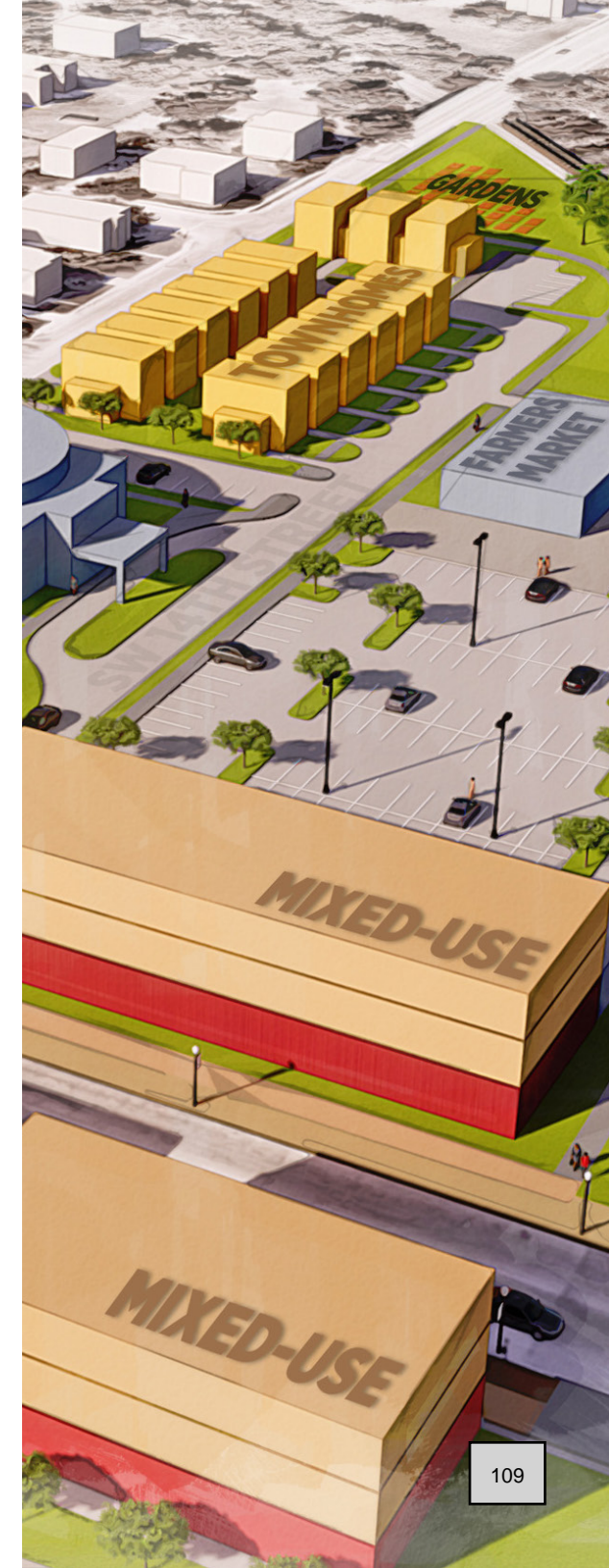
Proposed Project Cost

We pride ourselves on working closely with our clients to create projects that are designed to meet their unique needs. The scope and fee laid out in this proposal is the beginning of this process, and therefore, may be negotiated to better match the needs for Whitewater.

Typically, projects are billed monthly based on a percent complete by phase. This ensures cost management for you and accountability to us for completing services and milestones.

Comprehensive Plan Update

Task	Fee Breakdown	Labor Hour Breakdown				
		Charlie	Cory	Ryan	Maya	Megan/Support
Task 1: Public Engagement/Management	\$32,000	57	42	12	80	32
Task 2: Issues and Opportunities	\$14,000	24	12	8	40	34
Task 3: Vision and Land Use	\$16,000	12	42	12	10	24
Task 4: Plan Elements	\$6,000	14	10	8	12	0
Task 5: Implementation	\$15,000	40	8	8	40	24
Reimbursable Expenses	\$2,400					
Rental Cars + Gas	\$400					
Lodging + Meals	\$1,500					
Printing	\$500					
Total Not-to-Exceed	\$85,400	147	114	48	182	114



WHITEWATER POLICE DEPARTMENT
INTEROFFICE MEMORANDUM

TO: Director of Finance and Administrative Services Rachelle Blitch

FROM: Captain Adam Vander Steeg

SUBJECT: Arrival of 2026 Ford Explorer Utility Vehicles

DATE: October 6, 2025

CC: Chief Daniel Meyer, Captain Ryan Taft, SSM Ojibway

Greetings,

I, Captain Adam Vander Steeg received a phone call on Monday, October 6th, 2025, from Ewald Automotive's Office Manager Stephanie Kirley. Ms. Kirley advised me that the two (2), 2026 Ford Explorer Utility vehicles the City of Whitewater Police Department requested to be purchased arrived earlier than expected. It was previously believed that these two vehicles wouldn't arrive until the beginning of 2026. Unfortunately, with these two vehicles arriving earlier than expected, the purchase of these two vehicles would need to be completed in 2025.

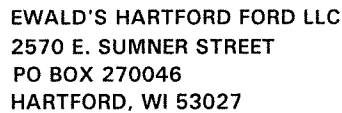
I requested Ms. Kirley to delay the delivery of the vehicles until after the October 21st, 2025 City Council meeting, but that was not able to be completed. Ms. Kirley advised that the vehicles would need to be turned over to the City of Whitewater by Friday, October 10th, 2025. Ms. Kirley stated that actual payment for these two cars wasn't needed until around October 24th, 2025.

If we do not secure these two Ford's Explorer Utility vehicles, our department would risk not receiving these replacement vehicles at all due to the limited number of emergency vehicles available for purchase to departments nationwide. It is requested that we obtain these two (2) Ford Explorer Utility vehicles at a total budget impact of \$97,994.00. The Police Department could place both of these vehicles into storage until funding becomes available in January of 2026 to complete the decaling and equipment outfitting of these two vehicles.

If you should have any questions, please let me know.

Respectfully,

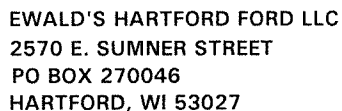
Captain Adam Vander Steeg



SALESMAN
CHRISTINE M GENSCH
KEY NUMBERS

DATE			DEAL NO.			STOCK NO.		KEY
10/10/2025			50466			HFJ30713		I
SOURCE	100	120	200					
P R I C E O F C A R	DESCRIPTION		COST	KEY	ACCT NO.	SALE	KEY	
	SFPAP			C		48997.00	+	
				C			-	
	ADMIN. FEES			C		N/A	-	
				C			-	
				C			-	
				C			-	
	INVENTORY			C			+	
	ADVERTISING			C			-	
	C/S			C			+	
				C			-	
				C			-	
				C			-	
				C			-	
	SERVICE CONTRACT			C		N/A	-	
	FLEET SALES			C			-	
	NEW CAR SALES			C			-	
	NEW LEASE			C			-	
	USED CAR RETAIL			C			-	
	USED CAR WHOLESALE			C			-	
	CUSTOMER NUMBER 248705							-
	STATE SALES TAX						N/A	-
	COUNTY SALES TAX						N/A	-
	STADIUM SALES TAX						N/A	-
	TITLE & REGISTRATION FEES						N/A	-
	TOTAL CASH PRICE						48997.00	
	FINANCING						N/A	
INSURANCE						N/A		
S E T T L E M E N T								
	DEPOSIT					N/A	+	
	CASH ON DELIVERY					N/A	+	
	REBATES					N/A	+	
	USED CAR ALLOWANCE PAYMENTS MONTHS DOLLARS € 48997.00 PER MONTH					N/A N/A 48997.00		
TOTAL						48997.00		
LIEN PAY-OFF						N/A	-	
FINANCE CONTRACT IN TRANSIT							+	
TRADE-IN ADJUSTMENT							-	
POLICY							-	
DUE FROM FIN. INSTITUTION							+	
INS. ACCOUNTS PAYABLE							-	
NEW FIN. & INSURANCE INCOME							-	
USED FIN. & INSURANCE INCOME							-	
VALUE OF TRADE		STOCK NO.			I		+	
					I		+	

111



SALESMAN
CHRISTINE M GENSCH
KEY NUMBERS

<input type="checkbox"/> NEW CAR COVERED BY MANUFACTURERS WARRANTY UNTIL _____ OR 12,000 MILES.	<input type="checkbox"/> USED CAR - NO GUARANTEE, SOLD AS IS.
<input type="checkbox"/> USED CAR COVERED BY MANUFACTURERS WARRANTY UNTIL _____ OR 12,000 MILES.	<input type="checkbox"/>

CASH DEAL

PO#: PER QUOTE

TRADE IN	YEAR	MAKE	MODEL	SERIAL NO.

46981*1*EHF-FI