



**CITY COUNCIL MEETING
IN PERSON AND VIA ZOOM
TUESDAY, MARCH 15, 2022 – 7:00 PM
CITY HALL – SECOND FLOOR**

<https://us02web.zoom.us/j/5997866403?pwd=alcreldSbGpNUVI1VnR1RWF5bXovdz09>

Meeting ID: 599 786 6403

Passcode: 53538

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AGENDA

1. Call meeting to order

2. Roll call

3. Public Hearing:

- a. **Public hearing** relating to the **2021 Annual Report on Stormwater Permit** (Selle, City Engineer/Director of Public Works)

- i. **Report available at www.fortatkinsonwi.net/2021StormWaterReport**

4. Public Comment: *The City Council will receive comments from City residents. Comments are generally limited to three minutes per individual. Anyone wishing to speak is required to sign up in advance or state the following items for the record when called upon: name, address, subject matter, and contact information. No action will be taken on any public comments unless the item is also elsewhere on the agenda.*

5. Consent Agenda: *The Consent Agenda outlined below is hereby presented for action by the City Council. Items may be removed from the Consent Agenda on the request of any one Council member. Items not removed may be adopted by one action without debate. Removed items may be taken up either immediately after the Consent Agenda or placed later on the agenda at the discretion of the Council President.*

- a. Review and possible action relating to the **minutes of the March 1, 2022 regular City Council meeting** (Ebbert, Clerk/Treasurer/Finance Director)
- b. Review and possible action relating to the **minutes of the March 8, 2022 Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)
- c. Review and possible action relating to **building, plumbing, and electrical permit report for February 2022** (Juarez, Building Inspector)
- d. Review and possible action relating to the City Clerk-issued **License and Permit Report for February 2022** (Ebbert, Clerk/Treasurer/Finance Director)
- e. **City Sewer, Water, and Stormwater Utility Financial Statements** as of January 31, 2022 (Ebbert, Clerk/Treasurer/Finance Director)
- f. **City Sewer, Water, and Stormwater Utility Financial Statements** as of February 28, 2022 (Ebbert, Clerk/Treasurer/Finance Director)
- g. Review and possible action on the **Generals Baseball 6 month beer application** (Ebbert, Clerk/Treasurer/Finance Director)
- h. Review and possible action on the **Lions Concession 6 month beer application** (Ebbert, Clerk/Treasurer/Finance Director)

6. Petitions, Requests, and Communications:

- a. A proclamation celebrating **Jessica Sharp of Fort Atkinson** on earning the Girl Scout Gold Award and proclaiming March 16, 2022 as “Gold Award Girl Scout Jessica Sharp Day” in the City of Fort Atkinson (LeMire, City Manager)
- b. A proclamation celebrating **Elee Sharp of Fort Atkinson** on earning the Girl Scout Gold Award and proclaiming March 17, 2022 as “Gold Award Girl Scout Elee Sharp Day” in the City of Fort Atkinson (LeMire, City Manager)
- c. A proclamation celebrating **Makayla Krueger of Fort Atkinson** on earning the Girl Scout Gold Award and proclaiming March 18, 2022 as “Gold Award Girl Scout Makayla Krueger Day” in the City of Fort Atkinson (LeMire, City Manager)
- d. A proclamation celebrating **Nevaeh Smith of Fort Atkinson** on earning the Girl Scout Gold Award and proclaiming March 19, 2022 as “Gold Award Girl Scout Nevaeh Smith Day” in the City of Fort Atkinson (LeMire, City Manager)

7. Resolutions and Ordinances – None

8. Reports of Officers, Boards, and Committees:

- a. City Manager’s Report (LeMire, City Manager)

9. Unfinished Business – None

10. New Business:

- a. Review and possible action relating to the **2021 Annual Report on Stormwater Report** (Selle, City Engineer/Director of Public Works)

11. Miscellaneous – None

12. Claims, Appropriations and Contract Payments:

- a. Review and possible action relating to the **Verified Claims** presented by the Director of Finance and authorization of payment (Ebbert, Clerk/Treasurer/Finance Director)

13. The City Council may consider a motion to convene in closed session pursuant to State Stat. §19.85(1)(e) to **deliberate or negotiate the purchasing of public properties**

14. The City Council may continue in closed session pursuant to State Stat. §19.85(1)(e) to **deliberate public business with competitive or bargaining implications** [Taxi Service Contract review]

15. The City Council may continue in closed session pursuant to State Stat. §19.85(1)(c) to consider employment, promotion, compensation, or **performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility** [annual review of the City Manager]

16. Adjournment

Date Posted: March 11, 2022

CC: City Council; City Staff; City Attorney; News Media; Fort Atkinson School District; Fort Atkinson Chamber of Commerce

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City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

**CITY COUNCIL MEETING
IN PERSON AND VIA ZOOM
TUESDAY, MARCH 1, 2022 – 7:00 PM
CITY HALL – SECOND FLOOR**

1. CALL MEETING TO ORDER

President Scherer called the meeting to order at 7:00 pm.

2. ROLL CALL

Present: Cm. Becker, Cm. Hartwick, Cm. Housley, Cm. Johnson and President Scherer. Also present: City Manager, City Clerk/Treasurer, City Attorney, City Engineer, Police Chief, Public Works Superintendent, Museum Director and Park and Recreation Director.

3. PUBLIC HEARINGS – NONE

4. PUBLIC COMMENT - NONE

5. CONSENT AGENDA:

- a) *Review and possible action relating to the minutes of the February 17, 2022 regular Fort Atkinson City Council meeting (Ebbert, Clerk/Treasurer/Finance Director)*
- b) *Review and possible action relating to the minutes of the February 14, 2022 Police and Fire Commission meeting (Ebbert, Clerk/Treasurer/Finance Director)*
- c) *Review and possible action relating to an application from Fred York to serve on the Historic Preservation Commission for a three-year term starting in March 2022 (LeMire, City Manager)*
- d) *Review and possible action relating to a Special Event: Fort Atkinson Chamber of Commerce Lemonade Day on May 7, 2022 (Ebbert, Clerk/Treasurer/Finance Director)*
- e) *Review and possible action relating to a Special Event: American Legion Post 166 Memorial Day Parade May 30, 2022 starting at the American Legion and ending at Evergreen Cemetery (Ebbert, Clerk/Treasurer/Finance Director)*
- f) *Review and possible action relating to a Special Event: Fort Atkinson Community Band Concerts June 20, July 4, July 18, Aug. 1 and Aug. 15, 2022 at Barrie Park (Ebbert, Clerk/Treasurer/Finance Director)*
- g) *Review and possible action relating to a Special Event: Badgerland After School Program (BASE) Wings & Wheels Fly-In Breakfast June 5, 2022 at Fort Atkinson Municipal Airport (Ebbert, Clerk/Treasurer/Finance Director)*
- h) *Review and possible action relating to a Special Event: Hoard Historical Museum Dairy Day at the MOOseum on June 18, 2022 (Ebbert, Clerk/Treasurer/Finance Director)*
- i) *Review and possible action relating to a Special Event: Ice Cream Social at Hoard Historical Museum on July 4, 2022 (Ebbert, Clerk/Treasurer/Finance Director)*

- j) *Review and possible action relating to a Special Event: Badgerland After School Enrichment Program (BASE) Duck Race & Day for Kids Aug. 13, 2022 at Fort Atkinson Bicentennial Park (Ebbert, Clerk/Treasurer/Finance Director)*

Cm. Housley moved, seconded by Cm. Johnson to approve the Consent Agenda as listed, items 5.a. through 5.j. Motion carried.

6. PETITIONS, REQUESTS, AND COMMUNICATIONS

- a) *Recognition of the retirement of Public Safety Dispatcher Sue Ebert of the Fort Atkinson Police Department (Bump, Police Chief)*

No action required

- b) *Recognition of the retirement of Captain Jeff Davis of the Fort Atkinson Police Department (Bump, Police Chief)*

No action required

- c) *Presentation of Green Recognition Award to Heart of the City (LeMire, City Manager)*

No action required

- d) *Review and possible action relating to a Proclamation recognizing World Migratory Bird Day on Saturday, May 14, 2022 (LeMire, City Manager)*

Manager LeMire introduced the proclamation in relation to the City being recognized as a Bird City.

Cm. Hartwick moved, seconded by Cm. Johnson to approve the proclamation recognizing World Migratory Bird Day on Saturday, May 14, 2022. Motion carried.

7. RESOLUTIONS AND ORDINANCES:

- a) *Review and possible action relating to a Resolution Authorizing the Issuance of \$2,275,000 General Obligation Promissory Notes and the Issuance and Sale of a \$2,275,000 Note Anticipation Note in Anticipation Thereof (LeMire, City Manager)*

Manager LeMire and Kevin Mullen of Baird provided the information of anticipated borrowing for 2022. The interest rate is .97% for the amount of \$2,275,000. The note gives flexibility to provide the funds now with final borrowing to be locked in within a few months.

Cm. Housley moved, seconded by Cm. Hartwick to adopt the Resolution authorizing the issuance of \$2,275,000 General Obligation Promissory Notes and the Issuance and Sale of a \$2,275,000 Note Anticipation Note in Anticipation Thereof. Motion carried.

- b) *Review and possible action relating to a Resolution Providing for the Sale of Approximately \$2,275,000 General Obligation Refunding Bonds (LeMire, City Manager)*

Cm. Hartwick moved, seconded by Cm. Becker to adopt the Resolution providing for the Sale of Approximately \$2,275,000 General Obligation Refunding Bonds. Motion carried.

- c) *Review and Possible action on No Mow May, a temporary exception to Section 102-121 (b)(1) City of Fort Atkinson Municipal Code (Selle, City Engineer/Public Works Director and Franseen, Parks and Recreation Director)*

Manager LeMire introduced the request by Heart of the City for the temporary exception.

Cm. Housley moved, seconded by Cm. Johnson to adopt the resolution allowing for a temporary exception to Section 102-121 (b)(1) City of Fort Atkinson Municipal Code in support of “No Mow May.” Motion carried.

8. REPORTS OF OFFICERS, BOARDS, AND COMMITTEES:

- a) *City Manager’s Report (LeMire, City Manager)*

No action required.

9. UNFINISHED BUSINESS – NONE

10. NEW BUSINESS

- a) *Review and possible action relating to a skid loader purchase for the Department of Public Works at a cost of \$34,573 from Miller-Bradford & Riseberg (Williamson, Public Works Superintendent)*

Public Works Superintendent provided the background of the existing aged equipment that is utilized daily. A favorable trade-in value was received along with two quotes that came in under the noted 2022 CIP budget of \$40,000.

Cm. Hartwick moved, seconded by Cm. Johnson to approve the skid loader purchase for the Department of Public Works at a cost of \$34,573 from Miller-Bradford & Riseberg. Motion carried.

- b) *Review and possible action relating to the purchase of two single axle plow trucks for the Department of Public Works at a total cost of \$384,246 from Kayser Commercial Sales (Williamson, Public Works Superintendent)*

Public Works Superintendent noted the trucks to be replaced are from 1999. The 2022 CIP budget was noted as \$345,000 however with rising costs, the quotes were higher than anticipated. Williamson noted that the CIP did include the purchase of a transit van, however with the higher plow truck quotes, the transit van will not be looked into for purchase in 2022.

Cm. Hartwick moved, seconded by Cm. Johnson to approve purchase of two single axle plow trucks for the Department of Public Works at a total cost of \$384,246 from Kayser Commercial Sales. Motion carried.

- c) *Review and possible action relating to a proposed submission to the Fort Atkinson School District from the City relating to the installation of Fiber along Park Street (Selle, City Engineer/Public Works Director)*

Public Works Superintendent reviewed the proposal. The city would be serving as the general contractor for this work. If approved by the City and School, payment terms and contract details would be clarified.

Cm. Housley moved, seconded by Cm. Johnson to authorize City staff to submit a proposal to the Fort Atkinson School District relating to the installation of Fiber infrastructure along Park Street from Janesville Avenue to Purdy Elementary School. Motion carried.

d) Review and possible action relating to 2021 Year-End Financial Information (LeMire, City Manager)

Manager LeMire reviewed the provided tables including tax collections, over/under accounts from 2021 with a variance of 5% or more and carry over accounts from 2021.

Cm. Hartwick moved, seconded by Cm. Johnson to accept the 2021 year-end financial report and approve the 2021 funds requested to be carried over to 2022 as listed in Table 5 in the City Manager's memo, totaling \$305,834.35. Motion carried.

11. MISCELLANEOUS – NONE

12. CLAIMS, APPROPRIATIONS AND CONTRACT PAYMENTS:

a) Review and possible action relating to the Verified Claims presented by the Director of Finance and authorization of payment (Ebbert, Clerk/Treasurer/Finance Director)

Cm. Hartwick moved, seconded by Cm. Becker to approve the Verified Claims presented by the Director of Finance and authorize payment. Motion carried.

13. ADJOURNMENT

Cm. Hartwick moved, seconded by Cm. Johnson to adjourn. Meeting adjourned at 7:54 pm.

Respectfully submitted
Michelle Ebbert
City Clerk/Treasurer



City of Fort Atkinson
City Clerk/Treasurer's Office
101 N. Main Street
Fort Atkinson, WI 53538

**PLAN COMMISSION MEETING
IN PERSON AND VIA ZOOM
TUESDAY, MARCH 8, 2022 – 4:00 PM
CITY HALL – SECOND FLOOR**

1. CALL MEETING TO ORDER

City Manager LeMire called the meeting to order at 4:00 pm.

2. ROLL CALL

Present: Cm. Becker, Cm. Highfield, Cm. Schultz, Cm. Lescohier, Cm. Kessenich, Manager LeMire and Engineer Selle. Also present: City Attorney, Clerk/Treasurer and Building Inspector.

3. PUBLIC COMMENT: THE PLAN COMMISSION WILL RECEIVE COMMENTS FROM CITY RESIDENTS.

Joseph Esther, N696 Cowpath Lane, Fort Atkinson. Would like to get approval for the 1614 and 1618 Premier Place, which is later on the Agenda.

Sandra Free, 810 Messmer Street, Fort Atkinson. She has questions regarding the cell phone tower. Can the City refuse to lease the land to a private company. (Manager LeMire confirmed yes) Would that be done before or after meeting proceedings. (Manager LeMire confirmed a lease could be reviewed after action by the Plan Commission if approval) She also asked why the proposed tower would be placed one mile from an existing tower.

Bruce Meyer, 809 Hillcrest Drive, Fort Atkinson. Thanked those for allowing time to speak. How many businesses are on the northside? How many complaints made to Council or government on dropped calls? How are complaints counted? He visited businesses in the area of the proposed tower asking if they have dropped calls. FCCU commented they have experienced dropped calls as they have phone service through the internet.

Dennis Stark 814 Messmer Street, Fort Atkinson. He believes there is supposed to be a search for a proper place by a third party and he asked if that occurred.

Bob Cloute, 1005 Madison Avenue, Fort Atkinson. Questioned the search and the need for the proposed location.

Betty Cloute, 1005 Madison Avenue, Fort Atkinson. Did recently reside at 818 Messmer Street. When obtaining signatures for a petition, not many stated they were aware of the proposed tower.

4. REVIEW AND POSSIBLE ACTION RELATING TO THE MINUTES OF THE JANUARY 25, 2022 REGULAR PLAN COMMISSION MEETING.

Cm. Schultz moved, seconded by Cm. Becker to approve the minutes of the January 25, 2022 Plan Commission minutes. Motion carried

5. **REVIEW AND POSSIBLE ACTION ON A CONDITIONAL USE PERMIT FOR US CELLULAR, 711 ZAFFKE ST., FOR THE INSTALLATION OF A MONOPOLE COMMUNICATIONS TOWER TO BE INSTALLED NORTH OF THE EXISTING WATER TOWER (CUP-2022-2) (JUAREZ)**

Inspector Juarez reviewed the Staff report for the tower request to be located north of the water tower. The submission meets all requirements of the code. No comments or concerns were provided by Staff. Juarez noted the sections of 15.03.20 1. (d) 6 in the Zoning Code regarding the collocation of services, the applicant has provided a statement indicating the need for the towers listed within the City. All towers currently on record within the City house US Cellular facilities. Provided are the minimum conditions:

MINIMUM CONDITIONS: Section 15.10.32 (9) of the City of Fort Atkinson Zoning Code outlines standard, minimum, conditions that are imposed upon any conditional use permit approval. Those that do not apply to this request have been stricken.

- (a) Any conditions required for specific uses listed under Article III.
- (b) The physical development and operation of the conditional use must conform, in all respects, to the approved site plan, operational plan and phasing plan.
- (c) All vehicles and equipment must access the site only at approved locations identified in the site plan and operations plan.
- ~~(d) If the County Highway, Public Works Department or City Engineer determine that road intersection improvements are necessary to safely accommodate the conditional use, the cost of such improvements shall be borne by the landowner. Costs borne by the landowner shall be proportional to the incremental increase in traffic associated with the proposed conditional use.~~
- (e) The Zoning Administrator or designee may enter the premises of the operation in order to inspect those premises and to ascertain compliance with these conditions or to investigate an alleged violation. Zoning staff conducting inspections or investigations will comply with any applicable workplace safety rules or standards for the site.
- (f) The owner must post, in a prominent public place and in a form approved by the zoning administrator, a placard with the approved Conditional Use Permit number, the nature of the operation, name and contact information for the operator, and contact information for the City.
 - ~~1. The owner or operator must keep a copy of the conditional use permit, including the list of all conditions, on the site, available for inspection to the public during business hours.~~
 - 2. Failure to comply with any imposed conditions, or to pay reasonable city costs of investigation or enforcement of sustained violations, may be grounds for revocation of the conditional use permit. The holder of a conditional use permit shall be given a reasonable opportunity to correct any violations prior to revocation.

(g) Other Conditions. In addition to the conditions listed above, the Plan Commission may, at their discretion, impose any other conditions as necessary to meet the findings above:

1. Expiration dates on conditional use permits, except for permits for communication towers under Section 15.03.20. Continuation or extension of an expired conditional use requires re-application and approval by the Plan Commission.
- ~~2. Limits on hours or days of operation, or number of events each year.~~
- ~~3. Limits on numbers of employees.~~
- ~~4. Limits on numbers of total people, vehicles or animals on the premises at any one time.~~
- ~~5. Limits on total quantity or volume of product on the premises at any one time.~~
6. Limits on square footage of buildings or outdoor areas devoted to the proposed use.

Cm. Highfield inquired about another pole at that location, was a siren location there. Capt Lange confirmed from the audience that a City owner siren is affixed on top of the water tower. Highfield asked if the pole could be moved between the north and the south of the water tower. City staff requested the pole be moved to the existing location.

Cm. Schultz inquired on the next steps if the Plan Commission approved the CUP. Manager LeMire confirmed this would be on future Council Agenda.

Cm. Becker inquired on the setback radiance of 75 feet. The diagram shows the fall radius near the water tower. The fall radius must be met to avoid falling on private properties.

Cm. Kessenich asked how long the City has owned that property. She also asked how old the houses are in that area. Juarez confirmed some homes were built in the 1950's.

Cm. Schultz asked about the broadcasting from the tower at it was presented to be 3g. Would that change in the future and would US Cellular be required to request the increase.

Thaddeus Johnson, representative of US Cellular provided pictures that were requested at the January meeting. He shared coverage maps showing current coverage and the increase with the approval of the monopole. Johnson stated he only knew of 3g being available at this location however with increased technology and needs, it could be adjusted to 5g in the future. Johnson continued on the search performed that provided several locations for a pole to be constructed noting that it would need to meet zoning codes and needs of US Cellular. The existing tower located one mile away is owned by US Cellular and does not meet the needs.

Manager LeMire asked if US Cellular could provide a sworn affidavit regarding the request for this exact location.

Cm. Lescohier asked how was the decision by US Cellular for a 70 foot pole made. Johnson stated the coverage map revealed that height would achieve the desired coverage. This height is the minimum height that would work for the needs. Johnson added a 50 foot tower could not be affixed to the water tower. Seventy feet was also the highest it could be to stay within the fall radius. Lescohier asked, with the height of this tower, could it create issues elsewhere and would need additional towers. Johnson confirmed that with growth, development, technology, and customer needs; more coverage could be needed in the future.

Manager LeMire asked if Johnson contracts with US Cellular for research in other area of the State. Johnson confirmed other locations within the State he is assisting with development and tower requests. LeMire asked Johnson if he has worked in Dane County and if he is familiar with the radio frequency reporting that must be provided; could such a report be developed for this location. Johnson stated he could request this review.

Cm. Schultz asked with the provided coverage map, is it before or after the additional tower on Blackhawk, 1 W Milwaukee, is taken into account of coverage. Johnson stated the coverage map he provided did not include coverage from the downtown tower. Are there any other municipalities that recently approved such a monopole that the Commission could reach out to for their feedback? Johnson could provide contact information and locations recently adding a monopole.

1. This Conditional Use Permit authorizes the installation of a 70-foot tall monopole communications tower on the property located at 711 Zaffke Street and other appurtenant structures as depicted on the submitted site plan.
2. The applicant shall comply with all requirements of Article III Section 15.03.20 "Telecommunication Land Uses"
3. The applicant must submit the proper building permit applications, plans, and associated fees for approval by the Building Inspector prior to construction.
4. The applicant shall have 365 days from the date of approval of this Conditional Use Permit to initiate construction of this project and shall be operational within 730 days of the approval.
5. Any major changes to the proposed conditions or use of the property shall be approved by the Plan Commission by amending this Conditional Use Permit. The Zoning Administrator may approve minor changes administratively.

Manager LeMire moved, seconded by Engineer Selle to add the two conditions to the existing five conditions provided in the Staff report: 1) to obtain a sworn affidavit from US Cellular on why this location was chosen, and 2) a report from a 3rd party confirming the radio frequency that is proposed, would meet federal and state regulations

Cm. Lescohier confirmed his residence is near this location and appreciated all of the feedback and research. He also performed research on any dangers of cell towers and no studies

confirmed harmful dangers and in fact it was noted that personal cell phone use would provide more danger than a monopole.

Cm. Lescohier moved, seconded by Cm. Kessenich to approve the Conditional Use Permit for US Cellular at 711 Zaffke Street for the installation of a monopole communications tower to be installed north of the existing water tower with the seven outlined conditions.

1. This Conditional Use Permit authorizes the installation of a 70-foot tall monopole communications tower on the property located at 711 Zaffke Street and other appurtenant structures as depicted on the submitted site plan.
2. The applicant shall comply with all requirements of Article III Section 15.03.20 "Telecommunication Land Uses"
3. The applicant must submit the proper building permit applications, plans, and associated fees for approval by the Building Inspector prior to construction.
4. The applicant shall have 365 days from the date of approval of this Conditional Use Permit to initiate construction of this project and shall be operational within 730 days of the approval.
5. Any major changes to the proposed conditions or use of the property shall be approved by the Plan Commission by amending this Conditional Use Permit. The Zoning Administrator may approve minor changes administratively.
6. To obtain a sworn affidavit from US Cellular on why this location was chosen.
7. Aa report from a 3rd party confirming the radio frequency that is proposed, would meet federal and state regulations

Motion carried on a roll call vote, Becker and Schultz opposed.

6. REVIEW AND POSSIBLE ACTION ON A CONDOMINIUM PLAT REVIEW FOR 1614 AND 1618 PREMIER PLACE. (CPR-2022-1) (SELLE)

Engineer Selle reviewed the plat request and confirmed it meets zoning and regulations. No comments from City Departments or Plan Commission.

Cm. Kessenich moved, seconded by Cm. Schultz to approve the condominium plat review for 1614 and 1618 Premier Place. Motion carried.

7. REVIEW AND POSSIBLE ACTION RELATING TO THE REQUEST FOR A SPECIAL AREA DESIGN ALTERATION FOR 1 W. MILWAUKEE STREET TO REPAIR THE AWNING ON THE BUILDING (DAR-2022-01) (JUAREZ)

Inspector Juarez reviewed the damaged awning from a wind storm. The downtown building change would need approval by the Historic Preservation and Plan Commission. The HPC provided their approval. The proposed awning would match the existing window trim colors and be aesthetically pleasing to the building. New structure will be aluminum and will increase life span of material. Juarez will confirm the stripes would be vertical.

Cm. Lescohier moved, seconded by Cm. Schultz to approve the request for a Special Area Design Alteration for 1 W. Milwaukee Street to repair the awning of the building. Motion

carried.

8. **ADJOURNMENT**

Cm. Becker moved, seconded by Cm. Highfield to adjourn. Meeting adjourned at 5:09 pm.

Respectfully submitted

Michelle Ebbert

City Clerk/Treasurer/Finance Director

Permit Report

02/01/2022 - 02/28/2022

Permit Date	Permit #	Permit Location	Owner Name	Project type	Permit Description	Estimated Project Cost	Total Fees
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Group: Add/Alter Commercial

2/7/2022	22038	1425 Janesville Ave.	True Storage	Add/Alter Commercial	Remodel existing store into indoor storage	1,500,000	\$15,329.00
							\$15,329.00

Group Total: 1

Group: Commercial/ Industrial

2/1/2022	22028	1680 Janesville Ave.	Kwik Trip Inc.	Commercial/ Industrial	New convenience store/Gas Station	4,800,000	\$2,633.40
							\$2,633.40

Group Total: 1

Group: detached garage

2/11/2022	22046	209 Sherman Ave. West	Aric Gustafson	detached garage	Raze shed, new detached garage	30,000	\$102.00
							\$102.00

Group Total: 1

Group: Electrical

2/3/2022	22033	225 E Highland Ave.	Derek Johnson	Electrical	Electrical for basement adding bath and bedroom	0	\$72.25
2/1/2022	22037	433 Ramesh Ave.	Donald Krause	Electrical	Solar Array	0	\$176.00
2/8/2022	22039	912 Riverside Dr.	Yamin Ahmad	Electrical	PV system	0	\$420.00
2/8/2022	22040	1261 Sioux Tr.	William McHenry	Electrical	PV System	0	\$390.00
2/9/2022	22042	1209 Greene St.	Tim Madsen	Electrical	12 openings & 2-220V	0	\$49.00
2/15/2022	22048	408 Curtis Circle	Todd Wileman	Electrical	Electrical for home remodel	0	\$121.50
2/18/2022	22051	640 S. Main St.	Larissa Wiskowski	Electrical	20 openings	0	\$45.00
2/21/2022	22052	101 Sorv	Sherrv	Electrical	100 amp	0	\$55.00

		Ave.	Alexander		service		
2/22/2022	22055	601 Handyside Ln.	Tamike Investments LLC	Electrical	Electrical for remake existing clinic building into apartments	0	\$557.50
2/23/2022	22056	61 Lucile St.	G&K Jonas Trust	Electrical	100 amp service	0	\$60.75
2/28/2022	22058	1220 Janesville Ave.	Audra Rogneby	Electrical	16 openings lights	0	\$42.00
							\$1,989.00

Group Total: 11

Group: HVAC

2/3/2022	22034	N3405 Hwy K	Adam Paulick	HVAC	hangar HVAC	0	\$195.00
2/17/2022	22050	408 Curtis Circle	Todd Wileman	HVAC	Replace furnace	0	\$65.00
2/23/2022	22057	1239 Lillian St.	Bob & Diana Chandler	HVAC	Replace furnace	0	\$65.00
							\$325.00

Group Total: 3

Group: Plumbing

2/3/2022	22032	225 E Highland Ave.	Derek Johnson	Plumbing	Finish basement adding bath	0	\$54.00
2/3/2022	22035	1 W. Milwaukee Ave.	Andrew Logan	Plumbing	18 shower units	0	\$138.00
2/11/2022	22044	408 Curtis Circle	Todd Wileman	Plumbing	Finish basement add laundry on first floor	0	\$48.00
2/11/2022	22045	1209 Greene St.	Tim Madsen	Plumbing	adding bath	0	\$54.00
2/17/2022	22049	216 Heritage Dr.	Debbie Kautz	Plumbing	Bathroom	0	\$48.00
2/21/2022	22053	1309 N High St.	U-Haul	Plumbing	12 fixtures	0	\$102.00
							\$444.00

Group Total: 6

Group: Right of Way Opening Permit

2/1/2022	22029	1713 MONTCLAIR PL		Right of Way Opening Permit	NEW GAS AND ELECTRIC INSTALL	0	\$50.00
2/1/2022	22030	ROBERT ST		Right of Way Opening Permit	FIBER INSTALL	0	\$50.00
2/7/2022	22036	614 W CRAMER ST		Right of Way Opening Permit	REPAIR WATER MAIN	0	

2/10/2022	22043	1660 JANESVILLE AVE		Right of Way Opening Permit	GAS SERVICE REPLACEMENT	0	\$50.00
2/14/2022	22047	1250 FARMCO LN		Right of Way Opening Permit	REMOVE UNDERGROUND FACILITIES AND FEFE STREET LIGHTS	0	\$50.00
2/22/2022	22054	JANESVILLE AVE & FARMCO LN	KWIK TRIP	Right of Way Opening Permit	SEWER AND WATER INSTALL	0	\$50.00
							\$250.00

Group Total: 6

Group: Single Family Alteration/Addition

2/3/2022	22031	225 E Highland Ave.	Derek Johnson	Single Family Alteration/Addition	Finish basement adding bath and bedroom	30,000	\$175.05
2/8/2022	22041	408 Curtis Circle	Todd Wileman	Single Family Alteration/Addition	Finish basement add laundry on first floor	25,000	\$150.00
							\$325.05

Group Total: 2

							\$21,397.45
--	--	--	--	--	--	--	--------------------

Total Records: 31

3/8/2022

Submitted: 3/8/22


Building Inspector



City of Fort Atkinson
City Clerk/Treasurer's Office
101 N. Main Street
Fort Atkinson, WI 53538

MEMORANDUM

DATE: March 15, 2022

TO: Fort Atkinson City Council

FROM: Michelle Ebbert, City Clerk/Treasurer/Finance Director

RE: Monthly Report of Licenses and Permits Issued by the City Clerk

The following is a list of the Licenses and Permits issued by the City Clerk for the period of February 11, 2022 through March 15, 2022, per the City of Fort Atkinson Municipal Code of Ordinances. No action is necessary by City Council, as these licenses and permits have already been issued. This report is for informational purposes only.

BEEKEEPING

None

OPERATOR

Licensing Period – July 1, 2021 – June 30, 2022

Applicant	Place of Employment	Recommended Approval by Fort Atkinson Police Department
Kelly D. Westphal	Paddy Coughlin's	X
Debi K. Adcox	Fat Boyz & F A Gas- Mobil	X
Alivia M. Stewart	Fat Boyz	X
Hannah G. Schafer	Lion's Quick Mart	X
Tiffani J. Perske	K P Mart	X
Jerra M. Harvey	10-62 Saloon	X
Thomas J. Bergman	Festival Foods	X

MOBILE MERCHANT

None

DOOR-TO-DOOR RESIDENTIAL / DIRECT SELLER

None



City of Fort Atkinson
City Clerk/Treasurer's Office
101 N. Main Street
Fort Atkinson, WI 53538

MEMORANDUM

DATE: March 15, 2022

TO: Fort Atkinson City Council

FROM: Michelle Ebbert, City Clerk/Treasurer/Finance Director

RE: Review and possible action relating to Renewal Alcohol Beverage License Application for Fort Atkinson Generals Baseball Team, Class "B" Fermented Malt Beverage

BACKGROUND

The State of Wisconsin regulates alcohol licensing for local governments through Chapter 125. Local governments are given the authority to issue licenses where alcohol is consumed in a public place in accordance with requirements set forth by Statute. There are three classes of Licenses: Class A, Class B, and Class C. "Class C" pertains strictly to wine with consumption on-site in a restaurant. The difference between Class A and B is where alcohol is authorized for sale and for consumption. Class A generally offers sale of alcohol on-site with consumption off-site (e.g. grocery or liquor store, gas station or convenience store). Class B allows for on-site sale and on-site consumption (e.g. Restaurant, Bar, Bowling Alley, Tavern). Class A can easily be remembered as you consume alcohol Away from the premises. Likewise, Class B you consume on-site, for example Bar.

A Class "B" beer license may be issued for any six-month period in a calendar year at 50% of the regular annual fee, but such licenses may not be renewed during the calendar year (sec. 125.26(5)).

State Statutes have established quotas for "Class B" Intoxicating Liquor licenses issued by municipalities. Statutes do not provide quotas for Class "B" Fermented Malt Beverage licenses; however, Statutes do allow municipalities to establish such quotas. The City of Fort Atkinson does not have a quota on Class "B" Fermented Malt Beverage licenses.

DISCUSSION

The General Baseball Team submitted a renewal application for their fermented malt beverage license. The Team sells beverages during their home games and Baseball Fest conducted in June. As required, they have licensed operators (bartenders) and take measures to ensure those purchasing and consuming are of legal drinking age.

Applicant: Fort Atkinson Generals Baseball Team Inc.

License: Class "B" Fermented Malt Beverage

Licensing period: April 1, 2022 to September 30, 2022

Agent: Tim Garant

Premise: Jones Park concession stand, grandstand and whole park.

During Baseball Fest in June, the consumption will include the fenced horseshoe pits, carnival and concert.

FINANCIAL ANALYSIS

License fees are determined locally, but must be within the statutory maximum and minimum. Municipalities are free to set the fee anywhere within the statutory range without justifying their costs. Six-month license will be one-half of the annual license fee for such license. A Class "B" Fermented Malt Beverage license is \$100.00 per licensing period, July 1 to June 30. The six-month license fee would be \$50.00 and a \$25.00 publication fee.

RECOMMENDATION

Staff recommends that the City Council approve renewing the Annual Alcohol Beverage License for a Class "B" Fermented Malt Beverage for Fort Atkinson Generals Baseball Team Inc for use at Jones Park from April 1, 2022 to September 30, 2022.

ATTACHMENTS

Renewal Alcohol Beverage License Application – Fort Atkinson General Baseball Team, Inc

Renewal Alcohol Beverage License Application

(Submit to municipal clerk. Read instructions on page 3.)

For the license period beginning: 04 01 2022 ending: 09 30 2022
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the: ☐ Town of ☐ Village of ☒ City of } Fort Atkinson

County of Jefferson Aldermanic Dist. No. N/A

Check one: ☐ Individual ☐ Limited Liability Company ☐ Partnership ☒ Corporation/Nonprofit Organization

Complete A or B. All must complete C.

A. Individual or Partnership:

Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

B. LLC or Corporation (and Agent):

Full Legal Name of Corporation / Nonprofit Organization / Limited Liability Company	Address of Corporation / Limited Liability Company (if different from licensed premises)
<u>Fort Atkinson Generals Baseball Team, Inc</u>	<u>PO Box 98, Fort Atkinson, WI 53538</u>

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent.

Agent Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Garant</u>	<u>Timothy</u>	<u>A</u>	<u>1134 Maple Street, Fort Atkinson, 53538</u>

All Officer(s) Director(s) of Corporation and Members / Managers of Limited Liability Company:

President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Roethel</u>	<u>James</u>		<u>PO Box 2, Fort Atkinson, 53538</u>
Vice President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Koepke</u>	<u>Sue</u>		<u>W4611 Lower Hebron Rd, Fort Atkinson, 53538</u>
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Smith</u>	<u>Joshua</u>		<u>1422 Jamesway, Fort Atkinson, 53538</u>
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Allard</u>	<u>Daniel</u>		<u>1433 Lena Ln, Fort Atkinson, 53538</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Wales</u>	<u>Michelle</u>		<u>1134 Maple St, Fort Atkinson, 53538</u>
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
<u>Becker</u>	<u>Melanie</u>		<u>415 Rock River Ln, Fort Atkinson, 53538</u>

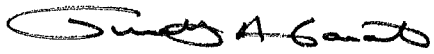
C. Business Information

- Trade Name Fort Atkinson Generals Baseball Tea Business Phone Number (262) 617-6251
- Address of Premises 600 Janesville Ave-Jones Park Post Office & Zip Code Fort Atkinson, 53538
- Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes ☒ No ☐
- Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)
Jones Park Concession Stand, Grandstand and Whole Park

Applicant's Wisconsin Seller's Permit Number <u>456-1020150024-03</u>	
FEIN Number <u>391416520</u>	
TYPE OF LICENSE REQUESTED	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>50.00</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ <u>N/A</u>
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ <u>25.00</u>
TOTAL FEE	\$ <u>75.00</u>

5. Legal description (omit if street address is given on previous page): _____
6. a. Since filing of the last application, has the named licensee, any member of a partnership licensee, or any member, officer, director, manager or agent for either a limited liability company licensee, or nonprofit organization licensee been **convicted of any offenses** (excluding traffic offenses not related to alcohol) for violation of any federal laws, any Wisconsin laws, any laws of other states, or ordinances of any county or municipality? **If yes, complete page 3** ☐ Yes ☒ No
- b. Are **charges for any offenses** presently **pending** (excluding traffic offenses not related to alcohol) against the named licensee or any other persons affiliated with this license? **If yes, explain fully on page 3.** ☐ Yes ☒ No
7. Except for questions 6a and 6b, have there been any changes in the answers to the questions as submitted by you on your last application for this license? **If yes, explain** ☐ Yes ☒ No
- _____
- _____
- _____
8. Was the profit or loss from the sale of alcohol beverages for the previous year reported on the Wisconsin Income or Franchise Tax return of the licensee? **If not, explain** ☒ Yes ☐ No
- _____
- _____
- _____
9. Does the applicant understand they must hold a Wisconsin Seller's Permit? ☒ Yes ☐ No
[phone (608) 266-2776]
10. Does the applicant understand that alcohol beverage invoices must be kept at the licensed premises for 2 years from the date of invoice and made available for inspection by law enforcement? ☒ Yes ☐ No
11. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☐ Yes ☒ No
12. Does the applicant owe municipal property taxes, assessments, or other fees? ☐ Yes ☒ No
(Note: Renewal of licenses may be denied pursuant to a local ordinance, if the licensee owes municipal taxes, assessments or other fees).

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the undersigned states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Contact Person's Name (Last, First, M.I.) Garant, Timothy A	Title / Member Agent/Board Member	Date 01/01/2022
Signature 	Phone Number (920) 222-2184	Email Address tgarant74@gmail.com

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk 2-1-22	Date reported to council / board 3-15-22	Date license granted
License number issued	Date license issued	Signature of Clerk / Deputy Clerk

Add'l Officer(s) / Director(s) of Corporation

Hartwick	Sam	636 Grant St, Fort Atkinson, 53538
Yandry	Doug	423 Edward St, Fort Atkinson, 53538
Crandall	Justin	336 S Pleasant St, Whitewater, 53190
Koepke	Chris	4940 Parkwood Dr, Milton, 56563
Taylor	Trista	W5280 Mirkwood Dr, Jefferson, 53549
Galston	Scott	33 Williams St, Fort Atkinson, 53538
Brokl	Tim	515 Roosevelt St, Fort Atkinson, 53538

2022 SEASON SCHEDULE

APRIL

9 @ Hustisford Tournament	TBA
16 @ Hustisford Tournament	TBA
23 @ Hustisford Tournament	TBA
29 @ Cottage Grove Tournament	TBA
30 @ Cottage Grove Tournament	TBA

MAY

1 @ Cottage Grove Tournament	TBA
7 vs Columbus Crawdads	1:00pm
15 @ Albion	1:00pm
22 vs Evansville	1:00pm
28 @ Stoughton	1:00pm
29 vs Jefferson	1:00pm

JUNE

2 Fest Tournament - Game 1	6:15pm
Fest Tournament - Game 2	8:30pm
3 Fest Tournament - Game 3	6:15pm
Fest Tournament - Game 4	8:30pm
5 vs Waterloo	1:00pm
9 Fest Tournament - Game 5	6:15pm
Fest Tournament - Game 6	8:30pm
10 Fest Tournament - Game 7	6:15pm
Fest Tournament - Game 8	8:30pm

JUNE

12 @ Evansville	1:00pm
16 vs Jefferson	6:15pm
Fest Tournament - Game 9	8:30pm
17 Fest Tournament - Game 10	6:15pm
Fest Tournament - Game 11	8:30pm
19 vs Utica	1:00pm
26 @ Utica	1:00pm
30 @ Cambridge	6:00pm

JULY

3 vs Albion	1:00pm
4 vs Cambridge	1:00pm
10 @ Jefferson	1:00pm
14 vs Utica	7:30pm
17 vs Stoughton	1:00pm
21 @ Albion	6:00pm
24 vs Lake Mills	1:00pm
28 @ Stoughton	6:00pm
31 @ McFarland	1:00pm

AUGUST

4 vs Cambridge	7:30pm
17 Southeast Semi-Finals	TBA
24 Southeast Final	TBA

EVENTS

Cruise Nights

May 9th, June 13th
 July 11th, August 8th
 September 12th, October 10th



20th Annual Baseball Festival June 16th – June 19th

Sponsored by: **SUBWAY**

Scan QR Code
to access
event details.



- HOME – BLUE • AWAY – RED
- EXHIBITION/TOURNAMENTS – GRAY



City of Fort Atkinson
City Clerk/Treasurer's Office
101 N. Main Street
Fort Atkinson, WI 53538

MEMORANDUM

DATE: March 15, 2022

TO: Fort Atkinson City Council

FROM: Michelle Ebbert, City Clerk/Treasurer/Finance Director

RE: Review and possible action relating to Renewal Alcohol Beverage License Application for Fort Atkinson Lions Club, Class "B" Fermented Malt Beverage

BACKGROUND

The State of Wisconsin regulates alcohol licensing for local governments through Chapter 125. Local governments are given the authority to issue licenses where alcohol is consumed in a public place in accordance with requirements set forth by Statute. There are three classes of Licenses: Class A, Class B, and Class C. "Class C" pertains strictly to wine with consumption on-site in a restaurant. The difference between Class A and B is where alcohol is authorized for sale and for consumption. Class A generally offers sale of alcohol on-site with consumption off-site (e.g. grocery or liquor store, gas station or convenience store). Class B allows for on-site sale and on-site consumption (e.g. Restaurant, Bar, Bowling Alley, Tavern). Class A can easily be remembered as you consume alcohol Away from the premises. Likewise, Class B you consume on-site, for example Bar.

A Class "B" beer license may be issued for any six-month period in a calendar year at 50% of the regular annual fee, but such licenses may not be renewed during the calendar year (sec. 125.26(5)).

State Statutes have established quotas for "Class B" Intoxicating Liquor licenses issued by municipalities. Statutes do not provide quotas for Class "B" Fermented Malt Beverage licenses; however, Statutes do allow municipalities to establish such quotas. The City of Fort Atkinson does not have a quota on Class "B" Fermented Malt Beverage licenses.

DISCUSSION

The Fort Atkinson Lions Club submitted a renewal application for their fermented malt beverage license. The Club operates the concession stand at Ralph Park during the adult softball season in evenings running May through early September. As required, they have licensed operators (bartenders) and take measures to ensure those purchasing and consuming alcohol are of legal drinking age.

Applicant: Fort Atkinson Lions Club – SCARP (Selling Concessions at Ralph Park)

License: Class "B" Fermented Malt Beverage

Licensing period: May 1, 2022 to October 31, 2022

Agent: Michelle Ebbert

Premise: Ralph Park concession stand and storage in block building. Consumption on grass, concrete, bleachers, softball fields, dugouts, pavilions and restrooms. Records maintained in the Agent's office, 101 N. Main Street.

FINANCIAL ANALYSIS

License fees are determined locally, but must be within the statutory maximum and minimum. Municipalities are free to set the fee anywhere within the statutory range without justifying their costs. Six-month license will be one-half of the annual license fee for such license. A Class "B" Fermented Malt Beverage license is \$100.00 per licensing period, July 1 to June 30. The six-month license fee would be \$50.00 and a \$25.00 publication fee.

RECOMMENDATION

Staff recommends that the City Council approve renewing the Annual Alcohol Beverage License for a Class "B" Fermented Malt Beverage for Fort Atkinson Lions Club for use at Ralph Park from May 1, 2022 to October 31, 2022.

ATTACHMENTS

Renewal Alcohol Beverage License Application – Fort Atkinson Lions Club

Renewal Alcohol Beverage License Application

(Submit to municipal clerk. Read instructions on page 3.)

For the license period beginning: 05 01 2022 ending: 10 31 2022
(mm dd yyyy) (mm dd yyyy)

To the Governing Body of the: ☐ Town of }
☐ Village of } Fort Atkinson
☒ City of }

County of Jefferson Aldermanic Dist. No. N/A

3. Check one: ☐ Individual ☐ Limited Liability Company
☐ Partnership ☒ Corporation/Nonprofit Organization

Complete A or B. All must complete C.

A. Individual or Partnership:

Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
Full Name (Last)	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)

B. LLC or Corporation (and Agent):

Full Legal Name of Corporation / Nonprofit Organization / Limited Liability Company	Address of Corporation / Limited Liability Company (if different from licensed premises)
FORT ATKINSON LIONS CLUB	PO BOX 352 FORT ATKINSON WI 53538

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent.

Agent Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
EBBERT	MICHELLE	ANN	1402 STACY LANE FORT ATKINSON WI 53538

All Officer(s) Director(s) of Corporation and Members / Managers of Limited Liability Company:

President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
RING	DAVID		N3045 CNTY RD J FORT ATKINSON WI
Vice President / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
BECKER	MASON		1511 STACY LN FORT ATKINSON WI
Secretary / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
HOOD	LISA		248 HERITAGE DR FORT ATKINSON
Treasurer / Member Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
SCHAFER	STEVE		N1672 PLEASANT RD FORT ATKINSON
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
STINE	ROBERT		N1645 CARLIN RD FORT ATKINSON
Directors / Managers Last Name	(First)	(Middle Name)	Home Address (Street, City or Post Office, & Zip Code)
SCHULTZ	ERIC		365 RAMESH AVE FORT ATKINSON

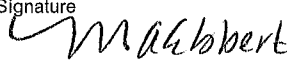
C. Business Information

- Trade Name S.C.A.R.P. Business Phone Number 6082903397
- Address of Premises 600 JEFFERSON STREET Post Office & Zip Code FORT ATKINSON WI 53538
- Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes ☒ No ☐
- Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) CONCESSION STAND AND STORAGE IN BLOCK BUILDING. CONSUMPTION ON GRASS, CONCRETE, BLEACHERS, SOFTBALL FIELDS, DUGOUTS, PAVILIONS AND RESTROOMS. RECORDS MAINTAINED IN AGENT'S OFFICE, 101 N MAIN ST.

1.	Applicant's Wisconsin Seller's Permit Number 456000007600702
2.	FEIN Number 396093836
TYPE OF LICENSE REQUESTED	
<input type="checkbox"/> Class A beer	\$ 100
<input checked="" type="checkbox"/> Class B beer	\$ <u>60</u> 100
<input type="checkbox"/> Class C wine	\$ 100
<input type="checkbox"/> Class A liquor	\$ 500
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input type="checkbox"/> Class B liquor	\$ 500
<input type="checkbox"/> Reserve Class B liquor	\$ 500
<input type="checkbox"/> Class B (wine only) winery	\$ 0
<input checked="" type="checkbox"/> Publication fee	\$ 25
TOTAL FEE	\$ <u>75.00</u>

5. Legal description (omit if street address is given on previous page): _____
6. a. Since filing of the last application, has the named licensee, any member of a partnership licensee, or any member, officer, director, manager or agent for either a limited liability company licensee, or nonprofit organization licensee been **convicted of any offenses** (excluding traffic offenses not related to alcohol) for violation of any federal laws, any Wisconsin laws, any laws of other states, or ordinances of any county or municipality? **If yes, complete page 3** ☐ Yes ☒ No
- b. Are **charges for any offenses** presently **pending** (excluding traffic offenses not related to alcohol) against the named licensee or any other persons affiliated with this license? **If yes, explain fully on page 3.** ☐ Yes ☒ No
7. Except for questions 6a and 6b, have there been any changes in the answers to the questions as submitted by you on your last application for this license? **If yes, explain** ☐ Yes ☒ No
- _____
- _____
- _____
8. Was the profit or loss from the sale of alcohol beverages for the previous year reported on the Wisconsin Income or Franchise Tax return of the licensee? **If not, explain** ☒ Yes ☐ No
- _____
- _____
- _____
9. Does the applicant understand they must hold a Wisconsin Seller's Permit? ☒ Yes ☐ No
[phone (608) 266-2776]
10. Does the applicant understand that alcohol beverage invoices must be kept at the licensed premises for 2 years from the date of invoice and made available for inspection by law enforcement? ☒ Yes ☐ No
11. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☐ Yes ☒ No
12. Does the applicant owe municipal property taxes, assessments, or other fees? ☐ Yes ☒ No
(Note: Renewal of licenses may be denied pursuant to a local ordinance, if the licensee owes municipal taxes, assessments or other fees).

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the undersigned states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Contact Person's Name (Last, First, M.I.) EBBERT, MICHELLE A	Title / Member FINANCIAL SECRETARY	Date 02/23/2022
Signature 	Phone Number 608-290-3397	Email Address mch11ann@yahoo.com
Email:		

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk 2-23-22	Date reported to council / board 3-15-22	Date license granted
License number issued	Date license issued	Signature of Clerk / Deputy Clerk



MEMORANDUM

DATE: March 15, 2022

TO: Fort Atkinson City Council

FROM: Rebecca Houseman LeMire, City Manager

RE: Girl Scout Gold Awards

BACKGROUND

Fort Atkinson Girl Scouts Elee Sharp, Jessica Sharp, Makayla Krueger and Nevaeh Smith will be recognized on April 9, 2022 by Girl Scouts of Wisconsin Badgerland Council for receiving the Gold Award. The Girl Scout Gold Award is among the highest awards in Girl Scouting.

Girl Scouts earn the award for contributing to making the world a better place.

According to GirlScouts.org, "Seniors and Ambassadors earn the Gold Award—the highest award in Girl Scouting—by developing and carrying out lasting solutions to issues in their neighborhoods and beyond. Gold Award Girl Scouts truly are the world changers, rock stars, role models, and real-life heroes we all look up to. Plus, they're amazing candidates for colleges, scholarships, competitive internship programs, and exciting careers."

DISCUSSION

The City is honoring the four local Girl Scouts by declaring a day in each of their honor. March 16, 2022 will be declared as Gold Award Girl Scout Jessica Sharp Day, March 17, 2022 will be declared Gold Award Girl Scout Elee Sharp Day, March 18, 2022 as gold Award Girl Scout Makayla Krueger Day and March 19, 2022 as Gold Award Girl Scout Nevaeh Smith Day.

FINANCIAL ANALYSIS

There is no expected financial impact related to these proclamations.

RECOMMENDATION

Staff recommends that the Council president sign and present the proclamations and declare a day in the City of Fort Atkinson in each of the Girl Scouts' honor.

ATTACHMENTS

Proclamation declaring Gold Award Girl Scout Elee Sharp Day
Proclamation declaring Gold Award Girl Jessica Sharp Day
Proclamation declaring Gold Award Girl Scout Makayla Krueger Day
Proclamation declaring Gold Award Girl Scout Nevaeh Smith Day



A Proclamation Celebrating Jessica Sharp of Fort Atkinson on earning the Girl Scout Gold Award and Proclaiming March 16, 2022 at “Gold Award Girl Scout Jessica Sharp Day”

WHEREAS, The Girl Scout Gold Award is the highest award a Girl Scout can achieve, and proves its holder has completed a project that has a measurable and sustainable impact on her community; and

WEHREAS, A Gold Award Girl Scout tackles an issue that is dear to her by assessing a need, designing a solution, completing a project, and inspiring others to sustain it; and

WHEREAS, The Gold Award is the mark of the truly remarkable – proof that not only can girls make a difference; but that they already have; and

WHEREAS, The Girl Scout Gold Award serves as a key to open doors to scholarships, preferred admission tracks for college, and amazing career opportunities.

WHEREAS, Jessica Sharp, a member of Girl Scout Troop 2276, has completed the Girl Scout Gold Award, “Baseball Photo Op”. Jessica describes her project as: My Gold Award Project was a beautification project at Memorial Park, a baseball park in Fort Atkinson. I created some landscaping with flowers in colors that are significant to the park. I also created a walking path through the flowerbeds big enough for people to take nice pictures in front of the Memorial Park sign I hung on the back of the seating. Together, these elements create a great space for teams and their players to make memories and celebrate their accomplishments.

NOW, THEREFORE, I, Christopher Scherer, City Council President of the City of Fort Atkinson, Wisconsin, do hereby applaud Jessica Sharp for her efforts and achievement, and I declare March 16, 2022 as

“Gold Award Girl Scout Jessica Sharp Day”

in the City of Fort Atkinson.

Christopher Scherer, City Council President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director



**A Proclamation Celebrating Elee Sharp of Fort Atkinson on earning the Girl Scout Gold Award and
Proclaiming March 17, 2022 as “Gold Award Girl Scout Elee Sharp Day”**

WHEREAS, The Girl Scout Gold Award is the highest award a Girl Scout can achieve, and proves its holder has completed a project that has a measurable and sustainable impact on her community; and

WHEREAS, A Gold Award Girl Scout tackles an issue that is dear to her by assessing a need, designing a solution, completing a project, and inspiring others to sustain it; and

WHEREAS, The Gold Award is the mark of the truly remarkable – proof that not only can girls make a difference; but that they already have; and

WHEREAS, The Girl Scout Gold Award serves as a key to open doors to scholarships, preferred admission tracks for college, and amazing career opportunities.

WHEREAS, Elee Sharp, a member of Girl Scout Troop 2276, has completed the Girl Scout Gold Award, “Youth Batting Cages Revamp”. Elee describes her project as: For my project I worked to revamp the practice batting cages in my local kids baseball park. I helped bring the maintenance and improvement this area has been needing by livening the area with a mural and making it more usable with new benches. The mural was painted on a side of the shed that is located between the batting cages, and it depicts a boy hitting a baseball and the name "Memorial Park" layered behind it. The mural was designed to incorporate the colors of the two programs that use the park. Then, I built and installed two benches for players to use while their teams are practicing.

NOW, THEREFORE, I, Christopher Scherer, City Council President of the City of Fort Atkinson, Wisconsin, do hereby applaud Elee Sharp for her efforts and achievement, and I proclaim March 17, 2022 as

“Gold Award Girl Scout Elee Sharp Day”

in the City of Fort Atkinson.

Christopher Scherer, City Council President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director



**A Proclamation Celebrating Makayla Krueger of Fort Atkinson on earning the Girl Scout Gold Award
and Proclaiming March 18, 2022 as “Gold Award Girl Scout Makayla Krueger Day”**

WHEREAS, The Girl Scout Gold Award is the highest award a Girl Scout can achieve, and proves its holder has completed a project that has a measurable and sustainable impact on her community; and

WEHREAS, A Gold Award Girl Scout tackles an issue that is dear to her by assessing a need, designing a solution, completing a project, and inspiring others to sustain it; and

WHEREAS, The Gold Award is the mark of the truly remarkable – proof that not only can girls make a difference; but that they already have; and

WHEREAS, The Girl Scout Gold Award serves as a key to open doors to scholarships, preferred admission tracks for college, and amazing career opportunities.

WHEREAS, Makayla Krueger, a member of Girl Scout Troop 2276, has completed the Girl Scout Gold Award, “An Organized Golden Glove”. Makayla describes her project as: For my project I cleaned and organized Fort Youth Baseball's equipment/supply room. I held a rummage sale to sell the equipment that was no longer being used. The proceeds from the rummage sale went to benefit kids who are underserved. Then, with the remaining equipment from the rummage sale, I donated it to benefits kids in Fort Atkinson's sister city, Puerto Cabezas in Nicaragua.

NOW, THEREFORE, I, Christopher Scherer, City Council President of the City of Fort Atkinson, Wisconsin, do hereby applaud Makayla Krueger for her efforts and achievement, and I declare March 18, 2022 as

“Gold Award Girl Scout Makayla Krueger Day”

in the City of Fort Atkinson.

Christopher Scherer, City Council President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director



A Proclamation Celebrating Nevaeh Smith of Fort Atkinson on earning the Girl Scout Gold Award and Proclaiming March 19, 2022 as “Gold Award Scout Nevaeh Smith Day”

WHEREAS, The Girl Scout Gold Award is the highest award a Girl Scout can achieve, and proves its holder has completed a project that has a measurable and sustainable impact on her community; and

WEHREAS, A Gold Award Girl Scout tackles an issue that is dear to her by assessing a need, designing a solution, completing a project, and inspiring others to sustain it; and

WHEREAS, The Gold Award is the mark of the truly remarkable – proof that not only can girls make a difference; but that they already have; and

WHEREAS, The Girl Scout Gold Award serves as a key to open doors to scholarships, preferred admission tracks for college, and amazing career opportunities.

WHEREAS, Nevaeh Smith, a member of Girl Scout Troop 2276, has completed the Girl Scout Gold Award, “Flowerbed and Flagpole Renovation.” Nevaeh describes her project as: I started by repainting the flag pole. The local VFW donated a new flag. I redesigned the way the plaques were displayed. I also added baseball shaped planters to beautify the park.

NOW, THEREFORE, I, Christopher Scherer, City Council President of the City of Fort Atkinson, Wisconsin, do hereby applaud Nevaeh Smith for her efforts and achievement, and I declare March 19, 2022 as

“Gold Award Girl Scout Nevaeh Smith Day”

in the City of Fort Atkinson.

Christopher Scherer, City Council President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director



MEMORANDUM

DATE: March 15, 2022

TO: Fort Atkinson City Council

FROM: Andy Selle, P.E., City Engineer/Director of Public Works

RE: Review and possible action relating to the Annual Stormwater Report

BACKGROUND

As part of our Phase II MS4 Permit, the City is required to submit an Annual Report on our activities and accomplishments pursuant to the management of stormwater within the municipal boundaries of Fort Atkinson. The Report covers the City's activities in seven critical areas:

- Public Education and Outreach.
- Public Involvement and Participation
- Illicit Discharge Detection and Elimination.
- Construction Site Pollution Control.
- Post-construction Stormwater Management.
- Pollution Prevention.
- Storm Sewer Mapping.

DISCUSSION

The Report documents our effort in each category required by the permit. The City of Fort Atkinson is a member of the Rock River Stormwater Group (RRSG). The RRSG encompasses MS4 permitted municipalities along the Rock River. Each municipality pays annual dues based on population to allow a collaborative effort at the Public facing side of the permit requirements, the first two items listed above. The RRSG has hired Creative Marketing Unlimited, a student run consulting firm from UW Whitewater to manage our web presence, social media, in-person education and outreach, as well as some aspects of the pollution prevention.

We continue to make progress in ensuring our stormwater entering the Bark and Rock Rivers is as clean as possible. We have come a long way since utilizing the river as a conduit for untreated sewage and waste in the early 1900s. Recreational use of the rivers is visibly increasing and they are being viewed as an asset in our community, a direct result of City efforts and dollars and certainly a sound investment for our community. Being a "*River Community*" is now touted as an important aspect of our quality of life.

In addition to giving you the Report to review, it has been posted on the City's website and copies have been available at the Dwight Foster Public Library and Municipal Building for public review and comment.

FINANCIAL ANALYSIS

The Report does not have any impact on the Stormwater Utility budget.

RECOMMENDATION

Staff recommends the Annual Report be approved and the proper signatures authorized.

Please contact me if you have any questions or want additional information on the Annual Report, Stormwater Utility or other stormwater issues.

ATTACHMENT

DRAFT Annual Stormwater Report to WDNR

Annual Report to RRSB from Creative Marketing Unlimited

Submittal of Annual Reports and Other Compliance Documents for Municipal Separate Storm Sewer System (MS4) Permits

NOTE: Missing or incomplete fields are highlighted at the bottom of each page. You may save, close and return to your draft permit as often as necessary to complete your application. After 120 days your draft is **deleted**.

Form 3400-224(R8/2021)

Reporting Information :

Will you be completing the Annual Report or other submittal type? ☒ Annual Report ☐ Other

Project Name: 2021 Annual Report

County: Jefferson

Municipality: Fort Atkinson City

Permit Number: S050075

Facility Number: 31422

Reporting Year: 2021

Is this submittal also satisfying an Urban Nonpoint Source Grant funded deliverable? ☐ Yes ☒ No

Required Attachments and Supplemental Information

Please complete the contents of each tab to submit your MS4 permit compliance document. The information included in this checklist is necessary for a complete submittal. A complete and detailed submittal will help us review about your MS4 permit document. To help us make a decision in the shortest amount of time possible, the following information must be submitted:

Annual Report

- Review related web site and instructions for [Municipal storm water permit eReporting](#) [Exit Form]
- Complete all required fields on the annual report form and upload required attachments
- Attach the following other supporting documents as appropriate using the attachments tab above
 - Public Education and Outreach Annual Report Summary
 - Public Involvement and Participation Annual Report Summary
 - Illicit Discharge Detection and Elimination Annual Report Summary
 - Construction Site Pollution Control Annual Report Summary
 - Post-Construction Storm Water Management Annual Report Summary
 - Pollution Prevention Annual Report Summary
 - Leaf and Yard Waste Management
 - Municipal Facility (BMP) Inspection Report
 - Municipal Property SWPPP
 - Municipally Property Inspection Report
 - Winter Road Maintenance
 - Storm Sewer Map Annual Report Attachment
 - Storm Water Quality Management Annual Report Attachment
 - TMDL Attachment
 - Storm Water Consortium/Group Report

- Municipal Cooperation Attachment
- Other Annual Report Attachment
- Attach the following permit compliance documents as appropriate using the attachments tab above
 - Storm Water Management Program
 - Public Education and Outreach Program
 - Public Involvement and Participation Program
 - Illicit Discharge Detection and Elimination Program
 - Construction Site Pollutant Control Program
 - Post-Construction Storm Water Management Program
 - Pollution Prevention Program
 - Municipal Storm Water Management Facility (BMP) Inventory
 - Municipal Storm Water Management Facility (BMP) Inspection and Maintenance Plan
 - Total Maximum Daily Load documents (**If applicable, see permit for due dates.*)
 - TMDL Mapping*
 - TMDL Modeling*
 - TMDL Implementation Plan*
 - Fecal Coliform Screening Parameter *
 - Fecal Coliform Inventory and Map (*S050075-03 general permittees Appendix B B.5.2 – document due to the department by March 31, 2022*)
 - Fecal Coliform Source Elimination Plan (*S050075-03 general permittees Appendix B - document due to the department by October 31, 2023*)
- Sign and Submit form

Municipal Contact Information- Complete

Notice: Pursuant to s. NR 216.07(8), Wis. Adm. Code, an owner or operator of a Municipal Separate Storm Sewer System (MS4) is required to submit an annual report to the Department of Natural Resources (Department) by March 31 of each year to report on activities for the previous calendar year ("reporting year"). This form is being provided by the Department for the user's convenience for reporting on activities undertaken in each reporting year of the permit term. Personal information collected will be used for administrative purposes and may be provided to the extent required by Wisconsin's Open Records Law [ss. 19.31-19.39, Wis. Stats.].

Note: Compliance items must be submitted using the Attachments tab.

Municipality Information**Name of Municipality** Fort Atkinson City**Facility ID # or (FIN):** 31422**Updated Information:** ☐ Check to update mailing address information**Mailing Address:** 101 N Main St**Mailing Address 2:****City:** Fort Atkinson**State:** Wisconsin**Zip Code:** 53538 xxxxx or xxxxx-xxxx**Primary Municipal Contact Person (Authorized Representative for MS4 Permit)**

The "Authorized Representative" or "Authorized Municipal Contact" includes the municipal official that was charged with compliance and oversight of the permit conditions, and has signature authority for submitting permit documents to the Department (i.e., Mayor, Municipal Administrator, Director of Public Works, City Engineer).

☒ Select to **create new** primary contact**First Name:** Andy**Last Name:** Selle☒ Select to **update** current contact information**Title:** City Engineer**Mailing Address:** 101 N Main St**Mailing Address 2:****City:** Fort Atkinson**State:** WI**Zip Code:** 53538 xxxxx or xxxxx-xxxx**Phone Number:** 920-563-7760 Ext: xxx-xxx-xxxx**Email:** aselle@fortatkinsonwi.net**Additional Contacts Information (Optional)**☐ I&E Program

**Individual with responsibility for:
(Check all that apply)**

- ☐ IDDE Program
- ☐ IDDE Response Procedure Manual
- ☐ Municipal-wide Water Quality Plan
- ☐ Ordinances
- ☐ Pollution Prevention Program
- ☐ Post-Construction Program
- ☐ Winter roadway maintenance

First Name:

Last Name:

Title:

Mailing Address:

Mailing Address 2:

City:

State:

Zip Code:

XXXXX or XXXXX-XXXX

Phone Number:

Ext:

XXX-XXX-XXXX

Email:

1. Does the municipality rely on another entity to satisfy some of the permit requirements?

☒ Yes ☐ No

☒ Public Education and Outreach Rock River Stormwater Group

☒ Public Involvement and Participation Rock River Stormwater Group

☐ Illicit Discharge Detection and Elimination

☐ Construction Site Pollutant Control

☐ Post-Construction Storm Water Management

☐ Pollution Prevention

2. Has there been any changes to the municipality's participation in group efforts towards permit compliances (i.e., the municipality has added or dropped consortium membership)?

☐ Yes ☒ No

Missing Information

Do not close your work until you SAVE.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7.

Form 3400-224 (R8/2021)

Minimum Control Measures- Section 1 : Complete

1. Public Education and Outreach

a. Complete the following information on Public Education and Outreach Activities related to storm water. Select the Delivery Mechanism that best describes how the topics were conveyed to your population. Use the Add Event to add additional entries.

Event Start Date	1/1/2021		
Project/Event Name	Pollution Prevention		
Delivery Mechanism	Social media post * Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	2/1/2021		
Project/Event Name	Construction Site & Post Construction Storm Water Management		
Delivery Mechanism	Social media post * Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input checked="" type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	3/1/2021		
Project/Event Name	Snowmelt Runoff		
Delivery Mechanism	Social media post *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input checked="" type="checkbox"/> Other: Snowmelt Runoff	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	4/1/2021		
Project/Event Name	Fertilizer & Pesticide Application		
Delivery Mechanism	Social media post *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: 	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	5/1/2021		
Project/Event Name	Household Hazardous Waste Disposal		
Delivery Mechanism	Social media post *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

<input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other		
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Event Start Date	6/1/2021		
Project/Event Name	Yard & Pet waste Management		
Delivery Mechanism	Social media post *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	7/1/2021		
Project/Event Name	Stream & Shoreline Management		
Delivery Mechanism	Social media post *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

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Event Start Date	8/1/2021		
Project/Event Name	Illicit Discharge Detection & Elimination		
Delivery Mechanism	Social media post		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: 	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	9/1/2021		
Project/Event Name	Vehicle Washing		
Delivery Mechanism	Social media post		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: 	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	10/1/2021		
Project/Event Name	Green Infrastructure - Low Impact Development		
Delivery Mechanism	Social media post		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other		
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Event Start Date	11/1/2021		
Project/Event Name	Residential Infiltration		
Delivery Mechanism	Social media post *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	12/1/2021		
Project/Event Name	Salt Use		
Delivery Mechanism	Social media post *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development	<input type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

<input checked="" type="checkbox"/> Other: Salt Use			
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Event Start Date	9/10/2021		
Project/Event Name	Local Social Media Posts Throughout the Year		
Delivery Mechanism	Social media post		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input checked="" type="checkbox"/> Other: Salt Usage	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input type="checkbox"/> Developers <input checked="" type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input type="radio"/> Yes <input checked="" type="radio"/> No

Event Start Date	2/15/2021		
Project/Event Name	Rock Lake Improvement Association Meeting		
Delivery Mechanism	Government Event (Public Hearing, Council Meeting, etc)*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: 	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	5/14/2021		
Project/Event Name	Jefferson Wine Walk		
Delivery Mechanism	Informational booth*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

<input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other		
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Event Start Date	5/29/2021		
Project/Event Name	City of Beloit Farmers Market		
Delivery Mechanism	Informational booth* *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	6/5/2021		
Project/Event Name	Whitewater Farmers Market		
Delivery Mechanism	Informational booth* *Active		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	51-100	<input checked="" type="radio"/> Yes <input type="radio"/> No

development <input type="checkbox"/> Other: <input type="text"/>			
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Event Start Date	6/27/2021		
Project/Event Name	Rock County Farmers Market		
Delivery Mechanism	Informational booth*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	7/17/2021		
Project/Event Name	Whitewater Farmers Market		
Delivery Mechanism	Informational booth*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	8/3/2021		
Project/Event Name	Watertown National Night Out		
Delivery Mechanism	Informational booth*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)

<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	<u>11-50</u>	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Event Start Date	8/7/2021		
Project/Event Name	Rock River Coalition Clean Up		
Delivery Mechanism	Informational booth*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	<u>11-50</u>	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	8/14/2021		
Project/Event Name	Watertown Riverfest		
Delivery Mechanism	Informational booth*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	<u>101 +</u>	<input checked="" type="radio"/> Yes <input type="radio"/> No

<input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>			
--	--	--	--

Event Start Date	10/23/2021		
Project/Event Name	Super Science Saturday		
Delivery Mechanism	Informational booth*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	51-100	<input checked="" type="radio"/> Yes <input type="radio"/> No

Event Start Date	10/30/2021		
Project/Event Name	UW Whitewater Homecoming Parade		
Delivery Mechanism	Other		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input type="radio"/> Yes <input type="radio"/> No

Event Start Date	9/11/2021		
Project/Event Name	Rock River Clean Up		
Delivery Mechanism	Informational booth*		*Active
Topics Covered	Target Audience	Estimated People	Regional Effort

		Reached (Optional)	(Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input checked="" type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

b. Brief explanation on Public Education and Outreach reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

The RRSg engages CMU for public education & involvement. CMU 2021 Report is attached. Activities listed also included website and passive print distribution. Active education limited due to Covid.

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 2 : Complete

2. Public Involvement and Participation

a. Permit Activities. Complete the following information on Public Involvement and Participation Activities related to storm water. Select the Delivery Mechanism that best describes how the permit activities were conveyed to your population. Use the Add Event to add additional entries.

Event Start Date	3/11/2022		
Project/Event Name	MS4 Annual Report shared with City Council		
Delivery Mechanism	Government Event (Public Hearing, Council Meeting, etc)		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> MS4 Annual Report <input type="checkbox"/> Storm Water Management Program <input type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers	51-100	<input type="radio"/> Yes <input checked="" type="radio"/> No

☐ Industries☒ Other

b. Volunteer Activities. Complete the following information on Public Involvement and Participation Activities related to storm water. Select the Delivery Mechanism that best describes how volunteer activities were conveyed to your population. Use the Add Event to add additional entries.

Event Start Date	9/11/2021	<input type="checkbox"/> NA (Individual Permittee).	
Project/Event Name	Rock River Clean Up		
Delivery Mechanism	Clean up event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
Volunteer Opportunity	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

c. Brief explanation on Public Involvement and Participation reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

This annual report was shared with the City Council in association with the March 2022 council meeting. The volunteer event was a river clean up event involving several communities throughout the basin.

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 3 : Complete

3. Illicit Discharge Detection and Elimination

- a. How many total outfalls does the municipality have? 34 ☐ Unsure
- b. How many outfalls did the municipality evaluate as part of their routine ongoing field screening program? 17 ☐ Unsure
- c. From the municipality's routine screening, how many were confirmed illicit discharges? 0 ☐ Unsure
- d. How many illicit discharge complaints did the municipality receive? 0 ☐ Unsure

e. From the complaints received, how many were confirmed illicit discharges? ☐ Unsure

f. How many of the identified illicit discharges did the municipality eliminate in the reporting year (from both routine screening and complaints)? ☐ Unsure

(If the sum of 3.c. and 3.e. does not equal 3.f., please explain below.)

g. How many of the following enforcement mechanisms did the municipality use to enforce its illicit discharge ordinance? Check all that apply and enter the number of each used in the reporting year. ☐ Unsure

<input checked="" type="checkbox"/> Verbal Warning	<input type="text" value="20"/>
<input checked="" type="checkbox"/> Written Warning (including email)	<input type="text" value="9"/>
<input checked="" type="checkbox"/> Notice of Violation	<input type="text" value="1"/>
<input type="checkbox"/> Civil Penalty/ Citation	<input type="text"/>

Additional Information: All issues were related to grass and leaves in the street.

h. Brief explanation on Illicit Discharge Detection and Elimination reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 4 : Complete

4. Construction Site Pollutant Control

a. How many total construction sites with one acre or more of land disturbing construction activity were active at any point in the reporting year? ☐ Unsure

b. How many construction sites with one acre or more of land disturbing construction activity did the municipality issue permits for in the reporting year? ☐ Unsure

c. How many erosion control inspections did the municipality complete in the reporting year (at sites with one acre or more of land disturbing construction activity)? ☐ Unsure

d. What types of enforcement actions does the municipality have available to compel compliance with the regulatory mechanism? Check all that apply and enter the number of each used in the reporting year. ☐ Unsure

<input type="checkbox"/> No Authority	
<input checked="" type="checkbox"/> Verbal Warning	<input type="text" value="0"/>
<input checked="" type="checkbox"/> Written Warning (including email)	<input type="text"/>

☒ Notice of Violation

2

☒ Civil Penalty/ Citation

0

☒ Stop Work Order

0

☐ Forfeiture of Deposit

1

☐ Other - Describe below

- e. Brief explanation on Construction Site Pollutant Control reporting . *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 5 : Complete

5. Post-Construction Storm Water Management

- a. How many sites with new structural storm water management facilities* have received local approval ? ☐ Unsure

*Engineered and constructed systems that are designed to provide storm water quality control such as wet detention ponds, constructed wetlands, infiltration basins, grassed swales, permeable pavement, catch basin sumps, etc.

- b. Does the permittee have procedures for inspecting and maintaining private storm water facilities? ☐ Yes ☒ No ☐ Unsure

- c. If Yes, how many privately owned storm water management facilities were inspected in the reporting year ? ☐ Unsure

Inspections completed by private landowners should be included in the reported number.

- d. What types of enforcement actions does the municipality have available to compel compliance with the regulatory mechanism? Check all that apply and enter the number of each used in the reporting year. ☐ Unsure

☐ No Authority

☒ Verbal Warning

0

☒ Written Warning (including email)

0

☒ Notice of Violation

0

☒ Civil Penalty/ Citation

0

☐ Forfeiture of Deposit

☒ Complete Maintenance

0

☒ Bill Responsible Party

0

☐ Other - Describe below

- e. Brief explanation on Post-Construction Storm Water Management reporting . *If marked 'Unsure' on any questions above, justify your reasoning. Limit your response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 6 : Complete

6. Pollution Prevention

Storm Water Management Facility Inspections ☐ Not Applicable

- a. Enter the total number of municipally owned or operated structural storm water management facilities ? ☐ Unsure
- b. How many new municipally owned storm water management facilities were installed in the reporting year ? ☐ Unsure
- c. How many municipally owned storm water management facilities were inspected in the reporting year? ☐ Unsure
- d. What elements are looked at during inspections (250 character limit)?

Hydraulics, Structural Elements, Vegetation, Erosion, Deposited Materials

- e. How many of these facilities required maintenance? ☐ Unsure
- f. Brief explanation on Storm Water Management Facility inspection reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

The one facility requiring maintenance is currently being evaluated for retrofit to improve pollutant treatment.

Public Works Yards & Other Municipally Owned Properties (SWPPP Plan Review) ☐ Not Applicable

- g. How many municipal properties require a SWPPP? ☐ Unsure
- h. How many inspections of municipal properties have been conducted in the reporting year? ☐ Unsure
- i. Have amendments to the SWPPPs been made?
☐ Yes ☒ No ☐ Unsure

- j. If yes, describe what changes have been made. Limit response to 250 characters and/or attach supplemental information on the attachment page:

- k. Brief explanation on Storm Water Pollution Prevention Plan reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

No changes have occurred at these facilities and SWPPPs have therefore not been updated.

Collection Services - *Street Sweeping / Cleaning Program* ☐ Not Applicable

- l. Did the municipality conduct street sweeping/cleaning during the reporting year?
☒ Yes ☐ No ☐ Unsure
- m. If known, how many tons of material was removed? ☐ Unsure
- n. Does the municipality have a low hazard exemption for this material? ☐ Yes ☒ No
- o. If street cleaning is identified as a storm water best management practice in the pollutant loading analysis, was street cleaning completed at the assumed frequency?
☐ Yes - Explain frequency _____
☒ No - Explain Weekly sweeping not completed in Reach 59
☐ Not Applicable

Collection Services - *Catch Basin Sump Cleaning Program* ☐ Not Applicable

- p. Did the municipality conduct catch basin sump cleaning during the reporting year? ☒ Yes ☐ No ☐ Unsure
- q. How many catch basin sumps were cleaned in the reporting year? ☐ Unsure
- r. If known, how many tons of material was collected? ☒ Unsure
- s. Does the municipality have a low hazard exemption for this material? ☐ Yes ☒ No
- t. If catch basin sump cleaning is identified as a storm water best management practice in the pollutant loading analysis, was cleaning completed at the assumed frequency?
☐ Yes- Explain frequency _____
☐ No - Explain _____
☒ Not Applicable

Collection Services - *Leaf Collection Program* ☐ Not Applicable

- u. Does the municipality conduct curbside leaf collection? ☒ Yes ☐ No ☐ Unsure
- v. Does the municipality notify homeowners about pickup? ☒ Yes ☐ No ☐ Unsure
- w. Where are the residents directed to store the leaves for collection?
☒ Pile on terrace ☐ Pile in street ☐ Bags on terrace ☐ Unsure
☐ Other - Describe _____

- x. What is the frequency of collection?
3x/season November 1 - December 15
- y. Is collection followed by street sweeping/cleaning? ☒ Yes ☐ No ☐ Unsure
- z. Brief explanation on Collection Services reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*

Winter Road Management ☐ Not Applicable

*Note: We are requesting information that goes beyond the reporting year, answer the best you can.

- aa. How many lane-miles of roadway is the municipality responsible for doing snow and ice control? ☐ Unsure
- ab. Provide amount of de-icing products used by month last winter season?
 Solids (tons) (ex. sand, or salt-sand)

Product	Oct	Nov	Dec	Jan	Feb	Mar
<u>Salt</u>	<input type="text" value="0"/>	<input type="text" value="2"/>	<input type="text" value="95"/>	<input type="text" value="250"/>	<input type="text" value="198"/>	<input type="text" value="6"/>

Liquids (gallons) (ex. brine)

	Oct	Nov	Dec	Jan	Feb	Mar
<u>None</u>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

- ac. Was salt applying machinery calibrated in the reporting year? ☒ Yes ☐ No ☐ Unsure
- ad. Have municipal personnel attended salt reduction strategy training in the reporting year? ☐ Yes ☒ No ☐ Unsure

Training Date	Training Name	# Attendance
<input type="text"/>	<input type="text"/>	<input type="text"/>

- ae. Brief explanation on Winter Road Management reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*

Internal (Staff) Education & Communication

- af. Has training or education been held for municipal or other personnel involved in implementing each of the pollution prevention program elements? ☐ Yes ☒ No ☐ Unsure

If yes, describe what training was provided (250 character limit):

When:

How many attended:

- ag. Describe how the municipality has kept the following local officials and municipal staff aware of the municipal storm water discharge permit programs and its requirements.

Elected Officials

Annual Report presentation at City Council Meeting

Municipal Officials

Informal Conversations

Appropriate Staff (such as operators, Department heads, and those that interact with public)

Informal Conversations

- a. Brief explanation on Internal Education reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 7 : Complete

7. Storm Sewer System Map

- a. Did the municipality update their storm sewer map this year?

☒ Yes ☐ No ☐ Unsure

If yes, check the areas the map items that got updated or changed:

☒ Storm water treatment facilities

☐ Storm pipes

☐ Vegetated swales

☒ Outfalls

☒ Other - Describe below

A full map update was prepared by MSA for the City to include all required map elements.

- b. Brief explanation on Storm Sewer System Map reporting. *If you marked Unsure for any question for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

Final Evaluation - Complete

Fiscal Analysis

Complete the fiscal analysis table provided below. For municipalities that do not break out funding into permit program elements, please enter the monetary amount to your best estimate of what funding may be going towards these programs.

Annual Expenditure Reporting Year	Budget Reporting Year	Budget Upcoming Year	Source of Funds
--------------------------------------	--------------------------	----------------------------	-----------------

Element: Public Education and Outreach

0	0	0	<u>Storm water utility</u>
---	---	---	----------------------------

Element: Public Involvement and Participation

0	0	0	<u>Storm water utility</u>
---	---	---	----------------------------

Element: Illicit Discharge Detection and Elimination

0	0	0	<u>Storm water utility</u>
---	---	---	----------------------------

Element: Construction Site Pollutant Control

0	0	0	<u>Storm water utility</u>
---	---	---	----------------------------

Element: Post-Construction Storm Water Management

0	0	0	<u>Storm water utility</u>
---	---	---	----------------------------

Element: Pollution Prevention

0	0	0	<u>Storm water utility</u>
---	---	---	----------------------------

Other (describe)

Total Stormwater Utility Budget

			<u>Storm water utility</u>
--	--	--	----------------------------

Please provide a justification for a "0" entered in the Fiscal Analysis. *Limit response to 250 characters.*

The City's stormwater utility budget is not structured to align with the DNR parameters. A copy of the stormwater utility budget is attached.

Water Quality

a: Were there any known water quality improvements in the receiving waters to which the municipality's storm sewer system directly discharges to?

☐ Yes ☒ No ☐ Unsure If Yes, explain below:

b: Were there any known water quality degradation in the receiving waters to which the municipality's storm sewer system directly discharges to?

☐ Yes ☒ No ☐ Unsure If Yes, explain below:

c: Have any of the receiving waters that the municipality discharges to been added to the impaired waters list during the reporting year?

☐ Yes ☒ No ☐ Unsure

d: Has the municipality evaluated their storm water practices to reduce the pollutants of concern?

☐ Yes ☒ No ☐ Unsure

Storm Water Quality Management

a. Has the municipality completed or updated modeling in the reporting year (relating to developed urban area performance standards of s. NR 151.13(2)(b)1., Wis. Adm. Code)? ☐ Yes ☒ No

b. If yes, enter percent reduction in the annual average mass discharging from the entire MS4 to surface waters of the state as compared to implementing no storm water management controls:

Total suspended solids (TSS)

Total phosphorus (TP)

Status of Total Maximum Daily Loads (TMDLs) Implementation

The permittee Fort Atkinson City is subject to the following approved TMDLs: Rock River Basin and/or and/or Beaver Dam Lake

The permittee intends to comply with the following permit requirements to show progress towards meeting the TMDL:

[A.3.1] The Permittee is following the TMDL Compliance Plan, which received department concurrence prior to April 30, 2019.

The permittee is confirming that all planned efforts are on schedule.

☒ Agree ☐ Disagree

[A.6.3] Final Documentation.

The permittee is confirming that all planned efforts are on schedule to submit the final documentation materials [updates to mapping, modeling, tabular summary, and Implementation Plan] under section A.6.3 by October 31, 2023.

☒ Agree ☐ Disagree

Additional Information

Based on the municipality's storm water program evaluation, describe any proposed changes to the municipality's storm water program. *If your response exceeds the 250 character limit, attach*

supplemental information on the attachments page.

Do not close your work until you SAVE.

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Form 3400-224 (R8/2021)

Requests for Assistance on Understanding Permit Programs

Would the municipality like the Department to contact them about providing more information on understanding any of the Municipal Separate Storm Sewer Permit programs?

Please select all that apply:

- ☐ Public Education and Outreach
- ☐ Public Involvement and Participation
- ☐ Illicit Discharge Detection and Elimination
- ☐ Construction Site Pollutant Control
- ☐ Post-Construction Storm Water Management
- ☐ Pollution Prevention
- ☐ Storm Water Quality Management
- ☐ Storm Sewer System Map
- ☐ Water Quality Concerns
- ☒ Compliance Schedule Items Due
- ☒ MS4 Program Evaluation

Do not close your work until you **SAVE**.

Form 3400-224(R8/2021)

Required Attachments and Supplemental Information

Any other MS4 program information for inclusion in the Annual Report may be attached on here. Use the Add Additional Attachments to add multiple documents.

Upload Required Attachments (15 MB per file limit) - [Help reduce file size and trouble shoot file uploads](#)

***Required Item**

Note: To replace an existing file, use the 'Click here to attach file ' link or press the to delete an item.

Storm Sewer System Map

 File Attachment

Attach - Other Supporting Documents

AR_EO

 File Attachment

[FortAtkinson2.pdf](#)

AR_IP

 File Attachment

[FortAtkinson2.pdf](#)

AR_IDDE

 File Attachment

[FortAtkinson2.pdf](#)

AR_CSPC

 File Attachment

[FortAtkinson2.pdf](#)

AR_PCSSW

 File Attachment

[FortAtkinson2.pdf](#)

AR_PP

 File Attachment

[FortAtkinson2.pdf](#)

AR_SWQM

 File Attachment

[FortAtkinson2.pdf](#)

AR Other

 File Attachment

[FortAtkinsonFullMinimummControlMeasureDocument.pdf](#)

AR EO

 File Attachment

[2021RRSGFinalReport.pdf](#)

AR EO

 File Attachment

[FortAtkinsonSocialMedia.pdf](#)

AR CSPC

 File Attachment

[FortAtkinsonEnforcementExample.pdf](#)

AR Other

 File Attachment

[FortAtkinsonStormwaterUtilityBudget.pdf](#)

(To remove items, use your cursor to hover over the attachment section. When the drop down arrow appears, select remove item)

Attach - Permit Compliance Documents

(To remove items, use your cursor to hover over the attachment section. When the drop down arrow appears, select remove item)

Missing Information

You must attach a Storm Sewer Map file,

Draft and Share PDF Report with the permittee's governing body or delegated representatives.

Press the button below to create a PDF. The PDF will be sent to the email address associated with the WAMS ID that is signed in. After the annual report has been reviewed by the governing body or delegated representative, return to the MS4 eReporting System to submit the final report to the DNR.

[Draft and Share PDF Report](#)

Form 3400-224(R8/2021)

Complete and Submit Your Application

You have not completed all areas of the application. Please return to the application and complete all missing items.

Contact Information: [Complete](#)

Minimum Control Measures Section 1: [Complete](#)

Minimum Control Measures Section 2: [Complete](#)

Minimum Control Measures Section 3: [Complete](#)

Minimum Control Measures Section 4: [Complete](#)

Minimum Control Measures Section 5: [Complete](#)

Minimum Control Measures Section 6: [Complete](#)

Minimum Control Measures Section 7: [Complete](#)

Attachments: [Has Missing Items](#)

Final Evaluation: [Complete](#)



2021 Final Report

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2021 Highlights

Annual Report 2021 Metrics Highlight

Summary: In 2021, the Protect Wisconsin Waterways (Rock River Stormwater Group) focused on organic and partner-driven digital reach and re-established an **in-person active presence at 20 events**. Partner-driven digital outreach included establishing partnerships with chambers of commerce and other community-based organizations. Combined with Protect Wisconsin Waterways' digital outreach efforts (website, email, social media), the RRSg + partner outreach resulted in over **228,733 digital impressions (+24% compared to 2020 efforts)**.

The group's 2021 event participation remained restricted during the first five months of 2021 due to COVID-19. However, in-person attendance at events from May-December 2021 helped **actively engage 2,360+ individuals**. After canceling the 2020 waterway clean-up events, RRSg municipalities hosted the basin-wide annual clean-up event on September 11, 2021. The clean-up date garnered media attention in the Beloit Daily News, Daily Citizen, an on-air feature on WCLO, among other coverage. A total of **187 volunteers** showed up across the **nine clean-up locations**. Plans for 2022 will continue to ramp up in-person events and re-introduce door-to-door visits to recruit additional Storm Drain Protectors (adopt-a-storm drain program). The group plans to expand outreach via existing and new community partnerships. RRSg also intends to offer mini-grants to local community groups to implement additional stormwater-related projects in RRSg member communities.

Total Digital Outreach Summary Statistics – Year Over Year

Combined Digital Outreach	2021*	2020*	2019	2018
Total Impressions	228,733+	184,403+	161,016	81,432

**Note: Combined impressions include RRSg metrics + data provided by community partners related to specific Protect Wisconsin Waterways-related social media posts, email messages, etc. (i.e., chambers of commerce, partner alliances, and others)*

Website Summary Statistics – Year Over Year

Website Metrics	2021	2020	2019	2018
Total Visits	8,010	8,540	7,995	5,861
Unique Visitors	3,853	4,152	4,017	2,363
Storm Drain Protector Program *new	241	380	25*	n/a
Pledge forms completed online	53	78	n/a	n/a

**Note: Storm drain protector program sign-ups before 2020 occurred only via in-person, door-to-door canvassing that was not implemented during the COVID-19 pandemic. 2020 and 2021 numbers reflect online-only efforts. 2020 efforts included paid ads on Google that resulted in additional visitors.*



Facebook Summary Statistics – Year Over Year

	2021 897 Page Likes 119 Posts	2020* 802 Page Likes 143 Posts	2019 561 Page Likes 144 Posts	2018 301 Page Likes 207 Posts
Engaged Page Users	3,152	3,749	2,969	1,501
Total Reach	64,642	74,708	18,719	15,541
Total Impressions	87,607	99,352	46,125	29,470

**Note: 2020 included more boosted (paid) posts than other years – including 2021.*

Instagram Summary Statistics – Year Over Year

	2021 1,019 Followers 89 Posts	2020 901 Followers 82 Posts	2019 438 Followers 113 Posts	2018 216 Followers 103 Posts
Total Impressions	14,041	28,387	32,769	26,386
Total Likes	1,252	2,382	4,891	5,621
Average Engagement Rate	11.17%	8.39%	12.46%	21.3%

YouTube Summary Statistics

YouTube	2021	2020	2019	2018
Total Views on YouTube*	4,400+	1,600+	1,500+	500+

**Note: Additional views occur via distribution on other social platforms.*

Clean-Up Summary Statistics – Year Over Year

Clean-Up Metrics	2021	2020*	2019	2018	2017
Total Volunteers	187	-	196	130	34
Total Trash Collected	200+ bags + other items	-	151+ bags + other items	37+ bags + other items	N/A

**Note: The 2020 clean-up was canceled due to COVID. Other items include tires, large pieces of metal, or other debris that is too large or heavy to fit inside a trash bag.*



Event Summary Statistics – Year Over Year

Event Metrics	2021*	2020*	2019	2018
Total Events	20	-	41	28
Total Event Reach	2,360+	-	3,595	2,700
Total Community Events	20	-	35	25
Total Community Event Reach	2,360+	-	3,453	2,299
Total K-12 Educational Events	-	-	6	3
Total Educational Event Reach	-	-	142	401

**Note: All in-person events were canceled in 2020; in-person events resumed in May 2021. K-12 in-person visits remained on hold due to COVID.*

2021 Year-in-Review

Introduction

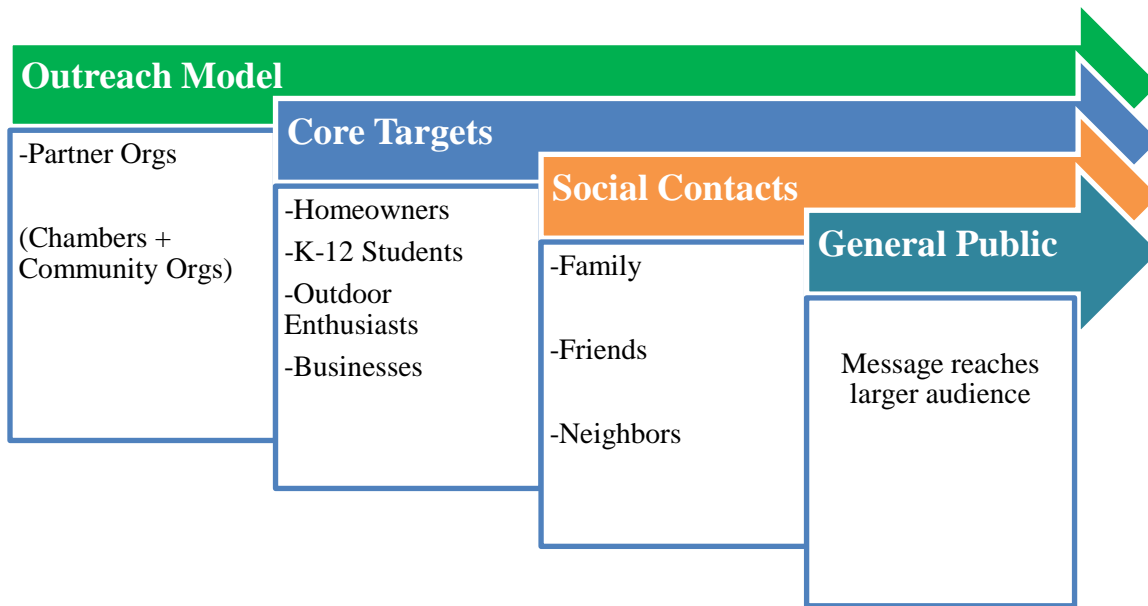
The following document provides an overview of the Rock River Stormwater Group's (RRSG) public education and outreach activities (branded as Protect Wisconsin Waterways) as part of regional stormwater public education and outreach during the 2021 calendar year.

After not participating in in-person events in 2020, the Protect Wisconsin Waterways regional stormwater public education efforts re-established a presence at over 20 in-person events between May and December 2021. Community-based events included farmer's markets, festivals near downtown areas or along waterways, and other events organized by community partners. Another key focus was relaunching our annual waterway clean-up events. Protect Wisconsin Waterways sponsored nine clean-up events in September 2021 that attracted 187 volunteers. The events also created additional exposure among community residents in the same area and via media coverage. The group also participated in another clean-up sponsored by the Rock River Coalition. Each event contributed to active education efforts to the general public, and some also led to interactions with elected/city officials in member communities. The City of Watertown joined the Rock River Stormwater Group during our "COVID" year in 2020. We emphasized additional visits to events in this location in 2021 and plan to relaunch our door-to-door in-person adopt-a-storm drain visits in spring 2022 in this city. On a digital front, we expanded partnership efforts through the chambers of commerce and other community-based organizations. Stormwater-focused communications shared through these organizations, plus our Protect Wisconsin Waterway's social media efforts resulted in over 228,733 digital impressions (+24% compared to 2020 efforts). In combination, the return to an in-person presence and expanded partnership opportunities with different community groups and social media helped the Protect Wisconsin Waterways brand increase public education efforts compared to 2020 efforts.



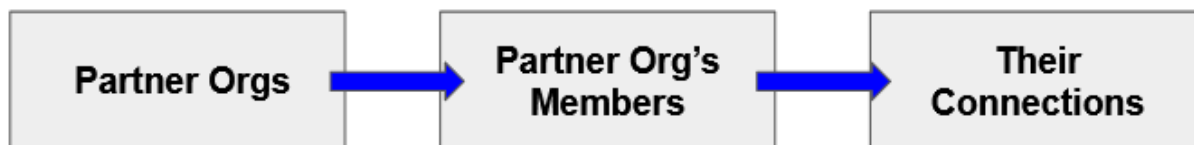
Target Audiences & Outreach Communication Model

Protect Wisconsin Waterways’ outreach and communication plan in 2021 focused on leveraging partnerships with community-based organizations to help engage our core targets, their social contacts, and by extension, the general public. The addition of chambers of commerce as partner organizations also opened up new outreach to the business community that will continue in 2022.



Initiative #1: Expand on Existing Brand Awareness via Establishing & Maintaining Community Partners

The RRSg's efforts to increase brand awareness and educational outreach adapted to the COVID-19 pandemic by launching new and maintaining established community partnerships. We relied on social media and other digital marketing communications to expand on our existing brand awareness and promote our educational initiatives and programs through these partner organizations. We implemented new digital strategies to continue educating our current followers while engaging new audiences through various partner organizations and highlighting community members who were part of the storm drain protector program.



2021 Focal Partnerships

Humane Societies/Animal Rescues



Engaged Audience: Pet owners and other contacts across the RRSg area

Details: In June 2021, we repeated the popular pet/waterway photo contest established in 2020. While the engagement was not as high as 2020, the partnership with local animal shelters/rescue organizations still resulted in 30,000+ engagements via the partner organization platforms. We also increased reach via impressions of the user-generated photos and related educational messaging between partner sharing, individual consumer sharing, and RRSg media.

Chambers of Commerce in RRSg Communities

Engaged Audience: Businesses and their employees. Chambers also host different downtown events and thus also help reach residents/tourists to areas across the RRSg area.

Details: Starting in June 2021, Protect Wisconsin Waterways joined the chambers of commerce in the member communities. Chamber membership allowed for additional promotional opportunities at chamber events and outreach via chamber websites, email, and social media.



Plans are to leverage these memberships to better engage the business community in Salt Wise trainings and other efforts to get the downtown businesses in each RRSg municipality to adopt a storm drain near their business location. Digital outreach via the chambers on behalf of Protect Wisconsin Waterways includes 27,725+ impressions, with an additional 58,567+ impressions from RRSg municipal social media posts related to the clean-up events or other Protect Wisconsin Waterways' messaging. Of note, we also had mayors/city administrators share posts related to clean-up events or other messages tied to stormwater via their social media. Based on this, RRSg plans to develop a "Storm Water Awareness Week" in August 2022, including signed proclamations from local government officials. We have initiated conversations with other stormwater groups to create a more impactful awareness week across the state.

Wisconsin Salt Wise

In 2021, the RRSg established a partnership alliance with WI Salt Wise to help increase awareness of salt pollution and accelerate the adoption of best practices across the state. Salt Wise provides several municipal and private contractor training sessions. The group also offers a statewide database of Salt Wise-certified professionals, an interactive map of certified private contractors, a Story Map of Municipal Salt Reduction Champions, and a monthly webinar series to share voices and stories of salt reduction to a broader audience. Key metrics from Salt Wise that are otherwise not counted in metrics reported elsewhere in this report include:




- 1) Smart Salting training participants: 561
- 2) Equipment Open House participants: 313
- 3) Total reach of local, regional, and statewide presentations: 859 live and 2159 views
- 4) Social Media and Website metrics
 - a. Twitter: 361 followers; 146,143 impressions
 - b. Facebook: 31,871-page reach; 15,674 post reach
 - c. Website: 11,908 users; 45,109 page views
- 5) Over 20 newspaper/TV spotlights

Example Posts from Chambers/Other Community Partners on behalf of RRSg

City of Beaver Dam
August 24, 2021 · 🌐

Waterway Cleanup! September 11, 10AM-Noon
Register at: protectwiwaterways.org/2021cleanup and receive a FREE t-shirt! Get your picture taken with Splash and teach your children the importance of keeping our waterways clean! Will be held at: Beaver Dam Cotton Mill Park 200 Haskell St



SAT, SEP 11, 2021
Beaver Dam Waterway Clean-Up
200 Haskell Street, Beaver Dam, WI
You like Protect Wisconsin Waterways

👍 🥰 3

Interested

Jefferson Chamber of Commerce
July 5, 2021 · 🌐

The Jefferson Chamber of Commerce welcomed @Protect Wisconsin Waterways as a Chamber member. Protect Wisconsin Waterways is a stormwater education outreach initiative supported by the Rock River Stormwater Group, which includes the City of Jefferson. The Rock River Stormwater Group is a coalition of 11 municipalities from Waupun to Beloit committed to improving the health of the Rock River and other local waterways.

The group launched the Protect Wisconsin Waterways campaign... See more



👍 10

1 Share

Like Comment Share

GREATER BELOIT Chamber of Commerce ABOUT MEMBERSHIP PROGRAMS RESOU

PROTECT WISCONSIN WATERWAYS

 800 W Main St
Whitewater, WI 53190
Phone: (262) 472-6950
Website
Hours:



The Rock River Stormwater Group (RRSG) is a coalition of 11 municipalities from Waupun to Beloit, including both the City of Beloit and Town of Beloit, committed to improving the health of the Rock River, Turtle Creek, and other local waterways.

The Protect Wisconsin Waterways campaign is part of the Rock River Stormwater Group's public

Whitewater Area Chamber of Commerce
September 10, 2021 · 🌐

Looks like its going to be a great day to do some clean-up.

2021 Waterways Clean-Up
Saturday
Sept. 11th
Whitewater
Cravath Park
341 S Fremont St
Whitewater, WI 53190
8 AM - 10 AM
protectwiwaterways.org/2021cleanup



City of Whitewater
September 9, 2021 · 🌐

Help keep our waterways clean Saturday, September 11th at Whitewater Cravath Park from 8am to 10am. Register at protectwiwaterways.org/2021cleanup.

👍 Like Comment Share

PROTECT WATERWAYS

City of Janesville, WI
September 9, 2021 · 🌐

On Saturday, September 11, the City will join [Protect Wisconsin Waterways](#), the Rock River Stormwater Group, and students from UW-Whitewater in the annual Rock River Clean-Up!

Help us unite with communities across the Rock River Basin in enhancing one of our region's greatest natural resources! The Janesville Clean-Up will begin at 10 a.m. in Monterey Park. Register to volunteer now by visiting protectwiwaterways.org/2021cleanup.



ROCK RIVER CLEAN-UP

SATURDAY, SEPTEMBER 11

8 · 2 Shares

City of Watertown, WI - Government
September 11, 2021 · 🌐

Our 9/11 volunteer opportunity, Watertown's Rock River Clean-Up at Riverside Park, begins at 1 PM today!! We'll be picking up litter and debris along the Rock River shoreline, around the Park Island, and along Riverside Park Creek between 1:00 & 3:00. Sign up with the link, or just come and help! 💧❤️



PROTECTWIWATERWAYS.ORG

Protect Wisconsin Waterways 2021 Clean-Up - Protect Wisconsin Waterways

19 · 2 Comments 1 Share

 **UW-Whitewater**
@UWWWhitewater

A great story from [@wclo1230](#) about UW-Whitewater participation in the Rock River clean-up.



wclo.com

Local communities participate in Rock River clean-up on Saturday

On Saturday, September 11, from 10:00 a.m. to 12:00 p.m., the City of Janesville will partner with the Rock River Stormwater Group, Protect Wisconsin

9:52 AM · Sep 9, 2021 · Twitter Web App

City of Watertown, WI - Government
September 14, 2021 · 🌐

Thanks to all the volunteers who made a "splash" at Saturday's [Protect Wisconsin Waterways](#) clean up at Riverside Park!



24



Initiative #2: Content Calendar Related to Educational Topics

In 2021, we continued to follow a monthly themed content calendar to ensure our monthly outreach efforts covered each of the MS4 permit topical areas – plus additional topics deemed of value given past engagement efforts. The content calendar included new infographics and other digital content for our monthly e-newsletter, integration with our social media calendar, and leveraging of past animated and other video content.

Month	Theme
January	Pollution Prevention
February	Construction Sites and Post Construction Stormwater Management
March	Snow Melt Runoff
April	Fertilizer and Pesticide Application
May	Household Hazardous Waste Disposal
June	Yard and Pet Waste Management
July	Stream and Shoreline Management
August	Illicit Discharge Detection and Elimination
September	Vehicle Washing
October	Green Infrastructure and Low Impact Development
November	Residential Infiltration
December	Salt Use

Website:

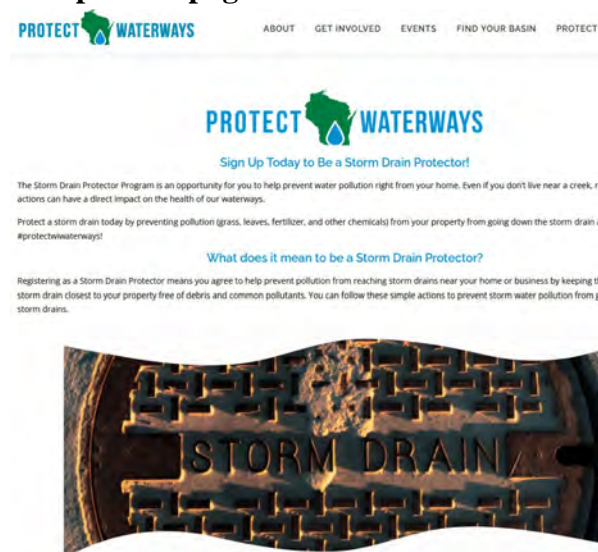
The group continued to update the website (protectwiwaterways.org) with additional information specific to each municipality. We created more informative pages to help increase search engine optimization and added “Splash Tips” to improve the pages visually. New HubSpot lead forms helped track engagement and sign-ups for the storm drain protector program, clean-up registration, and more. Total website visits for 2021 included 8,010 page visits from 3,853 visitors. Of note, total visitors in 2021 are lower than in 2019-2020 when we used extensive paid digital ads. Importantly the engagement on the site of this smaller audience shows that although fewer visitors engaged, they were more actively engaged with our content.

Website Summary Statistics – Year Over Year

Website Metrics	2021	2020	2019	2018
Total Visits	8,010	8,540	7,995	5,861
New Visitors	3,853	4,152	4,017	2,363
Storm Drain Protector Program	241	380	25*	n/a
Pledge forms completed online	53	78	n/a	n/a

**Note: Storm drain protector program sign-ups before 2020 occurred only via in-person, door-to-door canvassing that was not implemented during the COVID-19 pandemic. 2020 and 2021 numbers reflect online-only efforts. 2019-2020 efforts included paid ads on Google that resulted in additional visitors (although most did not sign-up for the storm drain protector program, and we decided not to rerun those ads in 2021.*

Example Webpages



Protect Wisconsin Waterways 9-11-2021 Clean-Up

Meeting location details for each clean-up are highlighted below. While it is past the early registration deadline (8/21) to receive a free t-shirt. Please encourage friends to still register and show up to volunteer!

City of Beloit 8AM

City of Beloit volunteers will meet at the **Rotary River Center at Riverside Park** (see X on map below) at **8 AM and end by 10 AM**.



What other mowing tips will help Protect Wisconsin's Waterways and save me money?

Check out Splash's other tips for lawn care maintenance that not only help the environment and our waterways, but can also save you money as a homeowner!



"Mow it High & Let it Lie"

SPLASH

- **Mow High:** Set your mower at the highest possible setting, usually between 2.5" and 3". This does two things: first, taller grass plants have healthier roots, which leads to a better, thicker turf that can withstand drought, and second, the taller, thicker grass shades out weeds.
- **Mow Sharp:** Sharpen your mower's blades two to three times each year. Dull blades tear the grass instead of cutting it. The torn blades dry out, giving the grass jagged brown or white tips.
- **Let It Lie:** One popular lawn care misconception is that leaving clippings on the lawn after mowing causes thatch buildup. However, the truth is that thatch is caused at the root level, not from grass clippings. Instead of raking clippings into the street, leave them on your lawn where they are less likely to wash away. The pieces break down quickly and provide nitrogen when they decompose, doing the same job as the expensive fertilizers bought in stores. Letting grass clippings stay on the lawn will allow you to skip one fertilizer application and reduces the number of waste bags needed to collect and store the clippings.
- Finally, become a **stormwater protector** and learn more ways to prevent stormwater pollution around your home!

Species Spotlight:

In 2021 we introduced a social media campaign highlighting different species in our watershed. A key focus of the "Species Spotlight" is to draw attention to common species and highlight how pollutants in the waterways impact the species. Visual infographics provide photos of the species, key facts, and a captioned post that ties the species back to Wisconsin waterways.

Example Species Spotlight Graphics from Social Media





Social Media & Outreach:

In 2021, the Protect Wisconsin Waterways social media team prioritized its presence on Facebook and Instagram. Although we continue to maintain a Twitter presence, the audience size and engagement on that platform are minimal compared to the other social media efforts. Our Facebook audience is now over 800, and Instagram is over 1,000 followers. Social media content aligns with our monthly themes to address different MS4 permit topics. Compared to 2020, we decreased the number of boosted posts in 2021. While this lowered overall reach/impressions, we continued to see high engagement from our organic content. We placed additional focus in 2021 on providing content (graphics and captions) to partner organizations to have them directly share on our behalf. As noted earlier, partners' digital outreach on our behalf contributed to a significant increase in our overall reach in 2021. In addition to RRSg municipality posts, chambers of commerce and other partner organizations helped share our message with their followers, thereby extending the total impact of digital outreach efforts. We plan to increase content sharing via these digital partners in 2022. We are also investigating the value of a TikTok presence (particularly for our mascot Splash), given the increasing popularity of that social platform. Below, we provide reach and engagement statistics for our Protect Wisconsin Waterways' social media platforms.

Social Media Metrics 2021

Facebook Page Statistics 2021: 897 Page Likes; 119 Posts					
	2021	2020	2019	2018	Definitions
Engaged Page Users	3,152	3,749	2,969	1,501	<i>The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)</i>
Total Reach	64,642	74,708	18,719	15,541	<i>The number of people who have seen any content associated with your Page. (Unique Users)</i>
Total Impressions	87,607	99,352	46,125	29,470	<i>The number of impressions seen of any content associated with your Page. (Total Count)</i>
Note: 2020 included more boosted (paid) posts than other years – including 2021.					

Instagram Statistics

	2021	2020	2019	2018	Definitions
Total Impressions	14,041	28,387	32,769	26,386	<i>Number of times users saw the post on Instagram.</i>
Total Likes	1,252	2,382	4,891	5,621	<i>Total number of likes on each post.</i>
Average Engagement Rate	11.17%	8.39%	12.46%	21.3%	<i>The number of like divided by impressions</i>

Twitter Statistics

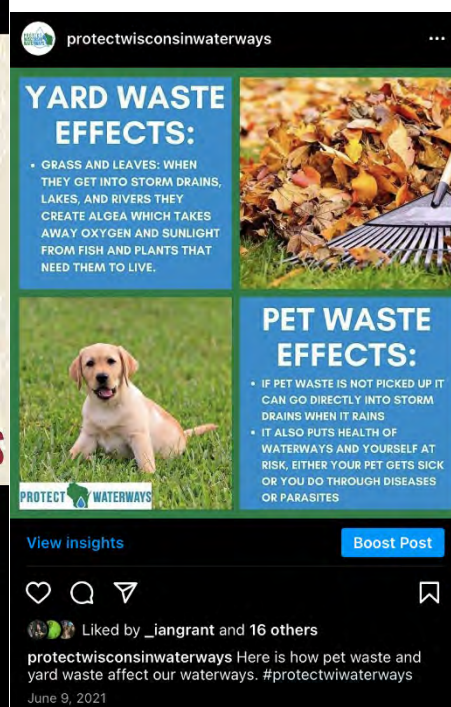
	2021	2020	2019	2018	Definitions
Impressions	2,783	48,124	74,127	19,715	<i>Number of times users see the tweet on Twitter</i>
Engagements	102	1,206	2,586	917	<i>Total number of interactions with a tweet. This includes all clicks, retweets, replies, follows, and likes</i>
Average Engagement Rate	3.0%	2.5%	2.4%	4.7%	<i>The number of engagements divided by impressions</i>

YouTube Summary Statistics

YouTube	2021	2020	2019	2018
Total Views on YouTube*	4,400+	1,600+	1,500+	500+

**Note: Additional views occur via distribution on other social platforms.*

Example Social Media Content:





Initiative #3: Outreach & Engagement via Community Events

Like many other organizations, Protect Wisconsin Waterways had many aspects of in-person interactions significantly reduced due to the presence of COVID-19. In-person outreach has been a significant aspect of our work throughout the years. Although not all in-person events we were scheduled to attend ended up happening, we were able to relaunch an in-person presence starting in May 2021. We look forward to more in-person opportunities returning in 2022, including our door-to-door adopt-a-storm drain program.

Storm Drain Protector Program:

The Storm Drain Protector Program was initially launched in 2019 and included door-to-door visits to engage homeowners with storm drains adjacent to their property. The program's goal is to raise awareness among municipal residents of the nature of stormwater and what things they should look for to preserve water quality. We ask homeowners to sign up to become "storm drain protectors" and pledge to keep their storm drains clear of leaves, grass clippings, and other debris. COVID-19 has restricted opportunities to canvas door-to-door, which significantly limited our reach for new Storm Drain Protectors. The 2021 efforts included only online sign-ups and interactions at our tabling events. In 2022, we have scheduled a return to in-person, at-home visits in the City of Watertown starting in April.

2021 sign-ups (all digital): 241



Annual Waterway Clean-Up: RRSg municipalities hosted nine waterway clean-up events in parks across the area on Saturday, September 11, 2021. Details of the different clean-up events are included in the event write-up reports. The Facebook events generated over 20,290 impressions, 200+ online registrations, and ultimately resulted in 187 volunteers participating in the clean-up events. Media coverage included articles in the Beloit Daily News, Daily Citizen, Whitewater Banner, an on-air radio interview on WCLO 1230 and online article, among other press coverage. Several city officials (mayors/city administrators) also participated in the clean-up events, thus extending the awareness to public officials within the municipalities.

Waupun	8-10 am	Shaler Park
Beaver Dam	10am-12pm	Cotton Mill Park
Watertown	1-3pm	Riverside Park
Fort Atkinson	8-11am	Fort Atkinson City Hall
Whitewater	8am-10am	Cravath Lakefront Park
Milton	8am-12pm	Schilberg Park
Janesville	10am-12pm	Monterey Park
Town of Beloit	10am-12pm	Preservation Park, Armstrong-Eddy Park
City of Beloit	8-10am	Riverside Park



Community Engagement Event Reports

The following section provides individual community engagement event details and metrics.

Date: February 15, 2021

Location: Virtual Zoom Meeting

Event Name: Rock Lake Improvement Association Monthly Meeting

Amount of People Engaged: 17 Rock Lake Community Members

Length: 6:30pm - 7:30pm

Style: Presentation

Number of Protect Wisconsin Waterways Representatives: 3

On Monday, February 15, the Protect Wisconsin Waterways team attended the Rock Lake Improvement Association (RLIA) Monthly Meeting via Zoom. At the meeting, we engaged with 17 community members that live around the Rock Lake area. The presentation covered the Storm Drain Protector Program and encouraged RLIA members to integrate new ideas into their storm stewardship program similar to our adopt-a-drain program.



Date: May 14, 2021

Location: Jefferson, Wisconsin (downtown)

Event Name: Jefferson Wine Walk

Amount of People Engaged: 300+ Community Members

Length: 10:00 am- 1:00 pm

Style: Event Sponsorship

Protect Wisconsin Waterways served as an event sponsor for the Jefferson Wine Walk. The downtown event had 300+ people in attendance (plus other vendors), and each participant received a brochure, storm drain protector postcard, and water stress droplet. The Jefferson Chamber of Commerce also provided several digital outreach communications via the event website, social media, and other PR.





Date: May 29, 2021

Location: Downtown Beloit

Event Name: City of Beloit Farmers Market

Amount of People Engaged: 160+ Community Members

Length: 9:00am-12:00pm

Style: Tabling Event and Enviroscope

Number of Protect Wisconsin Waterways Representatives: 2

Our first stop this past summer was in the City of Beloit at their downtown Farmer's Market. Over 160 community members walked past our table and engaged with the team. Protect Wisconsin Waterways' team members talked with community members about stormwater, demonstrated the enviroscope, and distributed brochures and other branded materials. Residents were encouraged to take the pledge and sign-up online as a storm drain protector.





Date: June 5, 2021

Location: Whitewater Municipal Building

Event Name: Whitewater Farmers Market

Amount of People Engaged: 50+ Community Members

Length: 9:00 am- 12:00 pm

Style: Tabling event

Number of Representatives: 3

On June 5, Protect Wisconsin Waterways attended the Whitewater Farmers Market. The team handed out informational brochures and merchandise. The enviroscape model was also used to demonstrate the effects of stormwater runoff pollution.





Date: June 27, 2021

Location: 5013 Wisconsin Trunk Hwy 11, Janesville, WI 53548 (Nature's Touch Garden Center)

Event Name: Rock County Farmers Market

Amount of People Engaged: 25+ community members

Length: 9:00am-12:00pm

Style: Tabling Event and Enviroscope

Number of Protect Wisconsin Waterways Representatives: 2

On June 27, Protect Wisconsin Waterways attended the Rock County Farmers Market at the Nature's Touch Garden Center outside Janesville. The team used the enviroscope model and handed out informational pamphlets to community members.



Date: July 17, 2021

Location: Whitewater Train Station

Event Name: Whitewater City Farmer's Market

Amount of People Engaged: 30+ community Members

Length: 9 am- 12pm

Style: Tabling Event

Number of Protect Wisconsin Waterways Representatives: 3

The Whitewater team returned to the Whitewater Farmers market on July 17. The team handed out informational brochures and branded merchandise similar to the previous visit. The enviroscape model was also used to demonstrate the effects of stormwater runoff pollution.



Date: August 3, 2021

Location: Watertown City Hall

Event Name: Watertown National Night Out

Amount of People Engaged: 30+ Community Members

Length: 4:00pm - 7:00pm

Style: Tabling Event and Enviroscope

Number of Protect Wisconsin Waterways Representatives: 1

A Protect Wisconsin Waterways representative attended Watertown's National Night Out. The tabling event distributed promotional items and children's activities (i.e., pencils, pens, bracelets, coloring sheets) and informational brochures to parents in attendance with their children. We also met with the Mayor of Watertown and discussed our message.





Date: August 14, 2021

Location: Watertown City Hall

Event Name: Watertown Riverfest

Amount of People Engaged: 500+ community members

Length: 10:00 am- 1:00 pm

Style: Splash and PWW representatives walked around the Riverfest event

Number of Protect Wisconsin Waterways Representatives: 2

Protect Wisconsin Waterways made its first appearance at Watertown's Annual Riverfest. The group attended the Saturday portion of this multi-day event during children's activities focused on the waterway. Splash walked around the event while another representative talked to community residents/visitors. Splash posed for several photos and was a popular hit with families. The reps handed out informational brochures and branded swag to raise awareness around stormwater issues. The number of engagements reflects that Splash was mobile throughout the event and engaged with residents attending the event.





Date: August 7, 2021

Location: Jones Park, Fort Atkinson Wisconsin

Event Name: Rock River Coalition Clean-up

Amount of People Engaged: 11+ community Members

Length: 9:00am-12:30pm

Style: Tabling Event at Rock River Coalition Clean-up

Number of Protect Wisconsin Waterways Representatives: 2

Two representatives provided an information table at the Rock River Coalition's clean-up at Jones Park in Fort Atkinson. The event was held in conjunction with the River Network and Ball Corporation in Fort Atkinson. Protect Wisconsin Waterways' representatives distributed informational pamphlets and branded materials to volunteers that participated in the clean-up. The RRC also helped promote our September clean-up event in Fort Atkinson.





Date: September 11, 2021

Location: Cotton Mill Park, Beaver Dam, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 27 Volunteers

Length: 10am - 12pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 6

The 2021 Protect Wisconsin Waterways Clean-Up in Beaver Dam had 27 total volunteers take over 20 bags of garbage, plus other debris from the waterway near Cotton Mill Park in Beaver Dam. The Mayor of Beaver Dam, Becky Glewen, also participated in the clean-up and helped promote the event on her social media. One of the most common items removed included fishing line. Individuals were also fishing along the river during the event, and Protect Wisconsin Waterways representatives engaged the fishing enthusiasts in conversations. The Wayland Academy Ecology group provided a key group of attendees and was very passionate about the cause. Wayland Academy also featured a blog article about their participation (see image included below). Other media coverage included an article in the Daily Citizen and a feature on the Daily Dodge.



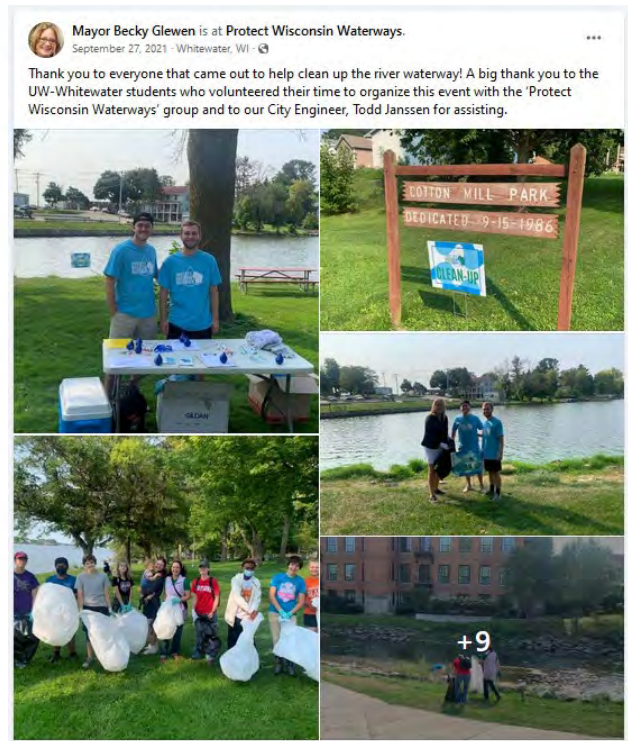
BEAVER DAM WATERWAYS CLEAN-UP EVENT SCHEDULED SATURDAY AT COTTON MILL PARK

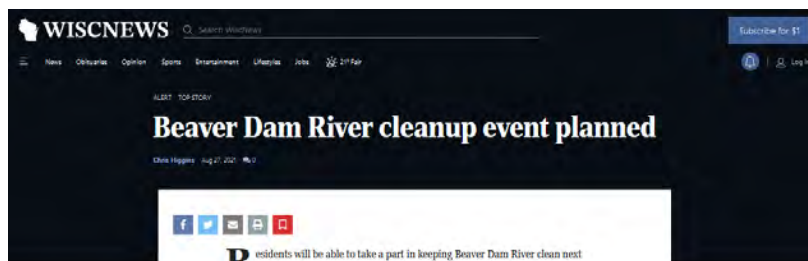
SEPTEMBER 10, 2021 / DAILY DODGE / NEWS



(Beaver Dam) Beaver Dam residents are encouraged to take part in an up-coming event to help clean local waterways. The 2021 Waterways Clean-Up at Cotton Mill Park will be held on tomorrow (September 11th) between 10am and noon. The event is part of the Protect Wisconsin Waterways campaign to spread awareness of what people can do to protect the lakes and rivers that are right next door to them. Protect Wisconsin Waterways has run this event since 2016, and each year over fifty bags of trash and litter is removed from local waterways. The organization has removed various objects such as bottles, cans, and wrappers to larger items including tires, traffic cones, and PVC pipes. Beaver Dam Director of Engineering Todd Janssen says waterways are home to not only a bounty of wildlife, but are also the place where the community fishes, boats, kayaks, and swims. He says maintaining our waterways makes the area we live in even more enjoyable place for everyone. Click the following links for more information.

<https://protectwiwaterways.org/get-involved/events/2021cleanup/>





Residents will be able to take a part in keeping Beaver Dam River clean next month.

Protect Wisconsin Waterways is staging a cleanup at Cotton Mill Park, 200 Haskell St., Sept. 11 from 10 a.m. to noon to help clean up the river area of trash and litter, whether cans or traffic cones. There will be other cleanups in area communities that are part of the Rock River Stormwater Group, including Waupun and Watertown. Part of the goal is to educate people on how what goes down storm drains is not treated and ends up in the waterways.



A light rain follows Cotton Mill Park and Beaver Dam River in August 2021. A cleanup event is planned for the area on Sept. 11. Credit: WISN/Daily Observer

"This is one of our bigger efforts in terms of getting out into the communities and trying to clean up anything that might have already been placed in a waterway or

Ecology Club Assists with Beaver Dam River Clean-up



Wayland's Ecology Club participated in the Protect Wisconsin Waterways clean-up on Saturday, September 11.

Wayland's Ecology Club participated in the Protect Wisconsin Waterways clean-up on Saturday, September 11. Lori Bird and Catherine Mangonès, Ecology Club advisors, organized the outing to help clean up the river area of trash and litter. The cleanup served to not only clean up the riverfront but also to educate people on how what goes down storm drains is not treated and ends up in the waterways.

Way to go, Ecology Club!



Date: September 11, 2021

Location: Riverside Park, City of Beloit, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 16 Volunteers

Length: 8am - 10am

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 4

The 2021 Protect Wisconsin Waterways Clean-Up in the City of Beloit included 16 total volunteers. The volunteers helped remove 20 bags, plus other debris, from the Rock River near Riverside Park. City of Beloit officials also participated in the clean-up.





Date: September 11, 2021

Location: Schilberg Park, Milton, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-Up

Amount of People Engaged: 13 Volunteers + >1,000 impressions of families attending youth sporting events throughout the morning at Schilberg Park

Length: 8am - 12pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 7

The 2021 Protect Wisconsin Waterways Clean-Up in Milton had 11 total volunteers pick up 13 bags and debris from around Schilberg Park. Milton Youth Football and Soccer events took place the morning of the clean-up, which provided additional engagement and awareness with individuals attending those events. **Of note, we did not include the 1,000+ impressions in our event outreach metrics.*





Date: September 11, 2021

Location: Whitewater, WI

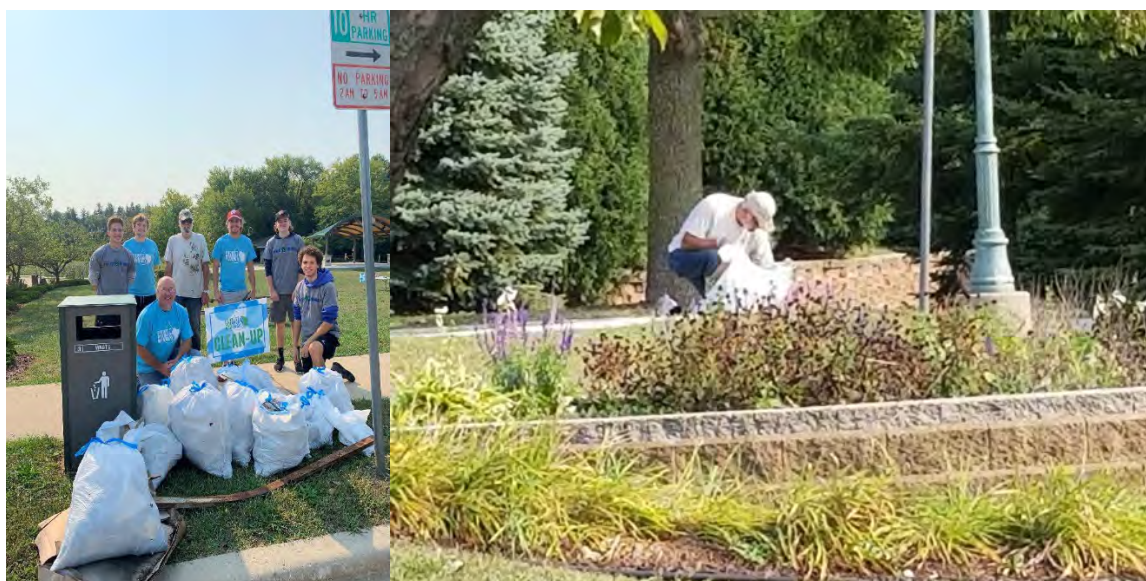
Event Name: Protect Wisconsin Waterways Clean-Up

Amount of People Engaged: 9 Volunteers

Length: 8:00am-10:00am

Number of Protect Wisconsin Waterways Representatives: 7

The Whitewater clean-up event had nine volunteers. The group cleaned up near the Cravath Lake area in downtown Whitewater. The volunteers collected 11 garbage bags and other oversized miscellaneous items (common items included shoes, bottles, and other trash). The Whitewater Banner ran a pre-event story on August 18, and the UW-Whitewater campus paper (The Royal Purple) provided a post-event recap to the UWW student audience.



2021 Waterways Cleanup at Cravath Park on Sept. 11: Register by Sat. For a Free T-shirt
Posted on September 10, 2021





Date: September 11, 2021

Location: Shaler Park, Waupun WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 30 Volunteers

Length: 8:00am – 10:00am

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 3

The 2021 Protect Wisconsin Waterways Clean-up in Waupun had over 30 volunteers remove over 20 bags of garbage, plus other debris from the Rock River shoreline at Shaler Park in Waupun. Some significant items include a long piece of lumber and a kid-sized snowboard.





Date: September 11, 2021

Location: Fort Atkinson City Hall, Fort Atkinson, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 19 Volunteers

Length: 8am - 11am

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 4

The 2021 Protect Wisconsin Waterways Clean-up in Fort Atkinson had 19 volunteers remove 20+ garbage bags and debris from the Rock River near Fort Atkinson's City Hall. Unique items removed included a tire and a lawn chair.





Date: September 11, 2021

Location: Preservation Park, Armstrong-Eddy Park, Town of Beloit, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-Up

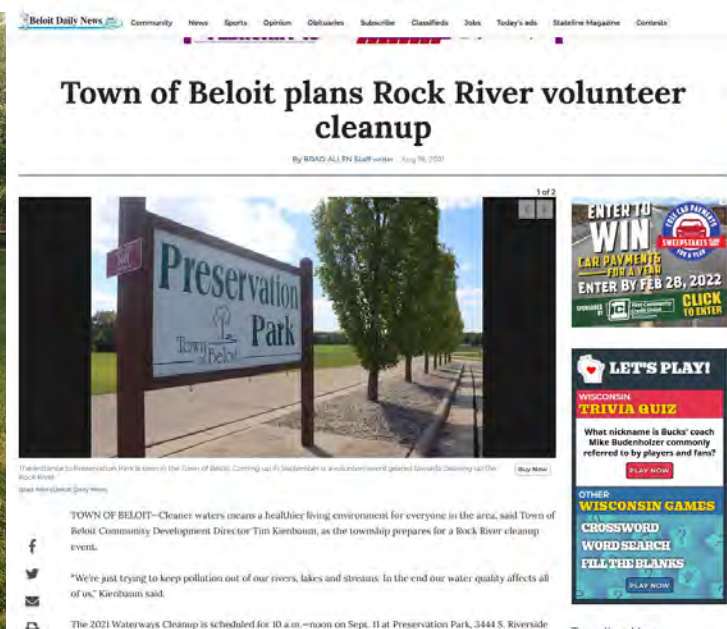
Amount of People Engaged: 12 Volunteers

Length: 10am - 12pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 4

The 2021 Protect Wisconsin Waterways Clean-Up in the Town of Beloit had 12 volunteers remove 15+ garbage bags and debris from the Rock River shoreline and park areas at Preservation Park/ Armstrong-Eddy Park. The Beloit Daily News also provided a pre-event article about the clean-up event.





Date: September 11, 2021

Location: Monterey Park, Janesville, WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 43 Volunteers


Length: 10am - 12pm

Style: Clean-up/ environmental protection


Number of Protect Wisconsin Waterways Representatives: 6

The 2021 Protect Wisconsin Waterways Clean-up in Janesville had 43 volunteers (many children) in attendance and the Janesville City Administrator. In total, the volunteers removed over 40 bags of garbage, plus other oversized debris (tires and large metal pieces) from the Rock River, shoreline, and other areas near Monterey Park. The Rock River water levels were relatively low, allowing several individuals to go further into the river to clean exposed sandbars. We also captured some overhead drone footage to incorporate into future event recruitment videos and other communications. WCLO (radio station) provided an on-air pre-event interview and digital promotion of the clean-up event in Janesville and Beloit.





11:35
am
CST
Partly
sunny

SOUTHERN
WISCONSIN MIDDAY
NEWS
LISTEN LIVE


HOME NEWS PROGRAMS PODCASTS SPORTS ON-AIR PARTICIPATE INFORMATION ADVERTISE

search here ...



**DOUBLE BUTTERBURGER
WITH CHEESE**
FRESH, NEVER FROZEN MIDWEST BEEF
COOKED AFTER YOU ORDER.



Local communities participate in Rock River clean-up on Saturday

SEPTEMBER 8, 2021 NEWS LOCAL



On Saturday, September 11, from 10:00 a.m. to 12:00 p.m., the City of Janesville will partner with the Rock River Stormwater Group, Protect Wisconsin Waterways, and University of Wisconsin-Whitewater students to host a river clean-up event in conjunction with waterway clean-up efforts across the Rock River watershed. The Janesville clean-up will occur near Monterey Park, 501 Rockport Road.

The Rock River is an asset to the Janesville community. For a fourth year, the City of Janesville has partnered with the Rock River Clean-Up initiative for this one-day volunteer river clean-up.

Volunteers from as far north as Waupun, all the way south to Beloit, will partner to clean the section of the Rock River that flows through their community.

The Rock River is a 284-mile river encompassing many communities and has become a staple of Wisconsin's waterway system. The September 11 event is a vital group effort to revitalize the Rock River and will help leave a positive footprint on our environment.

The City of Janesville, as part of its involvement in the Rock River Stormwater Group, identified the clean-up event as the perfect way to combine common interests in protecting Wisconsin's natural resources that we value so much.

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You Tube
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MORE FOR YOUR MONEY
9:06 am SATURDAYS
on WGLD 1230 AM & 92.7 FM
Insight and guidance on topics
related to investing and building
a strong financial plan.
The show is LIVE and your calls
are welcome at 808-752-4000.
UNCOMMON CENTS
- INVESTING -
"More for Your Money" is a paid program produced
in cooperation with WGLD, Janesville/Beloit.



**Strawberry
Shake**




Date: September 11, 2021

Location: Riverside Park, Watertown WI

Event Name: 2021 Protect Wisconsin Waterways Clean-up

Amount of People Engaged: 18 Volunteers

Length: 1pm - 3pm

Style: Clean-up/ environmental protection

Number of Protect Wisconsin Waterways Representatives: 6

The City of Watertown was hosting events all day in remembrance of 9/11. We held the first Protect Wisconsin Waterways Clean-Up in Watertown in the afternoon to reduce conflicts with other events. We had 18 total volunteers remove approximately 20 bags of garbage plus other debris from the shoreline and other areas at Riverside Park in Watertown. Splash made an appearance and posed for photos with volunteers. The Mayor of Watertown also stopped by. Unique items removed included long pieces of lumber and a few softballs that may have been home runs based on the proximity of the field in relationship to the river.





Date: October 23, 2021

Location: University of Wisconsin - Whitewater: Rock County

Event Name: Super Science Saturday

Amount of People Engaged: 55

Length: 10:00 am-12:00 pm

Style: Tabling Event and Enviroscope

Number of Protect Wisconsin Waterways Representatives: 3

On Saturday, October 23, three Protect Wisconsin Waterways representatives traveled to the UW-Whitewater @ Rock County campus in Janesville for their annual Super Science Saturday event. Children (and their families) from the surrounding area came to see live demonstrations from various science disciplines. Splash and the Protect Wisconsin Waterways team presented our enviroscope model, demonstrating how runoff works and the adverse effects on our waterways. Parents stopped to ask questions, and we were happy to provide tips on responsible stormwater practices that they could do around their homes. Kids went home with wristbands, pens, pencils, and interactive worksheets. Parents received informational brochures, were asked to complete our pledge, and sign up to adopt-a-storm drain.





Date: October 30, 2021

Location: Main St. Whitewater, Wisconsin

Event Name: UW-Whitewater Homecoming Parade

Amount of People Engaged: 1,000+ estimated impressions with parade attendees

Length: 9:00am-12:00pm

Style: Parade float + walking volunteers

Number of Protect Wisconsin Waterways Representatives: Splash + 15 walking volunteers

Protect Wisconsin Waterways took part in the University of Wisconsin-Whitewater's Homecoming parade with a float. Splash made an appearance on a boat pulled behind a jeep. Swag was handed out to individuals along the parade route, along with informational brochures.



Initiative #4: Outreach & Engagement via K-12 Events

Due to COVID-19 restrictions and visitor policies in our targeted schools, the team did not conduct any in-school K-12 events in 2021. Instead, we continued to offer digital activities to instructors, including a digital interactive enviroscape video story. We plan to relaunch in-school visits in 2022. The RRSg is partnering with the Rock River Coalition and Water Resources to provide additional training to the Protect Wisconsin Waterways representative team. We are working with the Rock River Coalition to develop new event set-ups beyond the current enviroscape activities that will benefit both in-school and other community engagement activities.

Initiative #5: Municipal Worker & Other Trainings

The RRSg provides all members access to an online library of training resources (i.e., videos and other materials) on different stormwater topics. Each January, we encourage members to provide DPW and other employees with time to complete relevant training. Our new partnership with Salt Wise also offers additional training opportunities and workshops specific to salt use, equipment calibration, and related topics. We also promoted Salt Wise workshops to the business community through our chamber of commerce connections. Municipal members also send employees to other training. For example, three City of Whitewater staff attended the Sensible Salting and Salt Reduction Tactics – Salt and Brine Open House in October 2021.

Municipal training resources include coverage of the following topics.

- Spill Prevention Control Countermeasure (SPCC)
- Stormwater MS4 'Rain Check'
- Stormwater Construction 'Ground Control'
- Stormwater 'Storm Watch' Municipal
- IDDE 'A Grate Concern' Employee Training



2021 Activities & RRSB's Public Education & Outreach Goals

The following section outlines the relationship between RRSB's specific activities and accomplishments to the group's public education and outreach goals.

Goal 1 - Illicit Discharge Detection and Elimination: Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

1. Illicit Discharge was the August monthly theme for social media and the e-newsletter, the Runoff Rundown. Posts were made identifying illicit discharge and what to do if they see it happening.
2. A "Report a Violations" tab was added to the website that allows website users to report illicit discharge violations in 2017. No violations were reported via the website in 2021.

Goal 2 - Household Hazardous Waste Disposal/Pet Waste/Management/Vehicle Washing: Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices.

1. The social media and e-newsletter monthly themes in May, June, and September align with the discussion of proper management for automobiles, pet waste, and household practices. Most other monthly themes also included information on how community members could improve their household practices.
2. Our informational brochures for the Storm Drain Protector Program included information on how to protect the waterways from one's home. We have developed new "Be Wise" brochures and will launch a broader "Be Wise" messaging campaign in 2022.
3. Informational pages on the website were updated to include more tips and tricks for community members to follow, including "Splash Tips."
4. Clean-up events were held on September 11, 2021.

Goal 3 - Yard Waste Management/Pesticide and Fertilizer Application: Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

1. Our monthly themes in April and June were fertilizer/pesticide application and pet/yard waste such as: lawn clippings, waste disposal, and leaves, respectively.
2. A "Lawn Wise" and "Yard Wise" brochure and related digital content were created to share key tips and best practices that help homeowners "Be Wise" and Protect Wisconsin Waterways.



Goal 4 - Stream and Shoreline Management: Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

1. Our monthly theme in July was stream and shoreline management where we discussed the best practices to benefit and help stream and shorelines.
2. A “Shore Wise” brochure and related digital content were created to share key tips and best practices that help homeowners “Be Wise” and Protect Wisconsin Waterways.

Goal 5 - Residential Infiltration: Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.

1. The monthly theme in November promoted better systems to allow more infiltration of residential stormwater.
2. The “Yard Wise” brochure includes information about residential infiltration.

Goal 6 - Construction Sites and Post-Construction Storm Water Management: Inform and educate those responsible for the design, installation, and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices.

1. By working with municipal representatives, we were able to gather information about different erosion control practices.
2. Our monthly theme for February was Construction Sites and Post Construction Storm Water Management.

Goal 7 - Pollution Prevention: Identify businesses and activities that may pose a stormwater contamination concern, and educate those specific audiences on methods of stormwater pollution prevention.

1. Pollution Prevention was our theme for January.
2. Educational efforts focused on community members and homeowners discussed various possible pollutants that they can help prevent from entering the waterways.
3. RRSB members had municipal/DPW employees complete online trainings via our Excel video library, Salt Wise, and Fortin virtual trainings.

Goal 8 - Green Infrastructure/Low Impact Development: Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.

1. Green Infrastructure/Low Impact Development was October’s monthly theme.
2. By promoting things like rain gardens and educating people on erosion control, we promoted environmentally sensitive land development.