



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, OCTOBER 19, 2021 – 7:00 PM
CITY HALL – SECOND FLOOR**

<https://us02web.zoom.us/j/81946009258?pwd=ZUk0ZXNFY1lvY2xHRUVoQk83RFdlQT09>

Meeting ID: 819 4600 9258

Passcode: 53538

Dial by Location
+1 312 626 6799

If you have special needs or circumstances which may make communication or accessibility difficult at the meeting, please call (920) 563-7760. Accommodations will, to the fullest extent possible, be made available on request by a person with a disability.

AGENDA

- 1. Call meeting to order**
- 2. Roll call**
- 3. Public Hearings – None**
- 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 October 5, 2021 regular City Council meeting** (Ebbert)

- b. Review and possible action relating to the **minutes of the October 12, 2021 Plan Commission meeting** (Ebbert)
- c. **City Sewer, Water, and Stormwater Utility Financial Statements** as of September 30, 2021 (Ebbert)
- d. Review and possible action relating to **building, plumbing, and electrical permit report for September, 2021** (Juarez)
- e. Review and possible action relating to the City Clerk-issued **License and Permit Report for September 2021** (Ebbert)

6. Petitions, Requests, and Communications

- a. Presentation of **Lifesaving Awards** to City of Fort Atkinson Police Officers (Bump)

7. Resolutions and Ordinances:

- a. Review and possible action relating to a **Resolution Requesting exemption from the County Library Tax** for the City of Fort Atkinson (LeMire)
- b. Review and possible action relating to a **Resolution establishing Wards in the City of Fort Atkinson**, based on 2020 US Census Data (Ebbert)
- c. First reading of a proposed Ordinance to repeal and recreate Section 1-14 of the City of Fort Atkinson Municipal Code relating to **Voting Wards and Boundaries** (Ebbert)

8. Reports of Officers, Boards, and Committees:

- a. City Manager's Report (LeMire)

9. Unfinished Business

- a. Review and possible action relating to **Change Order #8** for the Fire Department Project (Rausch)
- b. Review and possible action relating to **proposals from Communications Consultants** for a possible public safety referendum in 2022 (LeMire)

10. New Business:

- a. Review and possible action relating to the a **one-lot Certified Survey Map for the U Haul property**, located at 1307/1309 N. High Street in the City of Fort Atkinson (CSM-2021-07) (Selle)
- b. Review and possible action relating to a **one-lot extraterritorial Certified Survey Map for the Foltz property**, located at W6855 Old 26 Road in the Town of Koshkonong (CSM-2021-08) (Selle)

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)

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. Adjournment

Date Posted: October 15, 2021

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

**CITY COUNCIL MEETING
IN PERSON AND VIA ZOOM
TUESDAY, OCTOBER 5, 2021 – 7:00 PM
CITY HALL – SECOND FLOOR**

AGENDA

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 and President Scherer. Also present: City Manager, City Attorney, City Clerk/Treasurer, City Engineer and Wastewater Supervisor.

Excused absence: Cm. Johnson.

3. PUBLIC HEARINGS - NONE

4. PUBLIC COMMENT - NONE

5. CONSENT AGENDA:

- a) *Review and possible action relating to the minutes of the September 21, 2021 regular City Council meeting (Ebbert)*
- b) *Review and possible action relating to the minutes of the September 28, 2021 Plan Commission meeting (Ebbert)*
- c) *Review and possible action relating to a Special Event: Friends of Haumerson's Pond – Haunted Hike (October 22-23, 2021) (Ebbert)*

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

6. PETITIONS, REQUESTS, AND COMMUNICATIONS – NONE

7. RESOLUTIONS AND ORDINANCES – NONE

8. REPORTS OF OFFICERS, BOARDS, AND COMMITTEES:

- a) *City Manager's Report (LeMire)*

No action required.

9. UNFINISHED BUSINESS – NONE

- a) *Review and possible action relating to a proposal from Vandewalle and Associates to prepare an Official Map for the City of Fort Atkinson (Selle)*

Engineer Selle reviewed the approval of the official map was added to the land division ordinance, to get SEH up to speed with the approval of the land division code and be able to update the official map would be quite a challenge with the action to date.

Process similar to zoning code, progress will be in tandem with development code.

Cm. Becker moved, seconded by Cm. Hartwick to approve the proposal from Vandewalle and Associates to prepare an Official Map for the City of Fort Atkinson for \$8,320 to be funded as recommended by staff. Motion carried.

10. NEW BUSINESS:

- a) *Review and possible action relating to a one-lot extraterritorial Certified Survey Map in the Town of Koshkonong for the property located at 1917 South Main Street (CSM-2021-06) (Selle)*

Engineer Selle presented the CSM as recommended by the Plan Commission. The property has been for sale which included a house and 10 acres. The seller has requested to break off 2 acres to sell with the house. No comments were provided from the Plan Commission.

Cm. Housley moved, seconded by Cm. Becker to approve the one-lot extraterritorial Certified Survey Map in the Town of Koshkonong for the property located at N1917 South Main Street. Motion carried.

- b) *Review and discussion of a draft City of Fort Atkinson Ward Map relating to redistricted following the 2020 Census (Ebbert)*

Clerk Ebbert discussed the draft City ward map that reflected minimal impact to the existing ward structure.

No action required.

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)*

Cm. Hartwick moved, seconded by Cm. Becker to approve the list of verified claims and authorize payment. Motion carried.

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 PURCHASE OF PUBLIC PROPERTIES

Cm. Becker moved, seconded by Cm. Hartwick to adjourn into closed session pursuant to State Stat. §19.85(1)(e) to deliberate or negotiate the purchase of public properties. Motion carried.

**14. THE CITY COUNCIL MAY RECONVENE IN OPEN SESSION TO REVIEW AND TAKE ACTION
RELATING TO THE PURCHASE OF PUBLIC PROPERTIES**

Cm. Becker moved, seconded by Cm. Hartwick to reconvene in open session to review and possibly take action relating to the purchase of public properties. Motion carried.

15. ADJOURNMENT

Cm. Becker moved, seconded by Cm. Housley to adjourn. Meeting adjourned at 7:45 pm.



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, OCTOBER 12, 2021 – 4:00 PM**

1. CALL MEETING TO ORDER

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

2. ROLL CALL

Present: Cm. Becker, Cm. Highfield, Cm. Schultz, Cm. Lescohier, Manager LeMire and Engineer Selle. Also present: City Attorney, Clerk/Treasurer and Public Works Superintendent.

Cm. Kessenich arrived at 4:04 pm.

3. REVIEW AND POSSIBLE ACTION RELATING TO THE MINUTES OF THE SEPTEMBER 28, 2021 REGULAR PLAN COMMISSION MEETING.

Cm. Becker moved, seconded by Cm. Highfield to approve minutes as presented. Motion carried.

4. REVIEW AND POSSIBLE RECOMMENDATION TO THE CITY COUNCIL RELATING TO THE PRELIMINARY CERTIFIED SURVEY MAP-EXTRA TERRITORIAL FOR THE FOLTZ PROPERTY, W6855 OLD 26 ROAD (CSM-2021-08)(SELLE)

Engineer Selle presented the CSM request from the owner who would like to create a 2-acre A-3 residential building site from an A-1 zone near W6855 Old 26 Road. The new address would be W6855 Whitetail Lane.

Cm. Becker moved, seconded by Cm. Schultz to recommend to the City Council the Preliminary Certified Survey Map-Extra Territorial for the Foltz property at W6855 Old 26 Road. Motion carried.

5. REVIEW AND POSSIBLE RECOMMENDATION TO THE CITY COUNCIL RELATING TO THE PRELIMINARY CERTIFIED SURVEY MAP FOR THE U HAUL PROPERTY, 1307/1309 N. HIGH STREET (CSM-2021-07).

Engineer Selle stated the request would combine three existing lots at 1307/1309 High Street. Combining the lots has zero impact on the comprehensive plan and this would be considered an appropriate step in the overall development of the site.

Cm. Lescohier moved, seconded by Cm. Schultz to recommend to the City Council the Preliminary Certified Survey Map for the U Haul property at 1307/1309 N. High Street. Motion carried.

6. ADJOURNMENT

Cm. Highfield moved, seconded by Cm. Becker to adjourn. Meeting adjourned at 4:07 pm.

Respectfully submitted

Michelle Ebbert

Clerk/Treasurer



Permit Report

09/01/2021 - 09/30/2021

| Permit # | Permit Location | Owner Name | Project type | Permit Description | Estimated Project Cost | Total Fees |
|----------|-----------------|------------|--------------|--------------------|------------------------|------------|
|----------|-----------------|------------|--------------|--------------------|------------------------|------------|

Group: Add/Alter Commercial

| | | | | | | |
|-------|---------------------|------------------|----------------------|---|--------|-----------------|
| 21845 | 221-223 S Main St. | Tony Brus | Add/Alter Commercial | Repair and remodel facade | 20,000 | \$50.00 |
| 21846 | 800 Jones Ave. | Jones Dairy Farm | Add/Alter Commercial | New door openings | 30,000 | \$50.00 |
| 21856 | 825 Lexington Blvd. | Tom Becker | Add/Alter Commercial | Adding separation wall to make two units. | 30,000 | \$50.00 |
| | | | | | | \$150.00 |

Group Total: 3

Group: Electrical

| | | | | | | |
|-------|----------------------|---------------------|------------|--------------------------------------|---|----------|
| 21808 | 1103 Erick St. | Karl Reich | Electrical | 100 amp Service | 0 | \$61.75 |
| 21824 | 604 Robert St. | Charles Wagner | Electrical | 200 Amp service | 0 | \$60.00 |
| 21826 | 218 Hickory St. | Roger Straight | Electrical | 100 amp service & 4 openings | 0 | \$58.00 |
| 21827 | 423 E Milwaukee Ave. | Jim Lemire | Electrical | one opening | 0 | \$30.75 |
| 21833 | 117-119 N Main St. | Bare Properties LLC | Electrical | Remodel electrical & 400 amp service | 0 | \$133.75 |
| 21840 | 443-445 Mechanic St. | Kevin Smith | Electrical | 2 water heaters 2 exhaust | 0 | \$60.00 |
| 21847 | 316 Craig St. | Bob Lamuro | Electrical | PV system | 0 | \$230.00 |
| 21848 | 301 Memorial Dr. | Steve Tesmer | Electrical | PV system | 0 | \$185.00 |
| 21849 | 311 Cramer St. | Jordan Schueler | Electrical | 200 amp service | 0 | \$60.00 |

| Permit # | Permit Location | Owner Name | Project type | Permit Description | Estimated Project Cost | Total Fees |
|----------|--------------------|------------------|--------------|---|------------------------|-------------------|
| 21850 | 409 N Fourth St. | Jerry Spaude | Electrical | 200 amp service, 30 openings 3 direct wired | 0 | \$112.50 |
| 21853 | 711 Jones Ave. | Jones Dairy Farm | Electrical | 600+ amp service Sub & 71 openings | 0 | \$234.25 |
| 21858 | 1103 Erick St. | Karl Reich | Electrical | Detached garage electric | 0 | \$57.50 |
| 21859 | 231 Hake St. | Jeff Jones | Electrical | Service and sub panel | 0 | \$151.00 |
| 21861 | 328 Washington St. | Festival Foods | Electrical | 220V outlet | 0 | \$35.00 |
| | | | | | | \$1,469.50 |

Group Total: 14

Group: Fence

| | | | | | | |
|-------|-------------------|-----------------------|-------|-------------------------------|--------|-----------------|
| 21830 | 212 BARRIE ST | DEAN FERGUSON | Fence | FENCE IN BACK YARD | 1,000 | \$55.00 |
| 21831 | 634 Grant St. | Alan & Margaret Foley | Fence | 6' privacy fence in rear yard | 4,600 | \$55.00 |
| 21844 | 1121 Arndt Ct. | Brandon Zieglemeier | Fence | 6' privacy fence in rear yard | 1,400 | \$55.00 |
| 21851 | 1323 Adrian Blvd. | Robert Hertel | Fence | 6' privacy fence in rear yard | 15,360 | \$55.00 |
| | | | | | | \$220.00 |

Group Total: 4

Group: HVAC

| | | | | | | |
|-------|----------------------|--------------|------|-----------------------|---|----------|
| 21809 | 1000 Riverside Dr. | Gary Thom | HVAC | new A/C | 0 | \$75.00 |
| 21810 | 320 Nadig Dr. | Joe Vorwald | HVAC | Replace Furnace & A/C | 0 | \$100.00 |
| 21811 | 900 W Cramer St. | Lana Hoffer | HVAC | Replace Furnace & A/C | 0 | \$100.00 |
| 21812 | 421 E Milwaukee Ave. | Sam Lombardo | HVAC | Replace Furnace | 0 | \$65.00 |

| Permit # | Permit Location | Owner Name | Project type | Permit Description | Estimated Project Cost | Total Fees |
|----------|----------------------|---------------------------|--------------|-----------------------------|------------------------|-------------------|
| 21813 | 1317 Erick St. | Tom Zimmerman | HVAC | Replace Furnace | 0 | \$65.00 |
| 21814 | 734 W Blackhawk Dr. | Joan Alvarado | HVAC | Replace Furnace | 0 | \$65.00 |
| 21815 | 66 Jackson St. | Kim Foelker | HVAC | Replace A/C | 0 | \$65.00 |
| 21816 | 640 S Main St. | Larissa Wiskowski | HVAC | Replace Furnace | 0 | \$65.00 |
| 21817 | 912 Riverside Dr. | Yamin Ahmad | HVAC | Replace A/C | 0 | \$65.00 |
| 21818 | 1503 Stacy Ln. | Luke Walsh | HVAC | Replace A/C | 0 | \$65.00 |
| 21819 | 1105 N Main St. | Evergreen Cemetery | HVAC | Replace A/C | 0 | \$65.00 |
| 21820 | 105 W Hilltop Tr. | John Wilmet | HVAC | Replace A/C | 0 | \$65.00 |
| 21821 | 1010 Heth St. | Pat McGinty | HVAC | Replace A/C | 0 | \$65.00 |
| 21835 | 1107 McCoy Park Rd. | Shari Weber | HVAC | Replace Furnace & A/C | 0 | \$100.00 |
| 21838 | 618 Talent Tr. | Todd Wileman | HVAC | New Furnace & A/C | 0 | \$135.00 |
| 21842 | 308 Talcott Ave. | David Arndt | HVAC | Replace Furnace & A/C | 0 | \$100.00 |
| 21843 | 500 Adams St. | Alicia Nesemeier | HVAC | replace boiler | 0 | \$65.00 |
| 21855 | 925 Lexington Blvd. | Fort Atkinson High School | HVAC | A/C, Unit Heater, 2 boilers | 0 | \$215.00 |
| 21857 | 1525 Janesville Ave. | Carla's Catering | HVAC | Air Handler | 0 | \$90.00 |
| | | | | | | \$1,630.00 |

Group Total: 19

Group: Plumbing

| | | | | | | |
|-------|----------------------|--------------------|----------|----------------------|---|----------|
| 21806 | 933 Peterson St. | Skyler Mccarthy | Plumbing | Sewer lateral repair | 0 | \$105.00 |
| 21825 | 313 W Milwaukee Ave. | April Pulvermacher | Plumbing | three fixtures | 0 | \$48.00 |

| Permit # | Permit Location | Owner Name | Project type | Permit Description | Estimated Project Cost | Total Fees |
|----------|----------------------|------------------|--------------|----------------------------|------------------------|-----------------|
| 21828 | 1530 Doris Dr. | Garrison HDH LLC | Plumbing | New Dental Clinic laterals | 0 | \$105.00 |
| 21839 | 443-445 Mechanic St. | Kevin Smith | Plumbing | 2 water heaters | 0 | \$42.00 |
| 21841 | 1208 Charles St. | Ann Bemis | Plumbing | Sewer replacement | 0 | \$105.00 |
| | | | | | | \$405.00 |

Group Total: 5

Group: Right of Way Opening Permit

| | | | | | | |
|-------|--------------------|---------------|-----------------------------|-------------------------------|---|-----------------|
| 21807 | 335 Martin St. | Laurie Kidd | Right of Way Opening Permit | Drive replace | 0 | \$50.00 |
| 21822 | 307 Wilson Ave. | Ron Kutz | Right of Way Opening Permit | New sidewalk | 0 | \$50.00 |
| 21823 | 311 Wilson Ave. | Larry Muska | Right of Way Opening Permit | New sidewalk | 0 | \$50.00 |
| 21829 | 507 LEXINGTON BLVD | | Right of Way Opening Permit | APPROACH AND SIDEWALK | 0 | |
| 21832 | 907 HILLCREST | WILLIAM KOCH | Right of Way Opening Permit | PITCH TOWARDS CURB AND GUTTER | 0 | |
| 21852 | 439 WHITEWATER AVE | SHAWNA SCHWAB | Right of Way Opening Permit | OPEN SIDEWALK | 0 | \$50.00 |
| 21854 | 309 Bluff St. | St. Pauls | Right of Way Opening Permit | Approach & Sidewalk | 0 | \$50.00 |
| | | | | | | \$250.00 |

Group Total: 7

Group: Shed

| | | | | | | |
|-------|--------------------|----------------------|------|---------------------------|-------|----------------|
| 21836 | 1511 Lena Ln. | Chris & Clay Farrell | Shed | Shed in rear yard | 2,500 | \$48.00 |
| 21837 | 704 Frederick Ave. | Alan Goldberg | Shed | 100'Sq. shed in rear yard | 7,250 | \$45.00 |
| | | | | | | \$93.00 |

Group Total: 2

| Permit # | Permit Location | Owner Name | Project type | Permit Description | Estimated Project Cost | Total Fees |
|----------|-----------------|------------|--------------|--------------------|------------------------|------------|
|----------|-----------------|------------|--------------|--------------------|------------------------|------------|

Group: Single Family Alteration/Addition

| | | | | | | |
|-------|------------------|--------------|-----------------------------------|-----------------------|--------|-----------------|
| 21834 | 409 N Fourth St. | Jerry Spaude | Single Family Alteration/Addition | remodel home interior | 25,000 | \$146.25 |
| | | | | | | \$146.25 |

Group Total: 1

| | | | | | | |
|--|--|--|--|--|--|-------------------|
| | | | | | | \$4,363.75 |
|--|--|--|--|--|--|-------------------|

Total Records: 55

10/4/2021

Submitted: 10/4/21

Building Inspector: 



AGENDA

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

MEMORANDUM

DATE: October 19, 2021

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 September 18, 2021 through October 15, 2021, 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 |
|---------------------|----------------------------|---|
| Katrina Guse | Kwik Trip - Madison Avenue | X |
| Jordon Wills | Fat Boyz | X |
| Kylie Murphy | Stop-N-Go - Madison Avenue | X |
| Megan Griedl | 10-62 Saloon | X |
| Tyler R. Brueggeman | Lion's Quick Mart | X |
| Emmalee Wakefield | Stop-N-Go – Madison Avenue | X |
| Sadie M Klitzke | Lion's Quick Mart | X |
| Sheila A. Mishleau | Kwik Trip – Madison Avenue | X |

MOBILE MERCHANT

None

DOOR-TO-DOOR RESIDENTIAL / DIRECT SELLER

None



AGENDA

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

MEMORANDUM

DATE: October 19, 2021

TO: Fort Atkinson City Council

FROM: Rebecca Houseman LeMire, City Manager

RE: Review and possible action relating to a Resolution requesting exemption from the County Library Tax for the City of Fort Atkinson

BACKGROUND

The Jefferson County Board has established a County Library Service and levies a County Library Tax. State Statutes provide that a municipality is exempt from this County Library Tax if the municipality levies a minimum amount for public library services. Annually in September, the County calculates the minimum levy for municipalities to qualify for this exemption.

DISCUSSION

In September, the City received the attached letter from the Jefferson County Finance Department reminding the City of the minimum appropriation to the Dwight Foster Public Library in order to be exempt from paying the County Library Tax.

Per the attached documentation and statutory calculation, the City is required to appropriate at least \$310,048 to the Dwight Foster Public Library to be exempt from the tax. As shown in the attached Resolution and as presented to the City Council during the Budget Workshop on October 12, 2021, the City is proposing to levy \$542,484 in property taxes to fund Library operations in 2022. This amount exceeds the minimum appropriation for exemption from the County Library Tax.

FINANCIAL ANALYSIS

The City requests this exemption annually through a similar resolution. If the City Council does not approve request for the exemption, the County would likely require the City to levy additional property taxes to contribute to the County library system.

RECOMMENDATION

Staff recommends that the City Council adopt the Resolution requesting exemption from the County Library Tax and direct the City Clerk to provide copies of the Resolution to the County Clerk and the Jefferson County Library Council Administrator.

ATTACHMENTS

September 10, 2021 Letter from the Jefferson County Finance Department; Jefferson County Library Exemption Minimum; Resolution Requesting Exemption from the County Library Tax for the City of Fort Atkinson



Jefferson County Finance Department

311 S. Center Ave. Room 109
Jefferson, WI 53549
Telephone (920) 674-7434
Fax (920) 674-7368

Marc A. DeVries, CPA
Finance Director

Cindy Diestelmann
Jayne Hintzmann
Donna Miller
Tamara L. Worzalla, CPA

September 10, 2021

Municipal Libraries in Jefferson County:

This letter is a reminder to all municipal libraries in Jefferson County that your village or city must tax and appropriate a minimum amount to your library fund for 2022 expenditures in order to qualify for an exemption from the Jefferson County library tax. I have enclosed a spreadsheet that lists the **MINIMUM APPROPRIATION** for each of you to qualify for this exemption. *Note that if your municipality is situated in two counties, you must also coordinate this calculation with that other county.*

I have also summarized below how this calculation is made:

From Wisconsin Statutes 43.64

1. Divide the amount of tax levied by the county for public library service in the prior year by the equalized valuation of property in that area of the county that was subject to the county property tax levy for public library services in the prior year.
2. Multiply the amount determined above by the equalized valuation of property in the city, village, town, or school district for the current year.

Your municipal governing body must also pass a resolution annually requesting an exemption from the county library tax. Section 43.64 of the Wisconsin Statutes requires this procedure to avoid double taxation of your municipality for library purposes.

The County Clerk's office calculates the tax assessment in the middle of November. Please have your resolution acted upon and mailed to arrive by November 1st. If it is not on file when the tax assessment is calculated, your municipality will be taxed as required by Wisconsin Statutes.

An electronic copy of the sample resolution is attached.

If you have any problems or questions concerning this issue, please feel free to contact me at 920-674-7142.

Sincerely,

Marc A. DeVries, CPA
Finance Director
Jefferson County

Jefferson County Library Exemption Minimum

Prior year rate for Library Levy = 0.000297387
(2019 equalized value, 2020 budget) (2022 Budget Year)

| | 2021 EQUALIZED VALUE | | MINIMUM TO EXEMPT 2022 |
|--------------------------|---------------------------------|----|-----------------------------------|
| Village of Cambridge** | 6,949,800 | \$ | 2,067 |
| Village of Johnson Creek | 293,569,000 | \$ | 87,304 |
| Village of Palmyra | 137,549,600 | \$ | 40,906 |
| City of Fort Atkinson | 1,042,571,600 | \$ | 310,048 |
| City of Jefferson | 624,276,000 | \$ | 185,652 |
| City of Lake Mills | 660,203,500 | \$ | 196,336 |
| City of Waterloo | 256,338,000 | \$ | 76,232 |
| City of Watertown ** | 1,039,132,500 | \$ | 309,025 |
| City of Whitewater ** | 68,084,800 | \$ | 20,248 |
| | <u>4,128,674,800</u> | | |

** These municipalities have residents in multiple Counties, therefore there are additional aggregate full values that need to be added to their municipal values to determine their needed appropriations. Equalized values are TID out.

RESOLUTION NO.

**RESOLUTION REQUESTING EXEMPTION FROM THE COUNTY LIBRARY TAX
FOR THE CITY OF FORT ATKINSON**

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

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

WHEREAS, the City of Fort Atkinson will, in 2022, appropriate and expend an amount in excess of that calculated above; and

WHEREAS, the City of Fort Atkinson's draft 2022 Operating Budget appropriates \$542,484.00 to the Dwight Foster Public Library Fund (Fund 15), which exceeds the statutory calculation in 2022 of \$310,048.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Fort Atkinson hereby requests of the Jefferson County Board of Supervisors that the City of Fort Atkinson be exempted from the payment of any tax for the support of the County Library Service as provided in Wis. Stats. Section 43.64 (2).

BE IT FURTHER RESOLVED that the City Council direct the City Clerk to provide copies of this Resolution be forwarded to the following parties:

ADMINISTRATOR

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

COUNTY CLERK

320 S. Main Street, Room 109
Jefferson, WI 53549

Adopted by the City Council of the City of Fort Atkinson this 19th day of October, 2021.

Council President, Chris Scherer

ATTEST:

Michelle Ebbert City Clerk/Treasurer/Finance Director



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

MEMORANDUM

DATE: October 19, 2021

TO: Fort Atkinson City Council

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

RE: Review and possible action relating to Resolution and Ordinance approving Municipal Ward and Supervisor Districts

BACKGROUND

As mandated by the U.S. Constitution Article I, Section 2, the U.S. census gets just one chance, every 10 years, to count every resident in the United States. The 2020 Census marked the 24th count of the U.S. population and the first time that households were invited to respond to the census online.

Although the U.S. Census Bureau carries out hundreds of surveys every year, its most well-known duty is still to conduct the decennial census. Census results have high profile applications; they are used to reapportion seats in the House of Representatives, to realign congressional districts, and as a factor in the formulas that distribute hundreds of billions of dollars in federal funds each year. Because of the importance of this population count, procedural changes in the decennial census often reflect larger organization shifts at the Census Bureau.

Jefferson County led the redistricting efforts with the following timeline:

- **September 7th** – Executive Committee met to discuss the tentative supervisory district plan and provide feedback to County Staff and a recommendation to the County Board.
- **September 14th** – County Board of Supervisors held a public hearing and reviewed the tentative supervisory district plan. Following the public hearing, the County Board approved the tentative plan.
- **September 15th** – Following County Board approval, the tentative supervisory district plan will be released to local municipalities for their review and approval. This step includes the review of municipal ward districts and town supervisor areas.
- **November 1st** – Stage 2: Local municipalities review and approve municipal ward/Town supervisor areas.
- **November 3rd** – tentative – County Board of Supervisors holds a Public Hearing on the final supervisory district plan which includes municipal wards and town supervisor areas.
- **November 9th** – tentative – County Board of Supervisors reviews and approves the final supervisory district plan.

DISCUSSION

The City of Fort Atkinson has a Council – Manager form of government. The City Council serves as the community’s legislative and policymaking board. The five City Council members are elected at large and serve the community collectively, representing all 10 current voting wards.

The City has had nine wards in recent history with a 10th ward added in 2020 due to the annexation of a single house. The elector(s) in ward 10 have been included in an adjacent ward on this draft map, returning the City to 9 wards. In the future, with the Banker Road parcel annexation, a new ward will be added.

Note that there are only minor changes between the City’s current ward map and the draft ward map. Some minor changes more evenly distributed the number of electors per ward, while remaining within the boundaries of the proposed County Supervisory Districts.

All electors in the City of Fort Atkinson vote at one polling place (City Hall), so any changes to ward numbers will not impact voting location. Further, the City utilizes Badger Books (electronic poll books) on Election Day, which eliminates the need for voters to stand in specific lines to vote in specific wards. All wards within the City are within the same School District, State Assembly District (33), State Senate District (11), and US Congressional District (5).

FINANCIAL ANALYSIS

There is no expectation of a financial impact to the City.

RECOMMENDATION

Due to the condensed timeline for redistricting, staff is requesting that the Council take two separate actions at this meeting.

- 1. Staff recommends that the City Council adopt the Resolution establishing Wards in the City of Fort Atkinson, based on 2020 Census Data.**

This action will signal approval of the Ward Map and allow the County to move forward on their timeline with a public hearing for the County Supervisory District map on November 3rd.

- 2. Staff recommends that the City Council perform a first reading of the Ordinance to repeal and recreate Section 1-14 of the City of Fort Atkinson Municipal Code relating to Voting Wards and Boundaries, and direct the City Manager to prepare the Ordinance for a second reading on November 2, 2021.**

The City’s current wards and boundaries are outlined in the City’s Code of Ordinances. The existing Ordinance must be repealed and recreated to reflect the changes in the Ward Map adopted through the Resolution. The condensed timeframe does not allow for the City’s process of offering 2-3 readings of the ordinance before adoption.

ATTACHMENTS

Resolution establishing Wards in the City of Fort Atkinson, based on 2020 US Census Data; Attachment No. 1 – COFA Proposed Ward Map; Attachment No. 2 – City of Fort Atkinson Census Block Numbers by Ward; COFA Code of General Ordinances as of 10/15/21 (Current Section 1-14); Proposed Ordinance Repealing and Recreating Section 1-14

RESOLUTION NO.

RESOLUTION ESTABLISHING WARDS IN THE CITY OF FORT ATKINSON, BASED ON 2020 US CENSUS DATA

WHEREAS, the City of Fort Atkinson is required to establish wards in accordance with Section 5.15 of the Wisconsin Statutes; and

WHEREAS, the City has reviewed the population data provided in the 2020 US Census and the recommended ward and boundary map prepared by Jefferson County; and

WHEREAS, the City Council has reviewed a preliminary ward map based on the 2020 Census data at a meeting on October 5th and again on October 19th and found the map to be in the best interest of the voters and residents of the City of Fort Atkinson.

NOW, THEREFORE, BE IT RESOLVED that the Fort Atkinson City Council does hereby create nine wards as follows:

Ward One: All of that portion of the city bounded on the west by the corporate city limits starting at the north side of the Rock River, on the north by Madison Avenue; east to Lexington Blvd; south to Coventry Circle; east and south to Commonwealth Drive; on the east by Commonwealth Drive and Wilson Avenue and the corporate city limits to Riverside Drive; on the south by Riverside Drive and the corporate city limits to said west corporate city limits.

Ward Two: All of that portion of the city bounded on the west by the corporate city limits north of Madison Avenue; on the north by Campus Drive; south along Banker Road; east along W. Cramer Street; south along Blackhawk Drive; east along Hillcrest Drive; south along Zafeke Street; west along Messmer Street; south along Zafeke Street; west along Caswell Street; south along Roosevelt Street; east along Madison Avenue; south along Jackson Street to the Rock River; then west along the Rock River; north along Wilson Avenue; continuing north and west along Commonwealth Avenue; then north and west on Coventry Circle; then north on Lexington Boulevard; then west along Madison Avenue to the western corporate city limits, excluding those parcels within these boundaries located within the Town of Koshkonong.

Ward Three: All of that portion of the city bounded to the west by Banker Road; to the north and west by the corporate city limits; on the east by North Main Street; to the south by Frederick Avenue; south along Nelson Street; west by Caswell Street; north by Zaffke Street; west by Hillcrest Drive; north by Blackhawk Drive and to the west by Cramer Street.

Ward Four: All of that portion of the city bounded on the west at the intersection of Jackson Street and Van Buren Street; west by Madison Avenue; north by Roosevelt Street; east on Caswell Street; north by Zafeke Street; east on Messmer Street; north by Nelson Street; on

the north by Frederick Avenue; on the west by North Main Street; on the south by Madison Avenue, Adams Street and Riverside Drive; and west by Robert Street and Van Buren Street.

Ward Five: All of that portion of the city bounded by the south side of the Rock River from the west corporate city limits to Jackson Street; west on Van Buren Street; on the east by south Robert Street; east to South Third Street West; south on Grove Street; east on South Sixth Street; east to South Main Street; south to West Hilltop Trail; west to Janesville Avenue; south to the corporate city limits (including the Klement Business Park); and west to the corporate city limits.

Ward Six: All of that portion of the city bounded on the north by West Hilltop Trail from Janesville Avenue to South Main Street; on the east by South Main Street; south to the corporate city limits on the west side of South Main Street; west and south along the corporate city limits to Hackbarth Road; then west along Hackbarth Road and the corporate city limits to Janesville Avenue; then north to West Hilltop Trail.

Ward Seven: All of that portion of the city bounded on the north by Madison Avenue from Adams Street to North Main Street; on the east by North and South Main Street; south to Whitewater Avenue; south to the corporate city limits on the west side of Whitewater Avenue; then west, south and north, following corporate city limits to the intersection of Krause Avenue; north along South Main Street to South Sixth Street; west to Grove Street; north along Grove Street to South Third Street to Riverside Drive and north on Adams Street.

Ward Eight: All of that portion of the city bounded on the north by the corporate city limits from North Main Street to the Rock River; on the east by the corporate city limits south to East Sherman Avenue; on the south by East Sherman Avenue; on the west by North Main Street; also including the airport property.

Ward Nine: All of that portion of the city bounded on the north by East Sherman Avenue from North Main Street east to the corporate city limits; south along corporate city limits to Fox Hill Road; west and south along corporate city limits to Whitewater Avenue; on the west by Whitewater Avenue and South and North Main Street.

BE IT FURTHER RESOLVED that the above ward boundary is outlined and identified on the attached map (Attachment No. 1), which is incorporated and made a part hereof, and that the map is generated using WISE-LR software in order to incorporate the underlying census block numbers within each ward (Attachment No. 2), which is incorporated and made a part hereof.

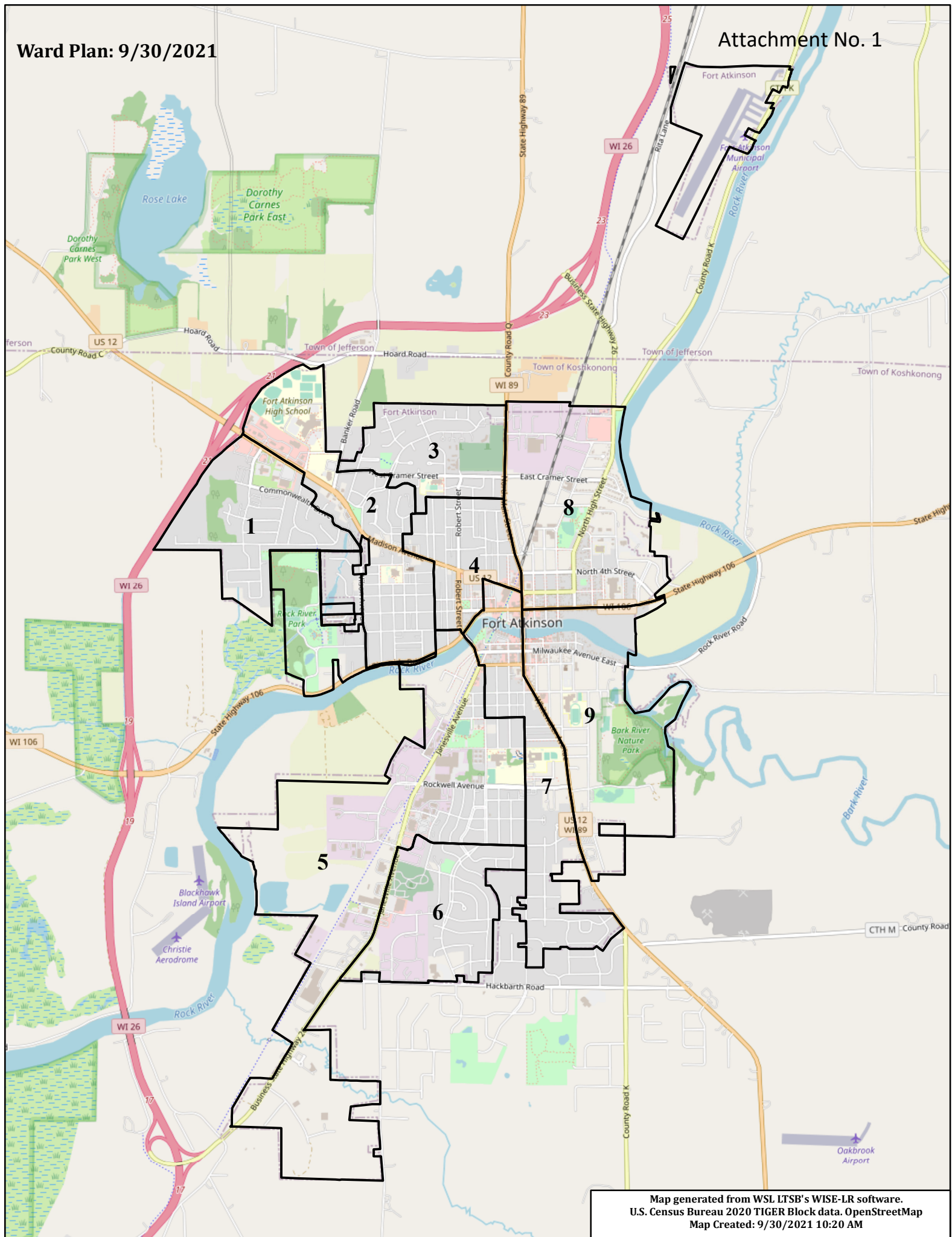
AND BE IT FURTHER RESOLVED that for all voting purposes, the above wards will be combined, using one common polling place, which will be the City of Fort Atkinson, Municipal Gymnasium at 101 N. Main Street Fort Atkinson WI.

Adopted by the City Council of the City of Fort Atkinson this 19th day of October, 2021.

Council President, Chris Scherer

I hereby certify this is a true copy of a Resolution passed by the City Council of the City of Fort Atkinson on the 19th day of October, 2021.

Michelle Ebbert City Clerk/Treasurer/Finance Director



ATTACHMENT NO. 2 - CITY OF FORT ATKINSON CENSUS BLOCK NUMBERS BY WARD**GEOID (Block) - WARD 1**

| | | |
|-----------------|-----------------|-----------------|
| 550551013003004 | 550551013003015 | 550551013003036 |
| 550551013003005 | 550551013003017 | 550551013003063 |
| 550551013003006 | 550551013003018 | 550551013003066 |
| 550551013003007 | 550551013003025 | 550551013003067 |
| 550551013003009 | 550551013003026 | 550551013003069 |
| 550551013003010 | 550551013003029 | 550551013003070 |
| 550551013003011 | 550551013003031 | 550551013003072 |
| 550551013003013 | 550551013003032 | 550551013003083 |
| 550551013003014 | 550551013003034 | |

GEOID (Block) - WARD 2

| | | |
|-----------------|-----------------|-----------------|
| 550551013002008 | 550551013003008 | 550551013003050 |
| 550551013002009 | 550551013003021 | 550551013003051 |
| 550551013002010 | 550551013003037 | 550551013003052 |
| 550551013002011 | 550551013003038 | 550551013003053 |
| 550551013002012 | 550551013003039 | 550551013003054 |
| 550551013002013 | 550551013003041 | 550551013003055 |
| 550551013002022 | 550551013003042 | 550551013003056 |
| 550551013002023 | 550551013003043 | 550551013003057 |
| 550551013002024 | 550551013003044 | 550551013003058 |
| 550551013002025 | 550551013003045 | 550551013003059 |
| 550551013002026 | 550551013003046 | 550551013003060 |
| 550551013002027 | 550551013003047 | 550551013003061 |
| 550551013002032 | 550551013003048 | 550551013003062 |
| 550551013002034 | 550551013003049 | 550551013003065 |

GEOID (Block) - WARD 3

| | | |
|-----------------|-----------------|-----------------|
| 550551013001018 | 550551013001024 | 550551013001042 |
| 550551013001019 | 550551013001028 | 550551013002014 |
| 550551013001020 | 550551013001029 | 550551013002015 |
| 550551013001021 | 550551013001030 | 550551013002016 |
| 550551013001022 | 550551013001031 | 550551013002017 |
| 550551013001023 | | |

GEOID (Block) - WARD 4

| | | |
|-----------------|-----------------|-----------------|
| 550551013001032 | 550551013002021 | 550551013004008 |
| 550551013001033 | 550551013002028 | 550551013004009 |
| 550551013001034 | 550551013002029 | 550551013004010 |
| 550551013001035 | 550551013002030 | 550551013004011 |
| 550551013001036 | 550551013002031 | 550551013004012 |
| 550551013001037 | 550551013002033 | 550551013004013 |
| 550551013001038 | 550551013002035 | 550551013004014 |
| 550551013001039 | 550551013004001 | 550551013004015 |
| 550551013001041 | 550551013004002 | 550551013004018 |

| | | |
|-----------------|-----------------|-----------------|
| 550551013002018 | 550551013004003 | 550551013004019 |
| 550551013002019 | 550551013004004 | 550551013004020 |
| 550551013002020 | | |

GEOID (Block) - WARD 5

| | | |
|-----------------|-----------------|-----------------|
| 550551012011022 | 550551014001029 | 550551014003005 |
| 550551012011023 | 550551014001030 | 550551014003006 |
| 550551013003022 | 550551014001031 | 550551014003007 |
| 550551013003064 | 550551014001032 | 550551014003008 |
| 550551013004021 | 550551014001033 | 550551014003009 |
| 550551013004022 | 550551014002000 | 550551014003010 |
| 550551013004023 | 550551014002004 | 550551014003011 |
| 550551013004024 | 550551014002005 | 550551014003012 |
| 550551014001008 | 550551014002014 | 550551014003013 |
| 550551014001009 | 550551014002015 | 550551014003014 |
| 550551014001010 | 550551014002045 | 550551014003015 |
| 550551014001011 | 550551014002046 | 550551014003016 |
| 550551014001012 | 550551014002047 | 550551014003017 |
| 550551014001013 | 550551014002048 | 550551014003018 |
| 550551014001014 | 550551014002049 | 550551014003019 |
| 550551014001015 | 550551014003000 | 550551014003020 |
| 550551014001025 | 550551014003001 | 550551014003021 |
| 550551014001026 | 550551014003002 | 550551014003022 |
| 550551014001027 | 550551014003003 | 550551014003023 |
| 550551014001028 | 550551014003004 | |

GEOID (Block) - WARD 6

| | | |
|-----------------|-----------------|-----------------|
| 550551014002006 | 550551014002019 | 550551014002027 |
| 550551014002007 | 550551014002020 | 550551014002028 |
| 550551014002011 | 550551014002021 | 550551014002029 |
| 550551014002012 | 550551014002022 | 550551014002036 |
| 550551014002013 | 550551014002023 | 550551014002037 |
| 550551014002016 | 550551014002024 | 550551014002038 |
| 550551014002017 | 550551014002025 | 550551014002039 |
| 550551014002018 | 550551014002026 | 550551014002040 |

GEOID (Block) - WARD 7

| | | |
|-----------------|-----------------|-----------------|
| 550551013004005 | 550551014001006 | 550551015001015 |
| 550551013004006 | 550551014001007 | 550551015002007 |
| 550551013004007 | 550551014001016 | 550551015002008 |
| 550551013004016 | 550551014001017 | 550551015002009 |
| 550551013004017 | 550551014001018 | 550551015002010 |
| 550551013004025 | 550551014001019 | 550551015002012 |
| 550551013004026 | 550551014001020 | 550551015002013 |
| 550551013004027 | 550551014001021 | 550551015002014 |
| 550551013004028 | 550551014001022 | 550551015002015 |
| 550551014001000 | 550551014001023 | 550551015002016 |

| | | |
|-----------------|-----------------|-----------------|
| 550551014001001 | 550551014001024 | 550551015002017 |
| 550551014001002 | 550551014002031 | 550551015002018 |
| 550551014001003 | 550551014002032 | 550551015002020 |
| 550551014001004 | 550551014002035 | 550551015002021 |
| 550551014001005 | 550551015001014 | 550551015002022 |

GEOID (Block) - WARD 8

| | | |
|-----------------|-----------------|-----------------|
| 550551013001013 | 550551015003030 | 550551015004005 |
| 550551013001025 | 550551015003031 | 550551015004006 |
| 550551013001026 | 550551015003032 | 550551015004007 |
| 550551013001027 | 550551015003033 | 550551015004008 |
| 550551013001040 | 550551015003034 | 550551015004011 |
| 550551013004000 | 550551015003035 | 550551015004012 |
| 550551015003004 | 550551015003036 | 550551015004013 |
| 550551015003006 | 550551015003037 | 550551015004014 |
| 550551015003009 | 550551015003038 | 550551015004015 |
| 550551015003011 | 550551015003042 | 550551015004016 |
| 550551015003013 | 550551015003043 | 550551015004017 |
| 550551015003022 | 550551015003044 | 550551015004018 |
| 550551015003023 | 550551015003045 | 550551015004019 |
| 550551015003024 | 550551015003046 | 550551015004020 |
| 550551015003025 | 550551015003047 | 550551015004021 |
| 550551015003026 | 550551015003048 | 550551015004022 |
| 550551015003027 | 550551015004003 | 550551015004023 |
| 550551015003028 | 550551015004004 | |

GEOID (Block) - WARD 9

| | | |
|-----------------|-----------------|-----------------|
| 550551012021056 | 550551015001009 | 550551015002001 |
| 550551015001000 | 550551015001010 | 550551015002003 |
| 550551015001001 | 550551015001011 | 550551015002004 |
| 550551015001002 | 550551015001012 | 550551015002005 |
| 550551015001003 | 550551015001013 | 550551015002006 |
| 550551015001004 | 550551015001016 | 550551015002011 |
| 550551015001005 | 550551015001017 | 550551015004002 |
| 550551015001006 | 550551015001018 | 550551015004009 |
| 550551015001007 | 550551015002000 | 550551015004010 |
| 550551015001008 | | |

- **Sec. 1-14. - Wards and boundaries.**

The City of Fort Atkinson shall be divided into nine wards with the gymnasium of the municipal building being designated as the polling place for all wards. All wards are outlined upon the official map on file in the municipal office and are described as follows:

WARD ONE: All of that portion of the city bounded on the west by the corporate city limits starting at the north side of the Rock River, on the north by Madison Avenue; east to Lexington Blvd; south to Coventry Circle; east and south to Commonwealth Drive; on the east by Commonwealth Drive and Wilson Avenue and the corporate city limits to Riverside Drive; on the south by Riverside Drive and the corporate city limits to said west corporate city limits.

WARD TWO: All of that portion of the city bounded on the west by the corporate city limits north of Madison Avenue; on the north by Campus Drive; south along Banker Road; east along W. Cramer Street to Monroe Street; on the east by Monroe Street south to Frederick Avenue; west to Nelson Street; south to Caswell Street; east to Jackson Street; south to Riverside Drive; on the south by Riverside Drive to Wilson Avenue; on the west by Wilson Avenue, the corporate city limits and Commonwealth Drive to Coventry Circle; north and west to Lexington Blvd.; north to Madison Avenue and west to said corporate city limits.

WARD THREE: All of that portion of the city bounded on the north by the corporate city limits starting at the intersection of N. Main Street and W. Blackhawk Drive west to Banker Road; on the west by Banker Road; on the south by W. Cramer Street; east to Monroe Street; south to Frederick Avenue; east to N. Main Street; along N. Main Street on the east to the intersection with W. Blackhawk Drive.

WARD FOUR: All of that portion of the city bounded on the south by Riverside Drive starting at the intersection with Jackson Street; east to the intersection of W. Sherman Avenue; east to N. Main Street; on the east by N. Main Street to the intersection of Frederick Avenue; on the north by Frederick Avenue west to the intersection with Nelson Street; on the west by Nelson Street; south to Caswell Street; east to Jackson Street; south to Riverside Drive.

WARD FIVE: All of that portion of the city bounded by the south side of the Rock River from the west corporate city limits to Robert Street; southeast to Janesville Avenue; east to Grove Street; south to S. 6th Street; east to S. Main Street; south to W. Hilltop Trail; west to Janesville Avenue; south to the corporate city limits (including the Klement Business Park); and west to the corporate city limits.

WARD SIX: All of that portion of the city bounded on the north by W. Hilltop Trail from Janesville Avenue to S. Main Street; on the east by S. Main Street; south to the corporate city limits on the west side of S. Main Street; west and south along the corporate city limits to Hackbarth Road; then west along Hackbarth Road and the corporate city limits to Janesville Avenue; then north to W Hilltop Trail.

WARD SEVEN: All of that portion of the city bounded on the north by W. Sherman Avenue from Robert Street east to N. Main Street; on the east by N. and S. Main Street; south to Whitewater Avenue; south to the corporate city limits on the west side of Whitewater Avenue; then west, south and north, following corporate city limits to the intersection of S. Main Street and Krause Avenue; north along S. Main Street to S. 6th Street; west to Grove Street; north along Grove Street to S. 3rd Street; west along S. 3rd Street to Robert Street; northwesterly along Robert Street to the intersection of Robert Street and Riverside Drive.

WARD EIGHT: All of that portion of the city bounded on the north by the corporate city limits from N. Main Street to the Rock River; on the east by the corporate city limits south to E. Sherman Avenue; on the south by E. Sherman Avenue; on the west by N. Main Street; also including the airport property.

WARD NINE: All of that portion of the city bounded on the north by E. Sherman Avenue from N. Main Street east to the corporate city limits; south along corporate city limits to Fox Hill Road; west and south along corporate city limits to Whitewater Avenue; on the west by Whitewater Avenue and S. and N. Main Street.

(Ord. No. 576, 7-17-01; Ord. No. 706, 7-5-11)

ORDINANCE NO. ____

**AN ORDINANCE
TO REPEAL AND RECREATE SECTION 1-14 OF THE
CITY OF FORT ATKINSON MUNICIPAL CODE RELATING TO
VOTING WARDS AND BOUNDARIES**

NOW, THEREFORE, the City Council of the City of Fort Atkinson, Wisconsin, do ordain as follows:

Section 1. Section 1-14 of the City of Fort Atkinson Municipal Code is hereby repealed and recreated to read as follows:

“The City of Fort Atkinson shall be divided into nine wards with the gymnasium of the municipal building, located at 101 N. Main Street, being designated as the polling place for all wards. All wards are outlined upon the official map on file in the municipal office and are described as follows:

Ward One: All of that portion of the city bounded on the west by the corporate city limits starting at the north side of the Rock River, on the north by Madison Avenue; east to Lexington Blvd; south to Coventry Circle; east and south to Commonwealth Drive; on the east by Commonwealth Drive and Wilson Avenue and the corporate city limits to Riverside Drive; on the south by Riverside Drive and the corporate city limits to said west corporate city limits.

Ward Two: All of that portion of the city bounded on the west by the corporate city limits north of Madison Avenue; on the north by Campus Drive; south along Banker Road; east along W. Cramer Street; south along Blackhawk Drive; east along Hillcrest Drive; south along Zafeke Street; west along Messmer Street; south along Zafeke Street; west along Caswell Street; south along Roosevelt Street; east along Madison Avenue; south along Jackson Street to the Rock River; then west along the Rock River; north along Wilson Avenue; continuing north and west along Commonwealth Avenue; then north and west on Coventry Circle; then north on Lexington Boulevard; then west along Madison Avenue to the western corporate city limits, excluding those parcels within these boundaries located within the Town of Koshkonong.

Ward Three: All of that portion of the city bounded to the west by Banker Road; to the north and west by the corporate city limits; on the east by North Main Street; to the south by Frederick Avenue; south along Nelson Street; west by Caswell Street; north by Zaffke Street; west by Hillcrest Drive; north by Blackhawk Drive and to the west by Cramer Street.

Ward Four: All of that portion of the city bounded on the west at the intersection of Jackson Street and Van Buren Street; west by Madison Avenue; north by Roosevelt Street; east on Caswell Street; north by Zafeke Street; east on Messmer Street; north by Nelson Street; on the north by Frederick Avenue; on the west by North Main Street; on the south by Madison

Avenue, Adams Street and Riverside Drive; and west by Robert Street and Van Buren Street.

Ward Five: All of that portion of the city bounded by the south side of the Rock River from the west corporate city limits to Jackson Street; west on Van Buren Street; on the east by south Robert Street; east to South Third Street West; south on Grove Street; east on South Sixth Street; east to South Main Street; south to West Hilltop Trail; west to Janesville Avenue; south to the corporate city limits (including the Klement Business Park); and west to the corporate city limits.

Ward Six: All of that portion of the city bounded on the north by West Hilltop Trail from Janesville Avenue to South Main Street; on the east by South Main Street; south to the corporate city limits on the west side of South Main Street; west and south along the corporate city limits to Hackbarth Road; then west along Hackbarth Road and the corporate city limits to Janesville Avenue; then north to West Hilltop Trail.

Ward Seven: All of that portion of the city bounded on the north by Madison Avenue from Adams Street to North Main Street; on the east by North and South Main Street; south to Whitewater Avenue; south to the corporate city limits on the west side of Whitewater Avenue; then west, south and north, following corporate city limits to the intersection of Krause Avenue; north along South Main Street to South Sixth Street; west to Grove Street; north along Grove Street to South Third Street to Riverside Drive and north on Adams Street.

Ward Eight: All of that portion of the city bounded on the north by the corporate city limits from North Main Street to the Rock River; on the east by the corporate city limits south to East Sherman Avenue; on the south by East Sherman Avenue; on the west by North Main Street; also including the airport property.

Ward Nine: All of that portion of the city bounded on the north by East Sherman Avenue from North Main Street east to the corporate city limits; south along corporate city limits to Fox Hill Road; west and south along corporate city limits to Whitewater Avenue; on the west by Whitewater Avenue and South and North Main Street.”

Section 2. All ordinances or parts of ordinances in conflict herewith are hereby repealed.

Section 3. This ordinance shall take effect upon passage, posting, or publication as provided by law.

Enacted by the City Council of the City of Fort Atkinson, Jefferson County, Wisconsin,
this _____ day of _____, 2021.

Chris Scherer, President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director



Fire Department
128 Milwaukee Avenue West
101 N. Main Street
Fort Atkinson, WI 53538

MEMORANDUM

DATE: October 19, 2021

TO: Fort Atkinson City Council

FROM: Daryl Rausch, Fire Chief

RE: Fire Station Change Order 8

BACKGROUND

Please review the attached change order request from Keller. As noted a number of these changes are related to construction changes in the hose drying tower.

The primary issues are related to the need for better ventilation in the hose tower. This change (\$6,130.00) is not unexpected since we had initially planned for this feature but the building engineer thought the dehumidifiers would offset the need. Once we began using the tower due to so many large fires this year, the ventilation was deemed insufficient.

DISCUSSION

These changes are somewhat expected and will make the building more functional and efficient. We have critically reviewed all requests with an eye towards controlling and minimizing costs but we feel that these change orders are needed and are reasonable.

FINANCIAL ANALYSIS

These change orders are funded through our remaining contingency fund and by using sales tax rebates currently being held by Keller (\$5,255.72) and does require an additional unbudgeted expenditure of \$874.28.

RECOMMENDATION

Our project team recommends approval of the attached Keller Contract Change Order #8.

ATTACHMENTS

Keller Change Order 8 – Memo 1



CITY OF FORT ATKINSON, Fort Atkinson, WI, 53538

Date: October 19, 2021

TO: City Council

FROM: Devin Flanigan, Construction Manager

SUBJECT: Fire Station Change Order 8 – Memo 1

Background

The intent of this change order was to encompass all unforeseen post occupancy items in finishing the Fire Station project. The issue of post occupancy was an exhaust fan in the hose tower. The current plan does not include a fan, although humidity levels have been a problem during the summer months. The construction and issues occurred in June - July, but due to obtaining costs and documentation we are now formally presenting to City Council.

During design of the facility, an exhaust fan in the hose tower was discussed and planned for. The fan would help provide the capability for keeping the space dryer or less humid. Through the design, the exhaust fan was one of many items eliminated due to cost constraints. After operating within the facility, it is clear the exhaust fan is needed to keep the space at a manageable humidity for safety against mold.

Exhaust Fan

The installation of the exhaust fan would be completed by the Project HVAC contractor.

- Cost of installation of exhaust fan not to exceed \$4,120 to Myers Mechanical

Electrical Controls for Exhaust Fan

To be completed by Fort Atkinson Electrical Department

-

Roof Patching and Curb Installation

Cutting and preparing of roof penetration in hose tower roof.

- The total cost of this is not to exceed \$2,010 to Alois.

ADDRESS

P.O. Box 620, Kaukauna, WI 54130-0620

PHONE

920-766-5795 1-800-236-2534

FAX

920-766-5004

WEB SITE

www.kellerbuilds.com



Discussion

The discovery of this issue was not a complete shock as previously mentioned, the exhaust fan was originally in the design. Through cost saving measures the exhaust fan was omitted from the plan. It was assumed the level of humidity could be manageable when the decision was made. After occupancy and use of the space, it has become clear the fan is not a 'want' but a 'need' for the space.

Financial Impact & Funding Source

The additional cost of this unforeseen cost will be primarily accounted for in the built in contingency of the project. The balance of the costs would be required to come from another city funding source.



Conclusion

All costs requested have been discussed with the Fire Department, and are agreed to have been either outside of the control of Keller, or additional city requested items. All unforeseen items (not owner requested) were not charged the 10% markup in an effort to show Keller is a partner throughout this project.

| <u>Additional</u> | | <u>Keller 10%</u> |
|--|---------|-------------------|
| Myers – Exhaust Fan Installation | \$4,120 | |
| Alois – Roof Patching | \$2,010 | |
| Keller Coordination / Supervision / Administration 10% | | \$0 |

Change Order Costs Total **\$6,130**

Original Project Budget: \$5,499,911.70

Original Keller Contract: \$5,428,438.14

Change Order #6 Cost \$6,130

Previous Remaining Contingency \$5,255.72

Remaining Keller Contingency after Change Order: \$0.00

Required additional funds beyond original contract: \$874.28

Updated Keller Contract: \$5,428,169.42

Updated Project Budget: \$5,499,911.70



Keller
Planners | Architects | Builders

Offices in Fox Cities, Madison,
Milwaukee & Wausau

ADDRESS N216 State Road 55
P.O. Box 620
Kaukauna, WI 54130-0620
PHONE 920•766•5795
1•800•236•2534
FAX 920•766•5004
WEB SITE www.kellerbuilds.com

FOR OFFICE USE

Job No.: 68055
Cust. No.: 7064
Project Mgr.: Devin Flanigan
Page: 1 of 1

CONTRACT CHANGE ORDER

Owner: City of Fort Atkinson

101 N. Main Street

Fort Atkinson, WI 53538

Date 10/8/2021

Original Contract \$5,428,438.14

Current Contract Value \$5,427,295.14

Change Order Number #8

Amount This Change Order \$874.28

Project: City of Fort Atkinson – Fire Station

New Total With All Changes \$5,428,169.42

WE HEREBY AGREE TO MAKE THE FOLLOWING CHANGES AS DESCRIBED BELOW:

PRICE

Hose tower exhaust fan: \$4,120.00

Roof patching & curb installation: \$2,010.00

Total Change Order #8:

\$6,130.00

Original Contingency: \$143,000.00

Less: Amount Deducted for Change Order #3: <\$78,681.60>

Less: Amount Deducted for Change Order #4: <\$15,604.60>

Less: Amount Deducted for Change Order #6: <\$33,367.58>

Less: Amount Deducted for Change Order #7: <\$10,090.50>

Less: Amount Deducted for Change Order #8: <\$6,130.00>

Remaining Contingency: \$0.00

Add to Contract: \$874.28

TERMS AND CONDITIONS OF ORIGINAL CONTRACT APPLY TO ALL CHANGES MADE

TOTAL ADD:

\$874.28

ACCEPTANCE:

PAYMENT:

Owner

Date

Devin Flanigan

10/8/2021

Keller, Inc. Representative

Date

Keller, Inc. Approval

Date

****PLEASE SIGN AND RETURN ONE COPY, THANK YOU****



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

MEMORANDUM

DATE: October 19, 2021

TO: Fort Atkinson City Council

FROM: Rebecca Houseman LeMire, City Manager

RE: Review and possible action relating to proposals from Communications Consultants for a possible Public Safety Referendum in 2022

BACKGROUND

At the meeting on September 7, 2021, the City Council authorized staff to seek proposals from communications consultants for a possible public safety referendum on the April 2022 ballot.

Staff released the Request for Proposals (RFP) on September 8th and received two proposals by the deadline of September 30th from Mueller Communications and Michael Best Strategies.

Police Chief Adrian Bump, Fire Chief Daryl Rausch, Executive Assistant Sarah Weihert, and I met on October 12th to review and compare the proposals against the evaluation matrix included in the RFP. The completed matrix is included as an attachment to the memo.

DISCUSSION

Using the criteria established in the matrix, staff found the proposal from Mueller Communications scored higher and provided the best opportunity for a successful referendum. Mueller Communications has seasoned communications professionals on staff, a successful track record working with local governments and school districts, relevant experience, and impeccable references. The cost of this proposal is more than the other proposal, especially including the optional community survey. However, after discussion, staff determined that a community survey may not be necessary to achieve the goal of community engagement and feedback and is recommending that the optional survey not be included in the scope of services.

The proposal from Michael Best Strategies was less expensive, but did not highlight any specific, relevant experience. The company supports public safety initiatives, but seems to be more focused on lobbying efforts than marketing and communication efforts.

FINANCIAL ANALYSIS

The City does not have funds budgeted for referendum consulting services, as it was not known in 2020 that the City would be pursuing this option in 2021 and 2022. However, staff has applied to the Fort Atkinson Community Foundation for half of the funds associated with the

consulting services. Staff will know if the City receives this funding the week of October 25th. Table 1 below shows the cost of the proposal from Mueller Communications without the optional community survey (\$46,781.00) and the proposed funding sources. These funding sources include a grant from the Fort Atkinson Community Foundation and the City’s American Recovery Plan Act (ARPA) funds, from the “revenue replacement” category that can be used for any government service.

TABLE 1: Funding Sources for Recommended Communications Consultant

| | | | |
|---|--|-----------|------------------|
| Total Cost of Mueller Communications Proposal | | \$ | 46,781.00 |
| Funding Sources: | | | |
| Community Foundation Grant | | \$ | 23,390.50 |
| ARPA (Revenue Replacement) | | \$ | 23,390.50 |
| TOTAL | | \$ | 46,781.00 |

RECOMMENDATION

Staff recommends that the City Council accept the proposal from Mueller Communications to serve as the communications consultant for the possible Public Safety Referendum in 2022, excluding the optional community survey, for a total of \$46,781.00. Staff further recommends that the execution of the agreement be contingent on the approval of the Community Foundation Grant for \$23,390.50 or the receipt of other non-general fund dollars.

ATTACHMENTS

Mueller Communications Proposal; Michael Best Strategies Proposal; Michael Best Strategies Supplemental Recommendations; Proposal Evaluation Matrix



CITY OF FORT ATKINSON

REQUEST FOR PROPOSAL

Communications Consultant for
Public Safety Staffing Referendum

MUELLER COMMUNICATIONS

LETTER OF TRANSMITTAL

September 30, 2021

Hello!

Thank you for the opportunity to respond to your Request for Proposal for a communications consultant to assist the City of Fort Atkinson as it prepares to inform the public about the upcoming public safety referendum on the April 2022 ballot.

At Mueller Communications, we understand that the City of Fort Atkinson, like many Wisconsin municipalities, faces budget challenges that have resulted in the need for city officials to make difficult decisions to ensure a continuation of quality city services.

With more than 30 years of experience helping individuals, organizations, and communities solve problems and tell their unique stories through an array of mediums, our team looks forward to sharing our recommendations with the City of Fort Atkinson.

Enclosed please find an overview of our qualifications and experience, our recommended approach to the scope of work outlined in the request for proposal, including a timeline for tasks and deliverables, and several references who can speak to our working and success with similar projects. We are happy to provide additional details about our budget recommendations upon request.

We would be honored to work with you on this important effort.

Sincerely,

A handwritten signature in black ink, appearing to read "J Madlom".

James Madlom

*Chief Executive Officer
Mueller Communications*

WHO WE ARE

At Mueller, we take a
360° APPROACH
to communications.

Mueller Communications is a full-service communications and marketing firm based in Milwaukee. Our services range from earned and sponsored media, relationship building and local lobbying, to public affairs and design and video services. But at our core, we're problem solvers.

We leverage strong relationships, deep communications and public affairs experience, and unmatched problem-solving abilities to help clients achieve their goals. We work tirelessly to make things happen for our clients: from generating brand awareness to developing buildings, from putting people to work to facilitating world-class experiences, from connecting people and organizations to expertly navigating digital communications – we do what it takes to meet the needs of our clients.

At Mueller, our goal is not to be the largest agency, but rather a firm that is known locally, regionally and nationally by its reputation for driving exceptional results for our clients, providing unique solutions to challenging problems and conducting ourselves with integrity. Clients choose our firm because we provide high-touch client service and a deep understanding of the issues they face and opportunities they should pursue.

To top it off, our culture dictates that we have some fun in the process. With more than three decades of experience, ***we're the Wisconsin-based PR firm that you've been looking for.***

OUR STAFF

We hire the people
that fit our culture of
**hard work,
innovative strategy
& upstanding
character.**

At Mueller, ***we pride ourselves on our culture and being an employer of choice.*** Among our senior team, we enjoy an average tenure of 11 years at Mueller.

This experienced team works without silos at Mueller: each individual is ***experienced in the wide range of communication services we provide.*** Our teams are ***custom-built to serve each client,*** ensuring the right mix of skills, personalities and background knowledge to get the job done.

What makes us unique is our deep bench strength. While you will have a core team dedicated to supporting Fort Atkinson, you also have access, when needed to the entire team of ***26 full-time staff members with a diverse range of experience:*** we have former print and broadcast journalists, local and state legislative staffers and individuals who learned their craft working in corporate environments.

Our bench strength means that ***someone will always be available to you to answer a question or respond to a request, 24/7, 365 days a year.*** By including team members with different levels of experience, we always aim to have the most-qualified, least-costly staff member execute each task needed for a successful campaign.

MEET TEAM

MUELLER



MEET YOUR TEAM

While you will always have access to the full Mueller Communications team, you will be assigned a team lead to guide you through the referendum process.



JAMES MADLOM
CHIEF EXECUTIVE OFFICER



MIA TRIPI
ACCOUNT EXECUTIVE



LAURA KELLER
GRAPHIC & WEBSITE DESIGNER



LAUREN GOETZ
ASSOCIATE

JAMES MADLOM

CHIEF EXECUTIVE OFFICER

jmadlom@muellercommunications.com

414.390.5500



1749 N. Prospect Ave.
Milwaukee, WI 53202

James Madlom is Chief Executive Officer of Mueller. In addition to his role overseeing the work of the firm, he manages a variety of client teams responsible for developing and implementing community relations and public affairs strategies, public awareness campaigns and marketing communications plans.

At Mueller, James has led client teams that have successfully secured public financing for major redevelopment projects, protected corporate reputations during high-profile litigation and other crisis situations, designed and implemented internal employee communications programs and supported the design and implementation of a major neighborhood revitalization effort.

He has been a featured speaker on public outreach and crisis communications programs, including on how to effectively educate electorates on public safety referendums.

Prior to joining Mueller, James gained additional media and public relations experience with another Milwaukee agency, where he coordinated communications activities for clients ranging from Fortune 500 companies to government agencies and non-profit organizations.

James earned both his bachelor's degree and law degree, magna cum laude, from Marquette University. He is an active member of his community, serving as a director on the boards of the Alzheimer's Association of Southeastern Wisconsin, Coalition for Children Youth and Families, Jewish Community Center of Milwaukee, SaintA and St. Charles Youth & Family Services. He is an active volunteer with Rotary Club of Milwaukee. Previously, he has served as President of the Shorewood Foundation, as part of the United Performing Arts (UPAF) Campaign Cabinet, and as a board member with Volunteer Center of Milwaukee, Everyday Philanthropists and Non-Profit Center of Milwaukee.

MIA TRIPi

ACCOUNT EXECUTIVE

mtripi@muellercommunications.com

414.390.5500

1749 N. Prospect Ave.
Milwaukee, WI 53202



MIA'S ROLE FOR FORT ATKINSON

Mia will provide communications guidance and feedback and help ensure that day-to-day tactics are proceeding on schedule and are aligned with the overall strategic plan. Mia has deep public affairs, community engagement and media relations expertise that she will leverage to assist the City of Fort Atkinson in this effort.

Mia Tripi is an Account Executive at Mueller. Mia supports the firm's clients by leading client teams through strategy development, community and media relations efforts, crafting and editing communications materials, managing social media accounts, and coordinating marketing efforts. She has helped lead clients through several referendum processes before, most recently the City of Fond du Lac's successful Public Safety Referendum in April of 2021.

Prior to joining Mueller, Mia held several Milwaukee-area public affairs, public relations and social media positions. In these roles, she gained valuable experience in government and community relations and business-to-business marketing. Additionally, Mia coordinated large-scale social media advertising campaigns with a focus on converting prospective clients to paying customers.

Mia is a graduate of Marquette University. She holds a bachelor's degree in political science and minors in both public relations and Spanish. During her college career, she interned in the United States Senate in Washington, D.C. as part of a semester-long internship program with Marquette University Les Aspin Center for Government, and she also studied abroad at the Universidad Complutense in Madrid.

Mia grew up in Wauwatosa, Wisconsin and now lives in Milwaukee's Lower East Side.

LAURA KELLER

GRAPHIC & WEBSITE DESIGNER

lkeller@muellercommunications.com
414.390.5500

1749 N. Prospect Ave.
Milwaukee, WI 53202



LAURA'S ROLE FOR FORT ATKINSON

As Mueller's lead designer, Laura can develop, or provide guidance on, any visual needs ensuring that design projects align with the overall communications approach.

Laura Keller is a Graphic & Website Designer at Mueller. She works to enhance the public relations strategy implemented at Mueller with visually engaging design materials. Her innovative and creative design aesthetic pairs well with her technical skills to bring a unique design perspective to Mueller. She has deep experience developing compelling visuals that make complex concepts clear.

Prior to joining Mueller, she worked as a graphic designer for Smyth Grey Advertising and Mercury Communication Partners where she gained valuable experience in creative design, web development, social media content generation, and much more. During her tenure at Smyth Grey, she was the creative lead on the team that built the Champion brand for Johnson Controls' HVAC division.

Laura is a graduate of Marquette University and the collaborative study program at the Milwaukee Institute of Art and Design where she studied Advertising and Graphic Design. She had the pleasure of interning with some notable Milwaukee organizations; Boelter+Lincoln, First Stage Children's Theater, as well as a multi-year freelance project with the Milwaukee Press Club. She continues to be a student of advertising and design, constantly learning new ways to evolve her creative skills.

LAUREN GOETZ

ASSOCIATE

lgoetz@muellercommunications.com

414.390.5500

1749 N. Prospect Ave.
Milwaukee, WI 53202



LAUREN'S ROLE FOR FORT ATKINSON

Lauren will provide communications guidance and feedback and help ensure that day-to-day tactics are proceeding on schedule and are aligned with the overall strategic plan. Lauren has media relations expertise and has worked on several recent referenda in support of the Nicolet Union School District and City of Fond du Lac.

Lauren Goetz is an Associate at Mueller. Her responsibilities include supporting the firm's client and administrative teams. She is responsible for drafting communications materials, assisting with media relations, and carrying out marketing and public affairs tactics. She has also been involved on multiple successful referenda for Nicolet Union School District and the City of Fond du Lac.

Prior to joining Mueller, Lauren interned for a Milwaukee digital marketing agency where she gained valuable experience in social writing and digital advertising. She also served as a copy editor for the Marquette Tribune.

Lauren was a 2020 graduate of Marquette University where she graduated Summa Cum Laude with a major in public relations and a minors in political science and history. In Lauren's non-academic life, she was an active member and leader in her sorority Sigma Kappa and other campus organizations including Global Brigades, PRSSA, Marquette Student Alumni Ambassadors and CRU (Crusaders for Christ).

KEY PARTNERS

As **national leaders in survey research**, Community Perceptions helps public and private schools, cities and municipalities and state-level organizations **gather and analyze data to plan, improve and make strategic decisions.**

Mueller Communications has partnered successfully with **Community Perceptions to conduct surveys** on numerous public education campaigns. They are a key, **trusted partner, with significant, successful experience.** Community Perceptions, which also does business as School Perceptions, is a Wisconsin-based, independent research firm that works with municipalities, school districts, regional service agencies, as well as state and national organizations to help their leaders gather, organize and use data to make strategic decisions. The Community Perceptions team would include:



BILL FOSTER

PRESIDENT, OWNER, FOUNDER
Will lead project management and survey development



CHELSEA DAVIS

DATA ANALYST
Will facilitate printing, mailing logistics as well as the post-survey data analysis



DR. TIM MIKULA

VICE PRESIDENT OF TECHNOLOGY
Will provide software and technical support

OUR REFERENCES

Fond du Lac School District *

Superintendent Dr. James Sebert

Currently at School District of Waukesha
jsebert@waukesha.k12.wi.us
262.970.1012

Michael Gerlach

Director of Business Services
gerlachm@fonddulac.k12.wi.us
920.929.2900

*References for partner,
Community Perceptions

City of Fond du Lac

160 South Macy Street,
Fond du Lac, Wisconsin 54935

Joe Moore

City Manager
920.322.3407
jmoore@fdl.wi.gov

League of Wis. Municipalities

131 W Wilson Street, Suite 505
Madison, Wisconsin 53703

Jerry Deschane

Executive Director
608.267.2380
jdeschane@lwm-info.org

Nicolet Union School District

6701 N. Jean Nicolet Road,
Glendale, Wisconsin 53217

Dr. Greg Kabara

Superintendent
414.351.7525
greg.kabara@nicolet.us

South Milwaukee

6701 N. Jean Nicolet Road,
Glendale, Wisconsin 53217

Erik Brooks

Mayor
414.376.8049
brooks@smwi.org



OUTSOURCING

We have a robust in-house design team, including videographer, but also work with key, trusted partners, ensuring that we have the right video production talent, at the right price point for any client project.

In addition, we work with production partners for print and mailhouse needs, including Clark Graphics, DigiCopy and Confluence Graphics.

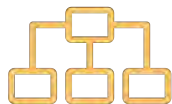
We are also accustomed to working with the in-house talent or preferred vendors of our clients, where available.



OUR

RECOMMENDED APPROACH

APPROACH



Mueller will create and execute a public information and education campaign that clearly articulates for City voters the need for additional resources and the impact to the City if the referendum passes or if it fails.

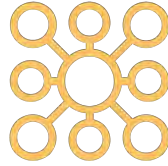
Outreach Plan & Strategy: At the outset of our work together, we will conduct an initial audit to understand the research that has been completed to-date regarding public safety needs. We will also conduct interviews with key staff to understand the unique needs of the City of Fort Atkinson, the communications approaches that work best with residents and to identify the most likely questions or concerns from residents. Based on that information, as well as the research completed by the police and fire departments, we will develop and refine a communications strategy that may include the following key elements.



Communications Materials: We will work with you to develop clear and concise materials that will effectively communicate the key information about the referendum:

- Key messages for use in ensuring consistent communication across all outreach methods;
- A fact sheet / infographic that explains the situation and the necessity for the referendum; and
- FAQs to help disseminate facts and dispel any misconceptions about the need for the referendum, what the funding would be used for, and the process taken thus far.

APPROACH



Outreach Approaches: We will take the key information in the communications materials and leverage them to develop and distribute information proactively to the community.

- **Direct Mail:** We recommend developing and distributing three direct mail pieces to all residences in the City. Each mailer would provide key information about the referendum, as well as links for more information.
- **Posters / Displays:** We will develop informational graphics, posters, and / or cover photos that can be printed and displayed in municipal buildings and shared across the City of Fort Atkinson's social media channels.
- **Presentation Deck:** We will develop a presentation that can be used by City officials to explain the referendum at community meetings (in person or online).
- **Information Sessions:** We would work with City officials to develop a series of online information sessions to provide an opportunity for the City to share the need for the referendum and residents to ask questions. The sessions would be promoted in advance and recorded to be made available for later viewing.
- **Community Presentations:** We would work with the City to identify opportunities to speak to local community organizations about the referendum (e.g. local Rotaries).

APPROACH



Online Presence: Online communications is a critically important tool to communicate with the electorate, especially given the challenges of COVID-19. We would work with the City to explore the following online education components:

- **Website:** We would develop content for a landing page on the City site that would serve as the hub for information on the public safety referendum, including the survey results, mailers, an online FAQ and an opportunity for residents to submit questions and have the answers posted each week.
- **Social Media - Organic:** We will work with the City to develop content that it can post regularly on its social media channels to inform the electorate about the need for the referendum. We will also provide a response guide that identifies likely questions and suggested answers that City staff can use in responding to online engagement.
- **Social Media - Paid:** We will develop engaging video content to leverage as display advertising on Facebook. We recommend a series of explainer videos from the Police and Fire Chief explaining the need for additional resources.
- **Email / eNewsletter:** We will develop content that can be used as part of the City's regular email or eNewsletter distributions.



Earned Media: We will work with City staff to develop and distribute news releases and media pitches designed to secure coverage in the local media about the referendum.

OPTIONAL SURVEY




To aid in the development and/or refinements of the materials listed on the previous page, it may be helpful to conduct a survey of members of the Fort Atkinson community to gauge their level of understanding and support for a public safety staffing referendum.

It will be important to consider the short time frame before the election, and determine the value of the community survey component of the effort. If it is determined to be beneficial, we would work with Community Perceptions to develop a survey that would be sent to all households in Fort Atkinson, that would:

- Explain the City of Fort Atkinson's recommended plan, including the problem and the need for a public safety staffing referendum to solve it, in a cover letter.
- Encourage respondents to participate online by using a unique survey access code provided by Community Perceptions that ensures no one can take the survey more than once.
- Enable those without internet access to complete the survey on paper and return it by mail.
- Question whether the survey respondent is supportive of that plan.
- Question whether the respondent understands the situation and the City's recommendation.
- Question why the respondent may or may not support the plan.
- Determine what additional materials or information would support the respondent understanding and / or supporting the plan.

Once responses are collected, Community Perceptions will **analyze responses and provide recommendations**. Mueller Communications and Community Perceptions will work with the City to **develop a realistic plan of action based on the data** presented.



We will work closely with you to understand the needs of your community and develop a detailed timeline to meet your needs. A sample recommended timeline is below:

PREPARATORY PHASE | November 2021 & Ongoing:

- **Week of November 1, 2021:**
 - Mueller Communications meets with City team to begin developing the outreach plan and approach.
- **Week of November 8, 2021:**
 - OPTIONAL: Mueller and City meet with Community Perceptions to begin developing a community survey.
 - Mueller develops an outreach approach for the City.
- **Week of November 15, 2021**
 - OPTIONAL: Mueller, City and Community Perceptions review initial survey draft.
 - Mueller works with City to refine outreach plan.
 - Mueller begins work on initial communications materials (including key messages, FAQs, social copy, script for video ads).
- **Week of November 22, 2021**
 - Mueller continues work on initial communications materials (including key messages, FAQs, social copy, script for video ads).
 - OPTIONAL: Begin to print and distribute community survey



SURVEY / MATERIAL DEVELOPMENT PHASE | December-January 2021:

- **Week of November 29, 2021:**
 - OPTIONAL: Outreach to media to promote the survey (along with social media content and in-person materials at City Hall).
- **By December 20, 2021:**
 - OPTIONAL: Survey will close to responses
- **By January 10, 2022:**
 - OPTIONAL: Survey data will be analyzed; available via report.
- **Week of January 17, 2022:**
 - Mueller team to update key messages, FAQs, website and social media content calendar, social advertising materials, presentation deck, and fact sheet / infographic based on relevant results from the survey and next steps.



FINAL OUTREACH PHASE | February-March 2022:

- **Week of January 24, 2021:** City of Fort Atkinson to approve materials for distribution, begin scheduling posts on social media and uploading content to website; Mueller team works to print and distribute first mailers; Mueller team works to capture footage of spokespeople for video ads.
- **February 2, 2021:** First direct mailer reaches mailboxes; presentations to community groups begin.
- **Week of February 28, 2021:** Mueller conducts outreach to members of the media and facilitates interviews on an ongoing basis; City hosts an in-person/virtual-option information session.
- **March 1, 2021:** Second direct mailer reaches mailboxes, five-week ad campaign starts; presentations to community groups begin.
- **March 16, 2021:** Mail-in ballots begin to arrive in mailboxes.
- **March 30, 2021:** City hosts a second in-person/virtual-option information session.
- **March 30, 2021:** Third direct mailer reaches mailboxes.
- **April 5, 2022:** Election Day.



REPORTING

OUR PROCESS



Based on the preferences and needs of each client, we provide weekly, bi-weekly or monthly strategic updates over the phone or in person, with frequent email updates in between.

We provide reports within 24 hours following any major media campaign through Critical Mention for media and social media tracking, and have created our own report out template to demonstrate digital impact.

OUR BUDGET ESTIMATE

Our recommended budget is as follows:

| | |
|--|-----------------|
| Professional Fees, Mueller Communications: (Will be based on actual fees, not to exceed this amount based on current scope; includes basic video production) | \$31,500 |
| Administrative and Technical Fee: | \$ 2,363 |
| Media Spend, Social Advertisements: | \$ 2,000 |
| Printing / Mailing Costs Estimate* (Mailers): Estimate to print and mail three separate, 4-color direct mailers to be sent to all households (approx. 5,000) | \$10,918 |
| Total Project Budget (Without Survey): | \$46,781 |

Optional Survey

| | |
|---|-----------------|
| Professional Fees, Mueller Communications (Survey): | \$ 3,000 |
| Professional Fees, Community Perceptions (Survey): | \$12,300 |
| Printing / Mailing Costs Estimate* (Survey): Initial estimate to print and mail a four-page, full-color community survey to be sent to all 5,000 households | \$12,485 |
| Total Survey Budget: | \$27,785 |

We will **work with you to refine our scope of work and budget** to best meet the needs of the Fort Atkinson community. This proposed budget is based on the scope of work outlined in our response to the City of Fort Atkinsons Request for Proposal, inclusive of a community survey and multiple mailers.

*Note: Printing estimates are third-party vendor costs based on current projections. May be subject to change.

OUR BILLING RATES

Mueller Communications always aims to have the **most-qualified, least-costly** staff member execute each task needed for a successful campaign.

| Title | Standard Rate |
|---|---------------|
| CEO | \$245 |
| Vice President | \$225 |
| Account Supervisor | \$205 |
| Senior Account Executive | \$185 |
| Account Executive | \$160 |
| Associate Design Professional (Level 4) | \$135 |
| Associate Design Professional (Level 3) | \$115 |
| Associate Design Professional (Level 2) | \$95 |
| Associate Design Professional (Level 1) | \$75 |
| Intern | \$65 |
| Administrative | \$55 |

A faint, stylized illustration of a cat's face and paw is visible in the background. The cat's face is on the right, looking towards the left, with its mouth slightly open. A paw is visible on the left side. The illustration is in a light gray color, matching the background.

THANK YOU

Please feel free to contact us with any questions.



CASE STUDIES

PAST PROJECTS

Fond du Lac

CASE STUDY

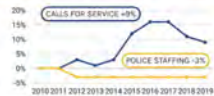


CRITICAL NEED FOR PUBLIC SAFETY RESOURCES

The City of Fond du Lac has identified a need to add additional public safety personnel to the Police Department and Fire/Rescue.

CURRENT PUBLIC SAFETY FUNDING IS INSUFFICIENT TO MEET THE GROWING SERVICE DEMANDS AND NEEDS OF THE COMMUNITY, and Fond du Lac must act now if it is to maintain its first-class fire, paramedic and police services.

The challenge is that while the **NEED CONTINUES TO RISE**, current funding and staffing levels are stagnant or decreasing.



Stagnant funding and increasing demand for public safety services **threatened the City of Fond du Lac's ability to provide local fire and paramedic services and to adequately staff its police department** to meet all responsive and preventative responsibilities.

Fond du Lac worked with Mueller Communications between December 2020 and April 2021 to **educate the community on the need for a public safety referendum** on April 6, 2021.

Mueller created and executed a campaign that included the development of educational materials, including key messages, fact sheets and infographics, and informational posters, and updates to the City of Fond du Lac website that clearly conveyed the situation. With materials developed, the team prepared three direct mail pieces, drafted posts to share across Fond du Lac social media channels, and created informational presentations for the City Administrator, Police Chief and Fire Chief to share with community groups and city council members.

Electors in the City of Fond du Lac ultimately voted two-to-one to approve the increase in the property tax levy, allowing Fond du Lac to add six new police officers, six new firefighters/paramedics and the equipment needs for each new staff member.

South Milwaukee



CASE STUDY

A continuing decline in outside funding for paramedic services created **a significant, growing gap in the City of South Milwaukee's municipal budget that threatened its ability to provide local paramedic services and to adequately staff its police department** to meet all responsive and preventative responsibilities.

South Milwaukee worked with Mueller Communications to develop an Options Assessment to identify the potential solutions to the public safety funding challenges. Based on the findings of that assessment, Mueller worked with Community Perceptions to conduct a community survey to gather input on the community's preferred options. The Common Council voted to place a public safety referendum question on the Fall 2017 ballot and engaged engaged Mueller Communications to assist with a **public information campaign in advance of a referendum vote**.

Between July and November, Mueller created and executed a campaign that included the development of educational materials, including key messages, fact sheets and infographics, and informational posters, and a website landing page that clearly conveyed the situation. With materials developed, the team prepared two direct mail pieces, drafted posts to share across South Milwaukee social media channels, and created presentations for the Mayor and City Administrator to share with community groups.

CONTINUED >>

South Milwaukee

CASE STUDY

Electors in the City of South Milwaukee ultimately **voted two-to-one to approve the increase** in the property tax levy, sustaining the city's paramedic program and allowing South Milwaukee to add two new police officers.

Additional information about this effort is highlighted in the League of Wisconsin Municipalities' *The Municipality* magazine, in an article entitled "[What We Learned in Our Public Safety Referendum.](#)"



Nicolet Union School District



**NICOLET
HIGH SCHOOL**

*Accelerating Achievement
Every Student, Every Classroom, Every Day*

CASE STUDY

In April of 2016, **voters in the Nicolet Union School District were asked to approve an operational referendum** to fund an additional \$3.15 million for each of the next six school years to maintain and support instructional programs, services, and class sizes at Nicolet High School.

To prepare for the eventual district-wide vote, the District and community supporters hired Mueller Communications in 2014 to **develop and execute a public education plan** that would highlight the achievements of students, teachers and alumni, and demonstrate the value in providing additional funding for Nicolet High School and the district.

Mueller's efforts to generate awareness included media outreach, external community publications, internal communications to students, families, and teachers, as well as a proactive government affairs strategy to strengthen relationships with local elected officials.

Six months prior to the referendum vote, Mueller Communications created a communications plan and strategy that built on the previous awareness campaign to **explain the operational referendum, while at the same time appealing to the community's shared commitment** to supporting quality education.

CONTINUED >>

Nicolet Union School District

CASE STUDY

NICOLET HIGH SCHOOL DISTRICT

ACCELERATING ACHIEVEMENT - EVERY STUDENT, EVERY CLASSROOM, EVERY DAY



REFERENDUM 2016 FACT SHEET

WHAT IS ON THE BALLOT TUESDAY APRIL 5, 2016?

The Nicolet High School District's School Board has unanimously approved an operating funds referendum question asking taxpayers to fund an additional \$2.15 million for each of the next six school years (2016-2017 through 2021-2022) to maintain and support instructional programs, services, and class sizes. If approved by voters on April 5, 2016, homeowners would pay an additional \$2 per year for every \$100,000 of their home's value for six years.

The formal resolution requesting permission to secured the state revenue bond will appear as follows on the April 5, 2016 ballot:

Shall the Nicolet Unified High School District, Milwaukee and Oshkosh Counties, Wisconsin, authorize the district to extend the revenue bond specified in Section 121.09, Wisconsin Statutes, by \$2.15 million per year for the 2016-2017 school year through the 2021-2022 school year, in order to maintain and support instructional programs, services, and class sizes?

WHY ARE WE PROPOSING THIS REFERENDUM NOW?

Our current operational referendum is expiring in 2014. Citizens of the Nicolet High School District passed a \$2.15 million operational referendum per year for the next five years to maintain programs and services. The referendum will expire at the end of the current school year (2015-2016) and without a replacement referendum, the District is facing a budget shortfall averaging \$2.15 million per year for approximately 15% of the current budget for each of the next six years.



We must continue to maintain and protect instructional programs, services, and class sizes to support student achievement for every student, in every classroom, every day. Renewing the operational referendum funds will help preserve Nicolet's high quality programming, retain critical teaching staff, and maintain small class sizes. We are committed to sustaining our community's high expectations for educational opportunities and student achievement.

We are responding directly to community input. The School Board evaluated several revenue alternatives for the 2016-2017 school year and beyond. As part of the decision-making process, the School Board solicited feedback via an online survey with more than 2,140 responses, with the majority supporting an operational referendum for \$2.15 million per year. Complete community survey results are available on the district website: www.nicolet.us.

NICOLET HIGH SCHOOL DISTRICT REFERENDUM 2016 | WWW.NICOLET.US | VOTE APRIL 5

WHAT WILL THE REFERENDUM COST?

If the referendum is approved on April 6 by the majority of district voters, the annual Nicolet High School property tax would increase for approximately \$7 per year for every \$100,000 of property value for six years. For example, the impact to a property valued at \$200,000 would be \$17.50 more per year (\$1.46 per month); a property valued at \$500,000 would note an increase of \$43.75 each year (\$3.61 per month).

| ESTIMATED TAX INCREASE PER YEAR FOR 6 YEARS | OPERATIONAL REFERENDUM \$2.15 Million Per Year | 2016-2017 | 2017-2018 |
|---|--|-----------|-----------|
| Property Value | Per Year | Per Year | Per Year |
| \$100,000 | \$7.00 | \$7.00 | \$7.00 |
| \$200,000 | \$14.00 | \$14.00 | \$14.00 |
| \$500,000 | \$35.00 | \$35.00 | \$35.00 |

WHAT IF THE REFERENDUM FAILS?

If the referendum is not approved, the community would note a property tax decrease of approximately 15% in 2016-2017. However, the would require the district to make approximately \$2.1 million in immediate budget cuts and use an estimated \$800,000 of the district's fund balance (operating reserves) for the 2016-2017 school year. We estimate an ADDITIONAL \$300,000 in budget cuts would also be required for the 2017-2018 school year, before leveling off to approximately \$175,000 to \$75,000 of reductions per year thereafter.

IF IT FAILS...

The district would need to close the budget gaps by making potential reductions such as:

- Increased class sizes due to the reduction of teaching staff
- Reductions in course offerings and co-curricular programs
- Reductions in instructional support services such as guidance and classroom aides
- Reductions in instructional technology
- Reductions in facility maintenance projects



MAKE AN INFORMED DECISION & LEARN MORE

- VISIT www.nicolet.us/districtreferendum site
- EMAIL us at NicoletReferendum@nicolet.us
- SCHEDULE an informational presentation for neighbors or community groups at 414-351-7520
- ATTEND a Referendum Information Open House
 - Wednesday, March 16, 5:30 - 8:30 PM, Nicolet High School Library
 - Saturday, March 19, 9:00 - 10:30 AM, Nicolet High School Library
- WATCH your mail for more information in the Nicolet Knight Newsletter coming in March

NICOLET HIGH SCHOOL DISTRICT REFERENDUM 2016 | WWW.NICOLET.US | VOTE APRIL 5

That strategy included a series of direct mail pieces - including fact sheets like the ones you see here - social media posts, and community information sessions to educate voters about the need for the referendum. Mueller also leveraged an engagement plan to reach targeted audiences through direct mail, paid advertising, stories secured in traditional media outlets and letters to the editor.

The **referendum passed with 67 percent of the vote** during a year that saw one of the state's highest turnouts for a spring election.

Since then, the District engaged Mueller Communications to be their ongoing communications partner, overseeing strategy and support for a variety of communication needs, including: messaging and branding, thought leadership, proactive and reactive media, fundraising, social media, facilities planning, newsletters and more.

As Nicolet's ongoing communication partner, Mueller **once again supported Nicolet's April 2021 operational referendum efforts** and continues to strategize for a potential facility referendum in the near future.



CONTINUED >>

Fox Point - Bayside School District



CASE STUDY

In 2015, residents of the **Fox Point-Bayside School District** approved a **\$950,000 operational referendum** allowing the District to maintain instructional programs, class sizes and effective operations that the community has come to expect.

In advance of the referendum expiration at the end of the 2018-2019 school year, the School Board and District Administration desired to reassess the needs of the district and pursue a replacement referendum to continue to supplement the district budget for the years ahead.

The Fox Point-Bayside School District engaged Mueller Communications in May 2018 to assist in the preparations and, ultimately, the pursuit of the recurring operational referendum. Mueller's work centered around three objectives:

- Promote awareness of the Fox Point-Bayside School District's achievements and the important role that quality schools play in creating strong families, strong communities and strong property values;
- Develop and strengthen relationships with local elected officials and community leaders; and
- Educate voters about the need and purpose for the referendum.

CONTINUED >>

Fox Point - Bayside School District

CASE STUDY

FOX POINT-BAYSIDE SCHOOL DISTRICT
ELEVATING EVERYONE TO EXCELLENCE
Replacement Referendum 2018 Fact Sheet

NOVEMBER 6, 2018

WHY DO WE NEED A REPLACEMENT REFERENDUM?
OUR CURRENT OPERATIONAL REFERENDUM IS EXPIRING.

- In 2013, residents of the Fox Point-Bayside School District passed a \$180,000 operational referendum. The District has used these funds, along with bond proceeds, to maintain and enhance its educational programs, class size and effective operations.
- The referendum is set to expire at the end of the 20-2021 school year. If not renewed, the District would face a future budget shortfall exceeding \$1.5 million per year. If the referendum is not renewed, the District will face a future budget shortfall exceeding \$1.5 million per year.

WHY DOES THE DISTRICT NEED \$3.1 MILLION?

The District's Department of Public Information has recognized the Fox Point-Bayside School District's need for a replacement referendum. The District has used these funds, along with bond proceeds, to maintain and enhance its educational programs, class size and effective operations.

WHAT DOES IT MEAN IF A MAJORITY VOTE "YES"?

If the referendum is approved, the District will be able to request additional programs, class size and effective operations. The annual property tax will increase to \$14 per year for every \$100,000 of assessed value, starting with the 2018-2019 school year.

WHAT DOES IT MEAN IF A MAJORITY VOTE "NO"?

If the referendum is not approved, the District will not be able to request additional programs, class size and effective operations. The annual property tax will increase to \$14 per year for every \$100,000 of assessed value, starting with the 2018-2019 school year.

MAKE AN INFORMED DECISION & LEARN MORE

Visit www.foxpointbayside.org for more information about the referendum.

Mueller Communications developed a strategy and assisted with all aspects of preparations, including a district-wide survey with School Perceptions, in advance of the launch of the public information campaign.

Strategies included development of communications materials - including direct mail, fact sheets, FAQs, social media content, key messages, informational posters, letters from key stakeholders and more - to educate voters about the need for the referendum.

Mueller also developed a website landing page, hosted and promoted community information sessions, organized presentations to key community groups, coordinated media relations efforts and used small engagement focus groups to gauge how effective the communications had been thus far.

The referendum passed with 63 percent of the vote.

Additionally, Mueller Communications continues to be Fox Point-Bayside's trusted partner for communications needs outside of referenda, assisting with communications, newsletters, media relations, events, crisis situations and more as needed.

Mueller Communications has begun working with Fox Point-Bayside in anticipation of a facilities referendum in the spring of 2022.

WHAT STEPS HAS THE DISTRICT TAKEN TO CONTROL SPENDING?

The District's Department of Public Information has recognized the Fox Point-Bayside School District's need for a replacement referendum. The District has used these funds, along with bond proceeds, to maintain and enhance its educational programs, class size and effective operations.

WHAT DOES IT MEAN IF A MAJORITY VOTE "YES"?

If the referendum is approved, the District will be able to request additional programs, class size and effective operations. The annual property tax will increase to \$14 per year for every \$100,000 of assessed value, starting with the 2018-2019 school year.

WHAT DOES IT MEAN IF A MAJORITY VOTE "NO"?

If the referendum is not approved, the District will not be able to request additional programs, class size and effective operations. The annual property tax will increase to \$14 per year for every \$100,000 of assessed value, starting with the 2018-2019 school year.

MAKE AN INFORMED DECISION & LEARN MORE

Visit www.foxpointbayside.org for more information about the referendum.

Town of Yorkville

CASE STUDY

With economic development projects changing the landscape in Racine County, the Town of Yorkville recognized its unique position and opportunity to attract additional development.



In anticipation of this possibility, **the Town sought to protect resident interests by incorporating and updating the Town's comprehensive plan. This measure required a referendum.**

To educate the community about these processes and the benefits Yorkville may see if they proceed, the Town hired Mueller Communications to **provide communications counsel and produce informational materials.** These efforts included drafting and designing materials, including a fact sheet outlining the incorporation process, the referendum, and its impact on municipal governance, creating a presentation and facilitating a public information meeting, and coordinating media interviews regarding the incorporation process.

Voters in Yorkville favored incorporating the Town by a wide margin, with 1,060 voting "yes" and only 54 voting "no."



Response to Request for Proposals, Communication Consultant for Public Safety
Referendum, prepared for:

City of Fort Atkinson, Wisconsin

Rebecca Houseman LeMire

City Manager, City of Fort Atkinson
rlemire@fortatkinsonwi.net

Municipal Building
101 N. Main Street
Fort Atkinson, WI 53538

Respectfully submitted by:

Joe Fadness

Principal, Michael Best Strategies LLC
414.260.5782
jffadness@michaelbeststrategies.com

September 30, 2021

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1. Letter of Transmittal

Rebecca Houseman LeMire
City Manager, City of Fort Atkinson
Municipal Building
101 N. Main Street
Fort Atkinson, WI 53538

Dear Ms. LeMire,

Thank you for the opportunity to respond to the City of Fort Atkinson's RFP for communications consulting services related to a referendum question on the April 5, 2022 ballot.

Ensuring that our brave first responders have proper resources, along with our full respect and admiration, is a cornerstone of prosperous communities. We at Michael Best Strategies are proud to back the badge and to stand with those in uniform. One of our proposed team members worked as a leader in the Public Information Office at the Milwaukee Police Department for nearly five years, while others have seen repeated success on referenda and efforts to advance a pro-public-safety message. This proposal will demonstrate our competence on the issues and needs relevant to the ballot item, as well as a plan for educating the electorate.

We understand that the City of Fort Atkinson is interested in mounting a comprehensive outreach and education campaign, and to be successful the City must prepare accordingly. Our team can provide the expertise and infrastructure needed to win, based on our capacity to think globally while mastering the details and our ability to engage a useful network of media and opinion leaders. We excel in high-pressure, high-stakes situations—and we stand ready to immediately engage with the City and successfully execute an information campaign that results in a well-informed electorate.

Michael Best Strategies LLC (Strategies) is a full-service strategic consulting and communications firm that specializes in public affairs, government relations, grassroots advocacy, and media relations. We help clients advance their objectives by connecting them with influential allies, including:

- Media
- Government officials
- Industry leaders and innovators
- Consumer segments
- Communities and stakeholders



With offices in Milwaukee, Madison, Washington, D.C., Chicago, Austin, and Denver, we partner with clients at the local, regional, and national levels, depending on their goals and objectives. Our strong business experience and bipartisan relationships provide a comprehensive spectrum of influence and advice to benefit Strategies' clients.

We have assembled some of the nation's most prominent and respected advisors from inside the halls of business and government, to design and execute sound solutions to achieve client goals. Our diverse family of experts has one very important thing in common: we all deliver an exceptional standard of client care that sets a new crossbar in our industry. We are responsive, creative, collaborative, and tenacious. And we all love what we do.

Michael Best Strategies is affiliated with Michael Best & Friedrich, a full-service law firm with over 250 lawyers operating in 12 offices nationwide. That affiliation, along with an array of industry-leading external partners who can be engaged as needed, allows us to provide our clients with the broadest possible scope of meaningful solutions.

Founded and based in Wisconsin, Strategies has deep experience successfully leading referenda efforts, as well as coalition-building and issue advocacy campaigns that mobilize communities and drive action. We have the skills and relationships to achieve your goals. And we've been successful with both statewide and local referenda across Wisconsin.

As demonstrated in the following proposal, we have relevant experience working inside a major police department and messaging law enforcement issues; relevant public relations experience; repeated success running ballot referenda campaigns; and a deep passion for standing with our brave first responders. We look forward to the opportunity to collaborate with the City of Fort Atkinson—and succeed—on this important project.

Sincerely,

Michael Best Strategies

A handwritten signature in black ink, appearing to read 'J. Fadness', with a large, stylized initial 'J' and a horizontal line extending to the right.

Joseph F. Fadness

Principal

T 414.260.5782 | M 414.687.3679

jffadness@michaelbeststrategies.com

2. Key Personnel

We will deploy a team of four seasoned communications professionals for the City of Fort Atkinson. **Joe Fadness**, Principal, will lead the team. In addition to his communications experience, Joe has direct experience in the public sector, both in Wisconsin and at the White House.

Our other key team members are **Jeffrey Remsik**, Principal and Senior Advisor – Strategic Communications; **Margaret Fritsch**, Senior Associate – Strategic Communications; and **Jeffrey Gallagher**, Senior Public Affairs Associate. Jeff Gallagher’s perspective from his previous work in the Milwaukee Police Department’s Public Information Office rounds out our team’s extensive experience in strategic communications.

Qualifications for these key personnel are outlined in their professional biographies, attached as Appendix A.



Joe Fadness

Principal

T 414.260.5782

jffadness@michaelbeststrategies.com



Jeffrey Remsik

Principal and Senior Advisor –
Strategic Communications

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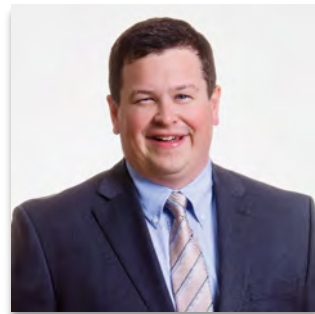


Margaret Fritsch

Senior Associate – Strategic Communications

T 414.223.2504

mmfritsch@michaelbeststrategies.com



Jeffrey Gallagher

Senior Public Affairs Associate

T 414.225.2768

jrgallagher@michaelbeststrategies.com

3. Program of Work

Program of work satisfying the requirements of the Scope of Services, including detailed tasks and anticipated deliverables. Description of the overall approach to ensuring success in communicating the need for public safety staffing.

Action Plan

The hired consultant must be well versed in public relations and message crafting, while also being politically minded and adept at leading public information campaigns involving voters. In thinking strategically, we can balance the vital messaging with coalition building to further amplify awareness.

As with all elections, the desired outcome must be earned. While other recent contests in the region asked voters for permission to increase funding for public safety, all politics are local, and therefore other locales offer limited value in predicting success for Fort Atkinson.

Referendum questions in high-turnout elections are sometimes buoyed by voters who are more interested in top-of-the-ticket contests. By contrast, this will be a low-turnout election; you can guarantee that every resident voter who participates this coming spring will have an opinion (likely a strong one) on the request for more funding. It may even be the only thing driving them to vote.

From our experience in similar elections, voter turnout may not exceed 5,000 votes in this election. In this situation, the more informed base—activated by the more organized operation—will be successful. The first votes in this contest will be cast by early March, and it is imperative to draft and execute a playbook to fit this timeline.

To be successful, the City of Fort Atkinson must embrace a comprehensive, omni-channel marketing strategy that reaches all residents. We must meet the voters where they are, on their terms, with a message that educates and informs. The content must be compelling and delivered by trusted messengers.

The Program of Work outlined below utilizes a variety of tools to ensure repeat contacts, relevant communications, and proper use of community influencers and media.

Grassroots Activation

Effective messaging and communication are central to educating voters. If engaged properly, supporters can help build a movement for the referendum by talking to their spheres of influence. A growing coalition of informed voters will serve as a force multiplier that lends credibility to the effort. It can also help push back on misinformation that surfaces.

As part of this, harnessing the involvement of local elected officials and opinion leaders is critical to building awareness; work should be undertaken to develop and empower these influencers.

To begin, the City must create communications streams that educate the public on the need for increased funding for public safety. Efforts to consider should include:

Creation of a Facebook page that serves as an Action Center to educate taxpayers and allows like-minded residents to share factual information.

- Deliverable: Creation and maintenance of Facebook Action Center.
- Schedule: Live by December 1.

A telephone town hall where a city representative or elected official talks through the ballot item and the importance of funding to the community. The event provides an opportunity to take questions and community feedback in a controlled setting.

- Deliverable: 1-2 telephone town hall events with community residents.
- Schedule: Session 1, mid-January; Session 2, mid-March.

Development of an Information Portal on the City's website where voters can find more details on the project and distribute materials directly to their personal networks.

- Deliverable: Action-oriented webpage that informs and empowers voters.
- Schedule: Live by January 1.

A roundtable discussion where leaders and community members can discuss the referendum question and its importance (virtual or in-person).

- Deliverable: 2 community events where residents are invited to learn about the proposal and ask questions of city officials.
- Schedule: Session 1, early January; Session 2, late February.

Direct Mail Campaign

A direct mail campaign will help educate the public on the proposal for an expanded budget for the police and fire departments. This is an important medium to utilize, as the smaller, older population that often comprises spring election voters will limit the reach and effectiveness of digital advertising.

- Deliverable: 3-piece mail campaign.
- Schedule: Begin executing plan the week of February 8, 2022.

Earned Media

Earned media provides a unique opportunity to empower influencers and deliver a controlled message that demands attention. A consistent flow of detailed information stemming from the City and referendum supporters can maximize attention and drive a memorable message. Efforts should include:

Opinion columns, signed by local business and community leaders, to educate voters on the proposal.

- Deliverable: 2 columns.
- Schedule: Column 1 pitch, mid-January; Column 2 pitch, late March.

Radio interviews with targeted stations to update the community and explain the referendum.

- Deliverable: 4-5 radio interviews.
- Schedule: Regular pitching of interviews starting in January.

Press conference calls at various stages in the campaign effort.

- Deliverable: 2 scheduled calls.
- Schedule: First call in mid-February; second call in late March.

Letters to the editor to the *Daily Jefferson County Union*, FortAtkinsonOnline.com, and other pertinent outlets, from community volunteers that raise awareness and explain the initiative.

- Deliverable: At least two new letters submitted each month.
- Schedule: Starting December 1.

Participation in events, such as local Rotary or Kiwanis meetings, where presentations can be delivered to discuss the referendum.

- Deliverable: Schedule 4-5 community events where city officials can have a presence.
- Schedule: Immediately begin research and scheduling meetings for January and beyond.

Optional Survey

A community survey would assess the attitudes of residents and seeks input. If the City decides to include a survey, the responses will help with the crafting of messaging and broad themes.

- Deliverable: An approved, action-oriented survey.
- Schedule: Digital distribution by December 1; shortly after via mail.

4. Relevant Experience

Past project work on similar projects that your firm has completed, highlighting experience and qualifications. For similar past project work, firms should include the outcome of the referenda.

A Record of Results

The City of Fort Atkinson is preparing a major public awareness effort. That requires a strategic mindset and connected professionals who have successfully worked in high-level, high-pressure situations. Engaged consultants who are familiar with the area, know the key players and media outlets, and can hit the ground running for a sprint to success.

Our firm is proud to back the badge and to support those in uniform. Our team has worked hand-in-hand with first responders and led several successful efforts at the ballot box, including electoral contests where pro-public-safety messaging was central to the winning strategy. Several examples are described below. Those same elements can deliver victory here.

SUBURBAN SCHOOL AND TECH COLLEGE REFERENDA

Scenario: Led education efforts for several successful ballot referenda.

Result: Multiple victories and smooth cross-party collaboration.

We worked with education and taxing authorities to advocate for the need to approve school referenda. Educating the voters and showing examples of deteriorating buildings helped the communities understand and vote favorably for the referenda.

WISCONSIN MAYORAL RACE

Scenario: Spearheaded an external campaign effort in a suburban Wisconsin town where law enforcement issues took center stage.

Result: Major 20-point victory.

In April 2020, we engaged in a mayoral race in a suburban Wisconsin community, where public safety issues were top of mind with voters and central to our messaging. One of the candidates voted against increased funding for police and firefighters, so we activated a multifaceted mail and digital campaign to highlight this record. The community was receptive to the message, and the pro-law-enforcement candidate won by 20 percentage points.

ATTORNEY GENERAL MEDIA CAMPAIGN

Scenario: Executed a complex paid and earned media campaign to elect Attorney General Brad Schimel.

Result: Strong victory in a hotly contested race.

During his time as Executive Director of the Republican Party of Wisconsin, Joe Fadness worked to elect Brad Schimel as attorney general by focusing on the candidate's strong pro-law-enforcement credentials. The effort included a paid component of both mail and digital advertising. It was coupled with an elaborate earned media strategy that secured several news stories on Schimel and his opponent. Schimel won that race by over six percentage points.

POLICE OFFICER FUNDRAISING CAMPAIGN

Scenario: United the Milwaukee and Greenfield communities to honor a fallen police officer.

Result: Major news coverage and hundreds of attendees to support the officer's family.

In September 2019, Joe Fadness organized a community tailgate that raised funds for the family of Matthew Rittner, a Milwaukee police officer who was killed in the line of duty. Rittner was an American hero, serving two tours in Iraq before joining the police force, and it was important to both honor his legacy and to care for his pregnant wife.

We worked with local media to promote the event and drive awareness—and leveraged Joe's network to secure sponsorships and donations from organizations such as the Milwaukee Brewers, Milwaukee Bucks, Johnsonville, and PepsiCo. The event was an overwhelming success: we exceeded our fundraising goals; hundreds attended, including Milwaukee Mayor Tom Barrett and other elected officials; and it was covered by every major news outlet in the Milwaukee market.

5. Proposed Schedule

Provide a schedule, describing self-monitoring progress and meeting schedule milestones, and a proposed schedule for each task/scope item, including the optional community survey and any other recommendations and alternate activities.

With a limited amount of time to outline the proposal for increased funding, the City must hit the ground running to educate the public on the ballot referendum.

The proposed timeline below accounts for the various components listed in the Action Plan in Section 3.

Planning Timeline

| | |
|----------------------|--|
| November 1, 2021: | Convene Ballot Referendum Team for first strategy session (group meeting to be held weekly with regular communications in between) |
| December 1: | Begin distributing community survey |
| Week of December 20: | Compile survey results |
| December 21: | Develop message and talking points based on community feedback |
| January 1, 2022: | With strategy and planning in place, begin forward-facing campaign that includes public presentations and earned media efforts |
| February 8: | Begin direct mail campaign |
| First week of March: | Absentee ballots are sent to voters (estimated) |
| March 21: | Two-week Early Voting period begins |
| April 5: | Election Day |

Action and Accountability

Michael Best Strategies has the capabilities to partner with the City of Fort Atkinson to execute a world-class education campaign, and we would be eager to do so.

You'll find that our level of engagement and hands-on approach is a good complement to your internal team's efforts. The style of our work provides flexibility and ensures a quality level of responsiveness and service. Further, our unique mix of high-level communications and political experience will prove helpful in executing a messaging plan that ensures widespread awareness and voter education.

We pride ourselves on working with clients to set aggressive yet realistic expectations, and then meeting those expectations. While each project is unique and requires a different process, the foundation is the same:

- Daily conversations with involved parties to ensure progress and that goals are on track.
- Regularly scheduled group meetings with all project participants. Each department/project component provides an update, and next steps are discussed.
- Clear communication on progress in line with established and agreed-on goals. We believe that transparency and communication yield the best results. This holds the consultant accountable and ensures that the client is fully aware of ongoing progress.

Michael Best Strategies works internally each day to advance our projects. This includes discussing priorities and how to achieve the goals most efficiently. Our internal tracking mechanisms and regular communications ensure that all deadlines and milestones are met in line with the established plan.

6. References

1. **Contact Name:** Carianne Yerkes

Role/Organization: Assistant Chief of Police at Milwaukee Police Department (Ret.);
Criminal Justice Instructor at Waukesha County Technical College

Phone #: 414-852-4158

Email address: cyerkes@wctc.edu

Description of work performed: Wide-ranging public information officer and public relations efforts focused on informing community residents of police department activities and breaking news for situational development.

2. **Contact Name:** Paul Connell

Role/Organization: Former Deputy Attorney General, State of Wisconsin; Member, Cozen O'Connor Law

Phone #: 312-382-3179

Email address: pconnell@cozen.com

Description of work performed: Longstanding professional relationship.

3. **Contact Name:** Robert Monnat

Role/Organization: Senior Partner, Mandel Group

Phone #: 414-347-3600

Email address: rbmonnat@mandelgroup.com

Description of work performed: Direct mail informational campaign to educate community residents about what the proposed school referendum would mean to taxpayers and renters.

7. Cost Proposal

The cost of the proposed services should be formatted in a “not to exceed” lump sum amount for completing the efforts, including meetings your firm anticipates needing with involved parties. Also include hourly rates and anticipated time and materials needed. Include a separate cost in the same format for the optional community survey and any other recommendations and alternative activities.

Our experience has been that most clients, like the City, prefer cost certainty and predictability. Accordingly, it is our usual practice to establish a not-to-exceed budget for the defined scope of work. The goal is no surprises when it comes to budgets.

For the City of Fort Atkinson’s referendum campaign, our proposed not-to-exceed amounts are:

- Primary scope of services: \$38,300
- Optional community survey: \$3,500
- Additional recommendations: See separate attachment

These amounts include all services and materials needed to carry out each scope of work. Our budget estimates for time and materials are detailed in the tables below.

| Cost Estimate: Primary Scope of Services | | | | | | | |
|--|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Advertising Expenses | 1-Nov | 1-Dec | 1-Jan | 1-Feb | 1-Mar | 1-Apr | Total |
| Program Component | | | | | | | |
| Direct Mail Advertising (3 pieces) | | | | \$2,500 | \$2,500 | \$2,500 | \$7,500 |
| Total Expenses | \$0 | \$0 | \$0 | \$2,500 | \$2,500 | \$2,500 | \$7,500 |
| Outreach Expenses | 1-Nov | 1-Dec | 1-Jan | 1-Feb | 1-Mar | 1-Apr | Total |
| Program Component | | | | | | | |
| Teletown Halls (2 sessions) | | | \$1,000 | | \$1,000 | | \$2,000 |
| Event promotional materials | | | | \$300 | | | \$300 |
| Total Expenses | \$0 | \$0 | \$1,000 | \$300 | \$1,000 | \$0 | \$2,300 |
| Estimated Consulting Expenses | 1-Nov | 1-Dec | 1-Jan | 1-Feb | 1-Mar | 1-Apr | Total |
| Program Component | | | | | | | |
| Strategic Consultant (\$150/hour) | \$4,500 | \$4,500 | \$6,000 | \$6,000 | \$6,000 | \$1,500 | \$28,500 |
| Total Expenses | \$4,500 | \$4,500 | \$6,000 | \$6,000 | \$6,000 | \$1,500 | \$28,500 |

| | TOTAL EXPENSES – PRIMARY SCOPE OF SERVICES | | | | | | |
|----------------------------|--|---------|---------|---------|---------|---------|----------|
| Expenses | 1-Nov | 1-Dec | 1-Jan | 1-Feb | 1-Mar | 1-Apr | Total |
| Advertising Total | | | | \$2,500 | \$2,500 | \$2,500 | \$7,500 |
| Outreach Total | | | \$1,000 | \$300 | \$1,000 | \$0 | \$2,300 |
| Estimated Consulting Total | \$4,500 | \$4,500 | \$6,000 | \$6,000 | \$6,000 | \$1,500 | \$28,500 |
| Total Overall Expenses | \$4,500 | \$4,500 | \$7,000 | \$8,800 | \$9,500 | \$4,000 | \$38,300 |

Cost Estimate: Optional Community Survey

| Optional Expense | 1-Nov | 1-Dec | 1-Jan | 1-Feb | 1-Mar | 1-Apr | Total |
|-------------------|-------|---------|-------|-------|-------|-------|---------|
| Program Component | | | | | | | |
| Community Survey | | \$3,500 | | | | | \$3,500 |
| Total Expenses | \$0 | \$3,500 | \$0 | \$0 | \$0 | \$0 | \$3,500 |

8. Work Samples

Provide samples of previous deliverables including community surveys, marketing materials, direct mail, pandemic public meeting procedures, and examples of projects completed within the scheduled timeframe.

Direct Mail Campaign

Our work was with business leaders who, in this instance, believed the development was not necessary. Postcards were mailed to taxpayers, educating them on factual aspects of the referendum.



YOUR VOTE COUNTS
NOVEMBER 6

THE BIGGEST REFERENDUM AMOUNT IN THE AREA

Inform *****
WAUWATOSA
*****Residents

The Wauwatosa School District's \$124.9 million referendum is the largest referendum in Southeastern Wisconsin this year.
See how Wauwatosa compares to other districts in the area:

| School District | Enrollment* | Referendum Amount** |
|--------------------|-----------------|---------------------|
| Wauwatosa | 7,135 students | \$124.9 million |
| Oak Creek-Franklin | 6,584 students | \$60.9 million |
| Waukesha | 12,813 students | \$60 million |
| Cedarburg | 3,098 students | \$59.8 million |
| Greendale | 2,628 students | \$33.8 million |

*http://wasedash.abi.wi.gov/DashBoardHome.jsp
**http://ppet.dps.wi.gov/index.htm#ourcommunity

The average Wauwatosa homeowner's property taxes will increase \$419 a year for the next 20 years if the Wauwatosa School District's \$124.9 million referendum is passed.
(Based on City of Wauwatosa 2017 average residence value of \$223,000)

More Information: www.wauwatosaschools.org/ref2018

Inform Wauwatosa Residents is an informal coalition working to educate the community in a neutral manner with factual information on the upcoming referendum.



Inform Wauwatosa Residents
P.O. Box 26395
Wauwatosa, WI 53226

Inform *****
WAUWATOSA
*****Residents

DID YOU KNOW
Wauwatosa has a
\$124.9 million referendum?

YOUR VOTE COUNTS
NOVEMBER 6

Pre-sorted
First Class
US Postage
PAID
Wauwatosa, WI
Permit #5654



YOUR VOTE COUNTS
NOVEMBER 6

ENROLLMENT DECLINE

Inform *****
WAUWATOSA
*****Residents

K-12 enrollment in the Wauwatosa School District has declined over the past five years, falling almost 2% from its highest point to its lowest point in that timeframe. See how numbers have changed*:

| Year | Enrollment Count |
|-----------|------------------|
| 2017-2018 | 7,135 |
| 2016-2017 | 7,081 |
| 2015-2016 | 7,271 |
| 2014-2015 | 7,227 |
| 2013-2014 | 7,204 |

*http://wasedash.abi.wi.gov/DashBoardportalHome.jsp

PUBLIC INFORMATIONAL OPEN HOUSE
TUESDAY, OCTOBER 23 • 6:30 TO 8:00 P.M.
LINCOLN ELEMENTARY SCHOOL

More Information: www.wauwatosaschools.org/ref2018

Inform Wauwatosa Residents is an informal coalition working to educate the community in a neutral manner with factual information on the upcoming referendum.



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P.O. Box 26395
Wauwatosa, WI 53226

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*****Residents

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YOUR VOTE COUNTS
NOVEMBER 6

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Wauwatosa, WI
Permit #5654

Community Survey

We worked with a school district in a suburban community in SE Wisconsin to prepare a community survey ahead of a school referendum. The survey was distributed to taxpayers, soliciting feedback on the school district. A copy of the survey is attached in Appendix B.

Public Health Infographic

We worked extensively with an ambulance company to prepare materials, including this infographic, for executive leadership to use when meeting with elected officials and community and business leaders.



Community Engagement

In order to most effectively work with clients, we rely on proven tools. This is one example of our standard work for a community engagement project.



Community Engagement Model: Best Practices

| INFORM | CONSULT | INVOLVE | COLLABORATE | EMPOWER |
|---|---|---|--|---|
| PUBLIC PARTICIPATION GOAL: | PUBLIC PARTICIPATION GOAL: | PUBLIC PARTICIPATION GOAL: | PUBLIC PARTICIPATION GOAL: | PUBLIC PARTICIPATION GOAL: |
| Provide stakeholders and the broader public with balanced and objective information to assist them in understanding the issues, alternatives and solutions. | Obtain feedback from stakeholders and the broader public on analysis, alternatives and decisions. | Work directly with stakeholders and the broader public throughout the process to ensure that issues and concerns are consistently understood and considered. | Partner with stakeholders and the broader public in the decision, including the alternatives and identification of the preferred solution. | Place the final decision-making in the hands of the stakeholders. |
| PROMISE TO THE PUBLIC: | PROMISE TO THE PUBLIC: | PROMISE TO THE PUBLIC: | PROMISE TO THE PUBLIC: | PROMISE TO THE PUBLIC: |
| We will keep you informed. | We will keep you informed, listen to and acknowledge concerns and provide feedback on how your input influenced the decision. | We will work with you to ensure that your concerns and issues are reflected in the alternatives developed and provide feedback on how your input influenced the decision. | We will look to you for advice and innovation in helping to formulate solutions and incorporate your advice into the decisions to the maximum extent possible. | We will implement what we have decided together. |
| EXAMPLE TOOLS: | EXAMPLE TOOLS: | EXAMPLE TOOLS: | EXAMPLE TOOLS: | EXAMPLE TOOLS: |
| <ul style="list-style-type: none"> • Fact sheets • Web sites • Publications • Open houses | <ul style="list-style-type: none"> • Focus groups • Surveys • Public meetings | <ul style="list-style-type: none"> • Workshops • Visioning process • Issue polling | <ul style="list-style-type: none"> • Advisory committees • Consensus building | <ul style="list-style-type: none"> • Delegated decisions |

Police Officer Fundraiser

We organized a fundraiser to unite the community and raise funds for a fallen officer's family. These graphics were used across social media channels to raise awareness and drive attendance. The event exceeded fundraising goals.



Appendix A: Resumes of Key Personnel

**JOSEPH FADNESS***Principal*

Milwaukee, WI



414-260-5782



jffadness@michaelbeststrategies.com

EXPERTISE

Public Affairs
Media Relations
Public Relations
Crisis Communications
Grassroots Coalition Building

ABOUT

Joe is a senior-level strategist with significant statewide experience leading organizations and public relations efforts. He advises companies, nonprofits, and professional associations on public affairs and strategic communications matters.

Before joining Michael Best Strategies, Joe founded a Midwest-based strategic consulting and communications firm. He developed a reputation for quality by providing clients with a hands-on approach to optimize and successfully manage their communications efforts. From public relations and crisis communications to grassroots advocacy, Joe helps amplify clients' goals and deliver a winning message on their terms. He maintains a strong network of contacts that include state and national press, business leaders, and elected officials.

Joe was a longtime advisor to former Wisconsin Governor Scott Walker. He served in several leadership roles for Walker, ranging from Senior Advisor and Campaign Manager to Director of External Relations for the Governor's Office.

Earlier, Joe was a member of the White House Advance Team during President George W. Bush's second term, preparing visits for the President, Vice President, and First Lady across six continents.

EDUCATION

- Marquette University, Bachelor of Arts

**JEFFREY REMSIK**

*Principal and Senior Advisor –
Strategic Communications*



Milwaukee, WI



414-270-2736



jjremsik@michaelbeststrategies.com

EXPERTISE

Strategic Communications
Public Affairs
Public Relations
Crisis Communications
Strategic Planning

ABOUT

Jeffrey has more than 30 years of professional experience in public relations, public affairs, and marketing campaigns in both the public and private sectors, specializing in the healthcare, financial services, professional services, real estate, and construction industries. He teaches clients how what they say and do is just one element of many that combine to create the public image of a company.

Before bringing his substantial expertise to Michael Best Strategies, Jeffrey was President and CEO of Bottom Line Marketing and Public Relations, a firm he founded to help clients reach their business objectives through strategic marketing services, including strategic planning, competitive intelligence, market research, issues management and crisis communication. Jeffrey earned a solid reputation for delivering measurable results, and built a deep network of contacts he is able to leverage for Strategies clients.

Jeffrey previously served as Vice President of Public and Governmental Affairs for one of the largest independent public relations firms in the Midwest. He also was the chief lobbyist for the state's third-largest bank holding company.

In the public sector, Jeffrey was Chief of Staff to the Wisconsin Assembly Speaker, and Press Secretary and Chief of Staff for two Majority Leaders in the Assembly. Prior to his work in the state legislature, he served as Deputy Press Secretary for two Wisconsin governors.

ADDITIONAL KEY EXPERIENCE

- Early in his career, Jeffrey worked as a newspaper reporter and columnist for The Milwaukee Journal, The Daily Reporter, and The Madison Press Connection, and as a correspondent for several national newspapers.

EDUCATION

- University of Wisconsin-Madison, Bachelor of Science – Journalism and Public Relations

COMMUNITY INVOLVEMENT

- Former President, Milwaukee Rotary Club
- Trustee Emeritus, Public Policy Forum

PROFESSIONAL AFFILIATIONS

Jeff's affiliations during his professional career:

- Member, American College of Healthcare Executives
- Member, Public Relations Society of America

MARGARET FRITSCH

Senior Associate – Strategic Communications



Milwaukee, WI



414-223-2504



mmfritsch@michaelbeststrategies.com

EXPERTISE

Public Affairs
Media Relations
Branding
Crisis Communication
Market Research
Strategic Planning

ABOUT

Margaret is a seasoned public relations professional with a reputation for delivering measurable success on client objectives. She has considerable experience with media relations and strategic marketing campaigns on both local and national levels. Leveraging her key relationships and persuasive pitch skills, Margaret helps clients get their stories in the media and in front of their most important constituencies.

Margaret also helps clients craft and execute ROI-driven branding and marketing initiatives, as well as fundraising programs. She assists clients from all types of industries, and has particular experience in the education sector.

EDUCATION

- Mount Mary College, Bachelor of Arts – Public Relations

COMMUNITY INVOLVEMENT

- Server, St. Vincent de Paul Meal Program
- Regular Blood Donor, Versiti

**JEFFREY R. GALLAGHER***Senior Public Affairs Associate*

Milwaukee, WI



414-225-2768



jrgallagher@michaelbeststrategies.com

EXPERTISE

Public Relations

Public Affairs

Social Media/Website Branding

ABOUT

As a senior associate with Michael Best Strategies, Jeff focuses in the areas of public affairs and public relations.

Prior to joining Strategies, Jeff gained extensive media relations experience working with the Milwaukee Police Department since late 2013. He managed media and public inquiries, coordinated high-profile government and media visits, facilitated interviews, and created content for websites, social media platforms, and print materials. Jeff previously was a freelance media producer for the House of Harley Davidson's 110th Anniversary celebration. For five years, he was a television newscast producer in both Milwaukee and Green Bay, where he created scripts, conducted live coverage, and produced segments.

ADDITIONAL KEY EXPERIENCE

- Responded to critical incidents involving the Milwaukee Police Department to coordinate media briefings and begin process of crisis management.

EDUCATION

- University of Notre Dame, Bachelor of Arts

HONORS

- Letter of Commendation, Milwaukee Police Department Chief Edward Flynn (for media coordination of story involving MPD Police Officer who donated school supplies to Milwaukee students), 2015
- Letter of Commendation, Milwaukee Police Department Chief Alfonso Morales (for work done in the MPD Public Information Office), 2018

Appendix B: Community Survey Work Sample

Cedarburg

School District

Challenging Students to Achieve Their Goals and Dreams

Dear Parents and Community Members:

The Cedarburg School District has a long tradition of excellence. Our staff work hard each and every day, *challenging students to achieve their goals and dreams*. In addition, there is a high level of engagement and support from our parents and broader community that you don't find in many districts. As a result, Cedarburg students consistently rank among the state's highest performers in math, science and reading and our high school is among the top 2% in the nation and 1% in the state. Our vision is to be a premier school district in the country, now and in 5, 10 and 25 years.

Our success both in and out of the classroom is the result of continuous improvement and ongoing planning. This includes developing a *Long Range Master Plan* (LRMP) to ensure our facilities meet the learning needs of our students and community. To help develop this plan, the District has conducted more than 30 focus groups with teachers, parents, students and community members. To date, the process has identified the need to:

- ü Increase school capacity
- ü Improve school safety and security
- ü Modernize classrooms and educational support areas

The School Board's goal is to finalize a plan that reflects the priorities of our taxpayers. Therefore, please take 10 minutes to complete this survey.

TAKE THE SURVEY IN ONE OF TWO EASY WAYS

Online:

- 1) Simply go to the survey website: www.survey2000.com
- 2) Enter your Survey Access Number:

By Paper:

If you do not have Internet access, please return the survey in the enclosed envelope, to any school office or mail to: School Perceptions, 317 East Washington St., Slinger, WI 53086.

The Survey Access Number can be used only once. To obtain additional surveys for other adults in your household, please call the District Office at (262) 376.6100.

Please complete the survey by June 1, 2018.

To assist with our data gathering, we are working with School Perceptions LLC, an independent firm with expertise in conducting community surveys. All survey data is returned to School Perceptions and will remain confidential.

Final survey results will be reported at a Board of Education meeting in June and will also be available on the District website. Thank you for taking the time to complete this survey.

Sincerely,

Chris Reimer, Board President; Jeff Brey, Vice President; David Krier, Treasurer; Brandon Goldbeck, Clerk; Kevin Kennedy, Member; Rick Leach, Member; Sam Cox, Member; Todd Bugnacki, Superintendent

Respondent Information *Please mark your response to each of the following:*

What is your age? ☐ 18-29 ☐ 30-39 ☐ 40-49 ☐ 50-64 ☐ 65 and over

Do you live in the Cedarburg Area School District? ☐ Yes ☐ No ☐ Not sure

In which city or township do you reside?

☐ City of Cedarburg ☐ Town of Cedarburg ☐ City of Mequon ☐ Town of Grafton
☐ Village of Grafton ☐ Town of Jackson ☐ Other:

Are you a Cedarburg School District employee? ☐ Yes ☐ No

Do you have children attending our schools? ☐ Yes ☐ No

If you have school-aged children, what school(s) do they attend? (Mark all that apply)

☐ Thorson Elementary ☐ Westlawn Elementary ☐ Parkview Elementary
☐ Webster Middle School ☐ Cedarburg High School ☐ Private School
☐ Home School ☐ Public school/different school district ☐ Other:

Home Value Impact

Overall, what impact do you believe the Cedarburg School District has on your home value?

☐ Positive impact ☐ Little to no impact ☐ Negative impact ☐ Do not own a home in the District

Communication

How would you like to receive school district information? (Mark all that apply)

☐ Teacher/School/District websites ☐ District mailings ☐ School newsletters
☐ Television ☐ Radio ☐ School Board meetings
☐ *Ozaukee Press* ☐ *News Graphic* ☐ *Milwaukee Journal Sentinel*
☐ PTO/Booster Clubs ☐ School Newsletter ☐ Twitter
☐ Email ☐ Text message ☐ Facebook
☐ Skyward Family Access ☐ Other:

Overall Satisfaction

Overall, how satisfied are you with the Cedarburg School District?

☐ Very satisfied ☐ Satisfied ☐ Not satisfied ☐ Very unsatisfied ☐ I don't know

Comments/suggestions/questions:

Facility Planning Background

The School Board identified three primary challenges facing the District:

School Capacity

All but one of our schools are currently operating at/over capacity, creating operational challenges. As a result, schools are using spaces and rooms for functions other than their intended purposes, including using hallways and storage spaces for instruction.

Enrollment Growth

The District is anticipating steady growth that could total more than 350 additional students by the 2025-2026 school year.

It is important to note that it will take two years after a referendum is approved before school construction is completed and spaces are available for students.

Improve Educational Spaces

Teaching and learning has changed significantly in the last 50 years, requiring different types of classroom configurations and support areas to:

- Provide spaces for student collaboration and small group instruction
- Deliver hands-on learning in Science, Technology, Engineering, Art and Math (STEAM)
- Create flexible spaces that allow for project-based learning

Financial Background

The District has worked very hard to control expenses. As such, the total School District levy, which determines the school portion of local property taxes (mill rate), is \$1.32 lower than in 2010 and has dropped each year since 2013.

The School Board believes this is an appropriate time to consider our options, given our good financial situation.

If the public chooses to address these needs, the primary way to obtain funding is through a referendum.

What advice would you give the School Board?

Last year, the Board of Education directed the administration to evaluate building systems, space usage, programming needs and building capacity. The District then partnered with Groth Design Group and CG Schmidt to conduct this study. The study documents can be found on the District's website: www.cedarburg.k12.wi.us/about/master-plan-news.cfm.

Based on the study, the following projects have been identified at each school for community feedback:

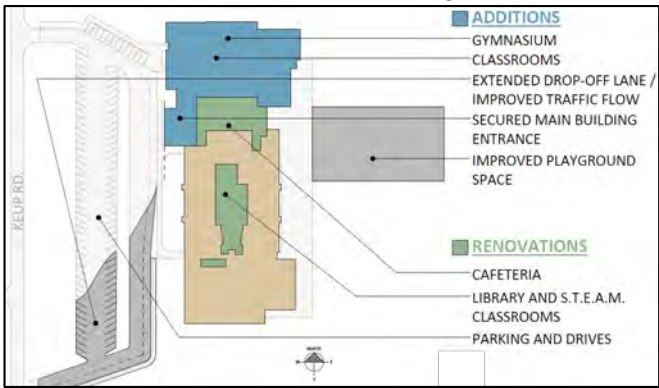
Thorson and Parkview Elementary

These schools are virtually identical in design. Both schools were built in 1968 and expanded in 1996 and are operating over capacity.

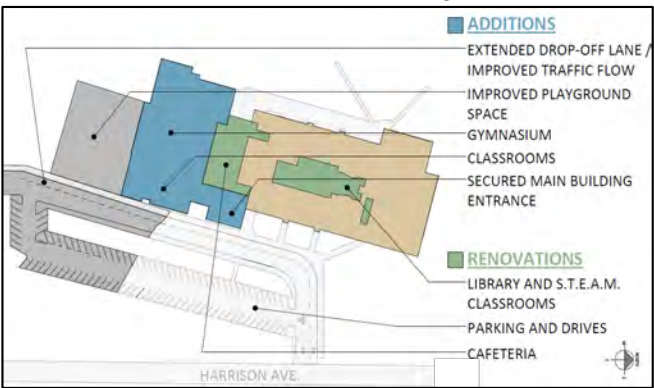
The recommended projects at both schools includes:

- ü Adding general education, art and music classrooms to increase capacity
- ü Remodeling the library (IMC) and Science, Technology, Engineering, Art and Math (STEAM) area
- ü Creating breakout/collaboration spaces with flexible furniture for small group instruction
- ü Enhancing security measures, including the redesign of the main entrances to better control visitor access
- ü Increasing parking and creating traffic patterns that better separate pedestrians, buses and vehicles
- ü Remodeling the current gym into a dedicated cafeteria, kitchen and commons area, that will provide space for student performances and large group instruction
- ü Adding a dedicated gym
- ü Updating the fire alarm system

Thorson Elementary



Parkview Elementary



| | |
|--|-----------------------|
| Would you support the plan to update Thorson Elementary as described above? | Yes No Not sure |
| Would you support the plan to update Parkview Elementary as described above? | Yes No Not sure |

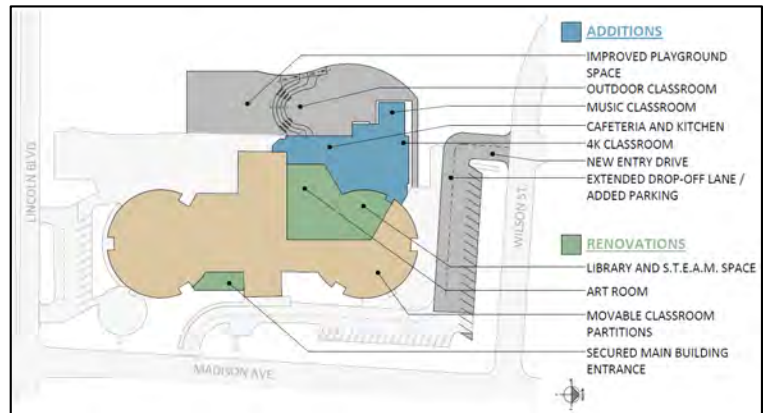
Comments/suggestions/questions:

Westlawn Elementary

The school was built in 1962 and renovations in 1964, 1996 and 2003 and is operating at capacity.

The recommended projects include:

- ü Adding general education and music classrooms to increase capacity
- ü Remodeling classrooms to create flexible spaces for student collaboration and small group instruction
- ü Remodeling the art, library (IMC) and Science, Technology, Engineering, Art and Math (STEAM) area
- ü Increasing parking and improve traffic patterns by relocating driveway off of Wilson Street
- ü Enhancing security measures, including the redesign of the main entrances to better control visitor access
- ü Adding a student cafeteria, kitchen and commons area that includes flexible furniture for student performances and large group instruction, freeing up the gym for physical education
- ü Improving the playground and outdoor classroom



| | |
|--|-----------------------|
| Would you support the plan to update Westlawn Elementary as described above? | Yes No Not sure |
|--|-----------------------|

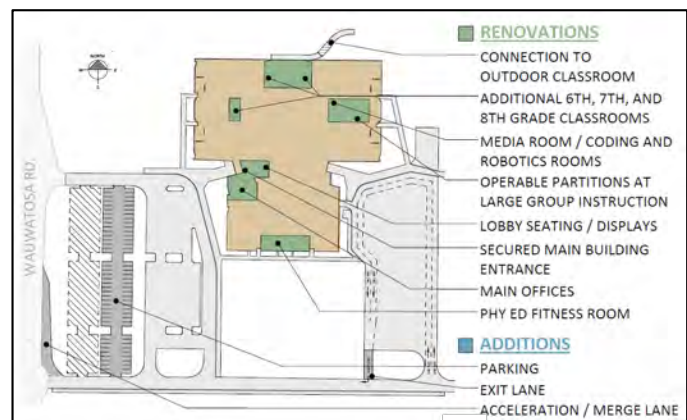
Comments/suggestions/questions:

Webster Middle School

The school was built in 1972 and renovations in 2001/2002 and is operating near capacity.

The recommended projects include:

- ü Enhancing security measures, including the redesign of the main entrances to better control visitor access
- ü Renovating existing areas to create additional general classrooms as well as areas for a recording studio, robotics and engineering
- ü Increasing parking and redesigning traffic patterns
- ü Remodeling the library (IMC)
- ü Creating student collaboration and small group instruction spaces



| | |
|--|-----------------------|
| Would you support the plan to update Webster Middle School as described above? | Yes No Not sure |
|--|-----------------------|

Comments/suggestions/questions:

Cedarburg High School

The school was built in 1954 and renovations in 1956, 1967, 1996 and 2002 and is operating over capacity.

The recommended project includes:

- ü Adding general classrooms to increase capacity
- ü Remodeling classrooms to meet programming needs
- ü Expanding the kitchen, cafeteria and commons for school and community use
- ü Creating student breakout, collaboration and small group instruction areas
- ü Remodeling the technical education classrooms and labs to better prepare students interested in Science, Technology, Engineering, Art and Math (STEAM), including the Project Lead the Way (PLTW) curriculum
- ü Remodeling and expanding the hallways to alleviate congestion
- ü Updating the manufacturing, building construction and prototype labs
- ü Enhancing security measures including the redesign of the main entrances to better control visitor access
- ü Increased parking at the north side of campus and improved traffic circulation



| | |
|--|-----------------------|
| Would you support the plan to update Cedarburg High School as described above? | Yes No Not sure |
|--|-----------------------|

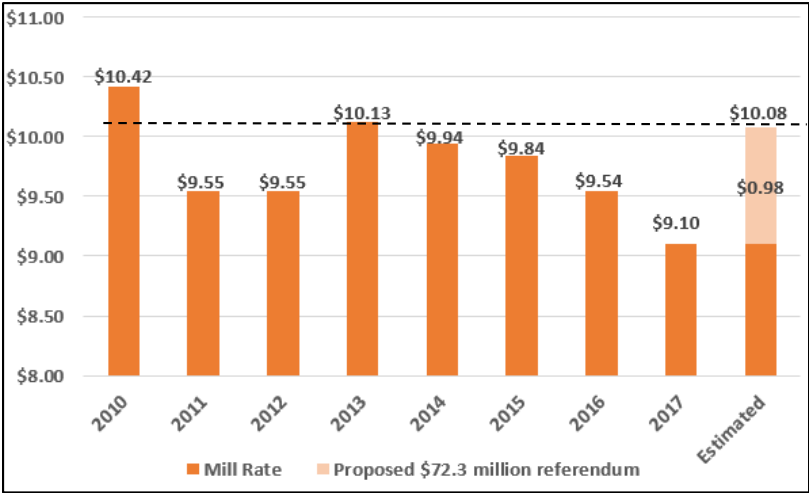
Comments/suggestions/questions:

Funding Support for the Facilities Improvement Plan

The School Board is recommending the following investments at each school:

| | |
|-----------------------|-----------------------|
| Elementary Schools | \$32.9 million |
| Webster Middle School | \$ 4.6 million |
| Cedarburg High School | \$34.8 million |
| Total | \$72.3 million |

The cost to address these projects represents an annual estimated tax increase of \$98.00 for each \$100,000 of a home’s value for each of the next 20 years. Since 2013, the District’s tax mill rate, which is used to calculate property taxes, has declined. Therefore, the net tax impact of a \$72.3 million referendum would be just below the 2013 level. In addition, the District will be paying off debt obligations from past projects, which will assist in reducing the tax impact on the community for these projects.



A \$72.3 million referendum results in an estimated tax impact just below the 2013 tax level.

| | |
|--|---|
| <p>Would you support a \$72.3 million referendum for the Facilities Improvement Plan, as described above?</p> <p><i>This represents an estimated tax increase of \$98 for each \$100,000 of a home’s value for each of the next 20 years.</i></p> | <ul style="list-style-type: none"><input type="radio"/> Definitely yes<input type="radio"/> Probably yes<input type="radio"/> Undecided<input type="radio"/> Probably no<input type="radio"/> Definitely no |
|--|---|

Comments/suggestions/questions:

Thank you for your participation. We sincerely value your time and input.

Cedarburg School District
W68N611 Evergreen Blvd.
Cedarburg, WI 53012



Challenging Students to Achieve Their Goals and Dreams

If you have questions regarding the facility planning process,
please call Todd Bugnacki, Superintendent (262) 376.6100.

Please complete the survey by mail or online before June 1, 2018.

This publication was produced for the residents of the Cedarburg School District. Due to the overlap of postal routes, residents from neighboring school districts may receive this publication. Given the limitations of bulk mailing, this overlap was difficult to eliminate without significant cost. Thank you for your understanding.



Additional Recommendations Supplement – Response to Request for Proposals,
Communication Consultant for Public Safety Referendum, prepared for:

City of Fort Atkinson, Wisconsin

Rebecca Houseman LeMire
City Manager, City of Fort Atkinson
rlemire@fortatkinsonwi.net

Municipal Building
101 N. Main Street
Fort Atkinson, WI 53538

Respectfully submitted by:

Joe Fadness
Principal, Michael Best Strategies LLC
414.260.5782
jffadness@michaelbeststrategies.com

September 30, 2021

Additional Recommendations

This document is a supplement to Michael Best Strategies' proposal to the City of Fort Atkinson for referendum-related communications consulting.

Section 3 of our proposal, Program of Work, outlines the plan we recommend for the City's primary scope of work. In addition, we offer the following recommendations to give the campaign even greater impact. Our proposed cost for these recommendations is below.

Paid Media

It can be a challenge to cut through the cluttered news cycles and schedules upended by COVID-19. To make things more challenging, information consumption is more fragmented than ever as voters absorb information through new and more diverse sources.

Paid media efforts can streamline message delivery and ensure that referendum information isn't lost in the noise. The suggested items below can help educate all citizens on the referendum.

Digital advertising that reaches people where they are, from phone and tablet to desktop computer. Message delivery should take the form of both static display and video creative. Digital allows real-time tracking of metrics, and messages can be changed instantly.

- Deliverable: Draft and execution of comprehensive digital marketing strategy.
- Schedule: Begin executing plan the week of February 8.

Radio advertising across local stations to reach a larger segment of citizens with a message to explain the referendum.

- Deliverable: Draft script and produce radio ad for submission to radio stations.
- Schedule: Ads to go live beginning the week of March 15.

The proposed not-to-exceed amount for these additional recommendations is \$11,500, broken out in the table below. Our cost estimate includes all consulting time and materials needed.

| Cost Estimate: Additional Recommendations | | | | | | | |
|---|------------|------------|------------|----------------|----------------|----------------|-----------------|
| Recommended Expenses | 1-Nov | 1-Dec | 1-Jan | 1-Feb | 1-Mar | 1-Apr | Total |
| Program Component | | | | | | | |
| Digital Advertising | | | | \$2,000 | \$4,000 | \$1,500 | \$7,500 |
| Radio Advertising | | | | | \$2,500 | \$1,000 | \$3,500 |
| Radio Ad Production | | | | | \$500 | | \$500 |
| Total Expenses | \$0 | \$0 | \$0 | \$2,000 | \$7,000 | \$2,500 | \$11,500 |

City of Fort Atkinson Proposal Evaluation

| Communication Consultant for Public Safety Staffing Referendum | Maximum Points | Mueller Communications (MC) | Michael Best Strategies (MBS) | NOTES/ANALYSIS |
|--|----------------|-----------------------------------|----------------------------------|--|
| 1. Firm highlights - what sets this firm or proposal apart from the others? | 10 | 10 | 5 | MC's relevant experience with successful public safety referenda sets them apart from MBS. MBS seems to have more experience in the politics/lobbying sphere. |
| 2. Staff strength/experience | 10 | 10 | 5 | MC staff has direct and relevant experience in public sector communications, specifically in successful public safety referenda. MBS indicates experience with school district ref, but unclear for which districts. MBS was hired by private group to lobby against school district referendum. |
| 3. Program of Work and Overall Approach | 10 | 10 | 8 | Both companies propose 3 direct mailings, social media, earned media (traditional print), and online presence. MC includes an initial audit and interviews. |
| 4. Similarity of past projects | 10 | 10 | 3 | MC has the exact experience we are seeking (public safety ref) and has been successful. MBS does not have experience with any PS ref. |
| 5. Capacity to perform the work within the time limitations in this solicitation | 10 | 10 | 10 | Both companies presented schedules that meet the required time frames |
| 6. References | 10 | 10 | 5 | MC references were positive, professional, relevant. MBS references were individual-related and did not include relevant experience. |
| 7. Cost Proposal (ranking out of total proposals highest number is the lowest price) | 10 | 5 | 10 | MBS cost of services and optional survey combined are significantly less expensive than MC. |
| TOTAL: | 70 | 65 | 46 | |

COST PROPOSALS

| | A | B | Difference (A-B) |
|--|---------------------|---------------------|---------------------|
| Cost of Services | \$ 46,781.00 | \$ 38,300.00 | \$ 8,481.00 |
| Cost of Optional Community Survey | \$ 27,785.00 | \$ 3,500.00 | \$ 24,285.00 |
| Cost of add'l Recommendations/Alternatives | \$ - | \$ - | \$ - |
| TOTAL: | \$ 74,566.00 | \$ 41,800.00 | \$ 32,766.00 |



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

CERTIFIED SURVEY MAP REPORT TO THE CITY COUNCIL

DATE: October 19, 2021

FILE NUMBER: CSM-2021-07

PROPERTY ADDRESS: 1307/1309 S High St

EXISTING ZONING: N/A

PARCEL NUMBER: 226-0614-3424-007, 226-0614-3424-022, and 226-0614-3424-024

PROPOSED ZONING: N/A

OWNER: U Haul Inc

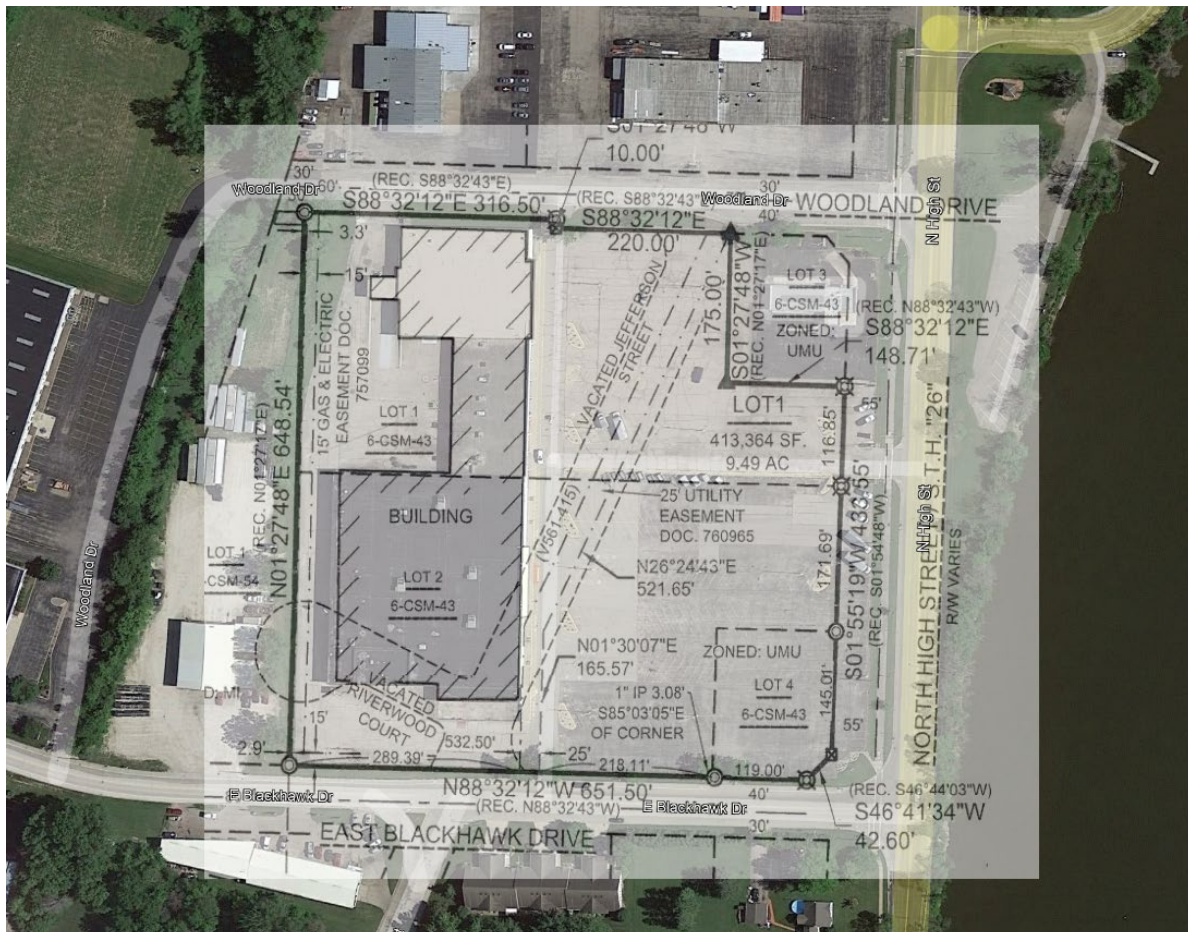
EXISTING LAND USE: Commercial

REQUESTED USES: Commercial

APPLICANT: U Haul Inc

REQUEST OVERVIEW:

The U Haul corporation will combine three existing lots located on the parcel at 1307/1309 High St.



PUBLIC NOTICE:

Public Notice is not required for this Certified Survey Map

COMPREHENSIVE LAND USE PLAN (2019):

The combining of lots has no impact on the Comprehensive Plan.

DISCUSSION:

Combining these two parcels is an appropriate step considering the overall development.

RECOMMENDATION:

The Plan Commission reviewed this item at the meeting on October 12, 2021 and recommended City Council approval of the one-lot Certified Survey Map.

ATTACHMENTS:

Preliminary CSM Application

Bid 9/9/21



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

City of Fort Atkinson Certified Survey Map Application

This form is designed to be used by the Applicant as a guide to submitting a complete application for review of a Certified Survey Map by the City to process the application.

APPLICANT Name, company, and client (if applicable): Randy Oettinger, Mach IV

Phone number: 920-712-2324 Email: roettinger@mach-iv.com

OWNER Name, company, and client (if applicable): AREC 34 LLC

Phone number: _____ Email: _____

Postal address for proposed CSM: P.O. Box 29046 ; Phoenix, AZ 85038

Parcel Identification Numbers Involved: 226-0614-3424-024 ; 226-0614-3424-007 ;
226-0614-3424-022

Brief description of proposed division or combination and purpose: Combination of
Lots 1, 2, & 4 of Volume 6 CSM, Page 43 (Doc# 806243-Map #1849
Jefferson County Records ; Being Part of SE 1/4 of NW 1/4
Section 34, T6N-R14E, City of Fort Atkinson into single Parcel

I Application Packet Requirements

The Applicant shall submit one electronic copy of the application.

- ☒ A map of the subject property to scale depicting:
 - ☒ All lands and boundaries for the parcel(s)
 - ☒ Current zoning of the subject property and its environs, and the jurisdiction(s) which maintains that control.
 - ☒ All lot dimensions of the subject property.
 - ☒ A graphic scale and a north arrow.
- ☒ Legal Description
- ☒ All easements, setbacks or land restrictions on the parcel(s)



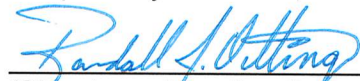
City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

II Process Checklist

- | | |
|---|-------------|
| <input type="checkbox"/> Application fee of \$10.00/Lot received by City Treasurer | Date: _____ |
| <input type="checkbox"/> Receipt of complete application packet by Zoning Administrator | Date: _____ |
| <input type="checkbox"/> City Staff Review | Date: _____ |
| <input type="checkbox"/> Plan Commission Public Hearing, review and recommendation | Date: _____ |
| <input type="checkbox"/> City Council review and action | Date: _____ |

Dated this 25 day of August, 20 21

Respectfully submitted,


(Signature of Applicant)

CERTIFIED SURVEY MAP

ALL OF LOTS 1, 2, AND 4 OF VOLUME 6, CERTIFIED SURVEY MAPS, PAGE 43 (DOCUMENT #806243-MAP #1849), JEFFERSON COUNTY RECORDS, BEING PART OF THE SOUTHEAST 1/4 OF THE NORTHWEST 1/4 OF SECTION 34, T6N-R14E, CITY OF FORT ATKINSON, JEFFERSON COUNTY, WISCONSIN



GRAPHIC SCALE

NOTE:

AFFECTED PARCELS PER THIS MAP ARE PARCEL #226-0614-3424-007, #226-0614-3424-022 & #226-0614-3424-024. CURRENT ZONING IS MEDIUM INDUSTRIAL (MI) PER THE CITY OF FORT ATKINSON ZONING MAP.



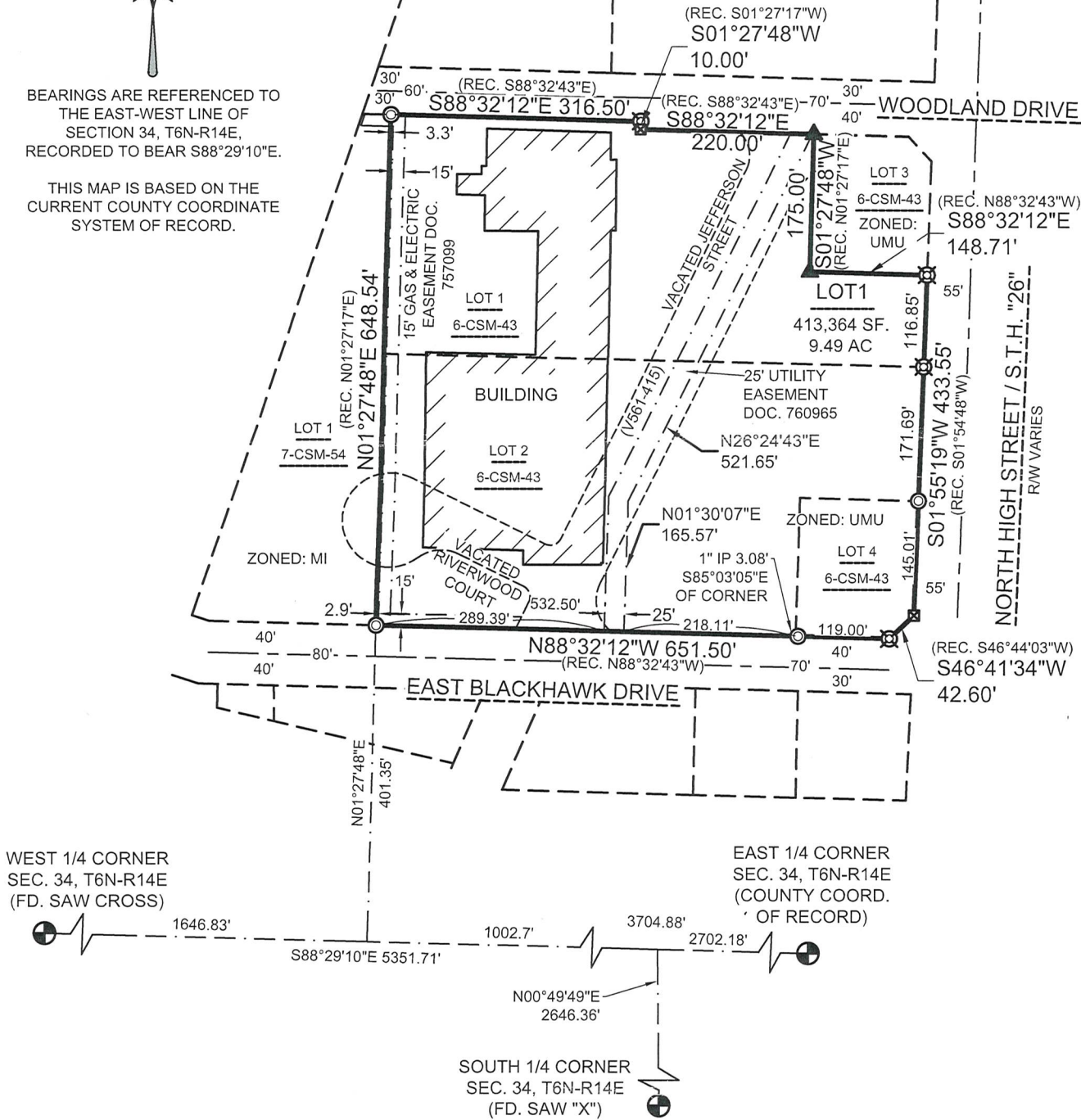
LEGEND

- 1" IRON PIPE FOUND
- IRON ROD FOUND
- MONUMENT FOUND, TYPE NOTED
- RAILROAD SPIKE FOUND
- SAW CROSS FOUND



BEARINGS ARE REFERENCED TO THE EAST-WEST LINE OF SECTION 34, T6N-R14E, RECORDED TO BEAR S88°29'10"E.

THIS MAP IS BASED ON THE CURRENT COUNTY COORDINATE SYSTEM OF RECORD.



MACH IV
ENGINEERING • SURVEYING • ENVIRONMENTAL

2260 Salschelder Court Green Bay, WI
54313 PH: 920-569-5765; Fax: 920-569-5767
www.machiv.com

CLIENT: AREC 34 LLC DRAFTED BY: JSH
226-0614-3424-007,
TAX PARCEL NO.: 226-0614-3424-022,
226-0614-3424-024

SCALE:
1" = 200'

SHEET: 1 OF 2
PROJECT NO. 1872-01-21
DRAWING NO. 1619

CERTIFIED SURVEY MAP

ALL OF LOTS 1, 2, AND 4 OF VOLUME 6, CERTIFIED SURVEY MAPS, PAGE 43
(DOCUMENT #806243-MAP #1849), JEFFERSON COUNTY RECORDS, BEING
PART OF THE SOUTHEAST 1/4 OF THE NORTHWEST 1/4 OF SECTION 34,
T6N-R14E, CITY OF FORT ATKINSON, JEFFERSON COUNTY, WISCONSIN

LIMITED LIABILITY COMPANY OWNER'S CERTIFICATE

AREC 34, LLC, A LIMITED LIABILITY COMPANY DULY ORGANIZED AND EXISTING UNDER AND BY VIRTUE OF THE LAWS OF THE STATE OF WISCONSIN, DOES HEREBY CERTIFY THAT SAID LIMITED LIABILITY COMPANY CAUSED THE LAND ON THIS CERTIFIED SURVEY MAP TO BE SURVEYED AND MAPPED AS REPRESENTED HEREON. AREC 34 LLC DOES FURTHER CERTIFY THAT THIS CERTIFIED SURVEY MAP IS REQUIRED TO BE SUBMITTED TO THE JEFFERSON COUNTY PLANNING COMMISSION AND THE CITY OF FORT ATKINSON FOR APPROVAL OR OBJECTION IN ACCORDANCE WITH CURRENT ORDINANCES.

IN WITNESS WHEREOF, THE SAID AREC 34 LLC HAS CAUSED THESE PRESENTS TO BE SIGNED BY _____,
ITS MEMBER, ON THIS ____ DAY OF _____, 20__.

MEMBER

PERSONALLY CAME BEFORE ME THIS ____ DAY OF _____, 20__, THE ABOVE NAMED MEMBER OF SAID LIMITED LIABILITY COMPANY AND ACKNOWLEDGED THAT HE EXECUTED THE FOREGOING INSTRUMENT AS SUCH MEMBER AS THE DEED OF SAID LIMITED LIABILITY COMPANY, BY ITS AUTHORITY.

NOTARY PUBLIC MY COMMISSION EXPIRES _____

STATE OF WISCONSIN]
] SS
COUNTY OF _____]

SURVEYOR'S CERTIFICATE

I, RANDALL J. OETTINGER, PROFESSIONAL LAND SURVEYOR, DO HEREBY CERTIFY THAT THIS CERTIFIED SURVEY MAP IS NOT A DIVISION OF PROPERTY BUT SOLELY A COMBINATION AND DEPICTION OF THE LAND BOUNDARIES RECORDED IN VOLUME 06, PAGE 43, JEFFERSON COUNTY RECORDS, BEING ALL OF LOTS 1, 2, AND 4 OF VOLUME 6, CERTIFIED SURVEY MAPS, PAGE 43 (DOCUMENT #806243-MAP #1849), JEFFERSON COUNTY RECORDS, BEING PART OF THE SOUTHEAST 1/4 OF THE NORTHWEST 1/4 OF SECTION 34, T6N-R14E, CITY OF FORT ATKINSON, JEFFERSON COUNTY, WISCONSIN, INTO A SINGLE PARCEL AND DESCRIPTION.

PARCEL CONTAINS 413,364 SQUARE FEET / 9.49 ACRES, MORE OR LESS.
SUBJECT TO EASEMENTS AND RESTRICTIONS OF RECORD.

THAT SUCH PLAT IS A CORRECT REPRESENTATION OF ALL THE EXTERIOR BOUNDARIES OF THE LAND SURVEY. THAT I HAVE MADE SUCH A SURVEY, AND PLAT BY THE DIRECTION OF THE OWNERS LISTED HEREON. THAT I HAVE FULLY COMPLIED WITH THE PROVISIONS OF CHAPTER 236, SECTION 236.34 OF THE WISCONSIN STATUTES AND THE CITY OF FORT ATKINSON IN SURVEYING, COMBINING, AND MAPPING THE SAME.


RANDALL J. OETTINGER PLS-2349
AUGUST 12, 2021



CERTIFICATE FOR THE CITY OF FORT ATKINSON

CERTIFIED SURVEY MAP IN THE CITY OF FORT ATKINSON, AREC 34 LLC, OWNER IS HEREBY APPROVED BY THE CITY CLERK DATED THIS ____ DAY OF _____, 20__.

MICHELLE EBBERT
CITY CLERK



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

CERTIFIED SURVEY MAP REPORT TO THE CITY COUNCIL

DATE: October 19, 2021

FILE NUMBER: CSM-2021-06

PROPERTY ADDRESS: W6855 Old 26 Road

EXISTING ZONING: N/A

PARCEL NUMBER: 016-0514-2023-000

PROPOSED ZONING: N/A

OWNER: Donald Foltz Trust

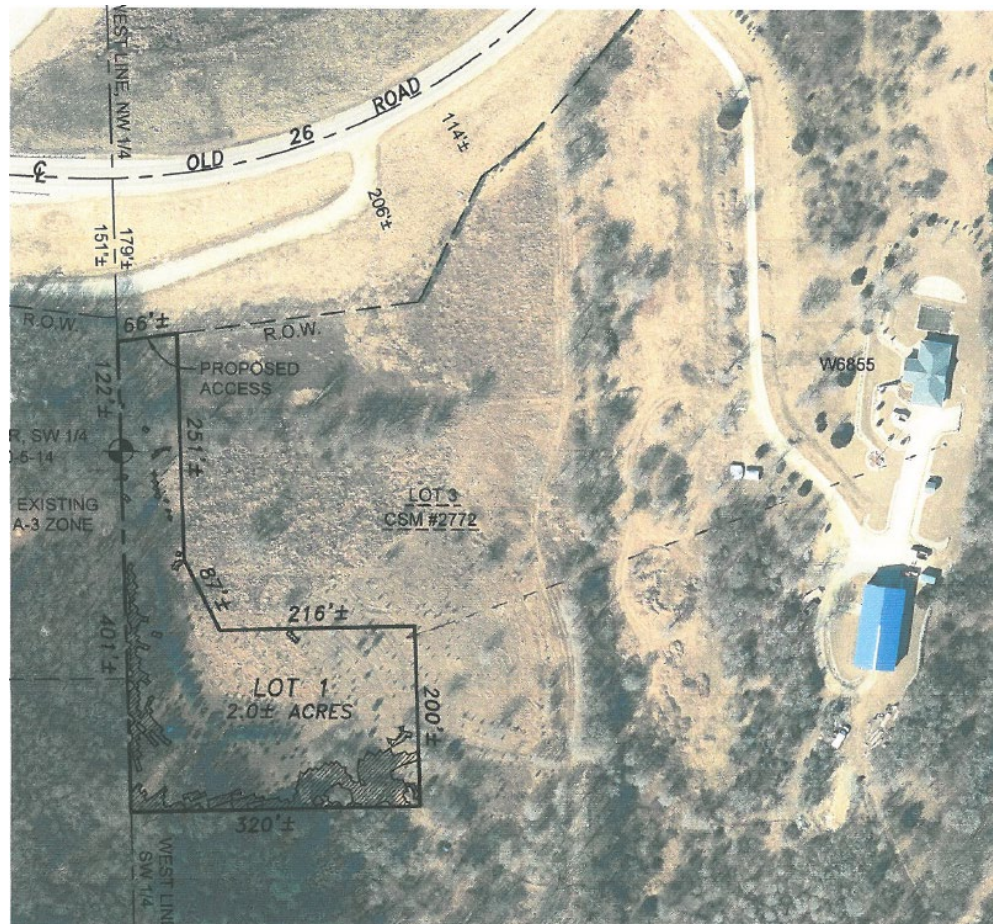
EXISTING LAND USE: Residential

APPLICANT: Donald Foltz

REQUESTED USES: Residential

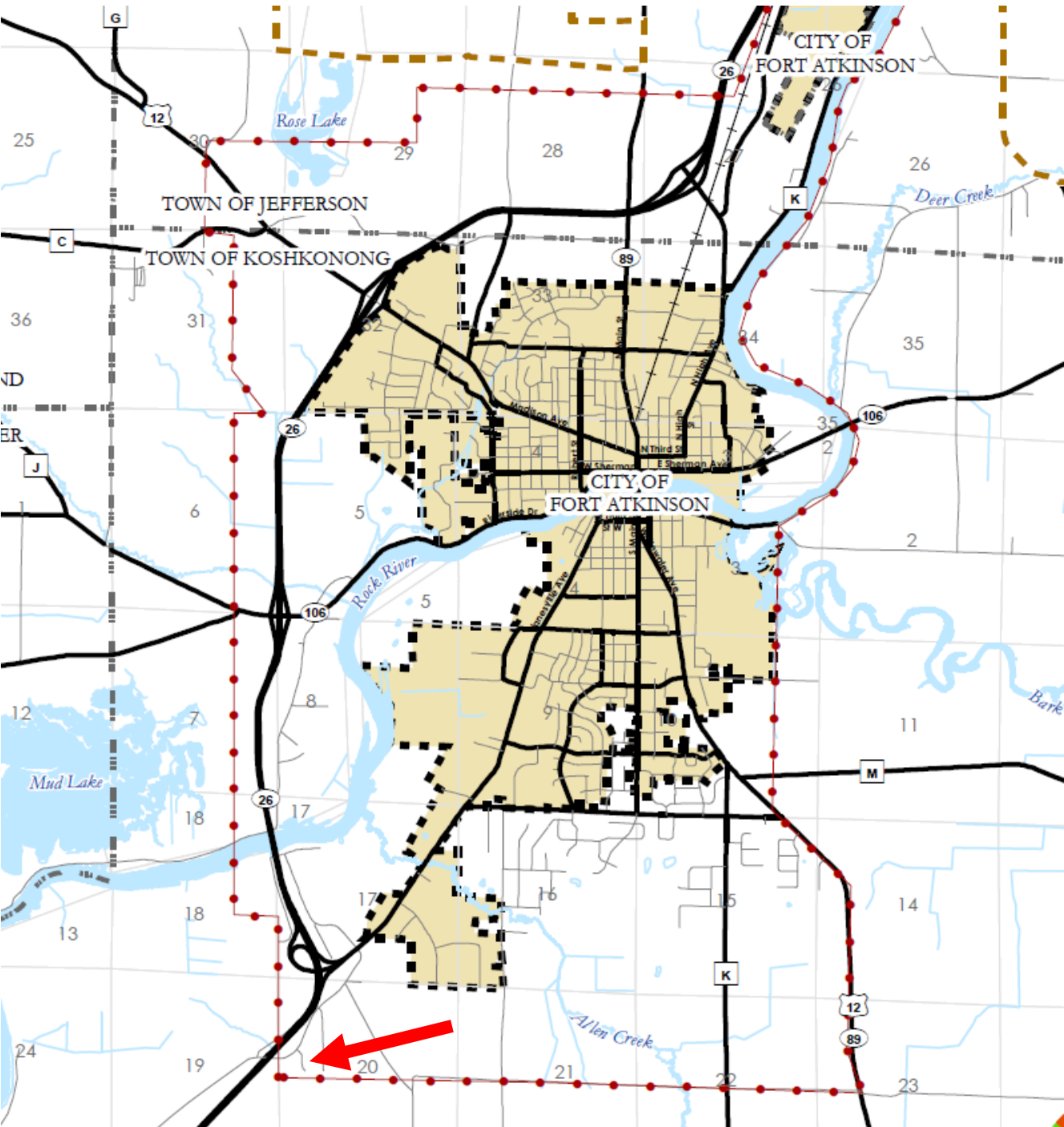
REQUEST OVERVIEW:

Donald Foltz would like to create a 2-acre A-3 residential building site from an A-1 zone near W6855 Old 26 Road.



PUBLIC NOTICE:
Public Notice is not required for this Certified Survey Map

COMPREHENSIVE LAND USE PLAN (2019):
The subject parcel lies beyond the area of the comprehensive plan at the very edge of the urban service area. It would technically lie within the long range urban growth area.



Certified Survey Map
October 12, 2021
CSM-2021-06

DISCUSSION:

City staff have no concerns with the proposed CSM.

RECOMMENDATION:

The Plan Commission reviewED this item at the meeting on October 12, 2021 and recommended the City Council approve the one-lot extraterritorial Certified Survey Map.

ATTACHMENTS:

Preliminary CSM Application



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

City of Fort Atkinson Certified Survey Map Application

This form is designed to be used by the Applicant as a guide to submitting a complete application for review of a Certified Survey Map by the City to process the application.

APPLICANT Name, company, and client (if applicable): _____

Donald R Foltz

Phone number: 920-723-6507 Email: don-foltz@hotmail.com

OWNER Name, company, and client (if applicable): Same

Phone number: _____ Email: _____

Postal address for proposed CSM: W6855 Whitetail Lane

Parcel Identification Numbers Involved: LOT 3, CSM 2772-10-287

Brief description of proposed division or combination and purpose: I'm splitting
off a 2 acre parcel for my son to be rezoned
from A1 to A3 residential.

I Application Packet Requirements

The Applicant shall submit one electronic copy of the application.

- ☐ A map of the subject property to scale depicting:
 - ☐ All lands and boundaries for the parcel(s)
 - ☐ Current zoning of the subject property and its environs, and the jurisdiction(s) which maintains that control.
 - ☐ All lot dimensions of the subject property.
 - ☐ A graphic scale and a north arrow.
- ☐ Legal Description
- ☐ All easements, setbacks or land restrictions on the parcel(s)



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

II Process Checklist

- | | |
|---|-------------|
| <input type="checkbox"/> Application fee of \$10.00/Lot received by City Treasurer | Date: _____ |
| <input type="checkbox"/> Receipt of complete application packet by Zoning Administrator | Date: _____ |
| <input type="checkbox"/> City Staff Review | Date: _____ |
| <input type="checkbox"/> Plan Commission Public Hearing, review and recommendation | Date: _____ |
| <input type="checkbox"/> City Council review and action | Date: _____ |

Dated this 1 day of October, 20 21

Respectfully submitted,

Donald R. Foltz
(Signature of Applicant)

JEFFERSON COUNTY
PRELIMINARY REVIEW FOR CERTIFIED SURVEY

Being a redivision of Lot 3 of CSM #2722, located in the SW 1/4 of the NW 1/4 and in the NW 1/4 of the SW1/4 of Section 20, Township 5 N, Range 14 E,
Town of Koshkonong, Jefferson County, Wisconsin, on Parcel Number 016-0514-2023-000

Owner: Donald R Foltz Trust
Address: W6855 Whitetail Lane
Fort Atkinson, WI 53538
Phone: 920 723-6507

Surveyor:

SOUTHWEST

SURVEYING & ASSOCIATES, Inc.

P.O. BOX K, PALMYRA, WI, 53156
262-495-4910
920-674-4884

In addition to the info required by Sec
236.34 of State Statutes, Sec. 15.04(f) of
the Jefferson County Land
Division/Subdivision Ordinance requires
that the following be shown:

- ☐ Existing buildings, watercourses,
drainage ditches and other features
pertinent to the proper division.
- ☐ Location of access to a public
road, approved by the agency having
jurisdiction over the road.
- ☐ All lands reserved for future public
acquisition.
- ☐ Date of the map.
- ☐ Graphic Scale.

Date Submitted: _____

Revised: _____

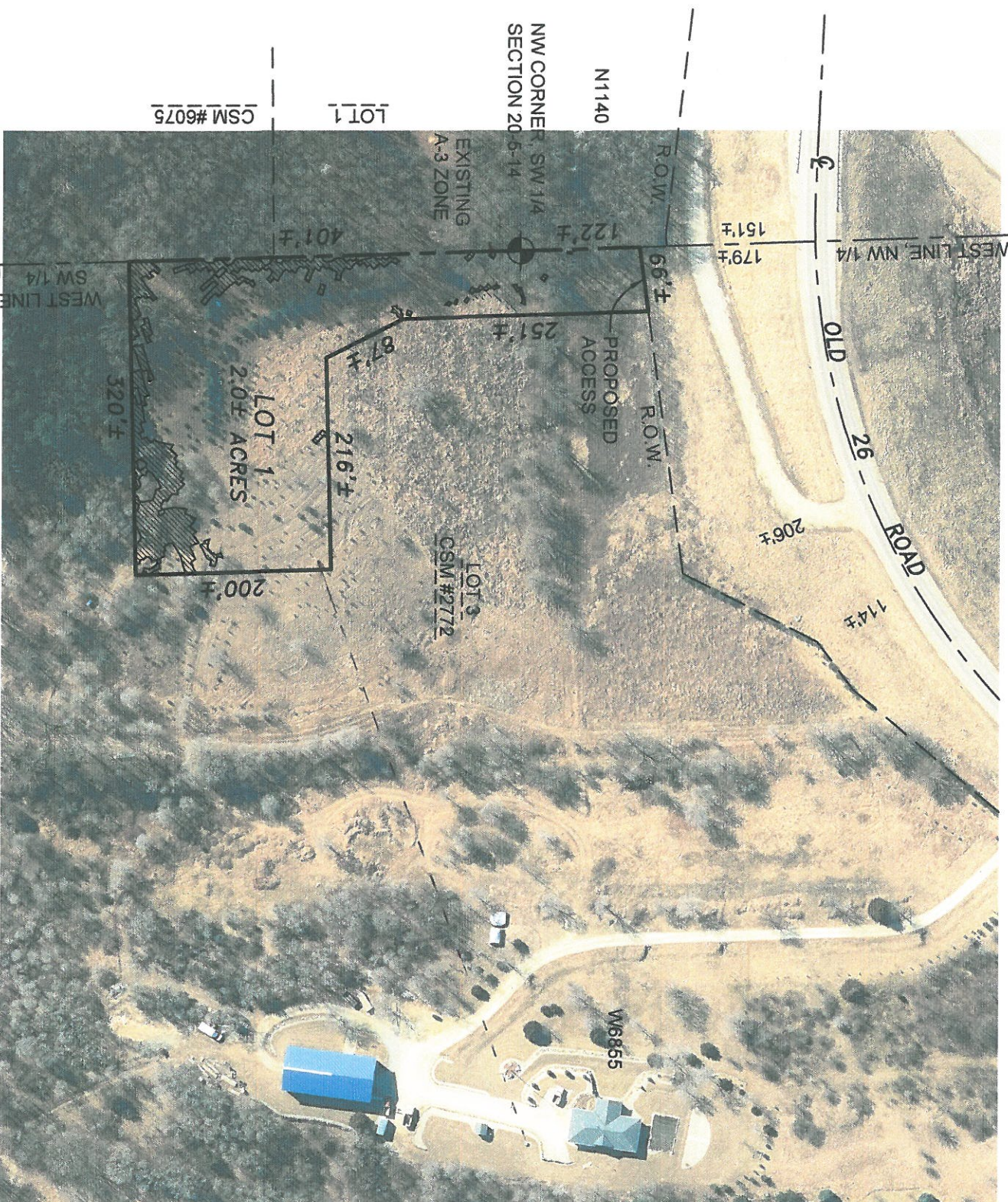
Note to Be Placed on Final CSM

Petition # _____ Zoning _____

Check for subsequent zoning
changes with Jefferson County
Zoning Department.

- ☒ Rezoning
 - ☐ Allowed Division within Existing Zone
 - ☐ Farm Consolidation
 - ☐ 35+ Acre Lot in A-1 Zone
 - ☐ Survey of Existing Parcel
- Intent and Description of Parcel to be Divided:
Create one 2.0± Acres A-3 zoned rural residential parcel.

NW CORNER, NW 1/4
SECTION 20-5-14



SW CORNER, SW 1/4
SECTION 20-5-14

LEGEND

AREA OF 20% OR
GREATER SLOPES

Town Board Approval _____ Date: _____
(Includes Access Approval if Applicable)

County Highway Approval _____ Date: _____
(if Applicable)

Extrajurisdictional Approval _____ Date: _____
(if Applicable)

County Surveyor Approval _____ Date: _____

Zoning Office Approval _____ Date: _____

NOTE:
This map was compiled from public
data supplied by the Jefferson County
Land Information Department and is not
a substitute for an actual field survey
and is limited by the quality of the data
from which it was assembled. The dimensions
are approximate and will vary upon an
actual field survey. To be used for planning
purposes only.

**DECISION OF THE JEFFERSON COUNTY
PLANNING & ZONING COMMITTEE/COUNTY BOARD
ZONING AMENDMENTS
I. FINDINGS OF FACT:**

Petition #: R4301A-21 Township: Koshkonong
Site Inspection Date: 2/12/2021 Hearing Date: 2/18/2021
Petitioner Name: Don Foltz
Property Owner(s): Donald Foltz Trust
Property Location: Near W6855 Old 26 Road

REZONING REQUEST:

To create a 2-acre A-3 residential building site from an A-1 zone near W6855 Old 26 Road,
PIN 016-0514-2023-000.

PARCEL(S) (PIN#): 016-0514-2023-000

PARENT PARCEL(S):(See attached map) PARCEL OF RECORD:(See attached map)

TOTAL CONTIGUOUS A-1 ACRES 20.407 ☒ Less than 50 ☐ More than 50

PREVIOUS A-3 LOTS CREATED FROM PARENT PARCEL: 3

LOTS AVAILABLE: Non Prime 1 or Prime 1

LOTS REQUESTED: (1)

☒ AGRICULTURAL PRESERVATION ☐ LIMITED SERVICE AREA ☐ LONG RANGE URBAN SERVICE AREA
☒ ENVIRONMENTAL CORRIDOR ☐ 15 YEAR GROWTH AREA ☐ RURAL HAMLET

SOIL TYPES: CrD2, Sob, CrE, FoC2

Class I 0 % Class II 10 % Class III 15 % Class III Non-Prime 0 %

Class IV 0 % Class V-VII 75 %

Cropland 0 % Woods 100 % Fallow/Pasture 0 % Existing Yard 0 % Slope 0-20+ %

☐ FLOODPLAIN ☐ WETLANDS ☐ SHORELAND

ADJACENT LAND USE: A-1, Exclusive Agricultural; A-3, Agricultural/Rural Residential;
N, Natural Resources

COMMENTS/ADDITIONAL INFORMATION RECEIVED AT PUBLIC HEARING:

-DOT notified, no response recieved

-Adjacent to proposed gun shop previously approved.

TOWN BOARD RECOMMENDATION 1/13/2021 ☒ Granted ☐ Denied ☐ Tabled ☐ Not Received
Date

Note: Town Board recommendation does not constitute final county action. See Sec. III Order & Determination (pg. 2)

II. CONCLUSIONS

BASED UPON THE FINDINGS OF FACT, THE AMENDMENT FILE, SITE INSPECTION, PUBLIC HEARING, ZONING ORDINANCE, AND THE AGRICULTURAL PRESERVATION AND LAND USE PLAN, THE PLANNING & ZONING COMMITTEE CONCLUDES THAT THE PROPOSED ZONING AMENDMENT ☒ **Complies** ☐ **Does Not Comply**

AS A PRIME LOT _____ NON-PRIME LOT X LOT COMBINATION _____ FARM CONSOLIDATION _____

FOR THE FOLLOWING REASONS: _____

☒ The Jefferson County Planning and Zoning Committee finds this amendment meets the standards of 91.48 Wisconsin State Statutes and 11.11(c)6 of the Jefferson County Zoning Ordinance.

DECISION

III. ORDER & DETERMINATION

DECISION

Based on the findings of fact conclusions and the record herein, the committee recommends to the Jefferson County Board of Supervisors that the amendment be: ☒ **Granted** ☐ **Denied** ☐ **Postponed**

Motioned by: Steve Nass 2nd by: Blane Poulson Abstained _____

Vote: 5-0 Date: 02/22/2021

Note: If postponed, this amendment is not forwarded to the Jefferson County Board of Supervisors for action and may be required to go back to a public hearing.

Based on the Planning and Zoning Committee recommendation the Jefferson County Board of Supervisors:

☒ **Granted** ☐ **Denied** ☐ **Postponed** Date: 03/09/2021

If the requested amendment was granted, it is subject to the following: *(Check all that apply)*

☒ ACCESS APPROVAL BY MAINTAINING AUTHORITY

☒ RECEIPT OF SUITABLE SOIL TEST

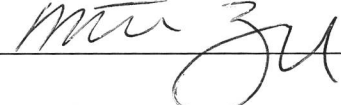
☒ RECEIPT OF AND RECORDING OF THE FINAL CSM

☒ EXTRATERRITORIAL PLAT REVIEW

☒ REZONING SHALL BE NULL & VOID & OF NO EFFECT ONE YEAR FROM THE DATE OF COUNTY BOARD APPROVAL UNLESS ALL APPLICABLE CONDITIONS HAVE BEEN COMPLETED BY THAT DATE

☒ OTHER No development, including the driveway, is allowed on slopes exceeding 20%.

☒ FILING OF AFFIDAVIT OF ZONING STATUS ON REMAINING LANDS
(SEE ATTACHED INSTRUCTION SHEET)

DATE: 3/10/2021 SIGNATURE: 

**DECISION OF THE JEFFERSON COUNTY
PLANNING & ZONING COMMITTEE/COUNTY BOARD
ZONING AMENDMENTS**

I. FINDINGS OF FACT:

Petition #: R4301A-21 Township: Koshkonong
Site Inspection Date: 2/12/2021 Hearing Date: 2/18/2021
Petitioner Name: Don Foltz
Property Owner(s): Donald Foltz Trust
Property Location: Near W6855 Old 26 Road

REZONING REQUEST:

To create a 2-acre A-3 residential building site from an A-1 zone near W6855 Old 26 Road,
PIN 016-0514-2023-000.

PARCEL(S) (PIN#): 016-0514-2023-000

PARENT PARCEL(S): *(See attached map)* **PARCEL OF RECORD:** *(See attached map)*

TOTAL CONTIGUOUS A-1 ACRES 20.407 ☒ Less than 50 ☐ More than 50

PREVIOUS A-3 LOTS CREATED FROM PARENT PARCEL: 3

LOTS AVAILABLE: Non Prime 1 **or** Prime 1

LOTS REQUESTED: (1)

☒ AGRICULTURAL PRESERVATION ☐ LIMITED SERVICE AREA ☐ LONG RANGE URBAN SERVICE AREA
☒ ENVIRONMENTAL CORRIDOR ☐ 15 YEAR GROWTH AREA ☐ RURAL HAMLET

SOIL TYPES: CrD2, Sob, CrE, FoC2

Class I 0 % Class II 10 % Class III 15 % Class III Non-Prime 0 %

Class IV 0 % Class V-VII 75 %

Cropland 0 % Woods 100 % Fallow/Pasture 0 % Existing Yard 0 % Slope 0-20+ %

☐ FLOODPLAIN ☐ WETLANDS ☐ SHORELAND

ADJACENT LAND USE: A-1, Exclusive Agricultural; A-3, Agricultural/Rural Residential;
N, Natural Resources

COMMENTS/ADDITIONAL INFORMATION RECEIVED AT PUBLIC HEARING:

-DOT notified, no response recieved

-Adjacent to proposed gun shop previously approved.

TOWN BOARD RECOMMENDATION 1/13/2021 ☒ Granted ☐ Denied ☐ Tabled ☐ Not Received
Date

Note: Town Board recommendation does not constitute final county action. See Sec. III Order & Determination (pg. 2)

II. CONCLUSIONS

BASED UPON THE FINDINGS OF FACT, THE AMENDMENT FILE, SITE INSPECTION, PUBLIC HEARING, ZONING ORDINANCE, AND THE AGRICULTURAL PRESERVATION AND LAND USE PLAN, THE PLANNING & ZONING COMMITTEE CONCLUDES THAT THE PROPOSED ZONING AMENDMENT ☒ **Complies** ☐ **Does Not Comply**

AS A PRIME LOT _____ NON-PRIME LOT _____ LOT COMBINATION _____ FARM CONSOLIDATION _____

FOR THE FOLLOWING REASONS: _____

☒ The Jefferson County Planning and Zoning Committee finds this amendment meets the standards of 91.48 Wisconsin State Statutes and 11.11(c)6 of the Jefferson County Zoning Ordinance.

DECISION

III. ORDER & DETERMINATION

DECISION

Based on the findings of fact conclusions and the record herein, the committee recommends to the Jefferson County Board of Supervisors that the amendment be: ☒ **Granted** ☐ **Denied** ☐ **Postponed**

Motioned by: Nass 2nd by: Poulson Abstained _____

Vote: 5-0 Date: 2/22/21

Note: If postponed, this amendment is not forwarded to the Jefferson County Board of Supervisors for action and may be required to go back to a public hearing.

Based on the Planning and Zoning Committee recommendation the Jefferson County Board of Supervisors:

☐ **Granted** ☐ **Denied** ☐ **Postponed** Date: _____

If the requested amendment was granted, it is subject to the following: (Check all that apply)

☐ ACCESS APPROVAL BY MAINTAINING AUTHORITY

☐ RECEIPT OF SUITABLE SOIL TEST

☐ RECEIPT OF AND RECORDING OF THE FINAL CSM

☐ EXTRATERRITORIAL PLAT REVIEW

☐ REZONING SHALL BE NULL & VOID & OF NO EFFECT ONE YEAR FROM THE DATE OF COUNTY BOARD APPROVAL UNLESS ALL APPLICABLE CONDITIONS HAVE BEEN COMPLETED BY THAT DATE

☒ OTHER off 20% slopes

☐ FILING OF AFFIDAVIT OF ZONING STATUS ON REMAINING LANDS
(SEE ATTACHED INSTRUCTION SHEET)

DATE: _____ SIGNATURE: _____