

**CITY OF CEDARBURG
COMMON COUNCIL
April 24, 2017**

**CC20170424-1
UNAPPROVED**

A regular meeting of the Common Council of the City of Cedarburg, Wisconsin, was held on Monday, April 24, 2017, at City Hall, W63 N645 Washington Avenue, second floor, Council Chambers. Mayor Kinzel called the meeting to order at 7:00 p.m.

ROLL CALL: Present - Common Council: Mayor Kip Kinzel, Council Members John Czarnecki, Jack Arnett, Dick Dieffenbach, Rick Verhaalen, Mitch Regenfuss, Patricia Thome, Mike O'Keefe

Also Present - City Administrator/Treasurer Christy Mertes, City Clerk Constance McHugh, Parks, Recreation and Forestry Director Mikko Hilvo, Deputy Treasurer/Payroll Officer Kelly Livingston, Light and Water General Manager Dale Lythjohan, retired Parks and Forestry crewperson Jim Grube, Building Maintenance Engineer John Oswald, Assistant City Attorney Tim Schoonenberg, Economic Development Coordinator Mary Sheffield, Economic Development Board Members Greg Zimmerschied, Mike Pahl, and Lynn Knutson, interested citizens and news media

STATEMENT OF PUBLIC NOTICE

At Mayor Kinzel's request, City Clerk McHugh verified that notice of this meeting was provided to the public by forwarding the agenda to the City's official newspaper, the *News Graphic*, to all news media and citizens who requested copies, and by posting in accordance with the Wisconsin Open Meetings law. Citizens present were welcomed and encouraged to provide their input during the citizen comment portion of the meeting.

RESOLUTION NO. 2017-07 COMMENDING RETIRING DPW CREWPERSON JIM GRUBE FOR HIS YEARS OF SERVICE

Motion made by Council Member O'Keefe, seconded by Council Member Czarnecki, to adopt Resolution No. 2017-07 commending retiring DPW crewperson Jim Grube for his 33 years of service to the City. Motion carried unanimously.

Mr. Grube said the City has a great Public Works crew and facility. He thanked the Council for this acknowledgement.

RESOLUTION NO. 2017-08 COMMENDING RETIRING BUILDING MAINTENANCE ENGINEER JOHN OSWALD FOR HIS YEARS OF SERVICE

Motion made by Council Member Thome, seconded by Council Member Czarnecki, to adopt Resolution No. 2017-08 commending retiring Building Maintenance Engineer John Oswald for his 37 years of service to the City. Motion carried unanimously.

Mr. Oswald thanked the Council for the recognition.

CONSIDER FUNDING A BRAND STRENGTHENING INITIATIVE

Economic Development Coordinator Mary Sheffield made the following presentation on a possible brand strengthening initiative:

- Your brand is what people say about you when you are not around.
- BRANDING is what you do about it.
- Cedarburg already has a BRAND, and people make decisions based on it.

The Economic Development Board has been discussing Cedarburg's brand for several years and most recently...

- Cedarburg School District's interest in a cohesive marketing strategy to attract students.
- Exposure to community branding efforts through Wisconsin Economic Development Corporation and Tourism:
 - Columbus, IN website
 - Green County, WI site visit
 - Lake Bluff, IL site visit
- Cedarburg Chamber of Commerce branding interest
- Support from key Cedarburg organizations

Last year as the Economic Development Board became more project focused, a Branding Project sub-committee was formed with Lynn Knutson, Michael Pahl, Greg Zimmerschied, and Mary Sheffield.

Why Brand Strengthening for Cedarburg?

- Reinforce Cedarburg's commitment to its residents, businesses and tourists.
- To convey the warmth and sense of family that defines Cedarburg.
- Obtain research to support decision making.
- Improve cohesiveness among Cedarburg organizations.
- Increase effective communication.
- Surrounding communities are doing more in terms of investing, beautification, and marketing.

Steps to Brand Strengthening – The Process

- Education
- Research
- Insights and Strategy
- Creativity and Design
- Action
- Evaluation and Results Tracking

Lynn Knutson, owner of Frill and Economic Development Board Member, discussed why this initiative is important to her as a downtown business owner. Ms. Knutson said she worked for Harley Davidson for 15 years on branding projects. She asked for the support of the Council on this

matter because the information and knowledge that is gathered will be invaluable. Brand strengthening will allow the community to focus on marketing needs and will provide the tools to market the City in a unified voice. She said the City cannot afford to do nothing.

Economic Development Board Member Mike Pahl said he was skeptical about this project at the beginning. He said members of the Economic Development Board took a field trip to Green County, WI and Lake Bluff, IL. Both entities did a great job with brand strengthening and he was impressed with work that was done for both by the branding company. He said branding will connect people to this community and will bring everyone together.

Jennifer Andreas, Executive Director of the Chamber, said she was employed by the Girl Scouts for 18 years. The Girl Scouts did a major rebranding in 2012. During this process the organization found that there were a lot of inconsistent perceptions and the organization needed to increase its brand relevancy. Brand strengthening defined who the Girl Scouts are. She said brand strengthening will ingrain how the community articulates who we are and how to present ourselves in a better, more precise way.

Ms. Andreas said this initiative can only be done with the support of and from the City. It is estimated to cost \$90,000. The entities to be involved include:

- The City of Cedarburg
- The Cedarburg School District
- Cedarburg Light and Water
- The Cedarburg Landmarks Preservation Society
- The Ozaukee Bank Gift to the Future Fund
- Cornerstone Buildings, LLC.

The initiative will be stronger when everyone works together said Ms. Andreas.

Council Member Thome stated it is the idea that brand strengthening will determine who we are really hits home. She said the knowledge that will be gained from this initiative will allow everyone to plan more accurately. The City's efforts towards business and residential development will be based on research. She said the City has just gone through long debates on the needs regarding residential development. Research can more accurately define the needs.

Council Member Thome further stated that this endeavor will help the community to work cohesively and proactively together over the long term. If every organization talks about Cedarburg in a similar manner, it's a stronger message. That is not to remove our individual identities or efforts but to be unified in how we present Cedarburg and how we describe who we are. Council Member Thome said this is an investment into the future of Cedarburg that will help ensure that our business community thrives and grows. This will strengthen and diversify the tax base.

Council Member Thome said it took her a while to be on board with this effort but she is a strong advocate of pro-active economic development efforts. Strong partners stepping up to share the costs as well as the oversight are the final steps for her. She thanked all entities who have stepped forward.

Council Member Verhaalen asked what the goals are and how the goals will be measured.

Mr. Pahl said if the community can build an identity that is attractive or powerful and commands affection and wonder, a sense of belonging and confidence and trust, it will help to identify many of the challenges that face the community. It can motivate citizens and stakeholders to work together. It can make people and firms reluctant to leave even if the competition is fierce.

Economic Development Board Member Greg Zimmerschied said the goal is to achieve a message that attracts people, tourism, and business. He said this is a great opportunity for all organizations to work together to lessen the financial burden to the City.

Jill Hepburn, W62 N736 Riveredge Drive, said the ultimate goal is to maintain the wonderful quality of life in the City.

Council Member O'Keefe asked if a certain demographic is being targeted.

Mr. Zimmerschied said he believes the School District is looking to attract families with young children. He said this project will tell the community what segments are underserved.

Council Member O'Keefe asked if the proposed \$90,000 is an initial investment.

Ms. Sheffield said the \$90,000 will cover all the steps mentioned in the presentation and also follow up in one year.

Mayor Kinzel said there likely will be costs to implement the initiatives.

Ms. Sheffield said the branding sub-committee of the Economic Development Board saw a presentation at a Wisconsin Economic Development Corporation event from a company called North Star in Tennessee. Members viewed the communities on-line where the firm had done work. The sub-committee contacted North Star and received a proposal.

Mr. Zimmerschied said there will be a steering committee with representatives from each group involved. The City will be one member. The contribution will be \$15,000 from each member. He said it is likely the project will be dead if there not a contribution from the City.

Council Member Verhaalen asked who would select the brand, and whether the Town of Cedarburg has been asked to participate. Council Member Arnett agreed the Town could benefit from this.

Mr. Zimmerschied said the steering committee will select the brand. He said the Town was not asked to be involved because the assets are in the City. He said this will be a City of Cedarburg branding effort.

Council Member Regenfuss asked how the committee will obtain resident input.

Mr. Zimmerschied said Lake Bluff, IL had town hall meetings and contacted groups in the community for input. He said the group will reach out to community leaders and possibly visitors to the Visitor Center.

Council Member Czarnecki said he is not comfortable with this idea or cost. He said he does not agree that if the City is not involved, the project is dead. He said he is not saying this is good or bad, but that every group in the community has different ideas, as do the residents. He said the Council saw this during the discussions on the proposal to redevelop the St. Francis Borgia property when a large anti-development group came forward. He asked what the costs will be to implement this.

Council Member Verhaalen said he is trying to understand what this initiative will do for the City. He asked what the return on investment will be.

Bruce Knutson, W63 N680 Washington Avenue, said brands sometimes do not know how to communicate brands. He said this process will assist in gathering information and data for the stakeholders of the community to help provide a consistent message.

Brian Collins, W61 N479 Washington Avenue and member of the Cedarburg Landmarks Preservation Society, said it is very competitive to attract residents and businesses to the City. This project is a way to determine what brings people to Cedarburg and will market Cedarburg directly.

Council Member Arnett said his constituents will pay for half the costs of this. He asked how the City will benefit financially.

Mr. Zimmerschied asked what this will cost the City. City Administrator/Treasurer Mertes said \$15,000 will add just over one penny to the City's tax rate.

Mr. Zimmerschied said the outcome will be a common template to increase the power of marketing and advertising in the City.

Mayor Kinzel said this initiative will strengthen the community's message and get it out there. The end result will be a tool that will be helpful for the City.

Council Member Dieffenbach asked if money for this is included in the 2017 budget. City Administrator/Treasurer Mertes said money is not included in the budget for this, but funds could come from the Fund Balance.

Council Member Arnett said there are likely many residents in the City with marketing experience that could help out with this. He asked if more groups could be involved.

Mike Farley, W72 N903 Harrison Avenue, agreed with Council Member Arnett that there are marketing people in the City. He suggested these people not be overlooked. He said there will be a return on investment but the community must take a leap of faith. If one business is attracted it will be worth the cost.

Jack Henke, 10635 Foxcroft Drive, Cedarburg, said a professional is needed for this project, but the local talent in the community can be tapped for this. This is not just about who we are, but who we are perceived to be.

Mr. Zimmerschied said a decision tonight by Council to support the initiative is being asked. He asked the Council to respect the work of the Economic Development Board.

General Manager Lythjohan said if Cedarburg Light and Water participates in this, it will not be funded through rates. He said it would be done knowing there will be a return on the investment.

Council Member Verhaalen asked if any businesses have been consulted about this.

Ms. Sheffield said she talked to a few businesses. The idea was also discussed at several Economic Development Board meetings.

Council Member Regenfuss said this needs to be done and is a big deal, but at this time he is not on board with the dollar amount or the process. He said he thinks there needs to be more discussion about it at the Council level and he needs to spend more time on it.

Mayor Kinzel said the project will pay for itself.

Council Member Thome said she cannot imagine not participating in this. She said the City does not spend much money for economic development.

Council Member Arnett said he can support this but he is concerned about the costs of implementation. He suggested it be put in next year's budget and paid for over two years, and that an RFP process be followed.

Council Member Regenfuss said this is a good thing, but he is unclear about the process. He said he will do more follow up on his end.

Todd Sprenger, N66 W6506 Cleveland Street, said this is a \$15,000 investment that will impact many decisions that cannot be pulled back once made. He said the Council is doing due diligence by asking for more information.

Motion made by Council Member Thome, seconded by Council Member O'Keefe, to approve contributing one-sixth of the cost of the brand strengthening initiative in an amount not to exceed \$15,000, with funds to come from the 2018 budget, and subject to sending out RFPs. The motion carried with Council Members Arnett, Regenfuss, Thome, and O'Keefe voting aye and Council Members Czarnecki, Dieffenbach, and Verhaalen voting nay.

The Council welcomed any additional information that can be provided.

CONSIDER GRANTING AN EASEMENT TO CEDARBURG LIGHT AND WATER FOR A PORTION OF THE PROPERTY LOCATED AT N144 W5888 PIONEER ROAD

Motion made by Council Member Arnett, seconded by Council Czarnecki, to grant an easement to Cedarburg Light and Water for a portion of the property located at N144 W5888 Pioneer Road. Motion carried unanimously.

CONSIDER RESOLUTION NO. 2017-09 DESIGNATING AND AUTHORIZING SIGNATURES FOR THE CITY OF CEDARBURG CHECKING AND SAVINGS ACCOUNTS FOR THE ENSUING YEAR

Motion made by Council Member O’Keefe, seconded by Council Member Thome, to adopt Resolution No. 2017-09 designating and authorizing signatures for the City checking and savings accounts for the ensuing year. Motion carried unanimously.

CONSIDER MAYOR KINZEL’S APPOINTMENTS TO VARIOUS BOARDS, COMMITTEES, AND COMMISSIONS

Motion made by Council Member Thome, seconded by Council Member O’Keefe, to approve Mayor Kinzel’s appointment of Todd Bugnacki as School Representative on the Library Board and Mayor Kinzel’s appointment of DeWayna Cherrington as a member of the Library Board. Motion carried unanimously.

The remainder of appointments will be made at the May 8 Common Council meeting.

CONSIDER ORDINANCE NO. 2017-12 INCREASING THE ALLOCATED FUNDS IN THE GENERAL FUND AND CAPITAL IMPROVEMENT FUND

Motion made by Council Member Dieffenbach, seconded by Council Member Arnett, to adopt Ordinance No. 2017-12 increasing the allocated funds in the General Fund and Capital Improvement Fund. Motion carried unanimously.

CONSIDER MAYOR KINZEL’S COUNCIL MEMBER APPOINTMENTS

Motion made by Council Member O’Keefe, seconded by Council Member Czarnecki, to approve Mayor Kinzel’s Council Member appointments to Boards, Committees and Commissions as follows. Motion carried unanimously.

Council Member John Czarnecki (1st District)

(Plan Commission Rep)
Personnel Committee
Ad hoc Debt/Investment Advisory Committee

Council Member Jack Arnett (2nd District)

Personnel Committee
Economic Development Board
Public Art Commission

Council Member Dick Dieffenbach (3rd District)

Library Board
Ad hoc Debt/Investment Advisory Committee
Mid-Moraine Legislative Committee

Council Member Rick Verhaalen (4th District)

Parks, Recreation and Forestry Board
Ad hoc Mayors Enhancement Award Committee

Council Member Mitch Regenfuss (5th District)

Community Development Authority
Ad hoc Debt/Investment Advisory Committee
Ad hoc Creekwalk Committee

Council Member Patricia Thome (6th District)

Light and Water Commission
Landmarks Commission
Ad hoc Cedar Creek Cleanup Committee

Council Member Mike O'Keefe (7th District)

(Council President)
Personnel Committee
Public Works & Sewerage Commission
Festival Committee Liaison
Mid-Moraine Legislative Committee (Alt.)

CONSIDER POSSIBLE POLICY REGARDING CONTACTING THE MUNICIPAL ATTORNEY(S)

City Administrator/Treasurer Mertes said Council Member Czarnecki expressed interest in the development of policy as to who can contact the Municipal Attorney. She said that the Mayor, Council Members, and Department Heads are able to contact the Municipal Attorney; however, it is best to contact her prior to determine if the matter has already been addressed or if the question can be answered by someone else. This will help to cut down on legal bills.

Council Member Czarnecki said a policy will ensure the Municipal Attorney is clear as to who can contact his/her office. He said there have been instances of residents contacting the Municipal Attorney for legal advice.

Assistant City Attorney Tim Schoonenberg said his office prefers a chain of command. He said it is more efficient if the City Administrator aggregates the questions and issues and forwards them to his office. When his office is contacted by a resident, Council Member, or Department Head it is made known that the office is representing the City, not the individual.

The Council directed City Administrator/Treasurer Mertes and the City Attorney's office to draft a policy regarding the contacting of the Municipal Attorney(s) for review and adoption at a future meeting.

PAYMENT OF BILLS

Motion made by Council Member Arnett, seconded by Council Member Thome, to approve the payment of the bills for the period dated 04/13/17, transfers for the period 04/15/17 through 04/19/17, and Fire Department payroll dated 04/18/17. The motion carried unanimously.

CITY ADMINISTRATOR'S REPORT

City Administrator/Treasurer Mertes said the dissolution of the WPPI Insurance Trust has occurred. The City received a check in the amount of \$3,930 that will be forwarded to the City's current health insurance provider, WCA, to lower the monthly premium.

City Administrator/Treasurer Mertes said she met with the auditors today. The 2016 audit will be presented at the May 8 Council meeting.

COMMENTS AND ANNOUNCEMENTS BY COUNCIL MEMBERS

Council Member Thome invited Council Members to attend the Cedarburg Foundation Civic event that will be held on May 11.

Council Member Dieffenbach said he is interested in a tour of the portion of Cedar Creek that is being cleaned up.

Council Member Verhaalen said Behling Field was graded and will be seeded soon.

MAYOR'S REPORT

Mayor Kinzel issued a proclamation for Municipal Clerk's Week – May 7-13.

ADJOURNMENT

Motion made by Council Member Dieffenbach, seconded by Council Member O'Keefe, to adjourn the meeting at 9:16 p.m. Motion carried unanimously.

Constance K. McHugh, MMC/WCPC
City Clerk