

**Town of Somers  
7511 12th Street  
Somers, WI 53171**

**Town Work Session Meeting  
Agenda  
Tuesday, May 6, 2024  
5:15 p.m.**

<b>Town Board Work Session Meeting:</b>	
<b>Item #</b>	
1	Call to Order
2	Citizen Comments
3	Administrator's Report
4	Chair & Supervisor Reports
5	Discuss the possibility of a Levy Limit Referendum for the purpose of Public Safety
6	Review tentative agenda for Town Board meeting on May 6
7	Adjourn

I hereby certify that, as the designee of the chief elected official of the Town of Somers, I posted this notice of the May 6, 2025 Work Session Meeting & Agenda in 3 public places & Somers website.

Dated this 2nd day of May, 2025.

Wendy Burnette, Clerk-Treasurer

Requests from persons with disabilities who need assistance to participate in this meeting should be made to the Clerk's Office at 262-859-2822 with as much notice as possible. **Notice is hereby given that members of the Town Board may participate telephonically. Notice is hereby given that members of the Village Board may be in attendance for the sole purpose of gathering information. A quorum may be present. However, no Board action will be taken.**



**TOWN OF SOMERS  
TOWN BOARD  
WORK SESSION ITEM MEMORANDUM**

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**WORK SESSION:** May 6, 2025

**TO:** Town Chair Molinaro and Town Supervisors

**FROM:** Kevin Poirier, Assistant Administrator

**AGENDA ITEM:** #3 Administrator's Report

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Below please find a bulleted summary of major issues that Administration has worked on since our April Work Session. Please note the vast majority of these items are Village focused and this report is being provided to give leadership an overview of the activity at Village/Town Hall.

Development

- April 1, Assistant Administrator Kevin Poirier and Village President George Stoner attended a TID Project Plan Mapping webinar by Ehlers Public Financial Advisors.
- April 2, Administrator Jason Peters and Assistant Administrator Kevin Poirier met with representatives of Golden Oil to discuss utilities to the site.
- April 3, Administrator Kevin Poirier met with Kenosha County Land Use Planner Luke Godshall to discuss the development process.
- April 8, Administrator Jason Peters, Village President George Stoner, Fire Chief Ben Andersen and Assistant Administrator Kevin Poirier attended a Somers Businesses Roundtable organized by KABA.



- April 10, Staff met with representatives of the Somersville development and Kenosha Unified School District to discuss access to the school and alleviate traffic backing up on the road.
- April 24, Staff met with County Zoning and Planning staff to discuss two proposals in the Village of Somers. One to rezone a parcel to allow for a landscaping business to operate on the parcel, the other to discuss utilities access on 62<sup>nd</sup> Avenue.
- In summary, we have seen an increase of calls from developers considering the Village of Somers. While all those do not materialize, it is a great sign to see increasing interest since the beginning of the year. Assistant Administrator Kevin Poirier created a Somers Economic Profile to include with the forms developers are given at their first meeting. It was also provided to KABA President Nicole Ryf last month to help promote Somers.

#### Administration

- Staff has had weekly meetings about the ongoing reconstruction of the bridge on Highway A.



- April 1, Public Works received training from FirstNet on Point-to-Point communication with the newly issued phones.
- April 1, Administrator Jason Peters and Assistant Administrator Kevin Poirier attended the Pritzker Military Museum and Library “Remembered Light” gallery opening.



- April 1 was the 2025 Spring Elections, congratulations to all the Somers elected officials who were reelected: Town Board Chairperson Mark Molinaro Jr., Town Board Supervisor Dick Lesko, Village President George Stoner, Village Trustee Jackie Nelson, Scott Fredrick and Jack Aupperle.

- Starting the week of April 7, Staff held interviews to fill the Public Works I position. We expect to have a candidate join our team soon.
- April 10, Assistant Administrator Kevin Poirier met with Certified Public Accountant Erica Blumberg to discuss the Water Utilities and the upcoming PSC rate case. The Board will remember that we will need to do a full rate case next year and rates are likely to be affected by the review.
- April 10, Assistant Administrator Kevin Poirier met with the Fire Department to discuss the website redesign.
- April 11, Staff held a meeting with PAA to discuss hiring an Interim Administrator. The board subsequently decided to contract with Chris Swartz to fill the position two days a week until the position is filled permanently. His first day was April 29. He has met with department heads and some Trustees, and he is getting up to speed.
- April 12, Assistant Administrator Kevin Poirier and Village President George Stoner attended the Bi-County Council of Government. It was held in Somers at the Pritzker Military Museum & Library and was a joint meeting between representative of Kenosha and Racine and representatives from Congress.



- April 13, the Somers Fire & Rescue Association held its annual Easter Egg Hunt at Somers Memorial Park. It was another success community event, said organizer Angela Lasecki.



- April 17, staff met with Strand and Associates to kick off the Village Flood study.
- April 21, staff met with Jesse Greiner to go over the location of the message board and two benches he is building and donating to the Village of Somers for his Eagle Scout project.
- April 22, staff met with Savannah to discuss the construction's second phase on the northeast side of their property.
- April 23, Assistant Administrator Kevin Poirier and Clerk/Treasurer Wendy Burnette met with a vendor that offers to create meeting minutes using voice-recognition technology. Staff has been spending a significant time creating meeting minutes. Staff feels that this service would increase productivity and accuracy. A proposal for the service will be brought to the Village in the future after we speak to other vendors.
- Administrator Jason Peter's last day was April 29. He took the position of Vice President of Economic Development at the Kenosha Area Business Alliance. His first day was May 1. <https://www.kaba.org/news-item/the-kenosha-area-business-alliance-announces-hiring-of-new-vice-president-of-economic-development/>
- April 30, Assistant Administrator Kevin Poirier and Village President George Stoner attended the KABA's Business Lunch about the EPA Nonattainment Designation for Southeast Wisconsin. The new designation could have a significant impact on development in the area.

Established 1843

# Somers

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VILLAGE & TOWN

## Economic Profile



*discover*  
**Somers**

Somers historically has been agricultural community between the metropolitan areas of Milwaukee and Chicago. Its unique location and enjoyable living environment has triggered a wave of new development in the last five years.



The Village has three major east/west roads with I-94 access ramps making it convenient for residents and businesses to access both Milwaukee and Chicago. Two out of the three were recently redesigned.

\$392 million in long-term commercial development has occurred in the Village of Somers since 2015.

Somers attracts residents who enjoy rural life but want close access nearby metropolitan areas.

Residents have access to Lake Michigan, parks, golf courses, multiuse trails, and cultural and educational opportunities offered by the University of Wisconsin-Parkside and Carthage College.



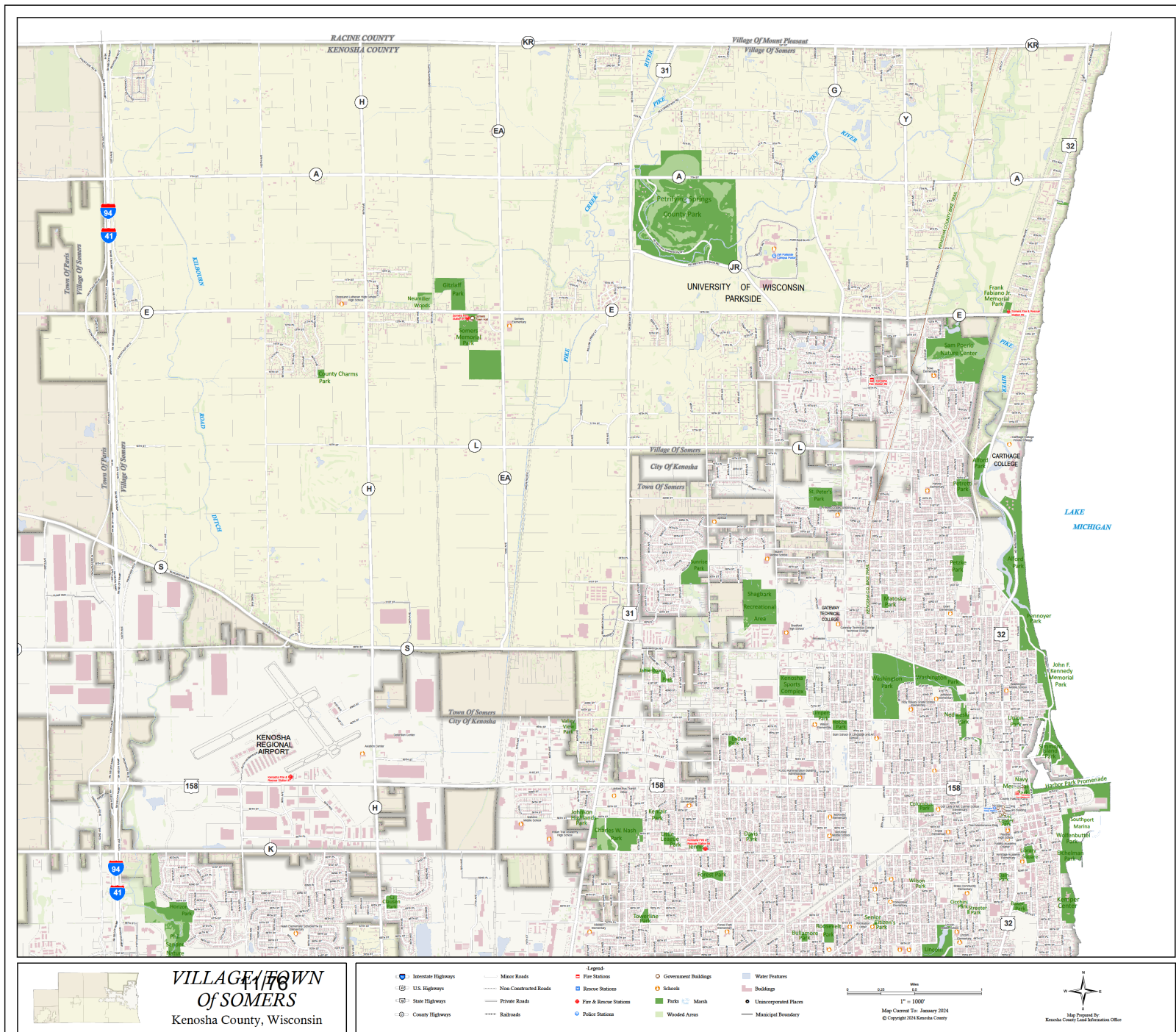
The Village has a low tax rates compared to surrounding communities, due to its efficient government and administration. Millions of dollars have been invested in infrastructure and planning.

The goal of this investment is to have Somers, grow not by accident, but with quality, purposeful development.



# Map of the Village and Town of Somers

- The light green area show the Village of Somers boundaries.
- The darker shaded areas show the Town of Somers boundaries, which will be annexed to the City of Kenosha in 2035.



# Education Opportunities

Somers is home of three institutions of higher learning

Carthage College

900

University of  
Wisconsin —  
Parkside

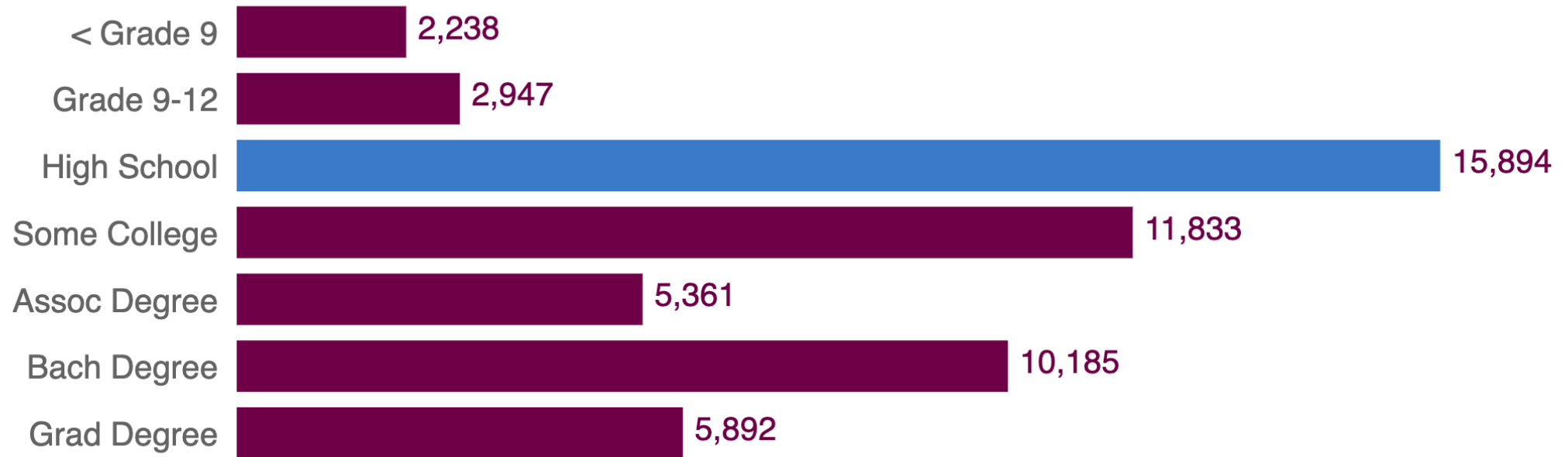
3,947

Gateway  
Technical  
College

5,200

42.3% of residents have achieved a Bachelor's Degree or Higher

# Education Attainment





# Assets



## Medical

- Froedtert Somers Clinic — 3.5 miles from Somers Village/Town Hall
- Froedtert South & College of Wisconsin — 6.4 miles from Somers Village/Town Hall
- Aurora Medical Center — 6.9 miles from Somers Town Hall
  - Ascension All Saints — 8.7 miles from Somers Village/Town Hall



## Higher Education

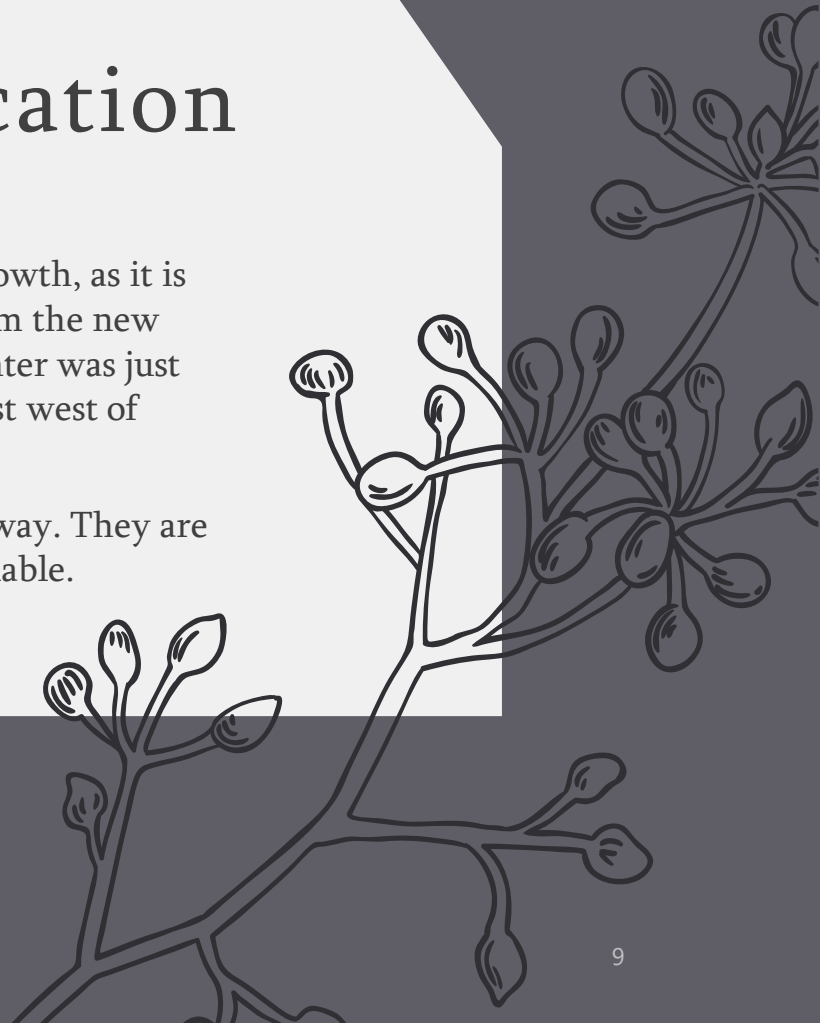
- University of Wisconsin-Parkside — 3.3 miles from Somers Village/Town Hall. 4,500 undergraduate students, 1,000 live on campus, 115 full-time faculty
- Carthage College — 5.6 miles from Somers Village/Town Hall. 2,500 full-time students, 900 part-time students.
- Gateway Technical College — 4.9 miles from Somers Village/Town Hall. 19,565 students.
- Shoreland Lutheran High School — 1 mile from Somers Village/Town Hall. 300 students.
- Somers Elementary School — 1.5 miles from Somers Village/Town Hall. 400 students.



# Emerging location

Somers is positioned for continued growth, as it is located just across the county line from the new Microsoft data center. A new data center was just announced in the City of Kenosha, just west of Somers

New housing development are underway. They are occupied as soon as they become available.



# Demographics (Village)



Population

**8,402**



Median Age

**35**



Median Household  
Income

**\$78,068**



Housing  
Units

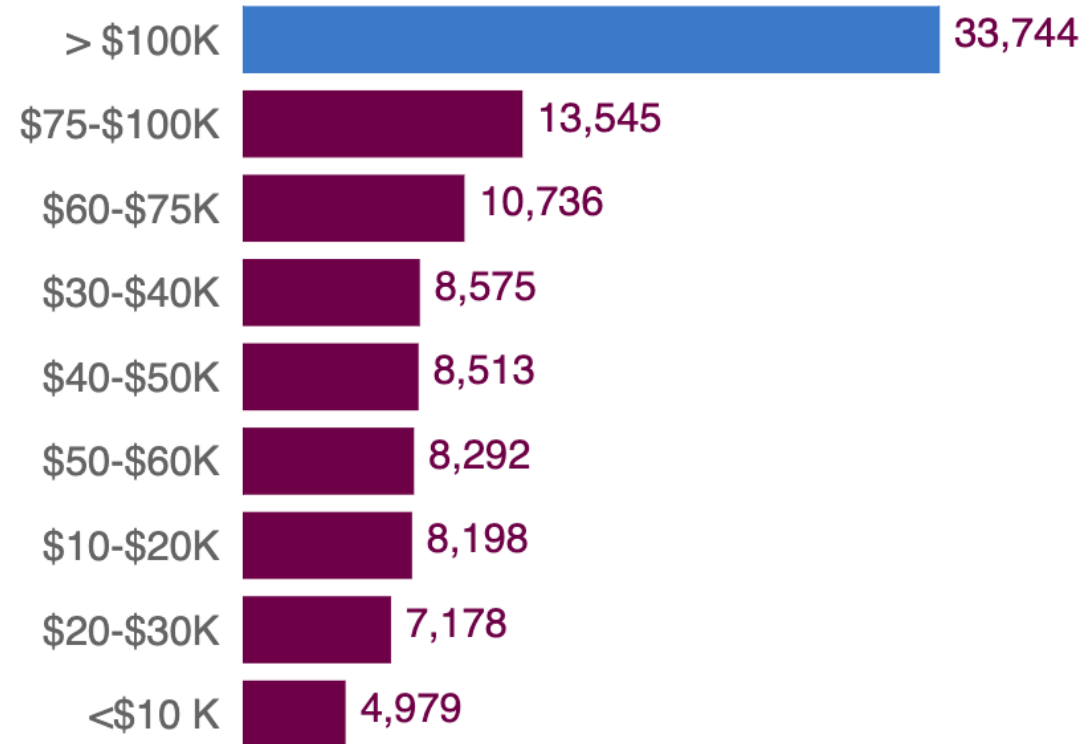
**3,782**



Population  
over 65

**14.3%**

# Household Income Distribution



# Top Taxpayers



First Park 94

**\$62,301,30**



Market Square  
Apartments

**\$47,624,100**



Hawthorn Hollow  
Apartments

**\$38,613,000**

# Transportation



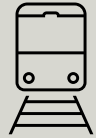
## Roads

- Highway I-94 (connecting Milwaukee-Chicago-Minneapolis)
- Highway 142 (connecting Amazon, First Park 94 Business Park, Retail area)
- Highway 31/Green Bay Road (connecting Racine, Kenosha, Milwaukee)
- Highway 32 (connecting Racine and Kenosha on the lakeshore)
- Highway 195 (six lanes along Microsoft campus)



## Air

- Kenosha Regional Airport 4.9 miles from Somers Village/Town Hall
- Batten International Airport (Racine) 10.4 miles from Somers Village/Town Hall
- General Mitchell International Airport (Milwaukee) 25.4 miles from Somers Village/Town Hall
- Chicago O'Hare Airport 52.9 miles from Somers Village/Town Hall



## Train

- Amtrak Station 6.43 miles from Somers Village/Town Hall.
- Metra Station is 7.67 miles from Somers Village/Town Hall. Commuter transportation from downtown Chicago, northern Illinois suburbs, ending downtown Kenosha



# Transportation data

- 95,000 daily traffic count through the Village
- 149 flights at Kenosha Regional Airport per day
- 38 min to Downtown Milwaukee
- 45 min to Downtown Chicago
- Three railroad tracks



# Work Force

- 99,300 daytime employees
- 6,100 local businesses
- 206,600 residential population

Source 2017 ESRI 10-mile radius

# Labor Force



700,000 sq. ft.

Area of industrial development added in the last two years.



67%

Percentage of population in labor force, aged 16 and up.

# Highlights

## Pritzker Military Museum & Library

Pritzker Military Archives Center was designed by JAHN, an award-winning, internationally recognized architectural firm.

## Uline

Uline has been building a lot of infrastructure in the area.

## Microsoft

Microsoft is investing in the area.



# Housing

## Savannah at Pike Creek

The development is a 330 units of single-story market rate apartments including 42 buildings on approximately 68 acres of the 88-acre site. The remaining acreage to be commercial development

## Willow Creek

The developer is prepping the property for this new single-family subdivision.

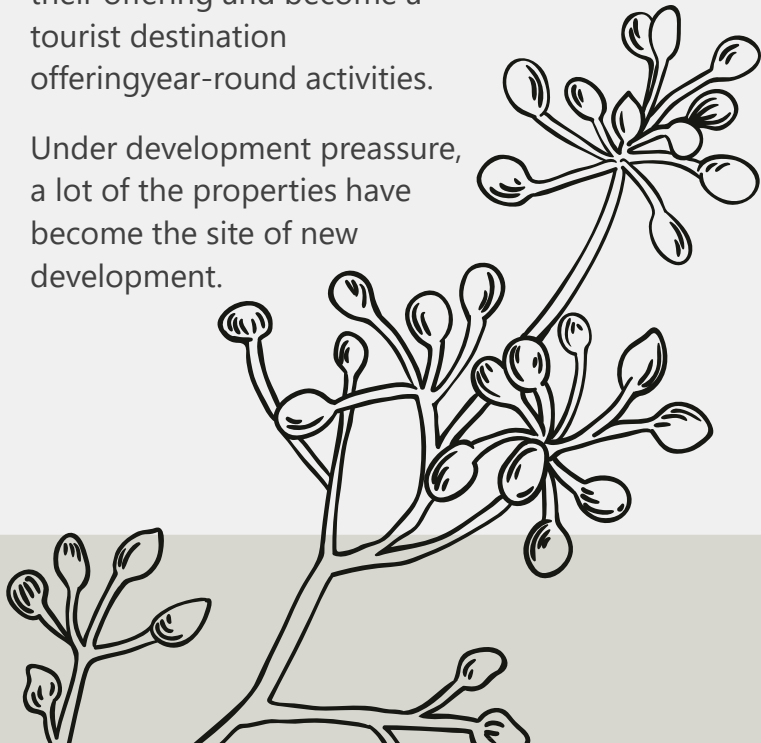


# Agriculture

Historically the main economy of Somers, a lot of land is still used for agriculture, mainly for crops.

Farms, such as Jerry Smith Pumpkin Farm has diversified their offering and become a tourist destination offering year-round activities.

Under development pressure, a lot of the properties have become the site of new development.



# 2025 Budget

## Village of Somers

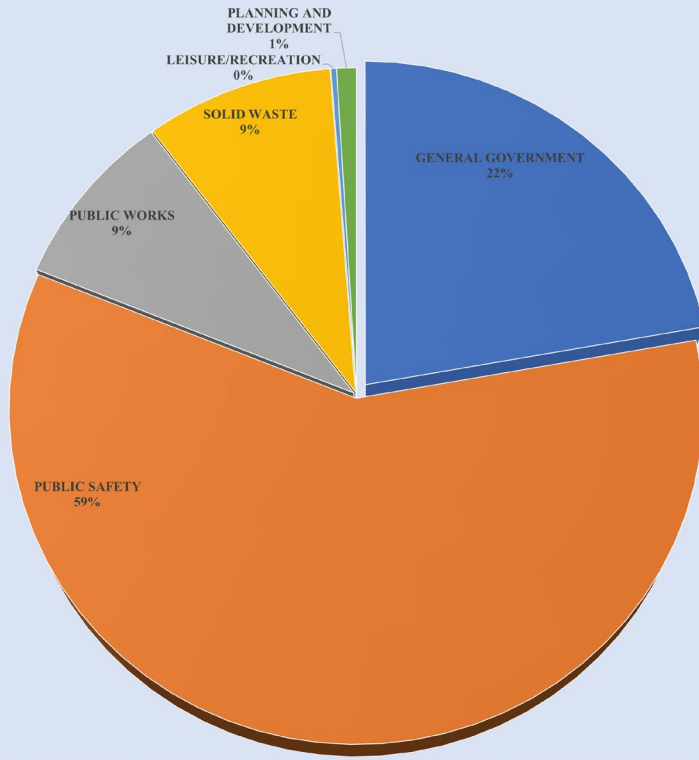
**Mill rate:** \$3.62

**2024 Assessed value:** \$1,655,634,800

**General Fund levy:** \$4,156,377

**Debt levy:** \$1,028,951

**Somers General Fund  
2025 Estimated Expenditures**



## Main expenses

**Public safety:** 59%

**General government:** 22%

**Public Works:** 9%

**Garbage:** 9%

## Town of Somers

**Mill rate:** \$2.99

**2024 Assessed value:** \$1,655,634,800

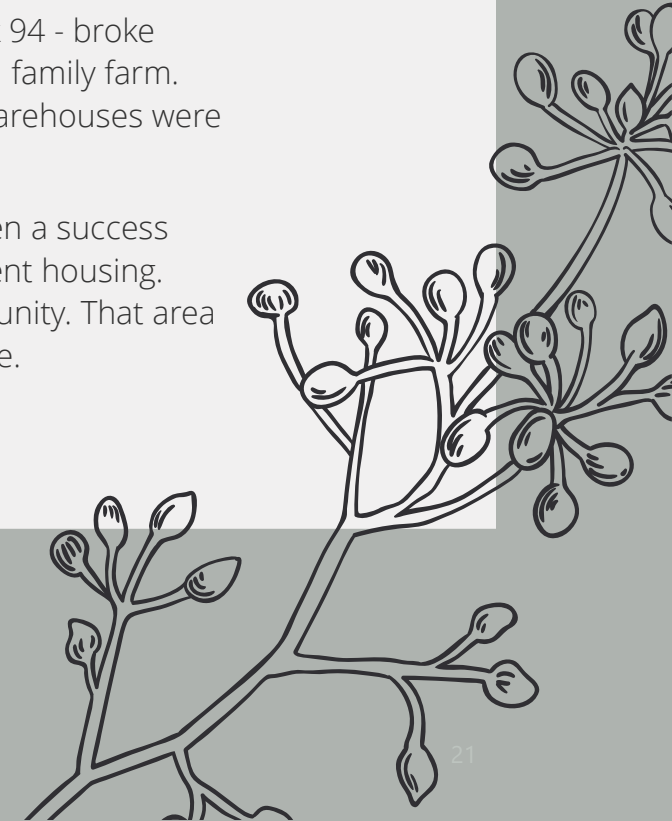
**General Fund levy:** \$371,725

**Debt levy:** \$69,678



## Business Parks & Retail center

- The Village's first major industrial park - First Park 94 - broke ground in 2015 on what was a multi-generational family farm. The park is now mostly full. Since then, several warehouses were built in other areas of the village.
- The Somers Market Center development has been a success with major national retailer, a clinic and apartment housing. This is the Central Business District of our community. That area is also mostly full, with only a few parcels available.



# Somers has 11 Tax Increment Districts

- 11 TIDs were created to spur development.
- They were created to take advantage of the statutory 12% equalized value limit.
- TIDs were created to promote development. There is a wide range of success. Some have been extremely successful while others have not.
- At the TIDs have about a decade left in their life, the municipality is looking to closing some







# Comparative Advantage

- Somers invested heavily in its water infrastructure.
- The Village is disserved by the City of Kenosha Water Utility, getting its water from Lake Michigan and with extra capacity.
- Water is readily available at competitive rates.





# Utilities investments

\$14 Million

One project, the Pritzker Military Archives Center spurred by itself this investment in utilities

Outside TID

The utilities expansion spurred additional development, including a warehouses on annexed properties outside of TIDs

Sewer

The Village upgraded their oldest sewer system along the lakefront. Most of the sewer system has now been upgraded

# Government

- Somers has the particularity of being both a Village and a Town.
- When the Village incorporated in 2015, a boundary agreement was struck with the nearby City of Kenosha to have the remaining parcels in the Town attach to the city automatically in 2035 or before should the property owner decide to either build new improvements, do significant changes or hook up to utilities.
- The Village of Somers is government by a board six Trustees at-large and a Village President.
- The Village also has advisory body, its Plan Commission that reviews development proposed in the Village.
- The Town is ruled by two Supervisor and a Town Chairman.

## Village Board

Led by the Village President, the board includes 6 at-large Trustees.

## Town Board

The Board is led by the Town Chairman and has two at-large supervisors

## Plan Commission

The seven member community board is led by the Village President

# Parks and recreation

Somers offers a variety of recreation options:

- Multiple parks, including the premier Petrifying Springs County Park
- Nearby access to Lake Michigan
- Miles of multi-use paths



# Meet the team



Jason Peters  
Administrator



Kevin Poirier  
Assistant Administrator



Luke Godshall  
Land Use Planner



Andy Buehler  
Director of Planning &  
Development



**TOWN OF SOMERS  
TOWN BOARD  
WORK SESSION ITEM MEMORANDUM**

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**WORK SESSION:** May 6, 2025

**TO:** Town Chair Molinaro and Town Supervisors

**PREPARED BY:** Kevin Poirier, Assistant Administrator

**AGENDA ITEM:** #5 Discuss the possibility of a Levy Limit Referendum for the purpose of Public Safety.

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**BACKGROUND:**

The Town of Somers and the surrounding area has experienced tremendous growth over the past decade. The attractiveness of the area has brought both businesses and people to the area, some residents, some commuters, but all passing through the Village and Town of Somers and supporting local businesses.

These changes have resulted in an increase of calls to the Fire Department, which has been well document in the Annual Fire Department reports.

As you will recall, at the beginning of the year, the Village/Town received MacMahon's Staff Needs Assessment report recommending that long term, the Village and Town should add nine fulltime Firemedics to the department and increase pay to help recruitment and be competitive with other department in the area.

Due to state law limiting our levy, this will not be possible without a referendum to exceed the levy limit.

**UPDATE:**

Village Assistant Administrator Kevin Poirier, Accountant Samone Naylor and President George Stoner attended a referendum presentation at the Ehlers' 2025 Wisconsin Public Finance Seminar this past February. Discussed were successful strategies and why so many communities have to go to referendum to fund public safety.

It stressed the need for community outreach and education as a key to success.

Fire Chief Ben Anderson requested the item be brought up to the Village and Town Boards for discussion.

Should the Town decide to put a referendum question on the April ballot, the Village/Town Clerk needs to file the question in January. Public outreach should start months before that.

2022, the Village contacted Mueller Communication, a leader in the state, who has helped other communities (such as Pleasant Prairie) pass a Public Safety Referendum. The 2022 Request for Information that was provided at the time is part of your package. The issue was discussed at the March 1, 2022 Village Work Session.

When asked about the cost of their service, they estimated it at \$35,000 and that mailing and public outreach would be an additional \$12,000. These costs are not included in the 2025 Budget.

#### COMMENTS:

Administration needs direction from the Town Board as to whether they want to pursue a levy limit referendum for the purpose of Public Safety and whether they want to hire a consultant to conduct public outreach.

#### ATTACHMENTS:

Fire Chief Memo

MacMahon Needs Assessment Report Recommendation Summary

2022 Mueller Communication Request for Information

2022 Pleasant Prairie Flyer

# ***SOMERS FIRE & RESCUE***

P.O. Box 197  
Somers, WI 53171  
(262-859-2277)



CHIEF  
Benjamin Andersen

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Somers Village Board

Topic of Discussion: Public Safety Referendum

I, Chief Andersen, am requesting that we discuss starting the process for a Public Safety Referendum. The Fire Staffing Assessment that was completed in 2024 shows a significant need for additional staffing for current call volumes and that need is only going to continue to increase as planned developments move forward. Public Safety Referendums are a common practice in Wisconsin and have a high success rate. Earlier this year even the city of Racine successfully passed a referendum for additional firefighters. Wisconsin Levy limit rules will never allow us to catch up to the demand on Public Safety without a referendum. If we start now, we could have a referendum on the April 2026 ballot which if successful would allow us to hire more fulltime staff in 2027. I believe that is in the best interest of the village to allow the citizens to decide. I would recommend a full public safety referendum to hire additional Firefighter/paramedics as well as add additional law enforcement officers to our contract with the Sheriff Department. Below are a couple articles from over the last couple of years that show how common Public Safety Referendums are in Wisconsin.

[Wisconsin communities still turning to public safety referendums after passage of shared revenue law - WPR](#)

[22-5-Witynski-Public-Safety-Referendums-But-is-it-Sustainable](#)

## VI. SUMMARY OF RECOMMENDATIONS

The Somers Fire and Rescue Department currently operates a service-oriented department whose members are committed to providing high level service to the Village and Town of Somers. The nineteen recommendations included in this study, if implemented, can make the Fire and Rescue Department more effective and efficient and improve public safety in the communities served.

The on-going growth in Somers will continue to increase service demand. As the community continues to grow, it is imperative the impact of growth on the service demands of the fire and rescue department be considered and funding be identified to support those needs.

While service demand has increased, changes in the employment market for fire and emergency medical services personnel also continues to challenge the Somers Fire and Rescue Department. The fire and emergency medical services industry faces significant challenges in recruiting and retaining a sufficient number of people to meet employment demands. These recruitment and retention issues have put significant strain on the part-time/paid-on-premise/paid-on-call workforce. What was once a method to gain experience over a course of several years for future full-time employment in a very competitive employment market, the part-time/paid-on-premise/paid-on-call workforce is literally now being considered for full-time employment within months of completing minimum licensure and certification requirements. For decades, the Somers Fire and Rescue Department has relied on the part-time/paid-on-premise/paid-on-call workforce to support staffing its fire and rescue department. The availability of that workforce has gotten smaller in the last several years while demand for workers has increased, leaving a challenge in recruiting and retaining workers and forcing fire and rescue departments across the Country to evaluate how they staff and compensate their first responders.

Summary of Recommendations	
<b>1</b>	It is recommended the structure of the fire and rescue department's command staff structure be transitioned from a fire chief, a deputy chief, 5 captains and 3 lieutenants to a fire chief, a deputy chief, 4 captains and 3 lieutenants as positions are vacated through attrition.
<b>2</b>	MCMAHON recommends the Department set a long-term staffing goal of four personnel on duty at Station 1 and three personnel on duty at Station 2. This allows for a total of seven licensed/certified personnel on duty per day. This will require a total of twenty-three full-time positions in the Fire and Rescue Department. Currently, there are fourteen full-time positions in the Department.
<b>3</b>	MCMAHON recommends that the department consider transitioning the responsibilities for day-to-day operations to the Deputy Chief to allow the chief to concentrate on administrative responsibilities. Once the specific roles and responsibilities for the position are identified, the Fire Chief should ensure they are documented, communicate those responsibilities to the entire Department and monitor performance through the annual performance evaluation process.
<b>4</b>	The Department should continue to plan for a reduction in reliance on part-time/paid-on-premise and paid-on-call staff in the future especially as the community continues to grow. Until such a time that additional full-time staff can be funded and hired, Recommendations 5, 6 and 7 (below) regarding part-time/paid-on-premise and paid-on-call personnel should be implemented.
<b>5</b>	MCMAHON recommends pay rates for part-time/paid-on-premise and paid-on-call personnel be raised to between \$20 and \$25 per hour depending on qualifications to remain competitive with other area departments.
<b>6</b>	A maximum number of paid-on-premise personnel paid to be on-duty should be set for the fire and rescue department. Currently paid-on-premise personnel are allowed to work anytime, resulting in a varying staffing level, which, at times, is more than is necessary.
<b>7</b>	The Department should review the practice of compensating personnel who are not certified or licensed to function as a firefighter or emergency medical services provider to work at the fire station, attend training and respond to calls and alternatively reserve these funds to staff additional certified/licensed personnel. Additionally, personnel who are not licensed or certified as firefighters and EMS providers should be transitioned to an unpaid intern program that is thoroughly vetted by legal counsel before implementation.
<b>8</b>	MCMAHON recommends the fire department complete an all-hazards risk assessment.

9	MCMAHON recommends that the fire department develop a Standard of Cover that includes response time goals and measure and report on performance to the Village Board.
10	MCMAHON recommends that a strategic plan be developed for the Department that is consistent with the community master plan.
11	It is recommended that the Department start evaluating response times using both the average and 90% method rather than just the average method.
12	It is recommended the Town Ordinances be updated to reflect that the Village of Somers Fire and Rescue Department provides services to the Town of Somers.
13	It is recommended that the Village and Town evaluate an exception in State Administrative Code SPS 314 that allows for a specific set of occupancy types to be inspected at least once per calendar year provided the interval between inspections does not exceed 15 months (SPS 314.01(13)(b)5) and update the Village and Town Ordinances if changes to the current inspection frequency are acceptable to the Village and Town Boards.
14	It is recommended the Fire Chief update local ordinances to ensure the ordinance(s) reflect fire code currently enforced in the communities served.
15	It is recommended that job descriptions be adopted for all positions and reviewed regularly.
16	It is recommended that a Safety Committee be established in accordance with SPS 330.
17	Once a consistent staffing of, at minimum, three personnel in each station can be achieved, MCMAHON recommends Somers re-engage neighboring departments in seeking opportunities for automatic aid responses for structure fires and other major emergencies.
18	It is recommended that at least 16 personnel be dispatched to a report of a structure fire by the National Fire Protection Association Standard.
19	It is recommended a plan be developed to ensure each Standard Operating Guidelines is reviewed for needed updates on a cycle of approximately three years.

# PUBLIC SAFETY REFERENDUM

## VOTE TUESDAY, APRIL 5



## MARK YOUR CALENDAR

### PUBLIC INFORMATION MEETINGS

Wednesday, February 23 | 6:00 p.m.

Wednesday, March 16 | 6:00 p.m.

Visit [PleasantPrairieWi.gov/Referendum](https://PleasantPrairieWi.gov/Referendum) to register to join via Zoom.

### WHAT IS THE PUBLIC SAFETY REFERENDUM?



The referendum will ask Pleasant Prairie voters to decide if they will support increasing the Village's annual tax levy by \$1.6 million to cover the costs for hiring and retaining four additional police officers and 12 additional fire and rescue staff, beginning in 2023.

### WHY IS THE REFERENDUM NEEDED?



Over the last decade, the Pleasant Prairie  
**POPULATION GREW NEARLY 16%**  
**3,147 NEW RESIDENTS**  
+ significant commercial and industrial growth



In 2021, Pleasant Prairie Fire & Rescue responded to  
**3,083 TOTAL CALLS FOR SERVICE**  
**UP 83% SINCE 2010**  
+ 40% of calls overlap



Police have a low staffing-to-service area ratio  
**RESPONSIBLE FOR PROTECTING**  
**33-SQUARE-MILES**  
+ some shifts only have 3 officers on duty



Growth, demand, & inflation outpaced revenues  
**BECAUSE OF STATE LEVY LIMIT**  
**\$1.6M SAFETY NEED**  
+ better coverage and improve response times.

The Village of Pleasant Prairie identified that the current public safety funding is insufficient to meet the community's growing service demands and needs.

The Village needs additional public safety personnel in the Fire & Rescue and Police Departments to ensure residents, visitors, and businesses have continued access to high-quality public safety services.

### A MAJORITY "YES" VOTE

Approval of the referendum by a majority of voters would enable Pleasant Prairie to hire the necessary staff to maintain quality public safety services in the future.

**+12**  
**FIREFIGHTER/  
PARAMEDICS**

**+4**  
**POLICE  
OFFICERS**

\$1,600,000 tax levy increase beginning in 2023 Estimated Property Tax Impact		
Assessed Property Value	Year	Month
<b>\$100,000</b>	\$42.00	\$3.50

### A MAJORITY "NO" VOTE

A failure to pass the public safety referendum would result in Pleasant Prairie not hiring the additional staff needed to meet the growing public safety needs of the community.

This may result in delayed emergency response times and insufficient coverage to patrol the community or respond to various situations at the same time.

### LEARN MORE ONLINE

Make an informed decision by visiting:  
[PleasantPrairieWi.gov/Referendum](https://PleasantPrairieWi.gov/Referendum)





# VILLAGE OF SOMERS PUBLIC SAFETY REFERENDUM

REQUEST FOR INFORMATION

43/76

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 government relations, 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 communications firm you've been looking for.***

44/76

# 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 the Village you also have access to the entire team of nearly ***30 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.

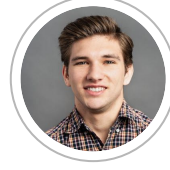
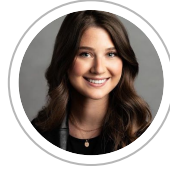
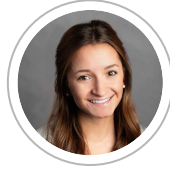
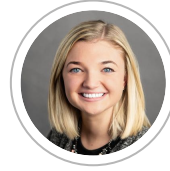
Our bench strength means that ***someone will always be available to you to answer a question or respond to a request, 24/7, 365 days a year.*** By including team members with different levels of experience, we always aim to have the most-qualified, least-costly staff member execute each task needed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

MEET

# TEAM

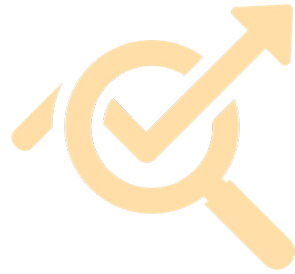
# MUELLER

At Mueller Communications, our policy is to develop a custom team for each client. This approach enables us to provide you with maximum value and to ensure that - because of our **deep bench strength** - a member of your team will always be available to you.



Our preferred approach includes a three-step process that takes place over the course of 9-12 months and provides opportunities for broad public engagement.

# 3-Step Process



**Phase I:  
Options  
Assessment**



**Phase II:  
Community  
Survey**



**Phase III:  
Public  
Education Initiative**

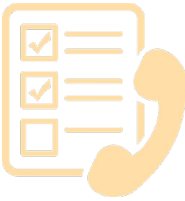
# APPROACH



## PHASE I: OPTIONS ASSESSMENT

This phase will involve conducting research to ensure that your municipality has complete information in order to evaluate and present a comprehensive set of solutions to key audiences. Mueller would then draft a comprehensive Options Assessment that can be posted on your municipality's website and used to educate residents about fire and EMS-related challenges and the options available to address them, including a referendum to increase property tax.

**Timing: 8-10 weeks**



## PHASE II: COMMUNITY SURVEY

In phase two, Mueller communications would partner with a third-party vendor to develop a survey that allows the community to participate in the process. The survey process will serve as a key educational opportunity as well as a mechanism for the community to provide feedback. The final results will be provided, along with a comprehensive analysis that will guide your municipality in which option to pursue and the details of approach (e.g., single referendum question or multiple, price point, etc.)

**Timing: 8-10 weeks**

# SURVEY



**If it is determined to be beneficial, we would work with our preferred survey experts at Community Perceptions to develop a survey that would be sent to all households within your community that would:**

- Explain the 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 the plan.
- Question whether the respondent understands the situation and the proposed 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 **develop a realistic plan of action based on the data** presented.

# APPROACH



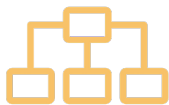
## PHASE III: PUBLIC EDUCATION CAMPAIGN

To help showcase the need for the referendum and its impact on the community, Mueller Communications will develop and execute a broad public information and education campaign that clearly articulates the need for additional resources and the impact to residents if the referendum passes or fails. This campaign would include initial behind-the-scenes message development and comprehensive FAQs, the drafting and design of flyers, social media posts, a digital ad campaign, presentation materials and mailers to share directly with residents, as well as outreach to media and the coordination of interviews as necessary.

**Timing: 12-16 weeks**

# APPROACH

**A public education campaign would include the following elements:**



**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 expansion of public safety funding. We will also conduct interviews with key staff to understand the unique needs of your community, the communications approaches that work best with residents and identify the most likely questions or concerns from residents. Based on that information, 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 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 key information from the communications materials and leverage it to develop and distribute information proactively to the community. That plan might include:

- **Direct Mail:** We will develop and distribute three direct mail pieces to all residences in your community. 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 social media channels.
- **Presentation Deck:** We will develop a presentation that can be used by officials to explain the referendum at community meetings (in person or online).
- **Information Sessions:** We will work with municipality officials to develop a series of online information sessions to provide an opportunity to share the need for the referendum and allow residents to ask questions. The sessions would be promoted in advance and recorded to be made available for later viewing.
- **Community Presentations:** We will work with you to identify opportunities to speak to local community organizations about the referendum (e.g. local Rotaries, Chambers of Commerce).

# APPROACH



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

- **Website:** We will develop content for a landing page that would serve as the hub for information on the 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 you to develop content that can be regularly posted on 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 officials 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 public safety staff explaining the need for additional resources.
- **Email / eNewsletter:** We will develop content that can be used as part of regular email or eNewsletter distributions, as appropriate.



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

# OUR REFERENCES

## 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 videography, 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.

# REFERENDUMS IN PROGRESS



FORT • ATKINSON

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Fire/EMS Department  
and Police Department Referendum



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Fire/EMS Department  
Referendum



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Fire/EMS Department Referendum

56/76



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Facilities Referendum



CASE STUDIES

# RELEVANT EXPERIENCE

# Fond du Lac

# CASE STUDY

**CITY OF FOND DU LAC  
2021 PUBLIC SAFETY  
REFERENDUM**

**VOTE TUESDAY, APRIL 6, 2021**  
The City of Fond du Lac has identified a need to add additional public safety personnel to the Police Department and Fire/Rescue.

Voters will be asked whether or not to support an increase in the City's annual tax levy, beginning in 2022, to cover the cost for the additional firefighter/paramedics, six additional police officers, and the equipment these staff members require.

**WHY DO WE NEED A REFERENDUM NOW?**

Current public safety funding is insufficient to meet the growing service demands and needs of the community. 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 and program costs continue to rise, current funding sources are stagnant or decreasing.

Because of state-imposed levy limits, Fond du Lac must ask approval from taxpayers through a referendum to increase the tax levy to fund these services.

**IF A MAJORITY VOTE "YES"**  
If the referendum is approved by a majority of voters, the City of Fond du Lac will be able to add entirely necessary additional staff.

**IF A MAJORITY VOTE "NO"**  
A failure to pass the public safety referendum would result in the City of Fond du Lac having to make additional cuts to services, potentially including public safety, and would be unable to hire necessary additional staff to meet growing community needs.

**PROPERTY TAX IMPACT**  
\$1,903,287 FUND INCREASE \$100,000 PER ANNUAL \$100 BILLS

ASSESSED PROPERTY VALUE	ESTIMATED TAX INCREASE PER YEAR	ESTIMATED TAX INCREASE PER WEEK
\$100,000	\$43.00	\$0.83
\$125,000	\$53.75	\$1.03

**+6 FIREFIGHTER/PARAMEDICS** **+6 POLICE OFFICERS** **+6 EQUIPMENT NEEDS FOR EACH**

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.

**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.

Year	Calls for Service (%)	Police Staffing (%)
2010	0	0
2011	2	0
2012	5	0
2013	8	0
2014	10	0
2015	12	0
2016	15	0
2017	18	0
2018	15	0
2019	12	0

Year	Calls for Service (%)	Fire Staffing (%)
2010	0	0
2011	0	0
2012	0	0
2013	0	0
2014	0	0
2015	0	0
2016	0	0
2017	0	0
2018	0	0
2019	0	0

**City of Fond du Lac**

# CASE STUDY

**SOUTH MILWAUKEE**  
**2017 Public Safety Referendum**



**WHAT IS ON THE BALLOT**  
**TUESDAY, NOVEMBER 7, 2017**

The South Milwaukee Common Council has unanimously approved an operating funds referendum question asking taxpayers to increase the tax levy by \$616,644 to maintain current paramedic services and hire two additional police officers. The special election will be held on Tuesday, November 7, approved by voters, homeowners would pay an additional \$51 per year for every \$100,000 of their home's value starting in 2018 and beyond.

**THE FORMAL RESOLUTION REQUESTING PERMISSION TO EXCEED THE STATE REVENUE LIMIT WILL APPEAR AS FOLLOWS ON THE NOVEMBER 7 BALLOT:**

Under state law, the increase in the levy of the City of South Milwaukee for the fall to be imposed for the next fiscal year, 2018, is limited to 0.9%, which results in a levy of \$10,794,242. Shall the City of South Milwaukee be allowed to exceed this limit and increase the levy for the next fiscal year, 2018, by a total of \$27% which results in a levy of \$13,860,067?

**WHY ARE WE PROPOSING THIS REFERENDUM NOW?**

As South Milwaukee seeks to maintain its strong public safety services it faces a growing budget gap—as the demand for these services continues to rise, funding from current sources is either stagnant or decreasing.

The City must take action if it is to preserve locally provided paramedic services into the future. The City has also identified a need for additional police officers to deliver on the department's mission and address growing public safety needs.

**We are responding directly to community input.**

The City of South Milwaukee evaluated several funding options to maintain the first-class fire and police services residents have come to expect. As part of the decision-making process, the City solicited feedback via a community-wide survey from the 1,550 residents responded, with the majority supporting an operational referendum.

**VOTE NOVEMBER 7**

 For additional background information, including the community survey results, visit the city website: [www.smmwi.org](http://www.smmwi.org)

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.

# 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 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 \$3.15 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 \$7 per year for every \$100,000 of their home's value for six years.

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

Shall the Nicolet Unified High School District, Milwaukee and Ozaukee Counties, Wisconsin, be authorized to exceed the revenue limit specified in Section 127.01, Wisconsin Statutes, by \$3.15 million per year for non-recurring purposes 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 2015. Residents of the Nicolet High School District passed a \$2.15 million operational referendum per year for the last 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 \$3.15 million per year or approximately 15% of the annual budget over 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 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 received several favorable comments for 2016-2017 school year and beyond. As part of the decision-making process, the School Board solicited feedback a community-wide survey. More than 3,100 residents responded, with the majority supporting an operational referendum for \$3.15 million per year. Complete community survey results are available on the district website: [www.nicolet.us](http://www.nicolet.us)

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



# CASE STUDY

Nicolet Union School District first hired Mueller Communications in 2014 to develop and execute a public education plan in anticipation of an April 2016 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.

Mueller leveraged media outreach, external community publications, internal communications to students, families, and teachers, as well as a proactive government affairs strategy to highlight the achievements of students, teachers and alumni, and demonstrate the value in providing additional funding for Nicolet High School and the district. 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 its 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.

#### WHAT WILL THE REFERENDUM COST?

If the referendum is approved on April 5 by the majority of district voters, the annual Nicolet High School property tax would increase by approximately \$7 per year for every \$100,000 of property value for six years. For example, the impact to a property valued at \$250,000 would be \$17.50 more per year (\$1.45 per month); a property valued at \$500,000 would note an increase of \$35.00 each year (\$2.91 per month).

ESTIMATED TAX INCREASE PER YEAR FOR 6 YEARS (2016-2021)	OPERATIONAL REFERENDUM \$3.15 Million Per Year (Approximate Value of \$100 per \$1,000 of Property Value)	
Property Value	Per Year	Per Month
\$100,000	\$7.00	\$0.58
\$250,000	\$17.50	\$1.45
\$500,000	\$35.00	\$2.91

#### 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, this 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 \$825,000 in budget cuts would also be required for the 2017-2018 school year, before leveling off to approximately \$175,000 to \$275,000 of reductions per year thereafter.

#### IF IT FAILS...

- The district would need to close the budget gap(s) 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/referendum.cfm](http://www.nicolet.us/referendum.cfm)
- EMAIL us at [Nicolet.Referendum@nicolet.us](mailto:Nicolet.Referendum@nicolet.us)
- SCHEDULE an informational presentation for neighbors or community groups at 414-351-7250
- ATTEND a Referendum Information Open House
  - Wednesday, March 16, 6:30 – 8:00 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 Union School District

# CASE STUDY

**NICOLET HIGH SCHOOL OPERATIONAL REFERENDUM 2021**

**VOTE TUESDAY, APRIL 6, 2021**

The Nicolet High School District Board unanimously approved placing a question on the April 6 General Election ballot and asking voters to pass or reject the 2021 Operational Referendum for the following six school years so that Nicolet can continue to provide educational opportunities that reflect the community's high expectations.

**THE FORMAL RESOLUTION REQUESTING PERMISSION TO EXCEED THE STATE REVENUE FUND WILL APPEAR AS FOLLOWS ON THE BALLOT:**

Shall the Nicolet Union School District, Wisconsin, be authorized to exceed the revenue of the State of Wisconsin, to be levied for the year beginning with the 2020-2021 school year and ending with the 2025-2026 school year, for the purpose of providing educational programs and services to the community, which would be used for:

**WHY NOW?** In 2011, and again in 2016, the Nicolet community passed operational referendums to ensure the Nicolet High School District could continue to maintain and support educational programs, retain critical teaching staff, and maintain small class sizes.

We are impacted by other diverse and unique educational programs, in part, due to the support from previous operational referendums. This referendum assumes we can continue to offer the same level of programming.

We are responding directly to community input provided last fall through a community-wide survey with more than 2,500 responses, with the majority wanting an operational referendum for \$3.00 million per year for six years.

- 1. THE STATE OF WISCONSIN** has a history of providing a high quality education for all students, and we are committed to providing a high quality education for all students.
- 2. ACCORDING TO THE** Wisconsin Department of Education, the state of Wisconsin is projected to have a deficit of 100,000 students by the year 2025.
- 3. LIKE THE CURRENT** operational referendums, we are committed to providing a high quality education for all students, and we are committed to providing a high quality education for all students.
- 4. IF APPROVED, THE** referendum will provide an additional \$3.00 million per year for six years to support educational programs and services to the community, which would be used for:

**DO YOU KNOW?**

**Nicolet High School**  
Sponsored by

Learn more about the 2021 Operational Referendum by participating in a virtual information session on March 3 from 11:30 a.m. - 12:30 p.m. or 6:00 - 7:00 p.m. More information at <https://www.nicolet.us/district/2021-operational-referendum.cfm>

**LEARN MORE ABOUT THE NICOLET REFERENDUM**

INFORMATION SESSIONS  
MARCH 3 AT 11:30 A.M. OR 6:00 P.M.

**HOW WILL THE REFERENDUM IMPACT TAXPAYERS?**

If the referendum is approved, property taxpayers would pay an additional \$1.7 for every \$100,000 of their property value for the next six years. This impact is demonstrated in the chart to the right. Based on current assumptions for debt structure, enrollment and bonded revenues, the District projects that the mill rate will decline in future years as shown in the graph below.

PROPERTY VALUE	2020-21	2021-22	2022-23
\$100,000	\$1,700	\$1,700	\$1,700
\$200,000	\$3,400	\$3,400	\$3,400
\$300,000	\$5,100	\$5,100	\$5,100
\$400,000	\$6,800	\$6,800	\$6,800
\$500,000	\$8,500	\$8,500	\$8,500

**WHAT HAPPENS IF THE REFERENDUM FAILS?**

Without a referendum referendum, Nicolet is facing an average budget shortfall of approximately \$7.5 million per year for the next six years. To address a balanced budget in 2023-2024, Nicolet would need to implement an immediate reduction of \$2.4 million in expenses. Future years would require additional budget modifications.

The District would also face the budget gap by making operational cuts such as:

- Elimination of some co-curricular and extracurricular programming for students
- Reducing the number of teachers and support staff, resulting in increased class size
- Reducing the variety and frequency of courses taught at Nicolet
- Reduced funding for instructional technology

**ELECTION DAY IS APRIL 6, 2021**

Mark your calendar for Election Day, Tuesday, April 6, 2021. Polling locations are available at [www.nicolet.us/district/2021-operational-referendum.cfm](https://www.nicolet.us/district/2021-operational-referendum.cfm).

**MAKE AN INFORMED DECISION & LEARN MORE**

VISIT the operational referendum page at [nicolet.us](https://www.nicolet.us/district/2021-operational-referendum.cfm)

**ATTEND a Virtual Referendum Information Session**

- February 24 from 6:00 - 6:00 p.m. or 6:00 - 7:00 p.m.
- March 3 from 11:30 a.m. - 12:30 p.m. or 6:00 - 7:00 p.m.

**NICOLET REFERENDUM VOTE APRIL 6**

Passing a referendum, especially during a global pandemic, is no easy task. Fortunately, Mueller Communications has built a deep understanding of the Nicolet community through the last five years of partnership, enabling us to prepare and execute a communication plan that was seamlessly integrated into Nicolet's comprehensive communication strategy.

In addition to many of the tactics pursued in previous referendum efforts for the District, Mueller helped prepare an online, interactive Frequently Asked Questions page and submission form in which members of the community received responses to their questions quickly, efficiently, and safely thanks to the virtual format.

To engage the community in a safe way during the pandemic, Mueller also helped plan virtual referendum information sessions to encourage community members to connect directly with Superintendent Dr. Kabara to ask questions.

Mueller also managed a highly successful digital display and social media ad campaign that utilized geotargeting and site retargeting to share information about the referendum and remind community members to vote.

The **referendum once again passed with 67 percent of the vote.** Mueller Communications continues to be Nicolet's trusted communications partner and looks forward to working with the District for years to come.

# 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.



# Town of Yorkville 2018

# 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.**

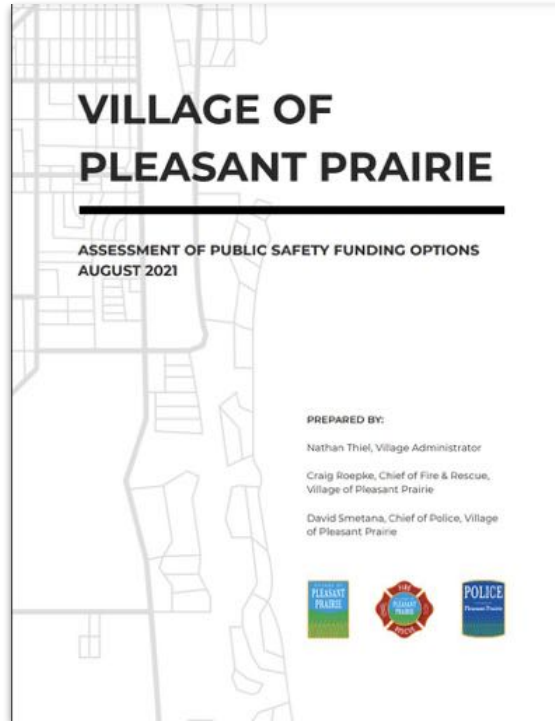
To educate the community about these processes and the benefits Yorkville may see if they proceed, the Town hired Mueller Communications to **provide communications counsel and produce informational materials.** These efforts included drafting and designing materials, including a fact sheet outlining 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 95% of the population voting in favor** (1,060 voting “yes” and only 54 voting “no.”)



# WORK EXAMPLES

# OPTIONS ASSESSMENT



**VILLAGE OF PLEASANT PRAIRIE OPTIONS ASSESSMENT**

- WI Certified Aerial Operator
- Rescue Task Force (RTF) and Tactical Emergency Casualty Care (TECC) training
- Surface Water & ICE Rescue
- Wildland/Urban Interface Fire Suppression

Many members continue training and certify in the following:

- WI Certified Inspector
- WI Certified Emergency Service Instructor
- Tactical EMS Operator (TEMS) with local law enforcement
- Fire Investigation Task Force County member

**Fire & Rescue Staffing Levels**  
All PPRF personnel are trained to provide the highest skilled response and continuously strive to improve upon the All-Hazards approach to providing rescue services.

The Village of Pleasant Prairie has budgeted for 27 full-time PPRF employees who currently split three 24 hour shifts, with 3-5 personnel working together. This staffing level means that PPRF has just 0.8 employees on staff per square mile of service area, the lowest staffing to service area ratio in the region, as compared to similar communities.

**FIRE/EMERGENCY/SQUARE MILE - COMPARABLE COMMUNITY**



Community	Personnel/Sq Mile
Racine	0.8
Green Bay	1.0
Oshkosh	1.2
Pleasant Prairie	1.2
Oak Creek	1.8
WI	2.0
South Milwaukee	5.0

3

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Full example available here: <https://tinyurl.com/VPPOA>

# FACT SHEETS



City of Fond du Lac

## CITY OF FOND DU LAC 2021 PUBLIC SAFETY REFERENDUM

### VOTE TUESDAY, APRIL 6, 2021

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

Voters will be asked whether or not to support an increase in the City's annual tax levy, beginning in 2022, to cover the cost for six additional firefighters/paramedics, six additional police officers, and the equipment those staff members require.

### WHY DO WE NEED A REFERENDUM NOW?



Current public safety funding is insufficient to meet the growing service demands and needs of the community. 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 and program costs continue to rise, current funding sources are stagnant or decreasing.



Because of state-imposed levy limits, Fond du Lac must ask approval from taxpayers through a referendum to increase the tax levy to fund these services.

### IF A MAJORITY VOTE "YES"

If the referendum is approved by a majority of voters, the City of Fond du Lac will be able to add critically necessary additional staff.



+6  
FIREFIGHTER/  
PARAMEDICS



+6  
POLICE OFFICERS



AND THE  
EQUIPMENT NEEDS  
FOR EACH

### IF A MAJORITY VOTE "NO"

A failure to pass the public safety referendum would result in the City of Fond du Lac having to make additional cuts to services, potentially including public safety, and would be unable to hire necessary additional staff to meet growing community needs.

This may result in additional delays in response times and a continued inability to sufficiently patrol the City of Fond du Lac during all times of day and night.

ASSESSED PROPERTY VALUE	ESTIMATED TAX INCREASE	
	PER YEAR	PER WEEK
\$100,000	\$43.00	\$0.83
\$125,000	\$56.25	\$1.08

<https://www.fdlwi.gov/referendum/>

[referendum@fdlwi.gov](mailto:referendum@fdlwi.gov)

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### CRITICAL NEED FOR FIRE/RESCUE STAFF

Fond du Lac Fire/Rescue provides emergency medical services (EMS), fire suppression and fire prevention services. Calls for service continue to increase.



THE NUMBER OF CALLS FOR SERVICE BY FOND DU LAC FIRE RESCUE GREW FROM 5,201 CALLS TO 7,492 CALLS. A 44% INCREASE IN JUST NINE YEARS.

With increased calls for ambulance service, firefighting ability has been compromised. The Department is forced to take an engine out of service whenever more than four ambulances receive simultaneous calls - something that happens twice as often today as 2015.



### SIMULTANEOUS CALLS FOR 4+ AMBULANCES UP 2X SINCE 2015

The City must take action to bring staffing levels up and ensure there are adequate staff to sufficiently respond to calls for service.

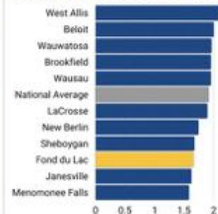
<https://www.fdlwi.gov/referendum/>



### CRITICAL NEED FOR POLICE OFFICERS

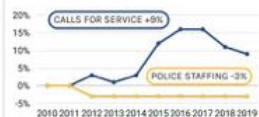
The Fond du Lac Police Department has fallen behind both the national average and peer cities in Wisconsin in terms of staffing, in fact, the Department does not have funding to support a large enough force to patrol the City of Fond du Lac, and has not added additional officers in more than a decade.

### OFFICERS PER THOUSAND POPULATION



The Fond du Lac Police Department responded to NEARLY 5,000 MORE CALLS IN 2019 THAN IT DID IN 2010.

Those calls were also more complex - with officers facing issues including gun violence, drug overdoses, and mental illness among others. Notably, since 2018, there has been a 44% increase in violent crime.



[referendum@fdlwi.gov](mailto:referendum@fdlwi.gov)

# FAQS



City of Fond du Lac

## PUBLIC SAFETY REFERENDUM FAQS

### WHAT IS THE PROPOSED PUBLIC SAFETY REFERENDUM THAT IS ON THE BALLOT FOR TUESDAY, APRIL 6?

The referendum will ask voters to decide whether or not to support an increase in the City's annual tax levy, beginning in 2022, to cover the cost for six additional firefighter/paramedics, six additional police officers, and the equipment those staff members require.

### WHY DO WE NEED ADDITIONAL FIREFIGHTER/PARAMEDICS?

The current staffing levels make it difficult for Fond du Lac Fire Rescue to adequately cover a service area of this size with growing needs. Hiring six additional firefighter/paramedic positions would bring city-wide base staffing to a level of staffing that would enable Fond du Lac Fire Rescue to meet current and future call volume and response time benchmarks, particularly by adding sufficient staff to regularly support a fourth ambulance.

At current staffing levels, when calls come in for four or five ambulances to respond to health crises at the same time, firefighter/paramedics are forced to take a fire engine out of service in order to fully staff the ambulances, decreasing the department's ability to fight fires. This is an increasingly common challenge; in 2015, four ambulances were out concurrently just 57 times. By 2018, that number had nearly doubled to 101 instances.

Between 2010 and 2018, the number of calls for service by Fond du Lac Fire Rescue grew from 5,201 calls to 7,492 calls - a 44% increase in just nine years.

### WHY ARE WE PROPOSING THIS REFERENDUM NOW?

Current public safety funding is insufficient to meet the current and projected needs of the community. The fundamental challenge driving the need for funding to support additional firefighter/paramedics and police officers is an increase in calls for service - a trend that is projected to continue as the City of Fond du Lac continues to grow.

### WHY DO WE NEED ADDITIONAL POLICE OFFICERS?

Current public safety funding is insufficient to meet the growing current and projected needs of the community. The Fond du Lac Police Department responded to nearly 5,000 more calls in 2019 than it did in 2010. In addition, the calls for service are for more complex issues, including gun violence, drug overdoses, mental illness and other issues driving calls by the public for support.

**At current budget levels, a fully-staffed Fond du Lac Police Department does not have a large enough force to sufficiently patrol the City of Fond du Lac during all times of day and night.** Increasing the number of officers by just six would enable the Fond du Lac Police Department to augment its shift staffing to meet peak demand, while reducing overtime impacts and ensuring that off-duty officers are able properly to rest and recover from their shifts.

Despite the City of Fond du Lac's greater demand for officer time due to increases in violent crime and drug-related incidents, the Police Department has not been able to hire additional officers. In fact, the Department has fallen behind both the national average and peer cities in Wisconsin in terms of staffing.

### WHY DO WE NEED A REFERENDUM TO RAISE THE TAX LEVY LIMIT?

The State of Wisconsin limits the amount of property taxes a municipality can collect each year. In order to exceed the levy limit, the municipality needs voter approval through a citywide referendum.



City of Fond du Lac

## PUBLIC SAFETY REFERENDUM FAQS

### WHAT OTHER ALTERNATIVES WERE CONSIDERED TO FUND PUBLIC SAFETY?

The City evaluated potential means of funding the necessary additional police and fire positions through internal and other external sources. Funding these positions with internal resources would mean reducing City Departmental budgets across the board in order to transfer additional funds to Fire/Rescue and Police.

It was also determined that there are no additional revenues available to the City from external sources and that the reductions to non-public safety services would be crippling.

### WHAT DOES IT MEAN IF A MAJORITY VOTE "NO" AND THE REFERENDUM FAILS?

A failure to pass the referendum will result in continued service delays and an inability to provide proactive policing services in some areas of need. Additionally, the City will be faced with difficult decisions about how to address the growing need for public safety services, will likely have to make additional cuts to current services - potentially including public safety - and would be unable to hire additional police officers and firefighter/paramedics to meet the growing community need.

### WHAT WILL APPEAR ON THE BALLOT?

The formal resolution requesting permission to exceed the state revenue limit will appear as follows on the April 6 ballot:

"Under State Law, the increase in the levy of the City of Fond du Lac for the tax to be imposed for the next fiscal year, 2022, is limited to 2.75%, which results in a levy of \$26,577,487. Shall the City of Fond du Lac be allowed to exceed this limit and increase the levy for the next fiscal year, 2022, and on an ongoing basis, for the purpose of employing and equipping six (6) additional full-time Firefighter/Paramedics and six (6) additional full-time Police Officers by a total of 4.69%, which results in a levy of \$29,860,774 and on an ongoing basis, include the increase of \$1,303,287 for each fiscal year going forward?"

### WHEN AND WHERE DO I VOTE?

Election Day is Tuesday, April 6, 2021. All polling places will open at 7:00 AM and will close at 8:00 PM. Wisconsin voters are required to show an acceptable photo ID in order to vote.

Additional voting information, including polling places and information about requesting an absentee ballot, can be found on the City's website at [www.fdlwi.gov/administration/cityclerk/elections/](http://www.fdlwi.gov/administration/cityclerk/elections/)

### WHERE CAN I LEARN MORE ABOUT THIS REFERENDUM?

Send any questions or feedback to the City of Fond du Lac at [referendum@fdlwi.gov](mailto:referendum@fdlwi.gov)

Additional information about this Public Safety referendum will be available online at <https://www.fdlwi.gov/referendum/>



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Full example available here: <https://tinyurl.com/FDLFAQ>

# HANDOUTS

## SOUTH MILWAUKEE Community Survey Highlights



The City of South Milwaukee (the City) emergency medical services (EMS) and fire suppression services are currently provided by the South Milwaukee Fire Department and include:

- Basic Life Support (BLS):** breathing control, CPR, treatment of shock and poisoning, stabilization of traumatic injuries and first aid.
- Paramedic/Advanced Life Support (ALS):** fire, hospital emergency care using invasive life-saving procedures, such as intravenous fluids, administration of medications, and advanced airway procedures.
- Fire/Rescue Response:** emergency fire calls, automatic fire alarms, investigations (carbon monoxide alarms, natural gas leaks, smell of smoke, dead tree removal, space heating components, motor vehicle crashes, elevator emergencies and Lake Michigan water emergencies).
- Non-emergency Inspection and Community Support:** State mandated fire inspections, safety education events, smoke detector installations, training as well as equipment, vehicle and facility maintenance.

The number of calls for fire and EMS continues to grow, with 1,270 total calls for service in 2018, up nearly 12% over the last five years:

Year	Total Calls	Fire	EMS	Paramedics/ALS	Fire/EMS	Total Calls
2014	1,135	406	727	319	1,045	1,135
2015	1,225	436	789	349	1,134	1,225
2016	1,350	476	874	374	1,250	1,350
2017	1,446	512	934	402	1,334	1,446
2018	1,270	538	732	200	1,238	1,270

The City's current service level allows for a rapid response for residents facing emergencies and/or medical issues. In fact, the average response time in the City is 2 minutes, 35 seconds.

To date, the City has been able to fund paramedic/advanced life support (ALS) services through a combination of:

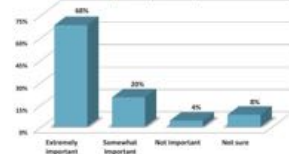
- Local Property Taxes
- Milwaukee County Funding
- Fees for Services (i.e. ambulance transport)



In the past, the City has been able to use local funds (i.e. fund balance) to maintain paramedic/advanced life support (ALS) services. Starting in 2018, the City's fund balance will no longer be available. Over the next 10 years, funding from Milwaukee County will be reduced by an additional 50%. The result is a funding gap. Budget Shortfall, which will reach \$285,000 in 2026 and double to more than \$585,000 in 2027. The total projected paramedic/advanced life support (ALS) services budget shortfall between 2018-2027 will exceed \$4.1 million. The City will need to make **options decisions**, regarding whether to maintain the current level of EMS services or reduce those the existing services.

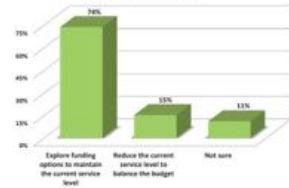
### How important is it to you and your family for the City of South Milwaukee to maintain the current level of emergency services?

(All Respondents)



### What advice would you give to the City?

(All Respondents)



### OPTION 1: Outsource Paramedic/Advanced Life Support (ALS) Services to another municipality

The City could look to outsource paramedic/advanced life support (ALS) services (calls that require advanced levels of care) to neighboring municipalities such as the City of Milwaukee or Oak Creek, which could double or even quadruple emergency response times.

**PROS:**

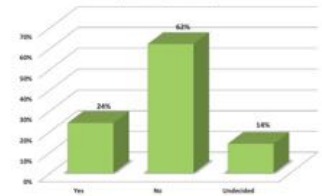
- Maintains local fire services, basic life support (BLS) and non-emergency services.
- No change in local property taxes.

**CONS:**

- Increases response times for paramedic/ALS services, which can be critical for patient outcomes.
- Additional cuts to public safety staff and budgets will be needed to balance the budget.
- Requires reductions in fire department staff due to loss of county funding.
- Potential for increased response times for fire services and BLS due to smaller staff.
- Reduces staff availability for non-emergency inspections and community support.

Representing no change in local taxes.

### Would you support Option 1? (All Respondents)



### OPTION 2: Maintain Existing Fire and Emergency Medical Services by Making Other Budget Cuts and Service Reductions

The City could look to free up funding to maintain current fire and emergency medical services (EMS). This would require the City to cut \$433,641 in expenses from other department budgets or personnel.

**PROS:**

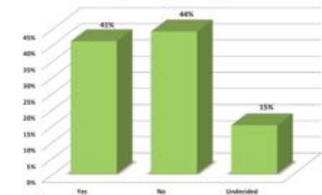
- Maintains current services provided by the South Milwaukee Fire Department.
- No change in local property taxes.

**CONS:**

- Requires layoffs of city employees.
- Potential for increased public safety response times due to smaller staff.
- Reduces staff availability for non-emergency inspections and community support.

Representing no change in local taxes.

### Would you support Option 2? (All Respondents)



Full example available here: <https://tinyurl.com/SMHandouts>

# CALCULATORS

## COST TO TAXPAYERS

### Referendum Tax Calculator

Enter the assessed value of your property below to see your estimated tax impact.

Assessed Value:\*

\$125,000

Press TAB on your keyboard after entering assessed value.

Estimated Annual Increase:

\$0.00

Estimated Weekly Impact:

\$0.00

# MAILERS

**City of Fond du Lac**

## 2021 PUBLIC SAFETY REFERENDUM

APRIL 6, 8:00 A.M. TO 5:00 P.M.  
FUND NUMBER: 19

**VOTE TUESDAY, APRIL 6, 2021**

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

Voters will be asked whether or not to support an increase in the City's annual tax levy, beginning in 2022, to cover the cost for six additional firefighter/paramedics, six additional police officers, and the equipment those staff members require.

### WHY DO WE NEED A REFERENDUM NOW?

**Current public safety funding is insufficient to meet the growing service demands and needs of the community.** 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 and program costs continue to rise, current funding sources are stagnant or decreasing.

Because of state-imposed levy limits, Fond du Lac must ask approval from taxpayers through a referendum to increase the tax levy to fund these services.

**IF A MAJORITY VOTE "YES"**

If the referendum is approved by a majority of voters, the City of Fond du Lac will be able to add critically necessary additional staff.

**MAKE AN INFORMED DECISION AND LEARN MORE:**

A SECOND VIRTUAL INFORMATION SESSION WILL BE HELD TUESDAY, MARCH 23 AT 6 P.M.

Visit [fdl.wi.gov/referendum](https://fdl.wi.gov/referendum) to join via Zoom

**PROPERTY TAX IMPACT**

\$1,303,287 TOTAL INCREASE STARTING WITH DEC. 2021 BILLS

ASSESSED PROPERTY VALUE	ESTIMATED TAX INCREASE PER YEAR	PER WEEK
\$100,000	\$43.00	\$10.83
\$125,000	\$56.25	\$14.08

**VOTE APRIL 6**

**IN-PERSON ABSENTEE VOTING:**  
Weekdays between March 23 - April 2

**DAILY HOURS:**  
8:00 a.m. - 4:30 p.m., except on Friday, April 2 from 8:00 a.m. - 5:00 p.m.

**DEADLINE TO REQUEST AN ABSENTEE BALLOT BY MAIL:**  
April 1, 5:00 p.m.

<https://www.fdl.wi.gov/referendum/>

[referendum@fdl.wi.gov](mailto:referendum@fdl.wi.gov)

## CRITICAL NEED FOR FIRE/RESCUE STAFF

Fond du Lac Fire/Rescue provides emergency medical services (EMS), fire suppression and fire prevention services. Calls for service continue to increase.

**THE NUMBER OF CALLS FOR SERVICE BY FOND DU LAC FIRE RESCUE GREW FROM 5,201 CALLS TO 7,492 CALLS, A 44% INCREASE IN JUST NINE YEARS.**

With increased calls for ambulance service, firefighting ability has been compromised. The Department is forced to take an engine out of service whenever more than four ambulances receive simultaneous calls - something that happens twice as often as it did in 2010.

## SIMULTANEOUS CALLS FOR 4+ AMBULANCES: UP 2X SINCE 2015

The City must take action to bring staffing levels up and ensure there are adequate staff to sufficiently respond to calls for service.

## CRITICAL NEED FOR POLICE OFFICERS

The Fond du Lac Police Department has fallen behind both the national average and peer cities in Wisconsin in terms of staffing. In fact, the Department does not have funding to support a large enough force to patrol the City of Fond du Lac, and has not added additional officers in more than a decade.

### OFFICERS PER THOUSAND POPULATION

City	Officers per Thousand Population
West Allis	~1.8
Beloit	~1.7
Wauwatosa	~1.6
Brookfield	~1.5
Wisconsin National Average	~1.4
LaCrosse	~1.3
New Berlin	~1.2
Shelbyville	~1.1
Fond du Lac	~0.8
Janesville	~0.7
Menomonee Falls	~0.6

The Fond du Lac Police Department responded to **NEARLY 5,000 MORE CALLS IN 2019 THAN IT DID IN 2010.**

Those calls were also more complex - with officers facing issues including gun violence, drug overdoses, and mental illness among others. Notably, since 2010, there has been a 64% increase in violent crime.

<https://www.fdl.wi.gov/referendum/>

[referendum@fdl.wi.gov](mailto:referendum@fdl.wi.gov)

Full example available here: <https://tinyurl.com/FDLMailer2>

# MAILERS (CTD.)



Full example available here: <https://tinyurl.com/FDLMailer3>



City of Fond du Lac

# PUBLIC SAFETY REFERENDUM

April 6, 2021

# INFO SESSION PRESENTATIONS

## INCREASINGLY COMPLEX CALLS FOR SERVICE

Not only are the number of calls increasing, there has been a change in the types of crimes that the Police Department responds to.

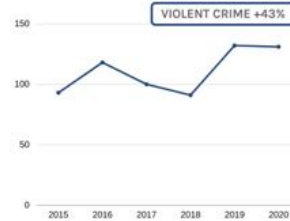
These more complex issues include gun violence, drug overdoses, mental illness and other issues.

**NOTABLY, SINCE 2015, THERE HAS BEEN A**

**43% INCREASE IN VIOLENT CRIME.**

Further breaking down these numbers, there has been an 83% increase in aggravated assaults in Fond du Lac in the last two years.

2015 - 2020 **CRIME STATS**



## WHAT WILL REFERENDUM FUNDS SUPPORT?

	6 FIREFIGHTER/ PARAMEDICS	6 POLICE OFFICERS	TOTAL
SALARIES	\$321,510	\$336,618	\$658,130
BENEFITS	\$188,964	\$173,472	\$362,436
UNIFORMS, EQUIPMENT, TESTING	\$30,750	\$86,274	\$117,024
SUBTOTAL	\$541,224	\$596,364	\$1,137,588
VEHICLES	Replacement Fund	\$165,697	\$165,697
TOTAL	\$541,224	\$762,061	\$1,303,287
TAX EFFECT	\$17.85 per \$100.00 assessed value	\$25.15 per \$100.00 assessed value	\$43 per \$100.00 assessed value



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Full example available here: <https://tinyurl.com/FDLPPT>



# THANK YOU

Please feel free to contact us with any questions.

**Town of Somers  
7511 12th Street  
Somers, WI 53171**

**Town Board Meeting  
[Tentative] Agenda  
Tuesday, May 13, 2025  
5:15 pm**

<b>Town Board Meeting:</b>	
<b>Item #</b>	
1	Call to order
2	Pledge of Allegiance
3	Consent and Approval of Minutes of Town Board meetings on April 8, 2025
4	Correspondence:
5	Citizens Comments
6	Chair & Supervisor Comments
7	Public Hearing
8	Motion to approve
9	Motion to approve
10	Approval of Operator Licenses:
11	Adjourn

I hereby certify that as the designee of the chief elected official of the Town of Somers I posted this notice of the May 13 Town Board Meeting & Agenda in 3 public places.

Dated this 2<sup>nd</sup> day of May, 2025.

Wendy Burnette, Clerk-Treasurer

Requests from persons with disabilities who need assistance to participate in this meeting should be made to the Clerk's Office at 262-859-2822 with as much notice as possible. **Notice is hereby given that members of the Town Board may participate telephonically. Notice is hereby given that members of the Village Board may be in attendance for the sole purpose of gathering information. A quorum may be present. However, no Board action will be taken.**