

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

**Village Work Session Meeting  
Agenda  
Tuesday, May 6, 2025  
5:30 p.m.**

| <b>Village Board Work Session Meeting:</b> |   |
|--|---|
| <b>Item #</b>                              |   |
| 1  | Call to Order   |
| 2  | Administrator's Report  |
| 3  | Engineer's Report   |
| 4  | President & Trustee Reports   |
| 5  | Review and discuss proposed solutions for the failing pump at Pike Creek Lift Station   |
| 6  | Discuss the possibility of a Levy Limit Referendum for the purpose of Public Safety   |
| 7  | Discussion of the reappointment of Tim Schrader and Jeff Johnson to the Fire Commission for 5-year term expiring May 1, 2030.   |
| 8  | Review and discuss application for Class "B" (Picnic) Beer License from Friends of Hawthorn Hollow, located at 880 Green Bay Road for their Pike River Benefit Concert Series on June 13 and July 11, 2025, and requests to waive fees. |
| 9  | Review tentative agenda for Village Board meeting on May 13, 2025   |
| 10   | Adjourn   |

I hereby certify that as the designee of the chief elected official of the Village of Somers, I posted this notice of the May 6, 2025 Village Work Session & Agenda in 1 public place & on the Village website.

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

Wendy Burnette, Clerk-Treasurer

Requests from person 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 Village Board may participate telephonically. Notice is hereby given that members of the Town Board may be in attendance for the sole purpose of gathering information. A quorum may be present. However, no Board action will be taken.**



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

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**WORK SESSION:** May 6, 2025

**TO:** Village President Stoner and Village Trustees

**FROM:** Kevin Poirier, Assistant Administrator

**AGENDA ITEM:** #2 Administrator's Report

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Below please find a bulleted summary of major issues that Administration has worked since our April Work Session:

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.



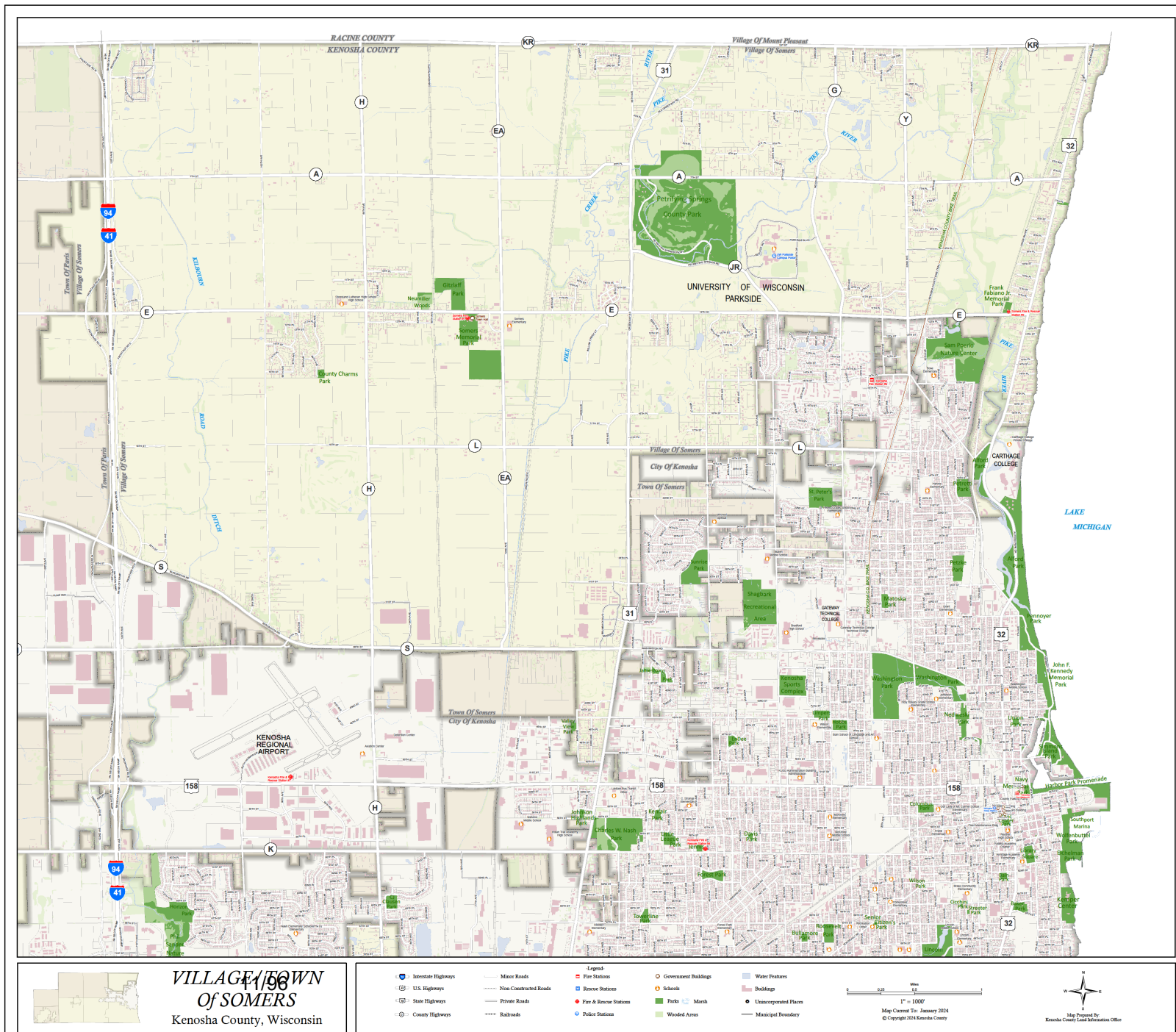
The Village has a low tax rates compared to surrounding communities, due to its efficient government and administration. Millions of dollars have been invested in infrastructure and planning.

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

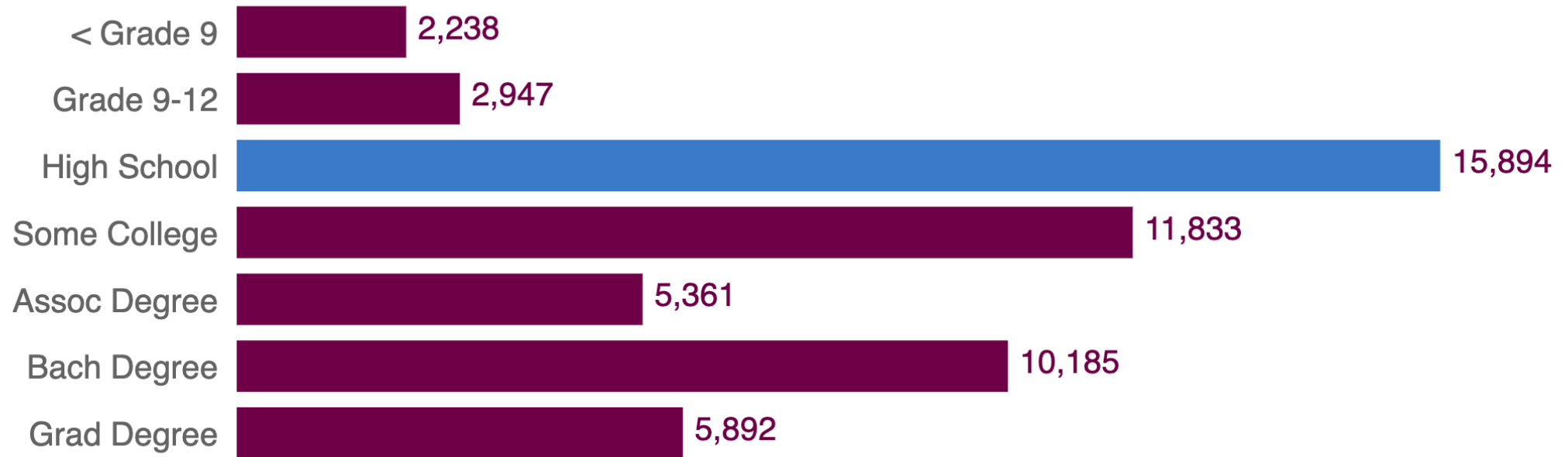
3,947

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

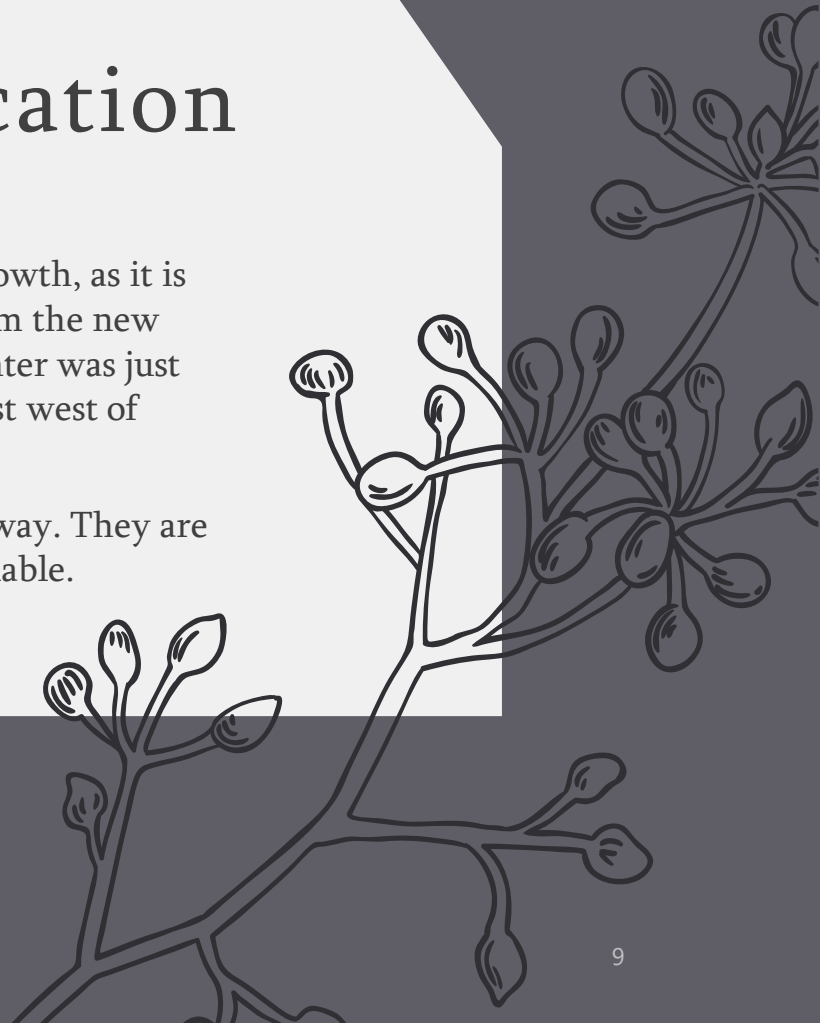
- University of Wisconsin-Parkside — 3.3 miles from Somers Village/Town Hall. 4,500 undergraduate students, 1,000 live on campus, 115 full-time faculty
- Carthage College — 5.6 miles from Somers Village/Town Hall. 2,500 full-time students, 900 part-time students.
- Gateway Technical College — 4.9 miles 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

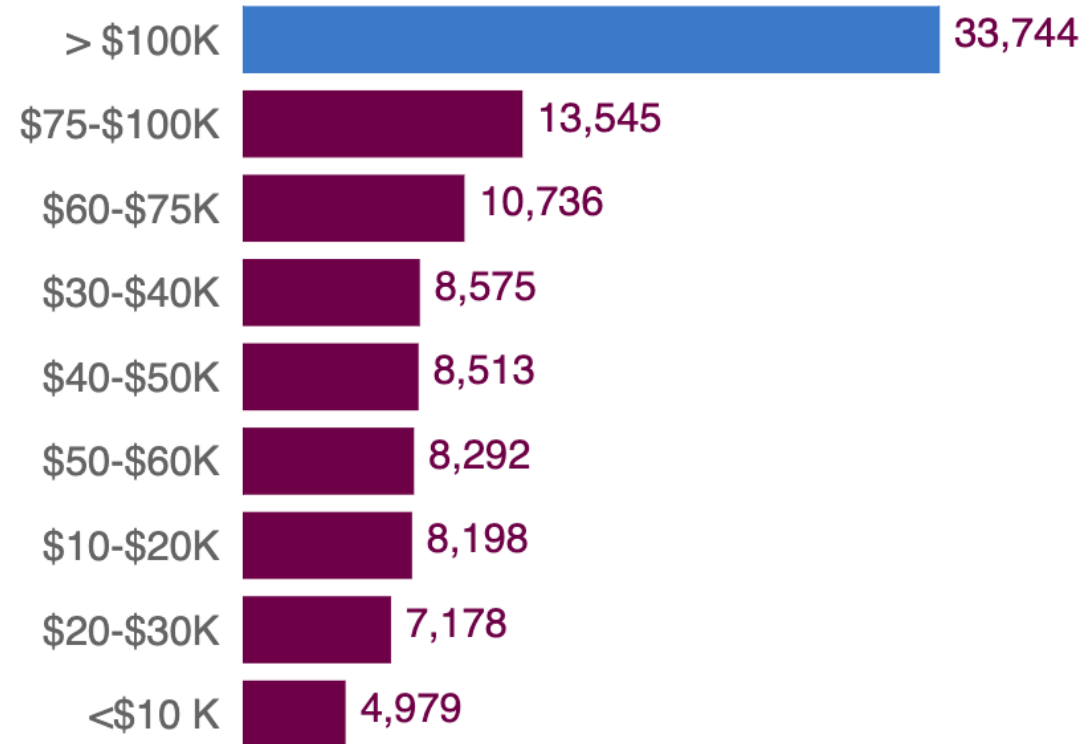
**3,782**



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



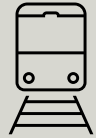
## Roads

- 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.

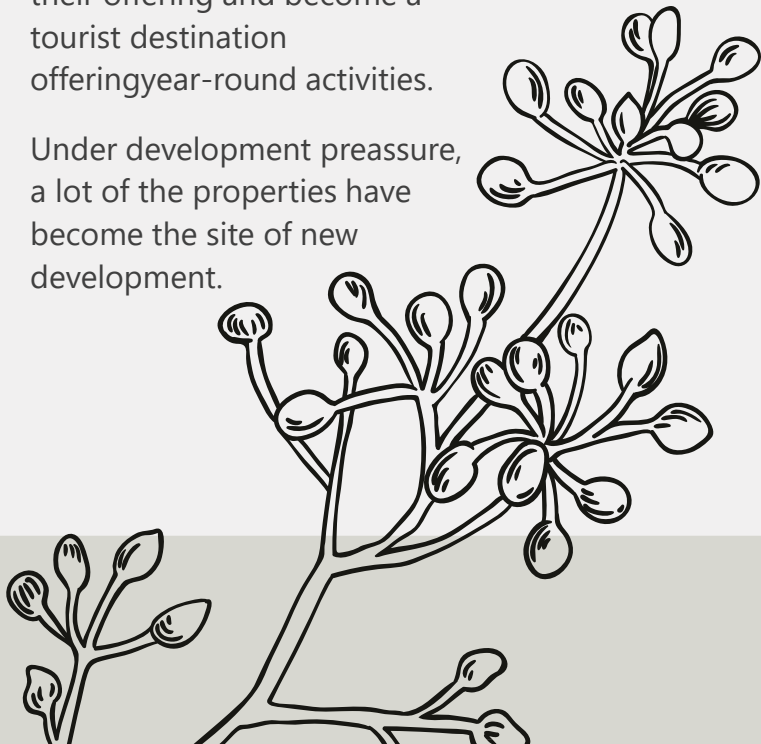


# Agriculture

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

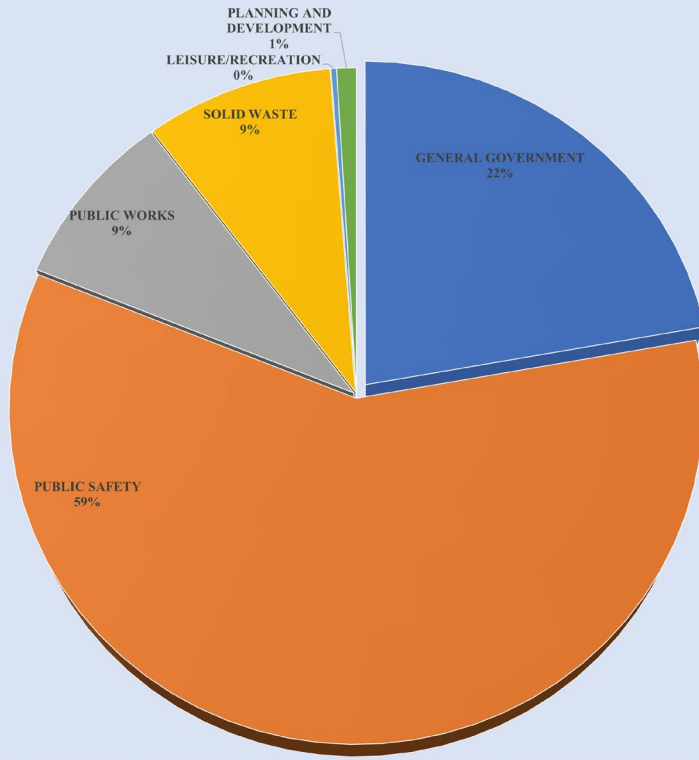
**Mill rate:** \$3.62

**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

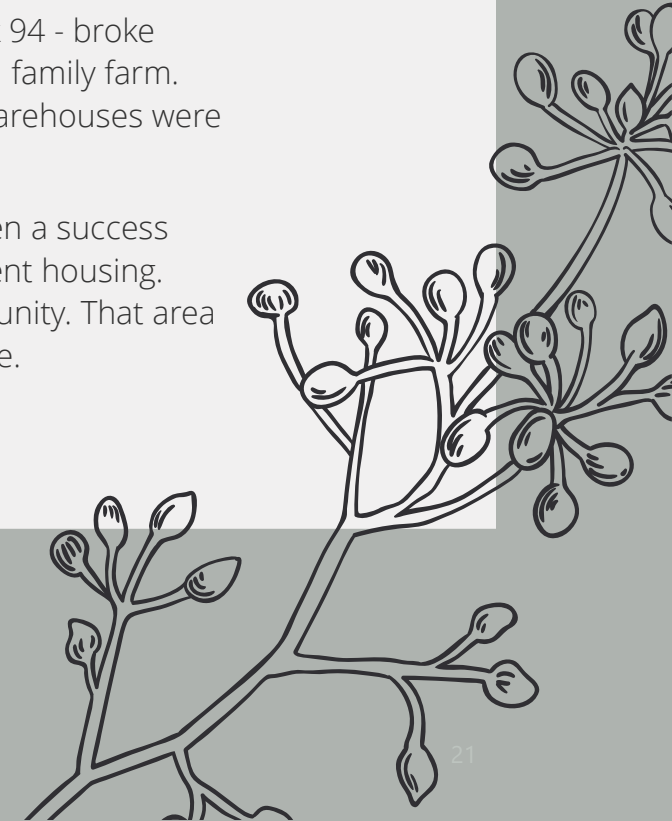
**General Fund levy:** \$371,725

**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

**VILLAGE OF SOMERS**  
**Engineer's Report**  
**May 1, 2025**

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**Somers Trade Center (Groh's Development) - Project No. 220818**

- The developer is Stream Industrial Development Services. Pinnacle is the developer's engineer.
- A public roadway is proposed to extend along the east edge of the development. There is no public bidding planned with this development.
- We are waiting for revised plans, permits, temporary grading easements, and recorded CSM from the developer.

**Golden Oil Sanitary Sewer Connection - Project No. 212153**

- The Developer is Golden Oil; the developer's design engineer is Excel Engineering. The Contractor is Globe Construction.
- The public sanitary sewer is complete and tested.
- The remaining pay items are sewer televising, lawn restoration, retainage, and close out documentation.

**Golden Oil Somers Gateway Development - Project No's. 2325743 and 2400875**

- The Design Engineer is Excel Engineering; the onsite contractor is Keller and PTS Contractors.
- This development includes a convenience store and a Candlewood Suites Hotel.
- The WisDOT permit for work in the Frontage Road has not been received.
- When the grading is complete a Letter of Map Revision (LOMR) must be approved by WDNR and FEMA.
- The water main and sanitary sewer crossing CTH E will be publicly bid. We are waiting for a signed developer's agreement before bidding this work.

**Savannah at Pike Creek - Phase II - Project No. 2500497**

- Savannah at Pike Creek is an approximately 65-acre townhouse development at the northwest corner of the intersection of CTH L (18th Street) and STH 31 (Green Bay Road).
- Phase II is the 21-acre northern portion of the site. Both public and private infrastructure will be constructed as part of Phase II. The developer is the Stoneleigh Company. Developer's design and construction engineer is Kimley-Horn. Stoneleigh has indicated that The Walbec Group will be the general contractor.
- Stoneleigh plans to complete infrastructure work before constructing buildings.
- A pre-construction meeting has been held and they plan to start construction mid-May.

**Flint 94 Development - Project No. 211728**

- This is the planned 3-building development west of I-94 and south of 12<sup>th</sup> St; The Developer is Flint 94 Commerce Center, LLC; their engineer is Pinnacle Engineering.
- On January 29, 2024, we issued a list of items to be completed before recommending acceptance of utilities; painting the public fire hydrants red is the remaining item. Half of the public hydrants have been painted red at this time.

**VILLAGE OF SOMERS**  
**Engineer's Report**  
**May 1, 2025**

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**Water Tower Authority to Construct – Project No. 161104**

- We formally requested the Authority to Construct from the Public Service Commission of Wisconsin; the water tower is planned on 100<sup>th</sup> Avenue, north of 12<sup>th</sup> Street.
- The Village needs to decide if they plan to fund this project with impact fees.

**4<sup>th</sup> Street, 13<sup>th</sup> Avenue Culverts – Project No. 2326136**

- This project will replace an existing culvert crossing under 4<sup>th</sup> Street at 3424 4<sup>th</sup> Street and extend the existing large dual culvert crossing under 13<sup>th</sup> Avenue to provide a flatter slope from the road shoulder.
- Everything has been submitted to the WDNR and the Army Corp. We are contacting Craig Webster at the DNR for a permitting update.
- We plan to bid the project in 2025 depending on WDNR permitting.

**GIS Implementation – Project No. 2401442**

- GIS data has been migrated to the Village account and an Administrative GIS map has been set up for the Village to view.
- We are working with the Village to input information into the system.

**30<sup>th</sup> Avenue Sanitary Sewer – Project No. 2401761**

- The Developer is the Wisconsin Apartment Investment Group, and the Engineer is Nielsen, Madsen & Barber.
- Parkside supposedly wants Orchard Court Apartments off their system.
- We are currently reviewing their response to our 3/5/25 review comments.
- Nielsen, Madsen & Barber indicated that construction may not occur until the fall of 2025 or spring 2026.

**Maplecrest Home Path Financial – Project No. 2500325**

- The Developer is Home Path Financial, and the Engineer is Manhard.
- We had a kick-off meeting with the developer and engineer.
- The project will be discussed at the May Plan Commission.

**2025 Roadway Improvements – Project No. 2500381**

- The project includes pulverizing and repaving Petrifying Springs Estates.
- The project is bidding; bids open on May 8<sup>th</sup>, for Board approval on May 13<sup>th</sup>.

**Shoreland Lutheran High School – Project No. 221315**

- The design engineer is Excel Engineering.
- We submitted an approval recommendation dated April 16, 2025.
- The Village decided to extend a water main from 100<sup>th</sup> Avenue to the School.
- We expect Shoreland and the Village need to sign an agreement.

**VILLAGE OF SOMERS**  
**Engineer's Report**  
**May 1, 2025**

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**Willow Creek – Project No. 2401633**

- Bear Development LLC is the developer, the design engineer is Pinnacle Engineering. The project is located south of 12<sup>th</sup> Street on the east side of Pike Creek.
- We submitted review comments on 4/28/25.

**Roers Development – Project No. 2500577**

- The developer is Roers Companies, the design engineer is JSD Engineering. The project is located on the north side of 12<sup>th</sup> Street west of Fire Station 2 across the RR tracks.
- We are working with the developer on conceptual utility plans.

**Pike Creek / 45<sup>th</sup> Avenue Lift Station Hydraulic Interference – Project No. 201061**  
**(Sketch Attached)**

- On July 12, 2024 we performed start-up on the 45<sup>th</sup> Avenue sewage lift station; as planned, each pump produced 90 gallons per minute operating alone with a back pressure of 11 pounds per square inch at the discharge of the metering vault. Sewage was entering the station between 3 gallons per minute and 22 gallons per minute. The total running time for all pumps was 2.3 hours with a total associated pumping cost of \$1.50 per day based on \$0.17 per kilowatt hour charge from WE Energies.
- On July 16, 2024 a storm event produced more than 3 inches of rain, and the Pike Creek Station ran for 45 minutes of each hour at 1250 gallons per minute. During this time the pumps at 45<sup>th</sup> Avenue would only produce flow when the pumps at Pike Creek were not operating due to the back pressure at the discharge of the metering vault being more than 16 pounds per square inch, which is at least four pounds per square inch higher than expected. Following that event, we asked the operations staff to raise the floats at the 45<sup>th</sup> Avenue station to allow the 45<sup>th</sup> Avenue pumps to operate when Pike Creek was not operating until we could determine what is happening in the shared 14-inch force main. Raising the floats does not reduce the capacity of the 45<sup>th</sup> Avenue station – it simply allows it to use more of the wet well to store sewage when Pike Creek is operating. The wet well still empties before the pumps shut down.
- The Pike Creek Station and the 14-inch and 24-inch force mains that parallel 12<sup>th</sup> Street were installed in 2007 when the station and the 14-inch force main became operational. The discharge point for the force main is the 30-inch gravity interceptor near Parkside. The force main pipes are parallel to the roadway surface, including the hills and valleys along the route. The intent of the initial design was to operate the 14-inch force main until larger pumps are installed in the Pike Creek Station, at which time the 24-inch would then be put into service. Both force mains were installed at the same time to save future costs.
- The Village has been operating the Pike Creek Station the same way since 2008 using only the 14-inch force main. The pumps are each rated at 2275 gallons per minute and operated at 1250 gallons per minute with the adjustable frequency drives. The 1250 gallon per minute flow will produce 2.6 feet per second velocity in the 14-inch force main between the station and the high point just east of STH 31, where the force main acts as a gravity sewer to the discharge point at the Parkside Interceptor. The velocities in the eastern section of force main decrease when flowing by gravity due to the low flows and the relatively short run time of the pump. Based on our experience with this type of system, we expect solids are depositing in the main when the

**VILLAGE OF SOMERS**  
**Engineer's Report**  
**May 1, 2025**

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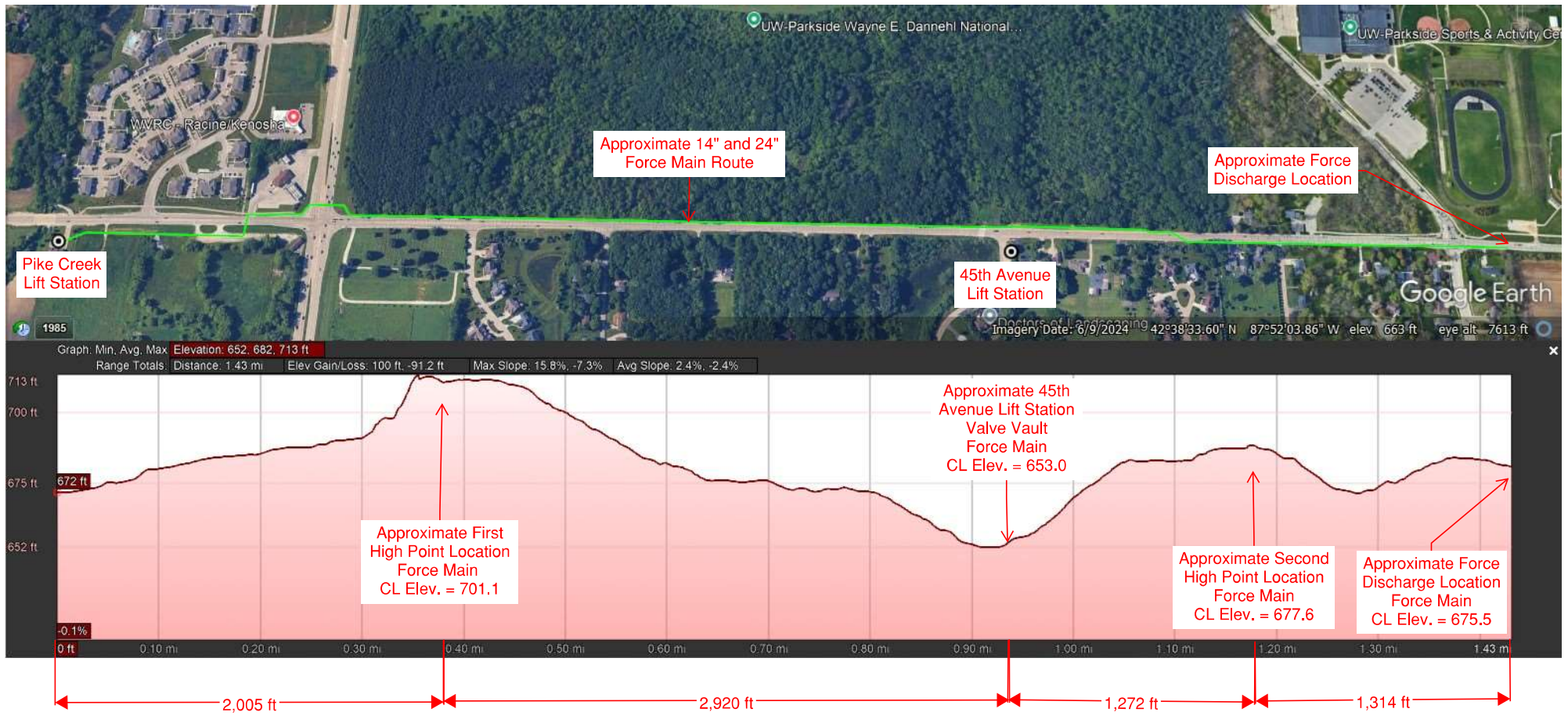
velocities drop below two feet per second. Solids don't typically resuspend until the velocity is increased above three feet per second.

- The higher-than-normal back pressure readings at the discharge of the 45<sup>th</sup> Avenue lift station confirms that the 14-inch force main is acting more like a 12-inch due to solids. A 14-inch pipe has 50% more capacity than a 12-inch pipe at the same pressure loss.
- We need to restore and maintain the hydraulic capacity of the 14-inch force main by verifying that the existing air and vacuum valves on the force main are operating properly and then flushing the system on a periodic basis. This could be as simple as a SCADA programming change allowing the Pike Creek Station wet well to fill and then operating the existing pump at full speed for 30-minute duration once a month. It will likely take both pumps operating together to do the initial flush of the system.
- We plan to assist public works with the first flush and will provide guidance for the control system integrator to program the needed automatic flush to prevent future solids accumulation. We also plan a follow-up report for the Board.

**100<sup>th</sup> Avenue Fire Hydrant**

- A vehicle crash at 100<sup>th</sup> Avenue and 18<sup>th</sup> Street caused a major water loss due to the hydrant not shearing at the ground flange as intended; this was due to the vehicle speed and elevation imparting a major vertical load to the hydrant in addition to the horizontal load.
- We reviewed the other hydrant installations along the route and are recommending minor modifications to three hydrants to reduce the risk of a similar incident.

Q:\SOMEV\Admin\Monthly Reports\2025\05-2025\05-01-25.docx



Approximate Ground Profile Over Pike Creek Lift Station 14" and 24" Force Mains



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

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**WORK SESSION:** May 6, 2025

**TO:** Village President Stoner and Board of Trustees

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

**REVIEWED BY:** Utilities Manager Josh Fugate

**AGENDA ITEM:** #5 Review and discuss proposed solutions for the failing pump at Pike Creek Lift Station

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**BACKGROUND:**

On April 7, the KSB submersible sewage pump at the Pike Creek Lift Station failed. It is the original pump which was installed in 2007. Public works employees contracted with a crane company to pull the pump out and diagnose the issue. The issue seemed to be that a bearing started to fail and shorted out the motor.

That same day, contractor L. W. Allen installed the spare pump Public Works had in storage to keep service to residents and avoid costly sewer backups.

Utilities Manager Josh Fugate contacted vendors to explore the cost of repair or replacements. Quotes for both are part of your memo.

|                      |              |
|----------------------|--------------|
| Repair (L.W. Allen)  | \$34,167.71  |
| Replace (L.W. Allen) | \$121,654.00 |

**UPDATE:**

The pump is at L. W. Allen awaiting repairs. Utilities Manager Josh Fugate recommends going ahead with the repair. Public Works Superintendent Josh Sullivan wanted to inform the board prior to the repair.

The Budget will need to be amended as this was an unexpected repair.

**COMMENTS:**

Administration supports the Public Works assessment and recommends the repair to be done. This memo is for information only as the Village Purchase Policy authorizes staff to make emergency repairs.

ATTACHMENTS:

KSB quote for pump rebuild

L. W. Allen quote for new pump



| Name   | Customer | Proposal#   | Due/Bid Date   |
|--------|----------|-------------|----------------|
| Somers | Joshua   | 04252025MRB | April 25, 2025 |

**Scope**

*L.W. Allen is pleased to provide the following equipment for your consideration.*

**Rebuild KSB Submersible Sewage Pump**

The motor on this pump is shorted out. It appears that a bearing started to fail and might have caused the issue. We found metallic dust in the oil when we drained it. I have included some pictures. The rest of the pump is in good shape. The recommended repair would include a standard rebuild with a hand rewind stator. See below quote for more details.

**Recommended Repair Includes:**

- Hand Rewound Stator
- New Bearings
- New Mechanical Seals
- New O-Rings
- New Lip Seals
- New Profile Gasket
- New Oil
- Shop Labor
- Field Service Labor Already Performed Installing Spare Pump
- Mileage

Parts – \$24,787.71

Rebuild Labor – \$6308

Already Performed Field Service – \$2656

Mileage - \$416

**Proposal Amount \$ 34,167.71 USD**  
**Freight Terms: Freight Is Included**

**Items specifically not included in this proposal**

1. Sales or use tax
2. Installation of equipment. Alignment of equipment. By-Pass pumping. Start Up Services.
3. Receiving and storage of equipment
4. Sealing Flanges, Guide rail system parts of any kind, Anchor bolts, reducers, elbows, bushings, piping, fittings, gauges, valves, seal water system and/or accessories, Lifting Chain.
5. Brackets, wire, Electrical Controls, VFD's, clamps, piping, junction boxes, or anything else not specifically noted in above

- scope of supply.
- 6. Special paint coatings (other than standard), special features in motor (other than standard)
- 7. Bid, performance, payment and/or equipment bond of any kind
- 8. Field Terminations
- 9. Permits

Respectfully submitted by,

*Rick Bartelt*

Rick Bartelt

Municipal

[rbartelt@lwallen.com](mailto:rbartelt@lwallen.com)

(608) 222-8622

SJE [Confidential Information](#). Valid for 30 days.

**Acceptance of Proposal (Purchase Order or Signature) – The preceding prices, specifications and attached terms and conditions of sale are satisfactory and hereby accepted. You are authorized to proceed.**

---

Signature

---

Name Print/Type

---

Official Position

---

Date

Valid for 30 days.



# Standard Terms and Conditions

**Controlling Provisions:** The terms and conditions and supplemental exhibits contained herein (the "Terms and Conditions") shall supersede any provisions, terms, and conditions contained on any purchase order or other written form any direct buyer ("Buyer") may use or provide (whether received by S.J. Electro Systems, Inc. or any of its subsidiaries or affiliates (collectively, "SJE") prior or subsequent to the date hereof), and the rights of the parties shall be governed exclusively by the Terms and Conditions as described herein. SJE sells certain services, products, replacement parts and related software (collectively, the "Goods"). The purchase of the Goods is governed by the Terms and Conditions. Any communication by Buyer to SJE to purchase Goods will be treated by SJE as a request to purchase the Goods. The response, however communicated, will be understood by all parties as an agreement by SJE to sell to Buyer the requested Goods pursuant to the Terms and Conditions. SJE specifically opposes any terms or conditions that are in addition to or different from the Terms and Conditions, unless specifically agreed to in each instance in writing by SJE.

**Quotations, Acceptance, and Agreements:** Any quotation is a good faith estimate. Acceptance of a quotation, whether by a separate purchase order or by other means, shall constitute an acknowledgement and approval of the quotation as written and an acceptance of the Terms and Conditions. Written quotations which have not been finalized by a binding purchase order shall expire on the date specified in the quotation or, in the absence of such specification, thirty (30) calendar days from the date issued. SJE may revise or withdraw a quotation at any time prior to the finalization of a binding purchase order.

*Per company policy, a separate written agreement signed by both parties or a purchase order accepted and acknowledged by SJE is required to form any legally binding agreement.*

**Intellectual Property:** All devices, patents, designs (including drawings, plans and specifications), software existing or to be developed, estimates, prices, notes, memos, summaries, electronic data and other documents or information prepared or disclosed by SJE shall remain the sole intellectual property of SJE. Following acceptance and final payment, SJE shall grant to Buyer a non-transferable, non-exclusive license for use and sale of the Goods.

**Credit Approval:** The credit terms granted on each order are subject to SJE's continuing approval of Buyer's credit. SJE may withdraw the extension of credit and require modified payment terms if, in SJE's sole judgment, Buyer's credit or financial standing is impaired such that SJE in good faith deems payment insecure.

**Prices and Taxes:** All prices are FOB shipping point, unless otherwise stated or referenced in attached exhibits. All prices are subject to any commercially reasonable additions that may be necessary to cover any duties, taxes or charges. All prices are in U.S. Dollars. Prices may be subject to change without notice.

**Shipping Policy:** Shipping and handling charges cover the transportation of the Goods from SJE's warehouse to Buyer, unless otherwise specified. Standard shipping rates are assessed upon placement of order. SJE uses many methods of shipment including UPS shipping services but reserves the right to substitute carriers without notice. UPS next-day air, UPS second-day air, UPS three-day ground, UPS Express and UPS Expedited are services available to Buyer for expediting orders. Expedited orders will be shipped based on the method Buyer selects. These services may not be available for shipment into all countries.

*Shipping weights listed on website are estimates only. The actual shipping weights may vary.*

**Title, Risk of Loss, Inspection of Equipment:** Title and risk of loss to the Goods shall pass to Buyer upon delivery of the Goods to the respective delivery carrier. Buyer shall immediately inspect the Goods upon receipt and any damage must be noted on the delivery carrier's bill of lading at time of receipt. SJE is not liable for any damages caused by shipping. SJE is not liable for any shortages or nonconformance unless notified by Buyer within two (2) business days of Buyer's receipt of the Goods.

**Operations/Maintenance Manuals:** Installation, maintenance and operation manuals will be furnished to Buyer in the number of copies specified at the time of quotation or order. Additional copies subject to charges as outlined in attached exhibits.

**Installation and Use:** Buyer will be solely responsible for the proper application, installation and service of the Goods. Installation instructions are supplied by SJE and must be followed.

**Payment:** Buyer shall pay SJE the full purchase price as set forth in the respective order between SJE and Buyer. Unless otherwise agreed to in writing between SJE and Buyer, freight, storage, insurance, taxes, duties, and any governmental charges relating to the Goods shall be paid by Buyer. If SJE is required to pay any such charges, Buyer shall immediately reimburse SJE upon notice from SJE of same. All payments are due within approved credit terms. Buyer may be charged the lower of 1.5% interest per month or the maximum legal rate on all amounts not received by the due date described therein.

**Security Interest:** SJE shall retain a security interest in the Goods until the full purchase price has been paid. Buyer's failure to pay any amounts due, including interest, shall give SJE the right to possession and removal of the Goods after providing ten (10) days written notice to Buyer. SJE's taking of such possession shall be without prejudice to any other remedies SJE may have.

**Changes, Cancellations, Returns:** All changes, cancellations, or returns must have SJE prior written approval and are conditional on compliance with manufacturer's cancellation/return policies and subject to restocking fees and service charges. Authorized returns must be packaged and shipped prepaid to SJE.

**Return Policy:** SJE will only accept Goods returned within one (1) year from the date of manufacture, un-used, and current production models. Returned Material Authorization ("RMA") numbers must be assigned to any Goods Buyer wishes to return for credit. To obtain an RMA, Buyer must contact SJE's Service Center at 218-847-1317 or toll free at 888-342-5753. Buyer is responsible for payment of return shipping fees unless such returned Goods result from an SJE order processing error. Upon return, SJE shall reimburse Buyer for the return freight resulting from the return of Goods due to such SJE order processing error. In the event of any return in compliance with this paragraph, SJE will provide Buyer credit for the returned Goods and work to reship correct Goods to Buyer. SJE reserves the right to refuse acceptance of returned Goods after inspection.

*Notwithstanding the foregoing (and so long as the return is not due to an order processing error of SJE), a restocking fee shall be charged to Buyer for returned Goods as outlined in the attached Exhibits.*

**Force Majeure:** SJE shall not be liable or responsible to Buyer, nor be deemed to have defaulted under or breached any agreement with Buyer, for any failure or delay in fulfilling or performing any term of any agreement with Buyer, when and to the extent such failure or delay is caused by or results (directly or indirectly) from acts beyond SJE's reasonable control, including, without limitation: (a) acts of God; (b) flood, fire, earthquake or explosion; (c) war, invasion, hostilities (whether war is declared or not), terrorist threats or acts, riot or other civil unrest; (d) government order or law; (e) actions, embargoes or blockades in effect on or after the date of any subject agreement between SJE and Buyer; (f) action by any governmental authority; (g) national or regional emergency; (h) strikes, labor stoppages or slowdowns or other industrial services; or (i) any other cause beyond the reasonable control of SJE.

**Indemnification and Default:** In addition to all other amounts due hereunder, Buyer shall reimburse SJE in full for all collection costs or charges, including reasonable attorney fees, which SJE may incur in the collection of any past due amounts from Buyer, including applicable interest on overdue accounts. If Buyer is in default under this or any other agreement with SJE, SJE may defer performance hereunder until such default is resolved. SJE shall have no obligation to provide factory startup assistance or factory training (when requested) until all invoices (including retentions) for equipment have been paid in full. Furthermore, SJE shall have no liability to Buyer to the extent Buyer damages, or any damages are suffered by, or claims are made against Buyer as a result of Buyer's negligence, willful misconduct, misrepresentation of any Goods, or failure to utilize the Goods properly.

**Warranty and Liability:** During the warranty period, Buyer's exclusive remedy will be either repair or replacement, at the sole discretion of SJE and subject to the Terms and Conditions of any component which proves to be defective due to defective materials or workmanship of SJE.

*SJE DISCLAIMS ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR PARTICULAR PURPOSE, AND SJE SHALL NOT, IN ANY MATTER, BE LIABLE FOR ANY SPECIAL, INDIRECT, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING LIQUIDATED DAMAGES, OR PENALTIES THAT RESULT FROM A BREACH OF CONTRACT, BREACH OF WARRANTY (EXPRESS OR IMPLIED), STRICT LIABILITY, PRODUCT LIABILITY OR OTHERWISE. IN NO EVENT SHALL SJE'S LIABILITY TO BUYER OR ANY OTHER PARTY EXCEED THE LESSER OF (i) THE COST OF REMEDIATING ANY DEFECT OR DEFICIENCY IN THE PERFORMANCE OF SJE HEREUNDER OR (ii) THE PURCHASE PRICE OF THE GOODS IN RESPECT OF WHICH THE CLAIM IS MADE.*

*ANY ELECTRICAL WIRING AND SERVICING OF THE GOODS MUST BE PERFORMED BY A LICENSED ELECTRICIAN. WARRANTY CLAIMS FOR GOODS WHICH WERE AT ANY TIME WIRED OR SERVICED BY ANYONE OTHER THAN A LICENSED ELECTRICIAN SHALL NOT BE HONORED IN WHOLE OR PART BY SJE.*

*Furthermore, this warranty shall not apply to: (a) damage due to any weather-related or other conditions beyond the control of SJE; (b) defects or malfunctions resulting from the Goods not installed, operated, or maintained in accordance with instructions provided, applicable local codes, ordinances, or accepted trade practices; (c) failures resulting from abuse, misuse, accident, or negligence; or (d) Goods repaired and/or modified without prior written authorization from SJE.*

*Some states do not allow limitations on implied warranty duration, as such, this limitation may not apply to Buyer. Some states do not allow the exclusion or limitation of incidental or consequential damages, as such, these limitations or exclusions may not apply to Buyer. The above-described warranty gives Buyer specific legal rights, and Buyer may also have other rights which vary from state to state.*

**TO OBTAIN WARRANTY SERVICE:** Buyer shall assume all responsibility and expense for removal, reinstallation, and freight associated with any warranty service. Any Goods to be repaired or replaced under this warranty must be returned to SJE, or such place as designated by SJE. Buyer can contact SJE Service Center at 218-847-1317 or toll free at 888-342-5753 for an RMA on any Goods being submitted for a warranty claim.

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| Name   | Customer | Proposal#   | Due/Bid Date   |
|--------|----------|-------------|----------------|
| Somers | Joshua   | 04252025MRB | April 25, 2025 |

**Scope**

*L.W. Allen is pleased to provide the following equipment for your consideration.*

**New Submersible Sewage Pump**

Furnish One (1) New 100 HP 1200 RPM 3 Phase 460 Volt Submersible Sewage pump capable of pumping 2244 GPM @ 114' TDH built with dual tandem mechanical seals and seal failure probes located between these seals. Includes Thermal Over Heat Switches in Motor. Existing Pump Sealing Flange, Base elbow and guide rail system will be re-used and are not included in this scope of supply.

**Not Included- Installation of new pump**

**Proposal Amount \$ 121,654.00 USD + Freight**  
**Freight Terms: Freight Is Not Included**

**Items specifically not included in this proposal**

1. Sales or use tax
2. Installation of equipment. Alignment of equipment. By-Pass pumping. Start Up Services.
3. Receiving and storage of equipment
4. Sealing Flanges, Guide rail system parts of any kind, Anchor bolts, reducers, elbows, bushings, piping, fittings, gauges, valves, seal water system and/or accessories, Lifting Chain.
5. Brackets, wire, Electrical Controls, VFD's, clamps, piping, junction boxes, or anything else not specifically noted in above scope of supply.
6. Special paint coatings (other than standard), special features in motor (other than standard)
7. Bid, performance, payment and/or equipment bond of any kind
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9. Permits

Respectfully submitted by,

*Rick Bartelt*

Rick Bartelt  
Municipal  
[rbartelt@lwallen.com](mailto:rbartelt@lwallen.com)  
(608) 222-8622

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**Acceptance of Proposal (Purchase Order or Signature) – The preceding prices, specifications and attached terms and conditions of sale are satisfactory and hereby accepted. You are authorized to proceed.**

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Signature

---

Name Print/Type

---

Official Position

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Date

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**Warranty and Liability:** During the warranty period, Buyer's exclusive remedy will be either repair or replacement, at the sole discretion of SJE and subject to the Terms and Conditions of any component which proves to be defective due to defective materials or workmanship of SJE.

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*Some states do not allow limitations on implied warranty duration, as such, this limitation may not apply to Buyer. Some states do not allow the exclusion or limitation of incidental or consequential damages, as such, these limitations or exclusions may not apply to Buyer. The above-described warranty gives Buyer specific legal rights, and Buyer may also have other rights which vary from state to state.*

**TO OBTAIN WARRANTY SERVICE:** Buyer shall assume all responsibility and expense for removal, reinstallation, and freight associated with any warranty service. Any Goods to be repaired or replaced under this warranty must be returned to SJE, or such place as designated by SJE. Buyer can contact SJE Service Center at 218-847-1317 or toll free at 888-342-5753 for an RMA on any Goods being submitted for a warranty claim.

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Valid for 30 days.

# ***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.  |

|           |  |
|-----------|--|
| <b>9</b>  | 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.  |
| <b>10</b> | MCMAHON recommends that a strategic plan be developed for the Department that is consistent with the community master plan.  |
| <b>11</b> | It is recommended that the Department start evaluating response times using both the average and 90% method rather than just the average method.   |
| <b>12</b> | 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.   |
| <b>13</b> | 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. |
| <b>14</b> | It is recommended the Fire Chief update local ordinances to ensure the ordinance(s) reflect fire code currently enforced in the communities served.  |
| <b>15</b> | It is recommended that job descriptions be adopted for all positions and reviewed regularly.   |
| <b>16</b> | It is recommended that a Safety Committee be established in accordance with SPS 330.   |
| <b>17</b> | 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.  |
| <b>18</b> | It is recommended that at least 16 personnel be dispatched to a report of a structure fire by the National Fire Protection Association Standard.   |
| <b>19</b> | 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](http://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 |         |        |
| <b>Estimated Property Tax Impact</b>            |         |        |
| 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](http://PleasantPrairieWi.gov/Referendum)





# VILLAGE OF SOMERS PUBLIC SAFETY REFERENDUM

REQUEST FOR INFORMATION

56/96

MUELLER COMMUNICATIONS

# WHO WE ARE

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.***

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

# 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.

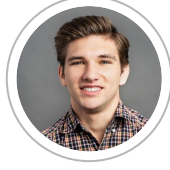
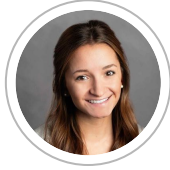
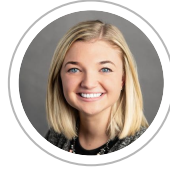
Our bench strength means that *someone will always be available to you to answer a question or respond to a request, 24/7, 365 days a year.* By including team members with different levels of experience, we always aim to have the most-qualified, least-costly staff member execute each task needed for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

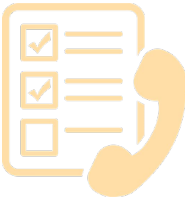
# APPROACH



## 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



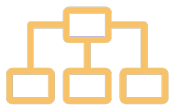
## PHASE III: PUBLIC EDUCATION CAMPAIGN

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

69/96



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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.

**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 \$1,903,287 PUBLIC SAFETY COSTS

| 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**

**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 | 4                     | 0                   |
| 2013 | 6                     | 0                   |
| 2014 | 8                     | 0                   |
| 2015 | 10                    | 0                   |
| 2016 | 12                    | 0                   |
| 2017 | 14                    | 0                   |
| 2018 | 16                    | 0                   |
| 2019 | 18                    | 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                 |

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.

# 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 \$13,861,067?

**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**

 **City of South Milwaukee**  
Pursuing... Preserving... Partnering

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.



# 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 2011. 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 for 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



### 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<br>(2016-2021) | OPERATIONAL REFERENDUM<br>\$3.15 Million Per Year<br>(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 414-351-7550
- 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 HIGH SCHOOL DISTRICT REFERENDUM 2016 | WWW.NICOLET.US | VOTE APRIL 5

# 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.

# Nicolet Union School District

# CASE STUDY

**OPERATIONAL REFERENDUM 2021**

**VOTE TUESDAY, APRIL 6, 2021**

The Nicolet High School District School Board unanimously approved placing a question on the April 6 General Election Ballot and asking the 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 Wisconsin Statutes, Sections 19.35, 19.36 and 19.37, and to incur debt, by passing the 2021-2026 school year and extending until the 2027-2028 school year, for the necessary amount needed to maintain and to expand educational programs, services, and facilities as needed?

**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 \$30 million per year for six years.

**DO YOU KNOW?**

- The State of Wisconsin has a 1% cap on the amount of property tax levied per \$10,000 of assessed value.
- According to the Wisconsin Department of Finance, 98% of all city and village governments in Wisconsin are unable to raise the amount of property tax levied per \$10,000 of assessed value to meet their needs.
- Like the current property referendums in 2011 and 2016, voters are being asked to pass or reject a referendum to exceed the revenue of the Wisconsin Statutes, Sections 19.35, 19.36 and 19.37, and to incur debt, by passing the 2021-2026 school year and extending until the 2027-2028 school year, for the necessary amount needed to maintain and to expand educational programs, services, and facilities as needed.
- If approved, the referendum funds will be used to maintain and to expand educational programs, services, and facilities.

**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 | 2021-2026 | 2027-2028 |
|----------------|-----------|-----------|
| \$100,000      | \$1,700   | \$1,600   |
| \$200,000      | \$3,400   | \$3,200   |
| \$300,000      | \$5,100   | \$4,800   |
| \$400,000      | \$6,800   | \$6,400   |
| \$500,000      | \$8,500   | \$8,000   |

**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 2023-2027, 23 general operations budgets over the next six years. To address a balanced budget in 2023-2027, 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

**WILL RATE ACTUALLY INCREASE?**

Will the mill rate increase or decrease over the next six years? The mill rate will increase in 2022 and then gradually decline over the next six years.

**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)

**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.**

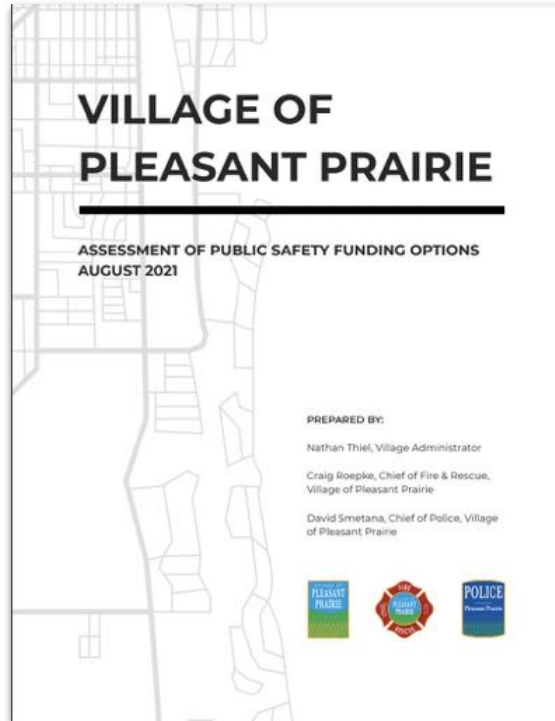
To educate the community about these processes and the benefits Yorkville may see if they proceed, the Town hired Mueller Communications to **provide communications counsel and produce informational materials.** These efforts included drafting and designing materials, including a fact sheet outlining 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.

#### FIREMEDICAL/SQUARE MILE - COMPARABLE COMMUNITY

| Community       | Firemedicals per Square Mile |
|-----------------|------------------------------|
| Menasha         | 0.8                          |
| Crossville      | 1.0                          |
| Pleasant        | 1.2                          |
| Oak Creek       | 1.8                          |
| WI Forest       | 1.9                          |
| 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.

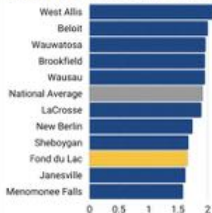
<https://www.fdlwi.gov/referendum/>



### CRITICAL NEED FOR POLICE OFFICERS

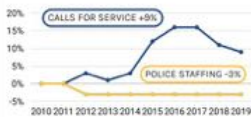
The Fond du Lac Police Department has fallen behind both the national average and peer cities in Wisconsin in terms of staffing, in fact, the Department does not have funding to support a large enough force to patrol the City of Fond du Lac, and has not added additional officers in more than a decade.

### 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 Ambulance.

**Basic Life Support (BLS):** Breathing control, CPR, treatment of shock and poisoning, stabilization of traumatic injuries and first aid.

**Paramedic/Advanced Life Support (ALS):** Pre-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, unsafe electrical wiring, space heating components, motor vehicle crashes, elevator emergencies and Lake Michigan water emergencies).

**Non-emergency Inspection and Community Support:** State mandated fire inspections, public 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 | Paramedic/ALS | Fire/EMS | Other | Total Calls |
|------|-------------|------|-----|---------------|----------|-------|-------------|
| 2014 | 1,136       | 406  | 267 | 150           | 150      | 163   | 1,136       |
| 2015 | 1,225       | 436  | 299 | 156           | 156      | 178   | 1,225       |
| 2016 | 1,350       | 500  | 324 | 166           | 166      | 194   | 1,350       |
| 2017 | 1,446       | 512  | 352 | 176           | 176      | 211   | 1,446       |
| 2018 | 1,270       | 538  | 304 | 188           | 188      | 1,270 | 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 existing 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 coming years.

### 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)

| Importance Level    | Percentage |
|---------------------|------------|
| Extremely important | 68%        |
| Somewhat important  | 23%        |
| Not important       | 6%         |
| Not sure            | 3%         |

### What advice would you give to the City? (All Respondents)

| Advice  | Percentage |
|---|------------|
| Explore funding options to maintain the current service level | 74%        |
| Reduce the current service level to balance the budget        | 15%        |
| Not sure  | 11%        |

### 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)

| Response  | Percentage |
|-----------|------------|
| Yes       | 26%        |
| No        | 62%        |
| Undecided | 12%        |

---

### 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)

| Response  | Percentage |
|-----------|------------|
| Yes       | 41%        |
| No        | 44%        |
| Undecided | 15%        |

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**  
POSTED BY  
 CITY CLERK  
 FDL  
 MARCH 23  
 10:15 AM

**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**

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> 85/96

# MAILERS (CTD.)



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

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# 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.

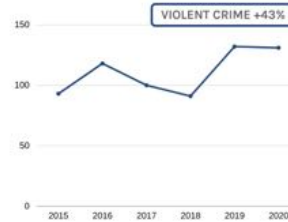
These more complex issues include gun violence, drug overdoses, mental illness and other issues.

**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/<br>PARAMEDICS           | 6 POLICE OFFICERS                       | TOTAL                                |
|---------------------------------|--|---|--------------------------------------|
| SALARIES                        | \$321,510                              | \$336,618                               | \$658,130                            |
| BENEFITS                        | \$188,964                              | \$173,472                               | \$362,436                            |
| UNIFORMS,<br>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<br>assessed value | \$25.15 per \$100,000<br>assessed value | \$43 per \$100,000<br>assessed value |



87/96

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



# THANK YOU

Please feel free to contact us with any questions.



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

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**WORK SESSION:** May 6, 2025

**TO:** Village President Stoner and Board of Trustees

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

**REVIEWED BY:** Somers Fire Chief Ben Andersen

**AGENDA ITEM:** #7 Discussion of the reappointment of Tim Schrader and Jeff Johnson to the Fire Commission for 5-year term expiring May 1, 2030.

---

**BACKGROUND:**

By Village Ordinance 5.015, Board of Fire Commissioners serve a 5-year term. Tim Schrader and Jeff Johnson are both willing to serve another term.

Tim Schrader Term expiring May 1, 2030

Jeff Johnson Term expiring May 1, 2030

**COMMENTS:**

If the board agrees, President Stoner will appoint both to the Fire Commission.



**VILLAGE OF SOMERS  
VILLAGE WORK SESSION  
MEETING ITEM MEMORANDUM**

---

**MEETING DATE:** May 6, 2025

**TO:** Village President Stoner and Village Trustees

**PREPARED BY:** Wendy Burnette, Clerk-Treasurer

**AGENDA ITEM:** #8 Review and discuss application for Class “B” (Picnic) Beer License from Friends of Hawthorn Hollow, located at 880 Green Bay Road for their Pike River Benefit Concert Series on June 13 and July 11, 2025, and requests to waive fees.

---

**BACKGROUND:**

Hawthorn Hollow is a 90-acre Nature Sanctuary that hosts over 6,000 students a year with over 30 educational programs. The Friends of Hawthorn Hollow event is to raise monies to maintain operations of the preserve.

They have approached the Village to request a Class “B” (Picnic) Beer License for the Pike River Benefit Concert Series on June 13, and July 11, 2025.

The waiver letter includes two additional events from Hyslop Foundation DBA Hawthorn Hollow Nature Sanctuary & Arboretum on August 8<sup>th</sup> and September 6<sup>th</sup> that will be brought to a later work session date.

As these are charity events, they have requested waiver of fees associated with the applications.

**ATTACHMENTS:**

Temporary Class “B” Application for June 13<sup>th</sup> event

Temporary Class “B” Application for July 11<sup>th</sup> event

Request to Waive Fee Letter

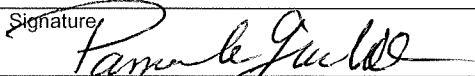
| License(s) Requested | Fees  |              |
|----------------------|---|--------------|
|                      | <input checked="" type="checkbox"/> Temporary "Class B" Wine <input checked="" type="checkbox"/> Temporary Class "B" Beer | License Fees |
| Background Check     |   | \$           |
| <b>Total Fees</b>    |   | <b>\$</b>    |

| Part A: Organization Information   |   |  |
|--|---|--|
| 1. Organization Name<br>Friends of Hawthorn Hollow   |   |  |
| 2. Organization Permanent Address<br>914 Green Bay Rd  |   |  |
| 3. City<br>Kenosha   | 4. State<br>WI                                    | 5. Zip Code<br>53144                         |
| 6. Mailing Address (if different from permanent address)   |   |  |
| 7. FEIN<br>39-1638780  | 8. Date of Organization/Incorporation<br>09/24/91 | 9. State of Organization/Incorporation<br>WI |
| 10. Phone<br>(262) 552-8196  | 11. Email<br>fohhmemberships@gmail.com            |  |
| 12. Organization type (check one)  |   |  |
| <input checked="" type="checkbox"/> Bona Fide Club <input type="checkbox"/> Church <input type="checkbox"/> Fair Association/Agricultural Society <input type="checkbox"/> Veteran's Organization<br><input type="checkbox"/> Lodge/Society <input type="checkbox"/> Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats. |   |  |
| 13. Is this organization required to hold a Wisconsin Seller's permit? ..... <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No   |   |  |
| 14. Wisconsin Seller's Permit Number (if applicable)   |   |  |

| Part B: Individual Information  |            |                |                |
|---|------------|----------------|----------------|
| List the name, title, and phone number for all officers, directors, and agent of the organization. Include an Individual Questionnaire (Form AB-100) for each person listed below. Attach additional sheets if necessary. |            |                |                |
| Corporations must also include Alcohol Beverage Appointment of Agent (Form AB-101).   |            |                |                |
| Last Name   | First Name | Title          | Phone          |
| Grubb   | Pamela     | President      | (262) 914-5274 |
| Brock   | Susan      | Vice-President | (262) 215-8050 |
| Reed  | Emma       | Secretary      | (262) 630-3907 |
| Ferree  | Brandi     | Treasurer      | (815) 451-2374 |
| Leveque   | Timothy    | Agent          | (262) 552-8196 |

Continued →

| Part C: Event Information   |   |  |                         |
|---|---|--|-------------------------|
| 1. Name of Event (if applicable)<br>Pike River Benefit Concert #1   |   |  |                         |
| 2. Dates of Operation<br>06/13/2024   |   | 3. Hours of Operation<br>5 pm-9 pm   |                         |
| 4. Premises Address<br>880 Green Bay Rd   |   |  |                         |
| 5. City<br>Kenosha  |   | 6. State<br>WI   | 7. Zip Code<br>53144    |
| 8. County<br>Kenosha  | 9. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input checked="" type="checkbox"/> Village<br>of: Somers |  | 10. Aldermanic District |
| 11. Organizer of Event (if not the named applicant)<br>Jeremy Haag  |   | 12. Email and/or Phone Number for Organizer of Event<br>jhaag@hawthornhollow.org                                       |                         |
| 13. Organizer Website   |   | 14. Event Website<br><a href="https://hawthornhollow.org/concert-series">https://hawthornhollow.org/concert-series</a> |                         |
| 15. Premises Description - Describe the building or buildings and any outside areas where alcohol beverages and records are sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.<br>See Recurring Event Permit Application |   |  |                         |

| Part D: Attestation  |  |                                |   |
|--|--|--------------------------------|---|
| Who must sign this application?<br>• one officer or director of the nonprofit organization   |  |                                |   |
| <b>READ CAREFULLY BEFORE SIGNING:</b> Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant organization and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted. |  |                                |   |
| Last Name<br>Grubb   |  | First Name<br>Pamela           |   |
| Title<br>President   |  | Email<br>pamela@yogainmind.com | M.I.<br>M.I.<br>Phone<br>(262) 914-5274 |
| Signature<br>   |  | Date                           |   |

| Part E: For Clerk Use Only            |                     |
|---------------------------------------|---------------------|
| Date Application Was Filed With Clerk | License Number      |
| Date License Granted                  | Date License Issued |
| Signature of Clerk/Deputy Clerk       |                     |

# Temporary Alcohol Beverage License


| License(s) Requested | Fees  |              |
|----------------------|---|--------------|
|                      | <input checked="" type="checkbox"/> Temporary "Class B" Wine <input checked="" type="checkbox"/> Temporary Class "B" Beer | License Fees |
| Background Check     |   | \$           |
| <b>Total Fees</b>    |   | <b>\$</b>    |

| Part A: Organization Information   |   |  |
|--|---|--|
| 1. Organization Name<br>Friends of Hawthorn Hollow   |   |  |
| 2. Organization Permanent Address<br>914 Green Bay Rd  |   |  |
| 3. City<br>Kenosha   | 4. State<br>WI                                    | 5. Zip Code<br>53144                         |
| 6. Mailing Address (if different from permanent address)   |   |  |
| 7. FEIN<br>39-1638780  | 8. Date of Organization/Incorporation<br>09/24/91 | 9. State of Organization/Incorporation<br>WI |
| 10. Phone<br>(262) 552-8196  | 11. Email<br>fohhmemberships@gmail.com            |  |
| 12. Organization type (check one)  |   |  |
| <input checked="" type="checkbox"/> Bona Fide Club <input type="checkbox"/> Church <input type="checkbox"/> Fair Association/Agricultural Society <input type="checkbox"/> Veteran's Organization<br><input type="checkbox"/> Lodge/Society <input type="checkbox"/> Chamber of Commerce or similar Civic or Trade Organization under ch. 181, Wis. Stats. |   |  |
| 13. Is this organization required to hold a Wisconsin Seller's permit? ..... <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No   |   |  |
| 14. Wisconsin Seller's Permit Number (if applicable)   |   |  |

| Part B: Individual Information  |            |                |                |
|---|------------|----------------|----------------|
| List the name, title, and phone number for all officers, directors, and agent of the organization. Include an Individual Questionnaire (Form AB-100) for each person listed below. Attach additional sheets if necessary. |            |                |                |
| Corporations must also include Alcohol Beverage Appointment of Agent (Form AB-101).   |            |                |                |
| Last Name   | First Name | Title          | Phone          |
| Grubb   | Pamela     | President      | (262) 914-5274 |
| Brock   | Susan      | Vice-President | (262) 215-8050 |
| Reed  | Emma       | Secretary      | (262) 630-3907 |
| Ferree  | Brandi     | Treasurer      | (815) 451-2374 |
| Leveque   | Timothy    | Agent          | (262) 552-8196 |

Continued →

| Part C: Event Information   |   |  |                         |
|---|---|--|-------------------------|
| 1. Name of Event (if applicable)<br>Pike River Benefit Concert #1   |   |  |                         |
| 2. Dates of Operation<br>07/11/2024   |   | 3. Hours of Operation<br>5 pm-9 pm   |                         |
| 4. Premises Address<br>880 Green Bay Rd   |   |  |                         |
| 5. City<br>Kenosha  |   | 6. State<br>WI   | 7. Zip Code<br>53144    |
| 8. County<br>Kenosha  | 9. Governing Municipality <input type="checkbox"/> City <input type="checkbox"/> Town <input checked="" type="checkbox"/> Village<br>of: Somers |  | 10. Aldermanic District |
| 11. Organizer of Event (if not the named applicant)<br>Jeremy Haag  |   | 12. Email and/or Phone Number for Organizer of Event<br>jhaag@hawthornhollow.org                                       |                         |
| 13. Organizer Website   |   | 14. Event Website<br><a href="https://hawthornhollow.org/concert-series">https://hawthornhollow.org/concert-series</a> |                         |
| 15. Premises Description - Describe the building or buildings and any outside areas where alcohol beverages and records are sold, stored, or consumed, and related records are kept. Describe all rooms within the building, including living quarters. Authorized alcohol beverage activities and storage of records may occur only on the premises described in this application. Attach a map or diagram and additional sheets if necessary.<br>See Recurring Event Permit Application |   |  |                         |

| Part D: Attestation  |                                |                         |
|--|--------------------------------|-------------------------|
| Who must sign this application?<br><ul style="list-style-type: none"> <li>one officer or director of the nonprofit organization</li> </ul> <p><b>READ CAREFULLY BEFORE SIGNING:</b> Under penalty of law, I have answered each of the above questions completely and truthfully. I agree that I am acting solely on behalf of the applicant organization and not on behalf of any other individual or entity seeking the license. Further, I agree that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another individual or entity. I agree to operate according to the law, including but not limited to, purchasing alcohol beverages from Wisconsin-permitted wholesalers. I understand that lack of access to any portion of a licensed premises during inspection will be deemed a refusal to allow inspection. Such refusal is a misdemeanor and grounds for revocation of this license. I understand that any license issued contrary to Wis. Stat. Chapter 125 shall be void under penalty of state law. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.</p> |                                |                         |
| Last Name<br>Grubb   | First Name<br>Pamela           | M.I.                    |
| Title<br>President   | Email<br>pamela@yogainmind.com | Phone<br>(262) 914-5274 |
| Signature<br>   |                                | Date                    |

| Part E: For Clerk Use Only            |                     |
|---------------------------------------|---------------------|
| Date Application Was Filed With Clerk | License Number      |
| Date License Granted                  | Date License Issued |
| Signature of Clerk/Deputy Clerk       |                     |



**HAWTHORN HOLLOW**  
NATURE SANCTUARY AND ARBORETUM

Wendy Burnette  
Clerk / Treasurer  
Village / Town of Somers  
7511 12th Street, P.O. Box 197  
Somers, WI 53171

April 1, 2025

Dear Ms. Burnette,

Hawthorn Hollow and the Friends of Hawthorn Hollow will be holding our Pike River Benefit Concert series this year on June 13, July 11 and August 8. Our Walk in the Woods Art Fair will be held on September 6<sup>th</sup>. We are applying for Temporary Class B and "B" licenses for all four of these events, with the Friends of Hawthorn Hollow applying for the first two and Hawthorn Hollow (Hyslop Foundation) applying for the August concert and the Art Fair.

The sale of alcoholic beverages such as wine, seltzer and craft beer help with the proceeds of these events, and add to the flavor of the day. If granted the Temporary Class B and Class "B" Licenses, could you please ask the Village Board to waive the accompanying fees for these fundraising events?

Hawthorn Hollow is owned and operated by the H. Chris Hyslop Foundation, a private 501c(3) non-profit organization. The 90 acre Nature Sanctuary is comprised of three miles of trails meandering through the woods of the Pike River Valley, virgin and restored prairies, perennial gardens, a nature center, three historic buildings, the Heritage Farmstead, an Observatory, and a 12 acre ArbNet Level One Accredited Arboretum. Hawthorn Hollow hosts over 6,000 students a year with over 30 educational programs. All proceeds from these events provide funds to continue the maintenance operations of this treasured natural resource

We are looking forward to another successful year and hope that you will join us.

Sincerely

Jeremy Haag  
Special Event & Administrative Associate  
Hawthorn Hollow Nature Sanctuary and Arboretum

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

**Village Board Meeting  
Tentative Agenda  
Tuesday, May 13, 2025  
5:30 p.m.**

| <b>Village Board Meeting:</b> |  |
|-------------------------------|--|
| <b>Item #</b>                 |  |
| 1                             | Call to order  |
| 2                             | Pledge of Allegiance   |
| 3                             | Consent and Approval of Minutes of Regular meetings on April 22, Vouchers dated April 24, May 1, May 2 and May 9, & ACH Payments, April Building Report, March Investment Statements   |
| 4                             | Correspondence:  |
| 5                             | Citizens Comments  |
| 6                             | President and Trustee Comments   |
| 7                             | Motion to approve the reappointment of Tim Schrader and Jeff Johnson to the Fire Commission for 5-year term expiring May 1, 2030.  |
| 8                             | Motion to approve application for Class “B” (Picnic) Beer License from Friends of Hawthorn Hollow, located at 880 Green Bay Road for their Pike River Benefit Concert Series on June 13 and July 11, 2025, and requests to waive fees. |
| 9                             | Action on Operator’s Licenses: Steven Rickman  |
| 10                            | Adjourn  |

I hereby certify that as the designee of the chief elected official of the Village of Somers, I posted this notice of the May 13, 2025 Village Board Meeting & Tentative Agenda in 1 public place & on the Village website.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2025

Wendy Burnette, Clerk-Treasurer

Requests from person 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 Village Board may participate telephonically. Notice is hereby given that members of the Town Board may be in attendance for the sole purpose of gathering information. A quorum may be present. However, no Board action will be taken.**

Original Post Date: \_\_\_\_\_, 2025

**Amended Post Date:**