

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

**Village Work Session Meeting  
Agenda  
Tuesday, June 17, 2025  
5:30 p.m.**

<b>Village Board Work Session Meeting:</b>	
<b>Item #</b>	
1	Call to Order
2	President and Trustee Reports
3	Ehlers Presentation on the Levy Limit
4	Mueller's Presentation on the Referendum
5	Review and discuss 2025 Mobile Home Park License Renewals from Oakdale Estates, Inc. & Oakdale Estates Mobile Home Park & Sales, 11515 1st Street; Mid City Mobile Homes, 1530 Sheridan Road, Alford Mobile Home Park, 1870 Sheridan Road, Embassy Mobile Home Park, 1784 Sheridan Road
6	Discuss and Review Special Event Permit application from J&M's Bar and Grill – The special event will be a 4th of July celebration from 11am to 8 p.m., on July 4th located at 8013 12th Street, Kenosha, WI 53144
7	Discuss and Review proposed Cabaret License Application from Kenosha County Club
8	Review tentative agenda for Village Board meeting on June 24, 2025
9	Adjourn

I hereby certify that as the designee of the chief elected official of the Village of Somers, I posted this notice of the June 17, 2025, Village Work Session & Agenda in 1 public place & on the Village website.

Dated this 13<sup>th</sup> day of June 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: June 17, 2025**

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

**PREPARED BY:** Kevin Poirier, Assistant Administrator  
Ben Andersen, Fire Chief  
Chris Swartz, Interim Administrator

**AGENDA ITEM:** #3 Discuss the possibility of a Levy Limit Referendum for the  
purpose of Public Safety  
#4 Mueller Communication Presentation

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**BACKGROUND:**

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

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

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

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

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

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

that. The Village reached out to Mueller Communications for help on the process. Village Staff has identified another company to compare cost and service. A meeting should take

The following is not a recommendation and includes some very preliminary calculations. Ehlers and our assessors are working on more precise numbers and these estimates are subject to change.

Working with the Somers Fire & Rescue Department as well as the Sheriff's Office, the following are preliminary key points:

## **FIRE DEPARTMENT**

The levy increase would allow us to add Fire and Law Enforcement staff filling immediate need in one budget cycle and allowing the Village to focus on other areas of need in the future. Fire Chief Andersen currently staffs Fire Stations with a minimum of 5 Firefighters (4 fulltime/1 Part time). This represents three at Station 1 and two at Station 2.

The addition of 8 new Firefighter/medics we would bring minimum daily staff to 7 people per day, covered by fulltime staff. Part time staff will cover vacations and sick time. Those numbers exclude the duty chief.

	Station 1	Station 2
Current	3	2
Proposed	4	3

The proposed increase would bring staffing levels up to the 3-person crew per stations that neighboring departments are requiring for automatic reciprocal aid agreements for fires. It would also give the department the ability to dispatch all 3 ambulances if needed. Somers ambulances are currently licensed to I99 level (right below paramedic and flex up to paramedic when we have a medic on duty). Eight new paramedics would allow:

- Guarantee paramedic level service and upgrade the ambulance licensure
- Ensure a safer and more effective response to fire calls
- Allow the dispatch of two ambulances, a chief officer and a fire engine immediately to car accidents without waiting for staff to come in from home.
- Reduce the dependency on paid on call staffing which is a dying system nationwide

In addition, Fire Chief Ben Andersen would like to point out that fulltime staff generally stays with the department longer than non-full-time staff so they learn more about the community and our businesses which allows them to provide better service to the community.

## **LAW ENFORCEMENT**

Administration proposes the addition of one Sheriff shift as the Village has seen an increase in Law Enforcement activity reflected in the monthly Sheriff's Office Reports.

## **PLANNING**

If the Board wants to move forward with a public safety referendum, staff recommends that this question to be placed on the ballot for the April 2026 election. When referendums are held in the Spring,

It has been shown that one key to successful referendum is to have a strong education campaign to inform voters in addition to strong support from elected officials. Education campaign, presentations and surveys are typically done by engaging a third-party communication firm that specialize in those efforts, which has a cost. Village Staff reached out to Mueller Communications, who provided the flyer in this packet. Another firm has been identified and has been contacted. Costs for both options will be presented to the Board at a future meeting.

Ehlers will assist us in levy considerations and long-term planning. They have been asked to provide us with a report, which will be provided at a future work session.

## **UPDATE:**

At the June 3, Village Board Work Session, staff was directed to ask Ehlers and Associates to present an analysis of the impact of the referendum on the tax levy and to have a presentation from Mueller Communications on the services and costs to provide communication/public outreach services for the referendum project

## **COMMENTS:**

Administration needs direction from the Village Board as to whether they want to pursue a levy limit referendum for the purpose of Public Safety and whether they want to hire a consultant to conduct public outreach. The presentations at this workshop are aimed at providing the necessary information so the board can formally consider proceeding with the referendum process for funding additional public service resources.

## **ATTACHMENTS:**

MacMahon Needs Assessment Report Recommendation Summary

Mueller Communication Presentation

Ehlers and Associates Referendum Tax Impact Analysis

**Table 1**  
**Actual and Projected Levy Limit Calculations**

Village of Somers, WI

Levy Year Budget Year	Actual		Estimated		No Referendum		Referendum Scenarios		
	2024 2025		2025 2026		Estimated Budget 2026 2027		Scenario 1 \$1,500,000 Proposed w/Ref. Inc. 2026 2027		
Line 1	Prior Year Actual Levy Plus Prior Year Personal Prop. Aid	4,516,701		4,749,455		4,460,871		4,460,871	
Line 2	Prior Year Levy for Unreimbursed Emergency Expenditures	0		0		0		0	
Line 3	Prior Year Levy for Post July 1, 2005 G.O. Debt	1,545,878		1,481,641		1,062,344		1,062,344	
Line 4	Prior Year Adjusted Levy	2,970,823		3,267,814		3,398,527		3,398,527	
Line 5	Closed TID	2,970,823		3,267,814		3,398,527	0.000%	3,398,527	
Line 6	Net New Construction Applied to Line 4 <sup>1</sup>	13.363% 3,367,814	4.000%	3,398,526	4.000%	3,534,468	4.000%	3,534,468	
Line 7	Greater of Line 5 or 6	3,367,814		3,398,526		3,534,468		3,534,468	
Line 8	Levy Limit Before Adjustments, Less Personal Property Aid	(35,851) 3,331,963	(35,851)	3,362,676	(35,851)	3,498,617	(35,851)	3,498,617	
Line 9	Total Adjustments	1,481,641		1,062,344		876,981		2,376,981	
Detail of Adjustments:									
A	One-year Carryforward							0	
B	Decrease in Pre July 1, 2005 Debt Levy							0	
C	Increase in Pre July 1, 2005 Debt Levy							0	
D	Refunded or Rescinded Taxes							0	
E	Post July 1, 2005 G.O. Debt	1,481,641		1,062,344		876,981		876,981	
F	Levy Increase Approved by Referendum							1,500,000	
G	Unreimbursed Emergency Expenditures							0	
H	Intergovernmental Cooperation Agreement							0	
I	Joint Fire Department / Joint EMS District							0	
J	Transfer of Services to Other Government							0	
K	Transfer of Services from Other Government							0	
L	Annexation of Land (Towns)							0	
M	Annexation of Land (Cities and Villages)							0	
N	Lease Payment for Pre July 1, 2005 Lease Revenue Bond							0	
O	Revenue Bond Shortfall							0	
P	Loss of Commodity Revenue from Business Closure							0	
Q	Covered Services Fee							0	
R	Carryforward							0	
S	New Single-Family Units							0	
T	Reduced Utility Aid Payment from Plant Closure							0	
Line 10	<b>Allowable Levy</b>	<b>4,813,604</b>		<b>4,425,020</b>		<b>4,375,598</b>		<b>5,875,598</b>	
	<b>Actual Levy</b>	<b>4,713,604</b>		<b>4,425,020</b>					
	<b>Change from Prior Year</b>	<b>210,417</b>		<b>(288,584)</b>		<b>(49,422)</b>		<b>1,450,578</b>	
	<b>Levy Limit Increase Under State Law</b>					<b>4.000%</b>			

**Notes:**

1) Based on the most recent Net New Construction per DOR.

Estimated 2026/27 Levy Limit With Section D Adjustments (A)	4,375,598
Proposed Referendum Increase (B)	1,500,000
Projected 2026/27 Levy w/Referendum Increase	5,875,598
Percent Increase (B÷A)	34.281%

**Table 2**  
**2026/27 Budget Analysis - No Levy Limit Referendum**

*Village of Somers, WI*

	Approved Budget						Projected <sup>1</sup> 2027	2026 Budget Impact	Projected 2027 Taxes			
	2021	2022	2023	2024	2025	2026			\$200k Home Annual Taxes	\$350k Home Annual Taxes	\$500k Home Annual Taxes	\$290k Home <sup>2</sup> Annual Taxes
<b>Budget (Levy Portion)</b>												
General Fund Levy	3,120,879	3,214,456	3,315,843	3,570,366	3,854,330	3,362,676	3,498,617	135,941	\$538	\$942	\$1,346	\$781
Debt Service Levy	1,278,342	1,038,532	1,037,757	932,821	859,274	1,062,344	876,981	(185,363)	\$135	\$236	\$337	\$196
Total Budget	4,399,221	4,252,988	4,353,600	4,503,187	4,713,604	4,425,020	4,375,598	(49,422)	\$673	\$1,178	\$1,683	\$976
Actual Levy	4,399,221	4,252,988	4,353,600	4,503,187	4,813,604	4,425,020	4,375,598					
Assessed Value (TID OUT) <sup>3</sup>						1,299,857,678	1,299,857,678					
Tax Rate						3.40	3.37					
Taxes on \$200,000 Valued Property						\$681	\$673					
Taxes on \$350,000 Valued Property						\$1,191	\$1,178					
Taxes on \$500,000 Valued Property						\$1,702	\$1,683					
Taxes on \$290,000 Valued Property <sup>2</sup>						\$987	\$976					

**Notes:**

- 1) Levy projected using known future debt service.
- 2) Median Home value is \$289,100 per the WI DOR - Division of Research and Policy Median Home Values and Taxes report.
- 3) Represents the January 1, 2024 TID Out assessed value per the WI DOR.

**Table 3**  
**2026/27 Budget Analysis - \$1,500,000 Levy Limit Referendum**

*Village of Somers, WI*

	Approved Budget						Projected <sup>1</sup> 2027	2026 Budget Impact	Projected 2027 Taxes by Fund			
	2021	2022	2023	2024	2025	2026			\$200k Home Annual Taxes	\$350k Home Annual Taxes	\$500k Home Annual Taxes	\$290k Home <sup>2</sup> Annual Taxes
<b>Budget (Levy Portion)</b>												
General Fund Levy	3,120,879	3,214,456	3,315,843	3,570,366	3,854,330	3,362,676	4,998,617	1,635,941	\$769,102	\$1,345,929	\$1,922,756	\$1,115,198
Debt Service Fund Levy	1,278,342	1,038,532	1,037,757	932,821	859,274	1,062,344	876,981	(185,363)	\$134,935	\$236,136	\$337,337	\$195,656
<b>Total Budget</b>	<b>4,399,221</b>	<b>4,252,988</b>	<b>4,353,600</b>	<b>4,503,187</b>	<b>4,713,604</b>	<b>4,425,020</b>	<b>5,875,598</b>	<b>1,450,578</b>	<b>\$904,037</b>	<b>\$1,582,065</b>	<b>\$2,260,093</b>	<b>\$1,310,854</b>
Actual Levy	4,399,221	4,252,988	4,353,600	4,503,187	4,813,604	4,425,020	5,875,598					
Assessed Value (TID OUT) <sup>3</sup>						1,299,857,678	1,299,857,678					
Tax Rate						3.40	4.52					
Taxes on \$200,000 Valued Property						\$681	\$904					
Taxes on \$350,000 Valued Property						\$1,191	\$1,582					
Taxes on \$500,000 Valued Property						\$1,702	\$2,260					
Taxes on \$290,000 Valued Property <sup>2</sup>						\$987	\$1,311					

**Notes:**

- 1) Levy projected using known future debt service and referendum.
- 2) Median Home value is \$289,100 per the WI DOR - Division of Research and Policy Median Home Values and Taxes report.
- 3) Represents the January 1, 2024 TID Out assessed value per the WI DOR.

## Table 4 Levy Limit Referendum Scenarios - Tax Impact Summary

*Village of Somers, WI*

	Taxes							
	2026 Actual		2027 Projected		\$ Change from 2026			
	Annual	Monthly	Annual	Monthly	Annual Change	vs. No Ref.	Monthly Change	vs. No Ref.
<b><u>\$200,000 Assessed Value Property</u></b>								
No Referendum	\$681	\$57	\$673	\$56	(\$8)		(\$1)	
\$1,500,000 Referendum	\$681	\$57	\$904	\$75	\$223	\$231	\$19	\$19
<b><u>\$350,000 Assessed Value Property</u></b>								
No Referendum	\$1,191	\$99	\$1,178	\$98	(\$13)		(\$1)	
\$1,500,000 Referendum	\$1,191	\$99	\$1,582	\$132	\$391	\$404	\$33	\$34
<b><u>\$500,000 Assessed Value Property</u></b>								
No Referendum	\$1,702	\$142	\$1,683	\$140	(\$19)		(\$2)	
\$1,500,000 Referendum	\$1,702	\$142	\$2,260	\$188	\$558	\$577	\$46	\$48
<b><u>\$290,000 Assessed Value Property<sup>1</sup></u></b>								
No Referendum	\$987	\$82	\$976	\$81	(\$11)		(\$1)	
\$1,500,000 Referendum	\$987	\$82	\$1,311	\$109	\$324	\$335	\$27	\$28
Projected Tax Bill Change per \$1,000 of Value from \$1,500,000 Referendum						\$1.15		\$0.10

1) Median Home value is \$289,100 per the WI DOR - Division of Research and Policy Median Home Values and Taxes report.

# Charts 1 & 2

## Levy Limit Referendum Scenarios - Tax Impact Summary

*Village of Somers, WI*

Chart 1: Annual Taxes at Various Property Valuations

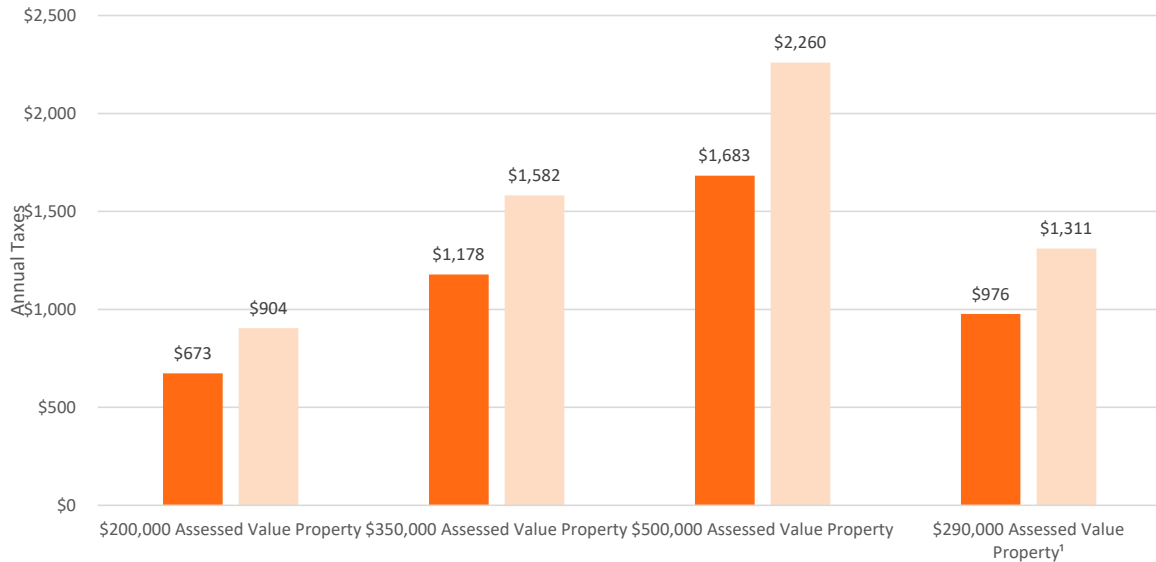
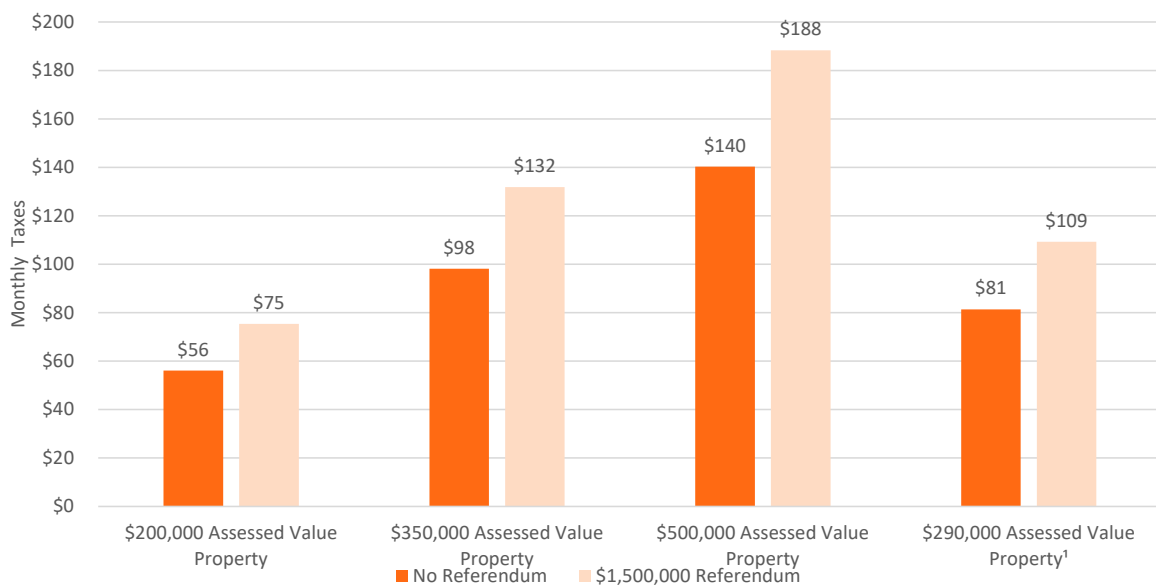


Chart 2: Monthly Taxes at Various Property Valuations



1) Median Home value is \$289,100 per the WI DOR - Division of Research and Policy Median Home Values and Taxes report.

MUELLER COMMUNICATIONS

# VILLAGE OF SOMERS

PUBLIC SAFETY REFERENDUM

ALLOW US TO

# INTRODUCE OURSELVES

**At Mueller Communications, we are a full-service team of seasoned, well-connected marketing, communications and creative experts.**

We leverage decades of experience in communications and marketing to help organizations, leaders and influencers amplify their great work. With integrity at the heart of all we do, our team of strategic communicators and problem solvers **strives to do the right thing for our clients and our communities.**

Across industries and geographies, our comprehensive communications and marketing services consistently deliver measurable results to support the individuals and organizations who are making a difference.







LORI RICHARDS



JAMES MADLOM



CARL MUELLER



ELIZABETH HUMNITZSCH



ANDY LEDUC



MIA TRIPI



MARY JESSEN



CASS BERGEMANN



CHRISTIE WOLFE



PHILL TREWYN



LAURA KELLER



CHRIS NELSON



AARON STERN



BEN BORDEN



TOYA WASHINGTON



JENNIFER MORTON



KAT BEST



LAUREN GEORGE



ANNA WILLKOMM



KEVIN KOCCHI



KRISTA RUEHMER



JEREMY TREUDEN



JOSH ANDERSON



AUBURN GELLER



ANNA STORY



CHELSEA CROSS



ERIK BROOKS



TEA TETTING



ERIKA QUINONEZ



MADDIE KREBS



KAITLYN BRASS



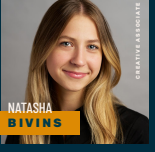
ERVIN KAPRI



EMILY LEDUC



HAYA FIDZIUKIEWICZ



NATASHA BIVINS



CARA VONDERWELL



KATIE DARRAGH



APRIL GREIDER



MAKAYLA HARROW



MARGARET WEINER



EICAR ROBLEDO



HOWARD LEWIS



HALLE HATOH



VERONICA POPE



AMELIA VENEGAS



GINNY CZARNECKI



KIRSTEN MUELLER

# MEET TEAM MUELLER

Our deep bench of big picture thinkers, detail-oriented doers and creative problem solvers are **the best in the business.**

# MUELLER COMMUNICATIONS

# PREVIOUS EXPERIENCE

Mueller Communications has provided support to a number of municipalities who have gone to referendum. Below is a sampling of communities we've worked with on similar referendum education campaigns:



# OUR PROCESS



# THREE PHASE PROCESS

## PHASE I: OPTIONS ASSESSMENT

## PHASE II: COMMUNITY SURVEY

## PHASE III: PUBLIC EDUCATION INITIATIVE

### APPROACH

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

We work with each community to customize an approach to fit their needs.



## PHASE I

# OPTIONS ASSESSMENT

**Timeline: 7-10 weeks**

In this first phase, our team works with Village staff to **review data, develop charts and define both the challenge facing the community and its options to fund a solution** as appropriate. The goal is to ensure complete, digestible information is available to community members as they evaluate a comprehensive set of solutions.

Phase I culminates with the development and presentation of a comprehensive Options Assessment report that can be posted online and used to **educate residents about the community's challenges and the options available to address them**, likely including a potential referendum to increase property taxes.

This report includes narrative, visual and graphical representations of the key findings of our data analysis.

### **DELIVERABLES:**

- Report
- News release
- Designed presentation deck
- Social media content
- Website content
- Key messages, FAQs



## PHASE II

# COMMUNITY SURVEY

**Timeline: 8-10 weeks**

In Phase II, Mueller Communications partners with a **third-party vendor to develop a survey designed to educate and to seek community feedback and engagement**. Surveys are sent to all households in the Village, and:

- Include a cover letter explaining the challenge and need for a funding solution, drawn from and referring to the Options Assessment;
- Encourage respondents to participate online by using a unique survey access code provided 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;
- Include questions that secure survey respondent feedback on various potential priorities, funding solutions, and/or funding levels; and
- Determine what additional materials or information would support the respondent understanding or supporting the plan.

In addition to collecting feedback, **the survey process also serves as a key educational opportunity** as it highlights key data points driving the challenge – increasing awareness of the situation at hand. Final results, including a comprehensive analysis, can guide municipalities' course of action and can shed light on community preference for various funding options.



## PHASE III

# REFERENDUM EDUCATION

**Timeline: 12-16 weeks**

**If elected officials opt to move forward with a referendum,** Mueller creates and executes a public information and education campaign that clearly articulates for voters the need for additional resources and the impact to the community if the referendum passes or fails.

**Outreach Plan & Strategy:** Based on the information outlined in the Options Assessment and the solution being pursued by the Village, we develop and refine a communications strategy that may include the following key elements.

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

- Key messages for use in ensuring consistent communication across all outreach methods;
- A fact sheet 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.

## THE GOAL:

An informed and engaged electorate.

Municipalities and departments cannot advocate for a specific outcome in an election – or a referendum. Rather, they can **educate and encourage community members to make an informed decision.**



## PHASE III

# REFERENDUM EDUCATION

**Timeline: 12-16 weeks**

### OUTREACH APPROACHES

We will take key information from communications materials and leverage it to develop and distribute information to the community. Examples of the outreach we might recommend 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 and/or posters that can be printed and displayed in municipal buildings and shared across social media channels, as appropriate.
- **Presentation Deck:** We will develop a presentation that can be used by officials to explain the referendum at community meetings (in-person and/or online).
- **Information Sessions:** We will work with Village officials to schedule public 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, as technology allows, 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).

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## PHASE III

# REFERENDUM EDUCATION

**Timeline: 12-16 weeks**

### ONLINE PRESENCE

- **Website:** We will develop content for a landing page that would serve as the hub for information on the referendum including the fact sheet, mailers, an online FAQ and contact information where additional questions can be directed.
- **Social Media:** We will work with you to develop content that can be regularly posted on social media channels to inform the community 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.
- **Paid Advertising:** We will work with you to develop engaging content to leverage as digital advertising, specifically targeted to reach residents of voting age in Somers.
- **Email / eNewsletter:** We will develop content that can be used as part of regular email or eNewsletter distributions, as appropriate.

### EARNED MEDIA

To secure coverage in the local media about the referendum, we work with municipal teams to develop and distribute news releases and media pitches as appropriate. Mueller Communications will also assist with media interview coordination.

21/108



**We will work closely with you to understand the needs of your community and develop a detailed timeline to meet your needs. We have included the following high-level sample timeline targeting a potential April 2026 referendum vote:**

**PHASE I: OPTIONS ASSESSMENT | JUNE - AUGUST 2025:**

- Village provides all existing materials / data to Mueller Communications
- Mueller reviews relevant studies and data
- Mueller develops a list of questions / prompts to identify any additional information required
- Mueller facilitates a process to prioritize the specific challenges and potential solutions facing the Village that would be assessed in the Options Assessment report
- Mueller develops, refines and finalizes Options Assessment
- Mueller drafts, designs and finalizes collateral materials for Options Assessment rollout including key messages, FAQs, fact sheet, talking points, news release and website language
- Options Assessment presented to Village Board, shared with members of the public and local media
- Mueller and Somers teams meet with survey vendor to begin developing a community survey

# TIMELINE

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## **PHASE II: SURVEY | SEPTEMBER - NOVEMBER 2026:**

- Survey vendor develops and finalizes survey
- Village provides addresses for all households to survey vendor
- Mueller develops communications materials to promote survey, including news release, website copy, social media materials
- Mueller develops FAQs for Village staff to refer to if community members have questions about the survey
- Survey distributed, responses collected and analyzed
- Survey results presented to the Village, members of the public and the media

**IF THE VILLAGE OPTS TO MOVE FORWARD WITH A REFERENDUM, MUELLER COMMUNICATIONS WILL REFINE A REFERENDUM EDUCATION CAMPAIGN BUDGET AND TIMELINE. THAT EFFORT MAY INCLUDE:**

## **PHASE III: REFERENDUM EDUCATION | DECEMBER - APRIL 2026:**

- Partner with Village staff and financial advisor to draft and refine referendum language for presentation to the Village Board
- Refine content on landing page, FAQs and fact sheet
- Content for up to three direct mail pieces developed and finalized and distributed by mail
- Ongoing media outreach, as appropriate
- Information session(s) scheduled and facilitated, presentation and talking points prepared for spokespeople
- Ongoing web and social media updates
- Presentations to community groups scheduled and facilitated

# TIMELINE



# BUDGET ESTIMATE

## PHASES I & II

### Professional Fees Phases I & II:

*Will be based on actual fees, not to exceed this amount, based on current understanding of the scope of work*

**\$40,608**

### Administrative and Technical Fee:

**\$3,046**

### Survey Fees & Expenses, Third-Party\*\*:

*Professional fees for third-party service provider, estimate to print and mail a four-page, full-color community survey to all households in the Village of Somers (approx. 3,300 households)*

**\$20,119**

- Professional Fees Estimate (survey vendor): \$14,200
- Printing/Mailing Estimate: \$5,385
- Paper Survey Data Entry, Postage: \$535

*Surveys that are mailed in require manual entry. The survey company charges \$1.80 / survey. The estimate is based on 9% of households completing their survey in hard copy.*

**Total Phases I & II Budget \$63,773**

## PHASE III\*

*\*If the Village of Somers moves forward with a referendum, Mueller Communications will refine a budget for public education efforts. This estimate is inclusive of professional fees to execute the comprehensive public education campaign outlined in the recommended approach, as well as anticipated third-party media spend, videography support and printing and mailing expenses.*

**Estimated Phase III Budget \$43,000**

24/108

We will work with you to refine our scope of work and budget to best meet the needs of your community. This proposed budget is based on the scope of work outlined above.

*\*\*These third-party costs are projections as of May 2025 and may be subject to change. We have preferred vendors we frequently work with and who we know are efficient and affordable. We are happy to work with other vendors, but note that it may take additional time to coordinate and their pricing may be different than we have estimated here.*



## CITY OF FOND DU LAC

### Joe Moore

City Manager

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## LEAGUE OF WIS. MUNICIPALITIES

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Executive Director

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## VILLAGE OF RICHFIELD

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## CITY OF PORTAGE

### Troy Haase

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# OUR REFERENCES



CASE STUDIES

# RELEVANT EXPERIENCE



## CASE STUDY

# CITY OF WHITEWATER

**Due to an increase in calls for service**, the City of Whitewater identified a need to hire additional, full-time personnel for its Police and Fire departments. The City asked voters via referendum whether or not they'd support an **increase in the property tax levy by \$1.3 million to fund five additional police officers, a dispatcher, two cross-trained firefighters/EMTs, and their necessary equipment.**

To help voters understand the importance and implications of the police and fire/EMS referendum, Mueller led a strategic public education campaign. This included crafting clear **key messages**, **developing fact sheets and FAQs**, and **producing a range of informative materials.** In collaboration with the City of Whitewater, Mueller also created an **educational video**, for online advertising, featuring police, fire, and city personnel; wrote **website content**; and **developed three direct mail pieces, social media posts, and presentation materials for community information sessions** – all aimed at ensuring Whitewater residents were well-informed about the referendum on their ballot.

Ultimately, **residents in the City of Whitewater voted to approve an increase in the property tax levy** to fund additional police and fire/EMS staff and their necessary resources, enabling the City to meet the growing demands of the community and provide the high quality services its residents expect and deserve.

**Public Safety REFERENDUM**  
Vote Tuesday, April 1, 2025

The City of Whitewater has identified the need to add full-time personnel to its Police and Fire departments, as current public safety staffing levels and staffing models are insufficient to meet the growing demands and needs of the community. The Whitewater Police Department has seen a 50% increase in calls for service since 2018, while staffing has remained flat. Since 2012, there has been a 48% increase in calls for service to the Whitewater Fire Department, with paid-on-call staffing contracted to increase, resulting in a need for an increase in full-time Fire/EMS personnel to meet the growing needs.

Voters will be asked on April 1, 2025 whether or not to support an increase in the City's annual tax levy, beginning with bills issued in December 2025.

**Why Referendum?**

The City needs additional funding to meet the public safety needs of the community as both the volume and complexity of calls for service continue to increase.



## CASE STUDY

# CITY OF MONONA

Despite running lean and being on solid financial footing, after years of growing demands and growing costs to provide services and without proportional increases in revenue, the City of Monona **fac**ed budget challenges just maintaining existing services.

To educate its community about the complex financial challenges it faced and work toward a solution, the City of Monona partnered with Mueller Communications to engage in a **three-phase, 11-month public education campaign** that began with a **comprehensive report presented to the Council**, continued with a **community-wide survey mailed to each household** in Monona to secure input from residents, and concluded with a **referendum-specific education campaign** once a referendum question was placed on Nov. 2024 ballots.

Mueller worked with the City to leverage a variety of communications tactics that help **ensure Monona residents received information about the referendum wherever they get their news**, including through direct mail, information session presentations, posters at key locations, social media content and traditional news media. Throughout the fall, Mueller continued to work closely with the City to manage topical questions and concerns, including about how other Dane County communities are facing similar challenges and about how the Monona-Grove School District funding situation is separate from the City.

**As a result of the campaign, electors in the City of Monona ultimately voted to approve the increase in the property tax levy** on the November 2024 ballot and increase funding to maintain existing City services.



# CASE STUDY

# VILLAGE OF GERMANTOWN

The Villages of Germantown and Somers commissioned studies from hydrogeologists that provided insight on the potential impacts and benefits of extending services from Germantown Water and Sewer Utilities to new paying customers in Somers.

The Village of Germantown worked with Mueller Communications between August 2022 and November 2022 to **educate the community on the need for a referendum question to consider whether to approve an Intergovernmental Agreement (IGA)** on November 8, 2022 that would determine whether the Village should provide water and sanitary sewer service for a fee to customers in a portion of the Village of Somers.

Mueller created and executed an educational outreach campaign that included the development of educational materials, including key messages, fact sheets and infographics, and updates to the Village of Germantown website that clearly conveyed the situation. With materials developed, the team prepared two direct mail pieces, drafted posts to share across Germantown social media channels, and created an informational presentation to share with community groups and city council members.

**Electors in the Village of Germantown voted to approve the IGA**, allowing Germantown to provide water and sanitary sewer service for a fee and on an ongoing basis to customers in the Northeast Corridor of the Village of Somers, ultimately expanding Germantown's water and sewer services customer base.

The collage features three main pieces of educational material:

- Top Flyer:** Titled "INTERGOVERNMENTAL AGREEMENT REFERENDUM" with the Village of Germantown logo. It states "VOTE TUESDAY, NOVEMBER 8, 2022" and explains that the Village Board has placed a referendum question on the ballot. It details that the Village of Richfield will provide water and sanitary sewer service for a fee to customers in a portion of Richfield, and that the Village of Germantown will pay a 20% premium for sewer service.
- Middle Fact Sheet:** Titled "INTERGOVERNMENTAL AGREEMENT" and "RICHLAND SEEKING TO ATTRACT DEVELOPMENT". It explains that the IGA governs the sale and operation of services, with Germantown bearing all costs for expansion. It also notes that Richland is seeking to attract development in the Northeast Corridor, including warehousing and light industrial, which would require municipal water and sanitary sewer service.
- Bottom Ballot Question:** Titled "QUESTION ON THE BALLOT". It states: "The formal resolution that will appear on the November 8 ballot reads as follows: Shall the Village of Germantown provide water and sanitary sewer service for a fee on an ongoing basis to customers in a portion of the Village of Richfield pursuant to the Intergovernmental Agreement between the Village of Richfield and the Village of Germantown?" Below this are two options: "IF A MAJORITY VOTE 'YES'" (with a thumbs up icon) and "IF A MAJORITY VOTE 'NO'" (with a thumbs down icon).



## CASE STUDY

# CEDARBURG FIRE DEPARTMENT

The City and Town of Cedarburg's joint Cedarburg Fire Department was staffed, almost entirely, by volunteers until January 1, 2024 when the communities opted to shift to a paid-on-call model. This shift was one of several efforts undertaken to help address the Department's increasing demand for service and decreasing staffing.

CFD worked with Mueller Communications from August 2023 through April 2024 to educate the community **on the need for additional funding to support additional full-time firefighter-paramedic staff**. This education was done in three phases: first through a comprehensive report identifying potential funding options, then through an educational survey aimed to secure community input on referendum viability, and finally through a referendum education campaign targeting residents in both communities.

Following the 9-month effort – which included community information sessions, media outreach and news coverage, social media content, website content, direct mail, Town newsletters, and a video ad playing before each show at the Rivoli Theatre – **voters in both the City and Town of Cedarburg approved increases** in the property tax levies, allowing CFD to **add eight new firefighter-paramedics, maintain funding for two existing full-time staff members, and transition the Fire Chief to a full-time role.**

30/108

### New public safety referendum hopes to give Cedarburg Fire necessary funds to improve staffing

Voters will be asked to approve nearly \$2 million addition in the wake of a surge in service calls amid a drop in available volunteers.

AMERICA VOTES 2024  
FIRE DEPARTMENT FUNDING REFERENDUM  
CEDARBURG

CEDARBURG FIRE DEPARTMENT  
FACES CHALLENGES.

**REVIEW  
THE REPORT!**

CEDARBURG  
FIRE  
DEPARTMENT

**CEDARBURG FIRE DEPARTMENT  
PUBLIC SAFETY REFERENDUM**

**+8**

**ADDITIONAL FULL-TIME  
FIREFIGHTER-PARAMEDICS**

MAINTAIN 2 FULL-TIME  
FIREFIGHTER PARAMEDICS  
CURRENTLY FUNDED USING  
APPA DOLLARS

ADJUST THE FIRE CHIEF  
POSITION TO  
A FULL-TIME ROLE



# CASE STUDY

# CITY OF FOND DU LAC

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.

**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.

Noters 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?**

- Insufficient funding:** 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.
- Stagnant funding:** The challenge is that while the need and program costs continue to rise, current funding sources are stagnant or decreasing.
- State-imposed limits:** Because of state-imposed levy limits, Fond du Lac must ask approval from taxpayers through a referendum to increase the tax levy to fund those services.

**IF A MAJORITY VOTE "YES"**  
If the referendum is approved by a majority of Lac will be able to add critically necessary add

**+6 FIREFIGHTER/PARAMEDICS**    **+6 POLICE OFFICERS**

ASSESSED PROPERTY VALUE	ESTIMATED INCREASE PER YEAR
\$100,000	\$43
\$125,000	\$53

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

**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 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.

**CALLS FOR SERVICE +9%**  
**POLICE STAFFING -3%**

**CALLS FOR SERVICE +44%**  
**FIRE STAFFING +0%**



# CASE STUDY

# CITY OF PORTAGE

The City of Portage was faced with paying high fees for third-party EMS services that provided limited opportunities for local control. The City unexpectedly received significant invoices from Aspirus, its third-party provider, for ambulance service. Challenged by these unexpected costs, and a lack of control in optimizing service to residents, the Portage Fire Department considered alternate service models, while seeking to minimize the impact on taxpayers.

The City of Portage worked with Mueller Communications between August 2023 and February 2024 to **educate the community on the need for a referendum question to approve an increase in the City's annual tax levy** on February 20, 2024 that would determine whether the City could build a fire-based EMS service model.

Mueller created and executed a public education campaign that included the development of educational materials, including key messages, fact sheets and infographics, and updates to the City of Portage website to share the benefits of a fire-based EMS system with the community. In addition, the team created two direct mailer pieces to educate the community, drafted and designed posts to be shared on Portage social media pages, and created an informational presentation to share with community groups and city council members.

**Electors in the City of Portage voted to approve the referendum**, allowing the City of Portage to build the fire-based EMS service that will ensure full control over efficiencies and effectiveness, designing and implementing the best EMS services to meet the needs of the Portage community.

**EMS Service Referendum**  
The City of Portage

**VOTE FEBRUARY 20, 2024**

The City of Portage faces a need to invest in EMS services either through a referendum to increase the property tax level or significant budget cuts from other City services. With this investment, the City recommends creating a locally controlled, fire-based EMS service as the most cost-effective model for services.

The City has an opportunity to build the EMS system it needs for the community. Voters will be asked on February 20, 2024 whether or not to support an increase in the City's annual tax levy, beginning with bills issued in December 2024, to cover the cost of EMS services. If approved, the City would create a fire-based EMS service model:

- 14 cross-trained firefighter / EMT / paramedics
- Education and training for personnel who are not already cross-trained
- Three new ambulances
- Fire station remodel to serve increased staffing and new EMS capabilities.

**WHY REFERENDUM?**

- 1 Today, the City of Portage is faced with paying high fees for third-party EMS services that provide limited opportunities for local control. The City unexpectedly received significant invoices from Aspirus, its third-party provider, for ambulance service. Challenged by these unexpected costs, and a lack of control in optimizing service to residents, the Portage Fire Department has considered alternate service models, while seeking to minimize the impact on taxpayers.
- 2 The City has an opportunity to build a fire-based EMS service that will ensure full control over efficiencies and effectiveness, designing and implementing the best EMS services to meet the needs of our community.
- 3 Because of state-imposed levy limits, Portage must gain approval from taxpayers through a referendum to increase the tax levy to fund EMS services.

**BENEFITS OF A Fire/EMS Referendum**

A feasibility study demonstrated that the City of Portage could establish a cost-effective fire-based EMS system (staffed by City employees) combined with cross-training ambulances.

City of Portage  
**Fire/EMS Referendum**

**BECAUSE THE REFERENDUM IS APPROVED, THE CITY OF PORTAGE WILL BE ABLE TO COVER THE COST OF:**

- 14 CROSS-TRAINED FIREFIGHTER / EMT / PARAMEDICS
- EDUCATION AND TRAINING FOR PERSONNEL WHO ARE NOT ALREADY CROSS-TRAINED
- THREE NEW AMBULANCES AND STATE-REQUIRED EQUIPMENT
- FIRE STATION REMODEL TO SERVE INCREASED STAFFING AND NEW EMS CAPABILITIES



# CASE STUDY

# VILLAGE OF CALEDONIA

Due to insufficient public safety funding and growing current service demands, the Village of Caledonia identified a need to add additional full-time personnel to its police and fire departments.

Caledonia worked with Mueller Communications from December 2022 through April 2023 to educate the community **on the need for a public safety referendum** ahead of the April 4, 2023 vote.

Mueller worked closely with the Village of Caledonia to create comprehensive messaging and frequently asked questions to cascade through education materials, including key messages, fact sheets and infographics, and informational posters, and updates to the Caledonia website that clearly conveyed the situation. Mueller also created two direct mail pieces, drafted social media posts to share across Caledonia channels, and executed an on-site video shoot for a social media ad to reach Caledonia voters up until days before the election. Mueller Communications also designed informational presentations for the Village Administrator, Police Chief and Fire Chief to share with community groups and Village Board members

**Electors in the Village of Caledonia ultimately voted to approve the increase in the property tax levy, allowing Caledonia to add eight new police officers, six new firefighters/paramedics and the equipment needs for each new staff member.**

**PUBLIC SAFETY REFERENDUM**

**VOTE APRIL 4 2023**

The Village of Caledonia has identified a need to add additional public safety personnel to the Police and Fire Departments.

Voters will be asked whether or not to support an increase in the Village's annual tax levy, beginning with bills issued in December 2023, to cover the cost for six additional firefighter/paramedics, eight additional police officers and the personal protective equipment those staff members require.

**WHY REFERENDUM?**

Current public safety funding levels and staffing levels are insufficient to meet the current demands and needs of the community. Caledonia must act now if it is to continue to adequately respond to calls for services.

Because of state-imposed levy limits, Caledonia must gain approval from taxpayers through a referendum to increase the tax levy to fund additional staffing.

Decreasing staffing levels and an increase in calls for service result in officers for the Caledonia Fire Department to provide a consistent, high quality response. Federal grant dollars the Department relies on to fund staffing will expire in March 2023, further straining response capabilities.

Staffing at the Caledonia Police Department is too low to enable officers to effectively patrol the large geographic area of the Village and respond to multiple complex and concurrent calls for service.

**IF A MAJORITY VOTE "YES"**

**+6** ADDITIONAL FIREFIGHTER/PARAMEDICS

**+8** ADDITIONAL POLICE OFFICERS

If the referendum is approved by a majority of voters, the Village of Caledonia will be able to add critically necessary additional public safety staff, including six additional firefighter/paramedics and eight additional police officers. These increases will ensure adequate staff to sufficiently respond to calls for service from Caledonia residents and perform proactive duties.

If approved, taxpayers will see a property tax increase of an estimated \$57 annually, or about \$1.76 per week, per \$100,000 of assessed value in a home, starting with the bills issued in December 2023.

**IF A MAJORITY VOTE "NO"**

A rejection of the referendum would not be the equivalent of maintaining the status quo of emergency services.

The Village of Caledonia received a three-year federal grant to fund its firefighter/paramedics through March 2023. While the Village has worked within its levy limit constraints to maintain three of its six positions, without additional funding, the Village will be down three firefighter/paramedics.

The Caledonia Police Department ranks last in officers per 1,000 population and officers per square mile when compared to peer communities. Without additional police officers, the Police Department would not be able to effectively patrol the entire geographic area of the Village or effectively handle more than a single call for service at a time that has moderate complexity and/or requires a moderate level of resources.

**PROPERTY TAX IMPACT**

\$1,761,000 TOTAL INCREASE

ASSESSED PROPERTY VALUE	PER YEAR	PER WEEK
\$100,000	\$57	\$1.76
\$300,000	\$171	\$3.30

Monday through Friday, March 21 - March 31, 2023 from 8:30 a.m. - 4:30 p.m.

For mailed absentee ballots: March 30, 2023

7 a.m. to 8 p.m. Wisconsin voters are required to show an acceptable photo ID in order to vote.

For more information, please visit [caledonia.wi.gov/referendum](http://caledonia.wi.gov/referendum) or email [referendum@caledonia.wi.gov](mailto:referendum@caledonia.wi.gov)



## CASE STUDY

# SOUTH MILWAUKEE

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

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

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

### SOUTH MILWAUKEE 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 \$86.641 to maintain current paramedic services and hire two additional police officers. The special election will be held on Tuesday, November 7, if approved by voters, homeowners would pay an additional \$52 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 tax to be imposed for the next fiscal year 2018, is limited to .09%, which results in a levy of \$103,746,142. 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 5.73%, which results in a levy of \$113,881,095?*

**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. More than 1,350 residents responded, with the majority supporting an operational referendum.

**VOTE NOVEMBER 7**

City of South Milwaukee  
Proud to be... Preserving Values

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



# CASE STUDY

# SOUTH MILWAUKEE

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

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

**Feature**

## What We Learned in Our Public Safety Referendum

Erik Brooks, Mayor, City of South Milwaukee  
James Madison, Partner, COO, Mueller Communications  
Natalie Verette, Senior Account Executive, Mueller Communications

*Editor's Note: Something unusual happened on Tuesday, November 7. Voters were asked and approved a request to increase municipal spending. Electors in the City of South Milwaukee voted two-to-one to approve an increase in the property tax levy to sustain the city's paramedic program and allow South Milwaukee to add two new police officers. Spending referenda are allowed under Wisconsin's levy limit laws, but traditionally few communities have used this tool. What are the factors that can be learned from this case study? Here is what Mayor Erik Brooks and two leaders from Mueller Communications, South Milwaukee's partner on this work, told us.*

**Get Help, from the Start**  
Know that you don't know it all, and that you can benefit from others' experience — and their help. In South Milwaukee, we recognized early on that we could benefit from the support of a third party, and we purposely chose a public relations firm, as we approached the referendum in a communication and education campaign from day one. The city chose Mueller Communications, a well-respected and connected local public relations firm that had previously worked with a local school district on a successful referendum education campaign. This helped in two key ways:

- First, they offered us an honest, impartial view of the funding problems facing us and potential solutions. They challenged us to present the information in a simple, understandable way that would resonate with residents, reminding us that not everyone is an expert in city budgeting.
- Mueller Communications also provided another set of hands to help with the day-to-day work necessary to educate the public and get a question on the ballot. From coordinating the survey and mailings, to consulting on website content, Mueller was invaluable in taking tasks off the plates of city staff.

**You Get One Chance**  
South Milwaukee was facing a critical, immediate need to fund paramedic services. Early on, leadership identified a referendum as a potential solution to the immediate challenge. We were also cognizant that holding referendums too frequently could frustrate voters and undermine the credibility of elected officials.

To prevent voter fatigue, we took the time to do a comprehensive internal review of our community's needs for the next several years. Through this process we determined that hiring additional police officers would help to address a growing demand for officer time due to increases in crime and drug-related incidents including burglaries, thefts, and heroin overdoses.

It was also important to ask for a reasonable amount of money that would meet the needs of our community for the foreseeable future. The council made the decision to pursue a public safety referendum that increased annual property taxes by \$2 per year (\$31 going toward paramedics and \$17 going toward police) for every \$100,000 of property value.

**Start Early, and Educate Over Time**  
It is important to remember the general public has limited knowledge of the budget decisions facing municipal leaders. The South Milwaukee Common Council discussed the paramedic funding challenge for several years and made budget decisions to maintain service. This deep knowledge led us to consider a referendum, and while we felt paramedic funding was a clear and compelling community need, we had to take a step back to effectively educate the community and take voters through the process, and give community input.

One year before the referendum vote, the council commissioned an options assessment to outline the budget challenges facing the City, as well as the potential funding

**Feature**

## SERVICES UNGE

South Milwaukee Police that decrease, despite a greater increase in crime and other metrics, thefts and

for the local and national officers based on population.

**PER LOU POPULATION**

South Milwaukee Police that decrease, despite a greater increase in crime and other metrics, thefts and

for the local and national officers based on population.

at around the referendum. It cannot see, and they did in South city advocacy group formed prior to state and local budgeting issues. The independent of the city, a get-out-the-vote effort, door-to-door, and social media activities. The a significant contributing factor to it success in a special election, much more, and the final 2-to-1 "yes" vote, a group never formed.

of South Milwaukee was first elected and was re-elected in April of 2017. He Milwaukee alderman from 2009 to 2014. my graduate, is married with two Contact Erik at brooks@sumw.org

a Chief Operating Officer at the, managing a variety of client training and implementing community fire strategies, internal employee fires, crisis preparation, and marketing for clients ranging from Fortune 500 fire agencies and nonprofits. James' degree and law degree, magna cum laude. He lives in Whitefish Bay children. Contact James at jim@muellercomm.com

Account Executive at Mueller client teams to execute various fire safety strategies as well as awareness campaigns. She has been across a variety of industries including, school districts, and being the firm, Natalie spent eight fire a representative in the city. She is a graduate of Froedman (City, Natalie is a Wisconsin native of Frank. Contact Natalie at nverette@muellercommunications.com

**The Municipality | January 2018**

discussions and show the impact of each potential solution on service levels and response times. The options assessment also documented the steps the City had already taken to cut costs

to address municipalities maintain fire and EMS services. In other words, residents uptake locally and clearly.

**The Municipality | January 2018**

specifically what the referendum would fund. We feared this would create confusion for voters, making the education

**The Municipality | January 2018**

6 The Municipality | January 2018



## CASE STUDY

# PLEASANT PRAIRIE

The Village of Pleasant Prairie is home to 21,250 residents and 494 businesses. As the Village continued to grow, public safety staffing models remained outdated and call complexity increased, Pleasant Prairie identified a need for alternative funding sources to continue to service the community.

Once the need for additional public safety funding was identified, the Village of Pleasant Prairie engaged Mueller Communications as a strategic partner to develop a **comprehensive Options Assessment** and facilitate the creation, distribution and reporting of a **community survey** - with the understanding that comprehensive research, alternatives and community input lends itself to the success of a potential referendum.

Mueller Communication's Three-Phased Approach:

- Options Assessment
- Community Survey
- Public Education Campaign

In the summer of 2021, Mueller Communications was engaged by the Village of Pleasant Prairie 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.

Following the community survey, the Village Board voted to place a public safety referendum on the on Spring 2022 ballot. **On April 5, 2022, the Village of Pleasant Prairie ultimately voted to approve the increase in the property tax levy**, allowing the Village to add 12 firefighter/paramedics and four police officers.



## CASE STUDY

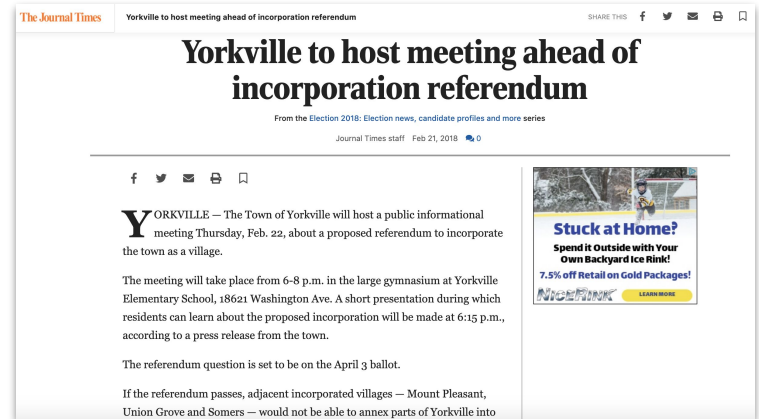
# TOWN OF YORKVILLE

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.")



# ***SOMERS FIRE & RESCUE***



**CHIEF**  
Benjamin Andersen

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

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Somers Village Board

Topic of Discussion: Public Safety Referendum

I, Chief Andersen, am requesting that we discuss the two proposals provided by Innovative Public Advisor and by Mueller Communications in hopes of selecting a company to partner with to move forward on the referendum.

You will see in the Mueller presentation they recommend getting started no later than June with the preliminary parts of Community Surveying and planning for an April 2026 Referendum question on the ballot. From our previous work session discussions, it appears that the majority of the board supports moving forward with a referendum and our success depends on getting started as early as possible.

Another factor is the Innovative Public Advisor Proposal also offers assistance with a SAFER grant application which must be submitted by 7/3/2025, so if we wanted them to help us submit that we need as much time as possible to complete that application.

Respectfully Submitted By Chief Andersen  
5/30/2025

# FACILITIES ASSESSMENT

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## SOMERS FIRE STATION



FOR  
**VILLAGE & TOWN OF SOMERS**  
KENOSHA COUNTY, WISCONSIN

SEPTEMBER 3, 2024

McMAHON ASSOCIATES, INC.

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# FACILITIES ASSESSMENT

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# FACILITIES ASSESSMENT

## SOMERS FIRE STATION



## VILLAGE & TOWN OF SOMERS

KENOSHA COUNTY, WISCONSIN

SEPTEMBER 3, 2024

McM. No. S0403-04-24-00511

### I. INTRODUCTION

McMahon Associates, Inc. (McMahon) was retained by the Village and Town of Somers to conduct a Fire Department Facilities Assessment. The scope of the assessment under contract included:

- Assessment of current conditions of facilities including building envelope, interior condition, life safety/building codes and accessibility. The Assessment would also evaluate the facilities' compliance with industry safety standards and codes. This would be accomplished through tours and interviews with facility staff regarding age and condition of building systems such as the HVAC. Also includes existing conditions report of Stations 1 and 2 to include a review of existing mechanical, electrical, plumbing services and related equipment for use in determining how to proceed with the current facilities and general architectural and structural observations.
- Maps showing response times and distance from the current stations to areas of the Village/Town.
- Presentation of general location options for a two-fire station model and a three-fire station model.
- Report presentation to Village/Town Board.

### II. PROJECT WORK TASKS

To complete the objectives set forth in the Study RFP, McMahon toured and evaluated the Department's two fire stations and studied data in an effort to present general location options for a two-fire station model and a three-fire station model.

### III. SOMERS FIRE DEPARTMENT OVERVIEW

The Somers Fire Department provides fire, rescue, emergency medical and related emergency services to the Village and Town of Somers in Kenosha County, Wisconsin. The Department operates from two fire stations that are both staffed 24 hours per day. The stations are located at:

- Station 1: 7511 12<sup>th</sup> Street | Kenosha, Wisconsin
- Station 2: 818 12<sup>th</sup> Street | Kenosha, Wisconsin

#### SOMERS FIRE DEPARTMENT QUICK FACTS

- Estimated Population Protected: 9,368 (State of Wisconsin Department of Administration 2023)
- 2023 Calls for Service: 1,566 (71% Medical, 29% Fire/Rescue/Service)
- Approximate Square Miles of Area Protected: 29
- 15 Full-Time Members
- 46 Paid-On-Call/Premise Members
- ISO Rating: 4 (2015)

### IV. SOMERS FIRE DEPARTMENT FACILITIES ASSESSMENT

#### A. Fire Station 1 – 7511 12<sup>th</sup> Street | Kenosha, WI 53114

##### 1. Architectural

The existing Station 1 resides within the Village of Somers Complex along with the Village Administration and the Department of Public Works. The original building was constructed in the 1940's, and with several additions and renovations over the years, with the most recent addition in 2011. The total size of the complex is approximately 53,761 SF including the lower level. The building is constructed in a variety of materials, ranging from wood, masonry, steel, and precast concrete. The exterior is clad in brick, stucco panel, and precast concrete. The roof systems are wood truss with asphalt shingles built over precast decking (east 2/3 of facility) and metal deck with insulation and a membrane roof system (west 1/3 of facility). The window systems are a combination aluminum storefront and clad wood windows. The building is fully sprinklered. The Fire Department consists of approximately 15,354 SF of the building.

Fire Station 1 contains spaces for:

- Nine Bunk Rooms
- Dispatch Room
- Three Full Offices
- Medical Storage
- General Office and Storage Spaces
- Day Room
- Locker and Toilet Facilities
- TV Lounge
- Apparatus Bay
- Kitchen Area

At our visit on June 26, 2024, we were able to interview staff on some of the Station 1 deficiencies:

### **Fire Station 1**

- Maze-like interior flow.
- No access from locker room to apparatus bay without going through clean spaces.
- No decontamination separation for gear.
- Exhaust for clothes dryer is non-compliant.
- No drive-thru bays.
- Overhead doors are 12'-0" tall. Typically, these doors are being planned for 14'-0" height due to increasing vehicle heights and clearances with new apparatus. Existing ceiling/deck is at 14'-0" making taller doors in the existing space not feasible.
- Maxed out on space in apparatus bay (no room for Special Operations Trailer that is coming or present Crash Assessment Trailer).
- Kitchen casework, while code compliant at the time of construction, is not ADA compliant to the current code.
- Medical storage for EMS services is too small.
- Locker room is "tight" on room.
- Men's Restroom Off Locker Room
  - ▶ Urinal is not at ADA compliant height under current code.
  - ▶ Shower is not ADA compliant under current code.
- Women's Restroom Off Locker Room
  - ▶ Shower is not ADA compliant under current code.

### **Fire Station 1 Recommendations**

- While the general condition of the Fire Department space appears to be in good condition, the layout of the building can be improved. A study to reconfigure the existing space should be considered to provide better flow and organization for the Department.
- Provide a solution for decontamination of gear.
- ADA upgrades will be required by the building code if spaces are remodeled.
- If feasible, consider a new stand-alone Public Works building on the existing property or nearby to allow the Fire Department to move into the present space for taller overhead doors and a cleaner configuration of apparatus bay and equipment storage.

- Consider demolition of existing exterior public works storage building to the south and revise pavement around the building to allow for two drive-through bays and an expanded training area.

## 2. Roofing

Overall, the roof systems appear to be in relatively good condition. There are two roof systems, the gable/hip areas of roof are completed with asphalt shingles while the “flat” roof sections (above the apparatus garage and in between the gable/hip sections of roof) are completed with black EPDM.

The asphalt shingle roofs appear to be wearing evenly on the surface, with potential routine maintenance needed at flashing and valleys. There are sections of valleys and flashings with inadequate seals or caulking. At the point of accessing the shingled roof (above the sleeping quarters) there was a “bubble” where the shingled roof came to the eave/gutter. This could be a point of possible water infiltration during winter months with ice dams. Also, at this point of access the gutter has pulled away from the eave with missing fasteners at the gutter supports. On the north side of the building (street side) there is a noticeable buildup of leaves within the gutters. These should be cleaned out every year to promote good drainage for watershed from the roof.

At the EPDM roof areas, maintenance of the roof seams at the ventilation units and material laps should be inspected and addressed. There were several locations where these seams have begun to separate and could become a point for water infiltration. At the eRofast end of the building, where the stone facade panels are installed, where they meet up with the vertical section of EPDM at the center of the building, there is separation of caulk sealing. The seam needs to be maintained to prevent further/future water infiltration at that point. In this same location, the EPDM roof has a considerable amount of “debris” on the horizontal roof surface between that section of wall and the roof drain – this debris should be cleaned up to promote good watershed to the roof drain and prevent clogging of the roof drain by the debris. At the roof top unit between the sleeping quarters and the Assembly Area Addition, there is standing water (likely HVAC condensate) on the roof, typically the result of inadequate roofing insulation slope/taper to direct water to the roof drain, consideration should be given to addressing this roof drainage to increase the life span of the EPDM material.

It is suggested that a licensed roofing company perform an independent inspection of both roofs to determine the full extent of required maintenance for these systems.

### Roofing Recommendations

- Have the existing roof inspected by a licensed roofing contractor.

### 3. Structural

The Fire Station portion of the Village Complex encompasses several phases of construction. The oldest portions of the site consist of wood purlins or precast planks, supported by CMU walls or structural steel framing with masonry infill. Subsequent building additions match the style of the original construction.

The most recent building addition consists of steel joist roof framing, supported by precast concrete wall panels; an interior precast plank mezzanine is present in this most recent addition, supported by structural steel framing. At the lower-level regions, first floor framing consists of precast planks supported by structural steel framing and concrete foundation walls. Additionally, this addition included wood truss over framing above the original building roof structure.

Based on our observations, the structural framing system appears to be in good condition overall. Major signs of distress or deterioration were not observed in the existing building, though a few items are recommended for repairs or further monitoring. The existing building structure did not show apparent signs of foundation concerns or settlement.

#### Structural Recommendations

- Cracks were observed in the concrete slab-on-grade, both in the garage bays and in the lower level. The cracks are recommended to be caulked or grouted, and periodically observed for signs of further movement.
- CMU cracks were observed at the stack-bond blocks at the north exterior wall of the garage bays, on the sides of the garage doors. Cracks are also apparent in the precast plank joints at the same locations. The cracks are recommended to be caulked or grouted, and periodically observed for signs of further movement.
- Differential precast plank deflection was noted in the roof framing of the garage bays, at the joint between the original building and the first building addition. The deflection does not appear to be a sign of structural distress. The planks are recommended to be periodically observed for signs of further movement.

### 4. Mechanical

The HVAC equipment appears to have been manufactured over several years. Two Roof Top Units (RTU) that appear to be manufactured in 2010 and were tagged/ labeled with Johnson Controls markings leading us to assume that the units were designed and manufactured to proprietary specifications. With the age of the units along with the comments by the staff of inconsistent heating/cooling the units may be at the end of their lifecycle or in need of re-balancing or maintenance. The remainder of the HVAC equipment on the roof range in age from 2002-2008, here again due to the age of the equipment, may be reaching the end of their operational lifecycle. It was noted by staff that the roof top unit will stop working

until the breakers are reset. The units lack vibration isolators, so vibrations and noise are transferred through the roof members. Additionally, the zones for heating and cooling are not consistent.

### Mechanical Recommendations

- Consider having the system balanced or re-balanced by a licensed technician at a minimum.
- Consider budgeting for the replacement of the rooftop mechanical units.

## 5. Electrical

### ■ Power

- ▶ ELECTRICAL SERVICE The utility service drop is on the north side of the property along 12<sup>th</sup> Street and is routed underground to a 75KVA pad-mount utility transformer. The secondary utility transformer is 120/208V 3PH 4W. The WE Energies utility meter #14-141-238 and 800A CT cabinet is located on the north exterior wall of the building. The Square D I-line HCP Main Distribution Panel (MDP) has an 800A main bus with an 800 amp 80%-rated circuit breaker main disconnect and is located in the main electrical room. There is a service grounding electrode to the incoming metal water pipe. The maximum demand for the past 24 months is 103KW (357.4A at 208V 3PH). The capacity of the existing system is only 640A due to the 80%-rated main circuit breaker.
- ▶ ELECTRICAL DISTRIBUTION The equipment is manufactured by Square D. The lighting and branch circuit panels are load center type panels.
- ▶ GENERATOR The generator is located inside a separate building enclosure to the north of the main building. The generator is a 120/208V 3PH 4W Onan Cummins natural gas generator with a standby rating of 75KW / 93.8kVA and an ampacity rating of 260A at 120/208V. The generator was installed between 2009 and 2011. Generators have a typical life span of about 20 years with regular testing and maintenance.

There is one Automatic Transfer Switch (ATS) located in the main electrical room. The ATS manufacturer is Cummins and is rated for 300A, solid neutral, open transition. The load side of the ATS serves two emergency panels.

The generator serves a variety of loads including boilers, hot water pumps, IT circuits, HVAC controls, Mech room lights, sump pumps, air compressor, door opener, fire dept lighting, and overhead doors. There are also emergency lights and exit signs fed from these panels. A complete list of loads is shown in Figures 1 and 2.

1	Elec. Fire Prof. Room 4 Strip Fluorescents	Public Works NW Overhead Drs.	2
3	Tool Rm and Office Lts.	Public Works Center West Overhead Doors	4
5	Open Office Ltg.	Public Works SW Overhead Drs.	6
7	Fire Dept. West Overhead Doors	Lift Station Cntrl.	00
9	Fire Dept. <del>West</del> OVERHEAD DOORS	Public Works NE Overhead Drs.	10
11	Fire Dept. East OVERHEAD DOORS	Keri Control System Receptacle	12
13	Light Keeper	GENERATOR 800G LITES	14
15	Fire Dept. 4 Outside Lts.	GENERATOR BATTERY CHARGER	16
17	Public Works 6 Outside Lts.	GENERATOR HEATER	18
19	} GENERATOR BUILDING HEATER	GENERATOR ROOF COOLING	20
21			22
23			24

▲ Figure 1 Emergency Panel in Main Electrical Room by Public Works



▲ Figure 2 Emergency Panel in Boiler Room Near Village Hall

■ **Lighting**

- ▶ INTERIOR Emergency lighting and exit sign backup power is served by the generator. There are a few older random emergency unit battery lights.

The interior lighting is mostly T8 fluorescent. When lamps burn out, they have been replaced with T8 LED lamps. Many of the light fixtures are not in very good shape with cracked/yellowed lenses.

There are very few automatic lighting shutoff controls. Most lighting controls are manual toggle switches. There is a Litekeeper lighting control panel in the main electrical room with switching relays and astronomic timeclock that

controls some lights in the building, see Figure 3 for complete list.

Relay	CKT	Description
1	24	PUBLIC WORKS HIGHWAY LIGHTS 1 Row 1
2	6,8	" " Row 2
3	10,12	" " Row 3
4	14,16	" " Row 4
5	18,20	FIREDEPT. HIGHWAY LIGHTS
6	15	OUTSIDE BUILDING LIGHTS
7	17	OUTSIDE BUILDING LIGHTS
8		

▲ Figure 3 Lighting Control Panel

- ▶ EXTERIOR All exterior lighting is HID. Wall-mount exterior lights are controlled by the lighting control panel in the main electrical room. Parking lot lights are controlled by a different timer.

A portion of exterior lights are on the generator, but not all. It is unknown whether there are exterior exit discharge lights with emergency backup at all exterior exit doors.

■ **Special Systems**

- ▶ FIRE ALARM The fire alarm control panel is a Simplex 4010. The head end was installed in 2011; it is no longer a current product but can be upgraded to a newer Simplex panel if needed. The control panel is in a storage closet adjacent to the Village Hall auditorium. The fire alarm system is monitored by Century Security using an analog POTS line. Smoke detectors, heat detectors and audible/visual notification devices are located throughout the building. There is one annunciator panel located at the Village Hall main entry vestibule.

Each sleeping room has a combination CO/smoke detector.

- ▶ VOICE DATA The main data room contains three 2-post racks with servers and patch panels. There is a data grounding system that bonds the main electrical service grounding, ladder tray, and racks. The room is cooled by a separate split system AC unit.

Horizontal cabling is Category 6.

50-micron fiber optic cabling is routed to the main electrical room network switch that sits on the storage shelving.

- ▶ PAGING SYSTEM The Fire Department has speakers located throughout served by an amplifier. The paging system is not connected to any "smart" system.

- ▶ MASTER CLOCK There is no master clock system.
- ▶ SECURITY VIDEO SURVEILLANCE There are IP cameras located along the exterior of the building.
- ▶ SECURITY ACCESS CONTROL The access doors are controlled by Rosslare Security Products door controllers. There are card readers on all exterior doors. There is a card reader on door FD26 medical supplies. The security system is maintained by Hoernel Lock & Key, Inc. of Kenosha.
- ▶ SECURITY INTRUSION DETECTION SYSTEM There is no security intrusion detection.
- ▶ DOOR INTERCOM VIDEO SYSTEM There is no door intercom video system.

### Electrical Recommendations

- Change door hardware on main electrical room to panic hardware since equipment is rated 800A per NEC and IBC.
- Remove all storage items from main electrical room.
- Add surge protection to the main electrical distribution panel with at least 360KA.
- Add customer load metering to normal-line side of ATS so that KW demand information can be measured on a regular basis.
- The emergency lights and exit signs cannot be combined on the same transfer switch as optional standby loads. The least expensive option to remedy this is to add unit battery backup lights to serve as life safety lighting.
- Add emergency exterior exit discharge lighting.
- The service grounding electrode system is incomplete without a bonding jumper across the water meter. Add a bonding jumper across the water meter per NEC.
- Replace receptacles in all truck bays to GFI type to meet NEC requirements.
- The basement elevator lobby does not have two-way emergency communication per International Building Code (IBC). Add a two-way communication system for the elevator lobby so that a stranded occupant that cannot use the stairs can use the system to call 911. <https://www.avire-global.com/en-us/products/smartrescue-system/>
- Consider a wireless GPS synchronized clock system. This would help keep all clocks at the same time, automatically adjust for daylight savings and reset after power outages.
- To save additional energy, consider replacing the interior light fixtures with energy efficient LED fixtures and energy code compliant controls. Energy saving controls include dimming, occupancy/vacancy sensing and automatic daylighting controls. In addition to saving energy, dimming LED sources increases the life expectancy of the fixture.

- Consider replacing the exterior building mount lighting and flagpole lighting to LED fixtures and energy code compliant controls. This would include replacing the existing mechanical time clock with a photocell and astronomical time clock combination. The astronomical time clock will automatically adjust for daylight savings time.

## **B. Fire Station 2 – 818 12<sup>th</sup> Street | Kenosha, WI 53140**

### **1. Architectural**

The existing Station 2 was originally constructed in 1975 and is a pre-engineered metal building. The original building featured a single overhead door, an office, single restroom, small kitchen, and storage room along the east wall of the building. During subsequent remodeling, additional doors have been added and the original interior rooms eventually removed and new spaces created in the 2000 building addition to the north side of the building. The building at present still has the original metal panel siding and roof. The 2000 building addition is constructed of split-faced CMU with an assumed wood truss roof covered with asphalt shingles. The same property includes a memorial park, a storage building used by the Public Works Department, and a cell tower. The building is fully sprinklered and is approximately 4,338 square feet.

Fire Station 2 contains spaces for:

- |  |   |
|--|---|
| ■ Three Bays for Apparatus             | ■ Dayroom with Kitchen                  |
| ■ Small Mechanical Room                | ■ Storage Room                          |
| ■ Gear Storage in the Apparatus Bay    | ■ Office                                |
| ■ Laundry in the Apparatus Bay         | ■ Office Converted to Sleeping Quarters |
| ■ Small Workroom/Weight Room/Tool Room | ■ Double Bunk Rooms                     |
|  | ■ Men’s and Women’s Restrooms           |

At our visit on June 26, 2024, we were able to interview staff on some of the Station 2 deficiencies:

### **Fire Station 2**

- |                                 |   |
|---------------------------------|---|
| ■ Built on an Old Landfill Site | ■ Overhead door clearance height and width in apparatus bays (only one door that can serve larger equipment). |
| ■ Cracked CMU Walls             | ■ Clearance width limits due to overhead door width limits.   |
| ■ HVAC Issues                   | ■ Entry doors need constant adjustment due to frost heave in cold months.                                     |
| ■ Roof Issues                   |   |

- Fire alarm panel can no longer be served due to age.
- Building envelope (insulation) is not adequate in original building. It is believed that the 2000 building addition CMU wall was not insulated as there is frost on the restroom and bunk room walls during cold months. Tiles on the walls fall off.
- Shower drains were placed at the high point of the sloped floor.
- There is no room for additional apparatus.
- No notification system – radio and comm issues.
- No decontamination separation – linens are washed in the same washing machine as the gear.
- Parking lot asphalt is nearing replacement.

### Fire Station 2 Recommendations

It is recommended that the station be replaced. There is an opportunity on the site for a new station – set up for long term service. An option is to look at sitting a new station building to the north where the softball diamond is/was. Another opportunity is relocating the existing playground equipment – on the site – closer to 12<sup>th</sup> Street for more visibility, to open the center of the property for use.

## 2. Roofing

The 2000 addition has an asphalt shingle roof while the original 1975 building is a mechanically attached (screw down) metal roof panel system. The asphalt shingle roof appears only to have been repaired in areas as needed since its installation (sections of shingles in the field, ridge caps, equipment cut-ins, etc.) and the majority of the shingle material shows its age (worn and much of the granular material has dissipated from the shingle). In addition, at the west side of the gable between the addition and the original building (by the AC condenser on the ground below), there exists a “buckle” in the shingles which could be an area of water infiltration due to ice damming in the winter months or wind driven rain due to the separation from the substrate below.

At the metal roof, there is significant surface rust in “patches” across the entire roof surface (both east and west elevation), though and it appears to be only surface in nature (no crumbling or cracking of the metal surface indicating rot). There are two or three sections of roof on the east elevation that have been cut out and replaced with colored metal roof panels. The roof penetrations appear to be in good shape and the sealant does not appear to be separating or cracking. It is suggested that, should this building remain operational, a more thorough inspection of both roofs be performed by a professional roofing company.

### Roofing Recommendations

- Have the existing roof inspected by a licensed roofing contractor.

### 3. Structural

The original building construction consists of a Pre-Engineered Metal Building (PEMB), with windows added as part of a previous renovation. At the concrete slab-on-grade, larger floor joints are present; it is unclear whether these joints were intentionally enlarged to help with internal floor drainage, or if the joint spacing is the result of PEMB shifting over time. It is our understanding frost heave may be impacting the doorway stoop foundations, as the doors need to be adjusted a few times a year due to alignment issues.

North of the original building, a single-wythe CMU building was constructed; it is our understanding that the existing masonry is poorly insulated. Step cracks were observed in the running-bond masonry at the building corners.

Based on our observations, the structural framing system appears to be in good condition overall. The existing building structure did not show apparent signs of foundation concerns or settlement.

### Structural Recommendations

- The overall building structure appears in good condition. However, this building would be better served as a different use, such as a seasonal park shelter or storage building.
- The cracks in the floor slabs of the garage bays are recommended to be periodically observed for signs of further movement.
- The cracked CMU regions are recommended to be repaired as required and monitored periodically for signs of further movement and distress.

### 4. Mechanical

Current HVAC equipment at this facility includes a 24-year-old furnace and an 11-year-old AC condenser. The furnace is beyond the operational life expectancy of the unit and will require replacement in the foreseeable future. The vestibule and restrooms are heated with supplemental in-wall cabinet unit heaters, which are a less efficient design than current systems.

### Mechanical Recommendations

- Consider budgeting for the replacement of the mechanical systems as they are nearing or at the end of their lifecycle.

## 5. Electrical

### ■ Power

- ▶ ELECTRICAL SERVICE The utility pole-mount transformers are rated 75KVA and are located on a utility pole near the south side of the property along 12<sup>th</sup> Street. The 120/208V 3PH 4W secondary of the utility transformer is routed underground from the utility pole to the utility meter. The WE Energies utility meter is located on the east exterior wall of the building. The utility meter transocket has two tapped disconnect switches (200A and 100A) located next to the utility meter transocket outside. The 200A main disconnect switch feeds a 200A normal power panel with a 200A 80%-rated main circuit breaker. The 100A main disconnect switch feeds the Automatic Transfer Switch (ATS). The main panels are in the truck bay. There is one service grounding electrode conductor at the incoming metal water pipe.

This is not a demand-rate account, so WE Energies does not monitor demand. The total usage in KWH seems to be only about 25% of the usage of Station 1, so about 26KW (90A at 208V 3PH). The total capacity of the services combined is 240A at 208V 3PH due to the 80% rated main circuit breakers.

- ▶ ELECTRICAL DISTRIBUTION The equipment is manufactured by Square D. The lighting and branch circuit panels are load center type panels.
- ▶ GENERATOR The generator is located outside on the east side of the building in an outdoor weatherproof enclosure. The generator is a 120/208V 3PH 4W Kohler 30RZ natural gas generator with a standby rating of 30KW / 38kVA and an ampacity rating of 81A at 120/208V. The generator was installed in 2001. Generators have a typical life span of about 20 years with regular testing and maintenance.

There is one ATS located in the truck bay. The ATS manufacturer is ASCO Series 300 and is rated for 104A, solid neutral, open transition. The load side of the ATS serves one emergency panel with a 100A 80%-rated main circuit breaker.

The generator serves a variety of loads including compressors, overhead doors, heat, various receptacles, and various lights. There are also emergency lights and exit signs fed from this panel. A complete list of loads is shown in Figure 4.

Row	Load	Description
1	COMP	HEAT
2	COMP	HEAT
3	COMP	HEAT
4	COMP	HEAT
5	COMP	HEAT
6	COMP	HEAT
7	HEAT	HEAT
8	HEAT	HEAT
9	HEAT	HEAT
10	HEAT	HEAT
11	HEAT	HEAT
12	HEAT	HEAT
13	HEAT	HEAT
14	HEAT	HEAT
15	HEAT	HEAT
16	HEAT	HEAT
17	HEAT	HEAT
18	HEAT	HEAT
19	HEAT	HEAT
20	HEAT	HEAT
21	HEAT	HEAT
22	HEAT	HEAT
23	HEAT	HEAT
24	HEAT	HEAT

Figure 4 Emergency Panel Loads

- Lighting
  - ▶ INTERIOR Emergency lighting and exit sign backup power is served by the generator. There are a few older random emergency unit battery lights.
 

The interior lighting is mostly T8 fluorescent. When lamps burn out, they have been replaced with T8 LED lamps. Many of the light fixtures are not in very good shape with cracked/yellowed lenses.

There are very few automatic lighting shutoff controls. Most lighting controls are manual toggle switches.
  - ▶ EXTERIOR All exterior lighting is LED. The exterior lights are controlled by a mechanical timeclock located in the truck bay.
- Special Systems
  - ▶ FIRE ALARM The building has a partial fire alarm system that only monitors the fire suppression system. The fire alarm control panel is a Honeywell Ademco 5110XM; it is no longer a current product. The control panel is in the mechanical room adjacent to the truck bay. The fire alarm system is monitored by Century Security using an analog POTS line. The fire alarm system consists of monitor modules for tampers/flows, one pull station and one horn/strobe.
 

There are standalone battery-operated smoke detectors located outside the sleeping rooms. There is a standalone plug-in CO detector located in the lounge. These devices are not monitored and have local audible notification.
  - ▶ VOICE DATA There is a network switch sitting on a storage shelf in the storage room adjacent to the main entry vestibule.
 

Horizontal cabling is Category 6.
  - ▶ PAGING SYSTEM The Fire Department has speakers located throughout served by an amplifier. The paging system is not connected to any “smart system.”
  - ▶ MASTER CLOCK There is no master clock system.
  - ▶ SECURITY VIDEO SURVEILLANCE There are no cameras.
  - ▶ SECURITY ACCESS CONTROL There are no access-controlled doors. Two exterior doors have standalone keypads integrated with the door hardware.
  - ▶ SECURITY INTRUSION DETECTION SYSTEM There is no security intrusion detection.
  - ▶ DOOR INTERCOM VIDEO SYSTEM There is no door intercom video system.

### Electrical Recommendations

- The main panelboards and ATS are currently in the truck bay. The equipment gets wet when the trucks get washed. The equipment is not rated for getting wet. The Owner keeps a big tarp over the equipment, which is not code compliant. The equipment should be relocated to a dedicated electrical room

away from the truck bay or the equipment should be replaced with NEMA 4X stainless steel enclosures.

- If additional loads were to be added to the building, we recommend a 30-day load test on both main panels in the truck bay rather than trying to use WE Energies estimate based on KWH comparison to the other fire station.
- Enlist an electrician to confirm that both main disconnects (located outside next to utility meter) are both connected to the same service grounding electrode system.
- Add surge protection to both main electrical distribution panels with at least 360KA protection.
- Add customer load metering to normal-line side of ATS so that KW demand information can be measured on a regular basis.
- The generator is at the end of its useful life and should be replaced.
- The emergency lights and exit signs cannot be combined on the same transfer switch as optional standby loads. The least expensive option to remedy this is to add unit battery backup lights to serve as life safety lighting.
- Add emergency exterior exit discharge lighting.
- The service grounding electrode system is incomplete without a bonding jumper across the water meter. Add a bonding jumper across the water meter per NEC.
- Replace receptacles in all truck bays to GFI type to meet NEC requirements.
- Consider a wireless GPS synchronized clock system. This would help keep all clocks at the same time, automatically adjust for daylight savings and reset after power outages.
- To save additional energy, consider replacing the interior light fixtures with energy efficient LED fixtures and energy code compliant controls. Energy saving controls include dimming, occupancy/vacancy sensing and automatic daylighting controls. In addition to saving energy, dimming LED sources increases the life expectancy of the fixture.
- Consider replacing the existing mechanical time clock with a photocell and astronomical time clock combination. The astronomical time clock will automatically adjust for daylight savings time.
- Replace the fire alarm system with a new system that includes full notification and CO\smoke detection in sleeping areas.
- Consider including a data rack in a space with separate cooling.
- Consider adding security cameras along the exterior at a minimum.
- Consider adding an access control system similar to Fire Station 1.

## V. STATION LOCATION ANALYSIS

Identifying the best locations for fire and emergency medical stations requires an analysis of current and future needs of the service area. Key components of this evaluation include:

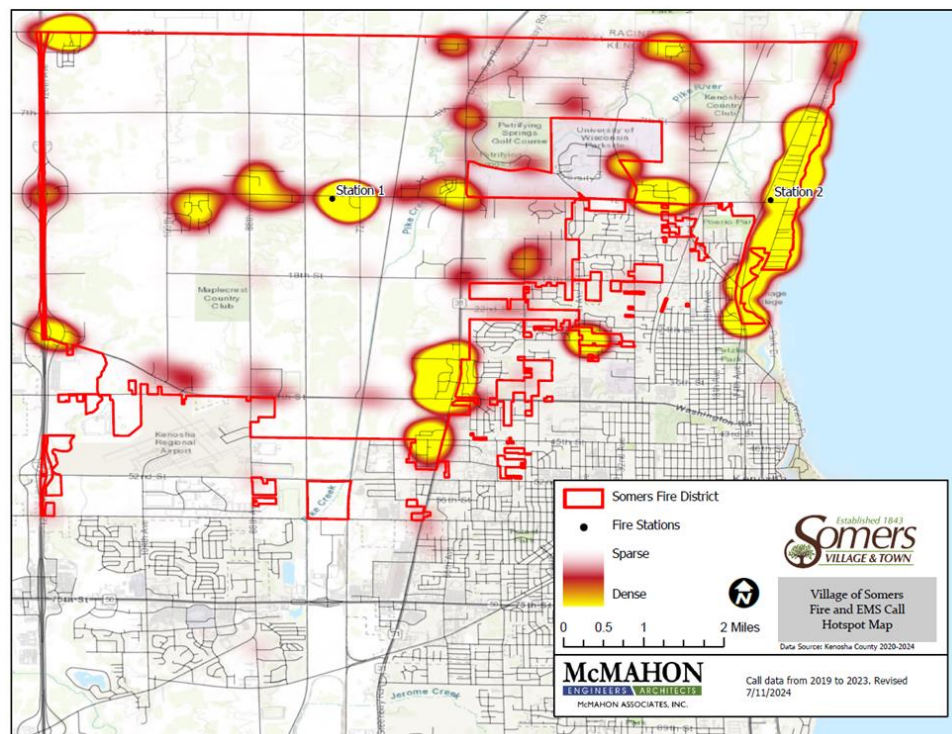
- Total Demand for Service and Distribution of Incidents
- Population
- Response Time, Travel Time and Distance Analysis
- Risk Assessment of Response Area
- Land Use Planning
- Connectivity to Major Roadways
- Cost Analysis

### A. Demand for Service and Distribution of Incidents

Current needs are analyzed by evaluating demand for the Department’s services. McMahon conducted a geospatial and statistical analysis of current demand for services. Total calls for service provide a view of the demand for services.

	YEARS				
	2019	2020	2021	2022	2023
Somers Fire Department Calls for Service	1,137	1,046	1,491	1,440	1,566

Location analysis of the demand for service showed several clusters of where calls for service occurred from 2019 to 2023.



## B. Population

The location of clusters of higher population in the community generally matches the locations of calls for service. Additional planned development in Somers will add population and traffic to the community; a new housing development with single family homes and apartments to the east of Station 1, a large development with single family homes and apartments at 18<sup>th</sup> Street and 88 Avenue, a large apartment development on 18<sup>th</sup> Street and a commercial development on 12<sup>th</sup> Street near I-94.

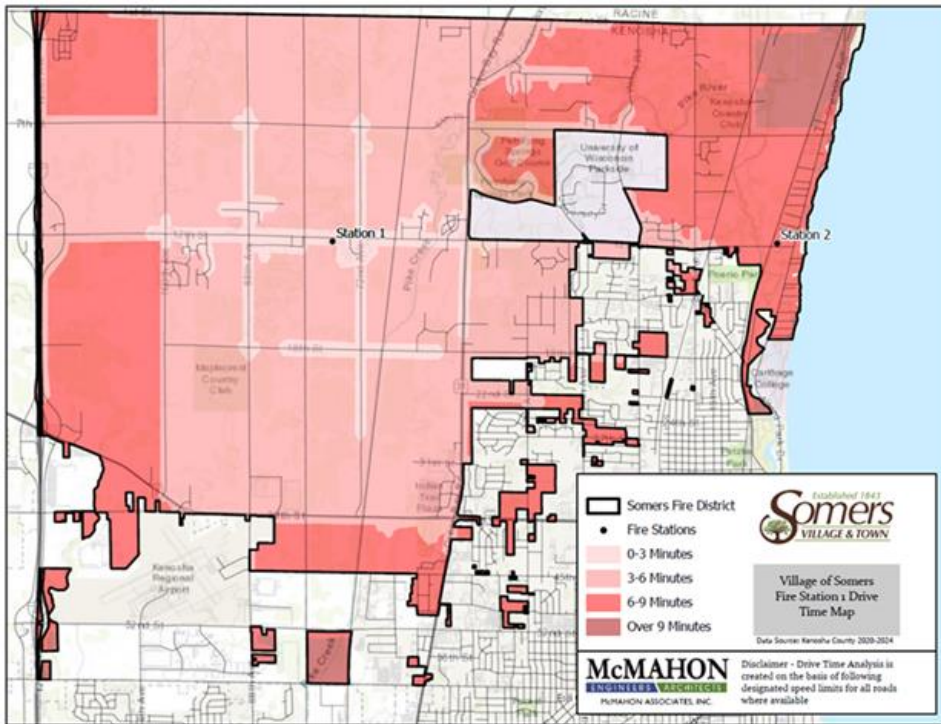
## C. Response Time, Travel Time, and Distance Analysis

An analysis of response times to the calls for service was completed using two different methods. The first method used evaluated the average response time. The second method utilized evaluated the time in which the Department responded to 90% of the calls for service in the time period evaluated. The 90% method is a common metric used in performance evaluation to reduce the effect of outliers on average response times.

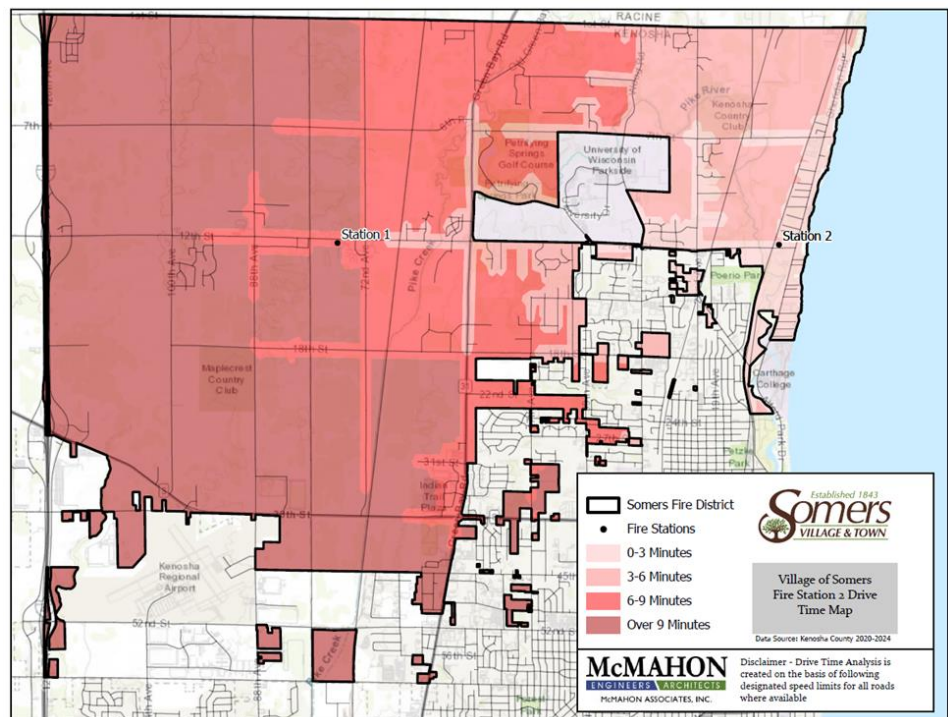
For the purpose of this analysis, response time data was calculated from the time the call for service was received at by Kenosha Joint Services 911 Public Safety Answering Point (PSAP) to the time the first arriving Somers unit reported on scene.

<b>SOMERS FIRE DEPARTMENT RESPONSE TIME ANALYSIS</b>							
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>Average</b>	<b>Median</b>
Average Fire/ Rescue/Service	7:50	7:42	6:07	7:13	5:14	6:49	--
Average Medical	7:50	7:38	7:26	6:58	7:11	7:24	--
90% Fire/Rescue/ Service	12:30	11:05	10:34	9:36	9:10	--	10:34
90% Medical	8:16	10:33	10:17	9:37	9:40	--	9:40

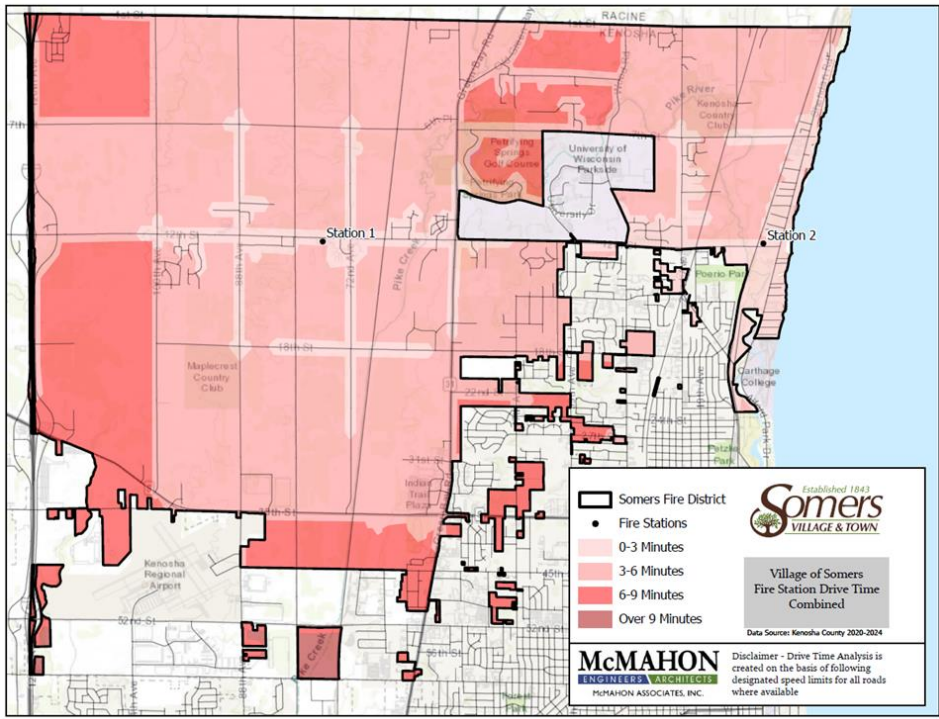
Travel time is different from response time. A travel time analysis does not include the time it takes for a call to be processed at the 911 PSAP and the time it takes for responders to mobilize the apparatus to begin response to the scene. The maps below demonstrate expected travel times for emergency response in Somers.



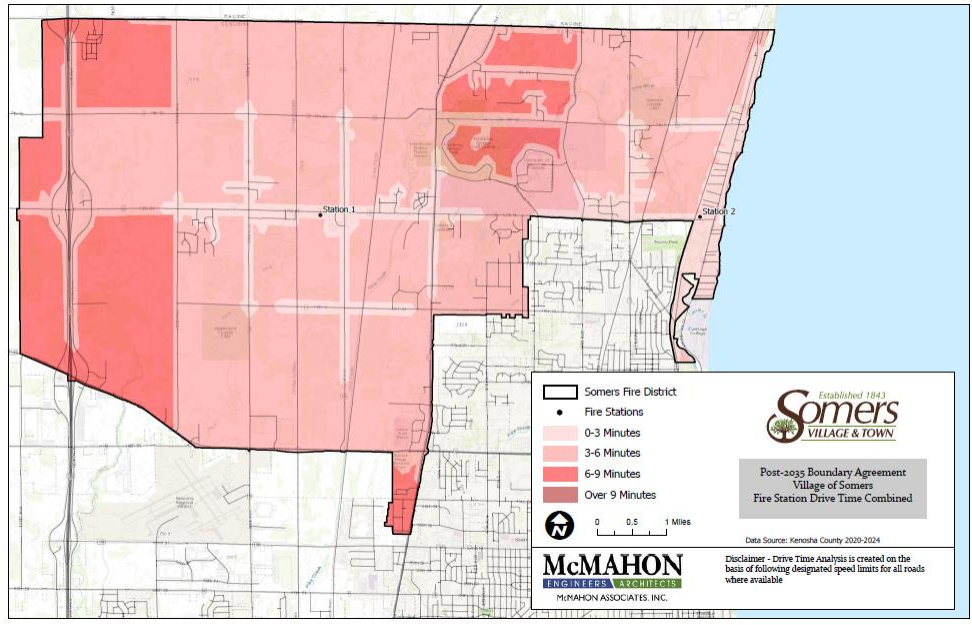
◀ Travel Times from Station 1



Travel Times from Station 2 ▶



▲ Travel Time Combined from Station 1 and Station 2



▲ Travel Time Combined from Station 1 and Station 2 Post 2034 Boundary Agreements

The travel times demonstrated in the maps above do not account for railroad traffic that might interfere with travel on the roadways with railroad crossings. In an effort to analyze the frequency of railroad traffic that might interfere with emergency vehicle travel, McMahon evaluated railroad traffic data from the Federal Railroad Administration – Office of Safety Analysis.

Three significant railroad tracks run north/south through Somers. Two of the track lines are owned by Union Pacific and the third track is owned by Canadian Pacific Kansas City. The farthest east track owned by Union Pacific runs adjacent to Fire Station 2 (referred to herein as Track 1). The traffic on this track mostly consists of trains running to and from the WE Energies Plants in Oak Creek. The track averages approximately two to three trains per day; however, the crossing on 12<sup>th</sup> Street can be blocked for between 15 and 25 minutes by train according to information from the Fire Department. The time the train blocks cross-traffic on 12<sup>th</sup> Street is significant. It is expected this train traffic may reduce in the next decade as WE Energies reduces reliance on coal at their power plants in Oak Creek.

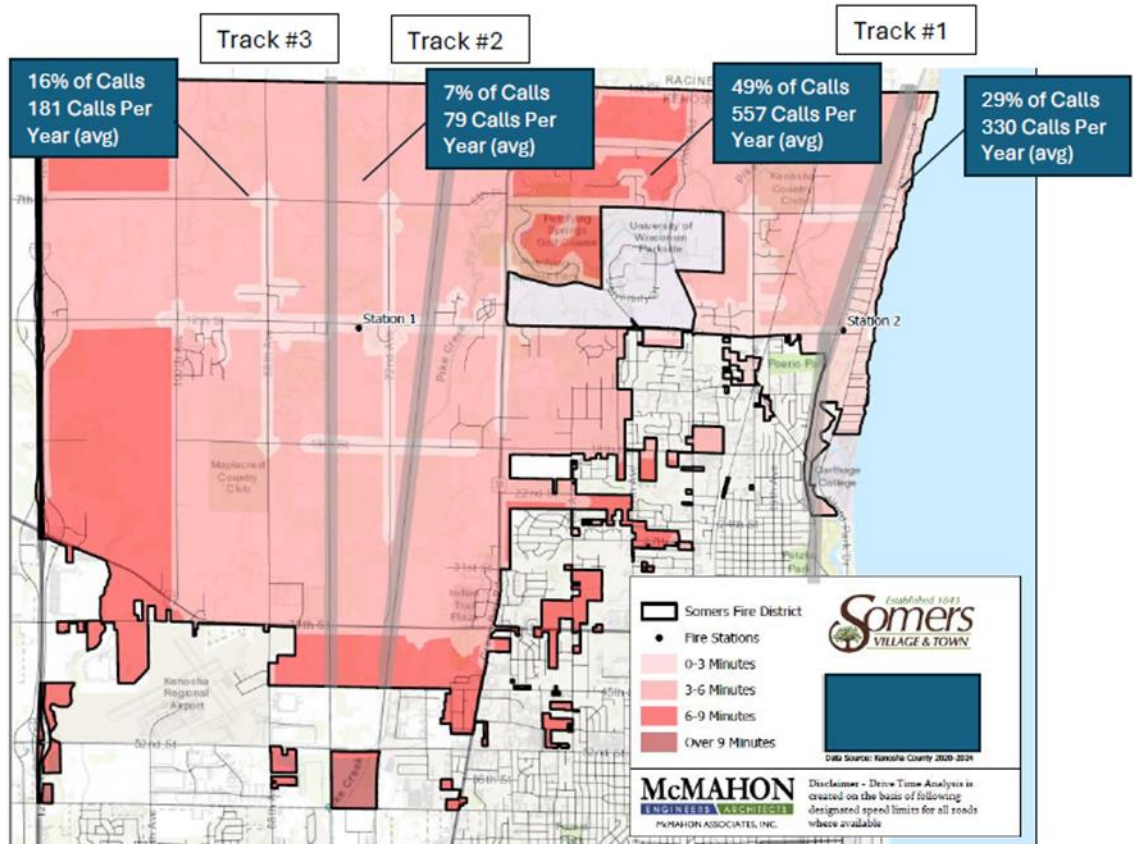
The second track owned by Union Pacific crosses 12<sup>th</sup> Street just west of 65<sup>th</sup> Avenue (herein referred to as Track 2). According to the data analyzed, on average, seven trains cross this point daily. Total time in which the roadway is blocked by trains was not available.

The third track that crosses 12<sup>th</sup> Street in Somers crosses at approximately 80<sup>th</sup> Avenue (herein referred to as Track 3). This track is owned by Canadian Pacific. Both freight and passenger traffic run on this track-line. Limited data was available on traffic on this track, however, according to Amtrak Schedules, 15 trains per day run on this line.

McMahon analyzed the number of calls for service between 2019 and 2023 that occurred in areas separated by the three tracks. The map below shows results of the analysis:

For calls from 2019 to 2023

Area	Fire Calls	EMS Calls
Lake to Track 1	181	1470
Track 1 to Track 2	397	2387
Track 2 to Track 3	51	346
Track 3 to 141	176	730



If Somers was interested, additional information on train traffic on these lines could be obtained through a rail study. Firms like LinqThingz, a Milwaukee based firm that does studies of predictive mobility of trains, could conduct such a study. The firm also provides advanced notification of blocked railroad crossings to public safety agencies. LinqThingz is currently doing similar studies for other communities in Kenosha County.

## **D. Risk Assessment and Land Use Planning**

The Department does not currently have a formal risk assessment of the community. Information on risk was gathered through interviews with Department Staff and data made available from Somers and Kenosha County.

There are several major residential developments under way in the community which will increase population and traffic. These will contribute to an increased demand for service and risk to protect for the fire department.

Tax Incremental Financing Districts (TID) #2 located near Highway 31 and 31<sup>st</sup> Street and TID #4 at Highway 31 and Highway E have or will contribute to significant development in the community which will again increase demand for service on the Fire Department.

Most of the upcoming developments and TID #2 and TID #4 can be effectively serviced by the two current fire station locations. The staffing of those stations will be addressed in staffing and operational analysis reports completed later.

A growth area has been identified just west of I-94 from the Racine County Border to Highway 142. This will most likely include commercial development with warehouses, hotels, and travel centers. Development in this area will likely lead to a need closer to I-94 in the next ten years.

## **E. Connectivity to Major Roadways**

The current location of stations along 12<sup>th</sup> Street provides good access to all areas of Somers.

## **F. Cost and Location Analysis**

Land cost and availability impacts fire station selection. Acquiring sites can be a lengthy and complex process. Costs of land may be affected by market volatility. Consideration of these costs cannot be overlooked when selecting a site location for a fire station.

The location of a fire station should also take the neighborhood it exists into consideration. Moving a current fire station or building a new fire station in some neighborhoods can be controversial.

## VI. FIRE STATION LOCATION RECOMMENDATIONS

- Maintain current location of Station 1. Consider building a new public works facility and remodeling Fire Station 1 in the future to improve layout/traffic flow in the building for the Fire Department and to provide an exterior training area for the fire department. Recent cost estimates show that cost per square foot for construction of a public works facility is about 20% less than the cost per square foot of construction of a fire station.
- Replace Station 2 on its current location with a three-bay fire station that can accommodate four to six personnel on duty on each shift. Construction of the new fire stations could be done in concert with updated Fabiano Park, a project that was identified in the 2009 Somers Comprehensive Outdoor Recreation Plan. Consideration could be given to sitting a new station building to the north where the softball diamond is/was and relocating the existing playground equipment closer to 12<sup>th</sup> Street for more visibility, to open the center of the property for use.
- Depending on success of development in the Village of Somers Growth Area along I-94, consideration will need to be given to construction of and staffing for a third fire station on 12<sup>th</sup> Street no further east than 100<sup>th</sup> Avenue by the year 2035.



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

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**WORK SESSION DATE:** June 17, 2025

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

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

**AGENDA ITEM:** #5 Review and discuss 2025 Mobile Home Park License Renewals from Oakdale Estates, Inc. & Oakdale Estates Mobile Home Park & Sales, 11515 1<sup>st</sup> Street; Mid City Mobile Homes, 1530 Sheridan Road, Alford Mobile Home Park, 1870 Sheridan Road, Embassy Mobile Home Park, 1784 Sheridan Road

---

**BACKGROUND:**

Mobile Home Park Licenses expire on June 30<sup>th</sup> each year.

**COMMENTS:**

Building and Fire Inspections have been successfully completed for the following Mobile Home Park Licenses:

- Oakdale Estates, Inc. & Oakdale Estates Mobile Home Park & Sales, 11515 1<sup>st</sup> Street
- Mid-City Mobile Homes, 1530 Sheridan Road
- Embassy Mobile Home Park, 1784 Sheridan Road
- Alford Mobile Home Park, 1870 Sheridan Road

Staff requests that the Renewals of Mobile Home Park Licenses be placed on our June 24<sup>th</sup> Village Board agenda for action.

**ATTACHMENTS:**

Building Inspectors Mobile Home Park Report

Fire Department Inspection Letter Mobile Home Park

Applications



Village/Town of Somers  
 P.O. Box 197  
 7511-12th Street  
 Somers, WI 53171  
 Ph.: (262) 859-2822  
 Fax: (262) 859-2331  
 www.somers.org

# Village/Town of Somers Application for Mobile Home Park License July 1<sup>st</sup>, 2025 – June 30<sup>th</sup>, 2026

Park Name: Embassy Park

Number of Lots: 36

Fee: \$100

1. Name and address of applicant: Kenosha Estates MHP LLC, PO Box 249, Englewood, NJ 07631

2. Location of Mobile Home Park by street reference: 1784 Sheridan Road, Kenosha, WI 53140

3. Person responsible for permits, payments, communication regarding licenses: (please print clearly or type)

Name: Jordi Valado

Address: PO Box 249, Englewood NJ 07631

Phone: 201-705-4113

Email: jvalado@ourhomesofamerica.com

4. Current Mobile Home Park plan to be submitted with the application showing the Park layout, numbered spaces, roadways, service facilities, etc., in accordance with Chapter 4 of Town of Somers Ordinances or Chapter 4 of the Village of Somers Ordinances, whichever applicable.

**(PLAN MUST BE ATTACHED)**

5. Number of Mobile Home sites or spaces being applied for under this permit: 36

6. Minimum lot size, exclusive of roadways or park service areas for spaces being applied for: N/A

7. Has applicant previously operated a Mobile Home Park? Yes No

8. Has applicant at any time been convicted in this State or elsewhere of any crime? Yes No

a. If yes, nature of crime and jurisdiction where crime was committed: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

9. If applicant is a corporation, list State of Incorporation, names and addresses of Officers and Directors of Corporation: N/A

10. Name of Park Operator: Scott Pistorious

11. Address of Park Operator: PO Box 249, Englewood, NJ 07631

12. Telephone Number of Park Operator: 405-512-4800

13. E-Mail Address of Park Operator: financialoperations@ourhomesofamerica.com, spistorious@ourhomesofamerica.com

14. Brief description of water supply and sanitary facilities (municipal, private, etc.): Somers Water & Sewer Dept

Signature: 

Date signed: 6/11/25

Return application and fee to: **Village/Town of Somers**  
**Village/Town Clerk**  
**P.O. Box 197**  
**Somers, WI 53171**

**FOR OFFICE USE ONLY**

Date application received: 6/11/25 Date of Board action: \_\_\_\_\_

Inspection dates: Building Inspector: 5/19/25 Date Issued: \_\_\_\_\_  
Fire Inspector: 5/14/25

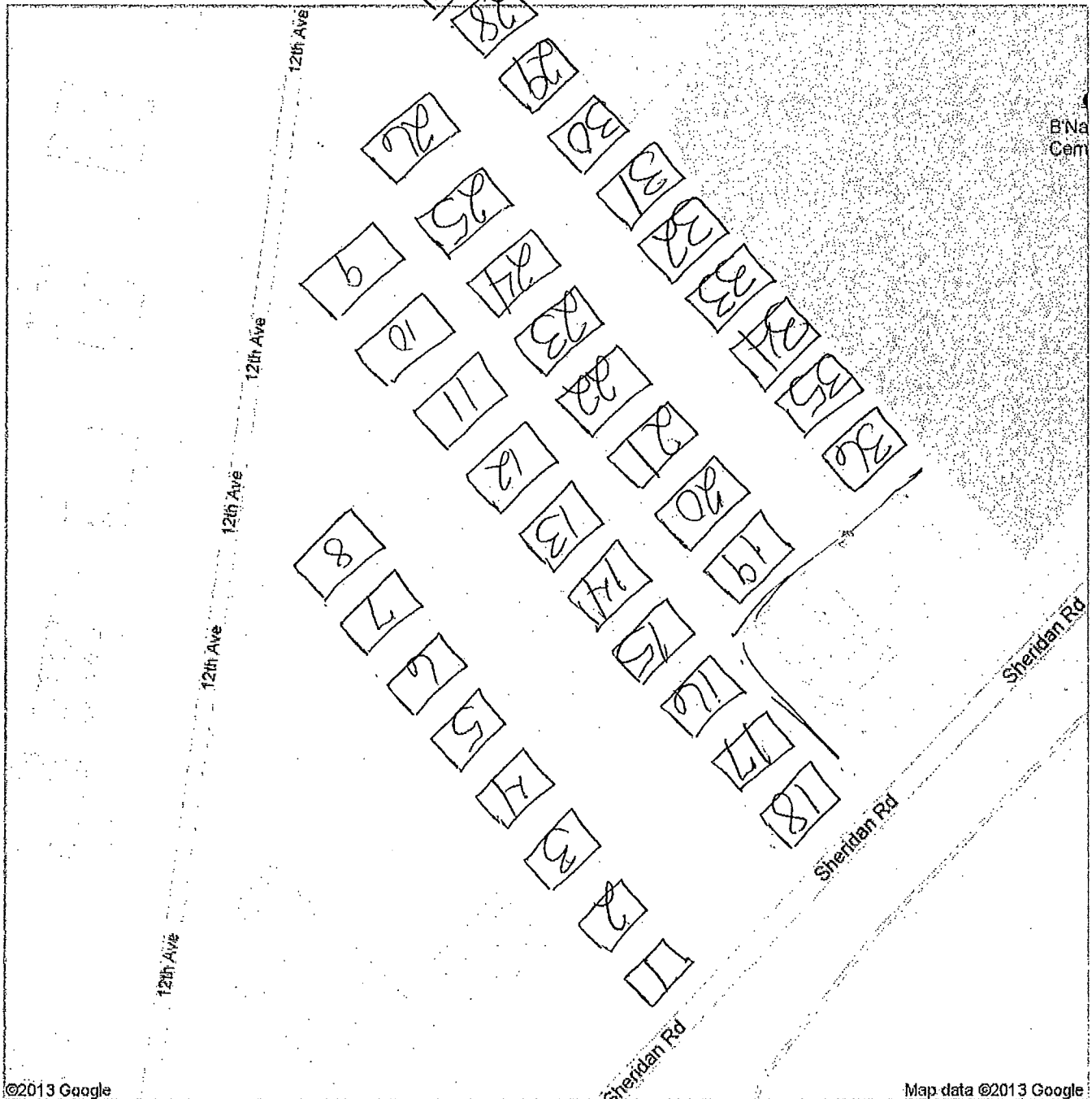
Plan Commission referral date: (if required): \_\_\_\_\_

Google

Address 1784 Sheridan Rd  
Kenosha, WI 53140

Embassy

1784 Sheridan Road  
Embassy Park





Village/Town of Somers  
 P.O. Box 197  
 7511-12th Street  
 Somers, WI 53171  
 Ph.: (262) 859-2822  
 Fax: (262) 859-2331  
 www.somers.org

# Village/Town of Somers Application for Mobile Home Park License July 1<sup>st</sup>, 2025 – June 30<sup>th</sup>, 2026

Park Name: Alford Park

Number of Lots: 41

Fee: \$100

1. Name and address of applicant: Kenosha Estates MHP LLC, PO Box 249, Englewood, NJ 07631
2. Location of Mobile Home Park by street reference: 1870 Sheridan Rd. Kenosha, WI 53140
3. Person responsible for permits, payments, communication regarding licenses: (please print clearly or type)
 

Name: Jordi Valado

Address: PO Box 249, Englewood NJ 07631

Phone: 201-705-4113

Email: jvalado@ourhomesofamerica.com
4. Current Mobile Home Park plan to be submitted with the application showing the Park layout, numbered spaces, roadways, service facilities, etc., in accordance with Chapter 4 of Town of Somers Ordinances or Chapter 4 of the Village of Somers Ordinances, whichever applicable.
 

**(PLAN MUST BE ATTACHED)**
5. Number of Mobile Home sites or spaces being applied for under this permit: 41
6. Minimum lot size, exclusive of roadways or park service areas for spaces being applied for: N/A
7. Has applicant previously operated a Mobile Home Park?       Yes       No
8. Has applicant at any time been convicted in this State or elsewhere of any crime?      Yes       No
  - a. If yes, nature of crime and jurisdiction where crime was committed: \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_

9. If applicant is a corporation, list State of Incorporation, names and addresses of Officers and Directors of Corporation: N/A

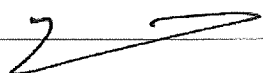
10. Name of Park Operator: Scott Pistorious

11. Address of Park Operator: PO Box 249, Englewood, NJ 07631

12. Telephone Number of Park Operator: 405-512-4800

13. E-Mail Address of Park Operator: financialoperations@ourhomesofamerica.com, spistorious@ourhomesofamerica.com

14. Brief description of water supply and sanitary facilities (municipal, private, etc.): Somers Water & Sewer Dept

Signature: 

Date signed: 5/11/25

Return application and fee to: **Village/Town of Somers  
Village/Town Clerk  
P.O. Box 197  
Somers, WI 53171**

**FOR OFFICE USE ONLY**

Date application received: 6/11/25 Date of Board action: 6

Inspection dates: Building Inspector: 5/19/25 Date Issued: \_\_\_\_\_  
Fire Inspector: 5/14/25


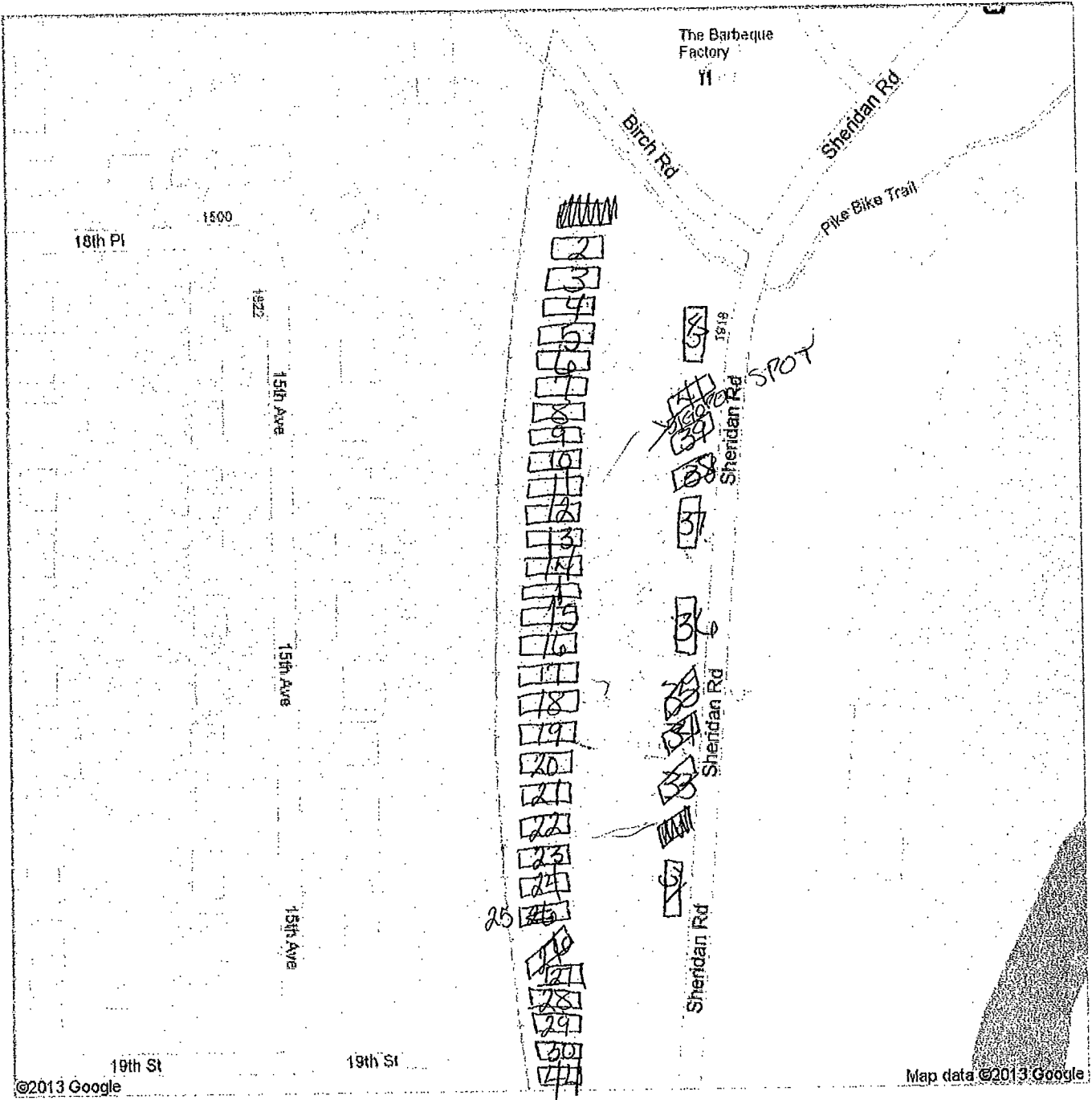
Plan Commission referral date: (if required): \_\_\_\_\_



Address 1870 Sheridan Rd  
Kenosha, WI 53140

Alford

Get Google Maps on your phone  
Text the word "GMAPS" to 466453



www.somers.org P.O. Box 197, Somers, WI 53171

PH: (262) 859-2822

• FAX: (262) 859-2331 •



May 1, 2025

Mr. Mike Lalonde  
Mid-City Mobile Home Park  
PO Box 396  
Grafton, WI 53024

Dear Mike,

Enclosed please find the 2025-2026 Annual Renewal Mobile Home Park License application. Your current permit will expire on June 30<sup>th</sup>. In order to make sure your permit is approved before July 1<sup>st</sup>, I will need your application back no later than **May 23, 2025**. There is a renewal fee of \$100.00, which will be due upon application.

If you should have any questions, please feel free to reach out. Thank you and have a great day.

Sincerely,

Wendy Burnette  
Clerk/Treasurer  
Village/Town of Somers  
7511 12<sup>th</sup> Street  
PO Box 197  
Somers, WI 53171  
(262)859-2822  
wburnette@somers.org



Village/Town of Somers  
 P.O. Box 197  
 7511-12th Street  
 Somers, WI 53171  
 Ph.: (262) 859-2822  
 Fax: (262) 859-2331  
 www.somers.org

# Village/Town of Somers Application for Mobile Home Park License July 1<sup>st</sup>, 2025 – June 30<sup>th</sup>, 2026

Park Name: \_\_\_\_\_

Number of Lots: \_\_\_\_\_

Fee: \$100.00

1. Name and address of applicant: Mike Lalonde Mid City Mobile Homes  
P.O. Box 386  
Grafton, WI 53024

2. Location of Mobile Home Park by street reference: 1530 Sheridan Rd  
Keweenaw, WI 53140

3. Person responsible for permits, payments, communication regarding licenses: (please print clearly or type)

Name: Mike Lalonde

Address: P.O. Box 386 Grafton, WI 53024

Phone: 914-788-0151

Email: MikeL@Fuelcont.com

Address to mail permit P.O. Box 386 Grafton, WI 53024

4. Current Mobile Home Park plan to be submitted with the application showing the Park layout, numbered spaces, roadways, service facilities, etc., in accordance with Chapter 4 of Town of Somers Ordinances or Chapter 4 of the Village of Somers Ordinances, whichever applicable.

**(PLAN MUST BE ATTACHED)**

5. Number of Mobile Home sites or spaces being applied for under this permit: 10

6. Minimum lot size, exclusive of roadways or park service areas for spaces being applied for: \_\_\_\_\_


7. Has applicant previously operated a Mobile Home Park?  Yes  No

8. Has applicant at any time been convicted in this State or elsewhere of any crime? Yes   No

a. If yes, nature of crime and jurisdiction where crime was committed: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

9. If applicant is a corporation, list State of Incorporation, names and addresses of Officers and Directors of Corporation: Wisconsin  
Mid City Mobile Homes  
Mike Lalonde  
P.O. Box 386 Grafton, WI 53024
10. Name of Park Operator: Mike Lalonde
11. Address of Park Operator: P.O. Box 386  
Grafton, WI 53024
12. Telephone Number of Park Operator: 414-288-0251
13. E-Mail Address of Park Operator: mike.l@midcity.com
14. Brief description of water supply and sanitary facilities (municipal, private, etc.):  
Municipal

Signature: 

Date signed: 5-1-25

**Return application and fee to: Village/Town of Somers  
 Village/Town Clerk  
 P.O. Box 197  
 Somers, WI 53171**

**FOR OFFICE USE ONLY**

Date application received: \_\_\_\_\_ Date of Board action: \_\_\_\_\_

Inspection dates: Building Inspector: \_\_\_\_\_ Date Issued: \_\_\_\_\_  
 Fire Inspector: \_\_\_\_\_

Plan Commission referral date: (if required): \_\_\_\_\_

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Village/Town of Somers  
 P.O. Box 197  
 7511-12th Street  
 Somers, WI 53171  
 Ph.: (262) 859-2822  
 Fax: (262) 859-2331  
 www.somers.org

# Village/Town of Somers Application for Mobile Home Park License

**July 1<sup>st</sup>, 2025 – June 30<sup>th</sup>, 2026**

Park Name: Oakdale Estates, Inc

Number of Lots: 56

Fee: \$100.00

1. Name and address of applicant: Oakdale Estates, Inc.  
11515 1st Street, Sturtevant, WI 53177

2. Location of Mobile Home Park by street reference: 11515 1st Street, Sturtevant, WI  
53177

3. Person responsible for permits, payments, communication regarding licenses: (please print clearly or type)

Name: Stephanie Koser

Address: 11515 1st Street, Sturtevant, WI 53177

Phone: 262.886.2576

Email: Oakdale363@aol.com

Address to mail permit 11515 1st Street, Sturtevant, WI 53177



4. Current Mobile Home Park plan to be submitted with the application showing the Park layout, numbered spaces, roadways, service facilities, etc., in accordance with Chapter 4 of Town of Somers Ordinances or Chapter 4 of the Village of Somers Ordinances, whichever applicable.

**(PLAN MUST BE ATTACHED)**

5. Number of Mobile Home sites or spaces being applied for under this permit: 56

6. Minimum lot size, exclusive of roadways or park service areas for spaces being applied for: 50' X 120'

7. Has applicant previously operated a Mobile Home Park?  Yes  No

8. Has applicant at any time been convicted in this State or elsewhere of any crime?  Yes  No

a. If yes, nature of crime and jurisdiction where crime was committed: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

9. If applicant is a corporation, list State of Incorporation, names and addresses of Officers and Directors of Corporation: Gary Koser - Pres., Susan Schacht - VP,  
Michael Koser - VP + Theresa Koser - Treas.  
11515 1st Street, Sturtevant, WI 53177

10. Name of Park Operator: Gary Koser

11. Address of Park Operator: 401 113th Ave, Sturtevant, WI 53177

12. Telephone Number of Park Operator: 262.886.2576

13. E-Mail Address of Park Operator: Oakdale363@aol.com

14. Brief description of water supply and sanitary facilities (municipal, private, etc.): \_\_\_\_\_

Private Well system, private septic system

Signature: Mike Koser V.P.

Date signed: 5-14-25

**Return application and fee to: Village/Town of Somers  
Village/Town Clerk  
P.O. Box 197  
Somers, WI 53171**

**FOR OFFICE USE ONLY**

Date application received: \_\_\_\_\_ Date of Board action: \_\_\_\_\_

Inspection dates: Building Inspector: \_\_\_\_\_ Date Issued: \_\_\_\_\_  
Fire Inspector: \_\_\_\_\_

Plan Commission referral date: (if required): \_\_\_\_\_





Village/Town of Somers  
 P.O. Box 197  
 7511-12th Street  
 Somers, WI 53171  
 Ph.: (262) 859-2822  
 Fax: (262) 859-2331  
 www.somers.org

# Village/Town of Somers Application for Mobile Home Park License

**July 1<sup>st</sup>, 2025 – June 30<sup>th</sup>, 2026**

Park Name: Oakdale Estates, Inc

Number of Lots: 105

Fee: \$100.00

1. Name and address of applicant: Oakdale Estates, Inc.  
11515 1st Street, Sturtevant, WI 53177

2. Location of Mobile Home Park by street reference: 11515 1st Street, Sturtevant, WI  
53177

3. Person responsible for permits, payments, communication regarding licenses: (please print clearly or type)

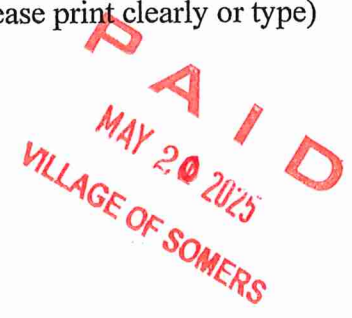
Name: Stephanie Koser

Address: 11515 1st Street, Sturtevant, WI 53177

Phone: 262.886.2576

Email: Oakdale363@aol.com

Address to mail permit 11515 1st Street, Sturtevant, WI 53177



4. Current Mobile Home Park plan to be submitted with the application showing the Park layout, numbered spaces, roadways, service facilities, etc., in accordance with Chapter 4 of Town of Somers Ordinances or Chapter 4 of the Village of Somers Ordinances, whichever applicable.

**(PLAN MUST BE ATTACHED)**

5. Number of Mobile Home sites or spaces being applied for under this permit: 105

6. Minimum lot size, exclusive of roadways or park service areas for spaces being applied for: 50' X 120'

7. Has applicant previously operated a Mobile Home Park?  Yes  No

8. Has applicant at any time been convicted in this State or elsewhere of any crime?  Yes  No

a. If yes, nature of crime and jurisdiction where crime was committed: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

9. If applicant is a corporation, list State of Incorporation, names and addresses of Officers and Directors of Corporation: Gary Koser - Pres., Susan Schacht - VP,  
Michael Koser - VP + Theresa Koser - Treas.  
11515 1st Street, Sturtevant, WI 53177

10. Name of Park Operator: Gary Koser

11. Address of Park Operator: 401 113th Ave, Sturtevant, WI 53177

12. Telephone Number of Park Operator: 262.886.2576

13. E-Mail Address of Park Operator: Oakdale.363@aol.com

14. Brief description of water supply and sanitary facilities (municipal, private, etc.):

Private Well system, private septic system

Signature: M. Koser V.P.

Date signed: 5-14-25

**Return application and fee to: Village/Town of Somers  
Village/Town Clerk  
P.O. Box 197  
Somers, WI 53171**

**FOR OFFICE USE ONLY**

Date application received: \_\_\_\_\_ Date of Board action: \_\_\_\_\_

Inspection dates: Building Inspector: \_\_\_\_\_ Date Issued: \_\_\_\_\_  
Fire Inspector: \_\_\_\_\_

Plan Commission referral date: (if required): \_\_\_\_\_

From: Scott Seymour  
 To: Wendy Burnette  
 Subject: RE: Inspections for Mobile Home Parks  
 Date: Monday, May 19, 2025 8:36:53 AM  
 Attachments: [image001.png](#)  
[image002.png](#)  
[image003.png](#)

All mobile home parks have passed inspection. No objections to renewing their license

Scott Seymour  
 Building Inspector  
 Village | Town of Somers  
 7511 12th Street, P.O. Box 197  
 Somers, WI 53171  
 262-859-2822  
*Unless the LORD builds the house, the builders labor in vain.*



From: Wendy Burnette <WBurnette@somers.org>  
 Sent: Wednesday, May 7, 2025 1:58 PM  
 To: Scott Seymour <SSeymour@somers.org>; Joe Scruggs <JScruggs@somers.org>; Adam Pisula <APisula@somers.org>  
 Subject: inspections for Mobile Home Parks

Good Afternoon,

The Village/Town Mobile Home Parks annual licenses are due to expire on June 30<sup>th</sup>. The Town Board will need to discuss approval of these applicants on June 3<sup>rd</sup> with an approval on June 10<sup>th</sup>. If you could send me an email with your inspection approvals or denials before May 28<sup>th</sup>, I would greatly appreciate it. Appreciate your help.

Mid-City Mobile Home Park	1530 Sheridan Rd	83-4-223-184-0810	Mike La Londe	414-788-0151
Oakdale Estates Mobile Home Park	11515 - 1st St	82-4-222-062-0250 82-4-222-062-0111	Gary Koser	262-859-3065
Kenosha MHP LLC		80-4-222-243-0485	Danielle McGaughy	262-220-7671 park 847-308-4167 cell
Kenosha Mobile Home Park (Hillcrest)	3705 - 27th St	80-4-222-243-0490		407-278-5944
	8700 - 11th St		Elton Benning	414-331-4881
Kenosha Estates MHP LLC Embassy Park	1784 Sheridan Rd	83-4-223-184-1006 83-4-223-184-1010	Chris Erickson	262-748-1693
Kenosha Estates MHP LLC Alford Park	1870 Sheridan Rd Lot 37 (office) Kenosha, WI 53140	83-4-223-192-0400	Chris Erickson	262-748-1693
Pleasant Prairie Mobile Home Park	11703 - 60th St	80-4-122-062-0130		

Wendy Burnette  
 Clerk/Treasurer



7511 12th Street  
 P.O. Box 197  
 Somers, WI 53171  
 Phone (262)859-2822  
 Fax (262)859-2331  
 Email [wburnette@somers.org](mailto:wburnette@somers.org)

**From:** Adam Pisula  
**To:** Wendy Burnette  
**Subject:** Re: Inspections for Mobile Home Parks  
**Date:** Wednesday, May 14, 2025 4:19:18 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

Wendy,

Mobile home park fire inspections have been completed with no violations found, inspection reports for each occupancy are available upon request.

Lieutenant Adam L. Pisula  
 Fire Inspector & Public Education  
 Somers Fire & Rescue  
 (262) 630-3285 Office  
 (262) 930-4330 Cell  
[apisula@somers.org](mailto:apisula@somers.org)

To update your property or building information please go to [Fire Department Contact Form - Village & Town of Somers, WI](#) and complete the online form.

**From:** Wendy Burnette <WBurnette@somers.org>  
**Sent:** Wednesday, May 7, 2025 1:58 PM  
**To:** Scott Seymour <SSeymour@somers.org>; Joe Scruggs <JScruggs@somers.org>; Adam Pisula <APisula@somers.org>  
**Subject:** Inspections for Mobile Home Parks

Good Afternoon,

The Village/Town Mobile Home Parks annual licenses are due to expire on June 30<sup>th</sup>. The Town Board will need to discuss approval of these applicants on June 3<sup>rd</sup> with an approval on June 10<sup>th</sup>. If you could send me an email with your inspection approvals or denials before May 28<sup>th</sup>, I would greatly appreciate it. Appreciate your help.

Mid-City Mobile Home Park	1530 Sheridan Rd	83-4-223-184-0810	Mike La Londe	414-788-0151
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Pleasant Prairie Mobile Home Park	11703 - 60th St	80-4-122-062-0130		

Wendy Burnette  
 Clerk/Treasurer



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 Email [wburnette@somers.org](mailto:wburnette@somers.org)



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

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**WORK SESSION:** June 17, 2025

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

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

**AGENDA ITEM:** #6 Discuss and Review Special Event Permit application from J&M's Bar and Grill – The special event will be a 4<sup>th</sup> of July celebration from 11 am to 8 p.m., on July 4th located at 8013 12th Street, Kenosha, WI 53144

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**BACKGROUND:**

J&Ms has submitted an application for a 4<sup>th</sup> of July celebration at 8013 12<sup>th</sup> Street, Kenosha, WI 53144 from 11 am-8pm on July 4, 2025. They would like to have patio music before and after the parade. Celebration will cease at 8:00pm

**ATTACHMENTS:**

Special Event Application w/Operational and Security Plan Information

PAID

JUN 12 2025

VILLAGE OF SOMERS



OFFICE USE ONLY  
DATE FILED: \_\_\_\_\_  
INITIALS: \_\_\_\_\_

Village of Somers  
P.O. Box 197  
7511 - 12th Street  
Somers, WI 53171  
262-859-2822

# Village of Somers Special Event Permit Single Event

Fee: \$75

Date(s) of Event: 07/04/2025 Hours of Event: 11am - 8pm  
Description of Event: Host Music on July 4th before and after the parade.

Licensee Name: Eclectic LLC  
Corporation, Partnership, or Individual

Trade/Event Name: Jtm's Bar + Grill

Trade/Event Address: 8013 12th St Kenosha, WI 53144  
Street Zip

If Licensee is a Corporation or LLC, list Agent's Full Name: Justin Traugber

List Date of Birth of Agent (If Corporation/LLC) or Individual: 08/25/1990

Address: 173 Old Green Bay Rd Kenosha WI 53144  
Street City State Zip

Phone: 262 989 8259 Email: Justin.8259@gmail.com  
(Correspondence will be via email if address is given)

Driver's License Number: WI On File  
State Number

1. Have you ever received any tickets or been charged with any crimes or felonies in any state?  Yes  No  
If yes, provide: Charge, State, Date, Result (including pending charges).  
(Examples: Speeding, WI, 5/8/2012, Guilty | Theft, FL, 5/22/2014, Dismissed | DUI, WI, 6/30/2017, Pending)

CHARGE	STATE	DATE	RESULT
Failure to Yield	WI	11/2022	Guilty

2. Have you ever had your driver's license suspended or revoked in any state?  Yes  No  
 If yes, provide: Charge, State, Date

CHARGE	STATE	DATE

3. Have you ever served or been sentenced to serve time in jail or prison in any state?  Yes  No  
 If yes, provide: Charge, State, Date

CHARGE	STATE	DATE

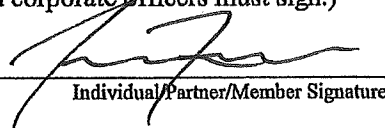
4. Have you ever, while operating a business or engaged in a profession, been convicted of any charges involving unfair trade practices, unethical conduct, or discrimination in any state?  Yes  No  
 If yes, provide: Charge, State, Date Result (Include pending charges).

CHARGE	STATE	DATE	RESULT

5. List the name and address of all employers for which you have worked and/or businesses you have operated in the past five (5) years. Becton Dickinson  
75 N. Fairway Dr. Vernon Hills, IL 60061

6. Have you lived at your current home address for the past five (5) years?  Yes  No  
 If no, please list all addresses which you have resided at in the past five (5) years.

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided for by law, the undersigned states that each of the above questions has been truthfully answered to the best of his/her/their knowledge. False or incomplete answers will result in the denial/revocation of permit. (Individual applicants and each member of a partnership must sign; designed corporate officers must sign.)

  
 Individual/Partner/Member Signature

6/11/2025  
 Date

**PLEASE NOTE:** Attached as page 3 and 4 of the application is an **Operational and Security Plan**. This information is required. If not fully and accurately completed, the Special Event Permit application will be considered incomplete and will not proceed to any Committees for consideration until the information is provided.

**PLEASE NOTE:** Special Events Permits confer no rights regarding alcohol licensing, which must be obtained by separate application and approval.



www.somers.org P.O. Box 197, Somers, WI 53171

PH: (262) 859-2822

FAX: (262) 859-2331

**SPECIAL EVENT PERMIT (single Day): ALCOHOL BEVERAGE INFORMATION**

To be completed by Agent of Event

Will you be selling or giving away Alcohol at this special event?

Selling   X    
Giving Away       

What types of alcohol beverages will be sold or given away Any alcohol  
beverages covered under Class B Liquor license

If selling, please contact the clerk for alcohol permits, if you don't already have them.

Name, address and phone number of the responsible person or third-party vendor for alcohol beverages.

Justin Traugher  
173 Old Green Bay Rd Kenosha, WI 53144  
262-989-8259

Bartenders must have a bartender's license in the Village of Somers. Please include a copy with this application.

If one is needed, please contact the Village of Somers to obtain a one-day event operator's license.

  
Individual/Partner/Member Signature

06/11/2025  
Date

**SPECIAL EVENT PERMIT: OPERATIONAL AND SECURITY PLAN INFORMATION**

**Operational Plan**

Legal occupancy limit for the premises: 112 persons

Inside Bar: 72 Dining Room: 40 Outside Patio

Attach scale drawing of parking plan

See attached patio area, Conditional Use Permit, Site Map

Number of off-street parking spaces used to service the premises: Traditional parking spaces

Description of the off-street parking spaces used to service the premises: Parking available in traditional lot, the new parking lot in the south direction and if needed, the east neighbor's parking lot (permission given by owner)

Describe the sound amplification equipment to be used (if any): Microphone(s) and smaller speaker sound systems intended for any single and/or duo artist(s) / band.

Attach drawing of where stage will be located. Will it be roped off? Please provide full details.

Attached. Area will not be roped, patio enclosed by fence.

Identify any sound mitigation strategies to be implemented: music to be played in the far east corner of patio, adjacent to the east commercial building. Speakers and other equipment will be directed to our south parking lot behind patio; away from the only surrounding residential neighbor.

How will orderly appearance and operation of the establishment be maintained in regard to litter and noise: Noise levels will be appropriate to ensure our customers and our residential neighbor will not be uncomfortable and can still converse without overly loud music/amplification. Multiple garbage cans are available, plus staff and myself will continue disposing of litter during and after the event.

**Security Plan**

Attach scale drawing of elements of Security Plan See attached. Patio is fenced in, with exit gate that will be monitored as applicable.

Description of clothing to identify security personnel: If applicable, security personnel will be provided bright neon or JTM's apparel with "Security".

Are security personnel employees? If not, provide contact information for outside security firm: Yes, myself and other employees as needed.

Plan to handle control and clearance of the parking lot and public right-of-ways adjacent to licensed property during hours of operation and at closing time: There are no identified crosswalks. However, parking in the traditional lot will allow customers to exit traveling east or west on Hwy E. In addition, the south parking lot allows customers to exit safely on the side street (80th) to Hwy E as well.

How will the entrance line be managed and controlled: Having added the south parking lot, if needed, customers can enter off of Hwy E and/or line up on 80th St, a quiet side street without disturbing any traffic on Hwy E.

Will any security personnel be armed?  Yes  No If yes, provide individual names and addresses

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Plan for unruly patrons, intoxicated patrons, and physical disturbances (including fights): The patron(s) will be asked to leave, escorted from the premises and if necessary, authorities will be notified immediately.

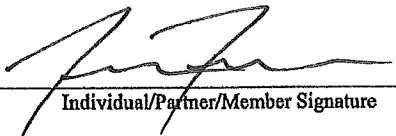
Underage drinking and fake ID plan: Consistent with our normal operation, any patron that appears to be under the legal drinking age will be ID'd as appropriate to ensure no false identification and/or underage drinking. Fake IDs will be confiscated and disposed of.

Provide the first and last name of all management personnel: Justin Traugber  
Megan Strandell

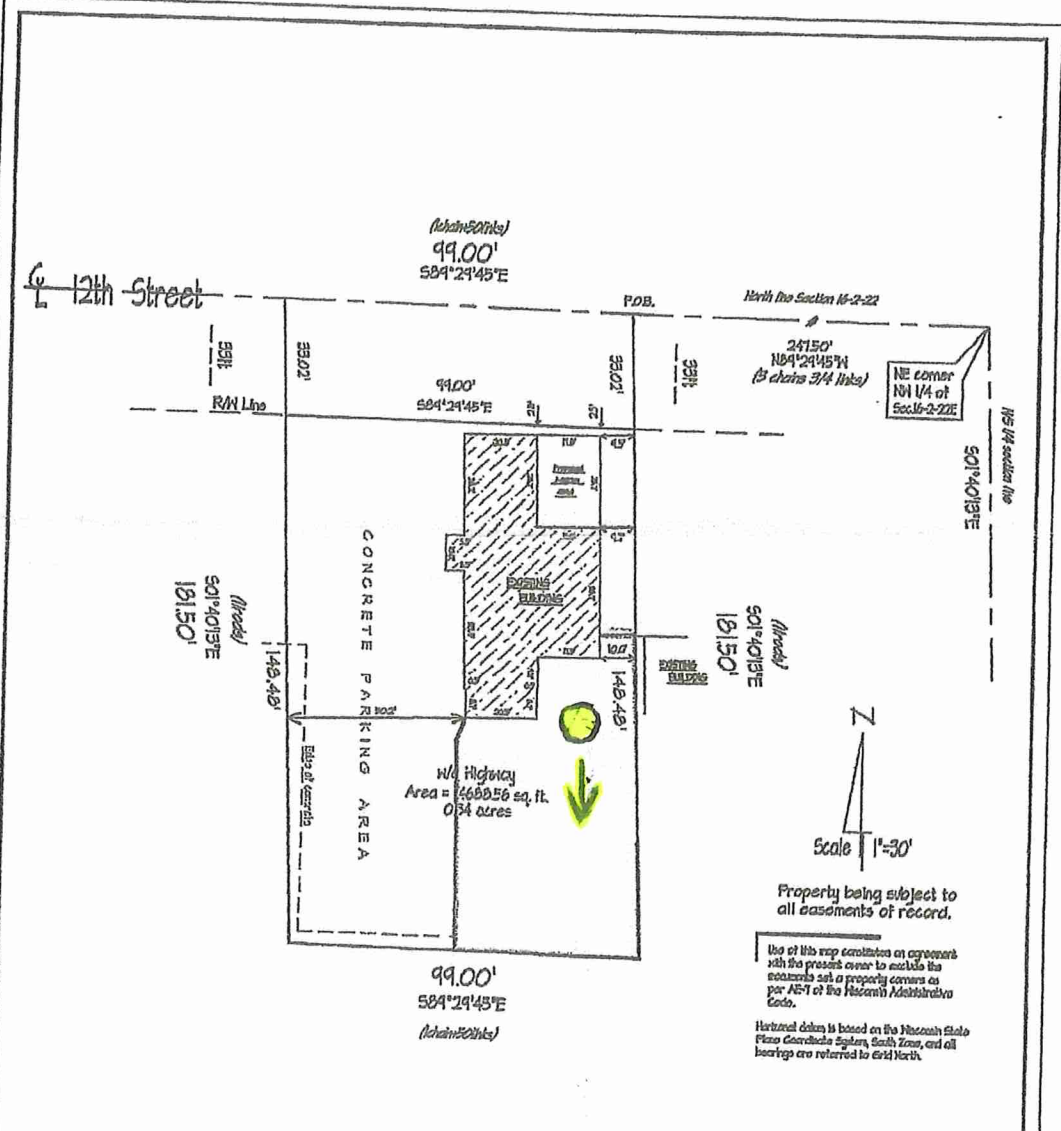
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**READ CAREFULLY BEFORE SIGNING:** Under penalty provided for by law, the undersigned states that each of the above questions has been truthfully answered to the best of his/her/their knowledge.

  
Individual/Partner/Member Signature

06/11/2025  
Date



**PLAT OF SURVEY OF...**  
 Part of the NE 1/4 of the NW 1/4 of Section 16, Town 2 North, 22 East being more particularly described as follows: Commencing in the center of the highway between section 9 and 16 at the NW corner of land now formerly owned by Lafayette Cook; thence South along Cook's west line 11 rods; thence west 1 chain and 50 links; thence north 11 rods to the center of highway; thence east 1 chain and 50 links to the place of beginning. Said land lying and being in the Village of Somers, Kenosha County, State of Wisconsin.  
 REF: Dec. 1744567; Vol 1365 pg 562

Property is presently zoned B-2



MRC [Signature]  
 This survey is correct to the best of my knowledge and belief, October 25, 2016

**BENCHMARK LAND SURVEY TECHNOLOGY**  
 Full Land Surveying Services  
 5111 - 52nd Street, Kenosha, WI, 53144 (262) 658-1686  
 N80W28822 Kaosus Rd, Hartland, WI, 53029

Present Owner: Eclectic LLC  
 Survey Address: 2013 - 12th Street  
 Somers, WI. 53171

Parcel ID# 82-4-222-162-0010

**AMENDED CONDITIONAL  
USE PERMIT**

Document Number

Document Title

Document #: **1944142**

Date: **2023-03-16** Time: **3:44 PM** Pages: **6**

Fee: **\$30.00** County: **KENOSHA** State: **WI**  
REGISTER OF DEEDS: **JOELLYN M. STORZ**

Effective Date: February 28, 2023

The Village Board of the Village of Somers, Kenosha County, Wisconsin, hereby grants to the owners of the above referenced parcel, described with more particularity on the legal description attached hereto and incorporated herein by reference, the right for the owner, its lessees, agents or representatives, to utilize the premises known as 8013 12<sup>th</sup> Street, Kenosha, Wisconsin 53144, to operate on outside dining/recreation area, subject to the following conditions:

1. This Conditional Use Permit is subject to the application of Eclectic, LLC, on file in the office of the Clerk/Treasurer for the Village of Somers and stamped received by the office of Planning and Development on June 23, 2021, including a survey, which indicates an approximately 3,900 sq. ft. outdoor dining and recreational area surrounded by 4 foot railing enclosure on the southeastern portion of the property directly south of the proposed building and shall affect the premises described on the attached Exhibit "A" which is incorporated herein by reference.
2. The applicant shall comply with all parking requirements outlined in the Village of Somers General Zoning and Shoreland/Floodplain Zoning Ordinance.
3. The name of the restaurant shall be "J & M's Bar and Grill". There shall be no other business conducted on the premises covered by this conditional use permit without the advance written consent of the Village and Amendment of this permit.
4. There shall be no outside storage of any kind.
5. Any expansion of the conditional use granted herein shall occur only following review by and the consent of the Village Board.
6. Any new signage shall be in accordance with the aforementioned zoning ordinance.
7. There shall be no storage of gasoline, other petrohydrocarbons or any other material classified as hazardous at the site or in any building located thereon.
8. There shall be no outside amplified music speakers or live music, except as may be allowed under any Special Events Permit issued by the Village Board pursuant to Chapter 12 of the Code of Ordinances, as may be amended from time to time.

Recording Area

Name and Return Address

Davison Law Office, Ltd.  
1207 55th Street  
Kenosha, WI 53140

82-4-222-162-0010

Parcel Identification Number (PIN)

9. Refuse containers shall be screened from view from public rights-of-way, adjacent properties or eating area. Screening for waste receptacle shall consist of a solid opaque fence of similar color and materials of main building, or masonry, and shall be a minimum of six (6) feet and maximum of eight (8) feet tall. Waste receptacles shall be enclosed on the fourth side with a gate to contain trash or other debris. The gate side of the waste receptacle shall be oriented toward the parking lot facing Highway E and is required to be always closed except for servicing by the waste management contractor and site users. Prior to the installation of such fencing, the owner shall submit to the Village for approval the description or sample of the fencing which is proposed to be installed. Installation of the fencing shall be completed no later than December 31, 2021.
10. Any change of the submitted plan of operation, change in use, and/or a proposed addition(s) to any existing principal building(s) or proposed new principal building(s), shall require the petitioner to reapply for a Conditional Use Permit to the Village Plan Commission for its review and approval.
11. The undersigned shall fully cooperate with any law enforcement personnel performing inquiries or investigations. Any substantial change or expansion of the submitted plan of operation (i.e. expansion of the proposed outside dining/recreation area) shall require the applicant to reapply for a Conditional Use Permit to the Village of Somers for its review and approval.
12. There shall be no alcohol on any portion of the premises which is not licensed for alcohol consumption.
13. The Village Building Inspector shall establish an occupancy permit based upon all of the available circumstances including, but not limited to, the overall space of the premises and such other factors as the Building Inspector may deem relevant.
14. No person under the age of 21 shall be allowed to be in the alcohol licensed portion of the subject premises unless accompanied by their parent or by their spouse who is 21 years of age or older. Security measures for the premises, if deemed necessary, to be approved by the Village Building Inspector and Kenosha County Sheriff's Department.
15. The undersigned recognizes and acknowledges that the violation of this condition or the violation of the prohibition of alcohol on the outdoor dining/recreation portion of the premises shall, in and by itself, constitute grounds for the immediate revocation of this conditional use permit.
16. The undersigned each recognize that in the event that a permit holder fails to comply with the conditions specified in this permit, the permit may be revoked by the Village Board upon ten (10) days notice to the permit holder(s). The permit holder(s) shall be entitled to a hearing before the Village Board on the question of revocation of the

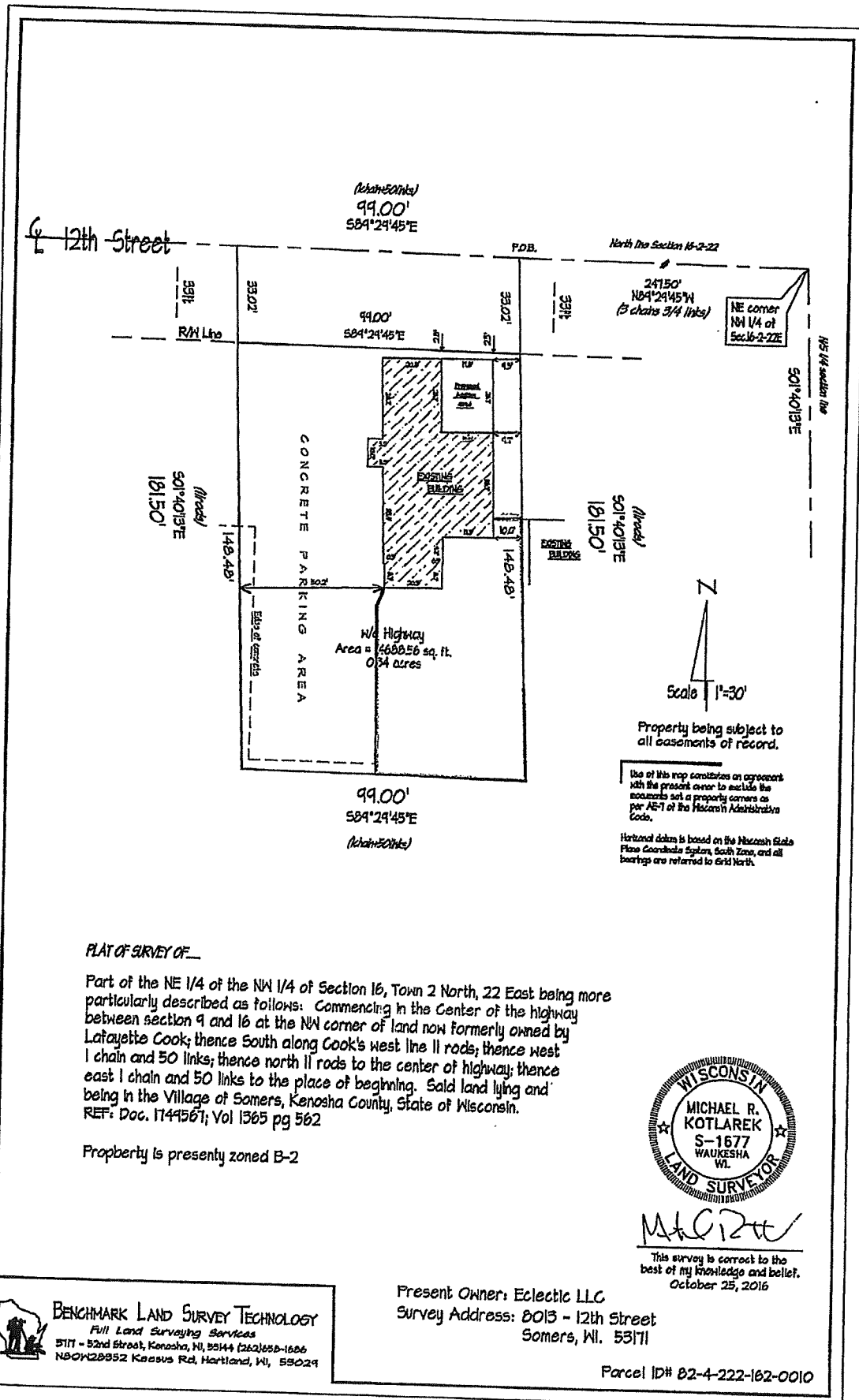




**LEGAL DESCRIPTION:**

Part of Section 16, Town 2 North, Range 22 East of the Fourth Principal Meridian and described as: Commencing in the center of the highway 3 chains and 3/4th of a link West of the 1/4 stake between Sections 9 and 16 in the Northwest corner of land now and formerly owned by Lafayette Cook; thence South along Cook's West line 11 rods; thence West 1 chain and 50 links; thence North 11 rods to the center of highway; thence East 1 chain and 50 links to the place of beginning, lying and being in the Village of Somers, County of Kenosha and State of Wisconsin.

Tax Key No. 82-4-222-162-0010



Property being subject to all easements of record.

Use of this map constitutes an agreement with the present owner to exclude the documents set a property corners as per AE-1 of the Wisconsin Administrative Code.

Horizontal datum is based on the Wisconsin State Plane Coordinate System, South Zone, and all bearings are referred to Grid North.

**PLAT OF SURVEY OF**

Part of the NE 1/4 of the NW 1/4 of Section 16, Town 2 North, 22 East being more particularly described as follows: Commencing in the Center of the highway between section 9 and 16 at the NW corner of land now formerly owned by Lafayette Cook; thence South along Cook's west line 11 rods; thence west 1 chain and 50 links; thence north 11 rods to the center of highway; thence east 1 chain and 50 links to the place of beginning. Said land lying and being in the Village of Somers, Kenosha County, State of Wisconsin.  
 REF: Doc. 1744561; Vol 1365 pg 562

Property is presently zoned B-2



*M.R. Kotlarek*

This survey is correct to the best of my knowledge and belief.  
 October 25, 2016

Present Owner: Eclectic LLC  
 Survey Address: 8013 - 12th Street  
 Somers, WI. 53171

Parcel ID# 82-4-222-162-0010

**BENCHMARK LAND SURVEY TECHNOLOGY**  
 Full Land Surveying Services  
 5717 - 52nd Street, Kenosha, WI, 53144 (262)658-1666  
 N80W28852 Keosau Rd, Hartland, WI, 53024



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

---

**WORK SESSION:** June 17, 2025

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

**FROM:** Wendy Burnette, Clerk-Treasurer

**AGENDA ITEM:** 7 Review and Discuss proposed Cabaret License Application from Kenosha Country Club

---

**BACKGROUND:**

Cabaret Licenses expire on June 30<sup>th</sup> each year. Kenosha Country Club has held a Cabaret license in the past, but did not submit one with the other applications last week.

**COMMENTS:**

Building Inspections & Fire Inspections of all locations have been successfully completed. Calls for Service is also attached with no violations on the licenses.

The Cabaret License applications will appear on the June 24th Village Board agenda for your consideration.

**ATTACHMENTS:**

Building Inspection Report

Fire Inspection Report

Service Calls Report



**OFFICE USE ONLY**  
 DATE FILED: 6-12-25  
 INITIALS: LEB

Village of Somers  
 P.O. Box 197  
 7511 - 12th Street  
 Somers, WI 53171  
 262-859-2822

# Village of Somers Yearly Cabaret

Fee: \$150.00

Licensee Name: KENOSHA COUNTRY CLUBS  
 Corporation, Partnership, or Individual - **Must be same name as beer/liquor license (if applicable)**

Trade/Event Name: KENOSHA COUNTRY CLUBS

Trade/Event Address: 500 - 13<sup>TH</sup> AVE 53141  
Street Zip

If Licensee is a Corporation or LLC, list Agent's Full Name: JOHN SCHNEIDER

List Date of Birth of Agent (If Corporation/LLC) or Individual: 8-24-62

Address: 3955 Royal Oaks Dr RACINE WI 53406  
Street City State Zip

Phone: 262-939-7934 Email: JSCHEIDER@KENOSHACOUNTRYCLUBS.COM  
 (Correspondence will be via email if address is given)

Driver's License Number: WI 5536-4616-2308-06  
State Number

1. Have you ever received any **tickets** or been charged with any **crimes** or **felonies** in any state?  Yes  No  
 If yes, provide: Charge, State, Date, Result (including pending charges).  
 (Examples: Speeding, WI, 5/8/2012, Guilty | Theft, FL, 5/22/2014, Dismissed | DUI, WI, 6/30/2017, Pending)

CHARGE	STATE	DATE	RESULT

2. Have you ever had your **driver's license suspended or revoked** in any state?  Yes  No  
 If yes, provide: Charge, State, Date

CHARGE	STATE	DATE

3. Have you ever served or been sentenced to serve time in **jail or prison** in any state?  Yes  No  
 If yes, provide: Charge, State, Date

CHARGE	STATE	DATE

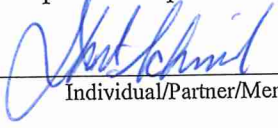
4. Have you ever, while operating a business or engaged in a profession, been convicted of any charges involving unfair trade practices, unethical conduct, or discrimination in any state?  Yes  No  
 If yes, provide: Charge, State, Date Result (Include pending charges).

CHARGE	STATE	DATE	RESULT

5. List the name and address of all employers for which you have worked and/or businesses you have operated in the **past five (5) years**. RENSHAW CC 520-130<sup>th</sup> AVE Kenosha, WI 53141  
RACINE CC 2801 Northwestern Ave Racine, WI 53404

6. Have you lived at your current home address for the **past five (5) years**?  Yes  No  
 If no, please list all addresses which you have resided at in the past five (5) years.

**READ CAREFULLY BEFORE SIGNING:** Under penalty provided for by law, the undersigned states that each of the above questions has been truthfully answered to the best of his/her/their knowledge. (Individual applicants and each member of a partnership must sign; designed corporate officers must sign.)



Individual/Partner/Member Signature

6-12-25

Date

**PLEASE NOTE:** Attached as page 3 and 4 of the application is an **Operational and Security Plan**. This information is required. If not fully and accurately completed, the Special Event Permit application will be considered incomplete and will not proceed to any Committees for consideration until the information is provided.

**YEARLY CABARET: OPERATIONAL AND SECURITY PLAN INFORMATION**

**Operational Plan**

Planned Hours\* of Operation:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Hours: <u>7AM</u> to <u>9PM</u>	Hours: <u>9AM</u> to <u>2PM</u>	Hours: <u>7AM</u> to <u>10PM</u>	Hours: <u>7AM</u> to <u>10PM</u>	Hours: <u>7AM</u> to <u>10PM</u>	Hours: <u>7AM</u> to <u>11PM</u>	Hours: <u>7AM</u> to <u>10PM</u>

\*be sure to list AM or PM

Legal occupancy limit for the premises: 200 persons

Attach scale drawing of parking plan SEE OTHER SIDE

Number of off-street parking spaces used to service the premises: 143 parking spaces

Description of the off-street parking spaces used to service the premises: ASPHALT PARKING LOT

Describe the sound amplification equipment to be used (if any): N/A

Identify any sound mitigation strategies to be implemented: N/A

How will orderly appearance and operation of the establishment be maintained in regard to litter and noise: NO ISSUES WITH NOISE / LITTER IS PICKED UP DAILY

**Security Plan**

Attach scale drawing of elements of Security Plan

N/A

Description of clothing to identify security personnel:

N/A

Are security personnel employees? If not, provide contact information for outside security firm:

N/A

Plan to handle control and clearance of the parking lot and public right-of-ways adjacent to licensed property during hours of operation and at closing time:

N/A

How will the entrance line be managed and controlled:

N/A

Will any security personnel be armed?  Yes  No

Plan for unruly patrons, intoxicated patrons, and physical disturbances (including fights):

Call 911

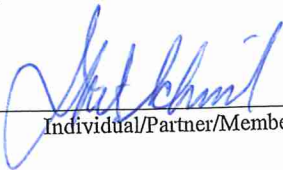
Underage drinking and fake ID plan:

All bartenders Ask for Identification of All People 30+ years

Provide the first and last name of all management personnel:

John Schreiner

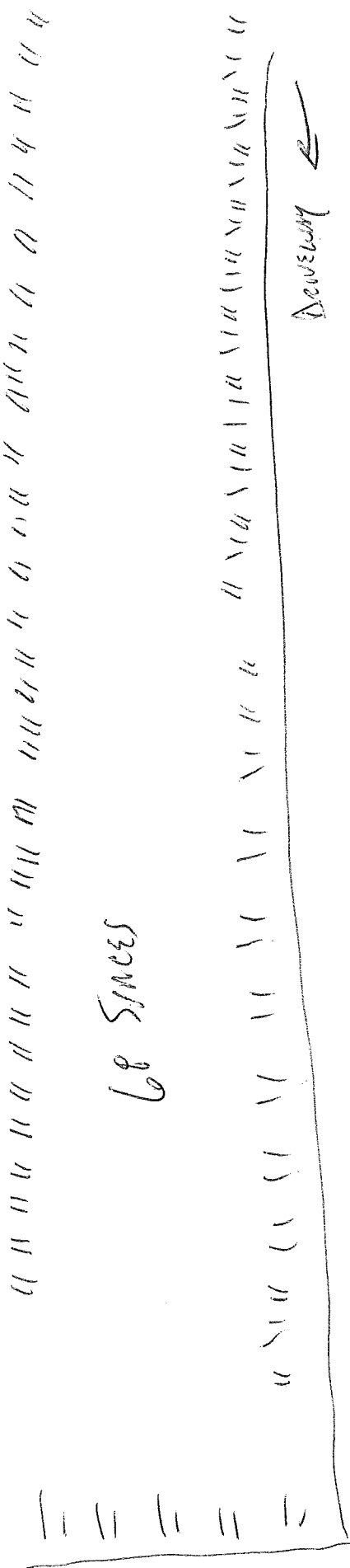
**READ CAREFULLY BEFORE SIGNING:** Under penalty provided for by law, the undersigned states that each of the above questions has been truthfully answered to the best of his/her/their knowledge.



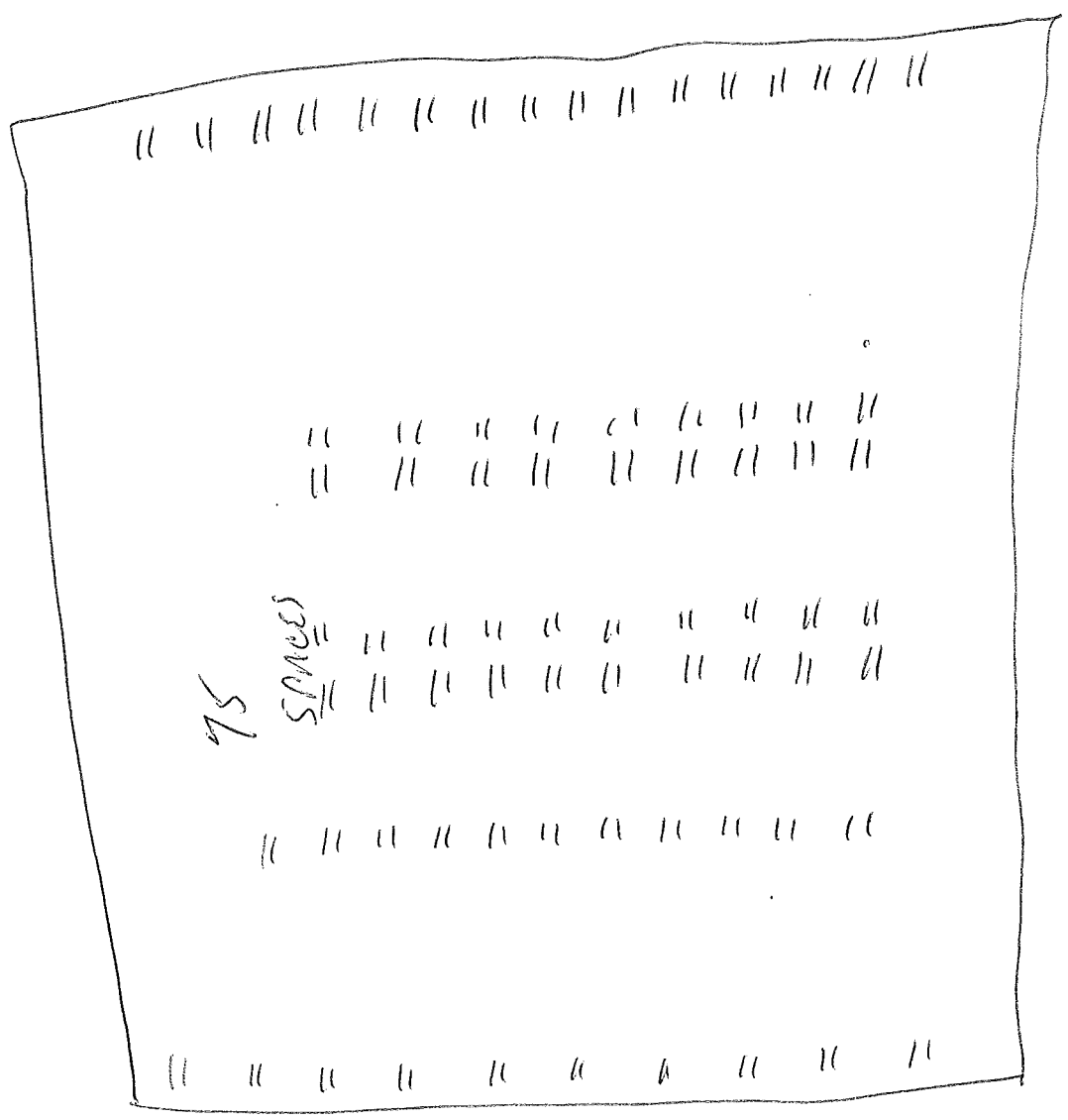
Individual/Partner/Member Signature

6-12-25

Date

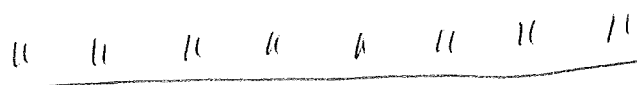
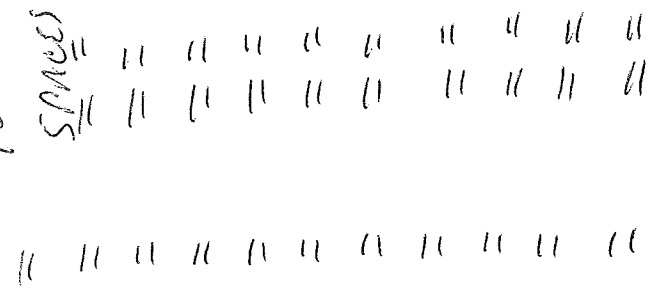
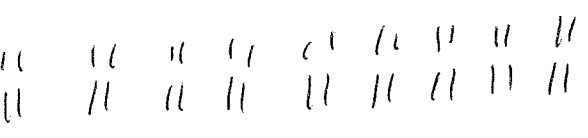


68 Spaces



75

SPACES



**From:** [Scott Seymour](#)  
**To:** [Wendy Burnette](#)  
**Subject:** RE: Yearly Alcohol Permits  
**Date:** Monday, May 19, 2025 8:38:11 AM  
**Attachments:** [image002.png](#)  
[image003.png](#)

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All business have passed inspection for their liquor license. No objections to renewal

Scott Seymour  
Building Inspector  
Village | Town of Somers  
7511 12th Street, P.O. Box 197  
Somers, WI 53171  
262-859-2822

*Unless the LORD builds the house, the builders labor in vain.*



---

**From:** Wendy Burnette <WBurnette@somers.org>  
**Sent:** Friday, March 28, 2025 9:54 AM  
**To:** Scott Seymour <SSeymour@somers.org>; Joe Scruggs <JScruggs@somers.org>; Adam Pisula <APisula@somers.org>  
**Subject:** Yearly Alcohol Permits

Good morning,

I'm attaching the list of Alcohol Renewals for the 2025-2026 permit year. I'm looking to have all their paperwork completed no later than May 21<sup>st</sup>, if possible. Let me know if there is any other information you may need at this time. Appreciate your help.

*Wendy Burnette*  
*Clerk/Treasurer*



7511 12th Street  
P.O. Box 197  
Somers, WI 53171  
Phone (262)859-2822  
Fax (262)-859-2331  
Email [wburnette@somers.org](mailto:wburnette@somers.org)

**From:** [Adam Pisula](#)  
**To:** [Wendy Burnette](#)  
**Subject:** Re: Yearly Alcohol Permits  
**Date:** Thursday, May 22, 2025 9:43:55 AM  
**Attachments:** [image001.png](#)

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Wendy,

No objections, all passed except two business that will have their violations corrected by June 9th.

Lieutenant Adam L. Pisula  
Fire Inspector & Public Education  
Somers Fire & Rescue  
(262) 620-3285 Office  
(262) 930-4330 Cell  
apisula@somers.org

**To update your property or building information please go to [Fire Department Contact Form - Village & Town of Somers, WI](#) and complete the online form.**

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**From:** Wendy Burnette <WBurnette@somers.org>  
**Sent:** Thursday, May 22, 2025 9:24 AM  
**To:** Adam Pisula <APisula@somers.org>; Scott Seymour <SSeymour@somers.org>; Joe Scruggs <JScruggs@somers.org>  
**Subject:** RE: Yearly Alcohol Permits

Hi Adam,

Did all businesses pass their inspection and do you have any objection for any of the renewals?

---

**From:** Adam Pisula <APisula@somers.org>  
**Sent:** Thursday, May 22, 2025 9:17 AM  
**To:** Wendy Burnette <WBurnette@somers.org>; Scott Seymour <SSeymour@somers.org>; Joe Scruggs <JScruggs@somers.org>  
**Subject:** Re: Yearly Alcohol Permits

Wendy,

Liquor license fire inspections have been completed, with the exception Jerry Smith that will be completed in June when they open for the season. Individual occupancy inspection reports are available upon request.

Lieutenant Adam L. Pisula  
Fire Inspector & Public Education  
Somers Fire & Rescue  
(262) 620-3285 Office  
(262) 930-4330 Cell  
[apisula@somers.org](mailto:apisula@somers.org)

**To update your property or building information please go to [Fire Department Contact Form - Village & Town of Somers, WI](#) and complete the online form.**

---

**From:** Wendy Burnette <[WBurnette@somers.org](mailto:WBurnette@somers.org)>  
**Sent:** Monday, March 31, 2025 9:15 AM  
**To:** Adam Pisula <[APisula@somers.org](mailto:APisula@somers.org)>; Scott Seymour <[SSeymour@somers.org](mailto:SSeymour@somers.org)>; Joe Scruggs <[JScruggs@somers.org](mailto:JScruggs@somers.org)>  
**Subject:** RE: Yearly Alcohol Permits

Thanks Adam

---

**From:** Adam Pisula <[APisula@somers.org](mailto:APisula@somers.org)>  
**Sent:** Sunday, March 30, 2025 8:10 PM  
**To:** Wendy Burnette <[WBurnette@somers.org](mailto:WBurnette@somers.org)>; Scott Seymour <[SSeymour@somers.org](mailto:SSeymour@somers.org)>; Joe Scruggs <[JScruggs@somers.org](mailto:JScruggs@somers.org)>  
**Subject:** Re: Yearly Alcohol Permits

Wendy,

Thanks for the lists, we are working on fire inspections at this time and will have a report to you as soon as they are all complete, or by May 21st.

Lieutenant Adam L. Pisula  
Fire Inspector & Public Education  
Somers Fire & Rescue  
(262) 620-3285 Office  
(262) 930-4330 Cell  
[apisula@somers.org](mailto:apisula@somers.org)

**To update your property or building information please go to [Fire Department Contact Form - Village & Town of Somers, WI](#) and complete the online form.**

---

**From:** Wendy Burnette <[WBurnette@somers.org](mailto:WBurnette@somers.org)>  
**Sent:** Friday, March 28, 2025 9:53 AM  
**To:** Scott Seymour <[SSeymour@somers.org](mailto:SSeymour@somers.org)>; Joe Scruggs <[JScruggs@somers.org](mailto:JScruggs@somers.org)>; Adam Pisula

<[APisula@somers.org](mailto:APisula@somers.org)>

**Subject:** Yearly Alcohol Permits

Good morning,

I'm attaching the list of Alcohol Renewals for the 2025-2026 permit year. I'm looking to have all their paperwork completed no later than May 21<sup>st</sup>, if possible. Let me know if there is any other information you may need at this time. Appreciate your help.

*Wendy Burnette*  
*Clerk/Treasurer*



7511 12th Street  
P.O. Box 197  
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## Village of Somers liquor licenses

### Class A

No issues with the Class A facilities renewing licenses. The call below was strange, but nothing came out of it with the investigating deputy.

#### BP Gas 1150 Green Bay RD

10/04/24 Suspicious call Deputy observed subject wearing all black knocking on windows by front door of business at 4AM. Lights were on in business but no cars in the lot. Male observed exiting front door and walking west on CTH E. Doors of business were locked. Clerk answered for deputy and said subject purchased an item and no issues.

### Class B

#### Danish Brotherhood

4/15/24 Staff reported two intoxicated patrons who were causing issues at the pool tournament and were asked to leave. Subjects left prior to the deputy's arrival.

#### J&M's

Medical only calls. No issues.

#### Somers House

10/09/24- Battery/Domestic violence Female resident in apartment above came down to the tavern and threatened to stab her boyfriend/father of her child due to the belief he was flirting with the bartender. Female reportedly struck the male, who was also an employee at the tavern. She was arrested on domestic violence charges.

10/24/24- Delayed battery complaint. The female caller reported she was pushed down to the floor by another female patron while at the tavern earlier. The female did not wish to

pursue charges. The female suspect was identified and found to be underage. She had utilized a fake ID to get into the tavern and was issued a citation.

02/22/25- Tavern called regarding intoxicated subject reported his jacket with keys were stolen.

03/01/25- Intoxicated subject called and claimed the bartender overserved him, and he was vomiting.

03/09/25 Refused caller reporting 8-10 underage subjects in the tavern drinking. Claimed that there is an ongoing issue and that subjects jump the back fence. The deputy did not find any violations.

3/30/25 Caller was not onsite but reported underage drinkers were at the tavern, and there was possibly a fight. Deputies arrived and did not observe a fight. However, they observed approximately ten subjects leaving the property through a hole in the back fence. They apprehended three subjects: two 17-year-old males and one 19-year-old female. All subjects were issued citations for underage consumption. The female was also issued citations for obstruction and having a fake ID.

4/12/25 Caller reported that there were underage subjects in the tavern. Deputies located underage females trying to hide in the restroom and trying to exit the tavern. Six females were cited for underage loitering.

4/26/25 Uber driver reported that another vehicle struck his vehicle and another vehicle in the parking lot, and then fled the scene. The suspect was later located and arrested for OWI, hit and run, and failure to notify police of the accident.

05/10/25 Intoxicated male called from the tavern and reported his wallet had been taken. Deputies learned that this subject had been escorted from the tavern due to reportedly

grabbing the breasts of female patrons. Female victims were not identified. No known suspect for theft of wallet.

5/18/25 Carthage Public Safety Officer made a delayed report of a verbal and physical altercation between himself and a group of females at the bar. Reported male patrons were now threatening him and harassing his family.

Kenosha Country Club- No issues at this facility

Hob Nob- No issues at this facility

Oakfire Pizza- Just one report of a vehicle damaged. No suspects.

Jerry Smith Farm- Nothing new since my last recap for special event license. Here it is again. Jerry Smith- Two minor accidents in the lot. There was a Disorderly subject called in by security that was throwing corn at another family. Both sides were separated by KESO and no citations issued. There was one domestic violence incident where the parties left but the male was later located and arrested by KESO. There was one reported car entry where wallets were taken. There was one lost child call where the child was located. There was an incident where two female employees who were actors for the haunted maze were inappropriately touched by a male patron. Staff pointed the subject out to KESO and he was arrested for 4<sup>th</sup> degree sex assault ( a misdemeanor) There was only one parking complaint.

Pets Biergarten- Nothing new since last recap for special event license. Here it is again. Primary issue was parking complaints. There were four calls made regarding this, one of them being made by Mike Grab the owner. Vehicles either parked on the roadway blocking traffic or parking on the grass. Vehicles were cited by KESO. There were a couple vehicle entries and two minor property damage accidents. Staff reported one child that was found wandering, but the parents were later located. There are some calls on the spreadsheet that occurred in the area, but they were not attributed to the biergarten.

Surfside Bowl- No issues at this facility

Pub 94- No issues directly attributed to this pub.

Utopia Nails

10/24/24- customer called reporting another customer was intoxicated and yelling at the receptionist and other customers. The subject left with another party. No citations or formal complaint.

Sazon Tacos and Tequilla- No issues at this facility.

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

**Village Board Meeting  
Tentative Agenda  
Tuesday, June 24, 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 June 10, 2025, Vouchers dated June 12 and June 19.
4	Correspondence:
5	Citizens Comments
6	President and Trustee Comments
7	Action on Kenosha Country Club Yearly Cabaret License
8	Action on J&M's Special Event Permit for July 4, 2025, from 11am-8pm
9	Action on 2025 Mobile Home Park License Renewals from Oakdale Estates, Inc. & Oakdale Estates Mobile Home Park & Sales, 11515 1st Street; Mid City Mobile Homes, 1530 Sheridan Road; Alford Mobile Home Park, 1870 Sheridan Road; and Embassy Mobile Home Park, 1784 Sheridan Road
10	Action on Operator's Licenses: Maureen Dobyms, Christine Stalker, Michael Grover, Diane Hoff, Brenda Beamon, Timothy Strupp, Janiah Topel, Cody Hudson, Katie DeBartolo, Vishal Bhardwaj
11	Adjourn

I hereby certify that as the designee of the chief elected official of the Village of Somers, I posted this notice of the June 24, 2025 Village Board Meeting Agenda in 1 public place & on the Village website.

Dated this 20 day of June 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.**