



CITY OF MARSHFIELD
MEETING NOTICE

**COMMON COUNCIL
CITY OF MARSHFIELD, WISCONSIN
TUESDAY, SEPTEMBER 27, 2016
Council Chambers, Lower Level, City Hall Plaza
7:00 p.m.**

NOTE TO VISITORS AND GUESTS: Welcome to this meeting of the Common Council. We appreciate your interest in the City of Marshfield. Item "E" on the agenda (below) provides an opportunity for the Mayor and Council to receive comments from members of the public. If you would like to make a comment, please write your name and address and indicate your topic on a form at a table near the entrance to the Council Chambers prior to the beginning of the meeting. After being recognized by the Mayor at the appropriate time, please address the Council from the podium, first stating your name and address.

- A. Call to Order by Chris Meyer, Mayor
- B. Roll Call
- C. Pledge of Allegiance
- D. Reading of items added to the agenda
- E. Public Comment Period/Correspondence
At this time, the Mayor will recognize members of the public who have indicated a desire to address the Council. Upon recognition by the Mayor, persons may address the Council from the podium, first stating their name and address. The Council may take action on emergency matters introduced by members of the public.
- F. Approval of Minutes: September 13, 2016 regular meeting
- G. Staff updates
- H. Mayor's Comments
 - 1 Recognitions
 - a Jeff Molter, Facilities, 5 years 10/10/2011
 - b Duffy's Aircraft Sales and Leasing, Inc. celebrated their 30th anniversary of being the fixed based operator and airport manager on September 1, 2016
 - 2 Committee Openings
 - a Zoning Board of Appeals
- I. Council Comments

COMMON COUNCIL AGENDA
SEPTEMBER 27, 2016

- J. Election of one person to the Marshfield Utility Commission to serve a 5-year term beginning October 1, 2016 and ending September 30, 2021. Mayor Meyer has received letters of interest:

Mr. Mike Eberl, 1213 W. Jefferson
Mr. Paul Kapla, 1012 Laird St.

Recommended Action: Elect one person to serve on the Utility Commission

- K. Reports from commissions, boards, and committees

- L. Consent Agenda:

1 Meeting minutes/reports

- a Board of Canvassers (April 8, 2016)
- b University Commission (May 19, 2016)
- c Marshfield Convention & Visitors Bureau (June 7, 2016)
- d University Commission Special Meeting (June 20, 2016)
- e Marshfield Convention & Visitors Bureau (June 28, 2016)
- f Parks, Recreation & Forestry (July 14, 2016)
- g Marshfield Convention & Visitors Bureau (July 26, 2016)
- h Economic Development Board (August 11, 2016)
- i Board of Canvassers (August 15, 2016)
- j University Commission Special Meeting (August 18, 2016)
- k Main Street Marshfield (September 7, 2016)
- l Historic Perseveration Committee (September 12, 2016)
- m Comprehensive Plan Steering Committee (September 13, 2016)
- n Marshfield Utility Commission (September 19, 2016)

- 1. JO# 17867 – 1ph OH to UG conversion -1407 N Peach, Oak Grove Terrace \$62,361.00

- o Board of Public Works (September 19, 2016)

- p Plan Commission (September 20, 2016)

- 1. Resolution No. 2016-47: CUP for Scott Weber to exceed the maximum allowable accessory building area for a residential zoned property at 400 South Hawthorn Ave.

Recommended Action: Receive/place on file, approving all recommended actions

*Minutes are not included in packet

- M. Action on items removed from the consent agenda, if any.

- N. Presentation - Introduction to the City's phosphorous plan. Presented by Sam Warp, Wastewater Superintendent

Recommended Action: None, for information only

- O. Second Reading - Ordinance No. 1308, amending Section 2-104 and 4-38 of the Marshfield Municipal Code relating to Room Tax within the City of Marshfield. Presented by Steve Barg, City Administrator

Recommended Action: Approve Ordinance No. 1308

COMMON COUNCIL AGENDA
SEPTEMBER 27, 2016

- P. Request to direct staff to execute the second of three available option years for shared-ride taxi services for 2017 with Running, Inc. Presented by Keith Strey, Finance Director

Recommended Action: Direct staff to prepare the 2017 contract to be presented at a later meeting of the Finance, Budget, and Personnel Committee.

- Q. Adjourn to closed session pursuant to Wisconsin Statutes 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.

- Lease terms with ADRC for community center space
- Terms of possible donation to Library & Community Center project

Closed session pursuant to Wisconsin Statutes 19.85(1)(c) "Considering employment, promotion, compensation or performance evaluation date of any public employee over which the governmental body has jurisdiction or exercises responsibility."

- Review City Administrator's performance evaluation

- R. Reconvene into open session
- S. Action on matter discussed in closed session, if appropriate
- T. Suggested items for future agendas
- U. Adjournment

Posted this day, September 23, 2016 at 11:30 a.m., by Deb M. Hall, City Clerk

Notice

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk at 630 South Central Avenue or by calling (715)486-2023.

SEPTEMBER 13, 2016

Regular meeting of the Common Council was called to order by Mayor Meyer at 7:00 p.m., in the Council Chambers, City Hall Plaza.

PRESENT: Michael Feirer, Alanna Feddick, Chris Jockheck, Gordon H. Earll, Ed Wagner, Tom Witzel, Jason Zaleski, Tom Buttke and Peter Hendler.

EXCUSED: Rebecca Spiros

The flag was saluted and the pledge given.

No items were added to the agenda

PUBLIC COMMENT PERIOD

Donna Dolgner and Sue Church representing the Hannah Center updated everyone on what they do. The Hannah Center is a residential facility that helps women in crisis. They try and help them with positive life changes. They also are a clearing house for the community where people can come and get diapers, formula and baby clothing. They are a nonprofit organization so all of their support comes from the community. Their Giving for Life Banquet fundraiser is scheduled for October 6, 2016 at 5:30 p.m. at RiverEdge Country Club. The theme is "Stories of Survival".

CC16-187 Motion by Hendler, second by Buttke to approve the minutes of the Common Council regular meeting of August 23, 2016.

Motion carried

STAFF UPDATES

None

MAYOR'S COMMENTS

Employee Recognitions

Peter Winistorfer, Fire & Rescue Department	15 years	September 24, 2001
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There is an opening on the Zoning Board of Appeals. Anyone interested should contact the Mayor's office.

COUNCIL COMMENTS

Alderman Earll thanked the Council members who participated in the presentations that were made regarding the Street Referendum. Mistakes were made because they heard it in the community as to what they did wrong in their preparation. There were also other factors in the community that had a bearing on the final vote. He is hoping to take that forward with them as they plan on what to do as far as road repairs.

Street Superintendent Mike Winch recognized Jerry Esser for his years of service to the City of Marshfield. Jerry began employment in the Street Division on August 12, 1975 and retired on September 1, 2016 after over 41 years of service.

Announcement of the election of one person to the Marshfield Utility Commission to serve a 5-year term beginning October 1, 2016 and ending September 30, 2021. The Mayor received letters of interest from; 1) Mike Eberl of 1213 W. Jefferson St., and 2) Paul Kapla of 1012 Laird Street. The election will be held on September 27, 2016.

REPORTS FROM COMMISSIONS, BOARDS AND COMMITTEES

None

CONSENT AGENDA

CC16-188 Motion by Feirer, second by Wagner to receive and place on file, approving all recommended actions for the items listed on the consent agenda. Meeting Minutes/Reports: Zoning Board of Appeals of May 10, 2016; Library Board of July 19, 2016; Cable TV Committee of July 25, 2016; Community Development Authority of July 28, 2016; Committee on Aging of August 4, 2016; Community Development Authority Finance and Strategic Planning Committees of August 16, 2016; Airport Committee of August 18, 2016; Comprehensive Plan Steering Committee of August 18, 2016; Library Board of August 16, 2016; Business Improvement District of August 24, 2016; Committee on Aging of September 1, 2016; Economic Development Board of September 1, 2016; Board of Public Works of September 6, 2016 (1. Approval of Certified Survey Map in the southeast quadrant of the 4th Street and Galvin Avenue intersection); Judiciary and License Committee of September 6, 2016; and Finance, Budget, and Personnel Committee of September 6, 2016 (1. Approval of contracted assessing RFP).

Alderspersion Zaleski removed motion PW16-98 from the Board of Public Works minutes of September 6, 2016.

PW16-98 Motion by Earll, second by Jockheck to recommend approval of 'No Parking This Side of Street' be posted on the ditched streets as described below and that the Administrative Code of Traffic and Parking Regulations be amended to reflect these changes:

- Apple Avenue from 25th Street to 29th Street – west side
- 25th Street from Peach Avenue to Palmetto Avenue – south side
- Wallonnie Drive from Palmetto Avenue to Palmetto Avenue – east side

Motion Carried

Vote on motion **CC16-188 as amended.**

Motion carried

Alderspersion Zaleski said that he received a number of phone calls from residents that reside on S. Apple Avenue asking to allow them to have some input on the parking issue by Griese Park. They had some ideas on where people could park and they also had some questions that they would like to ask the City.

CC16-189 Motion by Zaleski, second by Witzel to refer motion PW16-98 back to the Board of Public Works for further consideration.

Motion carried

Dave Anderson from Public Financial Management, Inc (PFM) presented information on the Pre-Sale/TID Review.

CC16-190 Motion by Jockheck, second by Wagner to approve Resolution No. 2016-42 authorizing general obligation bonds in an amount not to exceed \$955,000 for community development projects in tax incremental districts. Ayes - 9

Motion carried

CC16-191 Motion by Zaleski, second by Hendler to approve Resolution No. 2016-43 providing for the sale of approximately \$2,135,000 general obligation promissory notes, series 2016C.

Ayes - 9

Motion carried

CC16-192 Motion by Earll, second by Feirer to approve Resolution No. 2016-44 authorizing not to exceed \$1,255,000 general obligation refunding bonds. Ayes - 9

Motion carried

CC16-193 Motion by Wagner, second by Zaleski to approve Resolution No. 2016-45 providing for the sale of not to exceed \$2,210,000 taxable general obligation corporate purpose bonds, series 2016D. Ayes - 9

Motion carried

CC16-194 Motion by Buttke, second by Wagner to approve Resolution No. 2016-46 directing publication of notice to electors relating to bond issue. Ayes - 9

Motion carried

CC16-195 Motion by Hendler, second by Feirer to approve Budget Resolution No. 22-2016, transferring \$1,000,000 from the Long-Term Debt proceeds to the UW Marshfield/Wood County STEM project. Ayes – 8; Nay – 1 (Wagner)

Motion carried

CC16-196 Motion by Buttke, second by Zaleski to approve Budget Resolution No. 23-2016, transferring \$50,000 in Long-Term Debt proceeds and \$32,000 of Fund Balance to Development Incentives, TIF District #7, for Midwest Auto Movers Development Agreement.

Motion carried

First reading of Ordinance No. 1308, amending Section 2-104 and 4-38 of the Marshfield Municipal Code relating to Room Tax within the City of Marshfield.

CC16-197 Motion by Buttke, second by Zaleski to approve Resolution No. 2016-41, adopting the assessment rate for 2016 assessments payable in 2017 for the Downtown Marshfield Business Improvement District. Ayes - 9

Motion carried

CC16-198 Motion by Zaleski, second by Buttke to go into closed session pursuant to Wisconsin Statutes, chapter 19.85 (1)(e) “Deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.”

- Lease terms with ADRC for community center space

Closed session pursuant to Wisconsin Statutes, chapter 19.85(1)(g) “Conferring with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved.”

- Tax/fee delinquencies – Completion Industrial Minerals

Roll call vote, all ayes (Time: 7:42 p.m.)

Motion carried

Present in closed session: Alderpersons Feirer, Feddick, Jockheck, Earll, Wagner, Witzel, Zaleski, Buttke, and Hendler, Mayor Meyer, City Administrator Barg, City Attorney Gamoke, and City Staff (Keith Strey, Dan Knoeck, Justin Casperson, Tom Turchi, Lori Belongia and Deb Hall).

Lori Belongia, Justin Casperson and Dan Knoeck left the closed session at 8:14 p.m.

CC16-199 Motion by Jockheck, second by Witzel to return to open session. Roll call vote, all ayes (Time: 8:31 p.m.)

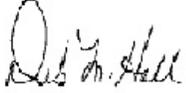
Motion carried

No action was taken in open session regarding the closed session items.

Future Agenda Items

None

There being no further business the Mayor adjourned the meeting at 8:32 p.m.

A handwritten signature in black ink, appearing to read "Deb M. Hall". The signature is written in a cursive style with a large initial "D".

Deb M. Hall
City Clerk

July 20, 2016

Mayor Chris Meyer
City of Marshfield
630 S. Central Ave.
Marshfield, WI 54449

Mayor Meyer, City Council Members,

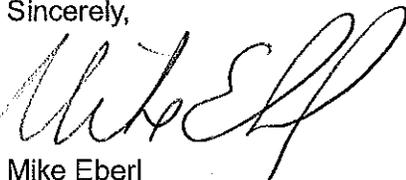
Please consider this letter my request to be re-appointed to the Marshfield Utility Commission as my term ends this fall.

From your initial appointment of me to the Commission five years ago I think you will agree that I've contributed to:

- Improved communication between the Utility and City
- Improved cooperation and participation in each other's planning and processes
- Successful transition of the General Manager position at the Utility
- Implementation of a philosophy of more frequent, but smaller rate increases
- Re-implementation of the dividend payment by the Utility to the City
- More active and inquisitive oversight of the Utility as opposed to "rubber stamping"
- Driving a more strategic, forward-looking and proactive approach to the Utility's thinking

If re-appointed It is my goal to continue to work toward balanced growth of the Utility's ROI to it's three constituents....the City as owner, the citizens as ratepayers, and the Community at large.

Sincerely,



Mike Eberl
Utility Commission, Chair
715-330-0266 cell

Cc: Bob Trussoni

Paul Kapla
1012 Laird St
Marshfield, WI 54449
August 23, 2016

RE: Marshfield Utilities Commission

Mayor Chris Meyer
Marshfield City Hall
Marshfield, WI 54449

Dear Mr. Mayor:

I am writing to express my interest in serving on the Marshfield Utilities Commission. I believe my background and work experience qualify me to provide the leadership required to move our utilities in a positive direction and maintain a strong public utility presence in our community.

During my work career in healthcare I was a leader in various management positions for thirty-five years. For sixteen years I was the Director of Rehab Services at Ministry Saint Joseph's Hospital leading over 100 employees in the provision of high quality therapy and nursing services. For the past ten years I was a Black Belt Lean Leader for Ministry Health Care leading a variety of initiatives to improve the quality of care and work flow processes at several Ministry facilities. My recent retirement now allows me the time to focus on community service.

In the early 2000's I served two years as the citizen member of the Capital Improvement Project Committee (CIP). That service was a very rewarding learning experience as to how city government works together to prioritize the needs of the entire city and create a capital plan that maximizes limited resources to move the city forward. During that same time I completed the Leadership Marshfield program and learned firsthand how all elements of our community must come together for Marshfield to prosper.

I believe that the Utilities Commission will play a key role in the continued development of Marshfield over the next 5 to 10 years. As Marshfield changes and grows our utilities will need to change as well. We have an aging infrastructure in Marshfield and that includes the utilities portion. We need to ensure that as we redo, modernize, replace, and add to the existing infrastructure, utilities are included as a vital part of that plan and are incorporated in the most fiscally responsible manner.

I believe my background and desire to see Marshfield move forward as a vital community in central Wisconsin would serve well on the Utilities Commission. Thank you for your consideration.

Sincerely,



Paul L. Kapla

**CITY OF MARSHFIELD
BOARD OF CANVASSERS
SPRING & PRESIDENTIAL PREFERENCE ELECTION OF APRIL 5, 2016
MINUTES OF APRIL 8, 2016**

The City of Marshfield Board of Canvassers convened at 4:00 p.m. on Friday, April 8, 2016 in the 5th Floor Conference Room, located in City Hall Plaza. The Board of Canvassers consists of Deb M. Hall, Amy Krogman and Amy Van Wyhe.

The Board of Canvassers convened to process and count late-arriving absentee and provisional ballots and to canvass the results of the municipal offices from the April 5, 2016 Spring & Presidential Preference Election. 2011 Act 75 provides that absentee ballots may be counted if postmarked no later than Election Day and received no later than 4:00 p.m. on the Friday following the election. Additionally, 2011 Act 23 provides that voters who cast provisional ballots may provide whatever documentation is required no later than 4:00 p.m. on the Friday after the election in order for their provisional ballot to be counted.

All electronically tabulated documentation and all handwritten tally sheets from every voting district within the City of Marshfield were checked against the tabular statement of votes prepared.

The following are the findings, by reporting unit, of the board upon review of the election records, late arriving absentee and provisional ballots:

OAK AVENUE COMMUNITY CENTER

Wards 12, 20, 21 & 24 (Marathon County): 287 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: 2 (Ward12 = 2; Wards 20, 21 & 24 = 0)

Oak Avenue Community Center ran out of ballots for wards 12, 20 & 24 and used paper ballots. All paper ballots were remade before the polls closed and this was noted on the Inspector's Statement.

Ward 12 received two late-arriving absentee ballots.

- 1) Allen Sternitzky, 2716 Popp Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, 288, and the ballot was counted.
- 2) Judith Sternitzky, 2716 Popp Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, 289, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballots were secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

District 1 (Wards 1 & 11): 411 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: 1 (Ward 1 = 1; Ward 11 = 0)

District 2 (Ward 2): 457 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: Ward 2 = 4

District 3 (Wards 3 & 13): 871 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: 3 (Ward 3 = 0; Ward 13 = 3)

Ward 13 received three late-arriving absentee ballots.

- 1) Harry Spencer, 2204 West 3rd Street. The Board found the certificate envelope to be sufficient so a voter number was assigned, 872, and the ballot was counted.
- 2) Rebecca Spencer, 2204 West 3rd Street. The Board found the certificate envelope to be sufficient so a voter number was assigned, 873, and the ballot was counted.
- 3) Faustine Binder, 2500 Adler Road. The ballot was postmarked April 6, 2016, so the Board rejected her ballot.

The votes were recorded on duplicate tally sheets.

The absentee ballots were secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

District 4 (Wards 4 & 14): 767 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: 0

An error on the Election Totals spreadsheet was noted in District 4 (Wards 4 & 14); Tape 1. The Election totals spreadsheet indicated that Dale A. Yakaites received 182 votes, but it should have been 162 according to the total tape.

District 10 (Ward 10): 498 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: Ward 10 = 4

Ward 10 received two late-arriving absentee ballots.

- 1) Lorraine Kemp, 1013 East Grant Street, Apt. 97. The Board found the certificate envelope to be sufficient so a voter number was assigned, 499, and the ballot was counted.
- 2) Chloe Schiller, 1301 North Peach Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, 500, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballots were secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

Provisional Ballots (Oak Avenue Community Center)

There were no provisional ballots issued at the Oak Avenue Community Center according to the GAB-123r's for this location.

WILDWOOD STATION

District 5 (Ward 5 & 15): 635 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 1

Outstanding absentee ballots: 2 (Ward 5 = 2; Ward 15 = 0)

Ward 5 issued one provisional ballot to Cheryl Schmidt, 1517 South Locust Avenue, Apt. 5. She provided valid proof of identification to the Clerk's office by 4:00 p.m. on Friday, April 8th, so a voter number was assigned, 636, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The provisional ballot was secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

Ward 5 received one late-arriving absentee ballot from Rita Heil, 1412 South Adams Avenue, Apt. 210. The Board found the certificate envelope to be sufficient so a voter number was assigned, 637, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballot was secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

District 6 (Wards 6, 16, 25 & 26): 579 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: 3 (Ward 6 = 3; Ward 16 = 0; Ward 25 = 0; Ward 26 = 0)

An error was noted on the Election Totals spreadsheet in District 6 (Wards 6, 16, 25 & 26). The Election Totals spreadsheet indicated 616 people voted, but the DS200 tape indicated 579 people voted.

Ward 6 received two late-arriving absentee ballots.

1) James Schreiner, 1805 South Cedar Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, 580, and the ballot was counted.

2) Jeanette Schreiner, 1805 South Cedar Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, 581, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballots were secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

District 7 (Wards 7, 17 & 27): 801 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 1

Outstanding absentee ballots: 2 (Ward 7 = 1; Ward 17 = 1)

Ward 17 issued one provisional ballot to Josh Duerr, 2809 South Peach Avenue. Mr. Duerr did not provide valid proof of identification to the City Clerk's office by 4:00 p.m. on Friday, April 8th, so his ballot was not counted.

Provisional Ballots (Wildwood Station)

There were no provisional ballots issued in Wards 15, 6, 16, 25, 26, 7 & 27 at the Wildwood Station according to the GAB-123r's for this location.

Recessed at 6:00 p.m. on Friday, April 8, 2016.

Reconvened on Monday, April 11, 2016 at 8:00 a.m.

LIBRARY

District 8 (Wards 8, 18 & 23): 732 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: 4 (Ward 8 = 2; Ward 18 = 1; Ward 23 = 1)

Ward 23 received one late-arriving absentee ballot from Katharine Coblenz, 510 North Apple Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, 733, and the ballot was counted.

Ward 8 received one late-arriving absentee ballot from Lesley Mammen, 500 Bluebird Lane. The Board found the certificate envelope to be sufficient so a voter number was assigned, 734, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballots were secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

District 9 (Wards 9, 19 & 22): 550 Voters – Poll book & DS200 tape match.

Outstanding provisional ballots: 0

Outstanding absentee ballots: 3 (Ward 9 = 2; Ward 19 = 1; Ward 22 = 0)

Wards 9, 19 & 22 rejected Louise Genteman's absentee ballot at the polls because it was missing the voter's signature.

Ward 19 received one late-arriving absentee ballot from Shirley Zettler, 407 North Peach Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, 551, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballot was secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

Provisional Ballots (Library)

There were no provisional ballots issued at the Library according to the GAB-123r's for this location.

Late-Arriving Absentee Ballots

The Clerk's office received a total of thirteen absentee ballots back after the Election Day and of those thirteen, twelve were counted.

Provisional Ballots

Two provisional ballots were issued on Election day and of those two, only one was counted.

The Board declared the following as the winning candidates:

Mayor

Chris Meyer

Aldersperson

District 1

Michael J. Feirer

District 3

Chris Jockheck

District 5

Ed Wagner

District 7

Jason Zaleski

District 9

Tom Buttke

Certification statement signed.

Motion by Krogman, second by Van Wyhe to adjourn at 8:25 a.m. on Monday, April 11, 2016.

Lori A. Panzer, WCMC
Deputy City Clerk

(APPROVED)

MINUTES OF THE UNIVERSITY COMMISSION MEETING OF MAY
19, 2016

Chair Machon called the meeting to order at 5:15 p.m.

Present: Breu, Earll, Spiros, Feddick and Machon. Rozar arrived at 5:20 p.m.

Excused: Montgomery.

Absent: Pliml, Meyer.

Also present: Michelle Boernke, Associate Regional Dean; Brian Panzer, Building & Grounds Superintendent; Terry Classen, Regional Facility Planning and Managing; Jim Halvorson from CliftonLarsonAllen, and Marcie Koziczowski, Commission Bookkeeper.

Machon declared a quorum present.

There were no public comments.

Earll nominated Machon for Chair. Hearing no further nominations, motion was made (Earll/Spiros) to close the nominations and cast a unanimous vote for Machon for Chair. Motion carried. Earll nominated Breu for Vice-Chair. Hearing no further nominations, motion was made (Earll/Spiros) to close the nominations and cast a unanimous vote for Breu for Vice-Chair. Motion carried. Spiros nominated Earll for Secretary. Hearing no further nominations, motion was made (Breu/Spiros) to close the nominations and cast a unanimous vote for Earll for Secretary. Motion carried.

A short review of the 2015 financial statements and audit findings was presented by Jim Halvorson of CliftonLarsonAllen.

Motion (Earll/Spiros) to receive and place on file the minutes of the January 21, 2016 regular meeting and the February 22, March 16 and April 21, 2016 special meetings. Motion carried. (Minutes on file.)

Motion (Breu/Earll) to receive and place on file the statement of accounts. Motion carried. (Statement of accounts on file.)

Motion (Spiros/Breu) to receive and place on file the lists of bills. Motion carried. (List of bills on file.)

Brian Panzer presented his report. Motion (Breu/Spiros) to receive and place on file the Building and Grounds Superintendent's report. Motion carried. (Report on file.)

Boernke introduced Terry Classen, Regional Facility Planning & Managing. She reported on a meeting with faculty/staff regarding the S.T.E.M. building and noted the relocation of the copy/mailroom. She also noted that graduation is at 6 p.m. tomorrow, and discussion regarding landscaping for the circle drive and arboretum work needs has begun.

Montgomery was attending the graduation ceremony at UW-Barron County. When asked, Boernke reported on two, possibly three, departing faculty members.

There was no construction manager's report. Machon noted that they have been referring to the Everett Roehl S.T.E.M. Building as "Center". The Commission needs to clarify the name. Boernke will look at the contract with the University Foundation from the donor and Koziczkowski will look back to a previously passed Commission vote regarding the naming.

Machon also noted discussions with the construction manager about rising budget figures for the S.T.E.M. if suggested faculty/staff recommendations were included. He noted that the Steering Committee has directed the construction manager to keep the original figure of \$5,627,127 intact.

Machon also reported that we will get guaranteed maximum budget figures on July 11, following bid openings. Groundbreaking will be in early July and Boernke will work with the Foundation to find an open date for a groundbreaking event. Commission members were encouraged to participate.

Chair Machon declared the meeting adjourned at 6:07 p.m.

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – MAY MEETING RE-SCHEDULED, June 7, 2016 – Hotel Marshfield

Present: Scott Berg, Gary Cummings, Sandra Hanson, Scott Koran

Absent/Excused: Al Chaney, Todd Diedrich

Non-Board Members Present: CVB Director Matt McLean / Minutes taken by Lyn Anderson

Guests: N/A

McLean called the meeting to order at 11:30 AM.

1. Minutes from the April Meeting (rescheduled and held on May 10, 2016)

Board reviewed the meeting notes from the April meeting. ***Motion to approve the minutes from the April Meeting held on May 10th was made by Scott K., second by Scott B., and unanimously carried.***

2. May 2016 Financial Reports

McLean reviewed the financial report, and noted a \$40,000 difference on the first page of the balance sheet. This represents \$50,000 spent on marketing the bear package promotion, which will be offset by a grant of \$34,500 from the State. McLean also noted that Fall Fest Revenue is up from the same period last year, and that we also received a \$1,000 sponsorship for the Cornhole Tournament from Simplicity Credit Union. ***Motion to approve the April Financial Report was made by Scott B., second by Sandra H., and unanimously carried.***

3. May Activity Report/4 CVB Pillar Updates

As Board Packets were forwarded a little late due to the Cornhole Tournament last week, McLean went over a few of the more significant activities:

- We created and submitted bid packages for two national conventions in 2018, The National Fur Trappers & Takers, and the Square & Round Dance Convention (a copy of each of these proposals was passed around for review). We have a very good chance of being accepted for both of these Conventions, which would provide us with a very busy summer in 2018. We will also have Farm Technology Days, together with our annual summer events.
- McLean met with Bobbie, the New Director of New Visions Gallery. She is looking at the Fairgrounds for next year's Marshfield Art Show, as this year's event came in at a loss of over \$3,000.
- Members discussed the concessions at Small Town Baseball, and the possibility of providing a 2nd snack location. McLean reported that after meeting with Rick Westphal and the Chapparals, they both agreed to donate all concession profits to field maintenance and improvement.

4. Room Tax Discussion/Tourism Entity Update

A clean copy of this agreement, that we voted to approve at our last meeting, was included in the Board packet. Following that was a proposed schedule for city actions, including the adoption of the ordinance officially increasing the room tax rate by the City Council. There does not need to be a vote, as it is exactly as they wrote it, it just needs to be accepted and signed. The room tax increase could then potentially take place on October 1st at the earliest, or January 1st, 2017.

5. Mission and Vision from the City

McLean received a request from Steve Barg, City Administrator, to review their new proposed mission/vision statements, and a copy was included in this month's meeting packet. After discussion, it was agreed that the only change we would recommend would be in the mission statement portion, to read in part "... to provide a family-oriented community with a full range of housing, business,

cultural, educational, and recreational opportunities in a **fiscally-sound**, safe environment ...” This would put “fiscally-sound” at the end of the statement, rather than the beginning.

6. Maple Fall Fest Update

McLean discussed issues with a vendor who is very adamantly protesting our decision not to allow them to return to Maple Fall Fest as a food vendor, due to very negative and abusive behavior towards staff. McLean requested that members review and sign a letter to said vendor stating their application is not accepted. Scott K. felt that another letter would just continue the issue, as they have already been told that the Board is totally behind the decision of the Director. After discussion, it was agreed that no additional contact would be made. Gary C. asked if vendors sign any type of agreement relating to behavior, and McLean stated he would supply the board with a copy of the current agreement, and address the specific issue of behavior in a revised form for this year (2016), which will go out with vendor booth assignments. ***A motion to support McLean’s decision to refuse the application of Old World Almond for Maple Fall Fest 2016 was made by Scott K., second by Sandra H., and unanimously carried.***

Lyn briefly reported that we currently have over 80 vendors (70 craft and 12 food), with a current income of \$15,176.

7. AMS Bowfishing Event May 21-22 Recap

McLean reported this was a very successful event, and that the organizers were extremely happy with Marshfield, and hope to grow this event to be even bigger in the future. 106 teams and over 100,000 lbs. of “junk” fish were caught, which makes the DNR happy as it makes room for more desirable fish. The fish were then donated to farmers to use as fertilizer.

8. ACO Wisconsin State Cornhole Championship Recap

McLean reported that overall the event went very well. Last year we had 20 pre-registered, and this year we had 40. There were 35 teams (of 2 ea.) playing in the doubles on Saturday. Scott B. suggested that we contact the tavern league to be a part of this, as he was approached by a tavern owner who knew nothing about it. McLean stated that we don’t have a lot of room to grow, as space is a problem for setting up the boards.

9. 2017 Visitors Guide Update

The new “Explore” Mainstreet Edition was briefly discussed. Kathy from Heinzen has already sold about \$10,000 in ads for our new CVB 2017 Guide.

10. Customer Service Training June 28th

Info will be going out in the next couple of days regarding customer service training, which was re-scheduled from May, as we did not have enough participants signed up.

11. CVB Website

McLean reported that our new website is close, and will probably be completed within the next month. If any members would like to see the progress, McLean has a link.

12. New Business

Matt reported that this is the last year that American Legion Baseball will be providing our Maple Fall Fest breakfast, due to dwindling volunteers. We need to find someone else for next year, especially since it will be our 25th Anniversary! Matt is hoping to find someone prior to this year’s festival, so they can observe the process. The FFA does not have any interest in operating the breakfast; however, they will rent their grills.

Meeting adjourned at 1:30 pm.

The next meeting is scheduled for Tuesday, June 28th, 2016, 11:30 am, at the Hotel Marshfield

(APPROVED)

MINUTES OF THE UNIVERSITY COMMISSION SPECIAL
MEETING OF JUNE 20, 2016

Chair Machon called the special meeting to order at 6:00 p.m.

Present: Breu, Machon, Montgomery, Spiros and Rozar.

Excused: Feddick, Earll.

Absent: Meyer and Pliml.

Also present: Brian Panzer and Marcie Koziczowski, University
Commission Bookkeeper.

Machon declared a quorum present.

There were no public comments.

Following discussion, motion (Rozar/Breu) to proceed with reformation of
contract with Miron Construction concerning new tax exemption
regulations. The motion carried.

Machon outlined the following calendar dates as compiled by the S.T.E.M.
Building Steering Committee: July 7, 2 p.m. bid opening; July 11, final bid
numbers presented by Miron Construction; July 18, neighborhood outreach
gathering and July 28, ceremonial groundbreaking.

Following discussion, motion (Rozar/Spiros) to award the window project
contract to the low bidder, Precision Glass & Door, LLC. The motion
carried. (Bids on file.)

Brian Panzer updated Commissioners on the parking lot crack-filling and
sealcoating project.

Meeting adjourned at 6:14 p.m.

Minutes taken by Marcie Koziczowski for Doug Machon, Chair.

Marshfield Convention & Visitors Bureau

Board Meeting Minutes – JUNE MEETING, June 28, 2016 – Hotel Marshfield

Present: Scott Berg, Gary Cummings, Sandra Hanson, Scott Koran

Absent/Excused: Al Chaney, Todd Diedrich

Non-Board Members Present: CVB Director Matt McLean / Minutes taken by Lyn Anderson

Guests: Jason Angell, *Director of Development Services*, Tammy Meissner and Erin Howard

McLean called the meeting to order at 11:30 AM.

1. Minutes from the May Meeting (rescheduled and held on June 7, 2016)

Board reviewed the meeting notes from the May meeting. ***Motion to approve the minutes from the May Meeting held on June 7th was made by Sandra H., second by Scott B., and unanimously carried.***

2. May 2016 Financial Reports

McLean reviewed the financial report, and noted that we will be receiving a check for approximately \$34,500 from the state grant program, to offset expenses incurred with the Bear Adventure Package promotion. In response to a question, McLean explained we are maintaining 6 months to 1 year operating expense in our account, and that we have been able to transfer funds to our money market account. ***Motion to approve the May Financial Report was made by Gary C., second by Scott B., and unanimously carried.***

3. May Activity Report/4 CVB Pillar Updates

There were no questions or comments regarding the Activity Report included in the board packet.

4. EDB Presentation on Downtown Park

Jason Angell, Director of Development Services for the City of Marshfield, gave a brief overview and distributed packets to members which included architectural renditions of the proposed new park and water feature, Sponsorship Application, and Cost Estimate for Budget. Jason stated that the City is going ahead with this project. Tammy Meissner spoke as a representative of the Economic Development Board, and stated they are currently in the quiet stage, trying to obtain sponsorship for three main areas: the band shell, the water feature, and the park itself. Erin Howard spoke as an investor and downtown business owner, and adamantly professed the abundance of benefits this park would bring to downtown business.

Scott K. asked who would be responsible for the programming of events in the new park, and Jason A. replied that it is expected that existing entities could work together to program events. Scott also asked if there would be a “maintenance” fund, or who would be responsible for the upkeep. Jason answered that any funding raised over and above the final cost of the project would be put into a fund for maintenance, but the responsibility would ultimately lie with the EDB.

5. Room Tax Discussion/Tourism Entity Update

We were hoping the City would be reading the room tax ordinance tonight but it has been postponed until July. A draft was provided to them by our attorney, and we are still on track for an October 1st room tax increase.

Regarding the Tourism Entity Agreement, we are the 501(c-6) entity based on WI state statute. We are the contracted entity with a 5-year clause, and signed copies have been provided to all, and it is legally binding. The next city meeting is July 12th, and the mayor supports the increase. It was suggested that McLean send over a list to the City of all of the “wins” we’ve had, so they are fully aware of everything that we’ve accomplished.

6. Cornhole State Championship, Future

McLean reiterated that this year's championship event was up over last year. We had 40 attendees on Friday night, vs. 20 last year, when we gave away a lot of "free-bees" to market the event. This year's event resulted in 40 to 50 hotel rooms. It costs \$2,300 to host, to send their staff to handle the event, and will remain the same for next year. However, they have offered us the opportunity to also host a "Majors" (point system) tournament, a 2-day event the last weekend in March or the first weekend in April for an additional \$1,200. These would be two separate events, which would normally cost about \$5,000. McLean would get the Tavern League involved, and Scott B. also asked that we get the bars involved for the State Championships. After discussion, ***Motion to host both events if the dates for the Majors work with availability of locations was made by Sandra H., second by Scott K., and unanimously carried.***

7. Maple Fall Fest Update

Lyn briefly reported that we currently have over 100 vendors (over 120 booths), with a current income to date of \$17,000.

8. CVB Website

Our new CVB website launched last week; however, we are still updating content. We pay Schiller Media \$900 per year to maintain the site, and it will cost \$2,000 to \$3,000 for the development of this new site.

9. 2017 Visitors Guide Update

McLean and Scott K. met with Branden from Premier, to discuss issues with his "Explore Marshfield" initiative, specifically with his branding of it as a "tourism entity."

10. Small Town Baseball Update

McLean reported that were issues with this year's event, particularly with lack of communication regarding the fields, concessions, and bathroom and garbage maintenance. There are currently bad feelings between the Rick and the Chaparrals, as well as Parks & Recreation. McLean will arrange a meeting with all parties to try and work things out.

11. The Next Big Thing

Lyn passed around copies of a proposed "Creative Arts Workshops" plan, and reported that Hotel Marshfield is interested in spearheading this initiative. Because of time constraints, Lyn will email the information to the Board for further review.

12. Customer Service Training June 28th

This re-scheduled event was quite successful. We had 16 attendees, and received 4 or 5 stars out of 5 on the evaluation sheets we received from the participants.

13. Community Bike Share

McLean gave a brief update on progress and reported that we will now have two bikes available at each of three locations: The Baymont Inn, the Holiday Inn and Hotel Marshfield. McLean and Lyn A. will be meeting with the hotels following this afternoon's board meeting, to go over forms and brochures.

14. New Business

No new business was discussed at this meeting.

15. Adjournment

Motion to adjourn the meeting was made by Scott K., second by Gary C., and unanimously carried. Meeting adjourned at 1:30 pm.

The next meeting is scheduled for Tuesday, July 26th, 2016, 11:30 am, at the Hotel Marshfield

CITY OF MARSHFIELD
PARKS, RECREATION AND FORESTRY COMMITTEE
July 14, 2016 Meeting Minutes

I. CALL TO ORDER:

Meeting called to order by Justin Casperson at 5:30 p.m. in room 108 in City Hall Plaza, 630 S. Central Avenue.

ROLL CALL:

Present: Chairperson John White, Jr.; Vice Chairperson Jane Yaeger; Zoological Society Representative Tom Buttke; Members Ali Luedtke & Nick Faber
Excused: Chris Viegut; Alderperson Rich Reinart

Also Present: Justin Casperson, Parks and Recreation Director; Kelly Cassidy, Parks and Recreation Supervisor

II. APPROVAL OF MINUTES:

PR16-18 Motion by Buttke, seconded by Yaeger to approve the June 9, 2016 Parks, Recreation, and Forestry Committee meeting minutes with the correction of the adjournment. Motion Carried Unanimously.

III. PUBLIC COMMENT: Carl Scott talked about the restrooms at the bear pen and the improvements that need to be made.

IV. OLD BUSINESS:

A. CORP Plan:

1. Hamus Park – 27.94-acre park located on the northern boundary of Marshfield on Hamus Drive. This park has a shelter w/ picnic tables, restroom, biking/walking trail, and a nature area.
2. S.J. Miller Park – 21.32 acres located on Oak Avenue. This park caters to sports enthusiasts with baseball fields, batting cages, tennis courts, play equipment, shelter w/ picnic tables and restrooms, picnic tables, biking/walking trail.

V. NEW BUSINESS:

A. Fairgrounds Winter Storage Rates:

Justin Casperson updated the committee on the new fees for winter storage with a rate increase of 2.5%. The last time a rate increase happened was 2010.

PR16-19 Motioned by Buttke, seconded by Luedtke to approve the 2016-17 winter storage fees.

B. Zoo Animal Acquisition:

- Justin Casperson updated the committee on the proposal of a Babcat and Ornate Box Turtle display.

PR16-20 Motioned by Yaeger, seconded by Faber to approve the animal acquisitions.

VI. REPORTS:

A. Zoological Society: Tom reported that the Trick-or-Treat in the zoo will be October 8th. The society is planning a bowling event in December, which will be a fundraiser for the cougar exhibit. Tom brought items from the zoo store to show the committee.

Recreation

1. Library/Community Center Project –Library will be moving out starting August 15th. The committee is still looking at options to cut costs for the remodel of the Community Center.
2. The fall program brochure will go out to the public on Friday, August 5th.

Programs

1. Tennis/Racquetball center is operating under the summer hours. Players can still use the courts after hours, but they need to enter the center with a code. Payment needs to be made before the code is given out.
3. Summer Adventure Camp was canceled due to lack of enrollment.
4. Summer programs are in full swing with classes being offered in gymnastics, tennis, baseball, 3-sport ball, safety city, basketball, volleyball, golf, soccer, football, and a trip to Milwaukee Zoo.
5. Pickleball is being held at OACC on Tuesday & Thursday nights from 6-8pm and Thursday afternoons from 1–3pm.
6. Registration is still being taken for skateboard lessons which starts on July 25th, golf camp which starts July 26th and the zoo trip on August 9th.

Aquatics

1. Hefko Pool opened for the season on June 4th. Hefko is open Monday through Saturday from 11:00 to 11:45 a.m. for Free Swim and from 1:00 to 6:45 p.m. daily for open swim, except on Tuesdays & Thursdays when the pool remains open until 7:45 p.m. Free Swim is sponsored by NAPA Auto & Truck Parts of Marshfield, Cellcom, Mueller Publishing, Baltus, Roehl Transport, McDonalds, Marshfield Clinic, MSA Professional Services, Weber Farms, DQ/Java Junction, Hub City Ice Cream, Bents Chiropractic, Forward Financial Bank, Chips, Kwik Trip and Security Health Plan. If the pool closes early in the day, we attempt to reopen at 4:00 p.m.
2. Early Bird Lap Swim and Aquacise are being held on Tuesday and Thursday mornings at the Sr. High pool through July 21.

Parks & Zoo

1. Parks Maintenance Operations
 - a. Park staff assisted with (2) MYBA little league tournaments, small town baseball tournament and American Legion baseball tournament.
 - b. Park staff assisted in 4th of July Celebration and Parish Pull events at Marshfield Fairgrounds Park.
 - c. Staff has been working on installing (2) new picnic tables & (2) new park benches at Hamus Park.
2. Forestry
 - a. The park tree inventory has been updated. Once the street division has finished treating street trees we plan on treating approximately 35 park trees.
3. Fairgrounds
 - a. Dust control agent was applied to the gravel areas on 6/24/16.
4. Zoo
 - a. The new Honey Bee exhibit has been opened and on display in the zoo store.
 - b. Zoo Fest was held over Father's Day weekend.

Director

1. Hackman Field Storage Building – The project was completed on time and on budget.
2. Zoo Maintenance Building – Staff is still working on design, construction documents, cost estimates, utility extensions and a certified survey map. The goal is to move all of the zoo operations into one building to improve overall efficiency of the zoo operations. We anticipate the project planning to be completed in 2016 and built in 2017.
3. Fairgrounds - The Director has been part of several fairgrounds long-term strategic planning meetings. The goals of the meetings are to: ensure the fair's sustainability, increase property usage, define stakeholder's roles, streamline event management, improvement of facilities, develop clear communication.
4. Fairgrounds - The Director has been working with the Marshfield Area Friends of the Dog Park in the installation of lights for the dog park.
5. Fairgrounds - The Director has been soliciting proposal quotes for the sandblasting and painting of the grandstands steel roof structure and sealing the concrete deck.
6. Historical Society – The Director has been working with Josh Miller from Development Services and the Historical Preservation Society on display racks at Wildwood Park. The Society has donated one rack to the zoo store and purchased a rack to be placed next to Engine 2442.
7. Hardacre Park – The painter has begun work on the murals at Hardacre Park. We anticipate the murals to be completed by August.
8. Wildwood-McMillian Trail – The Director has been working with the Public Works Director on forecasting and estimating the revenues and expenses associated with the project. The state put a hold on funds until their 2017 fiscal year, which starts July 1, 2017.
9. 8th & Hemlock – The Director has been in communication with the School District about possibly purchasing the property.

Committee: Library is looking for help to move items into the new library.

VII. NEXT MEETING: August 11, 2016 at 5:30 p.m.

VIII. ADJOURNMENT: **PR16-10** Motion by Luedtke, seconded by Yaeger to adjourn. Motion carried unanimously. Meeting adjourned at 6:21 p.m.

Respectfully Submitted: Kelly Cassidy, Parks & Recreation Supervisor

Marshfield Convention & Visitors Bureau

Unofficial Board Meeting Minutes – July 26, 2016 – Hotel Marshfield

Present: Scott Berg, Todd Diedrich, Scott Koran

Absent/Excused: Al Chaney, Gary Cummings, Sandra Hanson

Non-Board Members Present: CVB Director Matt McLean, MACCI Director Scott Larson, Minutes taken by Lyn Anderson

Guests: Kathy Banks, Heinzen Printing, Wendy Barnett & Jeanie Klinkie, Holiday Inn, and 4 Boy Scouts (working on their community service badge) with their Scout Leader/Mom

McLean called the meeting to order at 11:30 AM. A quorum was not present, so no official business could be conducted. Noted: The four boy scouts attended the meeting as a Scout project, but they were asked to step out during Kathy Banks' presentation (#6) for confidentiality reasons.

1. Minutes from the June Meeting

Board reviewed the meeting notes from the June meeting. **Motion to approve will be made at the August meeting.**

2. June 2016 Financial Reports

McLean reviewed the financial reports, and explained that the \$41,785 expense on our Balance Sheet was for bear marketing, and will be largely offset by our State grant. The large overage on Professional Services consists of legal fees. Our financial position is good, and room tax dollars are up. In response to a question by Todd D. regarding General Promotion expense, McLean explained that those dollars are used for promotional "giveaways," and so far this year we have provided over 3,000 "goody bags" for conventions and meetings brought to Marshfield. **Motion to approve will be made at the August meeting.**

3. June Activity Report/4 CVB Pillar Updates

There were no questions or comments regarding the Activity Report included in the board packet.

4. Fur Takers of America 2018 Convention

McLean reported that although we have not as yet received official notification, he was told by our local contact, who is a member of their Board, that we have been awarded the event. This is a major accomplishment, as it is a national convention, and this is the first time that the same city/or state has been awarded the event within a 10-year period, and we hosted it in 2013! It will take place the last weekend in June, one week after Small Town Baseball. They are expecting 3,000-4,000 people and, though many of them will camp at the site, our hotels will sell out.

5. Room Tax Discussion

We are now looking at January 1st, 2017 to initiate the 2% room tax increase. The City sent us a draft of their ordinance and, although they used portions of our attorney's ordinance, McLean saw issues with the draft. One of the biggest problems is their version addresses distribution of the tax which, if it does not begin until 2017, is irrelevant. It also states that the CVB is "dissolved." Only the City CVB "Committee" was dissolved. The Marshfield Convention & Visitors Bureau is legally a 501(c) Corporation, and the Tourism Entity Agreement has been accepted and signed, and is now binding. Todd D. suggested we set up a meeting with Steve Barg and Hap to come up with common ground on the wording of the ordinance, and attempt to avoid further legal fees.

6. 2017 Visitors Guide Update

Kathy Banks from Heinzen Printing gave us an overview of what they have been facing when selling ads for our 2017 Visitors Guide.

7. Cornhole State Championship, Future

Last month the Board approved a motion for McLean to proceed with hosting both events, the Wisconsin State Championship and the Majors/National Event, if the dates for the Majors work with availability of locations. However, upon further investigation, the Majors event would have been an additional \$4,000 instead of \$1,500, and the hockey building is not going to be available. McLean does want to keep this on the table for 2018, but for 2017 we will only be hosting the Wisconsin State Championships. In response to a question, McLean noted the ACO will be hosting a Majors event this year in Michigan, California and Las Vegas.

8. Downtown Park Discussion

Discussion took place regarding their request for \$200,000 in sponsorship.

9. Maple Fall Fest Update

Lyn reported that we currently have over 120 vendors (over 130 booths), with a current income to date over \$18,000, which puts us ahead of last year. We don't believe there are any major craft fairs competing with us this year. Ruth Elderbrook will not be able to make this year's event, but we will still have "Mad Dog & Merrill" as well as some new entertainment: Country Line Dancers and a "chainsaw artist!"

10. CVB Website

Our new CVB website is up and running smoothly, with a few minor "tweaks" as we go along and discover new ways to make it even better! Both Lyn and McLean demonstrated the "Events Calendar" on Matt's laptop, and reported they have received many positive comments regarding the new site, and how easy it is to navigate.

11. Small Town Baseball Update

McLean reported that the World Series went better than the State Championships; however, working with Rick has been challenging. Scott B. agreed that Rick is hard to deal with, and he is hard for the City to deal with. After discussion, Todd D. suggested McLean continue to do what he can to work with Rick to help keep this event in Marshfield.

12. Community Bike Share

We now have two bikes available at each of three hotels, The Baymont Inn, the Holiday Inn and Hotel Marshfield. McLean distributed copies of the new updated brochure to Board Members. Jeanie Klinke said The Holiday Inn has already appeared on Trip Advisor with positive comments about one of their guests using the bikes. This is great PR for the hotels and for us!

13. Farm Technology Days 2018 Update

McLean distributed copies of the site map for Farm Tech Days, and briefly discussed plans for tent city. Jeanie reported that although it's a three day event in the middle of the week, vendors will start coming to town to set up a month before the event, and Scott L. added that some of the vendors will even set up temporary buildings.

14. New Business

- Todd D. suggested we start to think about community grant requests that we may receive for the Christmas season. McLean stated the only one we currently have is \$1,000 for Rotary Winter Wonderland.

- Although we have not as yet received official acceptance of our proposal, Jeanie Klinke reported that she was given word the Square & Round Dance Convention will also be held in Marshfield in 2018. Our proposal to them included the use of Marshfield High School.

15. Adjournment

Meeting was adjourned at 1:30 pm.

The next meeting is scheduled for Tuesday, August 23rd, 2016, 11:30 am, at the Hotel Marshfield

Economic Development Board meeting August 11, 2016

Present: Buttker, Dickrell, Meissner, Sennholz, Wagner. Staab arrived at 3:06 p.m.
Absent: Martin, Trussoni
Others: Barg, Olson, Kristen Fish/Mary Rajek (Redevelopment Resources)

Chairman Sennholz called the meeting to order at 3:02 p.m. in Room 108 of City Hall.

Wagner moved and Buttker seconded the motion to go to closed session under Wisconsin Statutes 19.85(1)(e), "Deliberating or negotiating the purchasing of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." for the purpose of reviewing and discussing 2 items: 1) development agreement for project located in TID #7; and 2) loan modification for No Limit Manufacturing. Motion carried. The Board adjourned to closed session at 3:03 p.m. (Present: Buttker, Dickrell, Meissner, Sennholz, Wagner, Barg, Olson. Staab arrived at 3:06 p.m.)

Meissner moved and Dickrell seconded the motion to reconvene in open session. Motion carried.

Meissner moved and Dickrell seconded the motion to approve an extension of the current monthly payments for the No Limit Manufacturing loan through January 2017, subject to the understanding that if final payoff cannot be made at that time, this loan would need to be reviewed. Motion carried.

Discuss possible creation of an Economic Development Organization (EDO)

Fish and Rajek led discussion of creating an EDO. They reviewed the Beaver Dam case, where it was found that proper separation did not exist between the City and an economic development organization was created. The key is that the organization must serve more than one "client", and the City should not provide more than 30% of the organization's funding, preferably less than 10%, and its focus should be projects/activities not normally done by the City. Efforts should be made to keep clear separation between the 2 entities.

Discussion took place on which model to pursue under 501(c) of the IRS code, and in the end, members agreed that 501(c)(4) would appear to be the best fit for our needs. .

After much discussion about potential board members of the new EDO, it was agreed that to refocus our efforts, since the EDB taking a lead role in establishing the initial Board of Directors may be seen as blurring the separation from the City that we wish to maintain. It was agreed to publicize interest in creating this new organization, and to invite anyone interested to attend the Board's next meeting, when this idea will be presented and further discussed. Hopefully this will generate interest from others and maybe lead to identifying potential members of the board of this entity. (Publicity will be through various methods, including local newspapers, MACCI, etc.)

Members agreed to cancel the August 25th Board meeting and hold the next EDB meeting on Thursday, September 1, 2016 at 3:00 p.m. The meeting will take place in the first floor conference room of City Hall, or the lower level of City Hall (Council chambers), if more space is necessary.

With no other business before the Board, Wagner moved and Dickrell seconded a motion to adjourn. Motion carried. Sennholz adjourned the meeting at 4:34 p.m.

Respectfully submitted,
Steve Barg, City Administrator

**CITY OF MARSHFIELD
BOARD OF CANVASSERS
PARTISAN PRIMARY OF AUGUST 9, 2016
MINUTES OF AUGUST 15, 2016**

The City of Marshfield Board of Canvassers convened at 8:05 a.m. on Monday, August 15, 2016 in the 5th Floor Conference Room, located in City Hall Plaza. The Board of Canvassers consists of City Clerk Deb M. Hall, Amy Krogman and Amy Van Wyhe.

The Board of Canvassers convened to process and count late-arriving absentee and provisional ballots. 2011 Act 75 provides that absentee ballots may be counted if postmarked no later than Election Day and received no later than 4:00 p.m. on the Friday following the election. Additionally, 2011 Act 23 provides that voters who cast provisional ballots may provide whatever documentation is required no later than 4:00 p.m. on the Friday after the election in order for their provisional ballot to be counted.

The following are the findings, by reporting unit, of the board upon review of the late-arriving absentee and provisional ballots:

Late-Arriving Absentee Ballots

Wards 1 & 11:	6 outstanding absentee ballots; 2 returned
Ward 2:	6 outstanding absentee ballot; 0 returned
Wards 3 & 13:	6 outstanding absentee ballots; 2 returned
Wards 4 & 14:	6 outstanding absentee ballots; 1 returned
Wards 5 & 15:	4 outstanding absentee ballots; 0 returned
Wards 6, 17, 25 & 26:	4 outstanding absentee ballots; 0 returned
Wards 7, 16 & 27:	3 outstanding absentee ballot; 0 returned
Wards 8, 19, 22 & 23:	5 outstanding absentee ballot; 1 returned
Wards 9 & 18:	5 outstanding absentee ballots; 0 returned
Ward 10:	2 outstanding absentee ballots; 0 returned
Wards 12, 20, 21 & 24:	4 outstanding absentee ballot; 0 returned

OAK AVENUE COMMUNITY CENTER

Ward 1 received one late-arriving absentee ballot from Hazel Spindler, 1600 N. Fig Avenue, Apt. 203. The Board found the certificate envelope to be sufficient so a voter number was assigned, #151, and the ballot was counted.

Ward 11 received one late-arriving absentee ballot from Richard Hosek, 204 N. Walnut Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, #152, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballots were secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

Ward 13 received two late-arriving absentee ballots.

- 1) Harry Spencer, 2204 W. 3rd Street. The Board found the certificate envelope to be sufficient so a voter number was assigned, 346, and the ballot was counted.
- 2) Rebecca Spencer, 2204 W. 3rd Street. The Board found the certificate envelope to be sufficient so a voter number was assigned, 347, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballots were secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

Ward 4 received one late-arriving absentee ballot from Robert Wille, 512 S. Cypress Avenue. The Board found the certificate envelope to be sufficient so a voter number was assigned, #268, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballot was secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

WILDWOOD STATION

Ward 6 issued one provisional ballot to Eileen Wucherpfenning, 615 E. 25th Street. She provided valid proof of identification to the Clerk's office on Wednesday, August 10th, so a voter number was assigned, 285, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The provisional ballot was secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

LIBRARY

Ward 19 received one late-arriving absentee ballot from Robert Specht, 1210 E. Arnold Street. The Board found the certificate envelope to be sufficient so a voter number was assigned, #293, and the ballot was counted.

The votes were recorded on duplicate tally sheets.

The absentee ballot was secured in a ballot bag.

All paperwork was signed by the Board of Canvassers.

Late-Arriving Absentee Ballots

The Clerk's office received a total of six absentee ballots back after the Election Day and of those six, six were counted.

Provisional Ballots

One provisional ballot was issued on Election Day and it was counted.

The Board adjourned at 9:04 a.m.

Lori A. Panzer
Deputy City Clerk

(APPROVED)

MINUTES OF THE UNIVERSITY COMMISSION SPECIAL
MEETING OF AUGUST 18, 2016

Chair Machon called the special meeting to order at 5:33 p.m.

Present: Breu, Machon, Montgomery, Earll, and Spiros.

Excused: Feddick, Rozar.

Absent: Meyer and Pliml.

Also present: Terry Clausen.

Machon declared a quorum present.

There were no public comments.

A Memorandum of Understanding from the University Foundation guaranteeing their total funding of the Maximum Price of \$5,675,638 was distributed to all present. Sherry Wall informed the Commission on what had taken place since bid day. Commissioner Earll added details, as well. Motion Earll/Breu to accept/approve the Guaranteed Maximum Price presented by Miron Construction. The motion carried.

Meeting adjourned at 5:50 p.m.

Minutes taken by Doug Machon, Chair, for Gordy Earll, Secretary.

**Main Street Board of Directors Meeting
Wednesday, September 7, 2016
Main Street Office**

Present: CW Mitten, Lois TeStrake, Scott Koran, Greg Ellious, Nick Arnoldy, Erin Howard, Kelly Korth, Caitlin Schulz, Brian Hopperdietzel

Ex-Officio: Tom Leitzel, Steve Barg, Scott Larson

Excused: Tom Henseler, Jenna Hanson, Josh Kilty, Cindy Cole

Staff Present: Angie Eloranta Executive Director

Called to Order 7:32 am

- 1. Mission Statement**
- 2. Approval of Board Minutes and Executive Committee Minutes**
- 3. Approval of Minutes of Promotion Committee 8/3 & 8/29**
- 4. Approval of Minutes of Design Committee – No Meeting**
- 5. Approval of Minutes of Organization Committee – No Meeting**
- 6. Approval of Minutes of Economic Restructuring Committee 8/30/16**

1st Lois TeStrake

2nd Kelly Korth

7. City Staff Updates

Tom Leitzel new council member – Training with NCIS

With city 44 years

25 years in Marshfield Area; 20 years with police aux.

EDB Jason – Fundraising for Park \$450K, Public campaign won't begin

For a while, looks on target for 2017

8. MACCI Updates – Scott Larson

Sept. 6 – Ribbon Cutting Ceremony, Everett Roehl Public Library 9am
(went well, large crowd) grand opening 11/13 at noon food and fun
Old Library renovations talks still going on

Sept. 8- Forward Financial Groundbreaking Ceremony- 4:30 pm, future
home of Forward Financial Bank – 1001 N. Central Ave. Mfld

Sept. 9, 10 -53rd Annual Wisconsin Fur Trappers State Rendezvous,
Central WI. State Fairgrounds

Sept. 13 – Groundbreaking for Everett Roehl STEM Building 5:15 pm, UW
Mfld/Wood Co.

Sept. 14 – Business after 5 – Power Pac

Sept. 17, 18 – 24th Annual Maple Fall Fest – Wildwood Park and Zoo

Sept. 20 – Maximize Your Membership – Noon MACCI

Sept. 21 – Boomerang Keep Customers Back 7:30 – 9 am Holiday Inn
(Skogen Festival Foods)

Sept. 29- Health Forum – 8 am – Dealing with private exchanges

9. Financial Update – n/a

10. Executive Director Report- Angie Eloranta

Recap of Events

- Hub City Days
- Third Thursdays

Vacancies/New Businesses

- Kelly Sawyer Photography
- Ripple Behavior
- Marshfield Technology
- Spring Green Floral
- Library Grand Opening
- My Oh My Leaving

Main Street accomplishment/special projects

- Parking Surveys
- State Farm Assist Grant Application Submitted
- Pop Up Shop

Other

- EDB Budget Approval
- Maple Fall Fest Volunteer Opportunity

11. Committee Reports – See Notes from Individual Committee

12. Old Business

- Bid Board Meeting – 8/24; Operating Plan/Budget approved
- Business owners with police dept. meeting 8/23
 - Nice to bring concerns forward – puts them on same page
 - Police more visible – keeping an eye on the buildings
 - Talk to business owners about installing security systems & keeping lights on at night.

13. New Business

- Mill Creek Gardens - \$100 for fall and Christmas
 - They want to step up and beautify downtown
- Board elections:
 - President: Erin Howard
 - Vice President: Brian Hopperdietzel
 - Secretary: Jenna Hanson
 - Treasurer: Josh Kilty
- New Board Members:
 - Jenna Hanson
 - Caitlin Schulz
 - Ann Dieringer
 - Danielle Krohn
 - Rhonda Urlaub
 - Jeanie Klinke
 - Brain Sauer

14. Adjourn at 8:40am

Motion to Adjourn

1st Nick Arnoldy 2nd Brian Hopperdietzel

Next meeting is Wednesday, October 5th at 7:30am.
Please mark your calendar!

**Executive Meeting
Wednesday Sept. 7, 2016
Main Street Office**

Present: CW Mitten, Lois TeStrake, Erin Howard

Excused: Tom Henseler

Office Staff: Angie Eloranta

- New Board Members invited to all committee meetings
- Main Street Story – We need to use this video as a way to cheerlead for our organization; Testimonials
 - Kelly Sawyer & Mfld Technology
- Board members go on a visit with executive director. Advocate for downtown.
- Chief Gramza as ex-officio member

Next meeting: Block Captains; Junior Board Member – Nat'l Honor Society

Adjourned at 9am

HISTORIC PRESERVATION COMMITTEE MINUTES
OF SEPTEMBER 12, 2016 MEETING

Meeting called to order by Chairperson Schnitzler at 4:00 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Ken Wood; Ken Bargender; Bill Penker; Vickie Schnitzler; Kris Keogh; and, Kris Coleman.

ABSENT: Alderperson; Jason Zaleski.

ALSO

PRESENT: Josh Miller, City Planner; and, Christine Eisner, resident.

Approval of the Minutes of July 11, 2016 Meeting.

HP16-26 Motion by Penker, second by Wood to approve the minutes of the July 11, 2016 meeting.
Motion Carried.

Citizen Comments.

Christine Eisner was present to talk about her property on 315 West 5th Street. It's over 100 years old and it's in the process of being condemned and she would like it to be saved. The Building Inspector is claiming the foundation is crumbling, but she says it's not. She added that Thomas Springborne (sp?) built the property and Otto Meyer owned it at some point and those are historical figures.

Miller replied that because there are court proceedings, the Committee is not in a position to take action. If the court overturns the decision to condemn the building, Ms. Eisner will inform staff and they will check with the City Attorney to see if the Committee can do anything regarding designating the property as historic.

Penker shared the article from Madison State Journal newspaper highlighting each neighborhood in the Madison area. There was a caption of each neighborhood in 30 words.

Bargender said their display at the Fairgrounds was bigger than ever and had more people go through it than ever. The event for the Round Barn could have been better coordinated with the Fair Association.

2016 Historic Preservation Committee Budget Update.

Miller gave an update on the Budget and said the Committee is in good shape for the rest of the year with an estimated \$300 remaining unaccounted for that could be used for projects such as stickers for the yard signs are other projects the Committee has been working on.

Discussion of Buildings of Historical Interest Brochures.

Miller gave an update on the 2442 brochure and stated that the Committee changed focus to get the 2442 brochure done instead of the Buildings of Historical Interest.

Coleman asked if we have a brochure for the Round Barn. No one knew and suggested we asked the Fair Association. Keogh will check with her husband. Bargender asked if there is a QR Code story

prepared for the Round Barn. Schnitzler thought there was information put together, but wasn't certain the information was tied to a QR Code.

The Committee will review the Buildings of Historical Interest progress at the next meeting.

Discussion of a Brochure Display Case in the Wildwood Station Pavilion.

Bargender said we should contact a cabinet maker about the brochure display case. He has one in mind that he could reach out to. Schnitzler said we could look at the design and cost estimate over the winter. Bargender will reach out to him to discuss options. Miller will provide the dimensions of the available space.

Discussion of Promoting the 2442 at Maple Fall Fest.

Bargender said that Keith Meacham and the Train club will be there and the Committee is not overly involved in it during the Maple Fall Fest. Meacham will be in uniform. They will be there Saturday, September 17, 2016 from 10 am – 2 pm.

Penker said if they could get the same coverage they got from the Round Barn, that would be great.

Coleman said if we planned for next year, we could make book marks and hand them out at the school when there are open houses. Keogh said they could work with the teachers and organize tours.

Schnitzler said in the future maybe we could come up with hours would be available once a month.

Discussion of Developing a Hungry Hollow Historic District.

Wood stated that it's Hollow not Hallow.

Wood was looking for input from the Committee for what the boundaries should be. Eventually, Wood would like a plaque describing the district. Maybe we could use the term Neighborhood of Historical Interest. Wood has the north and south boundaries but needs an east and west boundary. The neighborhood is unique because Mr. Roddis backed and guaranteed the mortgage with the bank on the homes.

Wood asked if the Committee would like a history of each house in the district.

Schnitzler asked what we are going to do with the information once it's together. Wood just wanted to see a marker of some kind.

Bargender said the west boundary would have to be Apple Avenue. Schnitzler asked for a map to look at for next time. Wood will put it together.

Penker would be interested in calling it a Neighborhood of Historical Interest and would be interested in the history of each building. Keogh feels like this could make a difference in the neighborhood itself. Coleman said it may help the values of the homes.

Schnitzler said we should mark the houses that we should consider. Wood will outline the district and list the age of the houses.

Discussion about the Great Things Are Happening Here Event.

Miller explained that the Great Things Are Happening Here event is coming up on Sunday, November 13th from 1-4 pm. There is no cost for the event and setup begins at noon. At least two volunteers are needed to staff the display and the time could be split into multiple shifts. Schnitzler said we will probably be stationed in the Geneology Room.

HP16-27 Motion by Coleman second by Wood to sign up for the Great Things Are Happening Here Event and direct staff to submit the registration form.

Motion Carried.

Penker suggested for a low cost prize to reach out to Rotary lighting by having someone ring the bell at the train. Miller will reach out to Rotary.

Discussion of Opportunities to Promote Historic Tax Credits.

Penker suggested we put together information about the Tax Credits and use the Common Councils agenda item on the Boards, Commission and Committees. Look at doing a presentation there and also come up with a newspaper article. Coleman will reach out to Liz Welter to do a story about that. Coleman also suggested including it in the realtor packets. Staff will work with Coleman.

Staff Updates

- Comprehensive Plan Update. Miller stated that the Mid-Term Report Town Hall meeting will be held on Wednesday, September 21, 2016 at 6:00 pm in the Training Room of the Fire Station.

Set Meeting Date and Future Agenda Items.

The next regular Historic Preservation Committee meeting in August will be canceled. The next meeting will be held on Monday, October 3, 2016. The agenda of the next regularly scheduled meeting should include approval of the Monday, September 12, 2016 meeting minutes, review of Buildings of Historical Interest Brochure information, update on QR Code analytics, volunteers for Great Things Are Happening Here event, Hungry Hollow Neighborhood of Historical Interest, update on promotion of tax credits, and other topics that may come up.

Adjourn.

Motion by Penker, second by Keogh to adjourn meeting at 5:10 P.M.

Motion Carried

Respectfully submitted,



Josh Miller
City Planner

2017 COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MINUTES
OF TUESDAY, SEPTEMBER 13, 2016

Meeting called to order by Secretary Miller 3:40 P.M. in Conference Room 108 of City Hall Plaza.

PRESENT: Mayor Chris Meyer; Alderperson Ed Wagner; Dan Knoeck; Justin Casperson; Bob Haight; Sam Warp; and Michelle Morley (via phone)

ABSENT: Chairperson Joe Gustafson (excused); Vice-Chair Ann-Marie Nelson Brine (excused); and, Bob Trussoni (excused)

ALSO

PRESENT: Josh Miller, City Planner; Sam Schroeder, Zoning Administrator; and Jason Angell, Director of Development Services.

Approval of the Minutes – July 14, 2016

CPSC16-07 Motion by Mayor Meyer second by Casperson to approve the minutes of July 14, 2016.

Motion Carried.

Approval of the Minutes – August 18, 2016

CPSC16-08 Motion by Warp second Haight to approve the minutes of August 18, 2016.

Motion Carried.

Citizen Comments

No citizen's comments.

Review Natural, Cultural, and Agricultural Resources Chapter

The Committee reviewed the Goals, Objectives, and Programs, Policies, and Recommendations section since being modified in the original draft. Clean drinking water and agricultural use of property within the City limits were expanded in discussion.

Review Housing Chapter

Miller gave a brief overview of the Housing Chapter highlighting certain topics such as Historic Average Sale Price of Homes, Occupied Housing Tenure, Household Projections, and Target Areas for Housing and Residential Growth. The committee further discussed the goals objectives and programs, policies, and recommendations sections. It was suggested that some of the language used be softened.

Discuss Mid-Term Town Hall Meeting

Miller stated the next Town Hall meeting is scheduled for Wednesday, September 21, 2016 at 6:00 pm in the training room of the Fire Station. At this meeting there will be a brief presentation of the highlights from the Existing Conditions Report and provide

background on the public input to date. The Committee members suggested setting up an exercise for attendees to provide additional feedback.

The committee suggested placing a display ad in the newspaper and advertising the meeting by other means.

Set Meeting Date and Future Agenda Items

The next meeting will be held on Thursday, October 13, 2016 in Conference Room 108 of City Hall Plaza at 3:00 PM.

Motion by Haight, second by Casperson to adjourn at 4:51 pm.

Motion Carried.

Respectfully submitted,

Sam Schroeder
Zoning Administrator

**MARSHFIELD UTILITIES, A MUNICIPAL UTILITY
MARSHFIELD UTILITY COMMISSION
SEPTEMBER 19, 2016**

COMMISSION MEETING MINUTES

A regular meeting of the Marshfield Utility Commission was called to order by President Mike Eberl at 4:00 pm on September 19, 2016 in the downstairs meeting room of the utility office. Present were Commissioners Mike Eberl, John Maggitti, Alen Johnson, George Holck, and Harry Borgman. Also present were Alderperson Gordon Earll, Attorney John Adam Kruse, and Utility staff. Absent was Alderperson Peter Hendler.

- The Technical Services Manager introduced Kathy Leick, Regulatory Compliance Specialist, to the Commission.
- Dean Bohman was presented with an award for twenty five years of service and Ray Burrill was presented with an award for twenty years of service.
- The General Manager shared information regarding an excess energy buy back rate. The Commission provided direction to manager to continue with the rate case as filed and to modify the transition time for existing solar customer to ten years from the five years as filed.
- The Electric, Communications, & Gas Manager provided a solar update.

UC/16-50 Motion by Borgman, seconded by Maggitti, to approve the following job order:

17867	1ph OH to UG conversion – 1407 N Peach, Oak Grove Terrace	\$62,361.00
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All ayes, motion carried.

UC/16-51 Motion by Holck, seconded by Johnson, to approve payroll for August in the amount of \$255,556.62 and general bills for August in the amount of \$3,725,185.35. All ayes, motion carried.

July 2016 Financial Statement Notes

Electric Utility

- Net income was \$322 thousand for the month, with a net income of \$669 thousand year-to-date.
- Net operating income was \$337 thousand for the month, compared to budgeted net operating income of \$187 thousand. Year-to-date net operating income was \$1.3 million, compared to budgeted net operating income of \$1.1 million.
- The Consumption Analysis now has a line for energy purchased – distributed generation. The monthly amount is energy purchased from a solar customer that is not net metered.
- After adjusting for the PCAC timing, the net operating income for the month was \$363 thousand.
- July consumption was up 5.31% from July 2015. Year-to-date consumption was down 2.41%. Year-to-date energy losses were 2.31%, compared to prior year losses of 2.71%.

Water Utility

- Net income was \$163 thousand for the month, with a net income of \$694 thousand year-to-date.
- Net operating income was \$198 thousand for the month, compared to budgeted net operating income of \$139 thousand. Year-to-date net operating income was \$943 thousand, compared to budgeted net operating income of \$845 thousand.
- July consumption was up 3.36% from July 2015. Year-to-date consumption was down 2.53% from the prior year. Year-to-date water losses were 15.63%, compared to prior year losses of 18.60%.

Communication Utility

- Net income was \$12,646 for the month, compared to budgeted net income of \$14,386. Year-to-date net income was \$115,548, compared to budget net income of \$122,797.

UC/16-52 Motion by Johnson, seconded by Borgman, to dispense with reading the minutes of the previous meeting and accept them as submitted. All ayes, motion carried.

- The General Manager reviewed the operations and financial reports.
- The Electric, Communications, & Gas Manager reviewed an infrared camera overview.

UC/16-53 Motion by Borgman, seconded by Holck, to adjourn. All ayes, motion carried. Meeting adjourned at 4:34 pm.



John Maggitti, Secretary

Operations Report
September 19, 2016

The AMI project is moving along with 5,825 (71%) water meters now installed. There are 2,399 water meters left to be installed. On the electric side, 10,930 out of 13,100 (83.9%) meters are now installed. 1397 single phase meters were delivered in August. This is the final shipment of residential meters needed to complete the AMI project. We still need to order about 1,000 polyphase meters, which are for our three phase customers, to complete our change-out.

Bill Bateman with GDS Associates, Inc. was on-site August 29th through 31st to complete a self-assessment of our NERC regulatory compliance standards. He completes periodic on site assessments to ensure that we are ready for any spot checks that may occur. He acts as an independent auditor, requesting documents and attempting to find areas where we may be out of compliance. Heather and Cathy worked with Nick and Tony to prepare for this annual NERC self-assessment. The process went smoothly with no findings. There were a couple of areas of concerns which dealt with phone number updates, most related to the new phone numbers with our new phone system. There were several process improvement suggestions on which Cathy and Heather are working.

The PSC is reviewing our rate cases and has begun asking for additional information which is standard procedure. RENEW Wisconsin and Clean Wisconsin have requested to intervene in our electric rate case because of the proposed changes to our payment for excess generation from our solar customers. Because of the increased cost that this would add to process the rate case and the limited additional revenue this would provide, it is not cost effective to proceed and I will be recommending that we drop this portion of our request. We will discuss this at the meeting on the 19th.

The painting of Grant Park Water Tower is nearly complete. The logos are the remaining items left to be completed. We are putting together information on this project for a press release.

The hiring process is continuing at MEUW. Heather Breunig began work on August 30 as the Marketing and Member Services Manager. Michael Czuprynko starts September 14 as the Regional Safety Manager. We have begun the search for the Office Coordinator position. I am seeing some relief already and am looking forward to a full staff at MEUW so I can have a more normal presidency.

RJT

BOARD OF PUBLIC WORKS MINUTES
OF SEPTEMBER 19, 2016

Meeting called to order by Chairman Buttke at 5:30 PM in the Council Chambers of City Hall Plaza.

PRESENT: Tom Buttke, Ed Wagner, Mike Feirer, Chris Jockheck & Gordon Earll

EXCUSED: None

ALSO PRESENT: Alderman Zaleski; City Administrator Barg; City Engineer Turchi; Assistant City Engineer Cassidy; Street Superintendent Winch; Parks & Recreation Director Casperson; Parks & Recreation Supervisor Steinbach; Cemetery Coordinator Baltus; the media; and others.

PW16-102 Motion by Wagner, second by Feirer to recommend approval of the minutes of the September 6, 2016 Board of Public Works meetings.

Motion Carried

Citizen Comments:

- Jack Ferris, 808 West Upham Street, representing Friends of the Trail, regarding the Project Agreement with WisDOT for the Wildwood/McMillan Connector Trail asked what is a let project and will the trail segment constructed by Marshfield Clinic meet the same standards as the rest of the trail. Knoeck addressed these questions later in the meeting.

City Engineer Turchi presented an Engineering Division construction update. Street Superintendent Winch presented a Street Division construction update.

The Board of Public Works discussed parking restrictions around Griese Park. Comments were heard from the following:

- Rick Buttke 2606 South Apple Avenue, stated that five people on Apple Avenue have campers that can't always get in their driveways when soccer season is on. He is wondering if any City owned land east of Palmetto Avenue is available to develop new parking. People are also leaving garbage in the ditches.
- Jim Badertscher, 2702 South Apple Avenue, stated that a majority of people he talked to agreed that parking should only be allowed on one side of the street. There are less than 30 days per year that parking is an issue. He would prefer to maintain alternate side parking with signs that described the requirements. If the Board of Public Works decides to restrict one side, then he would prefer no parking on the east side.
- Alderman Zaleski thanked the Board of Public Works for allowing the residents to provide input on this issue.

The Board of Public Works made no change to Motion **PW16-98** from the September 6, 2016 Board of Public Works meeting which recommended 'No Parking This Side of Street' on the west side of Apple Avenue from 25th Street to 29th Street, the south side of 25th Street from Peach Avenue to Palmetto Avenue and on the east side of Wallonnie Drive from Palmetto Avenue to Palmetto Avenue.

PW16-103 Motion by Jockheck, second by Earll to recommend approval of the quotation submitted by V & H, Inc. of Marshfield, WI for a Ford F150 pickup truck at a cost of \$31,869.50 and authorize execution of a purchase agreement.

Motion Carried

PW16-104 Motion by Wagner, second by Buttke to recommend approval of the proposal submitted by Tribute Companies to evaluate the feasibility of renovating the Vaughn-Hansen Chapel at Hillside Cemetery into a columbarium at a cost not to exceed \$3,800, plus reimbursable expenses, direct staff to prepare a budget resolution with contingency as a funding source and authorize execution of the agreement.

Wagner & Buttke voted 'Aye', Feirer, Jockheck & Earll voted 'No' Motion Failed

PW16-105 Motion by Jockheck, second by Feirer to recommend approval of the Project Agreement with WisDOT for the Wildwood/McMillan Connector Trail Project and authorize execution of the agreement.

Motion Carried

PW16-106 Motion by Wagner, second by Earll to recommend 'No Parking' on the south side of East 7th Street from the west of the west right of Palmetto Avenue to 25 feet west, and that the Administrative Code of Traffic and Parking Regulations be amended to reflect these changes.

Motion Carried

PW16-107 Motion by Wagner, second by Feirer to recommend approval of the Final Assessments for North Street (St. Joseph Avenue to Wood Avenue) as presented.

Motion Carried

PW16-108 Motion by Jockheck, second by Earll to recommend approval of the Final Assessments for Hume Avenue (North of McMillan Street) as presented.

Motion Carried

PW16-109 Motion by Feirer, second by Jockheck to recommend approval of the Final Assessments for Maple Avenue (6th Street to Veterans Parkway and side streets to Central Avenue) as presented.

Motion Carried

The Closed Session regarding the Memorandum of Understanding with the Central Wisconsin State Fair for management of the proposed permanent stage was not held.

Recommended items for future agendas: None

Motion by Jockheck second by Feirer that the meeting be adjourned at 6:37 PM.

Motion Carried

Daniel G. Knoeck, Secretary
BOARD OF PUBLIC WORKS

**CITY PLAN COMMISSION
MARSHFIELD, WISCONSIN
MINUTES OF SEPTEMBER 20, 2016**

Meeting called to order by Mayor Meyer at 7:00 PM in the Council Chambers City Hall Plaza.

PRESENT: Mayor Meyer, Ed Wagner, John Kaprelian, Bill Penker, Ken Wood, Joe Gustafson & Kyle Weik

EXCUSED: None

ABSENT: None

ALSO PRESENT: Development Services Director Angell; City Planner Miller; Director of Public Works Knoeck; the media and others.

PC16-42 Motion by Wood, second by Penker to recommend approval of the minutes of the August 16, 2016 City Plan Commission meeting.

Motion Carried

Citizen Comments: None

PUBLIC HEARING - Conditional Use Request by Scott Weber to exceed the maximum allowable accessory building area for a residential zoned property, exceeding 1,200 square feet and the footprint of the home, and to allow for an extension for the one year hard surfacing requirement, zoned "SR-3" Single Family Residential, located at 400 South Hawthorn Avenue (Parcel 33-06322).

COMMENTS:

- Scott Weber, 400 South Hawthorn Avenue, stated he is OK with limiting the size of the structure and the required setback but he is concerned with the hard surface requirement and the requirement to use similar building materials as the principle structure. He would prefer to move building closer to house to reduce the amount of hard surface required but the structure can't be built over the utility easement. With regard to building materials, he does plan to use a metal siding product but that doesn't equate to a pole building type look. The rendering does not imply a pole building. He intends to incorporate similar features into the home when he replaces the siding on the home. He asked the Commission to reconsider those two components of the staff recommendation.

PC16-43 Motion by Wagner, second by Wood to recommend approval of the Conditional Use Request by Scott Weber to exceed the maximum allowable accessory building area for a residential zoned property and exceeding 1,200 square feet and the footprint of the home, zoned "SR-3" Single Family Residential, located at 400 South Hawthorn Avenue (Parcel 33-06322), subject to the following conditions:

1. The proposed detached garage is permitted up to a total square footage of 1,308 square feet with 108 square feet of the total square footage being occupied by the covered porch.
2. The overall property is permitted up to 1,849 square feet of accessory space including the existing attached garage and the proposed garage with the covered porch.
3. The porch may not be used for outdoor storage and may not be enclosed.
4. The entire driveway expansion must be hard surfaced within one year of occupancy per Section 18-103(7) of the Zoning Code.
5. Because of the size of the proposed garage, the garage must meet principal building setbacks including a 7.5 foot side setback.
6. The exterior siding of the garage must be constructed of similar building materials and visual appearance as the principal structure located on premise (no metal siding).
7. Minor site changes may be administratively approved.

Motion Carried

PW16-44 Motion by Wagner, second by Kaprelian to amend Motion PC16-43 to amend Condition 4 to require that the driveway expansion area labeled on the site plan as “Proposed Hard Surface Year 1” be completed within one year of occupancy and to allow for the driveway expansion area labeled as “Proposed Hard Surface Year 4” to be done within three years of occupancy of the building.

Motion Carried

PW16-45 Motion by Wagner, second by Penker to amend Motion PC16-43 to amend Condition 6 to require that building materials be of similar design and color as the principal structure.

Motion Carried

PUBLIC HEARING - Extraterritorial Preliminary Plat Request by Jeff Hill to review the map and other materials of “Bushman Estates” for conformity with all ordinances, administrative rules and regulations, located on West Ives Street just north of Sunset Drive to the west of North Lincoln Avenue. Legally described as: Being all of Lot 2 of CSM 3620 and all of Lots 1 and 2 and part of 3 of CSM 3621, located in and part of the SE ¼ of the NW ¼ and part of the SW ¼ of the NE ¼ of Section 1, Township 25 North, Range 2 East, Town of Lincoln, Wood County, Wisconsin.

COMMENTS:

- Kevin Boyer, EMCS Inc, representing the owner stated that the minimum lot size in the Town of Lincoln is 1.5 acres. Also, with regard to the length to width ratio of the lots, they do have approval of the Town Board and Wood County. He also confirmed that an environmental corridor exists north of the subject plat that would prohibit a future north-south street that was referenced in the staff report.

PC16-46 Motion by Wood, second by Gustafson to recommend approval of the Extraterritorial Preliminary Plat Request by Jeff Hill to review the map and other materials of “Bushman Estates” for conformity with all ordinances, administrative rules and regulations, located on West Ives Street just north of Sunset Drive to the west of North Lincoln Avenue. Legally described as: Being all of Lot 2 of CSM 3620 and all of Lots 1 and 2 and part of 3 of CSM 3621, located in and part of the SE ¼ of the NW ¼ and part of the SW ¼ of the NE ¼ of Section 1, Township 25 North, Range 2 East, Town of Lincoln, Wood County, Wisconsin.

Motion Carried

PC16-47 Motion by Wood, second by Gustafson to recommend that the City Plan Commission find that there is no future public use for the remnant parcel of property at 4th Street and Galvin Avenue and approves of the sale to the adjacent property owner.

Motion Carried

Items for Future Agendas:

- Highway Signage

Staff Updates:

- City Planner Miller gave an update on the Comprehensive Plan process. A mid-term town hall meeting will be held Wednesday, September 21, 2016 at the Fire Station.

There being no objections, Mayor Meyer adjourned the meeting at 7:48 PM



City of Marshfield Memorandum

TO: Mayor Meyer & Common Council
FROM: Josh Miller, City Planner
DATE: September 27, 2016

RE: Resolution 2016-47 – September 2016 Conditional Use Permit.

Background

On September 21, 2016, the Plan Commission reviewed one Conditional Use Permit request. The request included the following:

- Request to allow the construction of a large accessory building to exceed 1,200 square feet.

Analysis

For more details on the projects below, please review the application materials in the packet from the September 21, 2016 Plan Commission meeting. The packet is available on the City's website.

Resolution 2016-47

Conditional Use Request by Scott Weber to exceed the maximum allowable accessory building area for a residential zoned property, exceeding 1,200 square feet and the footprint of the home, and to allow for an extension to the one year hard surfacing requirement, zoned "SR-3" Single Family Residential, located at 400 South Hawthorn Avenue (Parcel 33-06322).

A public hearing was held on Tuesday, September 21, 2016 where the Applicant spoke in favor of his request. Below is a summary of the comments:

- Scott Weber – residing at 400 S Hawthorn Ave – He had no issues with the reduction to the size and additional setback recommended by staff. The two conditions recommended by staff that he didn't agree with were prohibiting steel siding and requiring the driveway be hard surfaced within a year. He suggested calling it a pole shed was not accurate and that he will eventually match the detached garage siding on the house. The reason the garage is

pushed back so far is because of a utility easement that runs through the middle of his property.

The Plan Commission recommended the following action:

APPROVE the Conditional Use Permit with the conditions listed below based on the information presented and the conditional use criteria being met, to exceed the maximum allowable accessory building area for a residential zoned property, exceeding 1,200 square feet of total allowable accessory space located at 400 South Hawthorn Avenue (Parcel 33-06322), zoned "SR-3" Single Family Residential.

1. The proposed detached garage is permitted up to a total square footage of 1,308 square feet with 108 square feet of the total square footage being occupied by the covered porch.
2. The overall property is permitted up to 1,849 square feet of accessory space including the existing attached garage and the proposed garage with the covered porch.
3. The porch may not be used for outdoor storage and may not be enclosed.
4. The driveway expansion area labeled on the site plan as "Proposed Hard Surface (year 1)" must be hard surfaced within one year of occupancy and allow for the driveway expansion area labeled as "Proposed Hard Surface (year 4)" to be hard surfaced within 3 years of occupancy of the building.
5. Because of the size of the proposed garage, the garage must meet principal building setbacks including a 7.5 foot side setback.
6. Building materials shall be of similar design and color as the principal structure.
7. Minor site changes may be administratively approved.

The Clerk will submit the resolution to the appropriate Register of Deeds upon approval by the Common Council.

Council Options

The Common Council can take the following actions:

1. Approval of the request with any exceptions, conditions, or modifications the Council feels are justifiable and applicable to the request.
2. Denial of the request with justification stated by the Council.
3. Table the request for further study.

Recommendation

Approve Resolution 2016-47.

Attachments

1. Resolution 2016-47

Concurrence:



Jason Angell
Director of Development Services



Steve Barg
City Administrator

RESOLUTION NO. 2016-47

Document Number

Document Title

A Resolution approving a Conditional Use Request by Scott Weber to exceed the maximum allowable accessory building area for a residential zoned property, exceeding 1,200 square feet, zoned "SR-3" Single Family Residential, located at 400 South Hawthorn Avenue, City of Marshfield, Wood County, Wisconsin.

WHEREAS, it is determined by the Plan Commission that the proposed conditional use and amendment meets the criteria listed in Section 18-161(6)(c) of the Marshfield Municipal Code; and

WHEREAS, the City Clerk, having published a Notice of Public Hearing regarding such conditional use application, pursuant thereto, a public hearing having been held on the 20th day of September, 2016 at 7:00 pm, and the Plan Commission having heard all interested parties or their agents and attorneys; and

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Marshfield, Wisconsin, do ordain as follows:

SECTION 1. That since the Common Council finds it in the public interest to allow the proposed conditional use permit, described in Section 2, on the following described property, subject to the conditions listed below:

Lot 25 and the South 100 feet of the North 920 feet of Outlot 6; All in the Subdivision of Part of Outlot 2 of Heritage Heights Estates and all of Outlots 4 and 5 of the First Addition to Heritage Heights Estates, located in the Northeast 1/4 of the Northwest 1/4 of Section 12, Township 25 North, Range 2 East, City of Marshfield, Wood County, Wisconsin. Also including adjacent vacated Holly Avenue.

SECTION 2. The above described property, is permitted to construct a detached accessory building, exceeding the maximum allowable accessory building area for a residential zoned property, exceeding 1,200 square feet of total allowable accessory space, zoned "SR-3" Single Family Residential, located at 400 South Hawthorn Avenue.

SECTION 3. The conditional use permit is subject to the following conditions:

1. The proposed detached garage is permitted up to a total square footage of 1,308 square feet with 108 square feet of the total square footage being occupied by the covered porch.
2. The overall property is permitted up to 1,849 square feet of accessory space including the existing attached garage and the proposed garage with the covered porch.
3. The porch may not be used for outdoor storage and may not be enclosed.
4. The driveway expansion area labeled on the site plan as "Proposed Hard Surface (year 1)" must be hard surfaced within one year of occupancy and allow for the driveway expansion area labeled as "Proposed Hard Surface (year 4)" to be hard surfaced within 3 years of occupancy of the building.
5. Because of the size of the proposed garage, the garage must meet principal building setbacks including a 7.5 foot side setback.
6. Building materials shall be of similar design and color as the principal structure.
7. Minor site changes may be administratively approved.

SECTION 4. The City Clerk is hereby directed to record a certified copy of this Resolution as the Conditional Use Permit in the office of the Register of Deeds of Wood County, Wisconsin, upon approval by the Common Council.

NOTE: This action is recommended by the City Plan Commission.

ADOPTED _____

CHRIS L. MEYER, Mayor

ATTEST:

APPROVED _____

DEB M. HALL, City Clerk

Drafted by: City of Marshfield, Samuel Schroeder
Development Services Department
630 South Central Avenue
6th Floor, Suite 602
Marshfield, WI 54449

STATE OF WISCONSIN COUNTY OF _____

Personally came before me, this _____ day of _____, 20 ____ the above named **CHRIS L. MEYER & DEB M. HALL** to me known to be the persons who executed the foregoing instrument and acknowledged the same.

Recording Area
Name and Return Address
City of Marshfield Attn: City Clerk 630 S Central Ave, Suite 502 Marshfield, WI 54449

33-06322

Parcel Identification Number (PIN)

Notary Public, Wood County, Wisconsin
My Commission Expires: _____



City of Marshfield Memorandum

DATE: September 22, 2016
TO: Mayor Meyer & City Council
FROM: Steve Barg, City Administrator
RE: Second reading and adoption of Ordinance No. 1308 – room tax

Background

Wisconsin Statutes allows municipalities to impose a tax on rooms provided at hotels and other lodging facilities. These monies are to be used for tourism and promotion activities. Marshfield's room tax rate is 6%, but State law provides that a maximum rate of 8% may be charged, and Wausau, Stevens Point, and Wisconsin Rapids are all currently at 8%.

Analysis

Under Marshfield City Code, funds collected through the first 4% are now split evenly by the Convention & Visitors Bureau (CVB) and City of Marshfield (for use by our Park & Recreation Department). The remaining 2% is split as follows: 70% to CVB; 30% to City for Park & Recreation. Room tax collection for 2016 is estimated at \$325,000; \$185,000 to CVB and \$140,000 to City. Assuming no changes in room rates, vacancies, etc., a 2% increase generates \$108,000. The additional funds (and maybe some of the City's current allocation) would go entirely to CVB under changes made to Wisconsin Statutes Chapter 66. As of January 1, 2017, cities can keep 30% of room tax revenues, or the amount they received in previous years on a sliding scale (for 2017 – what they kept in 2014; for 2018 - what they kept in 2013, and so on until 2021), whichever is greater. (See attached DOR information for more details.) In working with the City Attorney and CVB officials, the attached ordinance also includes other changes that were prompted by the new state law.

Benefits

I have attached a request from Matt McLean, Executive Director of CVB, Inc., outlining how the new revenue could help with their tourism/promotion efforts, bringing visitors to Marshfield and enhancing economic development. As noted in his request, they've talked to the lodging owners, who are supportive of the requested room tax rate increase.

Recommendation

Staff recommends that the Council hold the second reading and adopt attached Ordinance No. 1308, amending the City's current room tax ordinance.

ORDINANCE NO. 1308

An Ordinance amending Sections 2-104 and 4-38 of the Marshfield Municipal Code relating to Room Tax within the City of Marshfield.

The Common Council of the City of Marshfield does hereby ordain as follows:

SECTION 1. The Convention and Visitors Bureau is hereby dissolved and Section 2-104 of the Marshfield Municipal Code shall be deleted in its entirety and replaced with the following:

Sec. 2-104. Tourism Entity.

The Common Council shall contract with a tourism entity or another organization to perform the functions of a tourism entity if no tourism entity exists within the City pursuant to § 66.0615 Wis. Stats.

SECTION 2. Sub-Section 4-38(1), Definitions, is hereby amended to read as follows:

(1) *Definitions.* The following terms shall have the designated meanings in this section:

“*Gross receipts*” has the meaning defined in § 77.51(4)(a), (b) and (c) Wis. Stats., insofar as applicable.

“*Hotel and motel*” means a building or group of buildings in which the public may obtain accommodations for a consideration, including, without limitation, such establishments as inns, motels, tourist homes, tourist houses or courts, lodging houses, rooming houses, summer camps, apartment hotels, resort lodges and cabins and any other building or group of buildings, including mobile homes as defined in § 66.0435(1)(d) Wis. Stats., in which accommodations are available to the public, except accommodations rented for a continuous period of more than one month and accommodations furnished by any hospital, sanitarium or nursing home, or by corporations or associations organized and operated exclusively for religious, charitable or educational purposes provided that no part of the net earnings of such corporations and associations inures to the benefit of any private shareholder or individual.

“*Tourism entity*” shall have the same meaning as set forth in § 66.0615 Wis. Stats.

“*Transient*” means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations available to the public.

SECTION 2. Sub-Section 4-38(2), Imposition of tax, is hereby amended to read as follows:

(2) *Imposition of tax.* Pursuant to § 66.0615 Wis. Stats. a tax is hereby imposed on the privilege and service of furnishing, at retail, except sales for resale, of rooms or lodging to transients by hotel keepers, motel operators and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for the use of the accommodations, but such tax shall apply only if such services are subject to the Wisconsin Sale Tax imposed by §§ 77.52—77.62 Wis. Stats. Such tax shall be at the rate of eight percent of the gross receipts from such retail furnishing of rooms or lodgings, which tax is an increase of two percent from the previous tax rate.

Such tax shall not be subject to the selective sales tax imposed by § 77.52(2)(a)1 Wis. Stats.

SECTION 3. Sub-section 4-38(3)(a), Collection of tax, is hereby amended to read as follows:

(a) Collection of tax. This section shall be administered by the finance director. The tax imposed is due and payable on the last day of the month next succeeding the calendar quarter for which imposed. A return shall be filed with the finance director, by those furnishing at retail such lodging, on or before the same date on which such tax is due and payable. Such return shall show the gross receipts of the preceding calendar quarter from such retail furnishing of rooms or lodging, the amount of taxes imposed for such period, and other such information as the finance director deems necessary. Every person required to file such quarterly return shall, with his first return, elect to file an annual calendar year or fiscal year return. Such annual return shall be filed within 90 days of the close of each such calendar or fiscal year. The annual return shall summarize the quarterly returns, reconcile and adjust for errors in the quarterly returns, and contain certain such additional information as the finance director requires. Such annual returns shall be made on forms as prescribed by the finance director. All such returns shall be signed by the person required to file a return or his duly authorized agent, but need not be verified by oath. The finance director may, for good cause, extend the time for filing any return, but in no event longer than one month from the filing date.

SECTION 4. Sub-section 4-38(3)(c) is hereby created to read as follows:

(c) Beginning with room tax collected on January 1, 2017 the City shall retain only such room tax for purposes other than tourism promotion and tourism development as provided for in § 66.0615(dm) Wis. Stats.

SECTION 5. Section 4-38(8), Office Audit, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(8) *Enforcement of Room Tax Collection.* The finance director as a means of collecting room tax may exchange audit and other information with the department of revenue and may do any of the following:

- (a) If the finance director has probable cause to believe that the correct amount of room tax has not been assessed or that the tax return is not correct, inspect and audit the financial records of any person subject to the room tax to determine whether the correct amount of room tax is assessed and whether any room tax return is correct.
- (b) Any person who fails to comply with a request to inspect and audit the person's financial records under par. (a) shall be subject to a forfeiture, not to exceed 5% of the room tax under section 4-38(2) of this Code or under section 4-38(8)(c).
- (c) Determine the room tax due according to its best judgment if a person required to make a return fails, neglects or refuses to do so for the amount, in the manner and form and within the time prescribed by the finance director.
- (d) Require each person who is subject to paragraph (c) to pay an amount of taxes that the finance director determines to be due under paragraph (c) plus interest at the rate of 1% per month on the unpaid balance. No refund or modification of the

payment determined may be granted until the person files a correct room tax return and permits the municipality or district to inspect and audit his or her financial records under paragraph (a).

- (e) If a person subject to the room tax fails to pay under section 4-38(2), the person shall be subject to a forfeiture, not to exceed 25% of the room tax due for the previous year under 4-38(2) or paragraph (c) herein, or \$5,000 whichever is less.

SECTION 6. Section 4-38(9), Field Audit, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(9) *Late filing fee.* Delinquent tax returns shall be subject to a late filing fee of \$25. The room tax imposed under this section shall become delinquent if not paid:

- (a) In the case of a timely filed return, within 30 days after the due date of the return, or within 30 days after expiration of an extension period if one has been granted.
- (b) In the case of no return being filed or a return filed late, by the due date of the return.

SECTION 7. Section 4-38(10), Estimated assessment, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(10) *Records.* Every person liable for payment of room tax shall keep or cause to be kept such books, records, memoranda, receipts, invoices and other pertinent papers, property, or other forms necessary for the finance director to verify the tax liability of the person or of another person.

SECTION 8. Section 4-38(11), Interest, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(11) *Confidentiality.* Confidentiality shall be maintained in accordance with the following:

- (a) All tax returns, schedules, exhibits, writings or audit reports relating to such returns, on file with the finance director, are deemed to be confidential, except the finance director or his or her designee may divulge their contents to the following:
 1. The person who filed the return.
 2. Officers, agents or employees of the Wisconsin Department of Revenue.
 3. The assessor; city attorney; mayor; city administrator; or finance, budget and personnel committee chairperson as may be required in the performance of their duties of office.
 4. Such other public officials of the City of Marshfield as may be deemed necessary by the finance director in the performance of the duties of any office.
 5. Any person who may be authorized by operation of law or court order.

(b) No person shall make known in any manner the business affairs, operations or information obtained by an investigation of records received or obtained under this section of any person on whom a tax is imposed by this section, or the amount or source of income, profits, losses or expenditures, or any particular thereof, set forth or disclosed in any return, or to permit any return or copy thereof to be seen or examined by any persons unless provided by this section except:

1. As may be necessary in the discharge of duties imposed by law or of the duties of his or her office or by order of a court.
2. Publishing of statistics is authorized if classified so as not to disclose the identity of particular returns.
3. Any person violating this subpart as to confidentiality shall be subject to a forfeiture of not less than \$100 nor more than \$500.

SECTION 9. Section 4-38(12), Late filing fee, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(12) *Tax collection fee.* Any person who collects and remits the tax imposed by this section shall be entitled to a collection fee of two percent of the tax so collected. The fee shall be itemized on the tax return and shall be retained from the amount collected and remitted.

SECTION 10. Section 4-38(13), Nonfiling or late filing penalty, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(13) *Penalty.* Any person who is subject to the room tax as provided in this section and fails to obtain a permit as required in subsection (4) of this section or any person who violates any other provision of this section the penalty for which has not been specifically provided for shall be subject to a forfeiture of not less than \$100 nor more than \$500.

SECTION 11. Sections 4-38(14) Security required, (15) Records, (16) Confidentiality, (17) Tax collection fee and (18) Penalty of the Marshfield Municipal Code shall be amended, deleted and replaced as provided herein. The entire section 4-38 of the Marshfield Municipal Code shall consist of the numbered subsections 4-38(1) through 4-38(13), as reflected in this Ordinance 1308 as set forth in sections 2 through 9 above. And a redlined version of section 4-38 as amended hereby shall be attached hereto at the time of adoption by the Common Council.

SECTION 12. Savings Clause. If any provision of this Ordinance shall be less restrictive than applicable state statute or in conflict with such statutes, as they exist at passage hereof or as they may hereafter be amended, then, in such case, the state statute shall supersede the provision hereof to the extent applicable.

SECTION 13. Severability. If any provision of this Ordinance is found to be unconstitutional or otherwise contrary to law, then such provision shall be deemed void and severed from the Ordinance and the remainder of this Ordinance shall continue in full force and effect.

SECTION 14. This ordinance shall take effect and be in force from and after the day after its passage and publication as provided by law.

ADOPTED: _____

APPROVED: _____

PUBLISHED: _____

Chris L. Meyer, Mayor

ATTEST: _____
Deb M. Hall, City Clerk

ORDINANCE NO. 1308

Field Code Changed

An Ordinance amending Sections 2-104 and 4-38 of the Marshfield Municipal Code relating to Room Tax within the City of Marshfield.

The Common Council of the City of Marshfield does hereby ordain as follows:

SECTION 1. The Convention and Visitors Bureau is hereby dissolved and Section 2-104 of the Marshfield Municipal Code shall be deleted in its entirety and replaced with the following:

Sec. 2-104. Tourism Entity.

The Common Council shall contract with a tourism entity or another organization to perform the functions of a tourism entity if no tourism entity exists within the City pursuant to § 66.0615 Wis. Stats.

SECTION 2. Sub-Section 4-38(1), Definitions, is hereby amended to read as follows:

(1) *Definitions.* The following terms shall have the designated meanings in this section:

“*Gross receipts*” has the meaning defined in § 77.51(4)(a), (b) and (c) Wis. Stats., insofar as applicable.

“*Hotel and motel*” means a building or group of buildings in which the public may obtain accommodations for a consideration, including, without limitation, such establishments as inns, motels, tourist homes, tourist houses or courts, lodging houses, rooming houses, summer camps, apartment hotels, resort lodges and cabins and any other building or group of buildings, including mobile homes as defined in § 66.0435(1)(d) Wis. Stats., in which accommodations are available to the public, except accommodations rented for a continuous period of more than one month and accommodations furnished by any hospital, sanitarium or nursing home, or by corporations or associations organized and operated exclusively for religious, charitable or educational purposes provided that no part of the net earnings of such corporations and associations inures to the benefit of any private shareholder or individual.

“*Tourism entity*” shall have the same meaning as set forth in § 66.0615 Wis. Stats.

“*Transient*” means any person residing for a continuous period of less than one month in a hotel, motel or other furnished accommodations available to the public.

SECTION 2. Sub-Section 4-38(2), Imposition of tax, is hereby amended to read as follows:

(2) *Imposition of tax.* Pursuant to § 66.0615 Wis. Stats. a tax is hereby imposed on the privilege and service of furnishing, at retail, except sales for resale, of rooms or lodging to transients by hotel keepers, motel operators and other persons furnishing accommodations that are available to the public, irrespective of whether membership is required for the use of the accommodations, but such tax shall apply only if such services are subject to the Wisconsin Sale Tax imposed by §§ 77.52—77.62 Wis. Stats. Such tax shall be at the rate of eight percent of the gross receipts from such retail furnishing of rooms or lodgings, which tax is an increase of two percent from the previous tax rate.

Such tax shall not be subject to the selective sales tax imposed by § 77.52(2)(a)1 Wis. Stats.

SECTION 3. Sub-section 4-38(3)(a), Collection of tax, is hereby amended to read as follows:

(a) Collection of tax. This section shall be administered by the finance director. The tax imposed is due and payable on the last day of the month next succeeding the calendar quarter for which imposed. A return shall be filed with the finance director, by those furnishing at retail such lodging, on or before the same date on which such tax is due and payable. Such return shall show the gross receipts of the preceding calendar quarter from such retail furnishing of rooms or lodging, the amount of taxes imposed for such period, and other such information as the finance director deems necessary. Every person required to file such quarterly return shall, with his first return, elect to file an annual calendar year or fiscal year return. Such annual return shall be filed within 90 days of the close of each such calendar or fiscal year. The annual return shall summarize the quarterly returns, reconcile and adjust for errors in the quarterly returns, and contain certain such additional information as the finance director requires. Such annual returns shall be made on forms as prescribed by the finance director. All such returns shall be signed by the person required to file a return or his duly authorized agent, but need not be verified by oath. The finance director may, for good cause, extend the time for filing any return, but in no event longer than one month from the filing date.

~~SECTION 4. Sub-section 4-38(3)(b) is hereby amended to read as follows:~~

~~(b) Distribution of tax. The room tax collected shall be allocated as follows:~~

- ~~1. Two percent or one third of the gross receipts from such tax shall be allocated for public parks and/or Wildwood Park and Zoo development.~~
- ~~2. Two percent or one third of the gross receipts from such tax shall be allocated to a Tourism Entity as defined in § 66.0615(1)(f) Wis. Stats.~~
- ~~3. Thirty percent of the increase in room tax of four percent of the gross receipts of such tax shall be allocated for public parks and/or Wildwood Park and Zoo development.~~
- ~~4. Seventy percent of the increase in room tax of four percent shall be allocated to a Tourism Entity as defined in § 66.0615(1)(f) Wis. Stats.~~

SECTION 5. Sub-section 4-38(3)(c) is hereby created to read as follows:

(c) Beginning with room tax collected on January 1, 2017 the City shall retain only such room tax for purposes other than tourism promotion and tourism development as provided for in § 66.0615(dm) Wis. Stats.

SECTION 6. Section 4-38(8), Office Audit, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(8) *Enforcement of Room Tax Collection.* The finance director ~~City~~ as a means of collecting room tax may exchange audit and other information with the department of revenue and may do any of the following:

- (a) If the City-finance director has probable cause to believe that the correct amount of room tax has not been assessed or that the tax return is not correct, inspect and audit the financial records of any person subject to the room tax to determine whether the correct amount of room tax is assessed and whether any room tax return is correct.
- (b) Any person who fails to comply with a request to inspect and audit the person's financial records under par. (a) shall be subject to a forfeiture, not to exceed 5% of the room tax under section 4-38(2) of this Code or under section 4-38(8)(c).
- (c) Determine the room tax due according to its best judgment if a person required to make a return fails, neglects or refuses to do so for the amount, in the manner and form and within the time prescribed by the City-finance director.
- (d) Require each person who is subject to paragraph (c) to pay an amount of taxes that the City-finance director determines to be due under paragraph (c) plus interest at the rate of 1% per month on the unpaid balance. No refund or modification of the payment determined may be granted until the person files a correct room tax return and permits the municipality or district to inspect and audit his or her financial records under paragraph (a).
- (e) If a person subject to the room tax fails to pay under section 4-38(2), the person shall be subject to a forfeiture, not to exceed 25% of the room tax due for the previous year under 4-38(2) or paragraph (c) herein, or \$5,000 whichever is less.

SECTION 7. Section 4-38(9), Field Audit, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(9) *Late filing fee.* Delinquent tax returns shall be subject to a late filing fee of \$25. The room tax imposed under this section shall become delinquent if not paid:

- (a) In the case of a timely filed return, within 30 days after the due date of the return, or within 30 days after expiration of an extension period if one has been granted.
- (b) In the case of no return being filed or a return filed late, by the due date of the return.

SECTION 8. Section 4-38(10), Estimated assessment, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(10) *Records.* Every person liable for payment of room tax shall keep or cause to be kept such books, records, memoranda, receipts, invoices and other pertinent papers, property, or other forms necessary for the City-finance director to verify the tax liability of the person or of another person.

SECTION 9. Section 4-38(11), Interest, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(11) *Confidentiality.* Confidentiality shall be maintained in accordance with the following:

(a) All tax returns, schedules, exhibits, writings or audit reports relating to such returns, on file with the finance director, are deemed to be confidential, except the finance director or his or her designee may divulge their contents to the following ~~and no others~~:

1. The person who filed the return.

2. Officers, agents or employees of ~~the federal Internal Revenue Service or the state department of commerce~~ Wisconsin Department of Revenue.

3. The assessor; city attorney; mayor; city administrator; or finance, budget and personnel committee chairperson as may be required in the performance of their duties.

4. Such other public officials of the City of Marshfield as may be deemed necessary by the finance director in the performance of the duties of any office.

5. Any person who is authorized by operation of law or court order.

(b) No person shall make known in any manner the business affairs, operations or information obtained by an investigation of records received or obtained under this section of any person on whom a tax is imposed by this section, or the amount or source of income, profits, losses or expenditures, or any particular thereof, set forth or disclosed in any return, or to permit any return or copy thereof to be seen or examined by any persons unless provided by this section except:

1. As may be necessary in the discharge of duties imposed by law or of the duties of his or her office or by order of a court.

2. Publishing of statistics is authorized if classified so as not to disclose the identity of particular returns.

3. Any person violating this subpart as to confidentiality shall be subject to a forfeiture of not less than \$100 nor more than \$500.

SECTION 10. Section 4-38(12), Late filing fee, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(12) *Tax collection fee.* Any person who collects and remits the tax imposed by this section shall be entitled to a collection fee of two percent of the tax so collected. The fee shall be itemized on the tax return and shall be retained from the amount collected and remitted.

SECTION 11. Section 4-38(13), Nonfiling or late filing penalty, of the Marshfield Municipal Code shall be recreated by replacement of said subsection in its entirety to read as follows:

(13) *Penalty.* Any person who is subject to the room tax as provided in this section and fails to obtain a permit as required in subsection (4) of this section or any person who violates any other provision of this section the penalty for which has not been specifically provided for shall be subject to a forfeiture of not less than \$100 nor more than \$500.

SECTION 12. Sections 4-38(14) Security required, (15) Records, (16) Confidentiality, (17) Tax

collection fee and (18) Penalty of the Marshfield Municipal Code shall be amended, deleted and replaced as provided herein. The entire section 4-38 of the Marshfield Municipal Code shall consist of the numbered subsections 4-38(1) through 4-38(13), as reflected in this Ordinance 1308 as set forth in sections 2 through 9 above. And a redlined version of section 4-38 as amended hereby shall be attached hereto at the time of adoption by the Common Council.

SECTION 13. Savings Clause. If any provision of this Ordinance shall be less restrictive than applicable state statute or in conflict with such statutes, as they exist at passage hereof or as they may hereafter be amended, then, in such case, the state statute shall supersede the provision hereof to the extent applicable.

SECTION 14. Severability. If any provision of this Ordinance is found to be unconstitutional or otherwise contrary to law, then such provision shall be deemed void and severed from the Ordinance and the remainder of this Ordinance shall continue in full force and effect.

SECTION 15. This ordinance shall take effect and be in force ~~on December 31, 2016.~~ from and after the day after its passage and publication as provided by law.

ADOPTED: _____

Chris L. Meyer, Mayor

APPROVED: _____

ATTEST: _____

PUBLISHED: _____

Deb M. Hall, City Clerk

Local Room Tax

(sec. 66.0615, Wis. Stats.)

2015 Wisconsin Act 55

Within the 2015-2017 budget (2015 Wisconsin Act 55), the state modified sec. 66.0615, Wis. Stats.

Summary of Changes

- "Tourism promotion and development" is replaced with "tourism promotion and tourism development"
- Effective with taxes collected and expenditures made on January 1, 2017:
 - » A municipality must forward to a tourism entity or commission, any room tax revenue exceeding the amount the municipality may retain. This room tax revenue must be spent on tourism promotion and tourism development. It cannot be spent directly by the municipality.
 - » A municipality that collected room tax on May 13, 1994 and retained more than 30% for purposes other than tourism promotion and development, may continue to retain the greater of either 30% of its current year room tax revenues, **or**:

For Fiscal Year	Room Tax Amount Retained in Fiscal Year
FY2017	FY2014
FY2018	FY2013
FY2019	FY2012
FY2020	FY2011
FY2021 and forward	FY2010

- A tourism entity's governing body must include at least one owner or operator of a lodging facility that collects room tax and is located within the municipality

Definitions

- **Tourism Entity** – a nonprofit organization that came into existence before January 1, 1992, spends at least 51% of its revenues on tourism promotion and tourism development, and provides destination marketing staff and services for the tourism industry in a municipality. **Exception:** If no such organization exists in a municipality on January 1, 2016, a municipality may contract with such an organization if one is created in the municipality.
- **Commission** – an entity created by one municipality (or by two or more municipalities in a zone) to coordinate tourism promotion and tourism development for the zone
- **Tourism Promotion and Tourism Development** – any of the items listed below that are significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one establishment where a tax may be imposed, that are owned by different persons and located within the municipality where a tax is in effect.
Note: If the municipality has only one such establishment, it must be reasonably likely to generate paid overnight stays in that establishment.

Tourism promotion and tourism development includes:

- » Marketing projects, including: advertising media buys; creation and distribution of printed or electronic promotional tourist materials; or efforts to recruit conventions, sporting events, or motor coach groups
- » Transient tourist informational services
- » Tangible municipal development, including a convention center

New Reporting Requirements in 2017

Starting in 2017, every municipality that imposes room tax must file an annual report with the Wisconsin Department of Revenue (DOR). The form reporting 2016 activity is due May 1, 2017.

The following information from the previous year (2016) must be reported:

- Amount of room tax collected
- Room tax rate imposed
- Detailed accounting of:
 - » Amounts forwarded to a tourism entity or commission
 - » Expenditures of \$1,000 or more made by the tourism entity or commission
- For each tourism entity or commission that received room tax revenues in the previous year, a list of the commission's or tourism entity's governing body members, and the name of the business entity each member owns, operates, or is employed by (if any)
- For 2017 only, if a municipality collected room tax on May 13, 1994, the municipality must also attach:
 - » The room tax ordinance that was in effect on May 13, 1994
 - » A copy of the municipality's financial statement that was completed nearest to May 13, 1994 showing the percentage of room tax revenues the municipality retained for purposes other than tourism promotion and development

Common Questions

1. What is local room tax?

A municipality (town, village, or city) may impose room tax on the privilege of furnishing at retail (except sales for resale), rooms or lodging to transients by hotelkeepers, motel operators and other persons furnishing accommodations that are available to the public. The tax may not exceed 8%, unless exempt under sec. 66.0615(1m)(am), Wis. Stats.

2. How does a municipality submit its annual room tax report?

DOR will provide an electronic form with instructions including how to complete and submit the annual room tax report.

3. Will annual room tax reports be available to the public?

Yes. Annual room tax reports will be available on the DOR website.

4. What does a municipality do if it cannot provide the room tax ordinance in effect on May 13, 1994?

The municipality should still complete and submit the annual room tax report. The municipality should still attach the financial statement that was completed nearest in time to May 13, 1994, which shows the percentage of room tax revenues retained by the municipality for purposes other than tourism promotion and development.

5. The annual room tax report requires a municipality to detail expenditures made by a tourism commission or tourism entity of \$1,000 or more. How should "Payroll" expenditures be recorded in the annual room tax report?

On the DOR e-file form, a municipality will be allowed to report 'Payroll' as one expenditure.

6. What happens if a municipality does not file the required annual room tax report?

If a municipality does not file the required annual report, DOR may impose a penalty of up to \$3,000.

The Marshfield Convention & Visitors Bureau (CVB) supports the proposal of a 2% hotel/motel room tax increase in the City of Marshfield.

The Marshfield Convention & Visitors Bureau's mission is to develop and market Marshfield as a destination to attract visitors to our area, encourage overnight stays at our lodging establishments and foster economic activity.

- The CVB has reached out to partner hotel owners and managers and received support from a strong majority to increase promotion and development of our tourism elements with a 2% room tax increase for Marshfield.
- Room tax on average in Wisconsin is at 8% with some regions as high as 10-11% for tourism funding. Marshfield, at a 6% room tax is behind the competition in our state for tourism funding. Our main competitors in Stevens Point, Wisconsin Rapids, Wausau and approx. 70% of the CVBs in the state are at an 8% room tax or more.
(Source: Wisconsin Association of CVB's numbers)
- A 2% Room tax increase would generate approx. **\$100,000** in revenue. Based on Wisconsin State Statute 66.0615, 70% would go to tourism funding and **30%** would go to the city. The Marshfield CVB would utilize this additional funding of approximately **\$70,000** per year to increase marketing & development of Marshfield as a leisure, sports, and meeting/convention destination.
- The tax will be paid by visitors staying in Marshfield hotels and will not be an advertised cost. Hotels advertise their room rates not including tax. The average room rate in Marshfield over the last 12 months as of May 2016 is advertised at \$87.15 referenced via Smith Travel Research. So a total of \$97.17 is on the bill as the guest checks out including all taxes of 11.5%. If we increase the room tax by 2% it would be an average of \$98.92, so an increase of only \$1.75.
- Marshfield CVB will utilize new funding in conjunction with current resources to:
 - (1) Increase work with local sports organizations and Marshfield Parks and Recreation to increase sports development and the amount and size of sporting tournaments in Marshfield
 - (a) Such as success with Small Town Baseball, Marshfield Youth Hockey, and Great North West Basketball League that bring thousands of visitors to Marshfield and capturing future events such as American Legion Baseball 2016 & 2017 Tournaments, 2016 & 2017 Cornhole State Championships
 - (2) Increase promotion and draw more visitors for established festivals including: Dairyfest, Hub City Days, Central Wisconsin State Fair, Maple Fall Fest, and Rotary Winter Wonderland. Marshfield and Wood County were recently chosen to host Farm Technology Days 2018.
- We will use funding to increase marketing of our #1 tourist attraction as voted by the Best of Marshfield, Wildwood Zoo, and the new attraction of the unique Kodiak Bear Exhibit. The CVB has already committed **\$75,000** towards building the Kodiak Bear Exhibit project and also wrote

and received grant funding in excess of **\$50,000** in marketing of the Wildwood Zoo and Kodiak Bear Exhibit for a total of **\$125,000** in expenditures.

Tourism in Marshfield & Wood County is moving in the right direction and with additional room tax funding we can continue this trend and grow it.

- In Wood County, Direct Visitor spending in 2012 was roughly \$77.9 million and was tracked at **\$88 million** in 2015. This was an increase of **\$10.1 million** from 2012-2015. State and local taxes generated by tourism in Wood County equated to **\$11.3 million**. Tourism also supports **1 in 13** jobs and over **2,187** jobs in Wood County, and Marshfield is the main driver of this data with the largest population hub and most hotel rooms.
(Source: State Department of Tourism, Oxford Tourism Economics)
- *“For every \$1 spent on Wisconsin Tourism promotion on 2015 summer and fall advertising campaigns, \$8 was returned to state and local governments in incremental tax revenue.”*
(Source: State Department of Tourism)
- Examples of the economic impact for the Marshfield CVB related events are: Maple Fall Fest in 2015 was calculated at an estimated **\$250,000** in visitor spending. Small Town Baseball State Championships & World Series in 2015 had an estimated economic impact of **\$500,000**. This information was calculated using data from the State Department of Tourism, local hotels, and event organizers.

Conclusion

A 2% increase in hotel/motel room tax will create more revenue for area business by increasing visitors to Marshfield through marketing and development of attractions. More visitors, means more visitor spending, which will create more tax revenue for the city and tourism. By bringing more visitors to Marshfield and supporting events, tourism development, and attractions we can bring improvements in quality of life to local Marshfield residents as well.

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TO: FINANCE, BUDGET AND PERSONNEL COMMITTEE
FROM: KEITH R. STREY, FINANCE DIRECTOR
SUBJECT: RENEWAL OF SHARED-RIDE TAXI CAB SERVICE CONTRACT
DATE: 9/12/2016

BACKGROUND

The Wisconsin Department of Transportation is authorized by Statute to administer the Federal Small Urban and Rural Public Transportation Program under 49 USC Section 5311. The purpose of this program is to promote the general public good by providing financial assistance to surface public transportation systems. This program has a reduced fare for the elderly and disabled as well as a shared rider program. The City has participated in this program for many years.

ANALYSIS

In 2013, the City of Marshfield solicited bids, as required under the grants. The City currently has a contract with Running, Inc., dba Marshfield Public Transit, to provide shared-ride taxi service. The Common Council approved the current contract with Running, Inc in November, 2013. The contract included an initial two-year term with three annual renewal options through December 31, 2018. This item is presented to the committee for consideration of the annual renewal option of the contract with Running, Inc. for the year beginning January 1, 2017.

Complaints for the share-ride system have been minimal for 2016 in relationship to the service volume. The Mayor and staff have had regular contact throughout the year with Running, Inc. to discuss specific complaints and other issues as well as planning for future improvements. Running, Inc. has been responsive in working with the City of Marshfield on service issues that required attention and provided helpful suggestions on how to improve service. The complaints received and responses to them by Running, Inc. do not warrant a change in service provider.

RECOMMENDATION

Mayor Meyer and staff recommend the City of Marshfield exercise the second of three available option years for shared-ride taxi services for 2017 with Running, Inc. and direct staff to prepare the 2017 contract to be presented at a later meeting of the Finance, Budget, and Personnel Committee.

Concurrence – Steve Barg, City Administrator