



## CITY OF MARSHFIELD

# MEETING NOTICE

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**COMMON COUNCIL  
CITY OF MARSHFIELD, WISCONSIN  
TUESDAY, AUGUST 23, 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. Consideration of appointment of a successor to complete the unexpired term of Alderperson for the Sixth District. The following persons have indicated interest in the position. Presented by Chris Meyer, Mayor.
  - Richard Abel, 1900 S. Vine Avenue
  - Russell L. Stauber, 900 S. Vine Avenue
  - Thomas W. Witzel, 1500 S. Cedar Avenue
  - D-1 Introduction of Candidates
  - D-2. Nominations from Common Council
  - D-3. Election of Sixth District Alderperson
  - D-4 Oath of Office
  - D-5 New Alderperson seated
- E. Reading of items added to the agenda
- F. 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.
- G. Approval of Minutes: August 9, 2016 regular meeting
- H. Staff updates

COMMON COUNCIL AGENDA  
AUGUST 23, 2016

- I. Mayor's Comments
  - 1 Employee Recognitions
    - a Joann Oppman, Finance Department, 30 years, September 5, 1986
- J. Council Comments
  - 1 City of Marshfield Employee Appreciation Day Proclamation - Gordy Earll, Council President
- K. Reports from commissions, boards, and committees
- L. Consideration of a request from Main Street Marshfield for a variance of noise levels as permitted by Chapter 10-33(7) for their Fall Block Party to be held on September 15, 2016 on East 5<sup>th</sup> Street in the 100 Block from 5:00 p.m. to 9:00 p.m. Presented by Steve Barg, City Administrator

Recommended Action: Approve the variance

- M. Consent Agenda:
  - 1 Meeting minutes/reports
    - a Fairground Commission (July 7, 2016)
    - b Business Improvement District Board (July 20, 2016)
    - c Fire & Police Commission (July 21, 2016)
    - d Economic Development Board (July 28, 2016)
    - e Economic Development Board (August 2, 2016)
    - f Marshfield Utility Commission (August 8, 2016)
      - 1. JO#17857-Replace failed single phase underground primary and secondary at 19<sup>th</sup> Street and Butternut Pkwy - \$43,542.00)
    - g Fire & Police Commission (August 11, 2016)
    - h Board of Public Works (August 15, 2016)
    - i Judiciary and License (August 16, 2016)
    - j Plan Commission (August 16, 2016)
    - k Board of Public Works (August 23, 2016)\*
    - l Finance, Budget, and Personnel (August 23, 2016)\*

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

\*Minutes are not included in packet

- N. Action on items removed from the consent agenda, if any.
- O. Request to approve Budget Resolution No. 19-2016, transferring \$25,000 from the General Fund Contingency Budget to the General Fund Law Enforcement Budget, Heroin Prevention Project. Presented by Steve Barg, City Administrator
  - Recommended Action: Approve Budget Resolution No. 19-2016
- P. Request to approve Budget Resolution No. 20-2016, transferring \$10,000 from the General Fund Contingency Budget to the Taxi Service Budget to purchase a 4<sup>th</sup> rear-loading ADA minivan for the City's shared-ride taxi service. Presented by Keith Strey, Finance Director

COMMON COUNCIL AGENDA  
AUGUST 23, 2016

Recommended Action: Approve Budget Resolution No. 20-2016

- Q. Request to approve Budget Resolution No. 21-2016, transferring \$5,405 within the Deferred Revenue Law Enforcement Restitution Fund to the Protective Services Contractual Repair and Maintenance Fund for painting the police department's new armored rescue vehicle. Presented by Rick Gramza, Police Chief

Recommended Action: Approve Budget Resolution No. 21-2016

- R. Request to approve Resolution No. 2016-40, exemption from Wood County Library tax. Presented by Lori Belongia, Library Director

Recommended Action: Approve Resolution No. 2016-40

- S. Request to commit to a \$5,000 pledge in connection an application from North Central Community Action Program for a Small Business Innovative Research grant under the "Rural Crowdfunding Project". Presented by Steve Barg, City Administrator

Recommended Action: Authorize staff to provide the commitment as outlined

- T. Request to include City's \$1,000,000 contribution to the UW-Marshfield/Wood County STEM project in the Fall 2016 borrowing plan, and to direct staff to prepare the budget resolution for approval at the September 13<sup>th</sup> Council meeting. Presented by Keith Strey, Finance Director.

Recommended Action: Authorize including STEM contribution in the Fall 2016 borrowing plan, and direct staff to prepare the required budget resolution for approval on September 13<sup>th</sup>

- U. Overview of 2017 budget. Presented by Keith Strey, Finance Director

Recommended Action: None, for information only

- V. Presentation and discussion of options for renovation and funding Community Center project improvements. Presented by Steve Barg, City Administrator

Recommended Action: None at this time, but this item will be brought back for review and possible action at the Council's September 13<sup>th</sup> meeting

- W. Request to approve the appointment of Gary Cummings, 1709 S. Washington Ave. to fill the vacant position on the Committee on Aging. This appointment will expire in 2018. Presented by Chris Meyer, Mayor.

Recommended Action: None at this time unless the rules are suspended; final action will be scheduled for the September 13, 2016 meeting.

- X. 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.

➤ Development agreement for project located in TIF District #7

COMMON COUNCIL AGENDA  
AUGUST 23, 2016

- Y. Reconvene into open session
- Z. Action on matter discussed in closed session, if appropriate
- AA. Suggested items for future agendas
- BB. Adjournment

Posted this day, August 19, 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.*

## Hall, Deborah

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**From:** Richard Abel <abelrichard017@gmail.com>  
**Sent:** Wednesday, August 03, 2016 4:16 PM  
**To:** Hall, Deborah  
**Subject:** alderman

My name is Rich Abel. I have a real interest in being alderman for the 6th ward. I don't have any political experience but I do have a great love for Marshfield. I do have some idea of the issues going on in our ward. I moved here with my wife and daughter in April of 78 and have been here ever since. I know some of the aldermen and I know the mayor. I am now retired and work casually at the hospital. I also am involved in Main Street Marshfield as a volunteer. Please consider me as a candidate for this position.

Sincerely; Rich Abel

Russell L. Stauber  
900 S. Vine Ave  
Marshfield WI 54449-4340

August 5, 2016

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

Re: Sixth Aldermanic District Representation

Please accept this letter as confirmation of my interest to fill the open seat of Alderperson for the 6<sup>th</sup> District, City of Marshfield. I look forward to serving the residents of the 6<sup>th</sup> District and believe my past experience in this capacity will be beneficial to the City of Marshfield as a whole.

Kind regards,

*Russ Stauber*

Russell L. Stauber

cc. Deb Hall, City Clerk

## **Thomas W. Witzel**

1500 South Cedar Avenue  
Marshfield, Wisconsin 54449  
715-383-9900  
twwitzel@gmail.com

August 11, 2016

### **Common Council Members**

City of Marshfield  
630 South Central Avenue, Suite 519  
Marshfield, Wisconsin 54449

Dear Council Members:

I am writing regarding the open Common Council position for the sixth district with the City of Marshfield. I have lived in the community for over forty years, most of that time in the district in which I wish to serve. Additionally, I have a proven record of service to the community.

As you will see from the enclosed resume, I have nearly twenty years of volunteer service to the city through the Marshfield Police Auxiliary. During this time, I have held a variety of leadership positions, showing the confidence that department personnel and organization membership have had in my abilities. I bring with me a fresh perspective as well as a commitment to personal and professional excellence.

If you have questions, or if you want to schedule an interview, please contact me at 715-383-9900. I look forward to meeting you to discuss my opportunity with the Common Council.

Sincerely,

Thomas W. Witzel  
Enclosure

**Thomas W. Witzel**  
1500 S. Cedar Ave.  
Marshfield, WI 54449  
twwitzel@gmail.com  
Home (715) 384-6642  
Cell (715) 383-9900

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### **Objective**

I wish to apply my experiences and my love of the community to serve on the Common Council for the City of Marshfield.

### **Experience**

#### *2011 - Present*

Training Consultant Senior – Marshfield Clinic/MCIS, Inc., Marshfield, WI 54449

- Train end-users in the use of CattailsMD software
- Plan and implement use of CattailsMD software suite
- Support first-time users with on-site support
- Problem-solve issues encountered by end-users
- Create and maintain product-based training materials for clients, including instructor outlines, PowerPoints, reference guides, handouts, and Captivates
- Train commercial trainers, client trainers, and client analysts in the complete functionality of the CattailsMD software suite
- Review and approve peer-documentation before publication
- Update client portal website of training materials
- Provide product demonstrations to various perspective customers, including doctors and chief information officers

#### *1999 - 2011*

Computer Coordinator – Granton Area School District, Granton, WI 54436

- Received training on new technologies available for education
- Planned and implemented staff development opportunities in a variety of venues in the use of educational technologies and their impact on education
- Resolved basic computer issues
- Trained new staff on existing computer, network, and email system
- Coordinated IT support with technology consultant
- Developed long range plans and information technology goals for state approval
- Maintained inventory of hardware

#### *1996 - 2011*

Teacher – Granton Area School District, Granton, WI 54436

- Taught grades 6-9 in the subjects of English, reading and math
- Led district in implementation of educational technology
- Mentored new teachers in their first years of teaching

### **Summary of Accolades**

**Phi Kappa Phi – Stevens Point Chapter of National Multi-Disciplinary Honor Society – 1990-1994**

**Kappa Delta Pi – Stevens Point Chapter of National Education Honor Society – 1990-1994**

Served as acting president for final year.

#### **FFA Honorary Degree**

2007: Received honorary degree for involvement in local educational community.

**Kappa Delta Pi – La Crosse Chapter of National Education Honor Society**

2007: Received honor for commitment to education.

#### **Herb Kohl Fellowship Award**

2009: Received nomination for commitment to education and innovation in use of educational technology.

### **Education**

Master of Education – Professional Development, 2006

University of Wisconsin – La Crosse, La Crosse, WI

Training in Community Building

Bachelor of Science – Elementary Education, 1994

University of Wisconsin – Stevens Point, Stevens Point, WI

Minor in Mathematics Education

## **Additional Service Experience**

April 2012 - Present

Board of Elders for Cornerstone Community Church

- Meet multiple times per month to discuss business of the church
- Provide financial decisions regarding yearly budget
- Provide feedback to ministry leaders when requested
- Maintain confidentiality regarding issues discussed

May 1997 - Present

Marshfield Police Auxiliary

- Provide additional support to the department through patrol, crowd control, traffic direction, and other duties as requested
- Have served in most leadership roles, including assistant squad leader, squad leader, training officer, assistant director, and director
- Have provided over 2000 documented hours of volunteer time to the city

## **References**

Rick Gramza

Chief of Police

Marshfield Police Department

715-384-3113

Pat Zepps

Lieutenant

Marshfield Police Department

715-384-3113

Bruce Naugle

Board Chairman

Cornerstone Community Church

715-650-2430

**AUGUST 9, 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, Jason Zaleski, Rebecca Spiros, Tom Buttke and Peter Hendler.

**EXCUSED:**

**RESIGNED:** Rich Reinart

The flag was saluted and the pledge given.

No items were added to the agenda

### **PUBLIC COMMENT PERIOD**

Dan Umhoefer, 306 S. Hawthorn Ave., spoke on behalf of the Marshfield Area Friends of the Trail. He urged the council to approve Budget Resolution 16-2016.

**CC16-159** Motion by Hendler, second by Buttke to approve the minutes of the Common Council regular meeting of July 26, 2016.

**Motion carried**

### **STAFF UPDATES**

Knoeck updated the Council on the relocation of City Hall to the Forward Financial Building.

Barg updated the council on the letters of interest for the 6<sup>th</sup> Ward seat.

### **MAYOR'S COMMENTS**

#### **Committee Openings**

Committee on Aging has an opening. Anyone interested should contact the Mayor's office.

#### **Employee Recognitions**

Steve Burns, Parks & Recreation, 5 years, August 23, 2011

Amy Krogman, Administration/Mayor's Office, 25 years, August 21, 1991

### **COUNCIL COMMENTS**

Wagner received a complaint about the street dance held at the Holiday Inn the same night as Hub City Days. He will be bringing the complaint to the Clerk's Office. The Police Department has been notified also.

### **REPORTS FROM COMMISSIONS, BOARDS AND COMMITTEES**

None

**CC16-160** Motion by Feddick, second by Feirer to approve the request from the Blue Heron Brewpub and W. 14th Restaurant for a variance of noise levels as permitted by Chapter 10-33(7) for their Oktoberfest event September 10th from 11:00 a.m. to midnight on 9th Street. **Motion carried**

## CONSENT AGENDA

**CC16-161** Motion by Buttke, second by Feirer to receive and place on file, approving all recommended actions for the items listed on the consent agenda. Meeting Minutes/Reports: Cable TV of June 27, 2016; Airport of July 14, 2016; Community Development Authority of June 20, 2016; Community Development Authority Finance and Strategic Planning Meeting of July 19, 2016; Board of Public Works of August 1, 2016; Judiciary and License of August 2, 2016; Finance, Budget, and Personnel of August 2, 2016 (1. Reduce minimum “hold time” for stray animals impounded by Marshfield PD from 7 to 4 days and 2. Approve 2016-16 employee merit awards)

Aldersperson Earll requested motion FBP16-065 from the Finance, Budget, and Personnel Committee minutes of August 2, 2016 be voted on separately

*FBP16-065 Motion by Feddick, second by Spiros to change the 7-day hold period for stray animals to 4-days. Nay – 1 (Hendler)*

Vote on **CC16-161 as amended:** all ayes

**Motion carried**

**CC16-162** Motion by Hendler, second by Earll to leave the current standard of 7 day hold period for stray animals in place, but ask staff to look at this issue in one year. Ayes - 6; Nays - 3 (Feddick, Wagner, and Spiros), **Motion carried**

**CC16-163** Motion by Hendler, second by Buttke to approve Budget Resolution No. 16-2016, transferring \$150,000 from the Room Tax Fund to the Wildwood-McMillan Connector Trail project. **Motion carried**

**CC16-164** Motion by Earll, second by Feirer to approve Budget Resolution No. 17-2016, transferring \$4,075 from within the K9 Funds to Protective Services Operating Supplies to purchase 500 stuffed animals to use as a fundraiser for the purchase of a K9 for the next retirement. **Motion carried**

**CC16-165** Motion by Zaleski, second by Wagner to approve Budget Resolution No. 18-2016 transferring \$36,962 from the General Fund Contingency budget and \$17,000 from the General Fund Property Assessment budget to the General Fund Information Technology budget for the purchase and installation of Market Drive assessing software, at an amount not to exceed \$53,962. **Motion carried**

**CC16-166** Motion by Jockheck, second by Zaleski to waive the rules and vote on the appointment of Jim Wein to the Pool Study Committee. **Motion carried**

**CC16-167** Motion by Buttke, second by Jockheck to appoint Jim Wein (1619 South Hemlock Avenue) to replace Don Nystrom on the Pool Study Committee. **Motion carried**

**CC16-168** Motion by Zaleski, second by Earll 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.”

- Possible development agreement for a project located in TID #7
- Possible assistance for a project located in the downtown district
- Review offer to purchase for property adjacent to TIF District #5

Roll call vote, all ayes (Time: 7:40 p.m.)

**Motion carried**

Present in closed session: Alderpersons Feirer, Feddick, Jockheck, Earll, Wagner, Zaleski, Spiros, Buttke, and Hendler, City Administrator Barg, Director of Public Works Knoeck, City Attorney Wolfgram, Development Services Director Angell, Finance Director Strey, and Administrative Assistant III Krogman.

**CC16-169** Motion by Jockheck, second by Zaleski to return to open session. Roll call vote, all ayes (Time: 8:18 p.m.)

**Motion carried**

There was no action on matters discussed in closed session.

Future Agenda Items

None

There being no further business the Mayor adjourned the meeting at 8:19 p.m.

Amy Krogman

Administrative Assistant III

MAYOR'S PROCLAMATION  
CITY OF MARSHFIELD EMPLOYEE APPRECIATION DAY  
CITY OF MARSHFIELD

WHEREAS, the City of Marshfield government is served by loyal and dedicated employees in many essential areas; and

WHEREAS, these employees represent Marshfield by having the highest levels of skills and professionalism, as well as having a determined commitment to its citizens; and

WHEREAS, exemplary employees are dedicated to their work at all levels of city government and are on duty every day, ready to render assistance with willingness and expediency to their fellow citizens whenever needed; and

WHEREAS, Labor Day, is a traditional American holiday, observed on the first Monday of September in honor of working men and women of the United States.

NOW, THEREFORE, I, CHRIS MEYER, Mayor of the City of Marshfield, join with the Common Council to hereby proclaim Monday, September 5<sup>th</sup>

CITY OF MARSHFIELD EMPLOYEE APPRECIATION DAY

during which we recognize the extraordinary efforts the employees of the City of Marshfield take each day to provide the citizens of Marshfield with the quality of services we have come to expect and enjoy.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 23<sup>rd</sup> day of August, 2016.



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Chris Meyer, Mayor  
Gordon Earll, Council President, District 4  
Mike Feirer, District 1  
Alanna Feddick, District 2  
Chris Jockheck, District 3  
Ed Wagner, District 5  
Jason Zaleski, District 7  
Rebecca Spiros, District 8  
Tom Buttke, District 9  
Peter Hendler, District 10





August 15, 2016

139 South Central Avenue  
Marshfield, WI 54449

MARSHFIELD CITY COUNCIL

c/o Deb Hall City Clerk

630 S Central Ave.

Marshfield, WI. 54449

RE: REQUEST FOR NOISE VARIANCE – Kick off of Fall Block Party, September 15, 2016

- Main Street Marshfield, Inc. will be hosting a downtown block party. The Event will be held on East 5<sup>th</sup> Street in the 100 Block.
- We expect the event to begin at approximately 5:00 pm and end at 9:00 pm.  
The event will feature a live local band, a beer garden, and food vendor.

We will be working with the Police Chief to help with the security needs. We estimate around 300 people to attend.

We are requesting a one day noise variance for this event. If you have any Further questions please feel free to call me.

Sincerely,

**Angie Eloranta**

Executive Director

Fairgrounds Commission Minutes  
Meeting of July 7, 2016  
Room 108, City Hall

Called to order at 5:30 by Mike Feirer

Present: Commissioners Bob Ashbeck, Ken Curry, Bill Winch, Tom Buttke, Mike Feirer, Chris Jockheck. Also in attendance: Lance Pliml.

Minutes from May 5 meeting approved, 1st- Buttke, 2nd- Curry

No citizens comments. Jockheck made comment that the position of Vice-chair was left off officer elections in May. Election of Vice-chair will held at next meeting.

Financial report: Current Balance in account- \$77,321.57

Discussion on Fiscal Agent duties. Jockheck will bring proposal for changes to bylaws for discussion to next meeting.

Financial report approved, 1st- Ashbeck, 2nd- Winch

Bills paid: To Quality Door for changing locks at fairgrounds - \$5,057.40

Motion to approve payment, 1st- Winch, 2nd- Buttke, motion passed.

Central Wisconsin Fair Report. No report, Adam on vacation.

Parks and Recreation Report. No report.

Next Meeting-September 8, 5:30, Room 108, City Hall

Adjourned at 6:20

Submitted by Chris Jockheck, Secretary

**BUSINESS IMPROVEMENT DISTRICT BOARD**  
**Minutes of Wednesday, July 20, 2016 meeting**

Members Present: Carol Knauf, Pat Schreiner, Scott Koran, Al Nystrom, and Dewey Schutz

Members Absent: Tom Buttke and Brian Hopperdietzel

Others Present: Amy Krogman, Lois TeStrake, and Steve Barg

Meeting called to order at 8:00 a.m. by City Administrator Barg

Koran nominated Al Nystrom as Chairperson.

**BID16-06** Motion by Knauf, second by Schreiner to close nominations and elect Al Nystrom Chairperson. **Motion carried**

Nystrom took over as chair

Nystrom nominated Scott Koran as Vice-Chairperson

**BID16-07** Motion by Schreiner, second by Schutz to close nominations and elect Scott Koran as Vice-Chairperson **Motion carried**

**BID16-08** Motion by Koran, second by Schreiner to accept the minutes of April 20, 2016 with one correction: The date needs to be changed because the minutes show they are from January 20, 2016 **Motion carried**

No citizen's comments

**BID16-09** Motion by Koran, second by Knauf to approve the financial statement as presented. **Motion carried**

*Marshfield Street Marshfield Update*

Eloranta is still on leave so TeStrake reported on the following:

Business calls for the last quarter.

- No update

Board Changes:

- Tony Abney left Main Street Board
- 4 members will be leaving at the end of their terms.

Promotion:

- Hub City Days is coming up and additional help is needed
- Third Thursday is going well
- There will be music in Hardacre Park when the murals are done

Vacancies/new businesses

- Vox Concerts bought the building behind Creative Pain

*City of Marshfield Update*

Steve Barg reported on

- Rich Reinhart resigned as 6<sup>th</sup> District Alderperson
- 2<sup>nd</sup> Street Corridor Project moving forward. West side will start after Hub City Days.
- The silent fundraising for the Community Park has begun.
- There is \$7,000 left in the Façade Program. It was very active this year
- The city bought property behind Kitchen Table area. The Omaha parking lot will be improved and expanded.
- 90 percent of the businesses in the downtown responded to the parking survey. The committee will be meeting soon to go over the results.
- The city's budget process will begin soon.
- There will be a referendum on the August 9<sup>th</sup> ballot to levy \$1 per thousand for the next 5 years to reconstruct the streets.

Barg discussed the new mission/vision statement that the council had approved.

*2017 Operating Plan:*

There were new activities in the plan to bring in different funding for the future. Nystrom requested Main Street prepare a list of changes between the 2016 and 2017 Operating Plan.

Next meeting date will be Wednesday, August 24<sup>th</sup> at 8:00 a.m. to approve the BID Resolution. Wednesday, October 19<sup>th</sup> at 8:00 a.m. will be the next regular meeting

Motion by Koran, second by Hopperdietzel to adjourn at 8:58 a.m. **Motion carried**

Respectfully submitted,

Amy Krogman  
Administrative Assistant III

**MINUTES**  
**FIRE AND POLICE COMMISSION/REGULAR MEETING**  
**JULY 21, 2016**

The meeting was called to order by Commissioner Andy Keogh at 7:35 a.m. in the Marshfield Fire and Rescue Department training room located at 514 East Fourth Street, Marshfield, Wisconsin.

**PRESENT:** Commissioners Meyers, Frankland, and Keogh.

**EXCUSED:** Commissioners Gershman and Mueller.

**ALSO PRESENT:** Fire Chief Haight, Deputy Fire Chief Owen, Police Lieutenants Larson and Zeps, Police Sergeant Geurink, Council Member Earll, Firefighter/Paramedic Hines and various members of Marshfield Fire and Rescue Department.

**FP16-030** Motion by Frankland, second by Meyers to approve the minutes of the 06/09/16 regular meeting.

**Motion carried.**

**FP16-031** Motion by Meyers, second by Frankland to approve the hiring of firefighter/paramedic Tyler Hines.

Roll call: Frankland yes, Meyers yes, and Keogh yes.

**Motion carried.**

The Oath of Office and badge pinning of firefighter/paramedic Hines was performed by Commissioner Keogh.

Hines and various members of fire and rescue department leave the meeting at 7:37 a.m.

**FP16-032** Motion by Frankland, second by Meyers to approve the police department bills in the amount of \$490,557.70

Roll call: Frankland yes, Meyers yes, and Keogh yes.

**Motion carried.**

**FP16-033** Motion by Meyers, second by Frankland to approve the fire and rescue department bills in the amount of \$23,252.34.

Roll call: Frankland yes, Meyers yes, and Keogh yes.

**Motion carried.**

The police department activities, training reports, and correspondence packet was reviewed and placed on file.

**FP16-034** Motion by Frankland, second by Meyers to approve budget resolution 17-2015 for the K9 fundraiser.

Roll call: Frankland yes, Meyers yes, and Keogh yes.

**Motion carried.**

The fire and rescue department activities, training reports, and correspondence packet was reviewed and placed on file.

**FP16-035** Motion by Meyers, second by Frankland to approve the ladder truck bid as submitted by Rosenbauer South Dakota, LLC in the amount of \$969,878.00.

Roll call: Frankland yes, Meyers yes, and Keogh yes.

**Motion carried.**

**FP16-036** Motion by Frankland, second by Meyers to approve the proposed 2017 law enforcement budget with the understanding that if there is an adjustment to the proposed budget, a representative from the Fire and Police Commission be a participant in that process.

Roll call: Frankland yes, Meyers yes, and Keogh yes.

**Motion carried.**

**FP16-037** Motion by Frankland, second by Meyers to approve the proposed 2017 fire and rescue department budgets with the understanding that if there is an adjustment to the proposed budget, a representative from the Fire and Police Commission be a participant in that process.

Roll call: Frankland yes, Meyers yes, and Keogh yes.

**Motion carried.**

Because there was no further business to discuss, the meeting was adjourned at 8:21 a.m.

**COMMISSIONER MEYERS IS SCHEDULED TO ATTEND THE JULY 26, 2016  
COMMON COUNCIL MEETING AT 7:00 P.M.**

Marshfield Fire and Police Commission  
Mike Meyers, Vice President

**Economic Development Board meeting  
July 28, 2016**

Present: Buttker, Dickrell, Martin, Meissner, Wagner (3:06 p.m.), Staab, Meissner,  
and Sennholz  
Absent: Trussoni  
Others: Angell, Barg, Kristen Fish and Mary Rajek from Redevelopment  
Resources

Chairman Sennholz called the meeting to order at 3:01 p.m. in Room 108 of City Hall.

The members of the committee introduced themselves.

This meeting was dedicated to the possible creation of an Economic Development Organization. The following items were discussed:

- Economic Development Board efforts since creation - community park, work force housing, assistance for start-up businesses, façade grants, incubator for commercial or manufacturing, working with the Marshfield ACE Academy, and 2<sup>nd</sup> street corridor project. The Economic Development Board also approves all developer agreements.
- How the Economic Development Organization would work and how to best structure it
- How to fund the Economic Development Organization and who would serve as the Board of Directors
- How all entities (CDA, MACCI, EDB and the new EDO) would work together
- What is the value of new organization and what would that mean to EDB?

With no other business before the Board, Dickrell moved and Buttker seconded a motion to adjourn. Motion carried. Sennholz adjourned the meeting at 4:45 p.m.

Respectfully submitted,  
Steve Barg, City Administrator

**Economic Development Board meeting  
August 2, 2016**

Present: Buttko, Dickrell, Meissner, Wagner, Staab, Meissner,  
and Sennholz  
Absent: Trussoni and Martin  
Others: Meyer, Angell, Krogman

Chairman Sennholz called the meeting to order at 3:01 p.m. in Room 108 of City Hall.

Angell presented the following 2017 budget request:

			2016 Adopted Budget (1)
<b>Requesting Organization</b>	<b>Wages &amp; Benefits</b>	<b>\$61,470</b>	\$68,855
DS	Director - 120 hrs; City Planner - 60 hrs.	(\$5,470)	
MACFI	Business Development Director	(\$56,000)	
	<b>Office Supplies &amp; Expenses</b>	<b>\$4,650</b>	\$28,000
DS	Printing and advertising costs	(\$1,000)	
MACFI	Marketing/Promotion/Advertising & Materials	(\$3,650)	
	<b>Professional Services &amp; Projects</b>	<b>\$142,500</b>	\$140,100
EDB	Downtown Façade Improvement Program	(\$50,000)	
MACFI	Entrepreneurial Development	(\$500)	
MACFI	Workforce Dev. Initiative (Heavy Metal, others)	(\$2,500)	
MACFI	Business Development Director	(\$500)	
EDB (2)	Special projects	(\$50,000)	
EDB (3)	Community Square	(\$39,000)	
	<b>Travel, Training &amp; Dues</b>	<b>\$12,275</b>	\$12,850
DS	Director - WEDA Conf.	(\$650)	
DS	Director - Trade Show	(\$1,000)	
MS	Executive Director	(\$750)	
MACFI	Professional Development	(\$3,775)	
MACFI	Prospect/Client Visits & Trade Shows	(\$5,600)	
MACFI	Regional & County Development	(\$500)	
	<b>Misc. or Other</b>	<b>\$17,500</b>	\$17,500
MS	Flower Power	(\$5,000)	
City	Job Service Center	(\$12,500)	
	<b>TOTALS</b>	<b>\$238,395</b>	\$267,305

*(1) 2016 Budget shown is what the EDB and Council originally adopted. The figures shown do not include adjustments that have been made since adoption.*

*(2) The funding for "Special Projects" is requested to help address unexpected projects/requests that come up every year. Prior to funding being released from this portion of the budget, the full Board would need review and approve the individual request. Funds from this area could also help to support the efforts of creating an EDO.*

(3) Additional funding will need to be pulled from the EDB's "205" reserve account to satisfy the EDB's commitment to the project. This additional funding will need to be done through a separate budget resolution and approved by the Common Council.

Meissner moved and Dickrell seconded a motion to approve the 2017 budget as presented.

**Motion carried**

With no other business before the Board, Staab moved and Dickrell seconded a motion to adjourn. Motion carried. Sennholz adjourned the meeting at 3:41 p.m.

Respectfully submitted,  
Amy Krogman  
Administrative Assistant III

**MARSHFIELD UTILITIES, A MUNICIPAL UTILITY  
MARSHFIELD UTILITY COMMISSION  
AUGUST 8, 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 August 8, 2016 in the downstairs meeting room of the utility office. Present were Commissioners Mike Eberl, John Maggitti, Alen Johnson, and Harry Borgman. Also present were Alderperson Gordon Earll, Attorney John Adam Kruse, and Utility staff. Absent were Alderperson Peter Hendler and Commissioner George Holck.

- Randy Ayer was presented with an award for five years of service.
- The Human Resources Manager presented a final draft of the strategic plan.

**UC/16-44** Motion by Maggitti, seconded by Borgman, to approve the strategic plan. All ayes, motion carried.

- The General Manager reviewed the employee wage policy documents.

**UC/16-45** Motion by Borgman, seconded by Johnson, to approve the General Manager's proposal to replace existing employee wage policy (quintile system). All ayes, motion carried.

**UC/16-46** Motion by Borgman, seconded by Johnson, to approve the following job order:

17857	Replace Failed Single Phase Underground Primary and Secondary at 19 <sup>th</sup> St and Butternut Parkway	\$43,542.00
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All ayes, motion carried.

**UC/16-47** Motion by Maggitti, seconded by Borgman, to approve payroll for July in the amount of \$253,032.78 and general bills for July in the amount of \$3,771,458.78. All ayes, motion carried.

**June 2016 Financial Statement Notes**

Electric Utility

- Net loss was \$379 thousand for the month, with a net income of \$346 thousand year-to-date.
- Net operating loss was \$252 thousand for the month, compared to budgeted net operating loss of \$97 thousand. Year-to-date net operating income was \$978 thousand, compared to budgeted net operating income of \$932 thousand.
- After adjusting for the PCAC timing, the net operating loss for the month was \$35 thousand.
- Operating expenses for the month included \$4 thousand for M-1 software modification changes and \$170 thousand for fuel oil, engineering support and testing for M-1 emissions stack testing. The DNR requires us to do this testing once every five years.
- June consumption was up 1.97% from June 2015, while year-to-date consumption was down 3.65%. Year-to-date energy losses were 1.61%, compared to prior year losses of 0.95%.

Water Utility

- Net income was \$110 thousand for the month, with a net income of \$531 thousand year-to-date.
- Net operating income was \$145 thousand for the month, compared to budgeted net operating income of \$157 thousand. Year-to-date net operating income was \$745 thousand, compared to budgeted net operating income of \$706 thousand.
- June consumption was down 3.47% from June 2015, with all major customer classes showing a decrease. Year-to-date consumption was down 3.53% from the prior year. Year-to-date water losses were 16.06%, compared to prior year losses of 16.96%.

Communication Utility

- Net income was \$18,075 for the month, compared to budgeted net income of \$18,805. Year-to-date net income was \$102,902, compared to budget net income of \$108,411.

**UC/16-48** Motion by Borgman, seconded by Johnson, 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 Financial Manager reviewed information on PCAC.

**UC/16-49** Motion by Johnson, seconded by Maggitti, to adjourn. All ayes, motion carried. Meeting adjourned at 4:47 pm.



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John Maggitti, Secretary

## Operations Report August 2016

As you may know, I have been busy as President of MEUW interviewing candidates for the various open positions. We have a separate search committee set up for each of three positions; the Executive Director, Marketing and Member Services Manager, and the Regional Safety Manager. We are on the second round of interviews for the first two so we are very close to a selection. On the safety manager, we expect to start interviewing in the next week. We will also soon be underway for the advertising and selection of interview candidates for the office position. MU will be coordinating this position. The ED position was coordinated by Mycoff and the other two by QTI of Madison.

Storms rolled through the area on July 20<sup>th</sup> and 21<sup>st</sup>. MU experienced numerous outages due to wind, lightning, and downed trees. We had some improper relay settings that caused an additional two feeders to trip. Staff worked to restore power as quickly as possible with all customers' power being restored the same day. The greatest amount of tree damage was located along the bike path between State and Adams Avenue along with an area South of McMillan Ave and West of St. Joseph's. The relay settings issue relates to equipment that was updated this past spring at Hume Substation. Two close coils failed as a result of the improper timing related to the settings. As a result, we had the Hume substation out of service for a few days. The consultants responsible for the erroneous settings have been assisting with the corrections at no cost to MU. Testing has been completed at Hume and the station has been returned to normal operation.

On July 22<sup>nd</sup>, our voluntary additional capital call amount of \$141,942 was sent to ATC. This was our third capital call this year, with year-to-date additional investment of \$255,495. On July 29<sup>th</sup>, an ATC cash distribution totaling \$109,761 was received. Since our initial investment in 2001, we have received almost \$6.6 million in ATC earnings distributions.

Our first non-net metering solar customer went online in July. The customer is not applicable to net metering because of the size of the system being over 20KW. It is almost 100KW. Any excess generation from the system is purchased by the utility at our avoided cost rate which is our prior year average cost per kilowatt hour from Wisconsin Public Service Corporation. This rate is around \$0.055 compared to the normal retail buy back rate of \$0.085.

The electric and water rate cases were submitted to the Public Service Commission of Wisconsin on July 28<sup>th</sup>. We would expect to have approved rates by the end of the year. We will be having a discussion with the PSC on the water ROR and it may require additional effort such as a presentation before the full commission. At that time we may request support from the utility commissioners and/or the mayor.

I am sure that you saw the press release on the water samples for lead detection. We have collected 29 of the 30 required lead and copper samples. We have tested below the required level on all 29 of these. We are still waiting for the homeowner to collect the final lead and copper sample so we can send it to the lab for analysis. If we get no response by mid August we will ask the DNR to allow us to use a different sample site. We have already passed a sufficient number of samples so this one will not change the overall outcome. We are good for another three years.

**MINUTES  
FIRE AND POLICE COMMISSION/REGULAR MEETING  
AUGUST 11, 2016**

The meeting was called to order by Commissioner Andy Keogh at 7:30 a.m. in the Marshfield Fire and Rescue Department training room located at 514 East Fourth Street, Marshfield, Wisconsin.

**PRESENT:** Commissioners Meyers, Frankland, Mueller, Gershman, and Keogh.

**ALSO PRESENT:** Police Chief Gramza; Fire Chief Haight and Deputy Fire Chief Erickson.

**FP16-038** Motion by Gershman, second by Meyers to approve the minutes of the 07/21/16 regular meeting.

**Motion carried.**

**FP16-039** Motion by Meyers, second by Mueller to approve the fire department bills in the amount of \$39,060.95.

Roll call: Gershman yes, Meyers yes, Frankland yes, Mueller yes, and Keogh yes.

**Motion carried.**

**FP16-040** Motion by Gershman, second by Meyers to approve the police department bills in the amount of \$379,437.68.

Roll call: Gershman yes, Meyers yes, Frankland yes, Mueller yes, and Keogh yes.

**Motion carried.**

The fire department activities, training reports, and correspondence packet was reviewed and placed on file.

The police department activities, training reports, and correspondence packet was reviewed and placed on file.

The police department crime reports were reviewed and placed on file.

**FP16-041** Motion by Gershman, second by Meyers to approve hiring a patrol officer to fill a vacant position.

Roll call: Gershman yes, Meyers yes, Frankland yes, Mueller yes, and Keogh yes.

**Motion carried.**

**FP16-042** Motion by Gershman, second by Meyers to approve the budget resolution to award V&H Truck the job to paint the armored rescue vehicle based on their bid of \$5,405.

Roll call: Gershman yes, Meyers yes, Mueller yes, Keogh yes, and Commissioner Frankland abstained.

**Motion carried.**

Because there was no further business to discuss, the meeting was adjourned at 7:57 a.m.

Fire and Police Commission Meeting  
August 11, 2016  
Page Two

**COMMISSIONER MUELLER IS SCHEDULED TO ATTEND THE AUGUST 23, 2016  
COMMON COUNCIL MEETING AT 7:00 P.M.**

A handwritten signature in black ink, appearing to read "Nate Mueller". The signature is fluid and cursive, with the first name "Nate" and last name "Mueller" clearly distinguishable.

Marshfield Fire and Police Commission  
Nate Mueller, Secretary

**BOARD OF PUBLIC WORKS MINUTES**  
**OF AUGUST 15, 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:** City Administrator Barg; City Engineer Turchi; Assistant City Engineer Cassidy; Street Superintendent Winch; Parks & Recreation Director Casperson; Library Director Belongia; Joe Dolezal, The Boson Company; the media; and others.

**PW16-86** Motion by Jockheck, second by Feirer to recommend approval of the minutes of the August 1, 2016 Board of Public Works meeting.

**Motion Carried**

**Citizen Comments: None**

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

Joe Dolezal, The Boson Company, presented an update on the Everett Roehl Marshfield Public Library & Community Center Project.

**PW16-87** Motion by Feirer, second by Jockheck to recommend approval of the proposal submitted by Ayres Associates in the amount of \$21,556 for Engineering Services for the Hefko Pool Study and authorize execution of the proposal.

**Buttke, Feirer, Jockheck & Earll voted 'Yes', Wagner voted 'No' Motion Carried**

**PW16-88** Motion by Feirer, second by Wagner to recommend approval of the proposal submitted by Design Unlimited of Marshfield, WI in the amount of \$50,600 for Architectural Services for remodeling of the Forward Financial Building and authorize execution of a professional services agreement.

**Motion Carried**

Director of Public Works Knoeck presented an update on the improvements to Hume Avenue north of Becker Road. Work on the project will not start this year as originally planned. This was an informational item only.

**PW16-89** Motion by Wagner, second by Earll that the Board of Public Works bus tour be held on Wednesday, September 7, 2017, leaving City Hall at 5:15 PM.

**Motion Carried**

**PW16-90** Motion by Earll, second by Feirer that the first Board of Public Works meeting in September, 2016 be held at 5:30 PM on Tuesday, September 6, 2016 with the second meeting being held on Monday, September 19, 2016.

**Motion Carried**

**Recommended items for future agendas:**

- Jockheck asked for an item on the next agenda to discuss other funding options for street improvements.

Motion by Jockheck, second by Earll that the meeting be adjourned at 6:04 PM.

**Motion Carried**

Daniel G. Knoeck, Secretary  
BOARD OF PUBLIC WORKS

**JUDICIARY AND LICENSE COMMITTEE**  
**MINUTES OF AUGUST 16, 2016**

Meeting called to order by Chairperson Wagner at 5:00 p.m., in the Common Council Chambers, City Hall Plaza.

**PRESENT:** Alderpersons Ed Wagner, Gordon Earll and Alanna Feddick

**EXCUSED:** None

**ALSO PRESENT:** Police Chief Gramza and City Clerk Hall

**JLC16-058** Motion by Earll, second by Feddick to approve the minutes of the August 2, 2016 meeting.

**Motion carried**

**CITIZEN COMMENTS**

None

**JLC16-059** Motion by Feddick, second by Earll to approve by unanimous consent the following:

- a) Three (3) Beverage Operator Licenses for the 2015-2017 license year to: Paige Dielmann, Cassandra Kasco and Alyssa Stensberg.
- b) Temporary Class "B" Retailer's License (Picnic) to the Marshfield Curling Club, Inc. for August 31 - September 5, 2016.
- c) Temporary Class "B" Retailer's License (Picnic) to the Marshfield American Legion Post 54 for August 31 – September 5, 2016.
- d) Temporary Class "B" Retailer's License (Picnic) to the Marshfield American Legion Post 54 for September 7-11, 2016.
- e) Temporary Class "B" Retailer's License (Picnic) to the Marshfield American Legion Post 54 for September 16-18, 2016.
- f) Temporary Class "B" Retailer's License (Picnic) to Our Lady of Peace Parish for September 25, 2016.

**Motion carried**

**JLC16-060** Motion by Feddick, second by Earll to grant a Beverage Operator License to Jason Strooisma with 25 demerit points assessed for failure to list his violations.

**Motion carried**

**JLC16-061** Motion by Feddick, second by Earll to deny a Beverage Operator License to Laurala White with 50 demerit points assessed for failure to list all her violations (25 points) and her outstanding warrant (25 points).

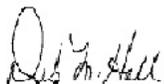
**Motion carried**

**Future Agenda Items**

None

Motion by Feddick, second by Earll to adjourn at 5:09 p.m.

**Motion carried**



Deb M. Hall  
City Clerk

**CITY PLAN COMMISSION  
MARSHFIELD, WISCONSIN  
MINUTES OF AUGUST 16, 2016**

Meeting called to order by Mayor Meyer at 5:30 PM in Room 108 of City Hall Plaza.

**PRESENT:** Mayor Meyer, Ed Wagner, John Kaprelian, Bill Penker, Ken Wood, & Kyle Weik (arrived at 5:39 PM)

**EXCUSED:** Joe Gustafson

**ABSENT:** None

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

**PC16-41** Motion by Wood, second by Penker to recommend approval of the minutes of the July 19, 2016 City Plan Commission meeting.

**Motion Carried**

**Citizen Comments: None**

The City Plan Commission discussed allowing duplexes as a Conditional Use in “SR-6” and “SR-4” Residential districts and the “NMU” Neighborhood Mixed Use district, and reviewing zoning regulations for “MR-12” and “MR-24” Multi-Family Residential districts. The current zoning code is very limiting in where duplexes can be built. Staff is looking for options to allow further development of duplex lots, possibly as a conditional use with limitations on lot size for duplexes as well as minimum dwelling unit size.

Discussion was held on changes to the highway sign regulations. The new Kwik Trip site was granted several exceptions for their highway sign which may indicate that our code is too restrictive. Staff is looking at options for an overlay district or other possible code changes.

Discussion was held on establishing policies for allowing exceptions to the hard surface requirements. Future requests should include recommendations from staff for things like storm water management and dust control.

Discussion was held regarding daycare and adult daycare regulations. Daycare for 3 or fewer individuals whether child or adult should be treated the same and allowed in home. Daycare for 4 to 8 adults should be in properly zoned districts.

**Staff Updates:**

- City Planner Miller gave an update on the Comprehensive Plan process.

There being no objections, Mayor Meyer adjourned the meeting at 7:09 PM

**Daniel G. Knoeck, Secretary  
CITY PLAN COMMISSION**



# City of Marshfield Memorandum

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DATE: August 10, 2016  
TO: Finance, Budget & Personnel Committee  
FROM: Steve Barg, City Administrator  
RE: Request to approve Budget Resolution No. 19-2016 (heroin prevention)

## **Background**

For your review and consideration, I have attached the 2016-2017 workplan prepared and now being executed by the Marshfield Clinic Research Foundation and Marshfield Area Coalition for Youth as part of their continuing efforts to fight prescription drug abuse and heroin use in our community. (An update on this effort was given at the June 28<sup>th</sup> Council meeting.) The City's 2016 budget includes \$25,000 in contingency funds that could be allocated for this purpose, if the Committee and Council find the request to be acceptable. In requesting these monies, staff has been advised that this should carry them through the balance of 2016 and all of 2017, and they won't be requesting 2017 City budget funding.

## **Recommendation**

Staff recommends that the FBP Committee recommend that the Council approve Budget Resolution No. 19-2016, transferring \$25,000 from the contingency budget for this use.

Concurrence:   
Keith Strey, Finance Director

BUDGET RESOLUTION NO. 19-2016

A resolution changing the 2016 budget of the City of Marshfield, Wisconsin.

BE IT RESOLVED by the COMMON COUNCIL of the CITY OF MARSHFIELD as follows:

1. That the sum of \$25,000 is hereby transferred from the General Fund, Contingency Budget, a/c # 1015156008.080000 to the General Fund, Law Enforcement Budget, Heroin Prevention Project, a/c # 1015211020.200003.
2. That upon the adoption of this resolution by a two-thirds vote of the entire membership of the COMMON COUNCIL, and within ten (10) days thereafter, the CITY CLERK publish notice of this change in the official newspaper.

ADOPTED \_\_\_\_\_  
Mayor

APPROVED \_\_\_\_\_  
Attest – Deputy City Clerk

PUBLISHED \_\_\_\_\_

DETAIL OF BUDGET RESOLUTION NO. 19-2016 BY OBJECT NUMBER

TRANSFERRED FROM:

General Fund, a/c# 1015156008.080000:

1. 57350 – Reserved for Contingency	\$	25,000
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TRANSFERRED TO:

General Fund Law Enforcement, Heroin Prevention Project, a/c# 1015211020.200003:

1. 57250 – Grants/Donations	\$	25,000
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\* \* \* \* \*



August 21, 2015

**Opioid (Prescription Drug Abuse and Heroin Use) Public Awareness campaign**

This is a request for continuation funding is being submitted by Marshfield Clinic Center for Community Outreach (CCO) on behalf of Marshfield Area Coalition for Youth (MACY) to sustain efforts related to substance abuse prevention, specifically prescription drug abuse and heroin use in Marshfield.

CCO partners with Clinic centers and community coalitions to support community health improvement processes and plans. This work reflects Marshfield Clinic’s broad concept of health care, which includes looking beyond Clinic walls at medical and non-medical issues that can have a significant effect on quality of life for all residents of a community. CCO supports evidence-based strategies that address health priorities identified by Wisconsin’s health plan, “Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public.”

Formed in 1990, MACY strives to reduce and prevent underage drinking and prescription drug abuse and eliminate heroin use. MACY consists of seven committees overseen by a Steering Committee. Efforts are supported by Marshfield Clinic Center for Community Outreach staff and over 100 coalition members representing over 30 organizations in Marshfield.

Formed in January 2015, MACY’s Drug Task Force (DTF) is responsible for a comprehensive work plan. Duties include: developing a universal opioid prescriber healthcare policy, supporting the utilization of the Wisconsin Prescription Drug Monitoring Program, coordinating at least four prescription drug take-back events, supporting advertisement and maintenance of the permanent prescription drug drop box, creating a treatment and recovery resource handout, enhancing law enforcement efforts, creating a public awareness campaign, among others.

MACY is seeking support from the City of Marshfield specifically for the Opioid Public Awareness Campaign. Marshfield Clinic Marketing and Communications will work closely with MACY and CCO to ensure proper branding and media coordination with campaign materials.

**Progress to date**

Since inception, MACY’s DTF continues to meet at least twice a month. Contributing partners include:

<b>Partners</b>	<b>Contribution</b> (January 1 – August 13, 2015)
ATTIC Correctional Services/Wood County Adult Treatment Drug Court	\$250 (staff time)
Central Wisconsin State Fair	\$270 (booth)
Marshfield Area Columbus Catholic Schools	\$354.24 (staff time)
Marshfield Clinic Center for Community Outreach	\$14,985.00 (staff time)
Marshfield Municipal Court	\$7,000 (staff time)
Marshfield School District	\$1,400 (staff time)
Marshfield Police Department	\$1552.19 (staff time)
Wal-Mart Asset Protection	\$198 (staff time)
Wisconsin Department of Corrections/Probation and Parole	\$300 (staff time)
<b>TOTAL</b>	<b>\$26,309.43</b>

From January – June 2015, MACY researched and developed a Prescription Drug and Heroin Survey. The Survey was conducted in July 2015 in an effort to gauge the community's perception of prescription drug abuse and heroin use in Marshfield.

**Highlights:**

- In 1.5 weeks, 438 people completed the electronic survey.
- The community feels illicit prescription drug and heroin use is a problem in Marshfield with 81.7% responding illicit prescription drug use and 82.4% responding heroin use is a moderate or serious problem in Marshfield.
- 70.5% and 70.0% responded they are moderately or extremely concerned about effects of illicit drug and heroin use respectively (e.g., increase in crime and violence in Marshfield, health effects of using illicit prescription drugs or heroin use, legal implications for individual if they are caught and easy access to illicit prescription drugs or heroin).
- A full report will be available in September 2015.

**Future Outcomes**

The Survey results also indicate there is a need for continued education regarding prescription drug abuse and heroin use. 77.5% of participants stated additional education on prescription drug and heroin use would have some impact or be useful to them. The most useful communication tools indicated were:

- 1) **Social media** (i.e., Facebook, Twitter)
- 2) **Law enforcement updates**
- 3) **Community events/presentations**
- 4) There were also substantial requests to involve **youth** in the campaign and additional school initiatives

Based on this feedback, MACY will focus efforts on building a work plan to develop more social media, provide regular law enforcement updates, develop a speaker's bureau of DTF/community partners to provide presentations to the community and engage with the private and public schools in development of public awareness materials. The youth project will be modeled after a successful project from Colorado.

In July 2015, several MACY members attended the annual Wisconsin Drug Endangered Children Conference and learned about Adams County Youth Initiative, a group from Colorado, who built a successful prescription drug abuse and heroin use campaign by utilizing classroom projects that included public service announcements, flyers, etc. Youth presented campaign ideas annually to a panel of community members for the last four years. Adams County Youth Initiative saw a significant change in Youth Risk Behavior Survey (YRBS) results, where illicit prescription drug and heroin use was trending in a positive direction. This indicates there is a direct correlation between youth program implementation and decrease in youth illicit prescription drug and heroin use.

Based on these results, the public awareness and education Year 2 work plan is provided below:

**Goal: To reduce prescription drug abuse and heroin use in Marshfield through a public awareness campaign (January 1, 2016 - December 31, 2017).**

Activity	Who is responsible?	Timeline	Short-Term Outcomes	Long-Term Outcomes	Budget
Collaborate with Marshfield area schools to support Creative Concepts	DTF, MC	Ongoing	At least 2 school representatives and 10 youth collaborate	Decreased past 30 days misuse of painkillers from 5.8% to 3%	-
Conduct Year 2 Prescription Drug and Heroin Survey	DTF, MC	July - August 2016	At least 400 people complete the survey		\$2,280
Develop and maintain digital marketing <ul style="list-style-type: none"> <li>• Radio</li> <li>• Public Service Announcement</li> </ul>	DTF, MC	January 1, 2016 – December, 2017	At least 1 radio ad and Public Service Announcement aired	Increased perception of harm of using prescription drug not prescribed to them from 91.2% to 95%	\$23,657
Develop and maintain social media Campaign <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter</li> </ul>	DTF, MC, Youth	January 1, 2016 – December, 2017	Social media strategy developed, Facebook page and Twitter page maintained		
Update print materials <ul style="list-style-type: none"> <li>• Brochures</li> <li>• Flyers</li> <li>• Yard Signs, etc.</li> </ul>	DTF, MC, Youth	January 1, 2016 – December, 2017	Marketing materials (brochures, flyers, yard signs, etc.) created for public awareness campaign		
Conduct presentations	DTF, MC, Youth, Speakers Bureau Volunteers	Ongoing	At least 10 DTF/community partners trained to give presentation; At least 30 presentations conducted	Decreased past 30 days use of heroin from 1.9% to 0.5%	\$150
Provide law enforcement updates	MPD	January 1, 2016 – December, 2017	At least 12 briefs are provided to community	Increased perception of harm of using illicit drugs from 93% to 96% (Source: Marshfield YRBS)	
Distribute materials	DTF	Ongoing	At least 5,000 public awareness campaign materials distributed	Decreased community perception of 81.7% to 70% responding illicit prescription drug use and 82.4% to 70% responding heroin use is a moderate or serious problem in Marshfield (Source: Prescription Drug and Heroin Survey)	-
<b>TOTAL</b>					<b>\$26,087</b>

The intention of this work plan is to implement the prescription drug abuse and heroin use campaign from May 2015 – April 2020. Based on research and prior campaigns undertaken by MACY, we know that prevention efforts take approximately five to seven years to make change.



# City of Marshfield Memorandum

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TO: Finance, Budget & Personnel Committee  
FROM: Keith R. Strey, Finance Director  
DATE: August 9, 2016  
RE: Budget Resolution No. 20-2016

## Background

As part of the Common Council adopted 2016 budget, the City planned to purchase 3 Rear-loading ADA Mini-vans to replace 3 Ford Crown Victoria cars in the City's taxi vehicle replacement plan. Staff submitted the annual Section 5311 Capital Assistance Grant with WI DOT to fund 80% of the cost for these budgeted replacement vehicles.

## Analysis

Earlier this year, the City was notified that the approved 2016 Capital Assistance Grant award only funded 1 of the three requested vehicles due to limited funding for vehicles system wide. In follow up discussion with WI DOT staff, they identified and confirmed remaining funds are available from prior year capital grants that the City of Marshfield could utilize to purchase all 3 vehicles planned for 2016. Additionally, WI DOT confirmed that funds were also available from prior year grants to substantially fund a 4<sup>th</sup> vehicle if the City of Marshfield was able to come up with \$7,000 of additional local share to cover the shortfall of available grant funds from the normal 80% capital assistance amount.

Simply stated, to purchase a 4<sup>th</sup> vehicle in 2016, the City of Marshfield would pay \$13,260 of the \$31,300 cost if the City was able to fund the additional \$7,000. \$6,260 of local share funds are already available as approved in previous budgets for the unused grant awards. If the City chooses to move forward with this purchase, it means the Capital Assistance grant would fund 57.6% (\$18,040) of a 4<sup>th</sup> vehicle. If the City elected not to do this, the funds would be lost as they are required under the grant program to be committed for use by 9/22/16 as they are primarily from the 2014 grant program.

Staff recommends transferring \$10,000 from General Fund Contingency to cover the \$7,000 grant funding shortfall for a 4<sup>th</sup> vehicle and \$3,000 for registration fees/installation of a radio systems and other miscellaneous costs to place all 4 new vehicles in service. This recommendation is made for two primary reasons. First, it leverages available grant funds to the maximum extent possible to minimize City cost to purchase this equipment for the shared-ride taxi service. Second, it would allow the City to complete the process of updating the City owned fleet of 13 vehicles for this service to be 100% ADA accessible through replacement of

the last 4 Ford Crown Victoria cars, all with more than 135,000 miles on them as of May 2016.

The attached Budget Resolution No. 20-2016 was prepared with this staff recommendation in mind. If approved by the Common Council, purchase of these vehicles will be made through the State of WI HSV contract to ensure grant procurement requirements are met.

**Staff Recommendation**

Recommend approval Budget Resolution 20-2016 to the Common Council transferring \$10,000 from General Fund Contingency to the Shared-ride Taxi budget to purchase a 4<sup>th</sup> Rear-loading ADA Minivan.

Concurrence:



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Steve Barg, City Administrator

BUDGET RESOLUTION NO. 20-2016

A resolution changing the 2016 budget of the City of Marshfield, Wisconsin.

BE IT RESOLVED by the COMMON COUNCIL of the CITY OF MARSHFIELD as follows:

1. That the net sum of \$10,000 is hereby transferred from the General Fund, Contingency Budget, a/c #1015156008.080000 to the Taxi Service Budget, a/c #2205352234.340000.
2. That upon the adoption of this resolution by a two-thirds vote of the entire membership of the COMMON COUNCIL, and within ten (10) days thereafter, the CITY CLERK publish notice of this change in the official newspaper.

ADOPTED \_\_\_\_\_  
Mayor

APPROVED \_\_\_\_\_  
Attest – Deputy City Clerk

PUBLISHED \_\_\_\_\_

DETAIL OF BUDGET RESOLUTION NO. 20-2016 BY OBJECT NUMBER

TRANSFERRED FROM:

General Fund, a/c# 1015900008.080220:

1. 59220220 – Transfer to Special Revenue Fund \$ 10,000

General Fund, a/c# 1015156008.080000:

1. 57350 – Reserved for Contingency 10,000

TRANSFERRED TO:

Taxi System Fund, a/c# 2204900008.080101:

1. 49210 – Transfer from General Fund \$ 10,000

Taxi System Fund, a/c# 2205352234.340000:

1. 58100 – Automotive Equipment 10,000

\* \* \* \* \*

# Marshfield Police Department Memorandum

**Date:** 08/10/2016

**To:** Police and Fire Commission, Finance, Budget, and Personnel Committee, & Marshfield Common Council

**From:** Police Chief Rick Gramza

**Ref:** Budget Resolution #21 -2016 Painting of Armored Rescue Vehicle

**History:**

The City of Marshfield was very fortunate to obtain an Armored Rescue Vehicle from the Department of Defense for use in High Risk Situations where safety and security of residents and visitors of the City of Marshfield is in jeopardy. There is a need to professionally paint this vehicle to better blend to the domestic safety operations performed in the City of Marshfield.

**Analysis:**

Three bids were solicited from various community businesses willing and able to paint this vehicle. Of those bids, V&H Heavy Truck offered the lowest bid, at \$5405. Other bids were from Mid-State Truck for \$5630 and Kuyoth of Stratford at \$6070.

**This budget resolution was approved by the Marshfield Police and Fire Commission on 8/11/2016.**

**Recommendation:**

I recommend that the budget resolution be passed allowing for the transfer of \$5405 within the Deferred Revenue Law Enforcement Restitution 206.26680 to Protective Services Contractual Repair and Maintenance 206.52110.20.52500.

**Concurrence:**



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Steven Barg, City Administrator



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Keith Strey, City Finance Director

BUDGET RESOLUTION NO. 21-2016

A resolution changing the 2016 budget of the City of Marshfield, Wisconsin.

BE IT RESOLVED by the COMMON COUNCIL of the CITY OF MARSHFIELD as follows:

1. That the sum of \$5,405 is hereby transferred from the Protective Services Special Revenue Fund Public Charges, a/c#2064600020.200000 to the Protective Services Special Revenue Fund Law Enforcement Budget, a/c#2065211020.200000.
2. That upon the adoption of this resolution by a two-thirds vote of the entire membership of the COMMON COUNCIL, and within ten (10) days thereafter, the CITY CLERK publish notice of this change in the official newspaper.

ADOPTED \_\_\_\_\_

\_\_\_\_\_  
Mayor

APPROVED \_\_\_\_\_

\_\_\_\_\_  
Attest – City Clerk

PUBLISHED \_\_\_\_\_

DETAIL OF BUDGET RESOLUTION NO. 21-2016 BY OBJECT NUMBER

TRANSFERRED FROM:

1. Protective Services Fund Public Charges Revenue, a/c #2064600020.200000:
  - a. 46210 – Law Enforcement Fees \$ 5,405

TRANSFERRED TO:

1. Protective Services Fund Law Enforcement, a/c# 2065211020.200000:
  - a. 52500 – Repair & Maintenance \$ 5,405

\* \* \* \* \*

To: Marshfield Common Council  
From: Lori Belongia, Library Director & Marshfield Public Library Board of Trustees  
Re: Marshfield Exemption from Wood County Library Tax  
August 11, 2016

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Marshfield is able to exempt itself from the Wood County Library Tax because the financial support provided to the Marshfield Public Library exceeds the amount that would be due to the county for Library Tax based on assessed value.

Wood County requests that a resolution be passed by the Library Board and the Common Council to obtain this exemption. To remain consistent with this request, the attached resolution is what was recommended by Cindy Cepress, the Wood County Clerk. I recommend that you approve this resolution and forward it to the Marshfield Common Council for consideration and action at their next meeting.

Below are the Wisconsin Statutes that apply to this situation.

**43.64(2)**

**(2)**

**43.64(2)(a)**

(a) In this subsection, "library fund" means the funds raised by the city, village, town or school district by tax levy or appropriation under [s. 43.52 \(1\)](#).

**43.64(2)(b)**

(b) Except as provided in [sub. \(2m\)](#), any city, town, village or school district in a county levying a tax for public library service under [sub. \(1\)](#) shall, upon written application to the county board of the county, be exempted from the tax levy, if the city, town, village or school district making the application levies a tax for public library service and appropriates and expends for a library fund during the year for which the county tax levy is made a sum at least equal to an amount calculated as follows:

**43.64(2)(b)1.**

1. Divide the amount of tax levied by the county for public library service under [sub. \(1\)](#) in the prior year, less the amount levied for public library capital expenditures, by the equalized valuation of property in that area of the county that was subject to the county property tax levy for public library services in the prior year.

**43.64(2)(b)2.**

2. Multiply the amount determined under [subd. 1.](#) by the equalized valuation of property in the city, village, town or school district for the current year.

**43.64(2m)**

**(2m)** No city, village, town or school district is exempt from the tax levy under [sub. \(2\)](#) for any year if, by September 1 of the year preceding the year for which the tax is levied, the county board determines that the public library of the city, village, town or school district that is a member of the public library system has not complied with standards approved under [s. 43.11 \(3\) \(d\)](#).

**43.64(3)**

**(3)** Each city, town, village or school district participating in a joint library under [s. 43.53](#) shall be treated individually in determining its eligibility for tax exemption under [sub. \(2\)](#).

43.64 - ANNOT.

**History:** 1971 c. [152](#) s. 16; 1977 c. [418](#); 1981 c. [20](#); 1983 a. [27](#); 1985 a. [177](#); 1997 a. [150](#); 2005 a. [226](#).

43.64 - ANNOT.

*Facilities necessary to exempt a municipality from the county tax are discussed. 60 Atty. Gen. 389.*

*Wisconsin Statutes s.43.64 (2)(b)*

RESOLUTION 2016-40

WHEREAS, The Wood County Board levies a county library tax.

WHEREAS, Section 43.64(2)(b) of the Wisconsin Statutes provides that such units of government which expend an amount equal to that which would be levied by the County Board for library purposes may apply for exemption for this tax; and

WHEREAS, The City of Marshfield, Wisconsin does levy a library tax in excess of that proposed to be levied by Wood County.

NOW, THEREFORE BE IT RESOLVED that the City of Marshfield hereby requests the Wood County Board that the City of Marshfield be exempted from the payment of any county library tax as provided in Section 43.64(2)(b) inasmuch as it appropriated \$ 1,192,743 and will expend for its own library fund during 2016. This amount is in excess of that proposed to be levied by the County of Wood. Exemption from the payment of said county library tax shall not preclude the City of Marshfield participation in county library service in all other respects.

BE IT FURTHER RESOLVED, that confirmed copies of the Resolution be forwarded by the City Clerk to the Wood County Library Board and to the Wood County Clerk

Passed by the Common Council of the City of Marshfield this \_\_ day of \_\_, 2016.

ADOPTED \_\_\_\_\_

Chris L. Meyer, Mayor

APPROVED \_\_\_\_\_

Deb Hall, City Clerk



# City of Marshfield Memorandum

---

DATE: August 18, 2016  
TO: Mayor Meyer & City Council  
FROM: Steve Barg, City Administrator *SB*  
RE: Request to commit to \$5,000 pledge for a NCCAP grant request for Small Business Innovative Research funds under "Rural Crowdfunding Project".

## **Background**

Staff received the attached request from Carla Lenk of North Central Community Action Program (NCCAP) looking for a \$5,000 pledge in support of a Small Business Innovative Research grant application to the U.S. Department of Agriculture. The objective is to help rural areas provide technology necessary to help entrepreneurs solicit funding for start-up businesses. Only 10 sites across the country will be chosen, so this is highly competitive. If selected, NCCAP would need \$15,000 to help offset staffing, administrative, and travel costs. In addition to the \$5,000 requested pledge from the City of Marshfield, NCCAP is seeking similar pledges from the City of Wisconsin Rapids and Wood County. They need these commitments by August 29<sup>th</sup>, since this is the deadline for the grant application.

## **Recommendation**

Staff recommends that the Council approve a motion supporting a \$5,000 pledge for the City's portion of the requested funds, subject to the following conditions: 1) confirmation that the City of Wisconsin Rapids and Wood County have made similar pledges; and, 2) identifying the most appropriate funding source for this expense.

Wisconsin Rapids Office  
2111 8th St. So., Suite 102 • Wisc. Rapids, WI 54494  
(715) 424-2581

Wausau Office  
911 Jackson St. Room 104 • Wausau, WI 54403  
(715) 842-0681



Merrill Office  
503 S. Center Ave., Suite 1 • Merrill, WI 54452  
(715) 536-9581

Marshfield Office  
156 S. Central Ave. • PO Box 1072 • Marshfield, WI 54449  
(715) 387-2626

August 10, 2016

Steve Barg  
City Administrator  
City of Marshfield  
630 S. Central  
P.O. Box 727  
Marshfield, WI 54449

Dear Mr. Barg,

Recently the North Central Community Action Program, Inc. (NCCAP) sent a Request for Proposal (RFP) in to a company, The Local Crowd, LLC, which had received a Small Business Innovative Research (SBIR) grant from the U.S. Department of Agriculture. The SBIR wished to find out why rural areas are lacking in using technology to start businesses, while urban areas are much more successful in obtaining start-up money.

The Local Crowd, LLC is into the second phase of their grant, which is allowing them to do the implementation of their research, i.e. select 10 national sites for their crowd funding idea. The implementation would allow the 10 sites to receive software, and other resources that they developed, for putting the crowd funding onto the Internet and solicit funds in a new way for start-up businesses. Similar to *KICKSTARTER*.

In order to actually do the project, if we receive the award, NCCAP has to find \$15,000 to compensate 25% of my salary, some administration costs, and some travel. Since our proposal is for Wood County, I have asked the City of Wisconsin Rapids for \$5,000, which Mayor Vruwink agreed to. I hope to be on the calendar for the County Board, to ask them for \$5,000. I am requesting \$5,000 from the City of Marshfield to complete the amount that would be needed for the year 2016/2017.

The ability to be a national site would indeed be a coup, since no one else in Wisconsin has applied for this particular RFP. The marketing itself would be valuable for the county. The City of Marshfield would benefit from this endeavor since there is a real gap in finding financing for start-ups in Central Wisconsin. NCCAP can, by federal law, only work with poverty/low income people. Many people that come to me are not in that category, yet they cannot receive bank funding because of a low credit score or a previous bankruptcy, and I cannot aid them because my mission is to work with the poverty/low income people. I do believe this could fill the gap that exists and ultimately benefit all.

Sincerely,

Carla M. Lenk, Coordinator  
North Central Community Action Program, Inc.



## NORTH CENTRAL COMMUNITY ACTION PROGRAM, INC.

2111 8th Street S., Suite 102 • Wisconsin Rapids, Wisconsin 54494-6154 • (715) 424-2581 Fax (715) 424-0771

August 4, 2016

Diane Wolverton  
Co-Founder, CEO  
The Local Crowd, LLC  
4218 Cheyenne Drive  
Laramie, Wyoming 82072

Dear Ms. Wolverton,

I am submitting our proposal for the RFP request to become a possible demonstration site for the Rural Crowdfunding Project. Wood County organizations will support and have committed in-kind volunteer aid to become a demonstration site. Wood County's commitment includes, but does not exclude, other types of support.

Upon selection as a site, our commitment is as follows;

1. Establish a virtual incubator at the NCCAP offices
2. Bring Wood County leaders into the team membership
3. Attendance at all training as designated
4. Provide all research assistance as requested
5. Provide marketing to Wood County through Local Access TV Channels, reporting successes to other CAP agencies within the state, using WI Public Radio to market the program, as well as, press releases, web-site and social media
6. Sharing experiences with local communities, or state governmental bodies, that may be interested in the ramifications of this program

North Central Community Action Program, Inc., established in Wood County in 1966, is one of sixteen community agencies existing in the state of Wisconsin. NCCAP is a private, non-profit that aids low- to moderate income residents of Wood County to attain economic self-sufficiency. The different programs cover a wide range of emergency needs and includes a Jobs and Business Development program that assists in the creation and expansion of businesses in Wood County with a goal of job creation for low to moderate income residents. More and more individuals with high household incomes, however, come to this office for aid in writing a business

The Rural Crowdfunding technology will enable our clients to expand their options for funding their businesses. It will teach them about the technology and be instrumental in the use of social media to better their existence through success of their business.

Sincerely,

Carla M. Lenk  
Jobs & Business Development Coordinator  
NCCAP

**Wausau Office**  
911 Jackson St., Room 104  
Wausau, WI 54403  
(715) 842-0681

**Merrill Office**  
401 West Main, Suite 3  
Merrill, WI 54452  
(715) 536-9581

**Marshfield Office**  
P.O. Box 1072  
Marshfield, WI 54449  
(715) 387-2626

**Storefront Learning Center**  
605 1/2 Third St.  
Wausau, WI 54403  
(715) 842-7556





The  
**LocalCrowd**  
Community. Connection. Capital.

*Request for Proposals for  
Rural Crowdfunding Demonstration Sites  
June 1, 2016*

**TO:** Rural economic and community development groups interested in becoming a Demonstration Site for a new, locally-focused crowdfunding incubation system.

**BACKGROUND**

Crowdfunding is changing the way businesses raise capital—yet America’s rural communities, where capital is needed most, are being left behind. Crowdfunders raised more than 34 billion dollars in 2015—up from 16 billion the year before. This growth rate could double again this year. Of the 1,200 platforms studied, few are focused on local or rural needs. Yet localism is the emerging response to sustainable economies. Studies show that every dollar spent with a local business equals 2-4 times the economic impact of national chain stores—more jobs, more income, more tax revenues, and more charitable giving.

The Local Crowd, LLC (TLC) has designed an innovative crowdfunding tool for rural communities that can be used to break down barriers to capital and stimulate a spirit of localism. The model has been designed for use by economic development groups as a turnkey solution that includes implementation and ongoing support. The model is more than a crowdfunding platform—it is a crowdfunding incubator that cultivates an ecosystem of community investment and support. It includes an education package for users as well as an implementation system that trains and prepares the selected community hosts and their teams to successfully operate their own crowdfunding tool.

The Local Crowd™ platform has been built from the ground up with local, rural communities in mind and features locally-focused functions that are not available on big, nationally-focused platforms such as Kickstarter and Indiegogo. These features include in-kind contributions, off-line contributions, and locally-sponsored rewards. The Local Crowd’s innovative model captured the attention of the U.S. Department of Agriculture SBIR program, and in 2014 TLC was awarded a grant to test the feasibility of the model. During the test period, two pilot communities in rural Wyoming deployed the program and raised more than \$12,000 for four local businesses in about 30 days. Based on the success of the feasibility study, the USDA granted a Phase II award to roll out the model on a national level for further testing and



refinement. We are seeking up to 10 communities that would like to participate as Demonstration Sites for Phase II.

As part of the USDA grant project, The Local Crowd™ will deploy the full TLC package including installation, subscription to software, education and support (a \$7,500 value) in the ten selected communities for no charge for the first year. The selected communities may also be eligible to receive a subscription for an additional year at no charge (a \$5,000 value).

### **WHO SHOULD RESPOND TO THIS RFP?**

We are looking to create partnerships with 10 rural communities that are excited about the Localist movement and recognize the importance of including strategies such as buy local, invest local, and shop local in their economic development plans. We want to work with pioneers and out-of-the box thinkers who are passionate about supporting their local businesses and organizations. The Local Crowd™ provides a powerful tool that can exponentially increase the effectiveness of rural local programs and we are eager to work with community leaders who can envision this model successfully operating in their communities, and who can provide the leadership required to make it happen.

Because the SBIR Grant is funded by USDA for the purpose of rural development, the applicant community must be rural. In general, USDA considers a rural area to be **any area other than** a city or town that has a population of greater than 50,000 residents.

The applicant can be any economic development organization or community organization that is willing to take the lead on the project.

### **TLC IS LOOKING FOR COMMUNITIES THAT WILL:**

1. Commit to the process of establishing a crowdfunding incubator and work to integrate it into their community infrastructure, organizations and social networks.
2. Create a TLC team to launch and manage the crowdfunding incubator. (Members may include one or more representatives from the host organization, a social media maven, the curator (see item #4 below), entrepreneurs, nonprofit representatives, economic development professionals and others you know who will be great workers, networkers and assets to the program.)
3. Provide a representative to serve on the TLC Advisory Group. This person will engage with participants from other communities, share ideas, provide feedback about the TLC program, and widen your community's network of supporters.
4. Identify and engage one or more persons on your team to serve a Curator. The Curator will approve the projects for the platform. The Curator needs to be a member of the host organization and must participate in training provided by The Local Crowd.
5. Identify and engage one or more persons on your team to serve as Campaign Advisor(s) to work with businesses and organizations that want to raise funds. (We recommend people already involved in business consultation such as SBDC counselors, Women's Business Center personnel, ag extension personnel and other similar professionals. The role of Campaign Advisor will give them access to a stream of new clientele in a specialty area.) The Campaign Advisor must participate in training provided by The Local Crowd.
6. Spread the word! Build a community-wide coalition of supporters for the program—people who will develop funding campaigns, provide funding for campaigns, share the campaigns with their networks, offer rewards for the campaigns and be cheerleaders throughout the process of starting and growing the program.

7. Attend the online training programs provided by The Local Crowd.
8. Assist with the research component of the project. This may include participation in focus groups, interviews, and/or surveys. We have retained the services of Michael Shuman (<http://www.postcarbon.org/our-people/michael-shuman>, economist, author and international expert on local economies, to conduct a study on the socio-economic impact of the crowdfunding incubator. In addition, we will assess the impact the incubator has on local networking activity. Participants will have access to the final research reports. We have also retained the services of Dr. Jeni Cross, CSU specialist in Networking Science to study the affect TLC has on local networks.
9. Be a resource to other communities interested in hosting the program by answering their questions and sharing your experiences.

#### **THE LOCAL CROWD CROWDFUNDING INCUBATOR PACKAGE INCLUDES:**

1. Installation and a 1-year subscription to the Crowdfunding platform software (a \$7,500 value).
2. Based on the outcomes of Year 1, the host communities will have an option to receive a second year's subscription at no charge (a \$5,000 value).
3. Robust onboarding system for host communities to enable successful launch and management of your own crowdfunding platform
4. Online Learning Community to increase networking opportunities, sharing of ideas and fundraising success by users of the platform
5. Ongoing education support through webinars, clinics, and videos.

#### **PROPOSAL FORMAT**

Please submit a letter of interest, no more than three pages in length (not including letters of support.) The letter should include answers to the following questions:

1. Name and address of applicant (Host Organization) and contact information for the person who will serve as team leader and liaison with TLC.
2. Population of your community.
3. Do you have any localist programs in your community, such as shop local, invest local, local foods? If so, please describe them. Also describe how you see a crowdfunding tool assisting these efforts.
4. What strategies will you use to integrate the TLC program into your existing services and programs for small businesses?
5. Who will be your curator and campaign advisors? Please provide a brief bio and rationale for selecting these persons.
6. Social media is a key pillar of crowdfunding. Does your community have an active social media culture? Do you have any social media power-users who would serve on the TLC team?
7. What are the resources available in your community to support this project?
8. Describe the makeup of your team. Who will serve, and what qualifications and capabilities do they bring?
9. How will your community make a great Demonstration Site?

In addition, please submit letters of support/commitment from your chosen curator, advisors and team members.

## DELIVERY INSTRUCTIONS:

Responses to this RFP must be submitted electronically by August 29, 2016 to [kim@thelocalcrowd.com](mailto:kim@thelocalcrowd.com), 888-465-9622.

## TIMELINE:

RFP issue date	June 1, 2016
<b>Pre-Submittal Webinar:</b> This webinar will provide an overview of the project and introduction to the Crowdfunding Platform.	<b>July 15, 2016 at 9 a.m. Mountain Time</b> You can register here <a href="http://bit.ly/1TZtWuN">http://bit.ly/1TZtWuN</a> for the webinar. A recording will be made available if you are unable to attend the live version of this webinar.
<b>RFP Due Date:</b> Proposals must be sent electronically to <a href="mailto:kim@thelocalcrowd.com">kim@thelocalcrowd.com</a>	<b>August 29, 2016 11:59 PM MST</b>
<b>Presentations:</b> The Local Crowd will invite the finalists to provide telephone interviews.	<b>Week of September 12, 2016</b>
<b>Notification of Winners</b>	<b>Week of September 26, 2016</b>
<b>On-Boarding Process Begins</b>	<b>Week of October 26, 2016</b>
<b>Targeted Launch of Community Platform</b>	<b>January 2017</b>

## ABOUT US

**Diane Wolverton** is the co-founder of The Local Crowd, LLC, a company devoted to bringing new capital resources to rural America. She has served in leadership roles in economic and community development in Wyoming for the past 21 years. She was Executive Director of the Wyoming Smart Capital Network, a capital resource for Wyoming entrepreneurs for four years. Prior to that, she served as State Director of the Wyoming Small Business Development Center for 17 years, bringing many new innovations to the program including the addition of a Market Research Center and Procurement Technical Assistance Center. She is currently a member of the Wyoming Women's Business Center Board of Directors, and former board member and national Chairperson of the Association of Small Business Development Centers.

TLC Co-Founder **Kim Vincent** has worked extensively in both privately held and public service organizations. Her expertise has evolved to creating and implementing business development strategies for small businesses in Wyoming as she has worked for the Wyoming Women's Business Center and the Wyoming Small Business Development Center. She also has a variety of marketing, sales, finance and management experience in the private sector. Kim broadened her business accounting experience doing corporate tax prep for several tax seasons with a local CPA firm and worked in private industry providing accounting and support services for a portfolio of diverse companies. She has also been an adjunct marketing instructor for the UW College of Business.

The Local Crowd™ uses the technology and crowdfunding platform developed by **Community Funded, Inc.** Community Funded is crowdfunding platform developer based in Fort Collins, Colorado. They specialize in local and education based platforms. In addition to TLC, they have developed platforms for institutions such as Colorado State University, Portland State University, University of Colorado, Oklahoma State University and others.

## DEFINITIONS

**Crowdfunding** is the practice of funding an idea, project or venture by raising small contributions from a large number of people via the internet.

**Platform** – the technology (i.e. website portal) that provides the connection between the projects and its supporters.

**Campaign or Project Creator**- the person that initiates the Project (idea, product or service) for funding.

**Rewards based crowdfunding** – the project creator offers a gift, perk, reward or pre-sells products or services in exchange for funds provided. The TLC Crowdfunding model currently includes rewards-based and donation-based functionality.

**Donation-based crowdfunding** – Donors offer funds to a project without any expectation of return or reward.

**Debt-based crowdfunding** – Contributors lend money to the project and expect to receive interest in return for use of their money.

**Equity-based crowdfunding** – Contributors invest in the company and expect to receive a return on their investment as equity owners of the company.

**Localism** – preference for a locality, particularly for one's own area or region. The Business Alliance of Local Living Economies defines it this way: Localism is about building communities that are more healthy and sustainable – backed by local economies that are stronger and more resilient. It means we use regional resources to meet our needs – reconnecting eaters with farmers, investors with entrepreneurs, and business owners with the communities and natural places on which they depend. It recognizes that not one of us can do it alone and that we're all better off, when we're all better off.

**For more information, attend our pre-submittal Friday, July 15 at 9:00 a.m. Mountain Time.**

**Register here: <http://bit.ly/1TZtWuN>**



The  
**LocalCrowd**  
Community. Connection. Capital.

<http://www.TheLocalCrowd.com> • 888-465-9622

Kim Vincent: [kim@thelocalcrowd.com](mailto:kim@thelocalcrowd.com)



# City of Marshfield Memorandum

---

TO: Mayor and Common Council  
FROM: Keith R. Strey, Finance Director  
DATE: August 19, 2016

RE: UW Marshfield/Wood County STEM Project Contribution Financing

## **Background**

As part of on-going debt management and planning for Council approved development agreement projects utilizing debt, I recently met with the City's Financial Advisor, Public Financial Management (PFM), to determine the best approach. During this process, we looked at both current year needs as well as identified potential debt for the City and Marshfield Utilities over the next five year period to develop a debt financing strategy based on current approved plans and potential future project estimates.

## **Analysis**

As part of this process with PFM, we determined it is necessary to prepare and present two additional debt issues to the Common Council in September to fund multiple approved projects for 2016. We also identified the option to refinance 5 State Trust Fund loans, for savings, primarily that will be included in the September presentation. When reviewing plans for 2016 and 2017 debt, the idea of advancing the debt issue for the City's contribution to the UW Marshfield / Wood County (UWMWC) STEM Project was also evaluated.

The option of including the UWMWC STEM Project debt into an upcoming fall 2016 debt issue was considered as the Common Council previously approved Resolution 2015-20 confirming the City's participation in this project on 4/14/2015 (copies attached). Wood County Finance Director Mike Martin confirmed that Wood County has issued debt in the amount of \$1,000,000 for the County's contribution (August 2015) and deposited funds into a separate bank account for the project and is performing duties as fiscal agent for the project. UWMWC officials also confirmed project groundbreaking will occur in the next couple of weeks, so the project is moving forward.

With the above information, City staff and PFM recommend Council consideration of the option to include the City's \$1,000,000 contribution in the upcoming debt issue this fall vs. waiting until 2017 as previously planned. This recommendation is made for two primary reasons which are:

1. It would preserve bonding capacity for 2017, if needed, with room available in 2016
2. Municipal debt interest rates continue to remain at or near record lows which minimizes interest cost to the City

**Staff Recommendation**

Direct staff to include the \$1,000,000 City contribution for the UW Marshfield / Wood County STEM Project in upcoming 2106 debt plans and prepare the necessary budget resolution for consideration.

Concurrence:

A handwritten signature in cursive script that reads "Steve Barg".

---

Steve Barg, City Administrator

**APRIL 14, 2015**

Regular meeting of the Common Council was called to order by Mayor Meyer at 7:03 p.m., in the Council Chambers, City Hall Plaza.

**PRESENT:** Michael Feirer, Alanna Feddick, Chris Jockheck, Gordon H. Earll, Ed Wagner, Char Smith, Gary Cummings, Rebecca Spiros, Tom Buttke and Peter Hendler

**ABSENT:** None

The flag was saluted and the pledge given.

No items were added to the agenda.

### **PUBLIC COMMENT PERIOD**

None

**CC15-059** Motion by Hendler, second by Feirer to approve the minutes of the Common Council meeting of March 24, 2015 regular meeting.

**Motion carried**

**CC15-060** Motion by Cummings, second by Feirer to approve the minutes of the Common Council meeting of March 24, 2015 special meeting.

**Motion carried**

### **STAFF UPDATES**

None

### **MAYOR'S COMMENTS**

None

### **COUNCIL COMMENTS**

Aldersperson Jockheck announced that there will be another Marshfield Civility Forum on April 15, 2015 at 6:30 p.m. at the UW in the Commons area regarding the UW budget cuts and the possibly of a public authority and what that would mean to students and the community.

### **REPORTS FROM COMMISSIONS, BOARDS AND COMMITTEES**

Harry Borgman representing the Marshfield Utility Commission. The Commission approved a dividend to be paid to the City in the amount of \$267,490. In addition they also approved a PILOT amount of \$1,769,895.

### **CONSENT AGENDA**

**CC15-061** Motion by Feirer, second by Spiros to receive and place on file, approving all recommended actions for the items listed on the consent agenda. Meeting Minutes/Reports: Library Board of February 10, 2015; Community Development Authority of February 19, 2015; Cable TV Committee of February 23, 2015; Main Street Marshfield of March 4, 2015; Historic Preservation Committee of March 7, 2015; Community Development Authority Finance Committee of March 17, 2015; Community Development Authority Strategic Planning Committee of March 17, 2015; City Plan Commission of March 17, 2015; Community Center Leasing Committee of March 18, 2015; Economic Development Board of March 25, 2015; Airport Committee of March 26, 2015; Mill Creek Business Park Covenant Committee of March 31, 2015; Committee on Aging of April 2, 2015; Historic Preservation Committee of April 6, 2015; Board of Public Works of April 6, 2015; Judiciary and License Committee of April 7, 2015; Finance, Budget, and Personnel Committee of April 7, 2015; and Judiciary and License Committee of April 14, 2015 as read by the Clerk.

**Motion carried**

Aldersperson Wagner requested to remove Resolution No. 2015-16 from the Consent Agenda.

**CC15-062** Motion by Buttke, second by Feirer to approve Resolution No. 2015-16, Conditional Use Permit allowing exceptions to the minimum required number of parking stalls and to allow a greater than zero-foot setback from the right-of-way line. Ayes - 9; Nay – 1 (Smith)

**Motion carried**

**CC15-063** Motion by Hendler, second by Earll to approve Resolution No. 2015-19, opposing the elimination of the personal property tax.

**Motion carried**

Before the Council began the discussion on the funding request from UW Marshfield/Wood County for the STEM Project the Mayor turned the Chair over to Council President Earll since he has a conflict of interest because he is an employee of UW Marshfield/Wood County.

**CC15-064** Motion by Buttke, second by Spiros to approve Resolution No. 2015-20, supporting city funding for the Science, Technology, Engineering, and Mathematics (STEM) project on the campus of the UW-Marshfield/Wood County.

**CC15-065** Motion by Wagner, second by Smith to amend Resolution No. 2015-20 to change #1 to read: In order to bind the City of Marshfield to a commitment of \$1 million toward the construction of a new Science, Technology, Engineering, and Math, hereinafter STEM building, and the renovation of the existing Science building, the fundraising authority representing the Wood County campus must complete their goal of \$6 million not later than September 30, 2016. Ayes – 9; Nay – 1 (Jockheck)

**Motion carried**

Motion by Jockheck to eliminate items #3 and #4 listed on the Resolution.  
Died for lack of a second

Vote on motion **CC15-064 as amended**; Ayes – 10

**Motion carried**

Mayor Meyer resumed the Chair.

**CC15-066** Motion by Earll, second by Cummings to allow the Marshfield History Museum to occupy approximately 2,400 square feet of space in the lower level of the future Community Center.

Aldersperson Buttke called for the question.

Vote on calling the question. Ayes – 9; Nay – 1 (Wagner)

**Motion carried**

Vote on motion **CC15-066**; Ayes – 8; Nays – 2 (Wagner, Smith)

**Motion carried**

**CC15-067** Motion by Buttke, second by Spiros to approve sending the Marshfield History Museum lease back to the Leasing Committee with the understanding that the Council will consider subsidizing the rent.

**Motion carried**

**CC15-068** Motion by Buttke, second by Earll to allow the Aging & Disability Resource Center (ADRC) to occupy approximately 3,370 square feet of space on the first floor, to authorize the leasing committee to contact ADRC about their expectations for financing build-out improvements, and to direct the leasing committee to review and make recommendations on the lease rate and term.

Nay – 1 (Smith)

**Motion carried**

**CC15-069** Motion by Cummings, second by Feirer to approving relocation of the Parks & Recreation Department to the first floor of the new Community Center, and to direct staff to develop a budget to cover the expected build-out improvements and relocation costs. Nays – 2 (Wagner, Smith)

**Motion carried**

**CC15-070** Motion by Buttke, second by Earll to approve Resolution No. 2015-21, approving Certified Survey Map for the new library site and dedicating additional right-of-way on Maple Avenue.

Ayes - 10

**Motion carried**

**CC15-071** Motion by Hendler, second by Spiros to refer Resolution No. 2015-22 to the Plan Commission, to vacate and discontinue portions of relocated Yellowstone Drive and Galvin Avenue right-of-way.

**Motion carried**

First reading of Ordinance No. 1298, amending Section 9-29 of Marshfield Municipal Code (Processing of Applications) and Section 9-34 (Revocation and Suspension of Licenses; Nonrenewal).

First reading of Ordinance No. 1299, amending Section 9-58 of Marshfield Municipal Code (Pawnbrokers, Secondhand Article and Jewelry Dealers).

**CC15-072** Motion by Hendler, second by Jockheck to authorize the appropriate city officials to be listed as signatories on the letter opposing the repeal of Wisconsin Statutes Chapter 113.48 (2)(f) that allows for the use of the state building trust fund to equip UW college campuses. Ayes

**Motion carried**

**CC15-073** Motion by Cummings, second by Jockheck to authorize signing onto the letter opposing elimination of the federal historic tax credit program.

**Motion carried**

**CC15-074** Motion by Buttke, second by Wagner to approve the 2016-2020 Capital Improvement Program. Ayes – 10

**Motion carried**

Future Agenda Items

None

There will be a Special Council meeting (Strategic Planning) on Tuesday, April 28, 2015 at 5:30 p.m. in Room 108 of City Hall Plaza.

On April 21<sup>st</sup> the Organization meeting will be held.

The Mayor thanked Alderperson Smith for representing District 6.

Motion by Smith to adjourn at 8:47 p.m.

Deb M. Hall  
City Clerk

**RESOLUTION NO. 2015-20**

**RESOLUTION SUPPORTING CITY FUNDS FOR RENOVATION OF THE EXISTING SCIENCE, TECHNOLOGY, ENGINEERING, MATHEMATICS (STEM) BUILDING, AND CONSTRUCTION OF A NEW STEM BUILDING, ON THE CAMPUS OF THE UW-MARSHFIELD/WOOD COUNTY**

**WHEREAS**, the University of Wisconsin-Marshfield/Wood County has plans to renovate the existing STEM building and to construct a new STEM building at its campus located on the west side of the City of Marshfield; and,

**WHEREAS**, this modern facility and renovation is expected to greatly enhance the University's ability to attract and retain students in the critical areas of science, technology, engineering and mathematics; and,

**WHEREAS**, the University has embarked on a capital campaign with its goal to raise \$6 million to finance this important project; and,

**WHEREAS**, the City of Marshfield and Wood County jointly own all of the land and buildings that comprise the University of Wisconsin-Marshfield/Wood County campus; and,

**WHEREAS**, the University has long been recognized as a significant economic and community asset for the City of Marshfield, along with all of Wood County and the surrounding area; and,

**WHEREAS**, as part of its capital campaign, the University has requested funding contributions in the amount of \$1 million from both the City of Marshfield and Wood County in support of this project; and,

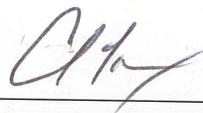
**WHEREAS**, in addition to the financial significance, strong support from the City of Marshfield and Wood County is considered essential to the overall success of this capital campaign.

**NOW, THEREFORE BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF MARSHFIELD** that the City of Marshfield hereby commits to borrow and to contribute \$1 million in fiscal year 2017 toward the renovation of the existing STEM building and construction of a new STEM building on the University of Wisconsin-Marshfield/Wood County campus, subject to the following terms and conditions:

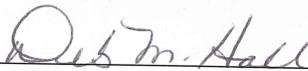
1. In order to bind the City of Marshfield to a commitment of \$1 million toward the construction of a new Science, Technology, Engineering, and Math, hereinafter STEM, building, and the renovation of the existing Science building, the fundraising authority representing the Wood County campus must complete their goal of \$6 million not later than September 30, 2016.
2. The City of Marshfield's commitment of \$1 million toward the renovation of the existing STEM building and the construction of the new STEM building is also contingent upon commitment from the Wood County Board of Supervisors of an additional \$1 Million toward that same renovation and construction.

3. The final design of the building will respect the architectural integrity of the complex of buildings known as the W. W. Clark building, the A.G. Felker building, and the Aldo Leopold building.
4. The City of Marshfield shall not be responsible for any "gap" funding of the proposed renovation and new structure.
5. Should the capital campaign fall short of reaching its goal of raising \$6 million, the City of Marshfield agrees that this project may still proceed, with the understanding that it may be redesigned based upon the amount of funds available.

ADOPTED 4-14-15

  
\_\_\_\_\_  
Chris L. Meyer, Mayor

APPROVED 4-14-15

  
\_\_\_\_\_  
Deb Hall, City Clerk



# City of Marshfield Memorandum

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DATE: August 19, 2016  
TO: Mayor Meyer & City Council  
FROM: Steve Barg, City Administrator  
RE: Community Center project

As you know, staff is working with our architect (Zimmerman) and construction manager (Boson) to plan for renovation of the old library into a community center. As the overall fundraising effort fell somewhat short of the \$6 million goal, financing the desired project is somewhat challenging, and as a result we will offer a couple of options for your review and discussion on Tuesday night. No action will be requested at that time, but we would intend to bring this item back for possible action at the September 13<sup>th</sup> Council meeting.