FEBRUARY 24, 2004

Regular meeting of the Common Council was called to order by Mayor Meyers at 7:00 p.m., in the Council Chambers, City Hall Plaza.
PRESENT: Michael Feirer, Brad Parks, Gerald Nelson, Tim Kraus, Jerry Bennington, Sr., Russell Stauber, Don Krueger, Ray Gougeon, Tom Buttke and Edward Beaudry, Jr.
ABSENT: None

The flag was saluted and the pledge given.

Rev. Daniel Hackel, Marshfield Area Catholic Schools, Columbus High School gave the invocation.

RECOMMENDATIONS FROM MAYOR
None

CC04-037 Motion by Nelson, second by Stauber to approve the minutes of the Common Council meeting of February 10, 2004. All Ayes
Motion carried

No items were added to the agenda.

Fire Chief Gregg Cleveland presented FF Lance Christopher with his badge. Mr. Christopher has completed his probationary period.

CITIZEN COMMENTS
Donna Rozar of 1126 Ridge Road, Chairperson of the Cable TV Committee. The Cable TV Committee has no control over the pricing and programming that Charter Communications sets up. They basically are challenged by the Common Council to utilize the franchise fee and the revenue streams that they get from Charter Communications to put programming on the three (3) PEG Channels, which are channels 3, 10 and 99. If any customers of Charter Communications have a problem/complaint they should call 1-800-581-0081.

Jessie Hlad, Government & Public Relations Manager from Charter Communications addressed some concerns/questions from the Common Council.

Alderman Kraus questioned why the price for Charter's basic service is cheaper in Wisconsin Rapids than here? He has been told that it is because Wisconsin Rapids has a second cable provider.

She indicated that any time they price their programming, services and products, they take into consideration competitors in that market. They do have several more competitors in that market than they currently have here. They do not have identical lineups per community. They have must carry requirements from certain broadcasters who own certain markets so they do have to carry them on their basic tear over and above some other communities where they might not have that right. The pricing is a little less for that basic tier however that is changing. As of April, they will also receive an increase on that service. It will be more similar to the surrounding communities that they serve.

Discussion was also held on the broadcast of the County Supervisor Meetings in Marshfield. There are concerns about the quality of the tapes that are received from the Wisconsin Rapids Public Access Channels. There are numerous times when the audio quality is substandard and the tapes have crinkles in them and actually cutoff in the middle of the broadcast.

COMMUNICATIONS

Alderman Nelson said that the Street Department is getting a lot of blame for which they do not deserve to get. Primarily on 4th Street and Vine, there was a major water break and the pavement was broken up and it has been settling. The other day blacktop was put in there and it only lasted for a matter of a few hours. That is being done by the Water Utility. They are responsible for the potholes not the Street Department.

Alderman Kraus asked for some clarification on temporary vs. permanent signs.

Planner/Zoning Administrator Bonnie Curtiss explained that a permanent sign is installed in a permanent fashion not to be moved from location to location on the site. It is either ground-mounted, free-standing sign, your monument signs or a wall-mounted sign for purpose of permanent, day in, day out business identification or advertising. A temporary sign is for a temporary purpose, temporary needs of a for profit business or a not for profit institution. The temporary sign is one that is not permanently mounted, moved from location to location and usually for a specific purpose. Your grand openings, your events or maybe temporary identification until you get a permanent sign on a new business or institution. Temporary signs do require permits and under the terms of the code are for specific limited display periods throughout the calendar year, which is 15 days in a 60-day period.

Director of Planning and Economic Development Amber Miller added that the 15 days in a 60 day period can be 15 consecutive days or three 5-day increments. The important thing is that a temporary sign is meant for a temporary basis for occasional events. If it is being used on a daily basis it has exceeded the nature of a temporary sign and should be a permanently mounted sign, either a ground-mounted sign or a wall-mounted sign of some type.

CITY ADMINISTRATOR'S REPORT

City Administrator Brehm gave a report on the following:

- Hotel/Conference Center
- GIS System
- Washington Square Grocery Store Project
- City of Marshfield Labor/Management Insurance Study Committee
- Current Legislation
- Central Dispatch

MINUTES OF GOVERNING BOARDS AND COMMISSIONS

CC04-038 Motion by Bennington, second by Kraus to receive and place on file the minutes of the Fire and Police Commission of February 5, 2004; Marshfield Utility Commission of February 9, 2004 and Zoning Board of Appeals of February 10, 2004. Kraus voted Naye, rest Aye.

Motion carried

MINUTES OF ADVISORY BOARDS, COMMISSIONS AND COMMITTEES
CC04-039 Motion by Parks, second by Bennington to approve the minutes of the Historic Preservation Commission of January 12, 2004; Electrical Board of February 4, 2004; Convention and Visitors Bureau of February 17, 2004 and Plan Commission of February 17, 2004. All Ayes
Motion carried

MINUTES OF COUNCIL COMMITTEES
CC04-040 Motion by Kraus, second by Bennington to approve the minutes of the Cable TV Committee of January 28, 2004. Buttke voted Naye, rest Aye.
Motion carried

CC04-041 Motion by Feirer, second by Bennington to approve the minutes of the Committee on Aging of February 5, 2004. All Ayes
Motion carried

CC04-042 Motion by Buttke, second by Bennington to approve the minutes of the Parks, Recreation and Forestry Committee of February 11, 2004. All Ayes
Motion carried

CC04-043 Motion by Feirer, second by Buttke to approve the minutes of the Board of Public Works of February 16, 2004. All Ayes
Motion carried

CC04-044 Motion by Stauber, second by Beaudry to approve the minutes of the Finance, Budget and Personnel Committee of February 17, 2004. All Ayes
Motion carried

CC04-045 Motion by Buttke, second by Beaudry to approve the minutes of the Judiciary, License and Cemetery Committee of February 17, 2004. All Ayes
Motion carried

MINUTES OF COMMUNITY ASSOCIATIONS
CC04-046 Motion by Kraus, second by Feirer to receive and place on file the minutes of Main Street Marshfield of January 14, 2004.

Discussion was held on snow removal in the downtown area.

Alderman Stauber commented that we might want to hold the business area to a little bit higher standard and rather than wait for 48 hours for the snow to be removed maybe quicker attention could be paid to that.

Vote on motion **CC04-046**; All Ayes
Motion carried

First reading of Ordinance No. 1008, providing for administrative corrections to the Marshfield Municipal Code (sign code).

First reading of Ordinance No. 1009, pertaining to a zoning change for property located at 201-423 West McMillan Street (excluding 403 West McMillan Street) from 'R-5' Residential (Medium Low Density - Single & Two Family) to 'B-2' Shopping Center District.

CC04-047 Motion by Nelson, second by Kraus to suspend the rules and vote on Ordinance No. 1009. Bennington, Stauber, Krueger and Beaudry voted Naye, rest Aye.
Motion failed (needed 2/3 vote; which would have been 7 ayes)

First reading of Ordinance No. 1010, pertaining to a zoning change for property located at 1008 S. Cedar Avenue from 'R-6' Residential (Medium High Density) to 'B-1' Neighborhood Business District.

First reading of Ordinance No. 1011, pertaining to a zoning change for property located at 611 and 615 North Walnut Avenue from 'R-5' Residential (Medium Low Density Single and Two Family) to 'R-8' Residential (Very High Density Multifamily) District.

First reading of Ordinance No. 1012, amending Chapter 18, General Zoning Ordinance.

CC04-048 Motion by Bennington, second by Stauber to approve Resolution No. 2004-05, authorizing the carry-over of the 2003 appropriations in 2004 for various capital outlay projects and other operation/maintenance projects that were not expended/completed in 2003. All Ayes
Motion carried

CC04-049 Motion by Buttke, second by Beaudry to approve Resolution No. 2004-06, ordering construction of sidewalks on both sides of Cedar Avenue from Veterans Parkway to First Street, and on both sides of Cherry Avenue from Veterans Parkway to First Street. All Ayes
Motion carried

Motion by Bennington, second by Kraus to adjourn at 8:22 p.m. All Ayes
Motion carried

Deb M. Hall
City Clerk