



**AGENDA - SHOREWOOD BOARD OF TRUSTEES**  
**Village Board Meeting**  
**7:30 P.M. – Tuesday, February 16, 2016**  
**Shorewood Village Hall, 3930 North Murray Avenue**  
**Shorewood, Wisconsin 53211**

Public comments on items not on the agenda are permitted and welcome at the beginning of the Village Board meeting under “Citizens to be Heard.” Public comments on agenda items may be invited after the item has been opened to discussion. Individual speakers should raise their hand so they may be recognized by the Village President and are asked to begin their comments by stating their name and address. Discussion may follow comment on non-agenda items or discussion and action may come at future meetings.

1. Call to Order
2. Roll Call
3. Statement of Public Notice
4. Consent Agenda Items (Items under the consent agenda may be acted upon by one motion. If in the judgment of any Village Board Member, a consent agenda item needs discussion, the item can be placed in the items removed from the consent agenda.)
  - a. Presentation of Accounts February 16, 2016
  - b. Consideration of Cigarette/Tobacco Product Licenses – Mega Marts, LLC d/b/a Metro Market #6893, 4075 N Oakland Ave
5. Items removed from the Consent Agenda
6. February 1, 2016 Village Board Minutes
7. Citizens to be heard – This item is for matters not on the agenda. Discussion may follow comment on non-agenda items or discussion and action may come at future meetings.
8. Presentation – Planning and Development Department Annual Report
9. Public Hearing – Proposed Zoning Amendment for the Creation of Commercial Lighting Ordinance
10. Public Hearing – Proposed Zoning Amendment for Allowance of Patios within the Street Side Yard Setback
11. New Business
  - a. Plan Commission
    1. Consideration of Proposed Zoning Amendment for the Creation of Commercial Lighting Ordinance
    2. Consideration of Proposed Zoning Amendment for Allowance of Patios within the Street Side Yard Setback
    3. Consideration of Proposed Resolution Amending the Planning and Development Department Village Fee Schedule

- b. Public Works
  - 1. Consideration of Private Property Inflow and Infiltration Program and Funding
  - 2. Consideration of Riparian Restoration Plan Engineering Proposal
  - 3. Consideration of Bids for Atwater Beach Boardwalk Extension Project
  - 4. Update on Public Works Collections Requests for Proposals
- c. Community and Business Relations
  - 1. Consideration of Resolution Amending the Fee Schedule to Include Beekeeping Permits
  - 2. Consideration on recommendation from Marketing Leadership Committee on 2016 Contracts
    - a) Marketing and Communications Agreement
    - b) Agreement with Branding Breakthroughs for Marketing Study
- 12. Reports of Village Officials
  - a. Village President
  - b. Village Trustees
  - c. Village Manager
- 13. Items for Future Consideration
- 14. Adjournment

DATED at Shorewood, Wisconsin this 11<sup>th</sup> day of February, 2016.

VILLAGE OF SHOREWOOD  
Tanya O'Malley, WCPC, Village Clerk/Treasurer

Should you have any questions or comments regarding any items on this agenda, contact the Manager's Office at 847-2702.

It is possible that members of and possibly a quorum of members 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.



**PLEASE TAKE NOTICE** that meetings of **STANDING COMMITTEES** of the Village Board will be held in the 2<sup>ND</sup> Floor of Village Hall, 3930 N. Murray Avenue, Shorewood, Wisconsin, as follows:

**BUDGET & FINANCE COMMITTEE** - Tr. Michael Maher, Chairperson  
Tuesday, February 16, 2016, at 5:45 p.m. – to consider:

1. Presentation of Accounts February 16, 2016

**PUBLIC WORKS** - Tr. Davida Amenta, Chairperson  
Tuesday, February 16, 2016, at 6:00 p.m. – to consider:

1. Consideration of Private Property Inflow and Infiltration Program and Funding
2. Consideration of Riparian Restoration Plan Engineering Proposal
3. Consideration of Bids for Atwater Beach Boardwalk Extension Project
4. Update on Water Quality Related to Private Laterals
5. Discussion of Resolution Opposing SB 432

**COMMUNITY & BUSINESS RELATIONS** – Tr. Tammy Bockhorst, Chairperson  
Tuesday, February 16, 2016, at 6:45 p.m. – to consider:

3. Consideration of Resolution Amending the Fee Schedule to Include Beekeeping Permits
4. Consideration on recommendation from Marketing Leadership Committee on 2016 Contracts
  - a) Marketing and Communications Agreement
  - b) Agreement with Branding Breakthroughs for Marketing Study
5. Discussion on Plensa *Spillover* // Community Conversation

**JUDICIARY, PERSONNEL, AND LICENSING** – Tr. Patrick Linnane, Chairperson  
Tuesday, February 16, 2016, at 6:00 p.m. – to consider:

1. Consideration of Cigarette/Tobacco Product Licenses – Mega Marts, LLC d/b/a Metro Market #6893, 4075 N Oakland Ave
2. Discussion of Human Resources Manual Updates

**PUBLIC SAFETY COMMITTEE** – Tr. Ann McKaig, Chairperson  
Tuesday, February 16, 2016, at 6:45 p.m. – to consider:

1. Discussion on Public Process for Police Department Building
2. Discussion on upcoming Parking Policy Considerations, including Oversized Trucks on the Streets

**DATED** at Shorewood, Wisconsin, this 11<sup>th</sup> day of February, 2016.

VILLAGE OF SHOREWOOD  
Tanya O'Malley, WCPC, Village Clerk/Treasurer

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please contact the Manager's Office 847-2702.

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**VILLAGE OF SHOREWOOD, WISCONSIN  
CLERK-TREASURER'S OFFICE  
MEMO**

**DATE:** 2/092016  
**TO:** Budget and Finance Committee  
**FROM:** Finance Office  
**COPY TO:** Village Board  
Chris Swartz, Village Manager  
**RE:** Accounts Payable and Payroll Vouchers for Presentation and Approval

Presented for your approval are the following accounts payable vouchers:

100 - General Fund		\$ 236,302.75
200 - Library		37,125.01
210 - Elder Service Fund		1,919.61
220 - Marketing Fund		4,488.00
230 - Shorewood Today Magazine		2,175.00
240 - Special Funds		-
250 - Public Art Funds		-
300 - Debt Service Fund		36,447.50
400 - Capitol Projects Fund		18,538.39
410 - TIF #1		36,146.25
430 - TIF #3		-
440 - TIF #4		-
450 - TIF #5		202.50
600 - Parking Utility Fund		4,247.75
610 - Water Utility Fund		57,874.29
620 - Sewer Utility Fund		48,544.31
800 - Property Tax Fund		18,324,889.39
900 - Cash Fund		-
	<b>Subtotal:</b>	<b>\$ 18,808,900.75</b>
<b>PLUS:</b> Payroll vouchers per check register dated 2/5/2016		182,550.41

**Grand Total      \$ 18,991,451.16**

	Begin Ck #	End Chk #
Accounts Payable Checks:	22814	22952
Accounts Payable Electronic Checks:	E1659	E1669
Payroll Checks:	2401	2406
Payroll Direct Deposits:	DD8803	DD8899
Payroll Electronic Check Remittances:	E513	E524

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check #
Fund 100 General Fund							
Dept 0000							
100-0000-21530	HEALTH VILLAGE PORTION	UNITED HEALTH CARE OF	HEATH INSURANCE PREMIUMS JAN 16	0039527422	01/31/16	128,377.37	1666
100-0000-21530	Health Insurance Payable	OKRAY, WAYNE	REFUND DEDNT/HLTH PREMS DEDUCTED	REFUND PREMS	02/10/16	283.64	22901
100-0000-21531	DENTAL VILLAGE PORTION	DELTA DENTAL PLAN OF	JAN PREMS DEC PT	5371	01/31/16	5,673.42	1660
100-0000-21531	Dental Insurance Payable	OKRAY, WAYNE	REFUND DEDNT/HLTH PREMS DEDUCTED	REFUND PREMS	02/10/16	43.60	22901
100-0000-24100	Due to MADACC	MILW AREA DOMESTIC A	DEC DOG AND CAT LICENSES	DEC	02/10/16	8.65	22887
100-0000-24100	Due to MADACC	MILW AREA DOMESTIC A	JAN DOG AND CAT LICENSES	JAN 16	02/10/16	4.60	22887
Total For Dept 0000						134,391.28	
Dept 1100 Board							
100-1100-53140	Communications/Publications	JOURNAL SENTINEL	NOTICE PUBLICATIONS	423734 JAN 16	02/10/16	37.10	22874
100-1100-53140	Communications/Publications	PRWORKS LLC	PLENSA WORK JAN 16	PLENSA JAN 16	02/10/16	180.00	22910
Total For Dept 1100 Board						217.10	
Dept 1200 Court							
100-1200-51900	Professional Education	WI MUNICIPAL COURT CL	COURT CLERK DUES	2016DUES	02/10/16	40.00	22950
100-1200-51900	Professional Education	WI SUPREME COURT - DI	EDU FOR JUDGE MAY 2016-APRIL 2017	40-0181-2016	02/10/16	700.00	22951
Total For Dept 1200 Court						740.00	
Dept 1410 Manager							
100-1410-51900	Professional Education	WCMA	FULL CONFERENCE/MIDWEST SUMMIT S	FULL CONF SUMM	02/10/16	450.00	22941
100-1410-53100	Office Supplies	US CELLULAR	CELLULAR PHONE BILLS	0119021058	02/10/16	35.50	22935
Total For Dept 1410 Manager						485.50	
Dept 1420 Clerk							
100-1420-51900	Professional Education	OMALLEY, TANYA	REIMBURSE LEAN TRAINING EXPENSES	CONF REIMB KAM	02/10/16	82.75	22902
100-1420-52910	Software Purch/Maint	BSA SOFTWARE	ANNUAL SERVICE/SUPPORT FEE BUILDIN	105463	02/10/16	680.00	22832
100-1420-53100	Office Supplies	OMALLEY, TANYA	REIMBURSE PURCHASE OF LABEL WRITER	REIMB LABEL	02/10/16	160.51	22902
100-1420-53100	Office Supplies	WI DEPT OF JUSTICE	BACKGROUND CHECKS JAN 2016	G3129 JAN 16	02/10/16	49.00	22946
Total For Dept 1420 Clerk						972.26	
Dept 1421 Elections							
100-1421-53500	Dept/Program Supplies	ELECTION SYSTEMS & SO	THUMB DRIVE/COMPACT FLASH/DEMO B	949413	02/10/16	287.01	22849
Total For Dept 1421 Elections						287.01	
Dept 1430 Customer Service							
100-1430-53100	Office Supplies	NOTARY BOND RENEWAL	NOTARY BOND RENEWAL FEE - ANN KREC	2016-ANN KRECHE	02/10/16	25.00	22899
100-1430-53100	Office Supplies	WI DEPT OF FINANCIAL I	NOTARY RENEWAL - AK	2016-AK	02/10/16	20.00	22945
Total For Dept 1430 Customer Service						45.00	
Dept 1510 Finance							
100-1510-52990	Other Service Contracts & Fee	WI DEPT OF REVENUE - S	BUSINESS TAX REGISTRATIONS RENEWAL	LO829681248	01/31/16	10.00	1668
Total For Dept 1510 Finance						10.00	
Dept 1900 Other General Admin							
100-1900-52900	Cleaning and Pest Control	GIBB BUILDING MAINTEN	MONTHLY JANITORIAL SERVICE/PARTITIO	12154	02/10/16	1,142.08	22855

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check #
Fund 100 General Fund							
Dept 1900 Other General Admin							
100-1900-53150	Job Posting/Testing/Hiring	AURORA HEALTH CARE	CHRIS HAJIGEORGIU PRE-EMPLOYMENT	1055343	02/10/16	326.00	22825
100-1900-53150	Job Posting/Testing/Hiring	MONSTER WORLDWIDE I	JOB POSTING	6164759	02/10/16	250.00	22891
Total For Dept 1900 Other General Admin						1,718.08	
Dept 2100 Police							
100-2100-45120	Court Fines	MILW CNTY TREASURER	CNTY JAIL, DRIVER & 11D SURCHARGES	JAN2016CO	02/10/16	1,770.40	22889
100-2100-45120	Court Fines	STATE OF WISCONSIN	CT COSTS, PEN ASSESSMENTS, CRIME LAB	JAN2016	02/10/16	3,823.43	22925
100-2100-46210	Warrant Fees	MID-MORAINNE MUNICIPAL	SLINGER PD WARRANT FOR J. O'DONNELL	WARRANT	02/10/16	1,323.60	22885
100-2100-46210	Warrant Fees	WEST ALLIS POLICE DEPT	WEST ALLIS PD WARRANT FOR D. BROW	WARRANT	02/10/16	150.00	22942
100-2100-51330	Uniform Expense	BROCKMAN, DEAN	FLASHLIGHT AND MULTI-TOOL	UA REIMB.	02/10/16	147.76	22830
100-2100-51330	Uniform Expense	LARK UNIFORM OUTFITT	CHIEF DRESS JACKET	213208	02/10/16	250.45	22878
100-2100-51330	Uniform Expense	STREICHERS	SIMANDL VEST CARRIER, ALTERATIONS A	I1193961	02/10/16	141.00	22926
100-2100-51330	Uniform Expense	STREICHERS	SIMANDL BALLISTIC VEST	I1193962	02/10/16	660.00	22926
100-2100-51900	Professional Education	KERR, MICHAEL	FTO TRAINING - WCTC, PEWAUKEE, WI 1	MILEAGE REIMB.	02/10/16	109.25	22877
100-2100-52230	Phone and Internet	AT&T	INTOXIMETER LINE	414332066801	02/10/16	67.06	22823
100-2100-52230	Phone and Internet	US CELLULAR	SQUAD WIRELESS MODEMS	0120629989	02/10/16	187.50	22937
100-2100-52300	Other Intergov'tal pymts	WI DEPT OF TRANS TV &	REPLENISH SUSPENSION ACCOUNT WITH	2-8-2016 REPLENI	02/10/16	3,000.00	22948
100-2100-52900	Cleaning and Pest Control	BATZNER PEST, INC.	MONTHLY SERVICE	2036581	02/10/16	30.00	22827
100-2100-52900	Cleaning and Pest Control	GIBB BUILDING MAINTEN	MONTHLY JANITORIAL SERVICE/PARTITIO	12154	02/10/16	986.24	22855
100-2100-52910	Software Purch/Maint	SCHEDULESOFT CORPOR	WORKCLOUD SCHEDULE PROGRAM	7360	02/10/16	3,960.00	22915
100-2100-52910	Software Purch/Maint	WI DEPT OF JUSTICE - TI	TIME SYSTEM ACCESS QUARTERLY CHAR	T20708	02/10/16	402.00	22947
100-2100-52990	Other Service Contracts & Fee	PROFESSIONAL ACCOUNT	CITATIONS MANAGEMENT DEC 15	MSB0000557	02/10/16	4,660.09	22908
100-2100-53100	Office Supplies	CINTAS CORPORATION	MAT SERVICE	184718725	02/10/16	10.35	22839
100-2100-53100	Office Supplies	CINTAS CORPORATION	MAT SERVICE	184720277	02/10/16	10.35	22839
100-2100-53100	Office Supplies	EVIDENT INC	2" EVIDENCE SEALING TAPE - RED/BLACK	W10834	02/10/16	80.00	22851
100-2100-53120	Copy & Print Costs	JAMES IMAGING SYSTEM	COPIER RENTAL FEE AND USAGE FEE	18192772	02/10/16	422.19	22870
100-2100-55120	Unemployment	WI DEPT OF WORKFORCE	REIDER UNEMPLOYMENT	000007458523	02/10/16	740.00	22949
Total For Dept 2100 Police						22,931.67	
Dept 2400 Planning and Development							
100-2400-52230	Phone and Internet	AT&T	WIRELESS DATA CHARGES	287244812582X12	02/10/16	100.82	22822
100-2400-52230	Phone and Internet	US CELLULAR	CELLULAR PHONE CHARGES	0121291226	02/10/16	121.39	22936
100-2400-52910	Software Purch/Maint	BSA SOFTWARE	ANNUAL SERVICE/SUPPORT FEE BUILDIN	105463	02/10/16	1,540.00	22832
100-2400-54620	Loan Program Expenses	NORTH SHORE BANK 397	ATTIC IMPROVEMENT IRCINK	128648	02/10/16	375.00	22897
100-2400-54620	Loan Program Expenses	TRANS UNION CORPORA	NEIGHBORHOOD IMPROVEMENT LOAN	01643119	02/10/16	70.00	22933
Total For Dept 2400 Planning and Development						2,207.21	
Dept 2900 Other Public Safety							
100-2900-52990	Other Service Contracts & Fee	TWIN CITY SECURITY INC	CROSSING GUARDS 12/7/2016-12/13/20	12340496	02/10/16	1,711.90	22934
100-2900-52990	Other Service Contracts & Fee	TWIN CITY SECURITY INC	CROSSING GUARDS 1/25/2016-1/31/201	12340861	02/10/16	1,719.26	22934
100-2900-52990	Other Service Contracts & Fee	TWIN CITY SECURITY INC	CROSSING GUARDS 1/18/2016-1/24/201	12340808	02/10/16	1,499.78	22934
100-2900-52990	Other Service Contracts & Fee	TWIN CITY SECURITY INC	CROSSING GUARDS 2/1/2016-2/7/2016	12340912	02/10/16	1,810.71	22934

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check #
Fund 100 General Fund							
Dept 2900 Other Public Safety							
Total For Dept 2900 Other Public Safety						6,741.65	
Dept 3100 Public Works Admin.							
100-3100-46420	Recycling Rebate	WASTE MANAGEMENT O	RESIDENTIAL CURBSIDE RECYCLING	5866160-2275-0	02/10/16	(4,367.19)	22940
100-3100-46430	Special Collection Fees	COTTER, ELAINE	REFUND - SPECIAL PICKUP CANCELED	2016-01-26	02/10/16	50.00	22841
100-3100-51330	Uniform Expense	MEER, PATRICK	UNIFORM REIMBURSEMENT	011116	02/10/16	306.22	22883
100-3100-52230	Phone and Internet	AT&T	SECURITY LINE CHARGES	012816	02/10/16	114.76	22821
100-3100-52230	Phone and Internet	US CELLULAR	CELLULAR PHONE BILLS	0119021058	02/10/16	120.46	22935
100-3100-52990	Other Service Contracts & Fee	GREEN TEAM	SNOW PATROL AND REMOVAL AT RESIDE	6129	02/10/16	900.22	22857
100-3100-53100	Office Supplies	AMERICAN MESSAGING S	NUMERIC PAGER COVERAGE FEE	1850354QB	02/10/16	96.46	22819
100-3100-53100	Office Supplies	PROFESSIONAL ID CARDS	ID BADGE PATRICK MEER	9234	02/10/16	19.40	22909
100-3100-53120	Copy & Print Costs	DE LAGE LANDEN FINANC	COPIER LEASE	48681733	02/10/16	113.92	22844
100-3100-54150	Safety Expenses	CINTAS	SUPPLIES FOR MEDICAL CABINET	5004306268	02/10/16	40.50	22838
100-3100-54150	Safety Expenses	VERONA SAFETY SUPPLY,	SAFETY GLOVES HAND CLEANDER	144397	02/10/16	121.28	22939
Total For Dept 3100 Public Works Admin.						(2,483.97)	
Dept 3230 Bldg Maint - Public Works							
100-3230-53500	Dept/Program Supplies	AARONIN STEEL SALES	WORKBENCH TOP FOR MECHANICS	52630	02/10/16	153.00	22814
100-3230-53500	Dept/Program Supplies	AUER STEEL	WALL VENT WITH DAMPER	5166062	02/10/16	30.21	22824
100-3230-53500	Dept/Program Supplies	BATZNER PEST, INC.	EXTERMINATING AT VILLAGE HALL	2029265	02/10/16	45.00	22827
100-3230-53500	Dept/Program Supplies	GRAINGER W W INC	SPADE CUTTER	9010230200	02/10/16	27.25	22856
100-3230-53500	Dept/Program Supplies	MENARDS	SUPPLIES FOR ALL DEPTS	94414	02/10/16	88.07	22884
100-3230-53500	Dept/Program Supplies	MENARDS	SUPPIES FOR BLDG MAINT	94055	02/10/16	40.73	22884
100-3230-53500	Dept/Program Supplies	NAPA AUTO PARTS	PAINT BRUSH SET FOR ALL	432417	02/10/16	64.68	22894
100-3230-53500	Dept/Program Supplies	NAPA AUTO PARTS	HI POWER BELTS FOR BLDG MAINT	431894	02/10/16	29.60	22894
100-3230-53500	Dept/Program Supplies	NAPA AUTO PARTS	SUPPLIES FOR BLDG MAINT	431316	02/10/16	56.24	22894
100-3230-53500	Dept/Program Supplies	NEPTUNE CROSS CONNE	INSTALL DRINKING FOUNTAIN AT VILLAG	16-015	02/10/16	180.00	22896
100-3230-53500	Dept/Program Supplies	ORKIN COMMERCIAL SER	EXTERMINATING AT HUBBARD	020116	02/10/16	88.18	22903
100-3230-53500	Dept/Program Supplies	ORKIN COMMERCIAL SER	EXTERMINATING AT DPW	011316	02/10/16	82.84	22903
100-3230-53500	Dept/Program Supplies	OTIS ELEVATOR CO.	CONTRACT FOR VILLAGE HALL ELEVATOR	65588216	02/10/16	285.64	22904
100-3230-53500	Dept/Program Supplies	SHERWIN WILLIAMS	BLDG MAINT PAINT	2519-3	02/10/16	108.94	22920
Total For Dept 3230 Bldg Maint - Public Works						1,280.38	
Dept 3300 Municipal Garage							
100-3300-52200	DPW GARGAGE	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	239.73	1659
100-3300-52200	INCINERATOR	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	1,251.83	1659
100-3300-52210	DPW GARAGE GAS	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	1,020.82	1659
100-3300-53400	Vehicle Maintenance	ALSCO	SHOP RAGS	1034883	02/10/16	24.65	22816
100-3300-53400	Vehicle Maintenance	CARQUEST AUTO PARTS	STOCK ORDER FOR MECHANICS	2514-481227	02/10/16	118.73	22834
100-3300-53400	Vehicle Maintenance	CARQUEST AUTO PARTS	STOCK FOR MECHANICS	2514-479931	02/10/16	52.00	22834
100-3300-53400	Vehicle Maintenance	CARQUEST AUTO PARTS	STOCK FOR MECHANICS	2514-479931	02/10/16	(10.00)	22834
100-3300-53400	Vehicle Maintenance	HUMPHREY SERVICE PAR	PARTS FOR SQUADS	1101769	02/10/16	17.92	22865
100-3300-53400	Vehicle Maintenance	HUMPHREY SERVICE PAR	SUPPLIES FOR MECHANICS	1101723	02/10/16	4.56	22865

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check #
Fund 100 General Fund							
Dept 3300 Municipal Garage							
100-3300-53400	Vehicle Maintenance	HUMPHREY SERVICE PAR	TRUCK FILTERS	1102297	02/10/16	164.41	22865
100-3300-53400	Vehicle Maintenance	INDUSTRIAL MARKETING	PARTS FOR SWEEPER	040599	02/10/16	424.93	22868
100-3300-53400	Vehicle Maintenance	INTERSTATE BATTERY	VARIOUS BATTERIES	100663111	02/10/16	233.50	22869
100-3300-53400	Vehicle Maintenance	JOHN PAUL'S GMC	PARTS FOR #24	284331	02/10/16	147.84	22873
100-3300-53400	Vehicle Maintenance	NAPA AUTO PARTS	PARTS FOR #44	431842	02/10/16	156.56	22894
100-3300-53400	Vehicle Maintenance	PERFECTION AUTO TRIM	PARTS FOR #24	60136	02/10/16	242.00	22905
100-3300-53400	Vehicle Maintenance	POMP'S TIRE SERVICE	TIRES AND ROAD SERVICE	60084980	02/10/16	215.00	22907
100-3300-53410	Fuel and Oil	HERBST OIL INC	DIESEL FUEL	60485	02/10/16	1,434.55	22864
100-3300-53410	Fuel and Oil	HERBST OIL INC	UNLEADED FUEL	60651	02/10/16	1,721.06	22864
Total For Dept 3300 Municipal Garage						7,460.09	
Dept 3410 Street and Alley							
100-3410-53500	Dept/Program Supplies	SHERWIN INDUSTRIES IN	ASPHALT	034964	02/10/16	167.89	22919
Total For Dept 3410 Street and Alley						167.89	
Dept 3430 Street Lights							
100-3430-52200	STREET LIGHTING	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	8,543.13	1659
100-3430-52200	ALLEY LIGHTING	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	1,348.78	1659
100-3430-53500	Dept/Program Supplies	DIGGERS HOTLINE INC	DIGGERS TICKETS FOR JANUARY	160155101	02/10/16	14.59	22845
100-3430-53500	Dept/Program Supplies	NEHER ELECTRIC SUPP IN	SUPPLIES FOR STREET LIGHTING	390764	02/10/16	455.40	22895
100-3430-53500	Dept/Program Supplies	NEHER ELECTRIC SUPP IN	SUPPLIES FOR STREET LIGHTING	396418	02/10/16	259.98	22895
Total For Dept 3430 Street Lights						10,621.88	
Dept 3440 Street Signals							
100-3440-52200	TRAFFIC LIGHTS	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	1,625.67	1659
100-3440-52200	FLASHERS	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	6.22	1659
Total For Dept 3440 Street Signals						1,631.89	
Dept 3460 Winter							
100-3460-53500	Dept/Program Supplies	M S FOSTER & ASSOCIAT	ROAD WATCH BULLET SENSOR	5871	02/10/16	308.28	22881
Total For Dept 3460 Winter						308.28	
Dept 3510 Refuse Disposal							
100-3510-52950	Disposal Contracts	WASTE MANAGEMENT O	SOLID, RECYCLING SCHOOLS AND VILLAG	5861907-2275-9	02/10/16	1,261.20	22940
100-3510-52950	Disposal Contracts	WASTE MANAGEMENT O	SOLID WASTE DISPOSAL	0047447-2286-9	02/10/16	10,705.41	22940
100-3510-52950	Disposal Contracts	WASTE MANAGEMENT O	SOLID AND YARD DISPOSAL	0047382-2286-0	02/10/16	13,905.71	22940
100-3510-53500	Dept/Program Supplies	WI DEPT OF AGRICULTUR	SCALE OPERATOR LICENSE	020816	02/10/16	115.00	22944
Total For Dept 3510 Refuse Disposal						25,987.32	
Dept 3520 Recycling							
100-3520-52950	Disposal Contracts	WASTE MANAGEMENT O	SOLID, RECYCLING SCHOOLS AND VILLAG	5861907-2275-9	02/10/16	981.93	22940
100-3520-52950	Disposal Contracts	WASTE MANAGEMENT O	RESIDENTIAL CURBSIDE RECYCLING	5866160-2275-0	02/10/16	9,776.00	22940
100-3520-52950	Disposal Contracts	WASTE MANAGEMENT O	OAKLAND AVE AND PARK RECYCLING	5866161-2275-8	02/10/16	349.14	22940
100-3520-52950	Disposal Contracts	WASTE MANAGEMENT O	DPW YARD RECYCLING	5865082-2275-7	02/10/16	3,383.56	22940

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Fund 100 General Fund							
Dept 3520 Recycling							
Total For Dept 3520 Recycling						14,490.63	
Dept 3610 Forestry							
100-3610-53500	Dept/Program Supplies	GRAINGER W W INC	SUPPLIES FOR FORESTRY	9939654159	02/10/16	33.44	22856
100-3610-53500	Dept/Program Supplies	JENSEN EQUIPMENT CO I	SUPPLIES FOR FORESTRY DEPT	552679	02/10/16	168.61	22872
100-3610-53500	Dept/Program Supplies	RITTER ENGINEERING CO	COUPLER	54060-001	02/10/16	167.96	22913
100-3610-53500	Dept/Program Supplies	VERMEER SALES & SERVI	SUPPLIES FOR FORESTRY	20182187	02/10/16	104.90	22938
Total For Dept 3610 Forestry						474.91	
Dept 3620 Parks and Beautification							
100-3620-52200	HUBBARD PARK	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	236.33	1659
100-3620-52200	HUMBOLDT PARK	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	25.74	1659
100-3620-52210	RIVER CLUB	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	20.98	1659
Total For Dept 3620 Parks and Beautification						283.05	
Dept 4000 Health							
100-4000-52900	Cleaning and Pest Control	AMERICAN ANIMAL CON	PEST CONTROL JAN 2016	18406	02/10/16	200.00	22817
100-4000-52900	Cleaning and Pest Control	GIBB BUILDING MAINTEN	MONTHLY JANITORIAL SERVICE/PARTITIO	12154	02/10/16	180.26	22855
100-4000-53101	TELEPHONE EXPENSE	AT&T	LIBRARY ALARM LINES 1/22-2/21-16	4414967240501 F	02/10/16	13.34	22820
Total For Dept 4000 Health						393.60	
Dept 5140 Village Center							
100-5140-52230	Phone and Internet	AT&T	LIBRARY ALARM LINES 1/22-2/21-16	4414967240501 F	02/10/16	9.30	22820
100-5140-52900	Cleaning and Pest Control	GIBB BUILDING MAINTEN	MONTHLY JANITORIAL SERVICE/PARTITIO	12154	02/10/16	106.97	22855
Total For Dept 5140 Village Center						116.27	
Dept 5200 Atwater Beach and Park							
100-5200-52200	ATWATER BEACH	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	408.39	1659
Total For Dept 5200 Atwater Beach and Park						408.39	
Dept 7000 Shared Expenses							
100-7000-51325	Flexible Benefit Contribution	DIVERSIFIED BENEFIT SER	FSA ADMIN SERVICES ADMIN FEES AND S	215691	02/10/16	444.48	22846
100-7000-53131	Shared Postage Costs (Allocat	TOTAL FUNDS BY HASLER	POSTAGE REPLENISH FOR MACHINE JAN	01072016	01/31/16	2,000.00	1665
Total For Dept 7000 Shared Expenses						2,444.48	
Dept 7100 Village Hall Shared							
100-7100-52200	VILLAGE ELECTRIC	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	1,011.37	1659
100-7100-52210	VILL HALL GAS	WE ENERGIES - VILLAGE	VILLAGE BUILDINGS GAS/ELECTRIC USAG	0000417818 DEC 1	02/03/16	959.53	1659
Total For Dept 7100 Village Hall Shared						1,970.90	
Total For Fund 100 General Fund						236,302.75	
Fund 200 Library							
Dept 5110 Library							
200-5110-46710	Library Fines	MILLER, AMY	REFUND FOR LOST ITEM PAYMENT AFTER	LIR MILLER, AMY	02/10/16	22.99	22886

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Fund 200 Library							
Dept 5110 Library							
200-5110-48500	General Donations	FRIENDS OF SHOREWOO	REIMBURSEMENT FOR DONATIONS RECEI	FREINDS ECOM JA	02/10/16	775.00	22854
200-5110-51900	Professional Education	HAYLEY JOHNSON	MILEAGE REIMBURSEMENT JAN 2016	JOHNSON MILEAG	02/10/16	20.09	22862
200-5110-52300	Other Intergov'tal pymts	MILW CNTY ELECTION CO	SERVICES FROM MILWAUKEE FEDERATED	FL-02878	02/10/16	26,801.75	22888
200-5110-52900	Cleaning and Pest Control	GIBB BUILDING MAINTEN	MONTHLY JANITORIAL SERVICE/PARTITIO	12154	02/10/16	1,513.38	22855
200-5110-52990	Other Service Contracts & Fee	DAVES MAGIKIST CLEANI	LIBRARY LOBBY MAT RENTAL FEB 1 2016	200891	02/10/16	54.56	22843
200-5110-52990	Other Service Contracts & Fee	JAMES IMAGING SYSTEM	LIBRARY PUBLIC COPER LEASE FEB 2016	18227917	02/10/16	190.40	22871
200-5110-53100	Office Supplies	QUILL CORPORATION	LIBRARY OFFICE SUPPLIES JAN FEB 2016	2699892	02/10/16	48.45	22911
200-5110-53100	Office Supplies	QUILL CORPORATION	LIBRARY OFFICE SUPPLIES JAN FEB 2016	2699892	02/10/16	20.98	22911
200-5110-53100	Office Supplies	QUILL CORPORATION	LIBRARY OFFICE SUPPLIES JAN FEB 2016	2699892	02/10/16	40.98	22911
200-5110-53100	Office Supplies	QUILL CORPORATION	LIBRARY OFFICE SUPPLIES JAN FEB 2016	2699892	02/10/16	55.48	22911
200-5110-53101	TELEPHONE EXPENSE	AT&T	LIBRARY ALARM LINES 1/22-2/21-16	4414967240501 F	02/10/16	119.39	22820
200-5110-53120	Copy & Print Costs	CDW GOVERNMENT	TONER - CYAN FOR STAFF PRINTER JAN 2	BVR8035	02/10/16	192.37	22836
200-5110-53120	Copy & Print Costs	SHOREWOOD PRESS	PRINTING OF CHINESE HOURS BOOKMAR	15727 15731	02/10/16	80.00	22921
200-5110-53120	Copy & Print Costs	SHOREWOOD PRESS	PRINTING OF CHINESE HOURS BOOKMAR	15727 15731	02/10/16	195.00	22921
200-5110-53130	Postage/Mailings	CAVENDISH SQUARE PUB	CHILDREN'S BOOKS CULTURES OF THE W	3019777	02/10/16	16.01	22835
200-5110-54000	Programming	WI CONSERVATORY OF M	LIBRARY PROGRAM SING ALONG FEB 13,	SPECSAT_FEB16	02/10/16	75.00	22943
200-5110-54000	Programming	YOGACONNECTS	LIBRARY STRETCH WITH A STORY PROGR	SPECSAT_MAR16	02/10/16	60.00	22952
200-5110-54510	Auermiller Expenses	BAKER & TAYLOR	BOOKS PURCHASED THROUGH AUERMILL	AUER JAN16	02/10/16	242.07	22826
200-5110-54900	Onufrock Expenses	BAKER & TAYLOR	ADULT FICTION AND ONUFROCK DONATI	AF/ONUFRACK JA	02/10/16	509.54	22826
200-5110-54900	Onufrock Expenses	BAKER & TAYLOR	ITEMS PURCHASED WITH GIFT FUNDS JA	GIFT JAN16	02/10/16	626.80	22826
Total For Dept 5110 Library						31,660.24	
Dept 5111 Adult Materials							
200-5111-53730	Materials	BAKER & TAYLOR	ADULT FICTION AND ONUFROCK DONATI	AF/ONUFRACK JA	02/10/16	583.75	22826
200-5111-53730	Materials	BAKER & TAYLOR	LIBRARY ADULT NON FICTION MATERIALS	ANF JAN16	02/10/16	1,341.34	22826
200-5111-53730	Materials	BAKER & TAYLOR	LIBRARY ANF CIRC CONTINUATIONS JAN	CIRC JAN16	02/10/16	116.76	22826
200-5111-53730	Materials	BAKER & TAYLOR	ITEMS PURCHASED WITH GIFT FUNDS JA	GIFT JAN16	02/10/16	66.53	22826
200-5111-53730	Materials	KAPP, KENNETH M	FICTION BOOK PURCHASED FROM AUTH	KAPP AF JAN16	02/10/16	13.00	22876
200-5111-53740	DVD's	BAKER & TAYLOR	LIBRARY MOVIE/DVD JAN 2016	ADVD JAN16	02/10/16	815.31	22826
200-5111-53740	DVD's	BAKER & TAYLOR	DVD PURCHASED WITH FRIENDS GIFT JA	FRDVD JAN16	02/10/16	34.94	22826
200-5111-53750	Audiobooks	BAKER & TAYLOR	LIBRARY AUDIO BOOK ITEMS JAN 2016	ABKCD JAN16	02/10/16	70.71	22826
200-5111-53770	Music	BAKER & TAYLOR	LIBRARY MUSIC CDS JAN 2016	ACD JAN16	02/10/16	483.63	22826
Total For Dept 5111 Adult Materials						3,525.97	
Dept 5112 Childrens Materials							
200-5112-53730	Materials	BAKER & TAYLOR	JUVENILE CONTINUATION MATERIALS JA	JUVCONT JAN16	02/10/16	121.92	22826
200-5112-53730	Materials	BAKER & TAYLOR	JUVENILE MATERIALS JAN 2016	JUV JAN16	02/10/16	721.82	22826
200-5112-53730	Materials	CAVENDISH SQUARE PUB	CHILDREN'S BOOKS CULTURES OF THE W	3019777	02/10/16	177.90	22835
200-5112-53730	Materials	SCHOLASTIC LIBRARY	CHILDREN'S BOOKS - SPRING 2016 SUBSC	11460047	02/10/16	152.10	22917
200-5112-53740	DVD's	BAKER & TAYLOR	JUVENILE DVDS JAN 2016	JDVD JAN16	02/10/16	61.49	22826
Total For Dept 5112 Childrens Materials						1,235.23	
Dept 5113 Young Adult Materials							

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Fund 200 Library							
Dept 5113 Young Adult Materials							
200-5113-53730	Materials	BAKER & TAYLOR	YOUNG ADULT ITEMS JAN 2016	YA JAN16	02/10/16	703.57	22826
Total For Dept 5113 Young Adult Materials						703.57	
Total For Fund 200 Library						37,125.01	
Fund 210 Senior Services							
Dept 4600 Senior Services							
210-4600-52180	Consultant Services	COOLEY, LESLIE TAYLOR	SRC STRATEGIC PLANNING	JANUARY2016	02/10/16	1,000.00	22840
210-4600-52900	Cleaning and Pest Control	GIBB BUILDING MAINTEN	MONTHLY JANITORIAL SERVICE/PARTITIO	12154	02/10/16	180.26	22855
210-4600-53101	TELEPHONE EXPENSE	AT&T	LIBRARY ALARM LINES 1/22-2/21-16	4414967240501 F	02/10/16	13.02	22820
210-4600-53500	Dept/Program Supplies	SUE PIERAGOSTINI	FLOWERS FOR JANUARY LUNCHEON	JAN2016	02/10/16	26.33	22929
210-4600-54000	Programming	ENGSTROM, SUSAN JANE	FIVE WISHES PROGRAM	MAR2016	02/10/16	60.00	22850
210-4600-54000	Programming	GIBB BUILDING MAINTEN	MONTHLY JANITORIAL SERVICE/PARTITIO	12154	02/10/16	130.00	22855
210-4600-54000	Programing	LEWIS, ELIZABETH	RELAXATION CLASS	MAR2016	02/10/16	60.00	22880
210-4600-54140	Shorewood Connects	SUE KELLEY CONSULTING	SHOREWOOD CONNECTS	JAN2016	02/10/16	450.00	22928
Total For Dept 4600 Senior Services						1,919.61	
Total For Fund 210 Senior Services						1,919.61	
Fund 220 Marketing & Communications							
Dept 6700 Marketing & Communications							
220-6700-52100	PROJECT MANAGEMENT	BOEHM, MICHELLE	MARKETING SERVICES JAN 2016	JAN 2016	02/10/16	2,794.00	22829
220-6700-52100	MEDIA RELATIONS/SOCIAL M	BOEHM, MICHELLE	MARKETING SERVICES JAN 2016	JAN 2016	02/10/16	472.50	22829
220-6700-53120	Copy & Print Costs	SHOREWOOD PRESS	SPONSORSHIP SHEETS	15493	02/10/16	309.00	22921
220-6700-53140	MARKETING MATERIALS	BOEHM, MICHELLE	MARKETING SERVICES JAN 2016	JAN 2016	02/10/16	375.00	22829
220-6700-54105	BIKE RACE	BOEHM, MICHELLE	MARKETING SERVICES JAN 2016	JAN 2016	02/10/16	225.00	22829
220-6700-54170	WELCOMING NEIGHBORS	BOEHM, MICHELLE	MARKETING SERVICES JAN 2016	JAN 2016	02/10/16	312.50	22829
Total For Dept 6700 Marketing & Communications						4,488.00	
Total For Fund 220 Marketing & Communications						4,488.00	
Fund 230 Shorewood Today							
Dept 1910 Shorewood Today							
230-1910-52100	SHOREWOOD TODAY PROF FE	BOEHM, MICHELLE	MARKETING SERVICES JAN 2016	JAN 2016	02/10/16	2,175.00	22829
Total For Dept 1910 Shorewood Today						2,175.00	
Total For Fund 230 Shorewood Today						2,175.00	
Fund 300 Debt Service Fund							
Dept 8000 Debt Service							
300-8000-58200	Interest	JP MORGAN CHASE	INTEREST 2/12/2008 BONDS 2/1/16	GO BOND IN FEB 1	01/31/16	36,146.25	1669
300-8000-58200	Interest	JP MORGAN CHASE	INTEREST 08/07/2012 BONDS 2012C 02/0	2012C FEB 16	01/31/16	29,447.50	1669
300-8000-58200	Interest	JP MORGAN CHASE	INTEREST 08/07/2012 BONDS 2012C 02/0	2012C FEB 16	01/31/16	7,000.00	1669
Total For Dept 8000 Debt Service						72,593.75	

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Fund 300 Debt Service Fund							
Dept 9000 Other Financing Sources/Uses							
300-9000-49401	Transfers from TID #1	JP MORGAN CHASE	INTEREST 2/12/2008 BONDS 2/1/16	GO BOND IN FEB 1	01/31/16	(36,146.25)	1669
						<u>(36,146.25)</u>	
Total For Dept 9000 Other Financing Sources/Uses							
Total For Fund 300 Debt Service Fund						36,447.50	
Fund 400 General Capital Projects							
Dept 1410 Manager							
400-1410-52910	Software Purch/Maint	MSA PROFESSIONAL SER	GIS DATA AND MAINTENANCE	10	02/10/16	206.00	22893
Total For Dept 1410 Manager						206.00	
Dept 3100 Public Works Admin.							
400-3100-56130	Equipment/Furniture	BRUCE MUNICIPAL EQUIP	TRACKLESS 5 POSITION PLOW	4160021	02/10/16	4,050.00	22831
400-3100-56130	Equipment/Furniture	TAPCO	DOT COUNTDOWN AND SIGNAL HEADS	514825	02/10/16	4,230.00	22930
Total For Dept 3100 Public Works Admin.						8,280.00	
Dept 3620 Parks and Beautification							
400-3620-56500	Land Improvements	ILLINGWORTH-KILGUST	WATER HEATER AT HUBBARD LODGE	700014328	02/10/16	6,134.84	22867
400-3620-56500.16-03	Land Improvements	DAILY REPORTER (THE)	BOARDWALK AT ATWATER PHASE 2 BID	742562970	02/10/16	203.80	22842
Total For Dept 3620 Parks and Beautification						6,338.64	
Dept 3830 Storm Maintenance							
400-3830-56600.16-05	Utility Infrastructure	BAXTER AND WOODMAN	COMBINED SEWER SERVICE AREA ASSESS	0184191	02/10/16	3,713.75	22828
Total For Dept 3830 Storm Maintenance						3,713.75	
Total For Fund 400 General Capital Projects						18,538.39	
Fund 410 TID No. 1 Capital							
Dept 9000 Other Financing Sources/Uses							
410-9000-59300	Transfers to Debt Service	JP MORGAN CHASE	INTEREST 2/12/2008 BONDS 2/1/16	GO BOND IN FEB 1	01/31/16	36,146.25	1669
Total For Dept 9000 Other Financing Sources/Uses						36,146.25	
Total For Fund 410 TID No. 1 Capital						36,146.25	
Fund 450 TID No. 5 Capital							
Dept 6600 TID Administration							
450-6600-53140	Communications/Publications	PRWORKS LLC	JAN ROUNDS WORK	ROUNDYS JAN16	02/10/16	202.50	22910
Total For Dept 6600 TID Administration						202.50	
Total For Fund 450 TID No. 5 Capital						202.50	
Fund 600 Parking Utility							
Dept 3900 Parking							
600-3900-54310	ATWATER LOT RENT	SCHOOL DISTRICT OF SH	PARKING PERMITS SOLD FOR THE MONT	JAN PARK 16	02/10/16	72.00	22918
600-3900-54311	LAKE BLUFF LOT RENT	SCHOOL DISTRICT OF SH	PARKING PERMITS SOLD FOR THE MONT	JAN PARK 16	02/10/16	36.00	22918
600-3900-54312	FEERICK LOT RENT	FEERICK FUNERAL HOME	PARKING PERMITS SOLD FOR THE MONT	JAN 16 PARK	02/10/16	24.00	22853
600-3900-54313	NORTH SHORE BANK LOT REN	NORTH SHORE BANK-PAR	PARKING PERMITS SOLD FOR THE MONT	JAN PARK 16	02/10/16	888.00	22898

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Fund 600 Parking Utility							
Dept 3900 Parking							
600-3900-54314	TCF BANK	TCF BANK	PARKING PERMITS SOLD FOR THE MONT	JAN 16 PARK	02/10/16	192.00	22931
600-3900-54315	HIGH SCHOOL EAST LOT RENT	SCHOOL DISTRICT OF SH	PARKING PERMITS SOLD FOR THE MONT	JAN PARK 16	02/10/16	120.00	22918
600-3900-54320	OGDEN LOT RENT	OGDEN DEVELOPMENT G	PARKING PERMITS SOLD FOR THE MONT	JAN PARK 16	02/10/16	272.00	22900
600-3900-54321	EINSTEIN BAGEL LOT	EINSTEIN BAGELS #1490	PARKING PERMITS SOLD FOR THE MONT	PARK JAN 16	02/10/16	85.00	22848
600-3900-54323	LEGION POST LOT RENT	AB DATA	PARKING PRMITS SOLD FOR THE MONTH	JAN 16 PARK	02/10/16	170.00	22815
Total For Dept 3900 Parking						1,859.00	
Dept 8000 Debt Service							
600-8000-58200	Interest	JP MORGAN CHASE	INTEREST 08/07/2012 BONDS 2012C 02/0	2012C FEB 16	01/31/16	2,388.75	1669
Total For Dept 8000 Debt Service						2,388.75	
Total For Fund 600 Parking Utility						4,247.75	
Fund 610 Water Utility							
Dept 3710 Water Administration							
610-3710-52230	Phone and Internet	US CELLULAR	CELLULAR PHONE BILLS	0119021058	02/10/16	51.74	22935
610-3710-52300	WATER SERVICE CHARGE	MILW WATER WORKS	CURRENT USAGE 12/30/15-01/29/16	10113.300JAN 16	02/10/16	1,003.20	22890
610-3710-52300	WATER USAGE CHARGE CCF 3	MILW WATER WORKS	CURRENT USAGE 12/30/15-01/29/16	10113.300JAN 16	02/10/16	42,522.00	22890
610-3710-52300	SHOREWOOD FIRE PROTECTI	MILW WATER WORKS	CURRENT USAGE 12/30/15-01/29/16	10113.300JAN 16	02/10/16	5,253.90	22890
610-3710-53100	Office Supplies	AMERICAN MESSAGING S	NUMERIC PAGER COVERAGE FEE	1850354QB	02/10/16	96.46	22819
610-3710-53121	Shared Copy Costs	DE LAGE LANDEN FINANC	COPIER LEASE	48681733	02/10/16	113.92	22844
610-3710-54150	Safety Expenses	CINTAS	SUPPLIES FOR MEDICAL CABINET	5004306268	02/10/16	40.49	22838
610-3710-54150	Safety Expenses	VERONA SAFETY SUPPLY,	SAFETY GLOVES HAND CLEANDER	144397	02/10/16	121.28	22939
Total For Dept 3710 Water Administration						49,202.99	
Dept 3730 Maint Mains							
610-3730-53500	Dept/Program Supplies	AMERICAN LEAK DETECTI	LEAK DETECTION BARTLETT AND KENMO	7031	02/10/16	395.00	22818
610-3730-53500	Dept/Program Supplies	HALQUIST STONE COMPA	BACKFILL	393279	02/10/16	180.03	22858
610-3730-53500	Dept/Program Supplies	HALQUIST STONE COMPA	BACKFILL	112821	02/10/16	182.36	22858
Total For Dept 3730 Maint Mains						757.39	
Dept 3740 Maint Services							
610-3740-53500	Dept/Program Supplies	DIGGERS HOTLINE INC	DIGGERS TICKETS FOR JANUARY	160155101	02/10/16	14.59	22845
610-3740-53500	Dept/Program Supplies	HYDRO CORP	CCCP JANUARY 2016	0038111	02/10/16	1,052.00	22866
Total For Dept 3740 Maint Services						1,066.59	
Dept 3770 Maint Misc Plan							
610-3770-53500	Dept/Program Supplies	HD SUPPLY WATERWORK	SOCKET SET	013788	02/10/16	43.30	22863
Total For Dept 3770 Maint Misc Plan						43.30	
Dept 3790 Other Water							
610-3790-52920	Surveys/Studies & Plans	SHORT ELLIOT HENDRICK	MWWW RATE CASE	310111	02/10/16	319.02	22922
Total For Dept 3790 Other Water						319.02	
Dept 8000 Debt Service							

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Fund 610 Water Utility							
Dept 8000 Debt Service							
610-8000-58200	Interest	JP MORGAN CHASE	INTEREST 08/07/2012 BONDS 2012C 02/0	2012C FEB 16	01/31/16	6,485.00	1669
						<u>6,485.00</u>	
Total For Dept 8000 Debt Service						6,485.00	
Total For Fund 610 Water Utility						<u>57,874.29</u>	
Fund 620 Sewer Utility							
Dept 3810 Sewer Administration							
620-3810-52230	Phone and Internet	US CELLULAR	CELLULAR PHONE BILLS	0119021058	02/10/16	47.54	22935
620-3810-53100	Office Supplies	AMERICAN MESSAGING S	NUMERIC PAGER COVERAGE FEE	1850354QB	02/10/16	96.48	22819
620-3810-53100	Office Supplies	DE LAGE LANDEN FINANC	COPIER LEASE	48681733	02/10/16	113.92	22844
620-3810-54150	Safety Expenses	CINTAS	SUPPLIES FOR MEDICAL CABINET	5004306268	02/10/16	40.50	22838
620-3810-54150	Safety Expenses	VERONA SAFETY SUPPLY,	SAFETY GLOVES HAND CLEANDER	144397	02/10/16	121.27	22939
						<u>419.71</u>	
Total For Dept 3810 Sewer Administration						419.71	
Dept 3820 Sewer Maintenance							
620-3820-53500	Dept/Program Supplies	DIGGERS HOTLINE INC	DIGGERS TICKETS FOR JANUARY	160155101	02/10/16	14.60	22845
						<u>14.60</u>	
Total For Dept 3820 Sewer Maintenance						14.60	
Dept 8000 Debt Service							
620-8000-58200	Interest	JP MORGAN CHASE	INTEREST 08/07/2012 BONDS 2012C 02/0	2012C FEB 16	01/31/16	48,110.00	1669
						<u>48,110.00</u>	
Total For Dept 8000 Debt Service						48,110.00	
Total For Fund 620 Sewer Utility						<u>48,544.31</u>	
Fund 800 Tax Agency Fund							
Dept 0000							
800-0000-21200	Over Payments	CAIN, RODNEY K	2015 TAX OVERPAYMENT REFUND	277-0064-000-201	02/10/16	20.00	22833
800-0000-21200	Over Payments	DOVENMUEHLE MORTGA	2015 TAX OVERPAYMENT REFUND	239-0366-000-201	02/10/16	106.58	22847
800-0000-21200	Over Payments	FARZAM, FARSHAD	2015 TAX OVERPAYMENT REFUND	276-0006-000-201	02/10/16	475.08	22852
800-0000-21200	Over Payments	HAMDAN, AMIN K	2015 TAX OVERPAYMENT REFUND	240-0112-000-201	02/10/16	505.98	22859
800-0000-21200	Over Payments	HAMLIN, MARIA	2015 TAX OVERPAYMENT REFUND	236-0237-000-201	02/10/16	3,839.32	22860
800-0000-21200	Over Payments	HARLAND, MICHAEL	2015 TAX OVERPAYMENT REFUND	236-0290-000-201	02/10/16	145.74	22861
800-0000-21200	Over Payments	JP MORGAN CHASE, NA C	2015 TAX OVERPAYMENT REFUND	237-0040-000-201	02/10/16	1,855.21	22875
800-0000-21200	Over Payments	LEHRER, BRETT	2015 TAX OVERPAYMENT REFUND	276-0752-160-201	02/10/16	329.38	22879
800-0000-21200	Over Payments	MCELWEE, EMILY	2015 TAX OVERPAYMENT REFUND	239-0369-000-201	02/10/16	417.32	22882
800-0000-21200	Over Payments	MORTGAGE SERVICING C	2015 TAX OVERPAYMENT REFUND	236-0406-000-201	02/10/16	689.96	22892
800-0000-21200	Over Payments	PHELPS, JESSICA C	2015 TAX OVERPAYMENT REFUND	276-0422-028-201	02/10/16	561.18	22906
800-0000-21200	Over Payments	RAGHUVANSHI, AMIT	2015 TAX OVERPAYMENT REFUND	238-0031-000-201	02/10/16	380.94	22912
800-0000-21200	Over Payments	ROBERTSON, FREDERICK	2015 TAX OVERPAYMENT REFUND	240-0416-000-201	02/10/16	261.10	22914
800-0000-21200	Over Payments	SCHMIDT, THOMAS M	2015 TAX OVERPAYMENT REFUND	236-0239-000-201	02/10/16	480.65	22916
800-0000-21200	Over Payments	SCHMIDT, THOMAS M	2015 TAX OVERPAYMENT REFUND	236-0146-000-201	02/10/16	474.92	22916
800-0000-21200	Over Payments	SMITH, MARK R	2015 TAX OVERPAYMENT REFUND	276-0749-142-201	02/10/16	432.98	22923
800-0000-21200	Over Payments	STARK INDUSTRIES, LLC	2015 TAX OVERPAYMENT REFUND	276-0107-000-201	02/10/16	438.61	22924
800-0000-21200	Over Payments	SUBERLAK, JOHN C	2015 TAX OVERPAYMENT REFUND	240-0435-000-201	02/10/16	744.26	22927

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check #
Fund 800 Tax Agency Fund							
Dept 0000							
800-0000-21200	Over Payments	TEAM	2015 TAX OVERPAYMENT REFUND	240-0050-000-201	02/10/16	567.99	22932
800-0000-23000	Deposits	CHEMISTRY IN PLACE	GHOST TRAIN EXPENSES	1-13100.00	02/10/16	966.64	22837
800-0000-24200	Due to State	MILW CNTY TREASURER	TAX SETTLEMENT 1/15/2016	JAN 15 TAX 2016	01/31/16	147,854.88	1662
800-0000-24300	Due to Milwaukee County	MILW CNTY TREASURER	TAX SETTLEMENT 1/15/2016	JAN 15 TAX 2016	01/31/16	4,235,904.93	1662
800-0000-24510	Due to MATC	MILW AREA TECHNICAL C	TAX SETTLEMENT 1/15/2016	JAN 15 TAX 2016	01/31/16	1,037,313.17	1661
800-0000-24520	Due to MMSD	MILW METRO SEWERAGE	TAX SETTLEMENT 1/15/2016	JAN 15 TAX 2016	01/31/16	1,439,466.01	1663
800-0000-24600	Due to Shorewood School	SCHOOL DISTRICT OF SH	TAX SETTLEMENT 1/15/2016	JAN 15 TAX 2016	01/31/16	11,448,008.93	1664
800-0000-24610	Due to Whitefish Bay School	WHITEFISH BAY SCHOOL	TAX SETTLEMENT 01/15/2016	JAN 15 TAX 2016	01/31/16	2,647.63	1667
Total For Dept 0000						<u>18,324,889.39</u>	
Total For Fund 800 Tax Agency Fund						<u><u>18,324,889.39</u></u>	

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	Check #
			Fund Totals:				
			Fund 100 General Fund			236,302.75	
			Fund 200 Library			37,125.01	
			Fund 210 Senior Services			1,919.61	
			Fund 220 Marketing & Communications			4,488.00	
			Fund 230 Shorewood Today			2,175.00	
			Fund 300 Debt Service Fund			36,447.50	
			Fund 400 General Capital Projects			18,538.39	
			Fund 410 TID No. 1 Capital			36,146.25	
			Fund 450 TID No. 5 Capital			202.50	
			Fund 600 Parking Utility			4,247.75	
			Fund 610 Water Utility			57,874.29	
			Fund 620 Sewer Utility			48,544.31	
			Fund 800 Tax Agency Fund			18,324,889.39	
			Total For All Funds:			<u>18,808,900.75</u>	



AT THE EDGE OF THE CITY AND  
THE HEART OF EVERYTHING

### VILLAGE CLERK'S MEMO

DATE: February 16, 2016

TO: Trustee Patrick Linnane, Chair of the Judiciary, Personnel and Licensing Committee  
Judiciary, Personnel and Licensing Committee  
Village Board

FROM: Tanya O'Malley, Village Clerk/Treasurer

Re: Cigarette/Tobacco Product Retailers License – Metro Market # 6893

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#### **BACKGROUND**

Mega Marts, LLC d/b/a Metro Market #6893 has applied for a Cigarette/Tobacco Products Retailers License.

There are currently nine of these licenses issued in the Village. There are no limitations, in either the State Statutes or the Village Code, on the total number allowed.

#### **SUGGESTED MOTION**

Move to grant the Cigarette/Tobacco Products Retailers License to Mega Marts, LLC d/b/a Metro Market #6893, 4075 N Oakland Ave.

# Application for Cigarette and Tobacco Products Retail License

Submit to municipal clerk.

MUNICIPAL USE ONLY

License Number <b>2016-0001T</b>
Period Covered <b>2-10-16 to 6-30-16</b>
Date of Issuance <b>2-10-16</b>

Applicant's Wisconsin 15-digit Sales Tax Account Number  
**456-0002831368-03**

← This must be issued in the same Legal Name of the licensee below.

Legal Name (corporation, limited liability company, partnership or sole proprietorship) <b>MEGA MARTS, LLC</b>			Federal Employer Identification No. (FEIN) <b>39-1584570</b>		
Trade or Business Name (if different than Legal Name) <b>METRO MARKET #6893</b>			Telephone Number <b>(414) 967-9218</b>		
Business Address (License Location) <b>4075 N OAKLAND AVE</b>			Business Telephone <b>(414) 967-9218</b>		
Business Located In <input type="checkbox"/> City <input checked="" type="checkbox"/> Village <input type="checkbox"/> Town			County <b>MILWAUKEE</b>		
City <b>SHOREWOOD</b>			of <b>SHOREWOOD</b>		
State <b>WI</b>	ZIP Code <b>53211</b>				
Mailing Address (if different than Business Address) <b>PO BOX 473, MS-2650</b>			City <b>MILWAUKEE</b>	State <b>WI</b>	ZIP Code <b>53201</b>

Organization (check one)

Sole Proprietor  
 Partnership  
 Other (describe) \_\_\_\_\_

Wisconsin Corporation – Enter date incorporated: 03/19/1987  
 Out-of-State Corporation – Are you registered to do business in Wisconsin?  YES  NO

- YES  NO 1. Does the applicant understand that they must purchase cigarettes only from distributors or jobbers who hold a permit with the Wisconsin Department of Revenue?
- YES  NO 2. Does the applicant understand that they must obtain a Tobacco Products Distributor permit if purchasing untaxed tobacco products from an out-of-state company? (Tobacco Products Distributor permit is available from the Wisconsin Department of Revenue at 608-261-6435. See application form CTP-129, [revenue.wi.gov/forms/excise/ctp-129.pdf](http://revenue.wi.gov/forms/excise/ctp-129.pdf).)
- YES  NO 3. Does the applicant understand that they cannot purchase/exchange cigarettes or tobacco products from another retailer, including transferring existing stock to a new owner?
- YES  NO 4. Does the applicant understand that they must provide employees with tobacco sales training approved by the Wisconsin Department of Health Services? (SmokeCheck.org)
- YES  NO 5. Does the applicant understand that they may not sell, give or otherwise provide cigarettes/tobacco products and nicotine products to minors (including electronic cigarettes containing nicotine)?
- YES  NO 6. Does the applicant understand that they may not sell single cigarettes?
- YES  NO 7. Does the applicant understand that cigarette and tobacco products invoices must be kept on the licensed premises for two years from the date of the invoice and be available for inspection by the Wisconsin Department of Revenue/law enforcement and that failure to comply can result in criminal penalties, including loss of cigarettes/tobacco products?
- YES  NO 8. Does the applicant understand that only cigarettes and roll-your-own (RYO) tobacco products listed on the Wisconsin Department of Justice's website labeled "Directory of Certified Tobacco Manufacturers and Brands" at [www.doj.state.wi.us/dls/tobacco-directory](http://www.doj.state.wi.us/dls/tobacco-directory) may be sold in Wisconsin?

Cigarettes / Tobacco will be sold  over counter  through vending machine  both

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the applicant. Applicant agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, cannot be assigned to another.

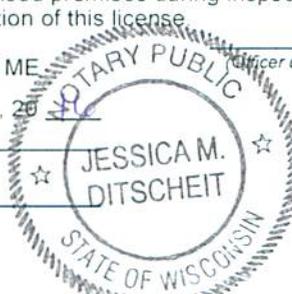
Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 20th day of January, 2016

Jessica M. Ditschreit  
(Clerk / Notary Public)

My commission expires 3/12/17



Edward G. Kelly - VP  
Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual



**MINUTES - SHOREWOOD BOARD OF TRUSTEES**  
**Village Board Meeting**  
**February 1, 2016**

***DRAFT***

1. Call to Order

President Johnson called the meeting of the Village Board to order at 7:35 p.m. in Village Hall.

2. Roll Call

President Johnson called the roll. Present: Trustees Davida Amenta, Tammy Bockhorst, Patrick Linnane, Michael Maher, Ann McKaig, Paul Zovic

Others Present: Village Attorney Nathan Bayer, Village Manager Chris Swartz, Clerk-Treasurer Tanya O'Malley, Police Chief Peter Nimmer

3. Statement of Public Notice

Clerk O'Malley stated that the meeting had been posted and noticed according to law.

4. Consent Agenda Items

a. Presentation of Accounts February 1, 2016

Tr. Bockhorst moved, seconded by Tr. Maher to approve the consent agenda.  
Motion carried 7 – 0.

5. Items removed from the Consent Agenda - None

6. January 19, 2016 Village Board Minutes

Tr. McKaig moved, seconded by Tr. Maher to approve the January 19, 2016 minutes.  
Motion carried 7 – 0.

7. January 25, 2016 Special Village Board Minutes

Tr. Bockhorst moved, seconded by Tr. Maher to approve the January 25, 2016 minutes.  
Motion carried 7 – 0.

8. Citizens to be heard - None

9. New Business

a. Community and Business Relations

1. Consideration of Beekeeping Ordinance

Tr. Bockhorst moved, seconded by Tr. Maher to adopt Ordinance 2058  
Regulating the Keeping of Honey Bees in the Village of Shorewood.  
Motion carried by roll call vote of 7 – 0.

- b. Judiciary, Personnel, and Licensing
  - 1. Consideration of Reserve “Class B” Retail Intoxicating Liquor and Malt Beverage License – Village Pub of Shorewood, LLC d/b/a 4488, 4488 N Oakland Ave, Shorewood WI, Rebecca Goldberger, Agent

Rebecca Goldberger and Lis Duggan, owners of 4488, were present to provide information and answer questions.

The Board notified the applicant that granting of the liquor license did not automatically grant approval to use the patio/sidewalk and that the applicant would need to apply for a Special Privilege Permit.

Tr. Linnane moved, seconded by Tr. Bockhorst to grant the Reserve “Class B” Retail Intoxicating Liquor and Malt Beverage License to Village Pub of Shorewood, LLC d/b/a 4488, 4488 N Oakland Ave, Shorewood WI, Rebecca Goldberger, Agent and direct the Village Clerk to issue the Reserve “Class B” Retail Intoxicating Liquor and Malt Beverage License contingent upon receipt of the occupancy permit from the Village Planning and Development Department. Motion carried 7-0.

- 2. Consideration of “Class A” Retail Intoxicating Liquor License – Walgreen Co., d/b/a Walgreens #15188, 4035 N Oakland Ave, Shorewood WI, Tania Wright, Agent

Tr. Linnane reported that the license application had been amended during the Judiciary, Personnel, and Licensing meeting to answer “Yes” for question 11 and to add “including basement storage” in question 9.

Tr. Linnane moved, seconded by Tr. Zovic to grant the “Class A” Retail Intoxicating Liquor License – Walgreen Co., d/b/a Walgreens #15188, 4035 N Oakland Ave, Shorewood WI, Tania Wright, Agent and direct the Village Clerk to issue the “Class A” Retail Intoxicating Liquor License contingent upon payment of the prorated license fee. Motion carried 7-0.

- c. Strategic Initiatives
  - 1. Update on Wilson Drive Community Task Force  
Trustees Zovic, Amenta and Linnane provided a brief update.

10. Reports of Village Officials

- a. Village President - None

- b. Village Trustees

Tr. Bockhorst reported that the Public Art Committee had met and discussed the Plensa and other initiatives, including Plein Air. The Marketing Leadership Committee had met and there will be items presented to the Board for consideration, including a budgetary change.

Tr. Maher reported that the Plan Commission held a discussion on Conditional Use Permits for solar panels and how to deal with solar and wind power. The Commission will be bringing a recommendation to the Board to modify the Fee Schedule for this type of installation.

Tr. Zovic reported that American Idiot would be performed at the High School the upcoming weekend.

Tr. McKaig reported that The Municipality Magazine from the League was focused on women in local government.

c. Village Manager

Manager Swartz reported that the Joint Village Board/CDA meeting that had been tentatively for May 17<sup>th</sup> may conflict with a candidate forum sponsored by the Men's Club. It was determined that the meeting would be on May 17<sup>th</sup> at 5:30 if there was not a conflict and it would be sometime during the day on the 17<sup>th</sup> if there was a conflict.

11. Items for Future Consideration

Tr. Bockhorst stated that the Legislature was considering some changes to TIF and that the League recommended that municipalities contact Legislative representatives to communicate support.

Tr. Maher asked for the Public Works Director to provide an update to the Public Works Committee regarding lead pipes. He also asked that the Village review the zoning for the bluff property purchased by the Village at HarborChase.

Tr. Amenta asked for an update on video taping of meetings and was informed that the project was on the list for the staff Technology Committee.

12. Closed Session

Tr. McKaig moved, seconded by Tr. Zovic to convene into closed session at 8:43 p.m. under the provisions of Wisconsin State Statute 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, more specifically, considering properties to explore for Police Department Building. Motion carried by roll call vote of 7 – 0.

Tr. McKaig moved, seconded by Tr. Bockhorst to reconvene into Open Session at 9:12 p.m. Motion carried by roll call vote 7 – 0.

13. Adjournment

Tr. Zovic moved, seconded by Tr. Bockhorst to adjourn at 9:13 p.m. Motion carried 7 – 0.

Respectfully submitted,

Tanya O'Malley, WCPC  
Village Clerk-Treasurer



# Planning & Development Department 2015 Report

*2015 was another busy, exciting and ever-improving year in the Planning & Development Department. This annual report is our way to share with you what we've been doing. Enjoy!*

## Building by the Numbers

Total permit activity in 2015 was slightly lower than the previous year, decreasing 9.3%; however, the majority of that decrease was due to the termination of our presale code compliance inspection program in July by the State.

Among the three inspectors, a total of 4,679 inspections were completed in 2015 compared to 4,420 inspections in 2014. While it might seem counter intuitive to see permit numbers decrease and inspection numbers increase, it is because the types of projects are larger, therefore, involve more inspections.

Historical permit application totals are provided from year 2004 to present showing application trends. With the absence of the presale program, building improvement applications may trend downward as work may be completed without permit.

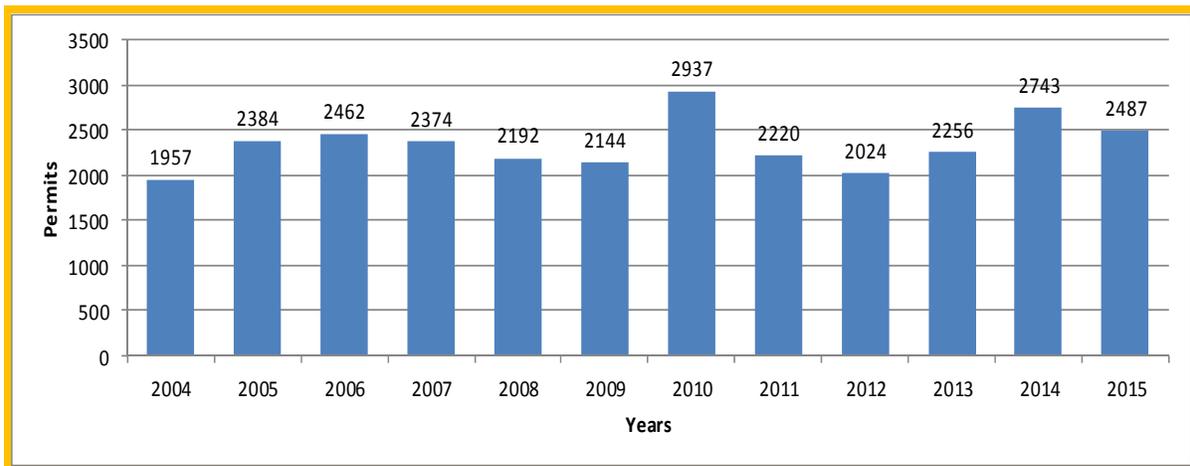
Permits Type	2012	2013	2014	2015	% change 2014-2015
Building	587	671	674	632	-6.2%
Electrical	597	631	622	582	-6.4%
Plumbing	418	517	521	502	-3.6%
HVAC	224	216	237	210	-11.4%
New Occupancy	32	13	13	13	0.0%
Code Compliance	198	221	230	155	-32.6%
Other	397	418	446	393	-11.9%
<b>Total</b>	<b>2453</b>	<b>2687</b>	<b>2743</b>	<b>2487</b>	<b>-9.3%</b>

Building improvement values varied greatly between 2012 and 2015. Years 2012 and 2014 both included large commercial redevelopment projects accounting for approximately one-fifth of department revenues. 2012 was the construction of the LightHorse and 2014 the beginning of the assisted living project on Capitol Drive. In 2015 the Roundy's project began and some of the permit applications for the river site senior apartments were submitted.

## Project Values

Building Permits	2012	2013	2014	2015
Project Values	\$47,637,778	\$9,905,465	\$24,433,513	\$19,512,673
Building Revenues	\$149,865	\$102,987	\$135,259	\$173,890
<b>Total Revenues</b>	<b>\$363,846</b>	<b>\$312,136</b>	<b>\$355,275</b>	<b>\$380,954</b>

## Permit Totals 2004-2015



## Property owners continue to invest in their homes

Home improvement permits continue to rise with the largest investment in renovation projects and new roofs.

In the below table, single family homes show the largest number of issued building permits as expected as they comprise the largest portion of dwelling types in the Village.

Building Permit -Use	Total Permits 2015	Construction Value 2015
Commercial/Multifamily	54	\$25,963,280
Single Family	453	\$7,011,764
Duplex	93	\$801,420
School	1	\$560,216
Village	2	\$16,000
Condo	5	\$142,993
Other	24	\$17,000
TOTAL		\$34,512,673

Type of Building Improvement	2015	Permit Fee	Construction Value
Addition/Alteration	26	\$ 13,971	\$ 1,417,100
Concrete work/Foundation	37	\$ 2,862	\$ 193,428
Deck/patio	67	\$ 6,446	\$ 354,959
Demolition	10	\$ 3,330	\$ 373,512
Dormer	3	\$ 567	\$ 58,038
Drain Tile	21	\$ 1,701	\$ 151,944
Driveway	30	\$ 3,211	\$ 308,250
Fence/wall	85	\$ 5,808	\$ 246,729
Foundation	22	\$ 2,238	\$ 207,870
Garage/shed	15	\$ 2,181	\$ 219,300
New Construction	4	\$ 68,365	\$ 24,581,566
Renovation/Restoration	142	\$ 42,213	\$ 4,395,557
Roof	132	\$ 16,762	\$ 1,664,237
Siding	16	\$ 2,703	\$ 256,697
General/Other	22	\$ 1,622	\$ 83,486
Totals	632	\$ 173,980	\$ 34,512,673

## Commercial Projects

In 2015 developer General Capital submitted building applications for the **Metro Market** grocery store and parking deck - project valued over \$8ml.

Also in 2015, developer Joseph Roberts submitted the building application for the adjacent mixed-use building , **The Mosaic** - valued at \$15ml. The footings and foundation was completed by the end of 2015.

Even though **Harbor Chase** assisted living began construction in 2014, the bulk of the construction took place in 2015. The property behind this site completed demolition for the 2016 build of an independent apartment building.

### Harbor Chase assisted living- from rendering to completion



Metro Market



# Development & Planning Highlights

- ◆ Assisted with tasks related to Wilson Drive Task Force .
- ◆ Continued coordinating bike share grant: contract with consultant for design phase.
- ◆ Neighborhood Loan Program revised.
- ◆ Completed Parks Plan update.
- ◆ Administered first bike corral.
- ◆ Assisted with approvals and site plan exams for Metro Market and Sherman independent apartments at the river site.
- ◆ Proposed various zoning amendments.
- ◆ Continued GIS coordination and prep for 2016 changes.
- ◆ Assisted with Top Redevelopment Opportunity Site booklet for open house event and other materials and website resources.

## Board of Appeals in 2015

There was 7 board of appeals meetings in 2015. The majority of the 14 items were for variance requests for constructing a structure (garage, pergola, deck, patio) within the zoning setback.

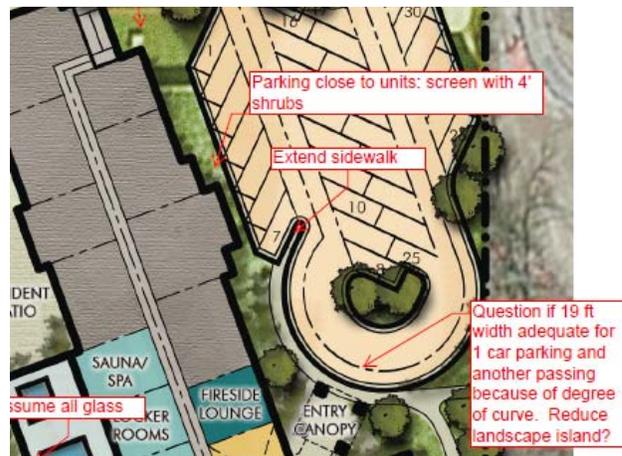
Number of Meetings Held	7
Number of Total appeals	14
Appeals related to structures in zoning setbacks	7
Appeals related to other zoning	5
Appeals related to Uniform Building Code	2

## Plan Commission Activities in 2015

There was 7 plan commission meetings in 2015. This was the year for the planning director to request changes in the zoning code for allowing patios in the street side yard setback; allowing porches to encroach 2 more feet into the front yard setback; and creating a commercial lighting ordinance.

Number of Meetings Held	7	
Conditional Use applications		
massage business	1	
solar panel installation	1	
carryout business	2	
antenna installations	4	
temporary use municipal lot	1	
Special Exception applications		
commercial parking requirements	1	(2 meetings)
zoning corner setback gas station	1	(2 meetings)
zoning setback commercial condenser	1	
Zoning Amendment Request		
allow patio in corner setback	1	(2 meetings)
allow porch in front setback	1	(2 meetings)
create commercial lighting ordinance	1	(2 meetings)
remove solar panels as CUP	1	(2 meetings)
Other		
Update on Central District Master Plan	1	(2 meetings)
Discuss existing parking agreement	1	

## Preliminary Site Plan Review Example



*260 active businesses- 140 are storefronts*

The number of business inquiries and new business openings slowed down in 2015. The side table shows 13 new business applications, 3 changes in ownership, 3 that relocated and 1 business that expanded. Most of the new businesses are service oriented.

Late summer the village began an outreach to business and commercial owners, checking in with them to see how they are doing. Overall, businesses are pleased with Shorewood, especially service-oriented and food businesses. Retailers are satisfied, but always wish for more daytime foot traffic.

**VACANCIES**

At the end of 2015, the business district has 10 storefront vacancies- usually storefront vacancies hover at 5 to 6 spaces.

To assist inquiring business, PDD placed a Vacancy List on the village website, providing contact

**New Businesses 2015**

- Positronic Tattoo
- Behrens Psychotherapy Services, LLC
- Flourish Counseling Milwaukee, LLC
- Mary Best Designs
- Embodied Therapeutics (yoga)
- Jay Schmidt Group (realtor)
- Crafted Career Concepts
- Metro Market
- Edward Jones
- Olson House (design and retail)
- Sydney B, A Children's Boutique
- Izabella's Salon (nails)
- N Studio (hair salon)

**New Owners**

- Scenario Hair Design
- Anytime Fitness
- No. 1 Chinese Restaurant

**Relocated**

- Multiline Insurance Agency
- Wells Fargo Bank
- The Workroom LLC

**Expanded**

- Swanky Seconds



Three years ago a 5-Year occupancy renewal program started. So far 66 businesses have participated. The purpose of the program is to ensure commercial spaces are safe and properties are maintained.

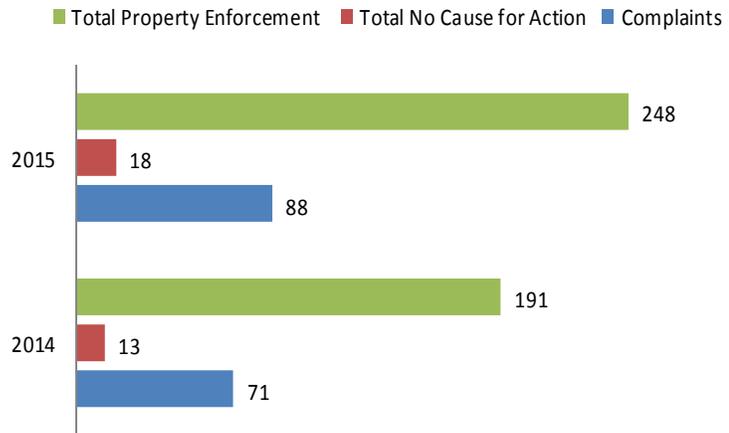
**LEAN & Process Improvement**

Last year PDD implemented a new building/permit system through BS&A. In 2015, efforts were on decreasing the number of paper permit applications. Once the system was in, no hard copies of permits were kept. This year staff encouraged contractors to email applications, which is easily done with permit forms having a hyper-linked SUBMIT button embedded in the form.

**Examples of PDD 2015 Continuous Improvements**

- ⇒ Completed 5S process in department storage vault, cleaning,, organizing and labeling a home for everything.
- ⇒ Created fillable citation form, decreasing repetitive form completion by inspectors.
- ⇒ Online payments started April 2015. Over 7% of applications are paid for online and staff will continue to promote in 2016. There's an overall shout-out to the village - always hear congratulations from contractors that the village accepts credit cards - continue to hear that other municipalities do not.
- ⇒ Decreasing paper for additional permit fee invoices or reinspection fees by only emailing invoices to contractors.
- ⇒ Some contractors that do a lot of work in Shorewood are submitting all applications online.
- ⇒ Reduced number of affidavit hard copies and unnecessary signatures on design approvals and special privileges that delayed approval completion.
- ⇒ A Kaizon moment regarding property enforcement for ordering lawn maintenance for unkempt properties, eliminating an unnecessary step. PDD used to notify DPW who notified Green Team to cut lawns- Code Compliance Inspector Koepp simply asked the question 'why' and now directly contacts Green Team.

The number of property enforcement orders totaled 248 in 2015. All complaints received are considered an enforcement item and counted in the total. Of the 88 **complaints** received, 18 resulted in **No Cause For Action**, therefore approximately 80% of complaints resulted in an enforcement correction order. The number of total orders and complaints were higher than in 2014 as shown in the side graph.

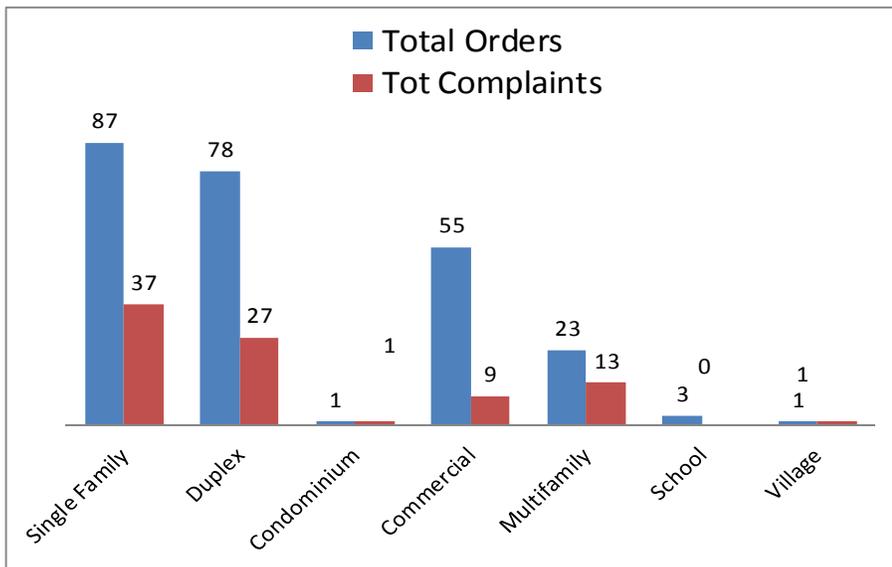


### Enforcement by Use

Of the total 248 of enforcement orders, the majority are for single family dwellings (35%). Duplexes and commercial properties are the second (31%) and third (22%) largest uses to receive enforcement orders.

Of the 87 enforcement orders for single family, 37 originated from complaints. Of the 78 orders issued for duplexes, 27 were from complaints.

Single family homes represent 68% of the total dwellings in the village or 34% of the total dwelling units. Duplexes represent 26.3% of the total dwellings and 26.4% of the total dwelling units.



### Enforcement Categories

Property enforcement items are categorized, choosing the primary item that caused the correction order. From the below table, Exterior Surfaces, Clean Up Orders and Grass & Weeds were the highest categories for issued enforcement orders.

Categories	2014	2015
chimney	2	1
Exterior Surfaces	67	81
Grass/Weeds	27	32
Clean Up Orders	40	46
Cross connection		25
Drainage	5	5
General	5	1
Structure	7	3
Interior	7	13
Multiple	5	2
Parking	9	3
Permit required	9	15
Equipment	1	1
Fence	5	14
Windows/Doors	1	4
Signage	1	2
<b>Total Orders</b>	<b>191</b>	<b>248</b>

# Municipal Court

Court is held once a month and citations for property enforcement were scheduled for 8 court dates through 2015. Of the 117 citations across 29 property owners, approximately half of the owners failed to appear in court. The majority of the citations are for two commercial property owners. 18 of the 117 citations have been paid and 9 dismissed.

	2014	2015
Citations Issued	42	117
# of Props. Cited	29	29
Amount Issued	\$ 34,218	\$ 197,563
Amount Paid	\$ 752	\$ 3,569
# Properties Paid	4	20
Dismissed Citations	0	9
Voided Citations	2	1

## Reinspection Fees

	Total	Tot Fee
Enforcement Orders	248	
Enforcement Reinspection Fees		\$ 12,550
Building Permit Reinspection	40	\$ 1,320
Electrical Permit Reinspection	32	\$ 917
Plumbing Permit Reinspection	19	\$ 500
HVAC Permit Reinspection	16	\$ 480

Reinspection fees may be applied to issued permits when the number of inspections have gone beyond reasonable. Reinspection fees are also applied to property enforcement efforts. If the property owner and village inspector agree on when items will be repaired and the inspector inspects the item following an action due date, a reinspection fee is applied if the work is not complete. Over \$28,000 in reinspection fees have been invoiced; however, \$12,550 have been paid by the end of 2015.

## Before—After Property Enforcement Pictures

There are many examples of property improvements throughout 2015 via property enforcement, helping to maintain and improve Shorewood's neighborhoods.

Example 1: Most house trim exposed, holes or rotted. Driveway segments cracked and heaved. Roof on house and garage curling severely. Disconnected downspouts. Weeds and overgrown shrubs. Rotted airing porch. Corrections: replaced roof, removed additional rotted shed, painted all exposed trim and removed unneeded downspouts, replaced airing porch, clean-up landscaping, removed mold from garage, replaced heaving concrete.



## Before—After Pictures continued

Example 2: Trim peeling and rotting; patchwork fascia and soffits. Completed: all trim and fascia repaired and painted; brick tuckpointed.



Example 3: Unfinished surfaces, holes in soffits and fascia and gutters, junk throughout yard, rotting wood surfaces, overgrown weeds, and dilapidated garage. All trim painted, new gutters and downspouts, junk removed, fascia replaced and weeds removed.

# Staff Development

Department staff participated in numerous educational and skill development opportunities throughout the year as well as personal and professional achievements. Some of those included:

- ⇒ Building Inspector Justin Burris received State Certification in commercial building inspections and attended a 2-day building inspector conference. He also completed a day workshop, building on leadership and communications through MRA.
- ⇒ Building Inspector David Henson attended a 3-day plumbing inspector conference.
- ⇒ Inspectors Burris and Henson completed up to 20 hours in continuous education courses to maintain current inspection certifications.
- ⇒ Administrative Assistant Crystal Kopydlowski completed a 1-day training in BSA, a Level II all-day training in Microsoft Excel and an all-day course in Leadership Skills for Administrative Professionals at MRA.
- ⇒ Planning Director Lang attended a one-day Lean conference in Madison through the Wisconsin Center for Performance Excellence and an 8-week Lean session through WCTC. In April, she attended the 5-day National American Planning Association conference.
- ⇒ Code Compliance Inspector Tim Koepp completed a 5-month training course and achieved the certificate for Uniform Dwelling Contractor- 1-&2-family dwelling inspections. He alters attendance at the monthly Building Inspector Association meetings with Inspector Burris.

# Customer Service

The department mails customer service questionnaires monthly to homeowners who were issued permits. The department has a 25% response rate. The below questions are asked with very positive feedback followed by a sample of some of the comments .

SURVEY QUESTIONS	Yes	% Yes	No	% No	NA	% NA	Total
DID INSPECTOR ARRIVE IN A TIMELY FASHION?	93	96%	1	1%	3	3%	97
WAS INSPECTOR COURTEOUS?	97	99%	1	1%	0	-	98
DID INSPECTOR GIVE CLEAR AND CONCISE INFORMATION?	96	99%	1	1%	0		97
		<b>Very Satisfac- tory</b>		<b>Satisfactory</b>		<b>Unsatisfactory</b>	
HOW WOULD YOU RATE THE OVERALL VISIT?	79	78%	17	17%	2	2%	98

“Appt was for 9 am and he showed up at 9:40 with no explanation of why he was late. He looked under the sink at the hook up of new dishwasher but didn't say much” .

“Justin has been excellent, always willing to answer questions and explain things thoroughly - goes out of his way to provide quality service. Pleasure working with him.”

“Great Experience, Thanks!”

“Dave was great! Thanks”

January 5, 2016 email to Building Inspector David Henson “On a personal note, I wanted to thank you for helping make this project run smoothly. I have been in business since 1989 and a LLC since 2005 and I have never had an inspector and inspection department work with me as well as you have. You answered my questions promptly and courteously; many inspectors do not. Of particular note was your willingness to give me my rough inspections and let me insulate even though the project designer ordered the wrong tub and we were still waiting on the right tub. Thank you!”

“Directions were clear and the inspector was very nice”

“I think it is ridiculous spending money on this survey - When we just took a big hit on taxes!”

“ I wish the private inspector I hired before buying the condo had been as observant.” assuming this is for Tim Koepp



February 10, 2016

To: Village Board of Trustees  
cc: Village Attorney Nathan Bayer  
Village Manager Chris Swartz

From: Planning Director Ericka Lang

RE: **Proposed Lighting Ordinance**

### **Background**

Staff proposed creating a lighting ordinance within the zoning code and began the discussion with the Plan Commission in October 2015. The original proposal was for an ordinance for residential and commercial districts. Commissioners immediately concluded to remove all reference to residential districts. At a third meeting on January 26, 2016 the Plan Commission voted to approve the attached draft ordinance, recommending approval by your board.

### **Analysis**

Currently, Shorewood's Zoning Code only addresses lighting in parking lots. **Per 535-49 General Requirements for all parking areas, Sub E:** *"In the business districts, where illumination from streetlights to adjacent parking facilities, lots or spaces is no less than one footcandle power, no additional illumination of the premises will be required. Where such illumination is not available, a minimum illumination of one footcandle power of such premises shall be provided, installed and maintained in a manner so as not to reflect or glare onto adjoining streets or premises. When night parking is permitted on such premises, the same shall at all times be adequately lighted as herein required."*

When there are new developments, the planner reviews lighting plans and Shorewood's Design Review Board approves them, looking at spillover, glare, temperature of the light (cool or warm light), quantity and location of fixtures and surroundings.

Staff created the following purpose statements to better guide the creation of a lighting ordinance to ensure it satisfies all concerns. The following statements

1. Pedestrians, bicyclists or drivers do not want glare from any light source. Plainly put, glare is when a light is so bright that it makes a person squint and/or look away. It also makes it difficult to see as intense bright light can temporarily 'blind' someone. The lower the Kelvin, the lower the glare impact.

**Solution:** prevent glare by shielding (partially or fully, depending on use) and reduce light intensity by putting limits on Kelvins.

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2. Neighbors adjacent to properties that installed glaring lights do not want lights directed onto their property or see lights that 'blind' them as they use their property.

**Solution:** shield lights and limit trespass to a low number of footcandles.

3. Light that falls/trespasses onto the public right-of-way from a commercial private property, most often onto public sidewalks, should be allowed at reasonable levels. Light is needed for enhanced safety.

**Solution:** Restrict glare but do not prohibit light trespass. Control for light intensity through max Kelvins. Flexibility in the code should be allowed to adjust per project.

**Suggested Motion:**

Move to approve Ordinance # 2060 for creating commercial outdoor lighting requirements in the Village of Shorewood.

## ORDINANCE NO: 2060

AN ORDINANCE FOR CREATING COMMERCIAL OUTDOOR LIGHTING  
REQUIREMENTS

WHEREAS, the Village Board approved the proposed ordinance and held a public hearing on February 16, 2016; and

WHEREAS, the Plan Commission recommended the proposed ordinance changes at a meeting scheduled January 26, 2016; and

WHEREAS, the Plan Commission discussed the original proposal October 27, 2015 and November 24, 2015 and had consensus to apply regulations only to commercial districts; and

WHEREAS, the Village Board determined that it is in the best interest of the Village of Shorewood that the following described changes take place.

NOW, THEREFORE, at a regular meeting of the Village Board of the Village of Shorewood, Milwaukee County Wisconsin held on the 16th day of February, 2016, a quorum being present and a majority of the Board voting therefore said Board does ordain as follows:

**SECTION 1**

That Section 535-6 Definitions and word usage of Article II, Definitions of Chapter 535, Zoning of the General Ordinances of the Village of Shorewood may be amended to add the following:

**FOOTCANDLE**

The unit of measure expressing the quantity of light received on a surface. One footcandle is the illuminance produced by a candle on a surface one foot square from a distance of one foot.

**FULLY SHIELDED LUMINAIRE, FULL CUT-OFF LIGHT FIXTURE**

A lighting fixture constructed in such a manner that all light emitted by the fixture, either directly from the lamp or a diffusing element, or indirectly by reflection or refraction from any part of the luminaire, is projected below the horizontal plane through the luminaire's lowest light-emitting part, as determined by photometric test or certified by the manufacturer.

**GLARE**

A light ray emanating directly from a lamp, reflector or lens such that it falls directly on the eye of the observer.

## **LIGHT TRESPASS**

Lighting that falls beyond the boundaries of the property it is intended to illuminate. Also known as light spillover.

## **LUMEN**

Is the measure of brightness from a light source, comparing how bright a light source is.

## **LUMINAIRE**

The complete lighting assembly, less the support assembly. For purposes of determining total light output from a luminaire, lighting assemblies which include multiple unshielded or partially shielded lamps on a single pole or standard shall be considered a single unit.

## **SECTION 2**

That Section 535-9 Site Restrictions of Article III, General Provisions of Chapter 535, Zoning of the General Ordinances of the Village of Shorewood may be amended to add the following:

### **I. Commercial Outdoor Lighting Standards**

- (1) Purpose and intent. The purpose of this ordinance is to provide for adequate and safe lighting and limiting light spillover and glare onto adjacent properties and public streets.
- (2) Applicability. Except as set forth in this Ordinance, all outdoor lighting installed after the effective date of this Ordinance shall comply with the requirements of this Ordinance.
- (3) Permits and approval process
  - (a) Installation or modification of any outdoor light fixture shall require an electrical permit.
  - (b) On all developments or projects requiring site plan approval, all exterior light fixtures shall be depicted and described on said site plan, required prior to development of a property or project, or on a separate lighting plan submitted with the site plan.
  - (c) A photometric plot plan, indicating the location of all lighting fixtures proposed, mounting and/or installation height in feet, and overall illumination levels (in footcandles) all around the site and at property lines.
  - (d) The Planning Director and Design Review Board shall approve all lighting plans.
- (4) General Requirements
  - (a) Light fixtures shall be selected with care to ensure that they are appropriately scaled in relation to their setting and to ensure that they are of a style that is compatible with the character of their immediate environment.
  - (b) Luminaries shall be aimed, shielded, or relocated so as to minimize glare. All light fixtures shall be located, aimed or shielded so as to eliminate stray light trespassing across property boundaries.
  - (c) All luminaires mounted or recessed into the lower surface of service station canopies shall be shielded and utilize flat lenses.

- (d) The maximum allowable light spillover to an adjacent property shall be 2 average footcandles, measured across three photometric points.
  - (e) Illumination of uses shall be in accordance with Illuminating Engineering Society of North America (IES) standards.
- (5) Light Color. Correlated color temperature of any outdoor light source shall not exceed 4,000 Kelvins unless the light fixture is fully shielded, preventing glare.

SECTION 3

That all Ordinances or parts of Ordinances conflicting with the provisions of this Ordinance are hereby to such extent repealed.

SECTION 4

That this Ordinance shall take effect and be in force from and after its passage and posting.

PASSED AND ADOPTED by the Village Board of the Village of Shorewood, Milwaukee County, Wisconsin, this 16th day of February, 2016.

\_\_\_\_\_  
Guy Johnson, Village President

Countersigned:

\_\_\_\_\_  
Tanya O'Malley, Village Clerk WCPC



February 10, 2016

To: Village Board  
cc: Village Attorney Nathan Bayer  
Village Manager Chris Swartz

From: Planning Director Ericka Lang

RE: **Zoning Amendment allowing patios in street side yard setback**

### **Background**

Last September the planning director proposed to the Plan Commission to amend the zoning code to allow patios in the street side yard. Shorewood's Zoning Section 535-9 allows patios in front yards and circumvents front yard setbacks. Patios in the front yard must meet essentially three criteria: one side must be adjacent to the house; must be screened by natural vegetation; and the size cannot exceed 30% of the front yard area. The Plan Commission discussed this item September 22, 2015 and recommended approval to the Village Board at their October 27, 2015 meeting. Both meeting minutes are included.

### **Analysis of Street Side Yard Patios**

Residential parcels are traditionally 40 feet wide and homes are built about 25 feet back from the front parcel boundary. Front yard zoning setbacks in one- and two-family districts are typically 25 feet from the front parcel boundary.

Patios are allowed in the side yard and rear yards, as long as they meet zoning setback requirements. In the majority of residential districts, the rear and interior side yard setback is three (3) feet. It's very seldom that those setbacks are difficult to meet.

Street side yard setbacks, however, limit installation of patios. The requirements in the one- and two-family residential districts says that a patio must be set back from the street side yard parcel boundary at minimum 25% of the width of the lot but not less than 10 feet.

Attached are five residential surveys that are evaluated for the feasibility if a patio could be allowed. Most often corner houses that have a wider front property boundary cannot have a patio because of zoning setbacks. When the parcel is wider than deep, there usually is no back yard: the street side yard becomes the de facto back yard. Pictures of various existing front and street side yard patios are also included.

Another example is the property 1901-03 Kensington, which is a side-by-side duplex (pictures included). The owner wanted to construct a deck (or patio) in the street side yard setback. The building application was denied because of being in the zoning street side yard setback. The Board of Appeals denied the variance request. As a result, the owner built a fence around a

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section of the street side yard. Fences are allowed around the entire perimeter of a property. Most often homeowners do not install fences in the front yard, which keeps neighborhoods open and inviting.

**Staff Request**

Staff is requesting that your board approve the attached ordinance, amending the zoning code to allow patios in the street side yard setback, using the same requirements as front yard patios.

Materials attached:

- ✓ Draft ordinance
- ✓ Code section marked up showing changes
- ✓ Current zoning code sections
- ✓ Sample of property surveys illustrating what could be allowed
- ✓ Pictures of existing street side yard patios in Shorewood
- ✓ Plan Commission minutes 9/22/15 and 10/27/2015

**Suggested Motion**

Move to approve Ordinance #\_\_\_regarding street side yard patios in zoning setbacks within Shorewood's Zoning Chapter 535.

## ORDINANCE NO: 2059

## AN ORDINANCE REGARDING STREET SIDE YARD PATIOS IN ZONING SETBACK

WHEREAS, the Village Board approved the proposed ordinance and held a public hearing on February 16, 2016; and

WHEREAS, the Plan Commission discussed allowing patios in the street side yard setback at a meeting on September 22, 2015 and recommended approval to the Village Board at a meeting on October 27, 2015; and

WHEREAS, the Village of Shorewood Zoning Code Section 535-9 allows patios in the front yards as an exception to the zoning setbacks; and

WHEREAS, zoning rear yard setbacks for residential lots located within the interior of a neighborhood block reasonably accommodate patio installations; and

WHEREAS, the Village of Shorewood, having traditional dense neighborhoods, recognizes corner residential lots may not have backyard space to accommodate a patio;

NOW, THEREFORE, at a regular meeting of the Village Board of the Village of Shorewood, Milwaukee County Wisconsin held on the 16th day of February, 2016, a quorum being present and a majority of the Board voting therefore said Board does ordain as follows:

SECTION 1

That Section 535-6 Definitions and word usage of Article II, Definitions of Chapter 535, Zoning of the General Ordinances of the Village of Shorewood may be amended and add the following definitions:

**SETBACK**

The minimum horizontal distance between a lot line and the nearest wall of a building or side of a structure facing such lot line.

**YARD**

An open space that lies between a building or structure and the nearest lot line.

**YARD, FRONT**

A space extending across the entire width of a lot, the depth of which is the minimum horizontal distance between the front lot line and the nearest wall of the principal structure. Refer to graph 6.1

**YARD, REAR**

A space extending across the entire width of the lot, the depth of which is the minimum horizontal distance between the rear lot line and the nearest wall of the principal structure. Refer to graph 6.1

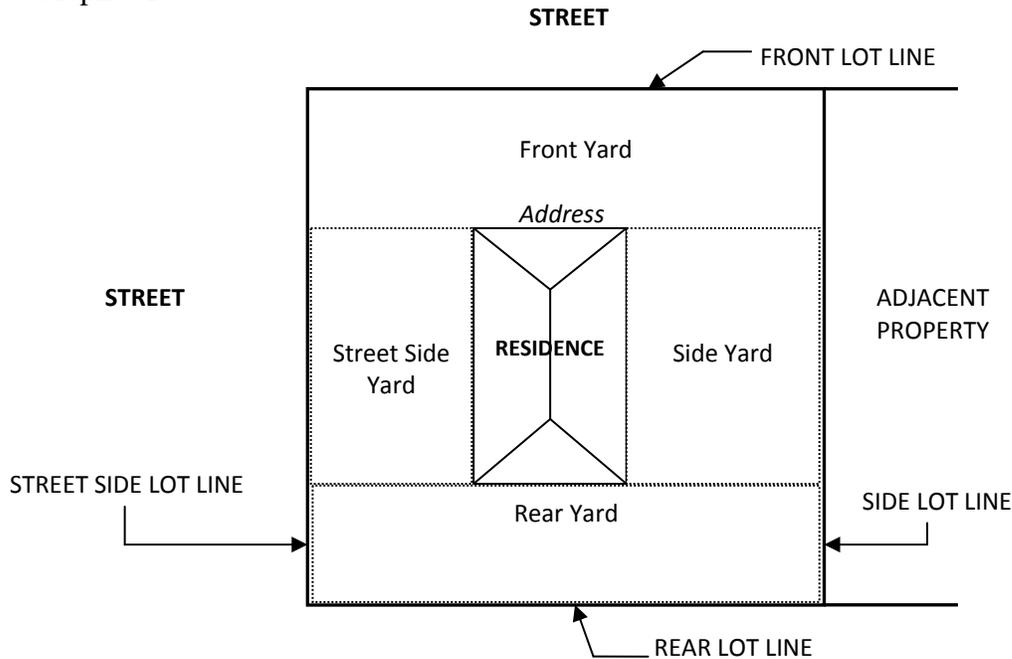
**YARD, SIDE**

A space extending from the front yard to the rear yard, the width of which is the horizontal distance from the nearest point of the side lot line to the nearest wall of the principal structure. Refer to graph 6.1

## YARD, STREET SIDE

A space extending from the front yard to the rear yard, the width of which is the horizontal distance from the nearest point of the street side lot line to the nearest wall of the principal structure. Refer to graph 6.1

Graph 6.1



## SECTION 2

That Section 535-6 Definitions and word usage of Article II, Definitions of Chapter 535, Zoning of the General Ordinances of the Village of Shorewood may be amended to repeal the following definitions:

### SIDE SETBACK

The minimum horizontal distance between the side lot line and the nearest point of a building or structure on said lot, excluding the roof overhang unless it exceeds 18 inches

### SIDE YARD

The area between the lot line which is perpendicular to the front lot line and the nearest wall of the principal or accessory structure, provided that the roof overhang does not exceed 18 inches.

### STREET SIDE YARD

The area extending the full length of the lot between the lot line perpendicular to the front lot line and adjacent and parallel to a side street and the nearest wall of the principal or accessory structure.

[Added 2-25-2008 by Ord. No. 1935]

### STREET YARD

A yard extending across the full width of the lot, the depth of which shall be the minimum horizontal distance between the property line parallel and nearest to the existing or proposed street and a line

parallel thereto through the nearest point of the principal or accessory structure, excluding the roof overhang unless it exceeds 18 inches.

A. For houses on a corner lot, the street yard shall include the aforementioned dimensions, as well as the area extending the full length of the lot between the lot line perpendicular to the front lot line and parallel and nearest to the side street and the nearest wall of the principal or accessory structure.

B. Areas defined as street yards will also be defined as front, side, or rear yards. In such areas, the definition of "street yard" shall take precedence; its restrictions and allowances shall supersede those of the other defined yard areas.

### SECTION 3

That Section 535-9F Decks, patios and driveways of Section 535-9 Site restrictions of Article III, General Provisions of Chapter 535, Zoning of the General Ordinances of the Village of Shorewood may be amended such that:

Section 535-9(F)(3) is created to read as follows:

(3) Patios may be located in the front yard or street side yard only when constructed within the following parameters:

(a) No more than 30% of any front yard or street side yard may be covered by a patio.

(b) One entire side of a patio must be directly adjacent to the principal structure of the lot.

(c) Front yard patios and street side yard patios shall not be more than three (3) feet from the property front yard and street side yard lot line.

(d) A scale drawing of the proposed layout of a new front yard or street side yard patio must be completed, along with a list of proposed materials to be used in construction, all of which shall be submitted to the Design Review Board for review and approval. All materials must be of high quality, such as cut stone, Lannon or blue stone, or decorative concrete. In addition the stone surface shall be screened from public view by natural vegetation. No fences shall serve as the primary screening materials.

### SECTION 4

That all Ordinances or parts of Ordinances conflicting with the provisions of this Ordinance are hereby to such extent repealed.

### SECTION 5

That this Ordinance shall take effect and be in force from and after its passage and posting.

PASSED AND ADOPTED by the Village Board of the Village of Shorewood, Milwaukee County, Wisconsin, this 16th day of February, 2016.

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Guy Johnson, Village President

Countersigned:

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Tanya O'Malley, Village Clerk WCPC

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## **CURRENT ZONING CODE RELATED SECTIONS**

### **535-6 DEFINITIONS**

**FRONT YARD** A yard extending across the full width of the lot, the depth of which shall be the minimum horizontal distance between the property line parallel and nearest to the existing or proposed street and a line parallel thereto through the nearest point of the principal or accessory structure, excluding the roof overhang unless it exceeds 18 inches. On a corner street lot, the front yard shall be the side on which the lot's address is assigned.

**PATIO** An outdoor living area, usually on grade, located on a lot that is adjacent to a building and which has a surface composed of flagstone, concrete, brick, pavers or similar material.

### **SIDE SETBACK**

The minimum horizontal distance between the side lot line and the nearest point of a building or structure on said lot, excluding the roof overhang unless it exceeds 18 inches.

### **SIDE YARD**

The area between the lot line which is perpendicular to the front lot line and the nearest wall of the principal or accessory structure, provided that the roof overhang does not exceed 18 inches.

### **STREET SIDE YARD**

The area extending the full length of the lot between the lot line perpendicular to the front lot line and adjacent and parallel to a side street and the nearest wall of the principal or accessory structure.

[Added 2-25-2008 by Ord. No. 1935]

### **STREET YARD**

A yard extending across the full width of the lot, the depth of which shall be the minimum horizontal distance between the property line parallel and nearest to the existing or proposed street and a line parallel thereto through the nearest point of the principal or accessory structure, excluding the roof overhang unless it exceeds 18 inches.

- A. For houses on a corner lot, the street yard shall include the aforementioned dimensions, as well as the area extending the full length of the lot between the lot line perpendicular to the front lot line and parallel and nearest to the side street and the nearest wall of the principal or accessory structure.
- B. Areas defined as street yards will also be defined as front, side, or rear yards. In such areas, the definition of "street yard" shall take precedence; its restrictions and allowances shall supersede those of the other defined yard areas.

**STRUCTURE** As specifically regulated by this chapter, anything which is constructed or erected and which is fastened, anchored or rests on a permanent foundation or on the ground for any occupancy or use whatsoever, excluding fences, provided that for the purpose of determining

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lot coverage, the following, if uncovered, shall not be considered structures: decks, patios, driveways, parking slabs and the like.

**535-9 SITE RESTRICTIONS**

**F. DECKS, PATIOS AND DRIVEWAYS**

(1) No deck, patio, or driveway shall be constructed unless a Village building permit is applied for and issued by the Village in accordance with the requirements of the Village Code.

(2) Decks shall not be located in the front yard or the side or rear setback of a lot, and patios shall not be located in the side or rear setback of a lot.

(3) Patios may be located in the front yard only when constructed within the following parameters:

(a) No more than 30% of any front yard may be covered by a patio.

(b) One entire side of a patio must be directly adjacent to the principal structure of the lot.

(c) A scale drawing of the proposed layout of a new front yard patio must be completed, along with a list of proposed materials to be used in construction, all of which shall be submitted to the Design Review Board for review and approval. All materials must be of high quality, such as cut stone, Lannon or blue stone, or decorative concrete. In addition the stone surface shall be screened from public view by natural vegetation. No fences shall serve as the primary screening materials.

**535-19 RESIDENCE DISTRICTS**

**E. R-5 SINGLE-FAMILY RESIDENCE DISTRICT NO. 1**

**(5) Setback:**

(a) Front, minimum: 25-feet or the average or existing setbacks on the side of the street where the property is located between the two closest intersecting streets, whichever is greater.

(b) Rear, minimum: three feet

(c) Side:

[1] Interior, minimum: three feet

[2] Street side: 25% of the width of the lot but not less than 10 feet provided that the buildable width of the lot shall not be less than 20 feet.

## MARKUP showing changes to zoning code section 535-6 and 9F

**UNDERLINED = NEW CODE**

**~~STRIKETHROUGH = REMOVED CODE~~**

### **SETBACK**

The minimum horizontal distance between a lot line and the nearest wall of a building or side of a structure facing such lot line.

### **~~SIDE SETBACK~~**

~~The minimum horizontal distance between the side lot line and the nearest point of a building or structure on said lot, excluding the roof overhang unless it exceeds 18 inches~~

### **~~SIDE YARD~~**

~~The area between the lot line which is perpendicular to the front lot line and the nearest wall of the principal or accessory structure, provided that the roof overhang does not exceed 18 inches.~~

### **~~STREET SIDE YARD~~**

~~The area extending the full length of the lot between the lot line perpendicular to the front lot line and adjacent and parallel to a side street and the nearest wall of the principal or accessory structure.  
[Added 2-25-2008 by Ord. No. 1935]~~

### **~~STREET YARD~~**

~~A yard extending across the full width of the lot, the depth of which shall be the minimum horizontal distance between the property line parallel and nearest to the existing or proposed street and a line parallel thereto through the nearest point of the principal or accessory structure, excluding the roof overhang unless it exceeds 18 inches.~~

~~A. — For houses on a corner lot, the street yard shall include the aforementioned dimensions, as well as the area extending the full length of the lot between the lot line perpendicular to the front lot line and parallel and nearest to the side street and the nearest wall of the principal or accessory structure.~~

~~B. — Areas defined as street yards will also be defined as front, side, or rear yards. In such areas, the definition of "street yard" shall take precedence; its restrictions and allowances shall supersede those of the other defined yard areas.~~

### **YARD**

An open space that lies between a building or structure and the nearest lot line.

### **YARD, FRONT**

A space extending across the entire width of a lot, the depth of which is the minimum horizontal distance between the front lot line and the nearest wall of the principal structure. Refer to graph 6.1

### **YARD, REAR**

A space extending across the entire width of the lot, the depth of which is the minimum horizontal distance between the rear lot line and the nearest wall of the principal structure. Refer to graph 6.1

**YARD, SIDE**

A space extending from the front yard to the rear yard, the width of which is the horizontal distance from the nearest point of the side lot line to the nearest wall of the principal structure. Refer to graph 6.1

**YARD, STREET SIDE**

A space extending from the front yard to the rear yard, the width of which is the horizontal distance from the nearest point of the street side lot line to the nearest wall of the principal structure. Refer to graph 6.1

**F. Decks, patios and driveways.**

**(1)** No deck, patio, or driveway shall be constructed unless a Village building permit is applied for and issued by the Village in accordance with the requirements of the Village Code.

**(2)** Decks shall not be located in the front yard or the side or rear setback of a lot and patios shall not be located in the side or rear setback of a lot.

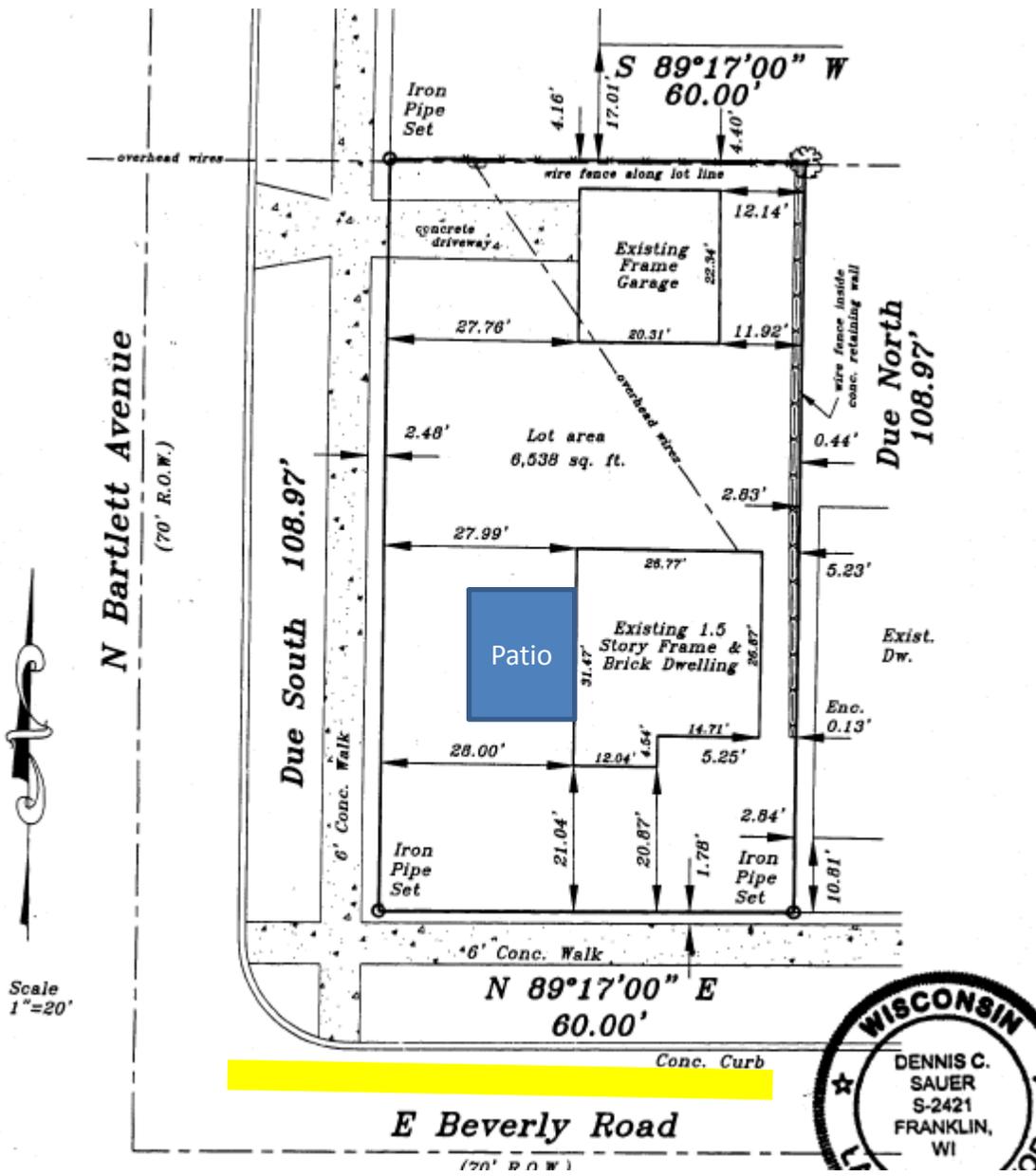
**(3)** Patios may be located in the front yard or street side yard only when constructed within the following parameters:

**(a)** No more than 30% of any front yard or street side yard may be covered by a patio.

**(b)** One entire side of a patio must be directly adjacent to the principal structure of the lot.

**(c)** Front yard patios and street side yard patios shall not be less than three (3) feet from the property front yard and street side yard lot line.

**(d)** ~~(e)~~ A scale drawing of the proposed layout of a new front yard patio must be completed, along with a list of proposed materials to be used in construction, all of which shall be submitted to the Design Review Board for review and approval. All materials must be of high quality, such as cut stone, Lannon or blue stone, or decorative concrete. In addition, the stone surface shall be screened from public view by natural vegetation. No fences shall serve as the primary screening materials.



Calculated Street Side Yard Setback

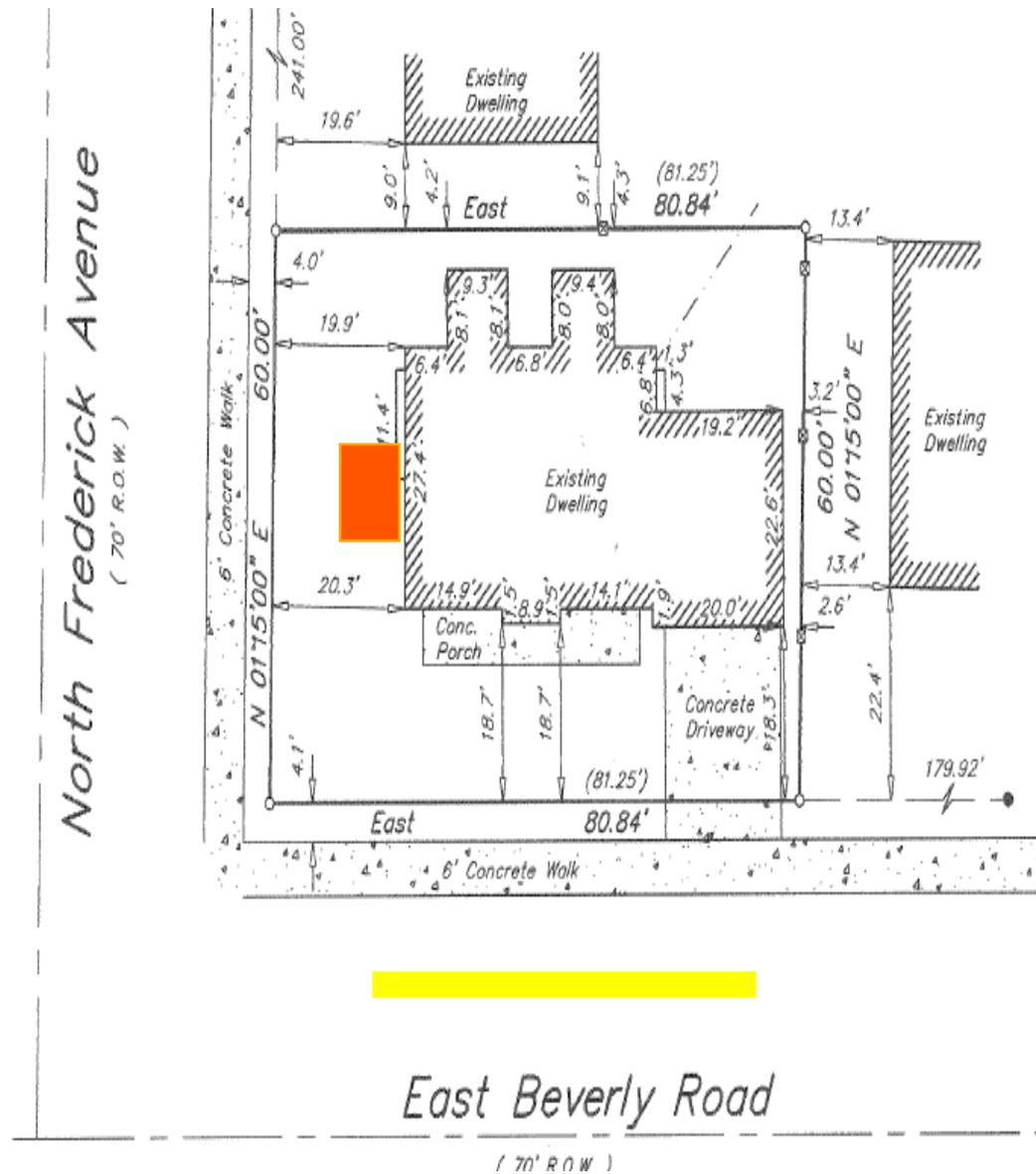
- Lot width 60 ft
- 15 ft = 25% of lot width
- Patio can be placed 13 feet out from house and be a max of 250 sqft (30% of side yard)

Amended code:

- street side yard area = 881 sqft
- 30% of street side yard = 264 sqft
- could allow ~22' x 12' patio

Front

Feasibility Examples for Street Side Yard Patios



### Current Code:

Calculated Street Side Yard Setback

- Lot width 80.84 ft
- 20 ft = 25% of lot width
- House is 20 ft back from street side yard property line.

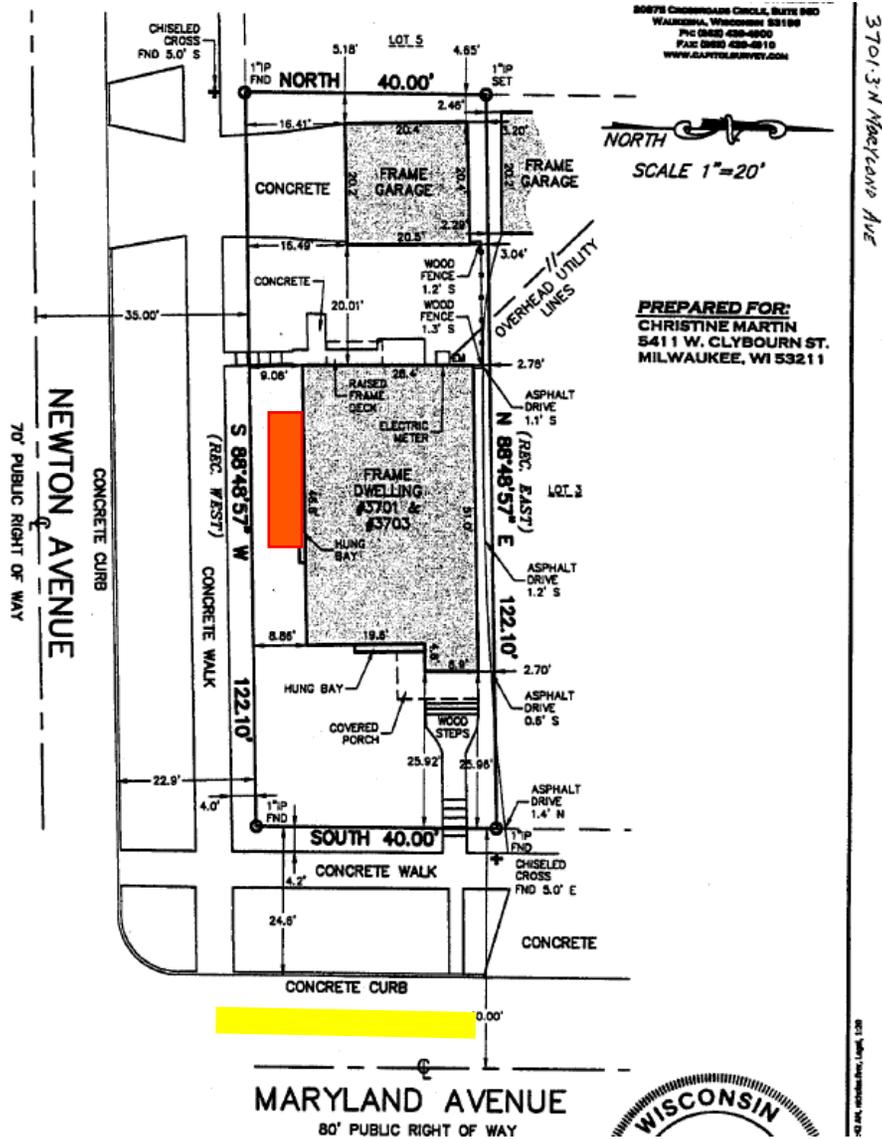
- **Patio prohibited.** Not enough area

### Amended Code

- street side yard area = 548 sqft
- 30% = 164 sqft patio
- allows ~10' x 16' patio



Front



Current Code:

Calculated Street Side Yard Setback

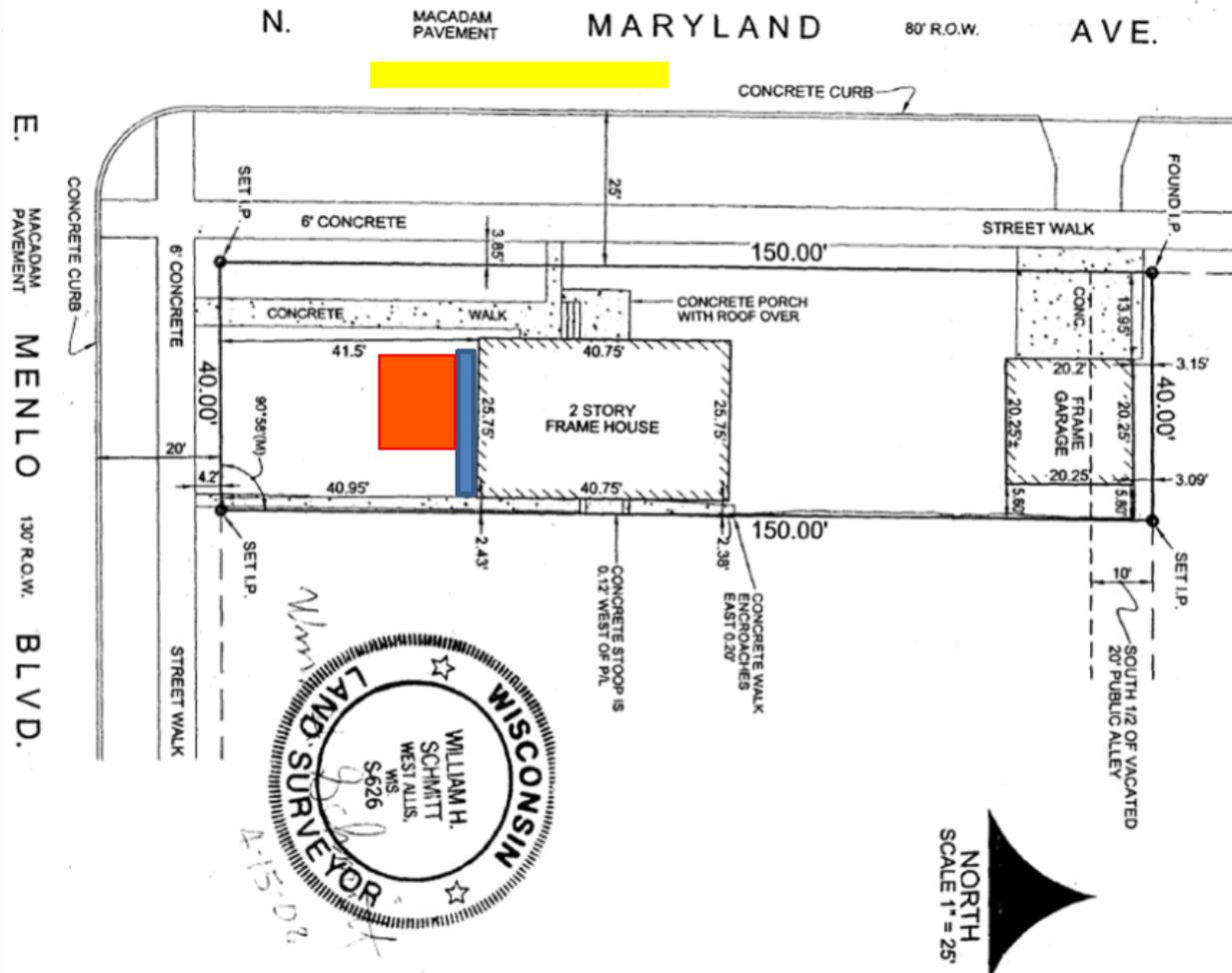
- Lot width 40 ft
- 10 ft = 25% of lot width
- House is 9 ft back from the street side property line.

- **Patio prohibited.** Not enough room

Amended Code

- street side ayrd = 414 sqft
- 30% = 124 sqft
- Allows patio ~6' x 20'

Front

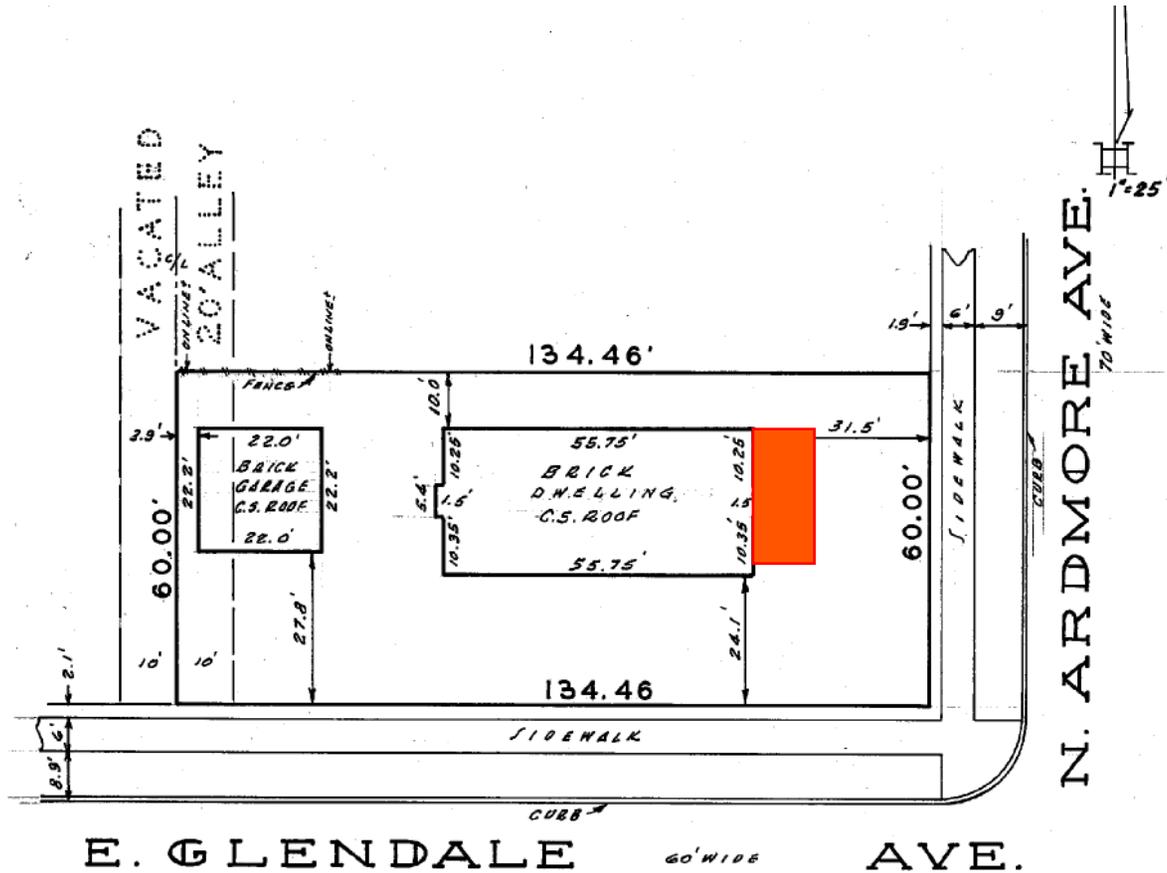


Current Code:  
Calculate Street Side Yard Setback

- Lot width 150 ft
- 37.5 ft = 25% of lot width
- Allows for 4 ft wide patio and can be entire length of house

Amended code:  
-street side yard area = 1055 sqft  
-30% = 316 sqft  
-Allows ~15' x 20' patio

Front



**Current Code:**

Calculate Street Side Yard Setback

- Lot width 134.46 ft
- 33.6 ft = 25% of lot width
- House is 31.5 ft from street side yard property line

- **Patio prohibited.** Not enough room

**Amended code:**

- street side yard = 819 sqft
- 30% = 245 sqft
- allows ~ 10' x 24' patio

 Front

# 1901-03 Kensington 2013



Feasibility Examples for Street  
Side Yard Patios

# 1901-03 Kensington 2013

Front



Feasibility Examples for Street  
Side Yard Patios

# 1901-03 Kensington 2015



Feasibility Examples for Street  
Side Yard Patios

Owner wanted patio but variance denied so constructed fence

Example street side yard patio



Feasibility Examples for Street Side Yard Patios

Example front yard patio



Feasibility Examples for Street  
Side Yard Patios

Example front yard patio on corner lot, with room for side yard patio



Feasibility Examples for Street  
Side Yard Patios

**7. Further discussion and recommendation of staff request to allow patios in the street side yard setback, within the zoning chapter.**

Ms. Lang introduced the item. This item was initially discussed at the September 22, 2015 Plan Commission meeting. Staff is recommending amending Shorewood's zoning code to allow patios in the street side yard setback. Illustrations were provided for a sample of corner properties showing how the current code applies.

Shorewood's Zoning Section 535-9 allows patios in front yards and circumvents front yard setbacks. Patios in the front yard must meet essentially three criteria: one side must be adjacent to the house; must be screened by natural vegetation; and the size cannot exceed 30% of the front yard area.

Residential parcels are traditionally 40 feet wide and homes are built about 25 feet back from the front parcel boundary. Front yard zoning setbacks in one- and two-family districts are 25 feet from the front parcel boundary.

Patios are allowed in the side yard and rear yards, as long as they meet zoning setback requirements. In the majority of residential districts, the rear and interior side yard setback is three (3) feet. It's very seldom that those setbacks are difficult to meet.

Street side yard setbacks, however, limit installation of patios. The requirements in the one- and two-family residential districts says that a patio must be set back from the street side yard parcel boundary at minimum 25% of the width of the lot but not less than 10 feet.

The meeting materials show five residential surveys that are evaluated for the feasibility if a patio could be allowed. Most often corner houses that have a wider front property boundary cannot have a patio because of zoning setbacks. When the parcel is wider than deep, there usually is no back yard: the street side yard becomes the de facto back yard. Pictures of various existing front and street side yard patios are also included.

Staff is requesting that your commission makes a recommendation to the Village Board, amending the zoning code to allow patios in the street side yard setback, using the same requirements as front yard patios.

Staff provided: a draft ordinance with a diagram; code section marked up showing the changes; sample of property surveys illustrating what could be allowed if the code is amended; and zoning code sections.

Mr. Hansmann asked if there was any clarification that needed to be included in the language regarding if a patio/porch should count towards a certain percentage of lot coverage. Ms. Lang confirmed that under the definition of structures, decks, patios and driveways are exempt from

determining lot coverage.

The definition states that as specifically regulated by this chapter, anything which is constructed or erected and which is fastened, anchored or rests on a permanent foundation or on the ground for any occupancy or use whatsoever, excluding fences, provided that for the purpose of determining lot coverage, the following, if uncovered, shall not be considered structures: decks, patios, driveways, parking slabs and the like.

Ms. Lang then referred back to the greenspace language which reads that at least 30% of each lot shall be planted with grass, shrubs, trees or other forms of vegetation.

Mr. Piotrowski commented that with it being written in the code that not more than 30% of the front or street side yard can be covered with a patio then couldn't the dimension of the lot be used to calculate the 30% green space requirement regardless of what is in it and state that this is what has to remain green space. Ms. Lang stated yes.

Ms. Kiely Miller stated she felt the 3 foot set back from the property line in the proposed ordinance did not seem sufficient and felt patios could be too close to the sidewalk. Ms. Lang said the right of way space varies greatly throughout the village and the average right of way in the village has been two to five feet.

Mr. Piotrowski said that with patios still requiring Design Review Board approval, that could help to address particular conditions staff may be concerned with regarding items.

Mr. Johnson asked why the 3 foot language was used in the ordinance instead of using the property line. Ms. Lang clarified that you cannot place a patio up to the rear or interior side yard setback: per the zoning code, most districts require a three feet setback.

Mr. Johnson asked about what the reaction to this change could be and what brought this to the Plan Commission. Ms. Lang stated the item was brought to the Plan Commission because when a number of the same items are being presented to the Board of Appeals it prompts staff to review the code to determine if it is correct or sufficient. Residents have been going to Board of Appeals to get these patios approved because of their lack of a backyard.

Mr. Johnson asked if there will be any resistance because of the definition contradiction of side yard patio in the ordinance and in the zoning code. Attorney Bayer explained that there should be no resistance because the subsection of the proposed new ordinance contains a qualifier "for the purpose of determining" and it is in a subsection only relating to driveways, decks and patios.

Mr. Maher requested the removal of word "corner" in proposed new ordinance section 535-9F(3) and 535-9F(3d).

Mr. Maher moved to recommend to the Village Board the ordinance regarding corner street side yards as presented by staff with the removal of the word “corner” from the ordinance in two locations. Seconded by Ms. Buchanan. Vote 8-0.

Ms. Kiely Miller asked if this ordinance included the allowance of patios in the front yard up to 3 feet from the lot line. Ms. Lang confirmed that yes this is included.

**8. Further discussion and recommendation of staff request to revise allowable dimensions of front yard porches into the zoning setback.**

Ms. Lang introduced the item. This item was first introduced at the September 22, 2015 Plan Commission meeting, to allow porches up to eight feet from the face of the house.

At the previous meeting the commission questioned how to ensure all porches within the setback will look appropriate. The Design Review Board considers all new or replaced porches and could change dimensions if they feel an improvement is not to scale with the existing structure. The board factors in surroundings in their decisions where appropriate. Since replacement porches must remain within the same footprint, the board has never recommended that particular dimensional change.

The proposed ordinance: redefines porch and deck; allows porches up to 8 feet within the front yard setback; allows the Planning Director to determine where to start measurement; prohibits new porches within 10 feet of the front property line; limits replacement porches to no greater than 8 feet in depth if at all within the front setback; and requires Design Review Board approval.

The Design Review Board could change the depth of a proposed porch in the setback if they feel it's not to scale for the house or surrounding homes.

In the commissions packet staff took a sample of three blocks and provided front setback distances. The 4000 block of Downer Avenue was chosen because the homes have typical front yard setback distances like most blocks in the village. The other two blocks are the 3500 and 3600 blocks of Maryland Avenue. Those two blocks were chosen as a sample because half the homes are closer to the street than what typically seen in the village.

Along Downer, the average front setback on the west side of the street is 28.3 feet. The average on the east side is 22.7 feet. Along Maryland, most of the houses have porches. Some pictures of this block were provided, showing three houses without traditional porches. The side-by-side townhouse would not be appropriate for adding a porch.

Currently, only steps and stoops are allowed up to six feet in the front yard setback. Ms. Lang explained that if a property owner wants to build a porch now the porch cannot sit in the front yard setback. By example, on the 4000 block of Downer, the average front yard setback on the west side of the street is 28.3 feet. This means no structure can be built closer than 28.3 feet from

motion the commission has made the necessary findings required in §535-25C items 1-7.  
Seconded by Mr. Piotrowski. Vote 6-0.

**6. Discuss and possible recommendation to allow patios in the street side yard setback.**

Mr. Johnson asked Ms. Lang to clarify why item 6 and 7 are on the agenda. Ms. Lang stated residents want to make certain improvements to their properties and many comments have been received in regards to these restrictions. The items have been on Ms. Lang's list of items to bring before the Plan Commission as well.

Mr. Johnson asked if the commission makes changes and in doing that would items no longer come before the Plan Commission. Ms. Lang explained that no currently these items go before the board of appeals for a variance. These items are in the zoning chapter and that is why the items are before the Plan Commission for the recommended changes. Moving forward with the recommendation to amend the zoning chapter, items would no longer need variances.

Mr. Hansmann asked what the next steps would be if the Plan Commission makes these recommendations. Ms. Lang stated it would go before the Village Board as an ordinance. Ms. Lang is seeking the Design Review Board's additional recommendation on the issue of front yard porches and stoops as well.

Ms. Lang informed the commissions that prior to a change in 2006-2007 patios were allowed in the front yard without considering the front yard zoning setbacks. Currently patios in the front yard have to be no more that 30% of the area of your front yard, one side has to be adjacent to the house and it has to have natural vegetation for screening. A patio is described as being made of quality materials and can be at grade or raised. Front yard setbacks for basic one and two family districts are 25 feet back which is basically up to the houses and no structures are allowed in the front yard setback without a variance granted by the Board of Appeals.

Ms. Lang recommended that patios be allowed in the street side yard setback using the language which allows patios in the front yard setback. Street side yard setbacks are 25% of the width of the lot. There are a lot of corner lots in the village with no backyard that are 125 foot wide lot which would require the patio be setback 25 feet to meet the zoning side yard setback. These corner lots that are really wide are who this code impacts the most.

Mr. Piotrowski stated that he agrees with staff and that most commonly street side yards are treated just like front yards in zoning codes. Making street side yards consistent with what the village does for front yards is correct.

Mr. Maher asked if there is a setback for patios in the front yard. Ms. Lang stated no, front yard patios simply cannot be any more than 30% of any front yard.

Mr. Piotrowski asked about a picture in the materials of a property on Kensington Avenue which showed a fence in the side yard. Ms. Lang explained to the commission that the property had gone for a variance to place a patio in the side yard and was denied. Since fences are allowed up to the property line the property owner fenced in the area they had initially intended for the patio. They never put down any patio materials simply fenced in the area. Ms. Lang would've preferred the patio to the fence.

Ms. Kiely Miller stated that a patio instead of the fence at the property on Kensington would've looked better. She asked about the screening with vegetation and whether that is applied loosely. Some properties displayed in the materials showed brick or stone walls around the patios and little

vegetation. Ms. Lang stated some of the pictures were taken in spring before growth came through.

Ms. Lang stated that currently front yard patios go before Design Review Board for approval and staff would like street side yard patios to as well.

Mr. Johnson asked if the village has received any concerns from residents who live on corner lots who have wanted to do this and upset that they have not been able to. Ms. Lang stated a good handful over the years. She stated there are a good half a dozen existing non-conforming patios in the village as well. Ms. Kiely Miller stated that it is a little tricky when two different houses could have the same lot size but depending on where the front door is orientated one house may be allowed the patio and the other could not.

Mr. Piotrowski asked if the front yard is defined by where the front door is. Ms. Lang stated it is defined by the house address.

Mr. Hansmann asked if it was feasible for some corner lots to have both front and side yard. Ms. Lang stated yes as long as the green space requirement was met. Ms. Lang stated there are a lot of side by side buildings on the corner lots as well and a patio in the front yard and side yard could be servicing each tenant.

Mr. Maher clarified that this item is only addressing street side yards. Ms. Lang stated that interior lots have 3 feet setbacks.

**7. Discuss and possible recommendation to revise allowable dimensions of front yard porches and stoops into the zoning setback.**

Ms. Lang introduced the item. She stated this item is a little more complicated due to how staff interprets the code today. Ms. Lang explained that the code allows front yard patios to be 30% of the area and that the front yard zoning setback is essentially up to the face of the house in a majority of one and two family districts. Decks are not allowed in front yards; any structure placed in the front yard setback besides a patio has to go to Board of Appeals for a variance.

Commissioners were given two pages of codes that relate to this item in their materials. Ms. Lang is asking the commission to consider if the village should allow porches in the front yard up to 8 feet out from the face of the front facade. Mr. Johnson asked what the difference was between a patio and a porch and Ms. Lang explained that a porch is raised off the ground and has a cover and/or made with decking materials.

Ms. Lang explained that if a house has a front covered entryway with a stoop it is allowed to build a platform/deck across the front of the house if it does not extend out any further than the existing stoop and because the existing stoop has a cover staff is not requiring covering over the new area. The Design Review Board disagrees with staff's interpretation of porch/deck covering. Residents who are extending their platform are using decking materials because concrete and brick and mortar are too expensive. The Design Review Board has been approving these scenarios but reluctantly. If the platform/deck extended beyond the original front covered entrance it would not be allowed and would have to go to Board of Appeals for a variance for being within the zoning front yard setback. Patios are allowed to be installed in the front yard. Ms. Lang explained that a patio is defined as being raised or at grade.

Ms. Lang continued to explain that houses with small front landings are allowed to install a front patio in place of the landing but cannot install a porch without a variance.



**Shorewood**

**MEMORANDUM**

**Village  
Attorney's  
Office**

Nathan J. Bayer  
William P. Dineen

**TO: Chris Swartz, Village Manager**

**FROM: Nathan J. Bayer, Village Attorney**

**DATE: February 10, 2016**

**RE: Proposed Changes to Village Fee Schedule**

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Enclosed you will find two resolutions for consideration by the Village Board that amend the Planning and Development Department Fee Schedule. The first resolution creates a fee for an initial and renewal beekeeping permit and is related to the ordinance passed by the Board on February 1, 2016.

The second resolution proposes changes as recommended by the Planning Commission and Village Planning Director. The Planning Commission recommends reducing the cost of a conditional use permit for a solar energy system to \$75.00. The remainder of the proposed changes are nominal and routine amendments as proposed by the Planning Director. In the event that there is any debate or disagreement about the proposed changes, I have separated the fee associated with the beekeeping permit from the other proposed changes, as the beekeeping ordinance was previously discussed in committee and at the Village Board level, and do not anticipate any discussion or debate on that fee. If there is delay or requested changes to the others, the setting of the beekeeping license fees will not be delayed.

Please call if you have any questions relating to these matters.

RESOLUTION NO. 2016-\_\_\_\_\_

A RESOLUTION FOR AMENDING THE PLANNING & DEVELOPMENT DEPARTMENT  
VILLAGE FEE SCHEDULE

WHEREAS, from time to time the Village of Shorewood reviews and revises various fees and itemizes work requiring permits; and

WHEREAS, in January of 2016 the Village Planning Commission discussed setting the fee for a conditional use permit for solar energy system to \$75.00, and endorses and recommends this change to the fee schedule; and

WHEREAS, in January of 2016, the Planning and Development Department reviewed its fee schedule and believes it is necessary to amend fees associated with permits for antennas, deposits for occupancy permits, permits for newsboxes, permits for signs, and permits for temporary storage units and temporary dumpsters on private property; and

WHEREAS, the following items are amended and new fees established as follows in the Planning & Development Fee Schedule, to be effective as of February 16, 2016:

ZONING

Conditional Use Solar Energy System	\$75.00
-------------------------------------	---------

OTHER PERMITS

Antennas	\$100.00 each
Temporary Storage Units & Temporary Dumpsters	
Storage Units Placement on Private Property	\$25.00
Dumpsters Placement on Private Property	\$75.00

WHEREAS, the following items are removed from the Planning & Development Department Fee Schedule, to be effective February 16, 2016:

OTHER PERMITS

Occupancy Permit	
Deposit	\$500.00
Newsbox	
Inspection	\$15.00
Removal	\$25.00
Sign Permits (special sale/event – 30 days)	\$20.00

NOW, THEREFORE BE IT RESOLVED by the Village Board of the Village of Shorewood, the fee amendments are hereby approved with a quorum being present and a majority of the Board voting.

PASSED AND ADOPTED by the Village Board of the Village of Shorewood, Milwaukee County, WI this 16<sup>th</sup> day of May, 2016.

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Guy Johnson, Village President

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Tonya O'Malley, Village Clerk

# MEMORANDUM



February 9, 2016

To: Trustee Davida Amenta, Chairperson  
Public Works Committee

From: Leeann Butschlick, Director of Public Works

Copy: Village Board  
Chris Swartz, Village Manager  
Joel Kolste, Assistant DPW Director

Re: 2016 PPII program funding discussion

---

Your February 16 agenda includes discussion regarding the 2016 Private Property Inflow and Infiltration Lateral Rehabilitation program.

## Program Development

The Village's sanitary sewersheds (basins) 1 and 6 have previously been designated as underperforming ("broken") by MMSD. Approximately 450 homes are located in these areas which have contributed flows in excess of that which would be expected based upon the land area and development pattern.

The 2011 Comprehensive Facility Plan identified in its Goal 2 a 40% reduction of inflow and infiltration in the Village's separate sewer area by 2035. Private property I/I was emphasized as a key objective and the Private Property Lateral Rehabilitation Schedule (attached) was developed to target the specific block areas with the greatest measured I/I rates.

To date, the Village has rehabilitation a total of 165 laterals through this program. Please note in the table below that the "eligible" properties are those located in the targeted block area who received an invitation to participate in the program; the "funded/lined" indicates the number of properties rehabilitated in that program year.

	Basin 1		Basin 6		Total Rehabilitated
	<i>eligible</i>	<i>funded</i>	<i>eligible</i>	<i>funded</i>	
2012			58	53	53
2013	53	35			35
2014			73	50	50
2015*	35	22		5	27
Total	88	57	131	108	165

\* 2015 total includes five properties in Basin 6 from 2014 waiting list

## Program Funding

It was previously determined by the Village Board that the program would be funded annually at a level

based upon the available MMSD PPI/I monies allocated to Shorewood plus an equal match from the Village. Please find a summary below:

	<b>MMSD Funds</b>	<b>Village Funds</b>	<b>Total Program</b>
2012/2013	\$251,965	\$253,535	\$505,500
2014	\$160,000	\$178,000	\$338,000
2015	\$92,060	\$92,060	\$184,120
2016*	\$187,762	\$187,762	\$375,524

The Village's 2016 Budget includes \$92,000 in MMSD Grants and \$92,000 of reserves for the PPII program. This was the planning number based upon the previous year's approved allocation. The actual 2016 allocation is \$94,653; the additional funds include transfers from prior inactive stormwater funding programs and unencumbered balances from previous PPII programs.

### **2016 Program**

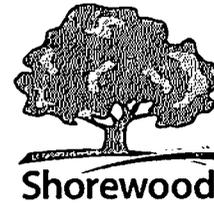
The 2016 Basin 6 program area includes a total of 77 properties. As noted in the table above, the total available MMSD funding is \$187,762,060; an equal Village match would put the project funding level at \$375,524. When estimated engineering and inspection costs are factored, staff estimates approximately 60 laterals could be lined in this year's program at the \$375,524 total funding level. This number is less than the properties identified in the program; however response rates to the program invitation have varied from a high of 91% to a low of 66%. Staff is comfortable the funding level would be very adequate for the program size identified. However, should demand exceed supply, funding would be awarded to eligible properties on a first come – first served basis as in previous years. Additional interested properties would be placed on a waiting list to be considered for funding in future years.

Staff proposes that the Village "share" of matching funds for the 2016 PPII program be increased to \$187,762 by maintaining the bonding for these funds that was previously included in the 2016-2025 long range financial plan last fall.

*Suggested motion: I move that staff be directed to develop and issue bid documents for the 2016 Lateral Rehabilitation Project at a total funding level of approximately \$375,000.00.*

I will be in attendance at your meeting Tuesday evening. In the meantime, if you should have any questions regarding this item, please do not hesitate to contact me at 847.2650.

# MEMORANDUM



Date: February 16, 2016

To: Village Board

From: Chris Swartz

Re: Engineering for Milwaukee River Trail Improvements

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## **Background.**

As part of the 2006 Village of Shorewood Central District Master Plan, the bluff area along the Milwaukee River south of Capitol Drive was slated to be improved with walking trails, viewing areas, eradication of invasive species, better river access, enhanced native plant species, etc. The Village of Shorewood led the way in shoreland protection as part of this process. With the establishment of the Milwaukee Greenway Plan, this area and Hubbard Park are a critical plan connection along the east side of the river. In anticipation of future development of the area east of the bluff, the Village developed a "B-4 River District Riparian Restoration and Trail Planning and Design Project" Plan.

The Plan was completed for the Village of Shorewood by Marek Landscaping, LLC in May 2009. The Village applied for and received a DNR Stewardship grant to implement the plan. However, we were unable to execute the grant agreement at that time because we did not own the bluff portion of the area. We applied again in 2014 and received the grant. The transfer of the bluff area to the Village from private owners as part of development agreements allows the Village to now execute the grant agreement. I have attached a copy of the grant agreement.

## **Project Review.**

After the responses to the RFPs, Public Works Director Leeann Butschlick, Trustee Paul Zovic and Village Manager Chris Swartz interviewed the engineering teams.

## **Analysis.**

Although the "B-4 River District Riparian Restoration and Trail Planning and Design Project" Plan was quite detailed, the Plan was not an engineering design plan, i.e., a contractor could not bid based on it. Hence, in October the Village solicited request for proposals (RFP) for engineering services to provide construction design services. Two proposals were received: Marek, LLC (Milwaukee) and Cardno (Madison). The proposals are attached.

Both consultants addressed the requirements of the RFP. The proposals included the following fees:

- Cardno: \$36,278
- Marek: \$49,240

Marek also had alternate fees for construction review and a substantial public communication plan, which are alternatives in the proposal.

**Fee Differences.**

The Marek plan included more time for obtaining permits. In addition, the Marek does not have an engineer on staff and has to provide outside services to complete the required services. Cardno's project manager is also an engineer, which enables their team to implement the project more efficiently. However, overall, our project team is recommending that we accept the proposal from Marek for the following reasons:

1. More experience on Milwaukee River projects
2. Familiarity with the project and the nuances of the project's variables
3. Understanding of the required permits
4. Familiarity with the area stakeholders
5. Long term tenure of the core team working together.

**Funding.**

The Village will fund this project through a combination of the Stewardship grant, a 2014 borrowing and TIF #3 funds. These funds are sufficient for engineering and for the project implementation scheduled for 2017.

**Motion.**

The recommended motion is "to authorize the Village Manager to execute an agreement pursuant to the proposal of Marek Landscaping, LLC for the "B-4 District Riparian Restoration and Trail Planning and Design Project" Plan for a base cost not to exceed \$49,240, and to authorize Village staff to negotiate a final fee for public meetings not to exceed \$2,500."

/Chris

Attachments as stated

1. DNR Stewardship Grant Agreement
2. Proposal from Cardno
3. Proposal from Marek Landscaping LLC

State of Wisconsin  
DEPARTMENT OF NATURAL RESOURCES  
101 S. Webster Street  
Box 7921  
Madison WI 53707-7921

Scott Walker, Governor  
Cathy Stepp, Secretary  
Telephone 608-266-2621  
Toll Free 1-888-936-7463  
TTY Access via relay - 711



April 1, 2015

▷ REQUIRES IMMEDIATE ACTION ◁  
Urban Rivers  
Grant# URGP3-15-304  
Grant Amount: \$192,500.00

Chris Swartz, Village Manager  
Village of Shorewood  
3930 N Murray Ave  
Shorewood, WI 53211

Dear Mr. Swartz:

Congratulations! On behalf of the Governor, we are pleased to forward to you a grant agreement for financial assistance for the following project: *Village of Shorewood - Milwaukee River Trail Improvements*

Please review the agreement and return a copy signed by the authorized official within 30 days of this letter's date to Jim Ritchie at the Southeast Region, 2300 N Dr. Martin Luther King Jr Dr., Milwaukee, WI 53212. Be sure to keep a copy for your file. Funds will be encumbered when the signed agreement is returned. Please read the items checked below. They apply to your project and grant award.

**Grant Award Time Period:** April 1, 2015 through June 30, 2017. All project activities must occur within this time period to be eligible costs for reimbursement.

**Advance or Reimbursement Check:** When you submit for your advance or reimbursement the check will be mailed to Village of Shorewood, Chris Swartz, 3930 N Murray Ave, Shorewood, WI 53211. This is the check recipient that appears in our records.

**Changes to the approved project scope** may not be made without prior approval from the Department.

**You are entitled to a project advance of: \$96,250.00**

This advance payment is made available to you to cover costs you may incur in the initial stages of your project. The advance payment is equal to 50% of the state cost sharing assistance. *If you wish to request the advance payment, please check the box provided on the last page of the project agreement.*

Please check your local procedures to insure you comply with all applicable state laws regarding competitive bidding and awarding.

If not enclosed, reimbursement claim forms and/or financial administration information can be found by going to: <http://dnr.wi.gov/Aid/forms.html>. Please submit reimbursement claim forms for your project to Jim. Feel free to contact Jim at 414-263-8610, if you have any questions about your grant award or the reimbursement procedures. You may be contacted by the Office of the Governor or your state Legislator concerning the issuance of a press release to publicize the grant award. We are pleased to have the opportunity to participate with you on this project.

Sincerely,

Steven W. Miller, Director  
Bureau of Facilities and Lands

Enclosure(s)

C: Jim Ritchie - SER

State of Wisconsin  
 Department of Natural Resources  
 P. O. Box 7921  
 Madison, WI 53707-7921

OUTDOOR RECREATION AIDS GRANT AGREEMENT  
 Form 8700-065 Rev. 01-10

Notice: Collection of this information is authorized under ss. 23.09(11), 23.09(26), 350.12(4), 23.33, and 30.92, Wis. Stats., and chs. NR 7, NR 50, NR 51, and NR 64, Wis. Admin. Code. Personally identifiable information collected will be used for program administration and may be made available to requesters as required under Wisconsin's Open Records Law (ss. 19.31 - 19.39, Wis. Stats).

<b>Grantee/Project Sponsor</b>		<b>Project Number</b>	
Village of Shorewood		URGP3-15-304	
<b>Project Title</b>			
Village of Shorewood - Milwaukee River Trail Improvements			
<b>Period Covered by This Agreement</b>		<b>Name of Program</b>	
April 1, 2015 Through June 30, 2017		Urban Rivers	
<b>Project Scope and Description of Project</b>			
<p>Urban Rivers subprogram funds are awarded to the Village of Shorewood to develop a recreational trail and restore the bluff along the Milwaukee River. The project area is located between Hubbard Park and the connection to Milwaukee County's Estabrook Park and Oak Leaf Trail. Project scope items will include engineering, site preparation and clearing, shoreline stabilization and re-vegetation, trail improvements, drainage and erosion controls, boardwalks, canoe launch, and signage.</p>			
<b>PROJECT FINANCIAL ASSISTANCE SUMMARY:</b>		The following documents are hereby incorporated into and made part of this agreement:	
<b>Total Project Cost</b>	<u>\$385,000.00</u>	1. Chapter NR 51, Wisconsin Administrative Code	
<b>Cost-Share Percentage</b>	<u>50%</u>	2. Application Dated 04/30/2014	
<b>State Aid Amount</b>	<u>\$192,500.00</u>		
<b>Project Sponsor Share</b>	<u>\$192,500.00</u>		

**A. General Conditions:**

1. The State of Wisconsin Department of Natural Resources (Department) and the Sponsor mutually agree to perform this agreement in accordance with the Urban Rivers and with the project proposal, application, terms, promises, conditions, plans, specifications, estimates, procedures, maps and also any assurances attached and made a part of this agreement.
2. This agreement, together with any referenced parts and attachments, shall constitute the entire agreement and previous communications or agreements pertaining to the subject matter of this agreement are superseded. Any revisions, including cost adjustments, must be made by an amendment to this agreement or other written documentation, signed by both parties, prior to the termination date of the agreement. Time extensions and scope changes to the agreement may be granted to the Sponsor by the Department in writing without the requirements of Sponsor signature.
3. Failure by the sponsor to comply with the terms of this agreement shall not cause the suspension of all obligations of the State if, in the judgment of the Secretary of the Department, such failure was due to no fault of the Sponsor. In such case, any amount required to settle at minimum costs any irrevocable obligations properly incurred shall be eligible for assistance under this agreement, at the Department's discretion.

**The Project Sponsor:**

4. Agrees to comply with all applicable Wisconsin Statutes and Wisconsin Administrative codes in fulfilling terms of this agreement. In particular, the Sponsor agrees to comply with the provisions of Chapter NR 51, Wis. Adm. Code, as well as comply with all applicable local and state contract and bidding requirements. The sponsor should consult its legal counsel with questions concerning contracts and bidding.
5. May decline the offer of financial assistance provided through this agreement, in writing, at any time prior to the starting of the project and before expending any funds. After the project has been started or funds expended, this agreement may be rescinded, modified, or amended only by mutual agreement in writing.
6. Agrees, to save, keep harmless, defend and indemnify the Department and all its officers, employees and agents, against any and all liability claims, costs of whatever kind and nature, for injury to or death of any person or persons, and for loss or damage to any property (state or other) occurring in connection with or in any way incident to or arising out of the occupancy, use, service, operation or performance of work in connection with this agreement or omissions of Sponsor's employees, agents or representatives.
7. Agrees to reimburse the Department of any and all funds the Department deems appropriate in the event the Sponsor fails to comply with the conditions of this agreement or project proposal as described, or fails to provide public benefits as indicated in the project application, proposal description or this agreement. In addition, should the Sponsor fail to comply with the conditions of this agreement, fail to progress due to non-appropriation of funds, or fail to progress with or complete the project to the satisfaction of the Department, all obligations of the Department under this agreement may be terminated, including further project cost payment.
8. Agrees, in connection with the performance of work under this agreement, not to discriminate against any employee or applicant for employment because of age, race, religion, color, disability, handicap, sex, physical condition, developmental disability as defined in s. 51.01(5), Wis. Statute, sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Sponsor further agrees to take affirmative action to ensure equal employment opportunities, as required by law. The Sponsor agrees to post in conspicuous places available for employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.

**The Department:**

9. Promises, in consideration of the covenants and agreements made by the Sponsor, to obligate for the Sponsor the amount of \$192,500.00, and to tender to the Sponsor that portion of the obligation which is required to pay the Department's share of the costs based upon the state providing 50 percent of eligible project costs. The Sponsor promises, in consideration of the promises made by the Department, to execute the project described in accordance with this agreement.
10. Agrees that the Sponsor shall have sole control of the method, hours worked, and time and manner of any performance under this agreement other than as specifically provided in this document. The Department reserves the right only to inspect the job site or premises for the sole purpose of insuring that the performance is progressing or has been completed in compliance with the agreement. The Department takes no responsibility of supervision or direction of the performance of the agreement to be performed by the Sponsor or the Sponsor's employees or agents. The Sponsor is an Independent Contractor for all purposes, not an employee or agent of the Department. The Department further agrees that it will exercise no control over the selection and dismissal of the Sponsor's employees or agents.

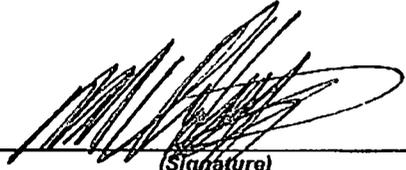
**B. Special Conditions:**

*The following special project terms and conditions were added to this agreement before it was signed by the parties hereto:*

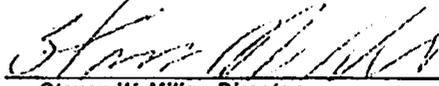
1. Property acquired or developed with assistance from this program shall not be converted to uses inconsistent with public outdoor recreation without the approval of this Department.
2. All regulatory permits and approvals, including water and wetland regulatory permits and approvals, required by federal, state or local agencies must be obtained prior to project construction and complied with fully during project construction.
3. The sponsor shall implement and maintain proper soil erosion and sediment control best management (BMPs) practices during construction of the project. Erosion and sediment control BMPs shall be accomplished using the guidelines in the Wisconsin Stormwater Technical Standards available via the Internet at <http://dnr.wi.gov/runoff/stormwater/techstds.htm>. BMPs shall be properly installed, and maintained to function as intended until the project site is stabilized. All temporary erosion and sediment control practices (e.g. silt fence, etc.) shall be removed once the construction site has undergone final stabilization. Construction sites associated with land disturbing activities over one acre and grading sites of 10,000 sq. ft., or more on the bank of a navigable waterway require an erosion control and stormwater management plan prepared by the sponsor. Construction sites disturbing one or more acres of land require coverage under a construction site stormwater discharge permit prior to commencing any land disturbing construction activity.
4. The Sponsor agrees to display a sign at the site acknowledging funding through the Knowles-Nelson Stewardship Program and Wisconsin Department of Natural Resources.
5. Development plans must be submitted to the department for approval prior to any construction beginning.
6. STATE SINGLE AUDIT GUIDELINES. Grantees shall comply with annual Single Audit requirement as specified in OMB Circular A-133 "Audit of States, Local Governments, and Non-Profit Organizations" and the Wisconsin State Single Audit Guidelines found at: <http://www.doa.state.wi.us/Divisions/budget-and-finance/financial-reporting/state-controllers-office/state-single-audit-guidelines> issued by the Wisconsin Department of Administration (DOA), State Controller's Office.
7. The Sponsor agrees to provide to the Department copies of easements, land use agreements and permits with landowners (private and public) granting access to and permission to build in the trail corridor prior to the start of construction.

Check here if you request advance payment totalling \$96,250.00

*The persons signing for the Sponsor represents both personally and as an agent of his or her principal that he or she is authorized to execute this agreement and bind his or her principal, either by a duly adopted resolution or otherwise.*

By  \_\_\_\_\_  
(Signature)  
Village Manager  
(Title)  
4/21/15  
(Date)

STATE OF WISCONSIN  
DEPARTMENT OF NATURAL RESOURCES  
FOR THE SECRETARY

By  \_\_\_\_\_  
Steven W. Miller, Director  
Bureau of Facilities and Lands  
4-1-15  
(Date)

State of Wisconsin  
 Department of Natural Resources  
 Box 7921  
 Madison, Wisconsin 53707

*Revised*

RECREATION GRANT PROJECT COST ESTIMATE WORKSHEET  
 Form 8700-014  
 Rev. 01/2004

For use with Grant Application Form 8700-191

Sheet <b>1</b>	of <b>2</b>	Project Applicant: <b>Village of Shorewood</b>	Prepared By: <b>Village of Shorewood</b>			<b>LEAVE BLANK - DNR USE ONLY</b>							
County <b>Milwaukee</b>	Project Name: <b>Milwaukee River Bluff and Trail Restoration</b>				Project Number								
<b>DEVELOPMENT PROJECT ITEMS</b> <i>List by individual item or break down by Use Areas (See Item List On Back Of This Form)</i>					Indicate Contract (C) Force Acct. (F) Donated(D)	Quantity and Unit of Measure	Component Costs	Estimated Total Item Cost	<b>INFORMATION PROGRESS</b>				
									Insp. Date - Bill No.				
					Percent Completed								
Trail clearing and care					C			\$20,000.00					
Signage (temporary, Sanctuary entrance, directional)					C			\$15,000.00					
Drainage solutions/outfalls reconstruction					C			\$10,000.00					
Trail decommissioning					C			\$15,000.00					
Surface treatment/erosion control					C			\$40,000.00					
Bank stabilization and revegetation					C			\$20,000.00					
Living wall steps for river access					C			\$5,000.00					
Removal/Addition of Vegetation					C			\$80,000.00					
Hubbard Park Canoe Launch					C			\$35,000.00					
Slope cut from upper bluff to river trail					C			\$20,000.00					
Switchbacks, grading and construction					C			\$50,000.00					
Boardwalks along lower river trail (includes revegetation)					C			\$30,000.00					
Stairs and trail south of Hubbard Park linking to Oak Leaf Trail					C			\$10,000.00					
Engineering costs (10% of total)								\$35,000.00					
						0	TOTAL	\$385,000.00	TOTAL				

NOTE: For acquisition projects, complete the information on the reverse side of this form.

# CONCEPTUAL PLAN

for the

## B-4 RIVER DISTRICT RIPARIAN RESTORATION AND TRAIL PLANNING AND DESIGN PROJECT



Prepared for:

Village of Shorewood  
3930 North Murray Avenue  
Shorewood, WI 53211

Prepared by:

Marek Landscaping, LLC  
820 East Knapp Street  
Milwaukee, WI 53202



May 2009

**GRANT AGREEMENT  
BETWEEN THE  
  
STATE OF WISCONSIN  
DEPARTMENT OF ADMINISTRATION  
DIVISION OF INTERGOVERNMENTAL RELATIONS  
WISCONSIN COASTAL MANAGEMENT PROGRAM  
  
AND  
  
VILLAGE OF SHOREWOOD**

**THIS AGREEMENT** is made and entered into by and between the Division of Intergovernmental Relations ("Division"), Department of Administration ("Department"), representing the State of Wisconsin (collectively "State"), and **VILLAGE OF SHOREWOOD** ("Grantee"). This agreement is complete and valid as of the date signed by the Administrator of the Division of Intergovernmental Relations, and will end on June 30, 2016 unless extended by mutual agreement.

**WHEREAS**, on behalf of the State, the Department administers the Wisconsin Coastal Management Program ("Program") through the Division to provide funds for eligible activities; and

**WHEREAS**, it is the intention of the parties to this Agreement that all activities described herein shall be for their mutual benefit; and

**WHEREAS**, the Grantee has submitted an Application for the identified Program and the State, in reliance upon the representations set forth in the Application, approved an award to the Grantee in the amount of **Thirty-Nine Thousand Seven Hundred Fifty Dollars (\$39,750.00)** and the Grantee agrees to provide **Eighty-Nine Thousand Five Hundred Fifty Dollars (\$89,550.00)** for eligible activities herein described; and

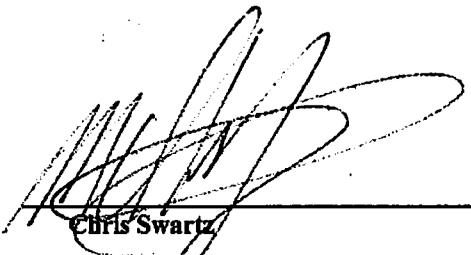
**WHEREAS**, the terms and conditions herein shall survive the performance period and shall continue in full force and effect until the Grantee has completed and is in compliance with all the requirements of this Agreement; and

**WHEREAS**, this Agreement is mutually exclusive and is distinguished from all previous Agreements between the Grantee and the State and contains the entire understanding between the parties;

**NOW, THEREFORE**, in consideration of the mutual promises and dependent documents, the parties hereto agree as follows:

**VILLAGE OF SHOREWOOD**

**STATE OF WISCONSIN  
DEPARTMENT OF ADMINISTRATION  
DIVISION OF INTERGOVERNMENTAL  
RELATIONS**

BY:   
Chris Swartz

BY:   
Ed Eberle

TITLE: Village Manager

TITLE: Administrator

DATE: 6/11/15

DATE: 7/9/15



November 12, 2015

Chris Swartz  
Shorewood Village Manager  
3930 N. Murray Ave.  
Shorewood, WI 53211

Cardno

5307 S 92nd Street  
Suite 123  
Milwaukee, WI 53130  
USA

Phone: +1 414-617-7891

[www.cardno.com](http://www.cardno.com)

**Subject: Cardno Proposal Response for Professional Engineering Services – Milwaukee River Bluff Restoration Design Services**

Dear Chris:

Cardno is pleased to submit this proposal to the Village of Shorewood to provide professional engineering services for the Milwaukee River Bluff Restoration Design Services Project. We are excited about the opportunity to assist the Village by providing trail and bluff stabilization design and to prepare the construction documents for the bid process. Our team of dedicated restoration professionals looks forward to meeting your project goals and exceeding your expectations! If you have any questions or need further information on our qualifications, please do not hesitate to contact me at the phone number or email address listed below.

Sincerely,

Heather Schwar, PE  
Senior Water Resource Engineer  
Engineering & Environmental Services Division  
Cardno  
5307 S 92nd Street, Suite 123  
Milwaukee, WI 53130  
Phone 414-617-7891  
Email [heather.schwar@cardno.com](mailto:heather.schwar@cardno.com)

Enc: Three (3) hard copies of Cardno's Proposal

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## Firm Qualifications

### About Cardno

Cardno's ecological consulting and restoration division has more than 25 years of experience throughout the Midwest providing innovative and successful solutions to challenging environmental issues. Our multidisciplinary teams of professionals offer expertise in natural resources, water resources, and cultural resource management, as well as expertise in streamlining the regulatory permitting and compliance processes.

Cardno has been a strong presence in Wisconsin since opening its Madison office in 2004, bringing a depth of planning, assessment, restoration, and management experience to support clients like the Village with engineering, ecological consulting and restoration services. Locally to Wisconsin, Cardno can provide technical depth in conservation and natural area planning, workshop facilitation, wetland management, aquatic biology, endangered species management, water resources management and engineering, floristic quality, water quality, and wildlife management.

Beyond Wisconsin, our Engineering and Environmental Services Division provides a full range of ecological consulting and restoration services, with expertise in watershed planning, stream and ecosystem restoration, mitigation design, full wetland services, endangered species consulting, natural systems for stormwater/wastewater, archaeology, and green infrastructure, as well as streamlined regulatory permitting and compliance. The Cardno Native Plant Nursery provides more than 350 species of native plants and seed as well as bioengineering materials and the staff expertise to create customized restoration, mitigation, and native landscape projects. We pride ourselves on following disciplined safety processes, clear communications paths, and strict quality procedures, allowing us to complete projects safely, with commitment to local client service and exceptional project delivery.

### Relevant Project Experience

Cardno has extensive experience assessing, planning, designing, implementing, and monitoring stream restoration projects that include streambank stabilization, stormwater management, trail construction, and vegetation management. Cardno has the capabilities to ensure Shorewood's Conceptual Plan becomes a reality!

Following are three examples of similar restoration projects performed by Cardno that involved trail design, slope stabilization, drainage and erosion control, vegetation management, and overall site design. The project descriptions are followed by client references.



**Pheasant Branch Creek and Slope Stabilization**  
Client: City of Middleton, Wisconsin  
Location: Middleton, Dane County, Wisconsin  
Start and completion dates: 2010- Ongoing

Increased stormwater inputs into Pheasant Branch Creek had caused eroding streambanks and steep slopes. Cardno was hired by the City of Middleton, Wisconsin, to stabilize nearly a half mile of streambanks and 40-foot high slopes using ecologically sensitive techniques to mitigate the erosion. To reduce the sediment load in the creek, Cardno designed and installed stream energy

dissipation structures and integrated bank treatments, including rootwad and toewood composites, cross-

vanes, and single arm vanes. These methods stabilized the banks while providing improved habitat for the insects, amphibians, reptiles, and fish found within the creek and riparian corridor.

In addition, we re-graded the steep slopes above the installed toe protection and replanted the area with grasses and forbs native to south-central Wisconsin. Cardno also designed and constructed a trail system in Marina Court near this site to provide residents access to the restoration project corridor.

---

### Indian Creek Streambank Stabilization

**Client:** Vernon Township, Illinois  
**Location:** Buffalo Grove, Lake County, Illinois  
**Start and completion dates:** 2013- 2014

Cardno restored nearly 2,000 linear feet of eroding streambank along Indian Creek in Lake County, Illinois. Cardno completed channel surveys of this entire reach and developed a streambank stabilization design using bioengineering techniques to reduce the sediment load from the banks and upland areas to the creek. Cardno's design stabilized steep eroding banks along this flashy urban creek, while restoring native vegetation and considering streamside park use by local residents. The native seed mix planted on these sites is full of northern Illinois native species that have deep extensive rooting systems. Once established, the dense roots of these native grasses and forbs will trap and hold bank material in place, further reducing erosion of bank sediments while increasing the biotic diversity of the riparian corridor.



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### Cloud Lake Shoreline Restoration

**Client:** Forest County Potawatomi Community  
**Location:** Wisconsin  
**Start and completion dates:** 2010- 2011

Cardno collected on-site information required to develop a construction plan set, specifications, and completed final designs required for permit applications, construction quote requests, and project installation. Cardno assessed shoreline conditions (including vegetation, soils, and hydrology), conducted a preliminary wetland investigation, area elevations, existing/proposed public use, and other factors pertinent to design of the shoreline restoration to develop a design that maintained use access while restoring shoreline vegetation. Design included components of shoreline grading, topsoil placement, native seeding/planting, and provisions for guiding public access within the vicinity of the project area.



Cardno produced a series of project drawings and specifications suitable for permit application and construction bid procurement. Plans were drafted in AutoCAD as preferred by FCPC NRD. Final plan sets were provided in its original electronic format, as well hard copies.

---

## Client References

Client Reference: Penni Klein, Director, Parks & Public Land, City of Middleton, Wisconsin, 608.827.1044, [pklein@ci.middleton.wi.us](mailto:pklein@ci.middleton.wi.us)  
Project: Pheasant Branch Creek and Slope Stabilization

Client Reference: Todd Gedville, Vernon Township, Illinois, 847-634-1542, [tgedville@vernontownship.com](mailto:tgedville@vernontownship.com)  
Project: Indian Creek Streambank Stabilization

Client Reference: Matt Steinbach, Water Resources Program Director, Forest County Potawatomi Community, 715-478-7361, [matt.steinbach@fcpotawatomi-nsn.gov](mailto:matt.steinbach@fcpotawatomi-nsn.gov)  
Project: Cloud Lake Shoreline Restoration

## Approach

Cardno has reviewed the Request for Proposals for the Milwaukee River Bluff Restoration Design Services and the Conceptual Plan for the B-4 River District Riparian Restoration and Trail Planning and Design Project study. We also met with Mustafa Emir, Village Engineer and toured the project area on November 3, 2015. Based on the information we have received, we anticipate a five month project that will result in the requested deliverables including attendance at the required meetings, and an additional two months for the bidding process. We anticipate approximately 276 hours of labor will be required to deliver the requested design services as described in this proposal.

Our project team (Figure 1) will be led by Heather Schwar, project manager and water resources engineer. Additional team members will include Aaron Steber, Paul Quinlan, Andy Sleger, Ryan Templeton, and Alex Salmins.

Restoration projects start with an understanding of current site conditions and impairments. Our approach will be to coordinate with Village staff and gather background information. We will conduct a project kick-off meeting to review the overall goals of the project, identify key features desired in the design and measurable benchmarks for successful design. At this meeting, we will also identify any information gaps and sources that may be needed to conduct the project, and finalize a schedule for meetings, plan review and bid-letting.



Aaron, Andy, and Paul will conduct a site survey with rod/transit and GPS units to measure and document: (1) the topography; (2) existing site features such as location and relative density of invasive species to be controlled, areas of concern with regards to erosion and instability, easements and right-of-way, drainage and stormwater control structures; and (3) proposed features such as possible locations for the trail system, trail signage and markers, bluff stabilization areas, and the canoe launch site. The site survey is essential as it provides the information needed to develop the grading plan and overall site design. With the knowledge gained, we will determine the best alternatives and choose a design.

The site information along with the conceptual plan provided will be utilized by the entire project team during design. Ryan, a landscape architect, will lead the trail design efforts including developing grading and alignment plans that incorporate connections to existing trails and public use areas, connections to

proposed scenic outlooks and the canoe launch, and signage for the trail system. Heather will lead the bluff slope and riverbank stabilization efforts, including working with Ryan on the grading plan, by designing plans for bank stabilization, erosion protection for outfalls, and access to the river. Paul will develop a vegetation management plan for the project area, while working with Ryan to insure that trail maintenance is considered in the trail design. During this initial design process, the first project status meeting will be held with the Village to provide a status update and receive feedback on the design. After the first progress meeting, Alex will coordinate with all the team members to produce a draft of the construction drawings. A low maintenance alternative will be included in the plans. This draft will be provided to the Village during the second progress status meeting and Paul will use them to submit necessary permits.

After the second project status meeting, the Cardno project team will further their design and complete a final draft set of plans and specifications. Aaron will provide QA/QC of the construction plans and specifications. Cardno will modify the Village standard specifications as needed. Cardno will present the construction documents, including a construction cost estimate, to Village staff for review. After we have addressed your comments, we will attend a public information meeting and manage the bid process to allow for the appropriate selection of a firm to construct the trail improvements, stabilization measures and vegetation management.

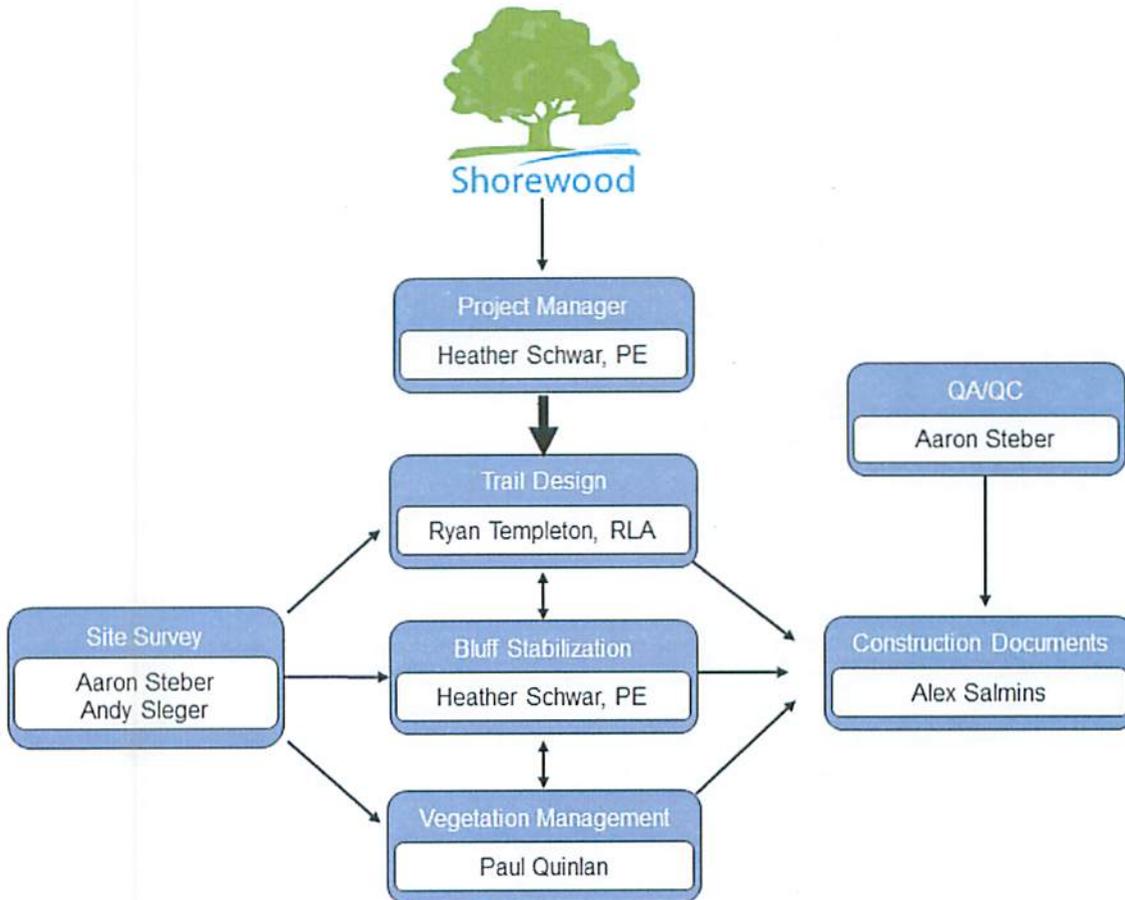


Figure 1. Team Organizational Chart

Specifically, we propose to conduct the following tasks and steps as detailed in the RFP:

## Task 1. Project Meetings

Cardno will schedule, coordinate and attend several meetings with the Village and other relevant parties.

1. **Attend the project kick-off and data compilation meeting:** The project will begin with a meeting between the Village and our staff to review the overall goals of the project, identify key features desired in the design and measurable benchmarks for successful design, identify any information gaps and sources that may be needed to conduct the project, and to finalize a schedule for meetings, plan review and bid-letting. Three Cardno project team members will attend the kick-off meeting.
2. **Attend TWO project status meetings related to on-going activities:** Project status meetings will be scheduled to occur when draft plans and specifications have been created and prior to bid-letting, when feedback from the Village and the public information meeting has been considered. One Cardno project team member will attend the project status meetings.
3. **Make a final presentation and data delivery meeting:** Our project manager will present the final design plans and specifications to Village staff and discuss the process for bringing them to bid. This will include final project plans, specifications and construction cost estimate.
4. **Attend the project public information meeting:** Our project manager will present the final trail and bluff stabilization design and plans and answer any questions attendees may have regarding design rationale or technical implementation of the plans.
5. **Attend the bid opening:** Cardno will send one project team member to attend the bid opening.
6. **Attend the bid selection and recommendation meeting with Village Staff:** Cardno will send one project team member to the bid selection and recommendation meeting.

## Task 2. Trail and Bluff Stabilization Design

The Consultant will conduct design activities related to the construction of the proposed trail, bluff stabilization, revegetation, and invasive vegetation control.

1. **Field survey activities to capture necessary and relevant data within the Village right-of-way including but not limited to the following:** relevant locations of trail, invasive, signage, etc. features; underground utilities, including Village electrical system for possible relocation; and existing trail grades for connection design
2. **Coordination of necessary state permit requirements including:** Wisconsin DNR WPDES permit for land disturbance in excess of 1 acre; Wisconsin Wage Rate Determination; and other permits as identified by the project team.

Permitting costs can vary depending on the final project design and scope of construction. The budget provided assumes that a full wetland delineation and/or wetland permit will be required. It also assumes that a basic Chapter 30 General Permit application will be required either for a canoe launch or stabilization work. At this time, we do not anticipate a NR216 permit being necessary for erosion control due to the expected project size.

Our project team will determine which permits may be required for construction, and will prepare and submit applications to secure those permits on behalf of the Village. The Village will be responsible for all permit fees.

## Task 3. Construction Document Preparation and Bid Process

Cardno will prepare the necessary construction documents, including:

1. **Preparation of construction drawings, that matches the intent of The Village of Shorewood B-4, River Restoration and Trail Design Project Plan, to include a low maintenance alternative:** The site information along with the conceptual plan provided will be utilized by the entire project team during design.

2. **Adaptation of Village standard specifications to project as necessary:** Our project team will review the Village standard specifications and draft special provisions/specifications to ensure faithful implementation of the plans and intent of the conceptual plan.
3. **Publication of the appropriate notices:** Cardno will coordinate publication of all required notices of public meetings and bid process in local newspapers and other media that may be required.
4. **Preparation of a construction cost estimate:** Cardno will prepare a construction cost estimate based on quantities derived from the plans and specifications we produce.
5. **Provision of the final plan set in either shape file, CAD and Geographic Information System (GIS) format:** Cardno will provide the final plan set electronically to the Village in either CAD or ArcView shapefile format. Base files to be provided by the Village.
6. **Manage distribution of plan sets and bid documents (bids to be submitted to Director of Public Works):** Cardno will distribute plan sets to potential bidders and manage collection and delivery of submitted bids to the Village Director of Public Works.
7. **Prepare recommendation of the selected contractor following review and evaluation of the bids received:** Our project team will review all complete, responsible and responsive bids and prepare for the Village a comparison and a recommendation of which contractor to select.
8. **Prepare contract award documents for signatures:** Cardno will prepare contract award documents and provide them to the Village and successful bidder.

## Staff Experience

Cardno will support the Village with an experienced restoration design team of highly qualified professionals based in Wisconsin. Heather Schwar, Senior Water Resources Engineer, PE, will serve as Cardno's Project Manager, acting as the primary point of contact for the Village from our Milwaukee office. Heather will lead Cardno's team effort and brings a depth of experience managing projects in Wisconsin and ensuring client satisfaction. Heather has 15 years of experience in design and engineering services on watershed management and ecological engineering projects. The key technical staff for this project have been recognized for their excellent performance supporting projects directly related to the scope of work described in the RFP and have demonstrated proficiency in all the technical specialties required for this project. The rest of our team members are based in our Madison and Indianapolis offices.

Below (Table 1) are short bios for our team members, including their role on the project and anticipated level of effort. For detailed description of their related past experience, see abbreviated resumes in Appendix A. Full resumes may can be provided upon request.

Table 1. Team Member Bio and Project Role

**Senior Water Resources Engineer Heather Schwar, PE**, will be serve as Cardno's Project Manager. As Project Manager, Heather will be our main point of contact and meet with Village staff, attend project meetings, provide overall project direction, client coordination, and present at the public information meeting. In addition, Heather will be the technical lead for the bluff and riverbank stabilization.

With 15 years of experience, she focuses on water resources by evaluating and designing various hydrologic and hydraulic (H&H) projects, including stormwater programs with basin, sewer, floodplain, bridge and culvert improvements, scour analyses, stream bank protection, and stream habitat restoration. She also has expertise in numerous hydrologic and hydraulic models including Hydrologic Engineering Centers River Analysis System (HEC-RAS), Hydrologic Modeling System (HEC-HMS), XP-Stormwater Management Model (XP-SWMM). She holds a Master of Science degree in Civil

**Engineering (Water Resources) and Bachelor of Science degrees in Geological Engineering and Geology from the University of Wisconsin-Madison. In fact, her master's project was a bluff stabilization and river restoration project in Ashland, Wisconsin. She is a registered Professional Engineer in Wisconsin and Washington.**

**Senior Project Scientist Aaron Steber will lead the site survey effort and provide technical support throughout the project including site design concept for trail, stormwater control, and bank stabilization features. He will attend the kick-off meeting, provide design and construction cost QAQC.**

**Aaron is a stream restoration specialist managing streambank and shoreline stabilization and habitat enhancement projects, including project planning, grant administration, permitting, design, and construction oversight. He has more than 17 years of experience working with streams in the Midwest and Northwestern United States, as well as in Finland and Costa Rica. Aaron conducts data analysis and geomorphic surveys to review channel morphology/stability, and works with computer modeling software to assess the most effective methods of managing available water resources in designated areas. Aaron is also responsible for watershed studies, wetland mitigation, lake and stream feasibility studies, and stormwater/water quality improvement projects. Prior to joining Cardno Aaron was the state forest hydrologist for the Idaho Department of Lands, where he provided technical solutions to a variety of water resource issues for more than 800,000 acres of actively managed forests. Aaron has a BS in Water and Soil Resources and an MS in Hydrology and Watershed Management from the University of Minnesota.**

**Senior Project Scientist Paul Quinlan will be our project assistant. Paul will play a large role in surveying the site, determining trail locations, developing construction specifications for invasive plant control, drafting bid documents and assisting with the public information meeting. He will participate in the kick-off attendance, permitting, developing the vegetation management and monitoring plan.**

**Paul coordinates the operations of restoration teams based in the Madison, Wisconsin office, and brings his experience in ecological restoration and program management to improve efficiency and assist with business development. His responsibilities include proposal and contract generation, and project estimating, planning, and management. He designs, implements and manages ecological restoration projects that involve invasive species control, native plant establishment, wetland mitigation, and project monitoring. Paul collaborates with the Madison office and other offices to plan both short and long-term resource management activities, including crew and equipment delegation and material procurement. Before joining Cardno, Paul worked for 11 years at Shirley Heinze Land Trust, a conservation organization in northwest Indiana, where he served as Stewardship Program Manager, then Stewardship Director.**

**Assistant Staff Scientist Alex Salmins, ASLA, is a CAD technician who will be responsible for drafting and revising plan drawings. Alex will work closely with our project manager to provide a comprehensive, detailed, and clear set of plan drawings.**

**Alex specializes in landscape and ecological design and provides CAD/GIS support. Alex focuses on creating hand-drawn and computer aided renderings, which are often used for presentation exhibits. His work experience includes conceptual design, green infrastructure design, wetland and mitigation stream design, educational signage, creation of construction documents, project management, and construction oversight. In addition, he provides support for watershed related projects and has restoration field work experience. His previous work experience involves environmental projects for the Matanuska Susitna Borough and the Vashon Maury Island Land Trust. He holds a Bachelor's degree in landscape architecture from Ball State University. Alex is a member of the American Society of Landscape Architects and is working towards obtaining his license to practice as a Registered Landscape Architect.**

**Project Scientist Ryan Templeton, RLA**, will provide support in designing trailhead entrances and signage that supports the conceptual plan. As a Registered Landscape Architect, he will ensure the specified design will be visually appealing as well as functional for visitors.

Throughout his career, Ryan has focused upon integrating the built and natural environments. Ryan's experience encompasses traditional landscape architecture and ecological restoration; focusing upon creating landscapes that function for people, places, and environments. Ryan is a project manager focusing on large scale mitigation, best management practice stormwater projects, and a plethora of projects within the ecological restoration realm. As a Landscape Architect, Ryan works with design teams to develop responsive and efficient development plans for Cardno's clients and provides CAD and technical support, design review, and develops presentation and construction documents. Ryan received a Bachelor of Landscape Architecture degree from Ball State University.

**Staff Scientist Andy Sleger** will assist with the site survey and permitting. He assists in the management and field implementation of different restoration and maintenance projects. Currently based in the Madison, Wisconsin office, he has 9 years' experience in natural resource management and ecological restoration mostly in prairie and oak savanna settings. Andy implements techniques in restoration ecology including invasive species control and native seed and plant installation. He also assists with execution of day-to-day operations of field crews and equipment maintenance.

## Cost

Cardno is proposing to complete and provide all of the required deliverables identified as described in the Approach section above with a total project not-to-exceed cost of **\$36,278.00**. We have provided hourly rates for each project team member, a detailed analysis of hours by task for each team member, and the cost for each major task below in Table 2. All incidental costs, as listed in the RFP, have been included in the hourly rates.

**Table 2. Team Level of Effort, Hourly Rates, and Cost**

	Heather Schwar, Senior Water Resources Engineer	Aaron Steber, Senior Project Scientist	Paul Quinlan, Project Scientist	Alex Salmans, Assistant Staff Scientist	Ryan Templeton, Senior Staff Scientist	Andy Sleger, Staff Scientist	Total Hours by Task	Total Cost by Task
<b>Hourly Rate</b>	\$184	\$125	\$110	\$90	\$110	\$87		
<b>Task 1. Project Meetings</b>	39	7	6	0	0	0	52	\$8711
<b>Task 2. Trail and Bluff Stabilization</b>	10	14	13	0	8	43	88	\$9481
<b>Task 3. Construction Document Preparation</b>	54	6	20	48	8	0	136	\$18086
<b>Total</b>	103	27	39	48	8	43	276	\$36278

# Appendix A

TEAM RESUMES

# Project Schedule

Subject to contract award and coordination, we anticipate

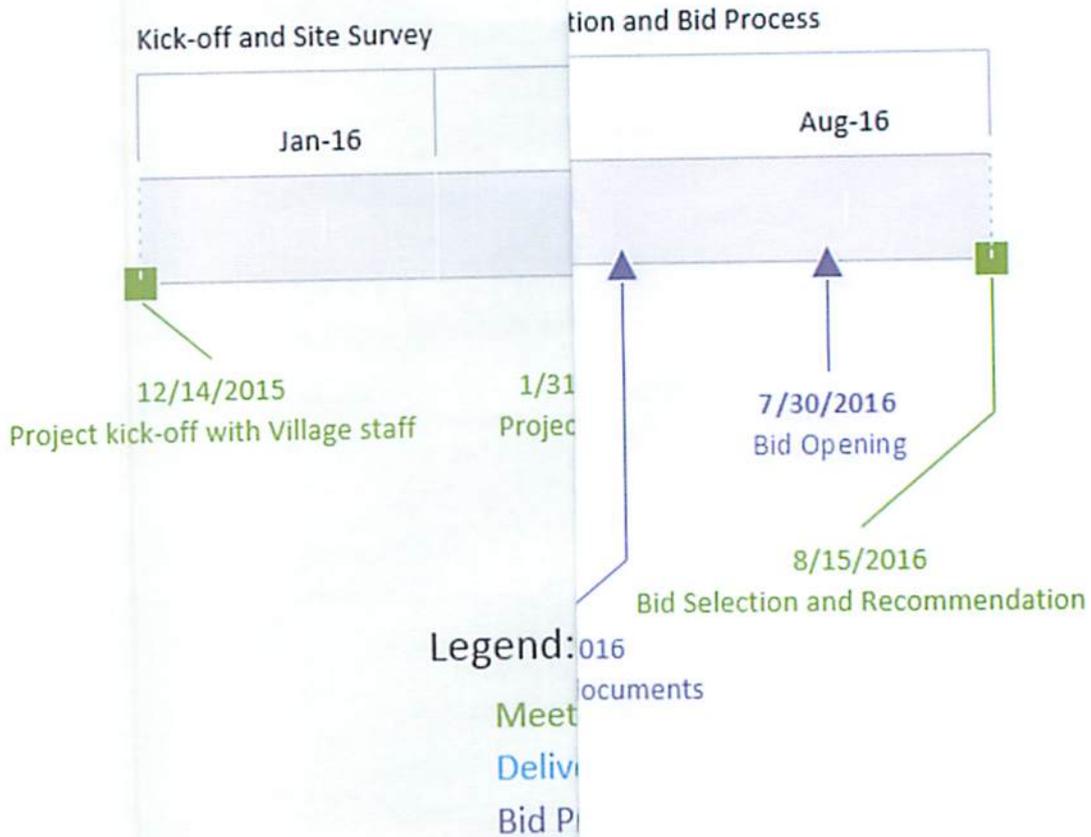


Figure 2. Project Schedule

# Heather Schwar, PE

## Summary of Experience

As a Senior Water Resources Engineer, Heather leads design and engineering services on watershed management and ecological engineering projects. With 15 years of experience, she focuses on water resources by evaluating and designing various hydrologic and hydraulic (H&H) projects, including stormwater programs with basin, sewer, floodplain, bridge and culvert improvements, scour analyses, stream bank protection, and stream habitat restoration. She also has expertise in numerous hydrologic and hydraulic models including Hydrologic Engineering Centers River Analysis System (HEC-RAS), Geo-River Analysis System (Geo-RAS), Hydrologic Engineering Centers-Hydrologic Modeling System (HEC-HMS), Geo-Hydrologic Modeling System (Geo-HMS), XP-Storm Water Management Model (XP-SWMM), PondPack, Culvert Master and various Geographic Information System (GIS) applications.

## Significant Projects

**City of Sterling, Illinois, Green Infrastructure Design/Engineering and Construction Oversight.** The City of Sterling, Illinois, located on the Rock River in western Illinois, is revitalizing its riverfront by transforming a former industrial district along the river into a mixed-use development that includes restored natural areas and open spaces. Cardno developed plans for a stormwater treatment train and upland prairie, successfully obtained grant funds to implement the project, and is serving as construction oversight manager. As the water resources engineer, Heather addresses stormwater, drainage, and green infrastructure issues during construction.

**30th Street Corridor Wet Weather Relief Phase 1 Preliminary Engineering and Design, MMSD.** Prior to joining Cardno, Heather provided engineering support for the detention basins and storm sewer design during the design phase of the 30th Street North Corridor Project. The 30th Street North Corridor has been subject to significant flooding impacts due to numerous factors such as limited storm sewer system capacity, and lack of defined and continuous overland flow paths. Heather used the H&H modeling (XP-SWMM) analyses, which were previously developed to investigate regional stormwater drainage problems for the one percent annual probability flood event, to determine a preferred alignment and design of storage and conveyance solutions. She also provided a feasibility analysis and cost estimate for green infrastructure along Roosevelt Drive including rain gardens and porous pavement. She also performed stakeholder involvement/public outreach.

**Kinnickinnic River Restoration Reach 2 Phase 1 Project, MMSD.** Prior to joining Cardno, Heather was a Project Engineer for this flood management and channel rehabilitation planning analysis for the Kinnickinnic (KK) River watershed. For the planning study, Heather was part of the team that used hydrological and hydraulic modeling to evaluate flood management and channel rehabilitation alternatives to develop a recommended KK River Watercourse Management Plan, including a watershed-wide green infrastructure alternative, and evaluate the impacted Milwaukee County Parks.

### Current Position

Senior Water  
Resources Engineer

### Discipline Area

- > Hydrologic and hydraulic modeling
- > Stream Restoration analysis and design
- > Watershed Management
- > Stormwater BMP design

### Years' Experience

15

### Joined Cardno

2015

### Education

- > MS, Civil Engineering (Water Resources), University of Wisconsin-Madison, 2002.
- > BS, Geological Engineering and Geology, University of Wisconsin-Madison, 2000.

### Professional Registrations

Professional Engineer, Wisconsin (2006)  
Professional Engineer, Washington (2014).



Heather Schwar, PE

**Mitigation Engineer – East Link Extension Final Design, Sound Transit –**

**Washington.** Prior to joining Cardno, Heather was the mitigation engineer responsible for stream and wetland rehabilitation primarily along the West Tributary of Kelsey Creek, which involves daylighting an existing culvert to provide stream enhancement and wetland creation mitigation credits. Heather and the design team worked closely with Sound Transit staff to determine effective mitigation strategies, with an emphasis on ecological benefit, costs and feasibility. The stream shall provide winter rearing habitat for salmon, 50 to 100-foot stream buffers while providing adequate flood conveyance.

**I-94 North-South Corridor Stormwater Management, WisDOT –Wisconsin.**

Prior to joining Cardno, Heather designed highway drainage features at various interchanges, including detention ponds, ditch, culvert, and bridge design. The design provided stormwater quality enhancement for the interstate expansion along 33 miles of mainline freeway and 15 service interchanges in three counties. Heather completed hydrologic and hydraulic models to determine floodplain encroachment effects of various proposed highway features. She also performed scour analysis for numerous bridges and a retaining wall. Some of the intersections, which were located in urban highway areas, included stream rehabilitation components, particularly County Highway G and Villa Mann Creek. County G was considered a ditch, but it was recognized early as an opportunity to enhance the stream and create additional floodplain. The channel design included intermittent riffle-pools, where the pools maintain diverse aquatic life and floodplain connections between storm events. Culverts were designed to maintain fish passage with special design considerations given to wing walls, concrete aprons, and substrate. Villa Mann Creek included design and construction of large floodplain reconnection, stormwater management, and stream rehabilitation where the cement lined channel was removed.

**Western Milwaukee Floodwater Management, MMSD.** Prior to joining Cardno, Heather developed plans and assisted with the specifications for the initial final design and worked on the preliminary plans for a redesign effort. She completed a grading plan and hydraulic models to determine the design of Schoonmaker Creek and the transition into the Menomonee River in order to reduce the risk of structural flooding in the vicinity of a 1.3-mile reach of the Menomonee River. Phase II required excavating material lying beneath the former Sears property to lower the existing floodplain and to create a riparian corridor and floodplain wetlands for the newly day-lighted Schoonmaker Creek. Project design involved a grading plan to lower more than 40 acres of floodplain and create a new one-acre floodplain wetland along Schoonmacher Creek, development of environmental features, improvement of interior drainage systems, and creating a 75-foot wide riparian corridor for over one mile along the Menomonee River.

**Phase II Water Resources Engineer – Milwaukee County Grounds, MMSD.**

Prior to joining Cardno, Heather developed an erosion control plan and obtained construction permits from the Wisconsin Department of Natural Resource and the City of Wauwatosa for culverts under the railway which discharge water to the spillway from the basins into the Menomonee River.

# Aaron Steber

## Current Position

Senior Project Scientist

## Discipline Area

- > Stream/Shoreline Restoration Design
- > Stream Survey/Assessment
- > Watershed Assessment and Planning
- > ERSRI ArcGIS, EPA SWMM, WinSLAMM, RiverMorph
- > Permit and Grant writing/management
- > Erosion control design and management
- > Habitat restoration planning, design, installation and management
- > Riparian PFC Assessments

## Years' Experience

17

## Joined Cardno

2008

## Education

- > MS, Hydrology and Watershed Management, University of Minnesota, 2005.
- > BS, Water and Soil Resources, University of Minnesota, 2002.

[www.cardno.com](http://www.cardno.com)

## Summary of Experience

Aaron is a stream restoration specialist managing streambank/shoreline stabilization and habitat enhancement projects including project planning, design, grant administration, permitting, and construction oversight. He has more than 17 years of experience working with streams in Wisconsin and across the United States. Aaron conducts geomorphic surveys to review channel morphology/stability, and works with computer modeling software to assess the most effective methods of managing available water resources in designated areas. Aaron also provides design and construction oversight for aquatic organism passage, stormwater and water quality improvement projects as well as wetland, watershed and lake studies.

## Significant Projects

**Pheasant Branch Creek Stabilization – Park Street to Parmenter Street, Wisconsin.** Approximately 1,500 feet of eroding streambanks and eroded steep slopes between Park Street and Parmenter Street were repaired using ecologically sensitive techniques including rootwad revetments, toewood revetments, and bank grading. Aaron was the project manager responsible for providing grant administration, design, permitting, and construction oversight.

**Indian Creek Streambank Stabilization Project, Illinois.** Cardno restored nearly 2,000 linear feet of eroding streambank along Indian Creek in Lake County, Illinois. Cardno completed channel surveys of this entire reach and developed a streambank stabilization design using bioengineering techniques to reduce the sediment load from the banks and upland areas to the creek. Cardno worked with the client to complete all the necessary permitting and provided construction services to install stream energy dissipation structures and integrated bank treatments, including rootwad composites, cross-vanes, and single arm vanes. Aaron was the project manager responsible for design and construction oversight.

**Cloud Lake Shoreline Restoration, Wisconsin.** Cardno collected on-site information required to develop a construction plan set, specifications, and completed final designs required for permit applications, construction quote requests, and project installation. Cardno assessed shoreline conditions, conducted a preliminary wetland investigation, area elevations, existing/proposed public use, and other factors pertinent to design of the shoreline restoration to develop a design that maintained use access while restoring shoreline vegetation. Aaron assisted with design and provided construction oversight.

## Relevant Certifications

- > Rosgen Level IV: River Restoration and Natural Channel Design
- > Rosgen Level III: River Assessment and Monitoring
- > Rosgen Level II: River Morphology and Applications
- > Rosgen Level I : Applied Fluvial Geomorphology

# Paul Quinlan

## Current Position

Senior Project Scientist

## Discipline Area

- > Erosion and sediment control techniques
- > Invasive species control
- > Native seed/ plant installation
- > Natural areas restoration
- > Plant identification
- > Prescription burning
- > Project budgeting and planning
- > Project management
- > Restoration planning and management techniques
- > Wetland mitigation installation/ management

## Years' Experience

16

## Joined Cardno

2014

## Education

- > M.S., Environmental and Forest Biology, State University of New York – College of Environmental Science and Forestry, 1996.
- > B.S., Biology, Clarkson University, 1994.

## Summary of Experience

Paul coordinates the operations of restoration teams based in the Madison, Wisconsin office, and brings his experience in ecological restoration and program management to improve efficiency and assist with business development. His responsibilities include proposal and contract generation, and project estimating, planning, and management. He designs, implements and manages ecological restoration projects that involve invasive species control, native plant establishment, wetland mitigation, and project monitoring. Paul collaborates with the Madison office and other offices to plan both short and long-term resource management activities, including crew and equipment delegation and material procurement.

## Professional Work History

### *Stewardship Director – Shirley Heinze Land Trust – Valparaiso, Indiana*

Prior to joining Cardno, Paul managed the Land Trust's Land Stewardship Program, and was responsible for the planning, coordination and implementation of ecological restoration activities on the Land Trust's 30 nature preserves. He helped establish and grow support from a wide range of partners and funders to increase the organization's visibility and effectiveness. He also advised the Board of Directors regarding conservation values and project selection, and assisted with the organization's accreditation process with Land Trust Alliance.

In addition to grant writing and reporting, Paul managed permanent and seasonal field staff to control invasive plants, conduct controlled burns, and establish native plant communities in a range of habitats including dune, prairie, savanna, forest, and wetland. Some of Paul's major projects there included:

- > A 65-acre savanna restoration project at Bur Oak Woods Preserve. This five-year, multi-phase effort leveraged funding sources and partnerships to remove excess trees and shrubs, re-establish the native plant community, and re-introduce prescribed burning to a fire-suppressed savanna remnant.
- > A 30-acre prairie restoration project at Gordon and Faith Greiner Nature Preserve. This project converted fallow agricultural land, formerly used for row-crop production, to a diverse, wet-mesic prairie that is now maintained with prescribed burns.
- > A 50-acre wetland restoration in the Great Marsh in Beverly Shores, Indiana. This multi-year project controlled invasive plant species including hybrid cattail, reed canary grass and common reed, with herbicide applications. This was followed by the installation of more than 20,000 plugs and several pounds of seed of various native herbaceous wetland species.
- > A 30-acre Karner Blue Butterfly (KBB) habitat restoration at Ivanhoe South Nature Preserve. Paul initiated the management of this fire-suppressed dune-and swale remnant with the removal of a dense understory of black cherry and white mulberry from the black oak savanna.

# Alex Salmins, ASLA

## Current Position

Assistant Staff Scientist

## Discipline Area

- > Landscape design, including hand-drawn and computer aided rendering
- > Ecological design
- > Green infrastructure design
- > Site design
- > Concept design
- > Graphic design
- > CAD/GIS
- > Construction oversight
- > Logistical support
- > Wetland and stream restoration

## Years' Experience

2

## Joined Cardno

2013

## Education

- > BLA, Landscape Architecture, Ball State University, 2013

## Summary of Experience

Alex specializes in landscape and ecological design and provides CAD/GIS support. Alex focuses on creating hand-drawn and computer aided renderings, which are often used for presentation exhibits. His work experience includes conceptual design, green infrastructure design, wetland and mitigation stream design, educational signage, creation of construction documents, project management, and construction oversight. In addition, he provides support for watershed related projects and has restoration field work experience. His previous work experience involves environmental projects for the Matanuska Susitna Borough and the Vashon Maury Island Land Trust. He holds a Bachelor's degree in landscape architecture from Ball State University. Alex is a member of the American Society of Landscape Architects and is working towards obtaining his license to practice as a registered landscape architect.

## Significant Projects

**Crooked Creek Flood Mitigation Study, Indiana.** Cardno worked with CDM Smith on a flood mitigation study along Crooked Creek in Indianapolis, Indiana. The purpose of the study was to alleviate the flooding in Lake Sullivan Park, adjacent to the White River. A master plan focused on restoring and programming Lake Sullivan Park was also developed as part of the study. Alex drafted and rendered the master plan for Lake Sullivan Park and created supporting drawings to illustrate the design.

**Eel River Bank Restoration Engineering Feasibility Study, Indiana.** Cardno was hired to conduct an engineering feasibility study to determine the feasibility of stabilizing approximately 700 feet of the Eel River near downtown North Manchester while incorporating the project into the North Manchester Trail Network. Cardno assessed the extent of erosion and identified an appropriate method for future restoration. Alex created professional renderings with computer-aided software to help illustrate possible restoration methods for the public presentation.

**Red Bridge Park, Indiana.** Cardno worked with the Cicero Parks Department to develop a plan to come with a storm water solution at a newly created trailhead at Red Bridge Park. Cardno provided an illustrative drawing laying out the design for a water quality swale that would help capture that runoff and filter it before entering the reservoir. Cardno also designed two educational signs that were featured in the park. As a landscape designer, Alex designed the illustrative drawing and educational signs.

**Cool Creek Park Stream Stabilization Design and Permitting Project, Indiana.** Cardno was hired by the Hamilton County Parks & Recreation Department to prepare stream bank restoration plans and permit applications for eroding stream banks on Cool Creek. Cardno completed a topographic survey of the project area, wetland delineations, and applied for the necessary County, State and Federal permits to construct the project. Alex was the CAD specialist responsible for drafting the construction drawings and assisting with the bid package.

# Ryan Templeton, RLA

**Current Position**  
Project Scientist

**Discipline Areas**

- > Green Infrastructure Planning and Design
- > LID Planning, Analysis, and Design
- > Storm Water BMP Design
- > Site Planning and Development
- > Landscape Design
- > Prescribed Fire Application
- > Restoration Planning

**Years' Experience**  
8

**Joined Cardno**  
2011

**Education**

- > BLArch, Ball State University, 2006

**Professional Registrations**

- > Registered Landscape Architect, Illinois

**Professional Work History**

## Summary of Experience

Throughout his career, Ryan has focused upon integrating the built and natural environments. Ryan's experience encompasses traditional landscape architecture and ecological restoration; focusing upon creating landscapes that function for people, places, and environments. Ryan is a project manager focusing on large scale mitigation, best management practice storm water projects, and a plethora of projects within the ecological restoration realm. As a Landscape Architect, Ryan works with design teams to develop responsive and efficient development plans for Cardno's clients and provides CAD and technical support, design review, and develops presentation and construction documents.

## Significant Projects

**Ashford Pointe Subdivision Stream Restoration, Indiana.** Cardno partnered with the Town of Fishers on a pilot project to restore a stream channel to address stability and erosion issues. Cardno produced design/build plans and constructed the stream restoration project, which included realigning and reshaping approximately 950 feet of the stream channel and stream bank stabilization. We also oversaw the Clean Water Act Section 404 and 401 permitting process. After Cardno conducted initial site maintenance in 2013, we partnered with the Town of Fishers to train staff to take over maintenance of these natural restored areas. Ryan assisted with native plant installation and bank stabilization.

**Light Branch Stream Bank Stabilization and Restoration, Indiana.** The Town of Fishers responded to concerns from homeowners regarding stream conditions behind 12 homes located in River Glen along Light Branch, a tributary to the White River. Significant runoff from a nearby commercial development caused severe erosion and high sediment loads to enter Light Branch. Cardno was hired to design and construct a project to help stabilize approximately 680 linear feet of the stream, removing stream debris, rubble, and undesirable vegetation to allow for the construction of streambank stabilization measures, which included native plant installation. We also oversaw the Clean Water Act Section 404 and 401 permitting process. Cardno worked with River Glen HOA members to educate them about maintenance procedures, so that they can maintain the site. Ryan assisted with plan development, permitting, and installation.

### *Owner, Landscape Architect – Karst LandWorks–, Chicago, Illinois*

Prior to joining Cardno, Ryan owned and operated a Landscape Architecture practice focused upon urban site development. Karst LandWorks integrated Ryan's personal mission of integrating the built environment with the natural. Karst LandWorks provided design services focusing on site development from concept, through permitting, and construction documentation and oversight.

### *Project Designer – Tallgrass Restoration, LLC – Schaumburg, Illinois*

Prior to joining Cardno, Ryan performed design and project management services with Tallgrass. Project focuses include native and planned landscape designs, land planning, wetland integration, best management practices, habitat and environment restoration, ecological restoration, prescribed fire, and invasive species control.

### *Design Associate – Laffin Design Group, LTD – Batavia, Illinois*

Prior to joining Cardno, Ryan provided landscape design and land planning services focusing on Health and Wellness, campus planning, planting design, residential landscape design, and parks and recreation planning.

# Andrew Sleger

## Current Position

Staff Scientist

## Discipline Area

- > Supervising field crews
- > Exotic & invasive species control
- > GIS/GPS
- > Wetland delineation
- > Prescribed burn field crew
- > Gypsy Moth monitoring & implementation of control measures
- > Trail design & planning
- > Construction oversight
- > Pre-bid site survey
- > Machinery operation

## Years' Experience

9

## Joined Cardno

2010

## Education

- > BS, Conservation & Environmental Studies, University of Wisconsin, Madison, 2010.

## Professional Certifications

## Summary of Experience

Andy assists in the management and field implementation of many different restoration and maintenance projects. Currently based in the Madison, Wisconsin office, he has 9 years' experience in natural resource management and ecological restoration mostly in prairie and oak savanna settings. Andy implements techniques in restoration ecology including invasive species control and native seed and plant installation. He also assists with execution of day-to-day operations of field crews and equipment maintenance.

## Significant Projects

**Village of Mukwonago, Vegetation Monitoring, Wisconsin.** A wetland mitigation site in Waukesha County, Wisconsin, required monitoring services to determine whether the bank was in compliance with Wisconsin DNR permits. Cardno created a monitoring protocol based on criteria outlined in the permits and conducted a floristic quality assessment (FQA) of the site. Andy assisted with project management, design of seed mixes, and field supervision pertaining to invasive species management, planting and subsequent maintenance.

**Infiltration Basin Repair, Wisconsin.** The Wisconsin Department of Military Affairs retained Cardno to design and install a native forb and grass landscape to re-vegetate the failed bioswale plantings at Camp Williams, a military facility at Camp Douglas, Wisconsin. To help ensure the site achieves long-term success, Cardno is providing on-going maintenance activities to suppress invasive species so that the native vegetation can become established. As a field supervisor, Andy conducted installation and maintenance of native forbs and grass plugs.

**American Transmission Company, Superior Coastal Plain Boreal Forest Restoration, Wisconsin.** Cardno completed mitigation design for a 140-acre site designed to compensate for impacts to a new transmission line corridor. The project is consistent with the State Wildlife Action Plan and includes restoration of historical boreal forest wetland communities and associated uplands within the Pokegama-Carnegie State Natural Area. The project's intent is to set in place a vegetation succession strategy that, within 10 years, will result in a positive trajectory of boreal forest tree species on the site. Restoration activities occurred the first 4 years of the project, while monitoring will continue through year 10. Andy was a field crew supervisor for day laborers and assisted with site restoration. This work has included tree planting and invasive control throughout the site.

- > Licensed Pesticide Operator, Forestry and Wetland Categories, Wisconsin
- > Wildland Firefighter Training: S130/S190/L180
- > OSHA 40-Hour HAZWOPER certification
- > Certified in CPR and First Aid



# Proposal for Design Services

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February 9, 2016

Mr. Chris Swartz  
Village of Shorewood  
3930 N. Murray Ave.  
Shorewood, WI 53211

Dear Mr. Swartz:

We are pleased to submit this proposal for final design and engineering of bluff and trail improvements along the Milwaukee River within the B-4 River District. We understand that the Village of Shorewood seeks to implement a series of enhancements to over 19 acres of land adjacent to the Milwaukee River between Estabrook Park and Hubbard Park. The attached proposal provides scope of services, schedule, and fees for final design services for the establishment of a stabilized and protected access path, and the restoration of native plant communities in accordance to the 2009 B-4 River District Masterplan and the Knowles-Nelson Stewardship Fund application.

The Village has completed several plans and public outreach campaigns to complete conceptual designs for these improvements; and has received funding from the Wisconsin DNR for construction. Specific project elements include a nature trail at the bottom of the bluff; improved access for fishing, a canoe/kayak launch, accessible trail connections, bluff restoration, streambank restoration, and management of vegetation throughout the site to remove invasive species and enhance native vegetation to support wildlife and nature viewing. We propose the following scope of services to complete final design:

### *Project Management and Coordination*

Marek will attend a kickoff meeting to verify project goals, elements, schedule, and lines of communication. Following the kickoff meeting the project team will complete a site visit. While Marek is intimately familiar with the previously prepared masterplan for the site, the plan is eight years old. We feel it is important to review previously prepared plans and reports for the region, the Village of Shorewood, and the project area and to verify if erosional/destabilized areas have changed in size and scope since the plan was completed. We suggest holding regularly scheduled monthly meetings and/or phone calls throughout the project.

### *Survey*

We suggest that the Village of Shorewood coordinate with SEWRPC to provide an updated threatened and endangered species inventory, and wetland delineation in April or May. The 2008 topographic survey will be utilized for the project.

### *Permitting*

Marek will lead coordination with regulatory agencies and work with the Village of Shorewood to submit and obtain necessary permits for the project. We anticipate holding one agency meeting and needing the following permits, local site access, USACE Section 404/DNR Chapter 30 (wetland/waterway), WDNR NR103/299



## Proposal for Design Services

(wetlands), NR27 (endangered species), and NR216 (construction site stormwater & erosion control). Shorewood is responsible for all permit fees. The timing of permit submittals is dependent on SEWRPC completing wetland and threatened and endangered resources surveys. Permit authorization is dependent on DNR staffing and schedule. Coordination and communication with agencies is integral to the project schedule.

### *Final Design*

Marek will complete final design for the following areas: a riverfront multi-use trail, two trailheads, an educational vista, accessible trail connections in Hubbard Park, trails to access improved fishing areas, a canoe/kayak launch, bluff restoration and grading, streambank restoration, and vegetation management for the site. Deliverables (provided digitally as PDFs) will include 50% design drawings, final construction plans and specifications, and cost estimates. Construction documents will be peer reviewed by a qualified civil/geotechnical/environmental engineer.

### *Bid Phase*

We assume that the Village of Shorewood will provide all front end documents to the bid package, project manual assembly, bid advertisement, printing, and plotting. Marek will assist with contractor pre-qualification, attend prebid meetings and/or site walks, answer bid phase questions, and provide bid review and recommendations to the Village. It is assumed that the bid announcement will coincide with permit approval in the fall of 2016.

### *Construction Phase*

Marek will provide a future proposal for construction phase services.

Marek Landscaping, LLC has over 20 years of experience providing thoughtful and pragmatic designs and installations, and we are confident that our dedicated staff can deliver a project that responds to the unique conditions of the Milwaukee River shoreline. We are uniquely qualified to implement the 2009 Masterplan for the B-4 River District. If you have any questions about our proposal, please do not hesitate to contact me at 414.272.0242 or kristin@mareklandscaping.com. We look forward to the opportunity to work with you!

Sincerely,

Kristin Marek, President  
Marek Landscaping, LLC

Ben Yahr, Landscape Architect  
Marek Landscaping, LLC

*The Village of Shorewood hereby accepts this proposal for final design services.*

Accepted: Kristin Marek, President

Date

Accepted: Mr. Chris Swartz

Date

2016-02-02  
 Marek Landscaping, LLC  
 Village of Shorewood  
 B4 Riverdistrict Trail Final Design

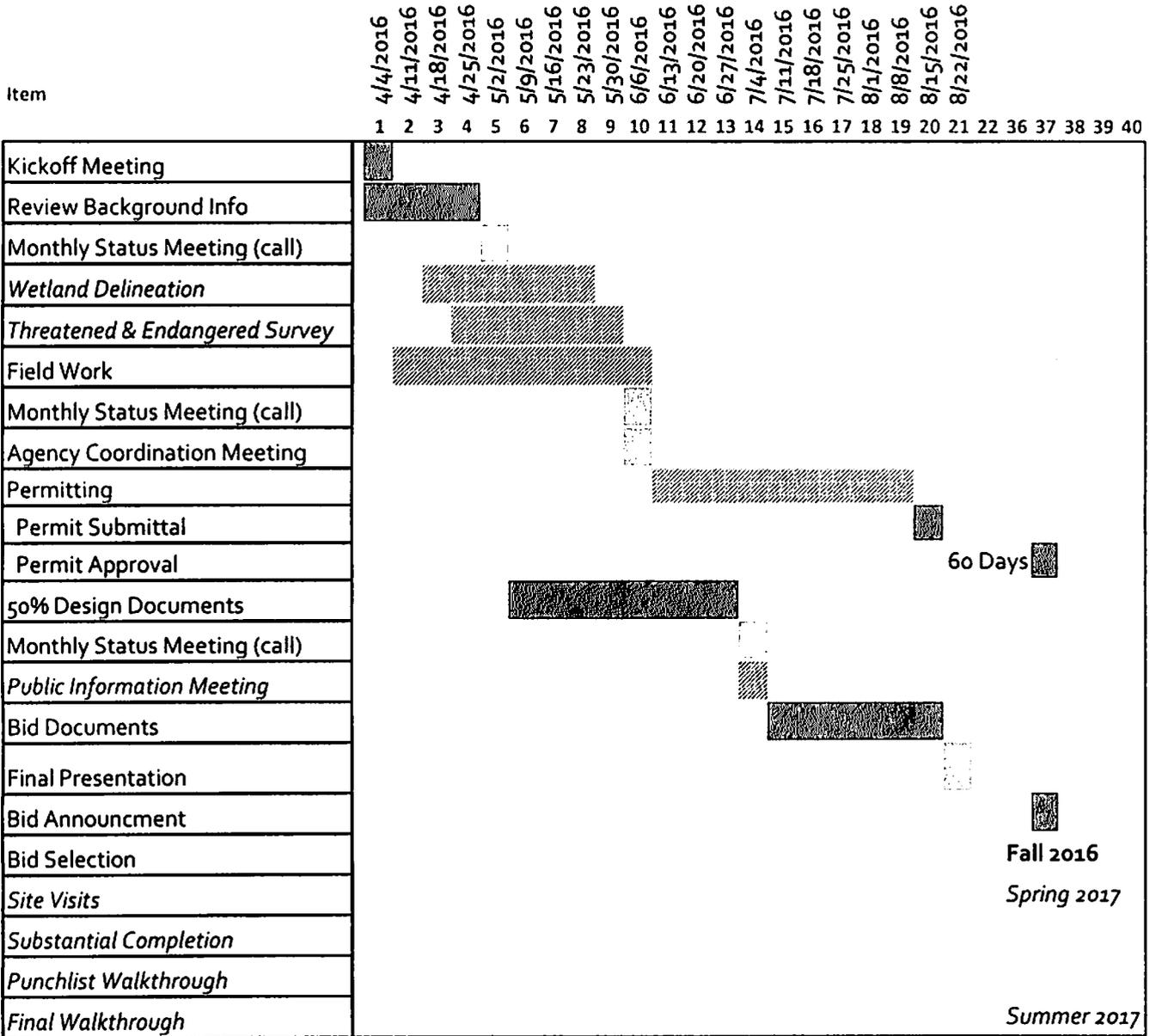
		LABOR HOURS / LABOR COSTS								EXPENSE	SUBTOTAL		
		Marek Landscaping, LLC											
Labor Class		Principal		Landscape Architect		Ecologist		Landscape Designer		Hrs Subtotal	Cost Subtotal		
2015 Billing Rate by Labor Class		\$130	\$110	\$95	\$75								
Task		Hours	Cost	Hours	Cost	Hours	Cost	Hours	Cost				
<b>1</b>	<b>Meetings, Project Management &amp; Coordination</b>												
A	Kickoff meeting	1	\$130	4	\$440	1	\$95		\$0	6	\$665		\$665
B	Review of previous materials/field verification	4	\$520	16	\$1,760	4	\$380	8	\$600	32	\$3,260		\$3,260
C	Project Management (monthly meetings and reporting )		\$0	8	\$880		\$0		\$0	8	\$880		\$880
D	Internal project management	4	\$520	16	\$1,760	4	\$380		\$0	24	\$2,660		\$2,660
	<b>Task TOTAL</b>	<b>9</b>	<b>\$1,170</b>	<b>44</b>	<b>\$4,840</b>	<b>9</b>	<b>\$855</b>	<b>8</b>	<b>\$600</b>	<b>70</b>	<b>\$7,465</b>	<b>\$0</b>	<b>\$7,465</b>
<b>2</b>	<b>Survey</b>												
A	Topographic/basemap from 2008 data		\$0	2	\$220		\$0	8	\$600	10	\$820		\$820
B	Threatened and Endangered Species Survey		\$0		\$0		\$0		\$0	0	\$0		\$0
C	Wetland Delineation		\$0		\$0		\$0		\$0	0	\$0		\$0
	<b>Task TOTAL</b>	<b>0</b>	<b>\$0</b>	<b>2</b>	<b>\$220</b>	<b>0</b>	<b>\$0</b>	<b>8</b>	<b>\$600</b>	<b>10</b>	<b>\$820</b>	<b>\$0</b>	<b>\$820</b>
<b>3</b>	<b>Permitting</b>												
A	Agency coordination meeting		\$0	8	\$880		\$0		\$0	8	\$880		\$880
B	Local		\$0	8	\$880		\$0		\$0	8	\$880		\$880
C	USACE 404/DNR 30		\$0	16	\$1,760		\$0		\$0	16	\$1,760		\$1,760
D	NR103/299		\$0	8	\$880		\$0		\$0	8	\$880		\$880
E	NR27		\$0	2	\$220	16	\$1,520		\$0	18	\$1,740		\$1,740
F	NR216		\$0	16	\$1,760	1	\$95	12	\$900	29	\$2,755		\$2,755
	<b>Task TOTAL</b>	<b>0</b>	<b>\$0</b>	<b>58</b>	<b>\$6,380</b>	<b>17</b>	<b>\$1,615</b>	<b>12</b>	<b>\$900</b>	<b>87</b>	<b>\$8,895</b>	<b>\$0</b>	<b>\$8,895</b>
<b>4</b>	<b>Final Design</b>												
A	50% Drawings	4	\$520	16	\$1,760	16	\$1,520	40	\$3,000	76	\$6,800		\$6,800
B	90% Drawings	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		\$0
C	Construction Drawings	2	\$260	16	\$1,760	16	\$1,520	40	\$3,000	74	\$6,540		\$6,540
D	Specifications	2	\$260	16	\$1,760	16	\$1,520	16	\$1,200	50	\$4,740		\$4,740
E	Cost Estimating	1	\$130	8	\$880	8	\$760	16	\$1,200	33	\$2,970		\$2,970
F	Geotech (Subconsultant Effort)											\$5,000	\$5,000
G	Engineering Peer Review/QA-QC (Sub)											\$2,500	\$2,500
	<b>Task TOTAL</b>	<b>9</b>	<b>\$1,170</b>	<b>56</b>	<b>\$6,160</b>	<b>56</b>	<b>\$5,320</b>	<b>112</b>	<b>\$8,400</b>	<b>233</b>	<b>\$21,050</b>	<b>\$7,500</b>	<b>\$28,550</b>
<b>5</b>	<b>Bid Phase</b>												
A	Provide Prequal & Recommendations	1	\$130	2	\$220	2	\$190		\$0	5	\$540		\$540
B	Prepare Bid Notice		\$0	4	\$440		\$0	4	\$300	8	\$740		\$740
C	Manage Distribution of Bid Docs.		\$0		\$0		\$0		\$0	0	\$0		\$0
D	Attend Prebid Meeting		\$0	4	\$440		\$0		\$0	4	\$440		\$440
E	Answer Bid Questions	1	\$130	2	\$220	4	\$380	4	\$300	11	\$1,030		\$1,030
F	Bid Eval, Recommendation, & Award	1	\$130	4	\$440	2	\$190		\$0	7	\$760		\$760
	<b>Task TOTAL</b>	<b>3</b>	<b>\$390</b>	<b>16</b>	<b>\$1,760</b>	<b>8</b>	<b>\$760</b>	<b>8</b>	<b>\$600</b>	<b>35</b>	<b>\$3,510</b>	<b>\$0</b>	<b>\$3,510</b>
<b>TOTAL</b>		<b>21</b>	<b>\$2,730</b>	<b>176</b>	<b>\$19,360</b>	<b>90</b>	<b>\$8,550</b>	<b>148</b>	<b>\$11,100</b>	<b>435</b>	<b>\$41,740</b>	<b>7,500</b>	<b>\$49,240</b>
<b>6</b>	<b>OPTIONAL: Items for Discussion</b>												
	<i>Public Information Meeting - Boards and Presentation. Village to complete newsletter article, temporary signage, volunteer coordination.</i>	2	\$260	4	\$440	0	\$0	24	\$1,800	30	\$2,500		\$2,500
B	<i>Construction: Weekly site visits (8)</i>	4	\$520	12	\$1,320	16	\$1,520		\$0	32	\$3,360		\$3,360
C	<i>Construction: Reporting</i>		\$0	4	\$440	4	\$380		\$0	8	\$820		\$820
D	<i>Substantial completion documentation</i>	2	\$260	2	\$220	2	\$190		\$0	6	\$670		\$670
E	<i>Construction: Punchlist Walkthrough</i>		\$0	2	\$220	2	\$190		\$0	4	\$410		\$410
F	<i>Construction: Final walkthrough</i>	2	\$260	2	\$220	2	\$190		\$0	6	\$670		\$670
	<b>Task TOTAL</b>	<b>8</b>	<b>\$1,040</b>	<b>22</b>	<b>\$2,420</b>	<b>26</b>	<b>\$2,470</b>	<b>0</b>	<b>\$0</b>	<b>56</b>	<b>\$5,930</b>	<b>\$0</b>	<b>\$8,430</b>

Assumptions:  
 Refer to cover letter for assumptions.

# Bluff & Trail Final Design

2/2/2016

KEY  Task  Variable Task  Meeting *Optional Item*



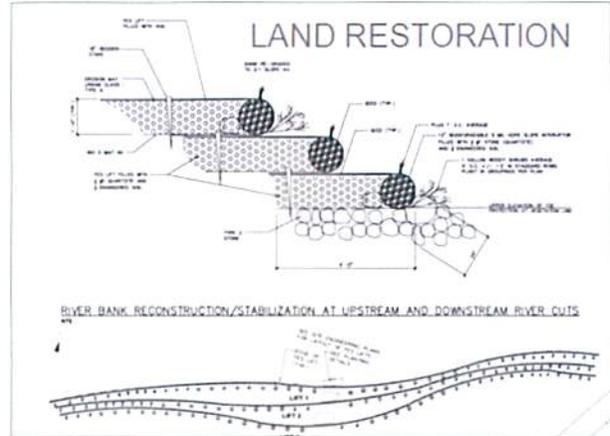
### 3. Approach

#### Task 3. Construction Document Preparation and Bid Process

This phase will formulate the 2009 Restoration Plan concepts, survey work, and permitting coordination into construction document package ready for bidding.

#### Final Design

Marek will complete final design for the following areas: a riverfront multi-use trail, two trail-heads, an educational vista, accessible trail connections in Hubbard Park, trails to access improved fishing areas, a canoe/kayak launch, bluff restoration and grading, streambank restoration, and vegetation management for the site. Deliverables (provided digitally as PDFs) will include 50% design drawings, 90% design drawings and specifications, final construction documents, and cost estimates. Final plan set will be provided in .DWG format.



construction document example

Trail design will include horizontal and vertical alignments, material selection, and design of connections to existing facilities and trails. Slope and riverbank stabilization will include drainage solutions, reconstruction of an outfall, decommissioning of several existing trails, and access to the river. We plan to work closely with Mike Schwar of Stony Point Hydrology, LLC, for technical review and quality assurance of riverfront improvements. Himalayan Consultants, LLC will provide a similar review and quality assurance role for geotechnical and civil engineering concerns. The vegetation management portion of the project will provide a basis for the long term removal of invasive species and implementation of restoration of native plants. Marek will provide a unique approach to specifying locations and species that will thrive in the localized environment, which will substantially reduce the amount of long term annual maintenance required to manage invasive species.

#### Bid Phase

Marek will prepare construction documents (plans, specifications, and final cost estimates) for bidding, and will assist with contractor pre-qualification, prepare and publicize bid notices, manage distribution of the bid documents, attend prebid meetings and/or site walks, answer bid phase questions, and provide bid review and recommendations to the Village. We recommend a pre-qualification process for restoration work, as it will improve the success of the project and reduce future maintenance requirements.

#### Optional Task: Services During Construction

Although not specified in the RFP, we strongly recommend allowing us, as the designer, to continue services during construction. We find better implementation results when the designers are in the field overseeing the work and that the intent of the design is not changed when field decisions are made. In our cost proposal, we have included time for Marek to complete weekly site visits during construction in conjunction with Village staff, review submittals, and provide brief memorandum reports to the Village. This also includes attending a substantial completion site walkthrough, documenting contract compliance, developing a project punchlist, and completing a final site walkthrough.

Please see "Section 6. Cost" for a complete Level of Effort spreadsheet.



the Milwaukee River Bluff project site

## 4. Personnel Experience



### BEN YAHR, PLA, ASLA

Title: Project Manager

Role: Landscape Architect



Ben serves as Project Manager and Landscape Architect for both large scale and small scale planning and design projects. Ben has over 10 years of experience in landscape architecture and coastal engineering related projects. Ben specializes in spatial design, layout, master planning, and sustainability and has experience in all aspects of site development, landscape architecture, project management, construction services, stormwater management, field services, volumetric and cost calculations, and preparation of design and construction documents. Ben is a key member of conceptual, design development, and final design teams, coordinates field services, assists in the production of civil and coastal engineering design and bid documents and is well versed in CADD, GIS and 3D visualization software.

Specialties include public parks, public access, marina design, ecosystem restoration, design analysis using 3D graphics, and photorealistic rendering of design alternatives. Ben routinely collaborates with coastal, civil, and structural engineers, hydrologists, and computer modelers and has been involved in a range of multidisciplinary projects from initial site visits to construction.

#### Education

- B.Sc. Landscape Architecture (Accredited), University of Wisconsin – Madison, 2005
- Certificate - Environmental Studies, University of Wisconsin – Madison, 2005

#### Registrations/Certifications

- Registered Professional Landscape Architect:
  - State of Wisconsin
  - State of Minnesota
  - State of Michigan
  - State of Ohio
- American Society of Landscape Architects, Member
- North American Stormwater & Erosion Control Association (NASECA) – Wisconsin Chapter, Member

#### Professional/Community Involvement

- Friends of Lake Wingra, Board of Directors

### HIGHLIGHTED PROJECTS

#### Thompson's West End Park, Washburn, Wisconsin

Project Manager for this conceptual planning project for the expansion and redesign of a 27-acre park is located along the shores of Lake Superior in Bayfield County. The project involves improving and expanding habitat, camping, park facilities, and overall integration of the site to the Lake Superior coastline and Washburn.

#### 30th St. Corridor Wet Weather Relief Design, Milwaukee, Wisconsin

Preliminary engineering study for the north section of the 30th Street Industrial Corridor. Marek's scope is landscape architecture, restoration ecology, green infrastructure design, public and stakeholder involvement, conceptual design, final design, and post-construction vegetation monitoring.

#### Olin Park Beach Enhancement, Madison, Wisconsin\*

Project landscape architect and designer for conceptual beach enhancements at the popular but underutilized city beach. Phased improvement plans and cost estimates were prepared for the Clean Lakes Alliance non-profit group. Proposed improvements included ADA access, site amenities, and coastal structures to contain an expanded beach, grading and terracing to improve access and comfort, and accommodations for future public pier.

#### South Shore Beach Relocation Study, Milwaukee, Wisconsin\*

Project manager and project landscape architect analyzing the feasibility of recreating a public swimming beach within a County Park. The existing neighborhood swimming beach experiences frequent closures due to water quality problems. Baird was retained to complete hydrodynamic and water quality modeling to determine whether an alternate beach location adjacent to an entrance in the outer breakwater would result in fewer beach closures. Project tasks include background research, coordination with stakeholders, scientists, and computer modelers, stakeholder and public meetings, site and park design, stormwater management planning, and the development of beach alternatives.

#### Marion Mill Pond Ecosystem Restoration, Marion, Michigan\*

Conceptual designer for dam removal and restoration options for a river channel and 26 acre impoundment in central Michigan. The restored channel will provide coldwater habitat continuity for trout along the 33 mile Middle Branch River. Tasks included analyzing existing conditions, comparing reference reaches, establishing natural channel design characteristics, researching and specifying natural grade control and habitat structures, analyzing construction phasing options, designing channel alignment alternatives, and coordinating with USACE officials.

*\*while with a former firm*

## 4. Personnel Experience



### MIKE MAREK

Title: Vice-President

Role: Principal-in-Charge



In 1996, Mike founded Marek Landscaping, LLC with a commitment to provide sustainable design and installation services using low impact development techniques in Milwaukee and its surrounding area. Mike has served as Principal-in-Charge on Marek's most noteworthy projects. Mike has over twenty years experience working as a land restoration and landscape designer, and as an urban forester. With familiarity with Wisconsin's major native plant communities, along with progressive low impact development construction methods, Mike offers a unique approach to bioengineering, damage mitigation, and plant community rehabilitation. Knowledge of native plant communities, as well as ornamental gardens, is paired with a comprehensive awareness of cultural requirements and maintenance needs to generate comprehensive, timeless landscapes. Mike's strength is in uniting the vegetative functions of a plan with the structural, hydrologic, soil, nutrient, and maintenance needs in a cost effective, resource wise, user sensitive way.

#### Continuing Education/Certifications

- UWM Field Station - Sedges of Wisconsin, Vegetation of Wisconsin, & Winter Plants of Wisconsin
- Floating Island International - Design/Install training
- Filtrex International, Inc. - Certified Installer and Vendor
- Prescribed Fire Training – up to Intermediate Wildland Fire Behavior

#### Professional/Community Involvement

- Society of Ecological Restoration (SER)
- American Society of Landscape Architects (ASLA), Affiliate Member
- Root-Pike Watershed Initiative Network

- Root River Watershed Restoration Plan Advisory Group
- Milwaukee Area Land Conservancy (MALC)
- US Regional Association of Landscape Ecology (US-IALE)
- Beerline Trail Neighborhood Development, Guiding Lenses Group, Linear Park & Green Space Advisor

#### Lectures/Presentations

- "Bio-mimicking Wetland Habitat in Industrial Estuaries" [Healing Our Waters – Great Lakes Coalition's Great Lakes Restoration Conference]
- "Floating Islands: Surrogate Fish Habitat in the Milwaukee River Estuary" [Society for Ecological Restoration, Midwest Chapter]
- "Compost as Erosion Control" [NASECA-10th Annual Conference]
- "Rainwater: Catch it Where it Falls & Slow the Flow" [Wild Ones]
- "Floating Islands in the Milwaukee River Estuary" [UWM School of Freshwater Sciences Seminar Series]
- "Learn to Burn" [Gottfried Arboretum at University of Wisconsin Fond du Lac]
- "Floating Islands" [Lac Lawrann Conservancy Science for Everyone lecture series]
- "Milwaukee's Best Practical Green Infrastructure Lessons" [Southeastern Wisconsin Watershed's Trust conference]
- "Habitat Restoration Afoot in Milwaukee Inner Harbor" interview with Wisconsin Public Radio (WUWM)
- "Atwater Beach Slope Stabilization" [State of Lake Michigan Conference]

### HIGHLIGHTED PROJECTS

**Milwaukee River Trail Design and Bluff/Riverbank Restoration Plan, Shorewood, Wisconsin**

**Atwater Beach Bluff Stabilization and Service Drive Reconstruction, Shorewood, Wisconsin**

**Milwaukee River Streambank & Upland Stabilization, Milwaukee, Wisconsin**

**Thompson's West End Park Conceptual Plan & Design, Washburn, Wisconsin**

**Menomonee Valley Industrial Center & Community Park, Milwaukee, Wisconsin**

**Menomonee Valley Passage, Three Bridges Park & Hank Aaron State Trail Design – Phases 1 & 2, Milwaukee, Wisconsin**

**Thompson's West End Park Expansion Master Plan, Washburn, Wisconsin**

**McKinley Marina North Site Investigation & Conceptual Design, Milwaukee, Wisconsin**

**30th St. Wet Weather Relief Project, Milwaukee, Wisconsin**

**Floating Islands in Milwaukee River Estuary for Improved Long-Term Spawning, Milwaukee, Wisconsin**



## 4. Personnel Experience

### KRISTIN MAREK

Title: President

Role: Permitting / Soil Science / Hydrogeology



Kristin serves as President of Marek Landscaping. She is also an active Project Manager and Scientist for projects involving natural resources, environmental assessments in conformance with the Wisconsin Environmental Policy Act, and permitting. She has 13 years of consulting experience for various clientele and also works with non-for-profits and stakeholders on grant opportunities, consulting for environmental litigation, and working with Milwaukee neighborhood groups regarding parks and open spaces. Kristin also serves on the board of the Milwaukee Area Land Conservancy.

#### Education

- University of Wisconsin – Madison, WI, B.S., Soil Science - 1996
- Washington State University – Pullman, WA, M.S., Geology – 2000

#### Guest Lectures

- Landscape Architecture, Soil Science, Groundwater, Plant Biology, & Composting *{classes at MPS - Lincoln Center of the Arts Middle School}*

#### Registrations/Certifications

- University of Wisconsin – LaCrosse, Basic Wetland Delineation & Plant Identification
- OSHA Certified Hazardous Site Worker

#### Professional/Community Involvement

- Milwaukee Area Land Conservancy, Board Member

## HIGHLIGHTED PROJECTS

### **Milwaukee River Trail and Bluff Restoration Plan, Shorewood, Wisconsin**

The purpose of the project was to provide a trail design and bluff restoration planning document focusing along the east bank of the Milwaukee River from Hubbard Park to East Capital Drive in Shorewood, Wisconsin. This included developing a pedestrian trail at the top of the river bluff, rehabilitating an existing trail along the river's edge, identifying trail access and connections, and restoring the bluff in terms of stabilization, drainage, and vegetation. Major project elements included: evaluating existing conditions (hydrology, wetlands, vegetation, and trail use), developing alternatives for trail alignment and connections, public outreach, and providing recommendations to trail alignment, drainage/erosion/bluff stabilization, vegetation, monitoring and maintenance, implementation, permits/approvals, and cost. Kristin provided overall coordination for the project and its five subconsultants, prepared the conceptual plan, and organized stakeholder and public meetings.

### **Beerline Multi-Use Trail and Community Park, Milwaukee, Wisconsin**

This project involved revitalizing an abandoned, blighted railway corridor into a park that crosses six city blocks for the Riverworks Business Improvement District. Features of the plan included assessing trail connections to existing

neighborhood parks and alleys and the existing Beerline Trail, low-maintenance native landscaping, public plazas, a stormwater dry infiltration basin that can double as an ice rink, phyto remediation design, stormwater trees, micro-grading to direct runoff, and erosion control and grading plans. Kristin organized and led the initial meetings with stakeholders, including residents living along the railway, neighborhood leaders, City of Milwaukee DPW, Riverworks BID, and aldermen, and organized the public meetings to gather input from the neighborhoods.

### **Western Milwaukee Project Environmental Analysis, Wauwatosa & Milwaukee, Wisconsin**

This project comprises the final flood management project to be implemented in the Lower Menomonee River and will include designing a levee/floodwall system, floodplain lowering, and interior drainage improvements. Kristin served as the environmental analysis and permitting lead for the project. The work included managing subconsultants that surveyed historical & archaeological resources, endangered & threatened species, and wetlands and preparing the NR 150 environmental analysis document in accordance with WEPA. Kristin also coordinated with the U.S. Army Corps of Engineers and the Wisconsin Department of Natural Resources on project impacts to resources and required permits.



## 4. Personnel Experience

### ZACHARY KRON

Title: Ecologist

Role: Ecologist



Ecologist Zachary Kron has five years of experience working as a crew leader/foreman for a variety of ecological restoration projects in Illinois and Wisconsin. He was crew leader and site superintendent on several large restoration projects on the Milwaukee and Sheboygan Rivers, with miles of river bank restoration and vegetation monitoring work completed under his supervision. Zach has extensive experience working with a variety of erosion control installation techniques and maintenance strategies in restored riparian zones of various sizes throughout the southern half of Wisconsin. He has additional experience working as a botanist, herpetologist, utility forester, and ecological site steward in Wisconsin and Illinois. Zach's main duties include directing, supervising, and working with field crews performing various ecological restoration and monitoring tasks.

#### Education

University of Illinois at Urbana-Champaign – Urbana, IL,

- M.S., Plant Biology – 2011
- B.S., Natural Resource and Environmental Science – 2008

#### Registrations/Certifications

- HAZWOPER 40hr
- Wildland firefighter training S130, S190, L180, ICS100, IS700
- Wisconsin licensed pesticide applicator (license number 280888-CA). He is certified in:
  - Category 1.1 Field & Vegetable Crops
  - Category 5.0 Aquatic & Mosquito
  - Category 6.0 Right of Way & Natural Areas

### HIGHLIGHTED PROJECTS

#### **Milwaukee River Streambank & Upland Restoration, Milwaukee, Wisconsin**

The site includes 300 feet of Milwaukee River shoreline and 3 acres of habitat within the estuary and adjacent to 800 acres of primary environmental corridor. The Gateway is one of the last and largest remaining parcels in the city suitable to become an urban riverfront park. Marek Landscaping provided the design, construction estimates, technical writing for grant applications, wetland/waterway permitting, and is currently constructing the project. Zach is serving as the construction foreman for the project, which uses proven bioengineering techniques for bank and slope stabilization and replaces invasives and non-natives with a diverse native plant community. Construction took place over three months and consist of initial site stabilization and sediment control, tree clearing, grading, river bank stabilization, soil placement, compost blanketing, reseeding, slope interrupter placement, biodegradable turf reinforcement mat placement, hydro mulching (2:1 slopes and steeper), and tree and shrub planting.

#### **Hayton Area Remediation Stream Restoration, Calumet County, Wisconsin**

This project involves providing land stewardship services along two miles of Pine Creek, located near New Holstein, Calumet County, Wisconsin. The creek had been contaminated by PCBs and heavy metals, underwent

extensive remediation, and is now in a 5-year vegetation restoration management phase. The project scope includes mapping invasive plant species, developing a management plan, managing for invasive plants, and replacing and pruning trees installed during the remediation phase. Various methods were used according to the specific phenology of each invasive plant. Zach is managing the project and leading all the field work. The work scope for 2014 has been expanded to include an additional 1 mile streambank and floodplain restoration/construction [FES lifts, erosion control, and native plantings/seeding] and 5-year maintenance period.

#### **Riverside and Estabrook Parks FEMA Improvements, Milwaukee, Wisconsin**

This Milwaukee County project involves restoring portions of the Milwaukee River bluff at Riverside and Estabrook Parks that were heavily eroded during a July 2010 rain storm. The scope includes bluff and riverbank stabilization, erosion control, and repairs to the regional Oak Leaf Trail. Zach is serving as the project manager, which includes developing construction estimates, coordinating subcontractors, preparing construction schedules and submittals, preparing erosion control plans and permits, overseeing the field work (excavation, grading, plantings, and trail paving), and coordinating with Milwaukee County.

## 4. Personnel Experience



### Sub-Consultants



#### WATER RESOURCE ENGINEERING

##### Stony Point Hydrology LLC

461C River Crest Drive  
Mukwonago, WI 53149  
(262) 470-3485  
stonypointhydro.com

Stony Point Hydrology LLC (SPH) is a small water resources engineering firm located in southeastern Wisconsin. SPH develops engineering studies, design and permitting submittals for projects undertaken by private, public and not-for-profit entities and in support of other engineering firms. Our work supports the modeling, assessment, management and restoration of rivers, lakes, wetlands and their watersheds, both in the Midwest and elsewhere. Stony Point Hydrology was founded by Mike Schwar, Ph.D., PE, D.WRE, CFM.

**Restoration Experience:** Mike Schwar has a background in freshwater ecosystem restoration, first in lakes and then in rivers and wetlands. His background provides him with the basis to analyze both the physical drivers (such as flows, water levels, substrate) and the water quality aspects (such as nutrients, dissolved oxygen) that are key to supporting healthy ecosystems. Throughout his career he has conducted planning and implementation of restoration projects working at scales ranging from site-specific practices to watershed plans encompassing thousands of square miles. He has worked on ten lake restoration projects in four states (WI,

IA, IL and WA) and six wetland restorations (WI, IL, FL and MO). He has designed restoration measures focusing on habitat enhancement, channel reconstruction, restoration of sediment and geomorphic processes and/or improving fish passage for sixteen rivers and streams in five states (WI, IL, IA, MO, AZ).

**Watercourse Design Experience:** Mike has led the design of several large flood management projects, including offline storage basins, floodplain excavation and levee/floodwall systems. He has also designed ten channel and/or bank reconstruction projects in five different states (WI, IL, OH, MN, MO and AZ).

**Modeling Experience:** Mike used hydrologic and hydraulic modeling to develop approaches to address infrastructure challenges including stormwater management, channel instability and floodplain encroachment for nearly 25 years. He has extensive experience with hydraulic models including SWMM, HEC-RAS and FLO-2D and hydrologic models including HSPF and HEC-HMS. He is also familiar with the use of other more specialized models to evaluate specific problems.

**Flood Risk, Floodplain and Dam Assessment Experience:** Mike has contributed to the assessment of flood risk for twenty levee systems in five states (WI, IA, IL, MO and TX) and seven dams in three states (WI, IL and WA). He also led the floodplain permitting, including FEMA coordination where necessary, for seven other projects.



#### GEOTECHNICAL ENGINEERING

##### Himalayan Consultants, LLC

W156 N11357 Pilgrim Road  
Germantown, WI 53022  
(262) 502-0066  
www.himalayanllc.com

Himalayan Consultants, LLC is a multi-disciplined professional consulting firm focused on providing services in environmental (hazmat, stormwater, and wastewater), geotechnical, highway design, construction engineering and land surveying areas. The firm was established in July 2000 and is privately owned by Gopal K. Adhikary, P.E., President. Himalayan is registered / certified as a Disadvantaged Business Enterprise (DBE) and / or Minority Owned Business Enterprise (MBE) with the States of Wisconsin, Illinois and Minnesota. Himalayan is also registered with the U.S. Small Business Administration (SBA) as an 8(a) firm. We currently have a staff of fifteen professionals consisting of transportation, geotechnical, environmental, and construction engineers, geologists / hydrogeologists, and land surveyors.

Since its inception, Himalayan has successfully completed numerous transportation, municipal, environmental, geotechnical, and construction projects associated with Wisconsin Department of Transportation (WisDOT), Milwaukee County, City of Milwaukee, Milwaukee Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR), Wisconsin Department of Safety and Professional Services (WSPS), and Illinois Environmental Protection Agency (IEPA), and various private clients in Wisconsin and Illinois.

In addition to their Germantown location, Himalayan Consultants LLC also has offices in St. Paul, Minnesota and Chicago, Illinois.

#### Professional Awards

- 2014 Engineering Excellence Award, Significant Contribution on a Project by a Small Firm, Presented by ACEC WI
- 2013 Minority Owned Business of the Year Award, Presented by The Daily Reporter



## 4. Personnel Experience

### Sub-Consultants

#### MICHAEL SCHWAR PH.D., PE, D.WRE, CFM

Title: President

Role: Water Resources Engineer

Mike Schwar has over 25 years of professional and academic experience focusing on the hydrology and hydraulics of surface water systems, with special emphasis on the restoration of streams, rivers, lakes and wetlands. He has worked on more than 140 surface water projects in 20 states, Canada and Puerto Rico, including more than 40 with significant ecosystem restoration components.

#### Education

- PhD – Civil Engineering , University of Wisconsin-Madison
- MSE – Environmental Engineering and Sciences, University of Washington
- BS – LAS Chemistry, University of Illinois

#### Professional History

- Principal Water Resources Engineer, Stony Point Hydrology LLC (2015 – Present)
- Adjunct Instructor, Milwaukee School of Engineering (2015 – Present)
- Sr. Water Resources Engineer, Montgomery Associates: Resource Solutions, LLC (2011 – Present)
- Sr. Water Resources Engineer, HNTB Corporation (2005 – 2011)
- Hydraulic Engineer, U.S. Army Corps of Engineers - Rock

Island District (2000 – 2005)

- Environmental Engineer, Entranco, Inc. (1991 – 1995)

#### Registrations/Certifications

- Professional Engineer WA, WI, IL, AZ, ND, IA
- Diplomate, Water Resources Engineering
- Certified Floodplain Manager

#### Professional Activities

- American Society of Civil Engineers
- Past Chair, EWRI River Restoration (Task Committee)
- Association of State Floodplain Managers
- Society of American Military Engineers
- Water Environment Federation

#### Key Skills

- Ecosystem Restoration Design
- Watercourse Analysis and Design
- Hydrologic Modeling
- 1-D and 2-D Hydraulic Modeling
- Water Quality Evaluation
- Flood Risk Assessment and Management
- Floodplain Permitting
- Dam Assessment and Permitting

### HIGHLIGHTED PROJECTS

#### Black Earth Creek Remeandering, Cross Plains WI

- Project Manager for a complete design for channel restoration along a nationally-recognized trout stream, including development of permit-ready documents, opinions of probable construction cost and bid documents including plans and specification.
- Developed and submitted successful CLOMR, LOMR and floodplain permit applications.

#### Shoreline Stabilization, City of Hamilton, OH

- Lead Project Engineer for both bio-engineered and engineered solutions (riprap, vegetated riprap, vegetated geogrids, articulated concrete matting, retaining walls and sheet piles) to stream and bank instability along five urban creek reaches.
- Developed several conceptual alternatives for each location and compiled design basis report to support alternative selection by the City.
- Developed 90% complete construction documents for selected alternatives, including plan sheets, specifications, quantities and estimates of probable cost.
- Ancillary to the shoreline protection designs were the designs for slip lining a corrugated metal storm pipe, installing a manhole and associated storm water outlet

pipe, and constructing various headwalls and outlet protection measures throughout the stormwater system.

#### Menomonee Valley Shops Redevelopment, City of Milwaukee (Lead Engineer)

- Led the fast-track design of 1,400 feet of riverbank stabilization along the Menomonee River.
- Modeled the hydraulic function of proposed riverbank designs using HEC-RAS, refined design to meet site constraints and hydraulic performance requirements, and developed design requirements for bioengineering elements.

#### MMSD Western Milwaukee Floodwater Management, Milwaukee Metropolitan Sewerage District (Project Manager and Lead Hydraulic Engineer)

- Coordinated the project's hydraulic design, which incorporates excavation to lower more than 40 acres of floodplain, construction of 4,100 linear feet of levee and floodwall, improvement of interior drainage systems and development of environmental features in Milwaukee and Wauwatosa, WI
- Led the final design of a portion of the levee system and the "daylighting" of an enclosed stream.



## 4. Personnel Experience

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### Sub-Consultants

#### **GOPAL K. ADHIKARY, P.E.**

Title: President

Role: Principal in Charge of Geotechnical Engineering

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Gopal, Himalayan's President and Senior GeoEnvironmental Engineer, has over twenty years of environmental and geotechnical engineering experience managing numerous environmental, geotechnical and hydrogeological investigations and remediation projects throughout Wisconsin and Illinois. His environmental and remediation project experience includes: underground storage tank (UST) site investigation work plan preparation, remedial action plans development, and design of remedial systems/ technologies for petroleum/hazardous materials impacted sites; environmental site assessments; and environmental oversight of construction projects. He has completed numerous Phase 1, 2, 2.5 and 3 Hazardous Materials Assessments (HMA) / Hazardous Materials Investigations (HMI) for several WisDOT and municipal projects. Related geotechnical experience includes: subsurface

investigations and recommendations, geotechnical analysis and design of shallow and deep foundations, slope stabilization, embankment design and analysis, and aquifer characterization.

#### **Education**

M.S., Civil Engineering, Southern Illinois University  
B.S., Civil Engineering, Patna University, 1982

#### **Professional Registration**

- Engineer, E-31909 - WI

#### **Certifications**

- OSHA 40 General Hazardous Waste Site Worker
- PECFA Consultant

### HIGHLIGHTED PROJECTS

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#### **Lake Michigan Bluff Stabilization, Grant Park, Milwaukee County, WI**

Conducted and directed a subsurface investigation to evaluate the stratigraphy and physical properties of the underlying soils. Performed global stability analyses of the existing bluff slopes (75 to 85 feet high) and provided recommendations for slope stabilization. Preliminary analysis indicated that a combination of gabion structure walls with adequate drainage and rip-rap for shore erosion at the toe of the slope may be the solution for this project.

#### **Slope Stabilization and Analysis, Deer Creek, Ashland, WI**

Performed stability analyses of the existing and several proposed slope configurations of this almost 90 feet high slope using the computer program ReSSA. The analysis included evaluating the stabilities using geogrid reinforcement.

#### **Sorenson Creek Bank Stabilization, Racine County, WI**

Performed a subsurface investigation to assess the stratigraphy and physical properties of the underlying soils and provided recommendations for the design and construction of a geogrid reinforced modular brick retaining wall adjacent to the creek.

#### **IH 94 Bridges, Waukesha County, WI**

Managed a geotechnical investigation in conjunction with the replacement of four bridge structures and reconstruction of IH 94 approaches. Prepared/ reviewed a pavement and subsurface investigation report including recommendations for pavement design parameters, select materials systems, EBS, groundwater management and drainage, and erosion control.

#### **Saint Paul Salt Shed, Marquette Interchange, Milwaukee County, WI**

Managed/directed a geotechnical investigation for the proposed construction of a salt storage shed, a storage tank pad, and a storage building to be located between N 10th and N. 12th Streets, north of Saint Paul Avenue. Based on the subsurface soil conditions (highly compressible soils encountered to depths of up to approximately 39 feet below ground surface) and subsequent geotechnical analysis, it was determined that a shallow foundation system would not be suitable for the salt storage shed due to the excessive settlement concerns. Therefore, a deep foundation system consisting of driven CIP piles was recommended for the salt storage shed based on the LRFD method. A fully compensated mat foundation system was recommended for the storage tank pad and a conventional spread footing was recommended for the storage building. Additionally, preloading and/or ground improvement recommendations were made to minimize anticipated settlements for all structure sites.

#### **Milwaukee Intermodal Station Milwaukee County, WI**

Performed geotechnical investigation and foundation analyses for construction of: new entrance piers on the existing station building as part of the improved entrance of the station, a canopy in the bus park area directly adjacent to the west side of the station building, an enclosure at the southwest corner of the building, and construction of a possible 3-story parking structure and a parking lot on the area to the west side of the 6th Street viaduct. Evaluated several shallow (spread footings) and deep foundation systems. Recommended pile foundation systems for the entrance and canopy area.



## 4. Personnel Experience

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### Sub-Consultants

#### MARK A. BABICH, PE

Title: Geotechnical Engineer

Role: Geotechnical Engineering Project Manager

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Mark has over seventeen years of experience managing numerous geotechnical, highways, and site civil projects throughout Wisconsin and Illinois. His geotechnical experience includes subsurface investigations, geotechnical analysis and design of shallow and deep foundations, and slope stabilization.

Also during that time period, Mark has managed and designed numerous roadway/ highway and site civil projects for both new construction and reconstruction. These designs often include geometric, cross-section, pavement, drainage, erosion control, traffic control, and local utility design elements and hydrology and hydraulic design elements.

#### HIGHLIGHTED PROJECTS

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##### South Shore Beach Relocation Study, Milwaukee County, WI

Project Manager tasked with completing a topographic survey, using GPS, of the existing swimming beach, tunnel boring material (TBM) beach, and groyne. Survey crosssections were completed 100-feet on center within these areas. This information was important for calibration of water quality and hydrographic modeling analysis. Also coordinated with Milwaukee County and other utilities and Municipalities to locate outfalls and other utilities in the area of the proposed beach relocation. Utilities and topographic survey results were merged with existing County survey data. Conducted a hydrographic survey of the breakwater entrance channel and nearshore area adjacent to the proposed beach location. Survey data was collected using GPS and echo sounding equipment along cross-sections 100-feet on center. The data was used to provide an accurate understanding of the existing bathymetry of the area for conceptual design and modeling.

##### Saint Paul Salt Shed, Marquette Interchange, Milwaukee County, WI

Managed a geotechnical investigation for the proposed construction of a salt storage shed, a storage tank pad, and a storage building to be located between N 10th and N. 12th Streets, north of Saint Paul Avenue. Based on the subsurface soil conditions (highly compressible soils encountered to depths of up to approximately 39 feet below ground surface) and subsequent geotechnical analysis, it was determined that a shallow foundation system would not be suitable for the salt storage shed due to the excessive settlement concerns. Therefore, a deep foundation system consisting of driven CIP concrete piles was recommended for the salt storage shed based on the Load and Reduction Factor Design (LRFD) criteria. A fully compensated mat foundation system was recommended for the storage tank pad and a conventional spread footing was recommended for the storage building.

#### Education

B.S., Civil Engineer

University of Wisconsin - Platteville, 1996

#### Professional Registration

- Engineer, E-36429 - WI

#### Technical Experience

- Design & Modeling: AutoCAD Civil 3D, Microstation V8i & InRoads
- Hydrology: HydroCAD, SLAMM, HEC-RAS

##### STH 20 (Buena Park Road-STH 36), Racine County, WI

Managed a subsurface and pavement investigation for an approximately 2-mile segment of STH 20. Responsibilities included managing/performing utility coordination and field locates, and oversight of subsurface investigation to evaluate the pavement and soils conditions. Made recommendations for pavement design parameters, MSE retaining wall design parameters, select materials systems, EBS, drainage, and erosion control.

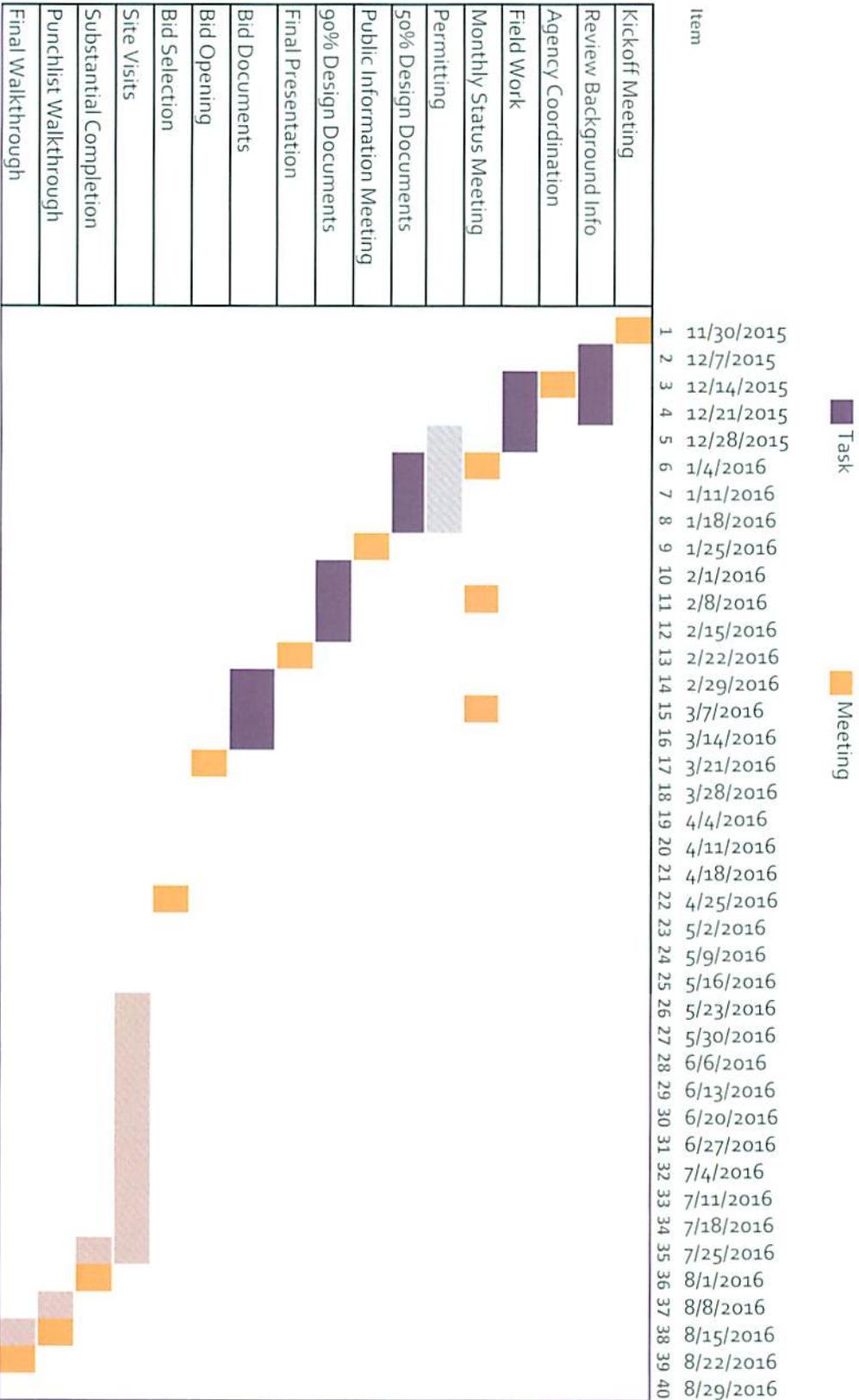
##### IH 94 Bridges, Waukesha County, WI

Managed a geotechnical investigation in conjunction with the replacement of four bridge structures and reconstruction of IH 94 approaches. Prepared a pavement and subsurface investigation report including recommendations for pavement design parameters, select materials systems, EBS, drainage, and erosion control. Performed static pile capacity analysis. Additionally, conducted drivability analyses for each boring location using Wave Equation Analysis (GRL WEAP Version 2010-4) software and data from a Delmag D30 diesel combustion hammer. The analysis indicated that the 12.75-inch CIP pile and 12 X 53 steel H-piles would achieve the Required Driving Resistance (RDR) of 180 to 220 tons/pile without overstressing during installation and within the reasonable blow counts (25 to 120 per foot per WisDOT criteria) during pile driving.

##### Inman Parkway Extension, Rock County, WI

Managed a geotechnical investigation in conjunction with the new road construction and construction of a bridge structure for the project. Prepared a subsurface soils investigation report including recommendations for pavement design parameters, select materials systems, EBS, drainage, and erosion control. Conducted static pile capacity analysis and drivability analyses. Provided recommendations for pile lengths and driving resistances for the 12.75-inch CIP pile and 12 X 53 steel H-piles.

### Bluff & Trail Final Design



## 5. Estimated Project Schedule





## 6. Cost

Final design and engineering for the following elements: Trail clearing, temporary signage, drainage solutions/outfall reconstruction, trail decommissioning, surface treatment/erosion control, bank stabilization and revegetation, living wall steps for river access, removal/addition of vegetation, Hubbard Park Canoe Launch, slope cut from upper bluff to river trail, switchbacks/grading/construction, boardwalks along lower river trail, and stairs/trail south of Hubbard Park linking to Oak Leaf Trail.

### FINAL DESIGN AND CONSTRUCTION DOCUMENTATION

**Design, Costs, Drawings, Specifications..... \$38,670**

- Basemap
- Final design
- Geotechnical Engineering Review
- Civil Engineering Peer Review/QA-QC
- 50% drawings and cost estimates
- 90% drawings, costs, and specifications
- Final drawings, costs, and specifications

### PROJECT MANAGEMENT

**Project Management..... \$12,565**

- Kickoff meeting
- Site Visit
- Review of previous plans for consistency and relevancy
- Two project status meetings/reports
- Public information meeting
- Final presentation/data delivery meeting

### PERMITTING

**Permitting Assistance ..... \$12,490**

- Coordination with regulatory agency staff
- Local
- USACE 404/DNR Chapter 30
- DNR NR 103/299
- DNR NR27
- DNR NR216

### ENGINEERING SERVICES DURING CONSTRUCTION

**Pre-Bid Services..... \$5,390**

- Provide contractor prequalification criteria
- Attend pre-bid meeting/bid opening
- Answer bid questions
- Provide bid recommendation

**TOTAL..... \$69,115**

**OPTIONAL : Construction Phase..... \$5,930**

- Weekly site visits
- Reporting
- Substantial completion documentation
- Punchlist
- Final walkthrough

# MEMORANDUM



Date: February 16, 2016  
To: Village Board  
From: Chris Swartz  
Re: BIDS for Boardwalk

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## **Background.**

The Atwater Park Master Plan was adopted in 2010. The Plan included a boardwalk at the base of the bluff for beach user's access and as a place to sit and relax. A portion of the boardwalk was constructed in 2011 (to the north of the stairway). The balance of the structure was to follow. Due to other village priorities, the boardwalk extension was delayed. I have attached a preliminary engineering report that accompanied the State grant application in 2013 that provides additional background and specifications regarding phase 2 implementation.

## **Analysis.**

The Village's Park Commission in 2013 identified the boardwalk extension as a park improvement priority for 2013. Director of Planning and Zoning Ericka Lang applied for a State grant, in 2013, to assist in the project's financing. The grant was approved in 2014 and the Village budgeted the balance of the funding as part of its 2016 budget. Final bid specifications were completed by Clark Dietz this past December and bids were issued in January.

## **Recommendation.**

The Village received five (5) bids as shown in the attached memo by Village Engineer Mustafa Emir. The low, responsible bid was from Solutions 101 LLC. The Village Engineer is recommending the bid from the low bid firm in the amount of \$117,486. The budget for the project is at \$140,000; \$70,000 from borrowing, \$40,000 (\$39,750 is the actual grant) from Coastal Grant and \$30,000 from capital reserves. After engineering and contingency, I am reserving \$130,000 for this project. Borrowing is then estimated to be reduced by \$10,000.

## **MOTION.**

The motion would be "to approve the bid of \$117,486 from Solutions 101 LLC of Hortonville as recommended by the Village Engineer after review of agreement by the Village Attorney."



February 8, 2016

Mr. Chris Swartz  
Village Manager  
Village of Shorewood  
3930 North Murray Avenue  
Shorewood WI 53211

Re: 2016 Phase 2 Atwater Beach Boardwalk

Dear Chris,

Competitive bids were solicited for the construction of the above referenced project and bids opened on January 28, 2016. Five responsive bids were received as follows:

All-Ways	\$219,770.00
Signature Bridge	\$207,052.50
H+H Construction	\$122,287.00
Hunzinger	\$274,903.00
Solutions 101	\$117,486.00

The low bids was supplied by Solutions 101 LLC of Hortonville WI. We have verified their unit process and reviewed the qualifications statement they provided as part of the bid package.

We recommend that Solutions 101 LLC be awarded the contract for the construction of Phase 2 – Atwater Beach Boardwalk for the sum of \$117,486.

Sincerely,

Clark Dietz, Inc.

A handwritten signature in blue ink, appearing to read 'M. Emir', with a long horizontal flourish extending to the right.

Mustafa Emir, PhD, PE  
Village Engineer



November 4, 2013

Ms. Ericka Lang  
Planning & Zoning Administrator  
Village of Shorewood  
3930 N Murray Ave  
Shorewood, WI 53211

Re: Preliminary Engineering Report on Phase 2 Boardwalk at Atwater Beach

Dear Ericka:

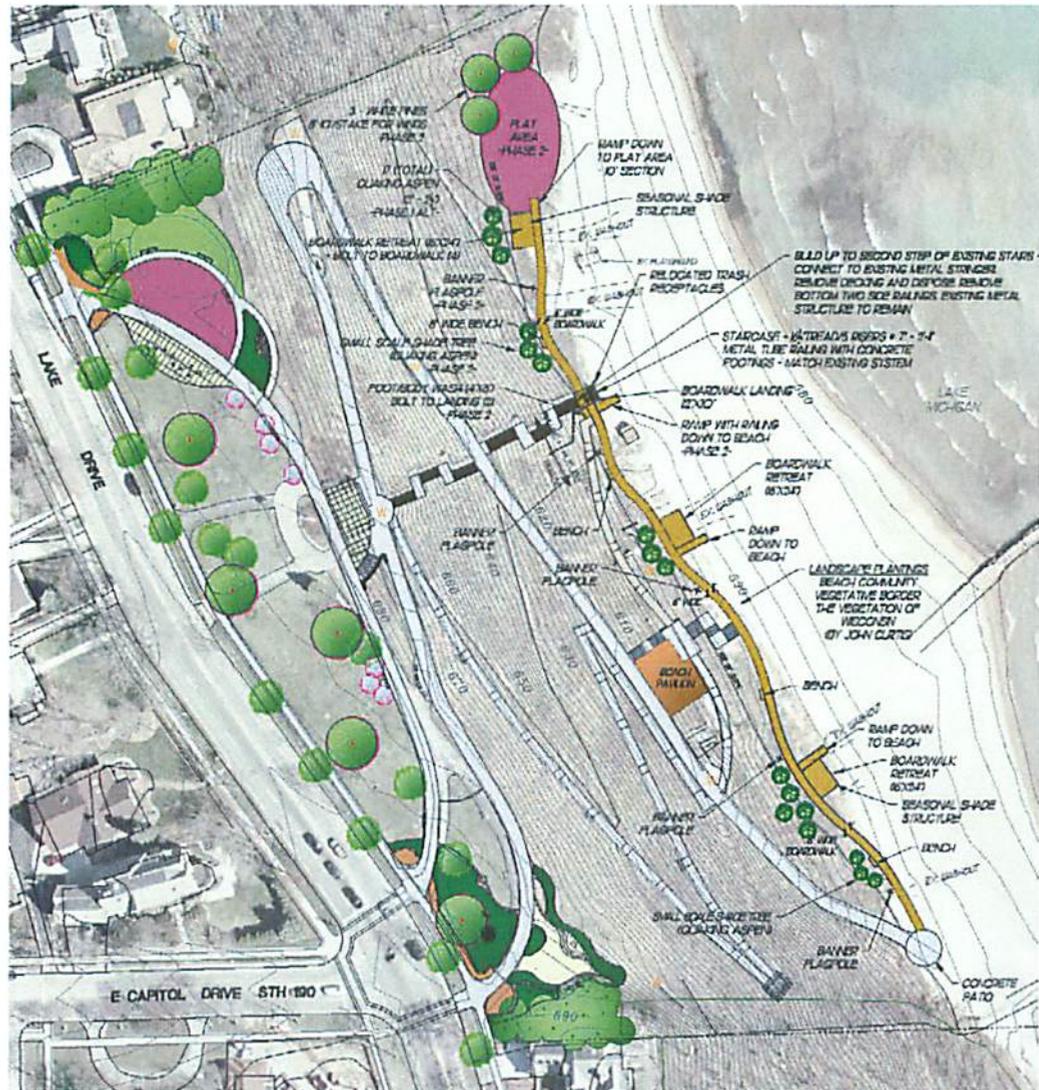
In the context of planning for the funding, design and construction of the Phase 2 Boardwalk at Atwater Beach, we have prepared a preliminary engineering review for the project.

**Atwater Park Boardwalk – Master Plan:**

The beach boardwalk has initially been proposed along the sand edge at the base of the Atwater park bluff. The Park Master Plan shows that the boardwalk connects the length of the beach, from the northern play area to the vehicular service drive at the south. Plaza areas with footwash stations were originally been proposed at the central stairs and the stairs to the beach pavilion. Benches would be located along the bluff-side of the walk, and could have overhead tensile structures or trellises for shade.

Access to the boardwalk is provided via the central stairs as well as the vehicular drive that was recently stabilized and reconstructed at the bluff face. The proposed boardwalk works hand in hand with the revetment system put in place as part of the Atwater Bluff stabilization project in 2010. As part of that project, an unused concrete bathhouse structure at the bottom of the park was demolished, and the concrete rubble generated was used to create a barrier berm at the base of the slope. This barrier berm, or revetment, is intended to protect the base of the slope from wave and ice action, especially during higher water elevation periods in Lake Michigan.

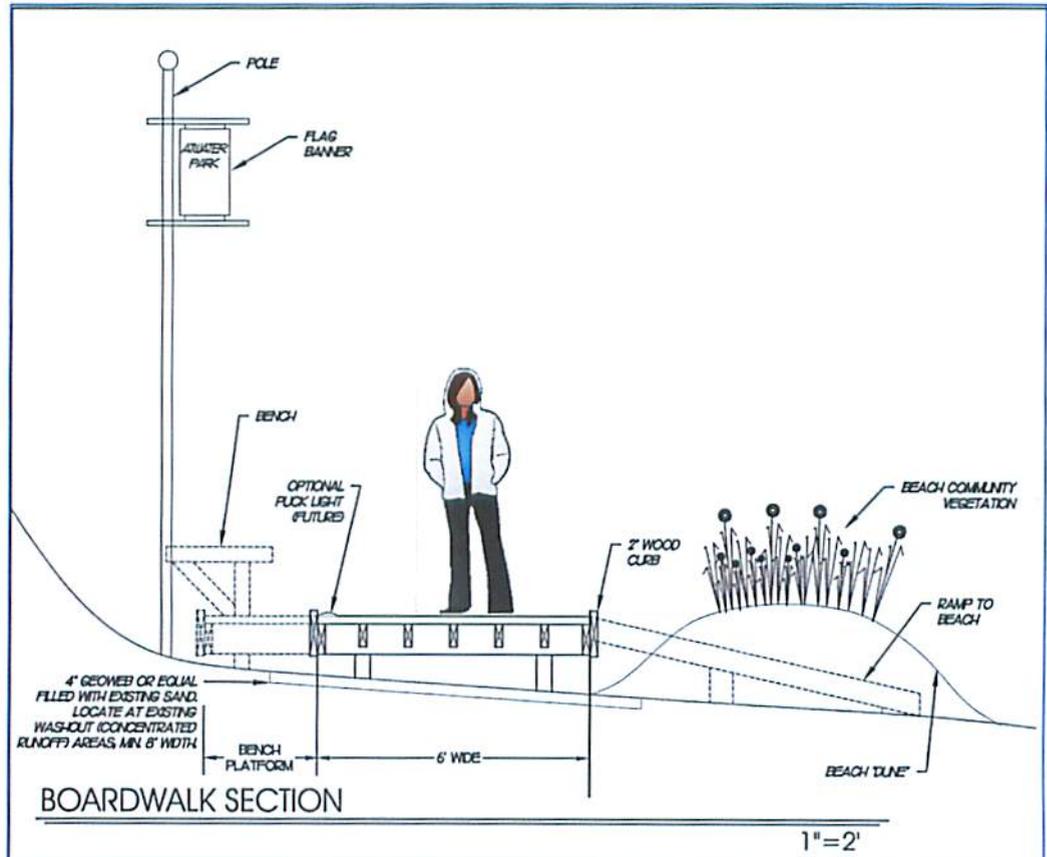
The full extent of the proposed boardwalk is shown in the following figure. The total length of the boardwalk will be about 550 feet, with about 145 feet of boardwalk north of the stairs, and approximately 400 feet south of the stairs.



**Proposed Phase 2 Boardwalk Section:**

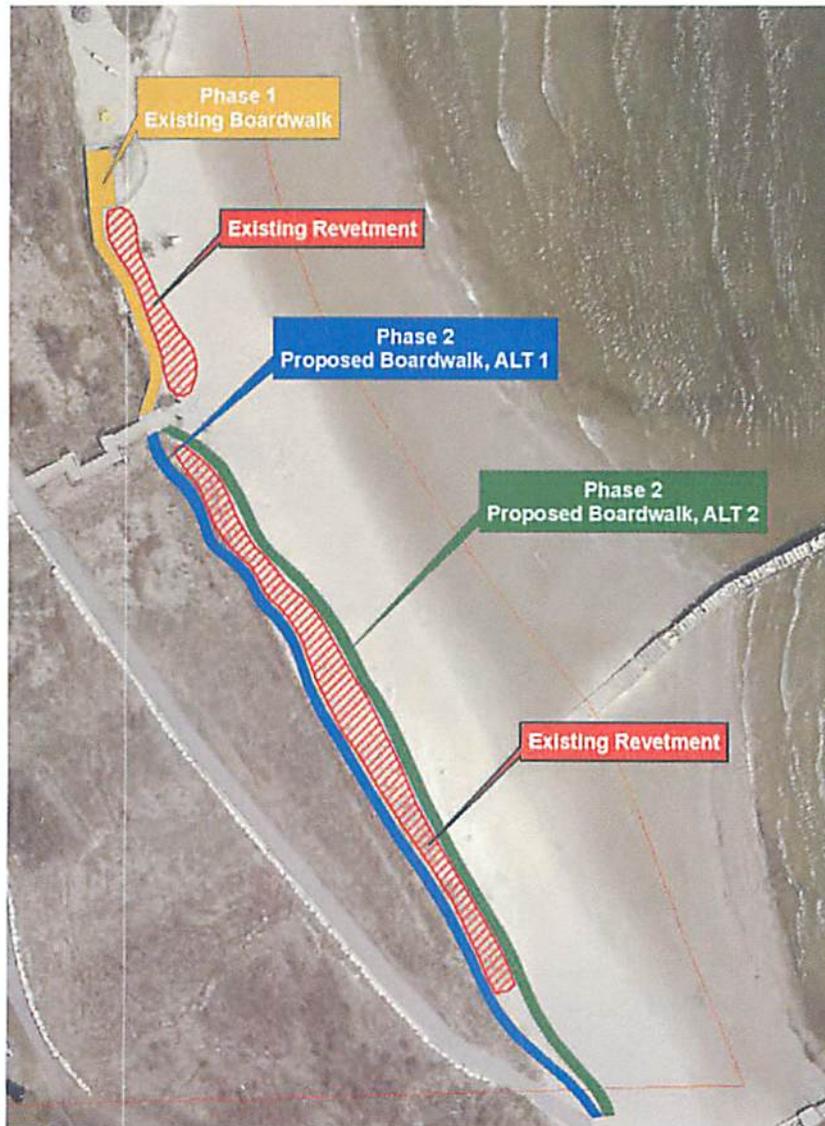
Phase 1 of the boardwalk has been constructed in 2010 as part of the bluff stabilization project. The proposed Phase 2 design will follow the specifications of the Phase 1 and create a seamlessly integrated system that meets the Village's vision for the sand edge boardwalk.

The boardwalk section for Phase 2 is identical to the Phase 1 section. The boardwalk section consists of a 6 foot wide wood structure placed on wood posts that are founded in the beach sand along the west side of the revetments at the base of the slope.



**Proposed Phase 2 Boardwalk Alignment:**

The proposed boardwalk works hand in hand with the revetment system put in place as part of the Atwater Bluff stabilization project in 2010. As part of that project, an unused concrete bathhouse structure at the bottom of the park was demolished, and the concrete rubble generated was used to create a barrier berm at the base of the slope.



The desired alignment for Phase 2 is Alternate 1, placing it to the protected side of the existing revetment shown in the figure above. The alignment will be adapted to the existing infiltration trenches, rain gardens and dune grass plantings so as to provide a seamless extension to the 2010 improvements at the site. Another advantage that Alternate 1 provides is that it avoids construction below the ordinary high water mark at the beach.

**Proposed Phase 2 Boardwalk Specifications:**

The boardwalk will be constructed using wood decking and metal fasteners to match the products used in Phase 1 of the boardwalk project. In general, we expect that the decking will be Ipe 5/4" x 6" decking, purchased by the Village for a contractor to install, similar to the arrangement used for Phase 1.

Ipe (pronounced EE-pay) is a very high quality wood decking. From the Atlantic City Boardwalk, to Las Vegas' Treasure Island Resort, Ipe is an exotic hardwood that is naturally resistant to rot and decay, is 8 times harder than California Redwood, and is guaranteed for 20 years without preservatives.

For posts/beams/joists/curb, we will specify MicroPro treated wood or equivalent, with the following sizes: 4 x 4 posts, 2 x 8 beams, 2 x 6 joists/ledgers, 2 x 2 curb, and 2 x 12 stair stringers. All metal fasteners will be resistant to wood preservatives that may be present in the wood used for the project.

**Proposed Phase 2 Boardwalk Project Budget Estimate:**

Based on the Village's 2010 Phase 1 boardwalk construction project, we have developed a cost estimate for the Phase 2 Boardwalk. Note that the bids received in Phase 1 did not include the Ipe decking, which was procured separately by the Village. The Contractor did have to provide all fasteners, and posts, beams, joists, and other boardwalk components.

For planning and budgeting purposes, we assuming that the Phase 2 boardwalk will include the procurement of the decking by the contractor.

The estimated construction cost for Phase 2 is estimated at \$123,000. In addition, we estimate that engineering, bidding, and construction administration fees will be an estimated \$17,000, bringing the total Phase 2 project budget to sum of \$140,000.

Preliminary itemized Phase 2 Boardwalk construction cost estimate is presented as follows.

Item No.	Item	Unit	Estimated Quantity	Unit Price	Total Price
1	Remove Portion of Existing Stairs for boardwalk connection	LS	1	\$750	\$750
2	10x12 boardwalk landing, footings, stairs, and railing	LS	1	\$10,000	\$10,000
3	Boardwalk (6 ft. wide and ramp with footings 9includes decking to be supplied by contractor	LF	410	\$225	\$92,250
4	Beach Platform	EA	2	\$1,000	\$2,000
5	6 ft. Bench (Liberty Series by Urbanscape)	EA	4	\$1,500	\$6,000
6	16x24 Boardwalk landing and stairs and footings	LS	1	\$10,000	\$10,000
7	Grading of disturbed areas	LS	1	\$1,000	\$1,000
8	Mobilization	LS	1	\$1,000	\$1,000
TOTAL					\$123,000.00

Please let me know if you require additional information regarding this matter.

Sincerely,

Clark Dietz, Inc.



Mustafa Emir  
Senior Project Manager  
mustafa.emir@clarkdietz.com

DOCUMENT 00 51 10

NOTICE OF AWARD

Dated February 8, 2016

Project: Boardwalk at Atwater Beach	Owner: Village of Shorewood	
Contract: Boardwalk at Atwater Beach – Phase 2		
Bidder: SOLUTIONS 101 LLC		
Bidder's Address: (send Certified Mail, Return Receipt Requested)		
N2828 GIVENS ROAD, HORTONVILLE WI 54944		

You are notified that your Bid dated May 21, 2015 for the above Contract has been considered. You are the Successful Bidder and are awarded a Contract for

The Contract Price of your Contract is ONE HUNDRED SEVENTEEN THOUSAND FOUR HUNDRED EIGHTY SIX Dollars (\$117,486.00).

2 copies of each of the AGREEMENT FORM (accompany this Notice of Award.

0 sets of the Drawings will be delivered separately or otherwise made available to you immediately.

You must comply with the following conditions precedent within [10] days of the date you receive this Notice of Award.

1. Deliver to the Owner [2] fully executed counterparts of the AGREEMENT FORM.
2. Deliver with the executed AGREEMENT FORM the Contract security [Bonds] as specified in the Proposal Conditions and Instructions to Bidders (Article 10).
3. Other conditions precedent: none

Failure to comply with these conditions within the time specified will entitle Owner to consider you in default, annul this Notice of Award and declare your Bid security forfeited.

Within ten days after you comply with the above conditions, Owner will return to you one fully executed counterpart of the Contract Documents

Village of Shorewood  
Owner

By: \_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title

END OF DOCUMENT

**DOCUMENT 00 52 10**

**AGREEMENT FORM**

THIS AGREEMENT is by and between the Village of Shorewood (hereinafter called Owner) and SOLUTIONS 101 LLC (hereinafter called Contractor).

Owner and Contractor, in consideration of the mutual covenants hereinafter set forth, agree as follows:

**ARTICLE 1 - WORK**

1.01 Contractor shall complete all work as specified or indicated in the Contract Documents. The work is generally described as follows:

Boardwalk at Atwater Beach – Phase 2

**ARTICLE 2 – THE PROJECT**

2.01 The Project for which the work under the Contract Documents may be the whole or only a part is generally described as follows:

The work shall consist of the construction of an elevated (18” – 24” max. height) “wooden” boardwalk, benches, boardwalk landing and boardwalk retreats, and ramps to the beach. Major items of work and approximate quantities for which bids are requested include:

- |     |  |
|-----|--|
| 1   | 10’ x 12’ Boardwalk Landing, Stairs & Railings (includes footings) |
| 450 | lineal feet of 6’ Wide Boardwalk & Ramp (includes footings)        |
| 3   | Benches (6’ long, Liberty Series LI1427S) by Urbanscape, installed |
| 2   | 16’ x 24’ Boardwalk Retreats (includes footings)                   |
| 3   | Beach Access Ramps (includes footings)                             |

**ARTICLE 3 - ENGINEER**

3.01 The Project has been designed by Clark Dietz Inc., 759 North Milwaukee Street, Suite 624, Milwaukee WI 53202 (Engineer), who is to act as Owner’s representative, assume all duties and responsibilities, and will have the rights and authority assigned to Engineer in the Contract Documents in connection with the completion of the work in accordance with the Contract Documents.

**ARTICLE 4 - CONTRACT TIMES**

4.01 *Time of the Essence*

- A. All time limits for Milestones, if any, Substantial Completion, and completion and readiness for Final Payment as stated in the Contract Documents are of the essence of the Contract.

- B. It is anticipated the contract will be awarded at the June 1, 2015 Village Board meeting.

#### 4.02 *Dates for Substantial Completion and Final Payment*

- A. Substantial Completion shall be on or before **May 30, 2016**.
- B. All of the work of the Project shall be completed and ready for Final Payment in accordance with Section 2, Paragraph K. of the General Conditions on or before **June 30, 2016**.

#### 4.03 Liquidated Damages

A. Contractor and Owner recognize that time is of the essence of this Agreement and that Owner will suffer financial loss if the work is not completed within the times specified in Paragraph 4.02 above, plus any extensions thereof allowed in accordance with the General Conditions. The parties also recognize the delays, expense, and difficulties involved in proving in a legal or arbitration proceeding the actual loss suffered by Owner if the work is not completed on time. Accordingly, instead of requiring any such proof, Owner and Contractor agree that as Liquidated Damages for delay (but not as a penalty), Contractor shall pay Owner \$1,000.00 for each day that expires after the time specified in Paragraph 4.02 for each milestone or Substantial Completion until the work is Substantially Complete. After Substantial Completion, if Contractor shall neglect, refuse, or fail to complete the remaining work within the Contract Time or any proper extension thereof granted by Owner, Contractor shall pay Owner \$500.00 for each day that expires after the time specified in Paragraph 4.02 for completion and readiness for Final Payment until the work is completed and ready for Final Payment.

### ARTICLE 5 - CONTRACT PRICE

5.01 Owner shall pay Contractor for completion of the work in accordance with the Contract Documents an amount in current funds as follows: For all work at the prices stated in Contractor's Bid, attached hereto as an exhibit.

### ARTICLE 6 - PAYMENT PROCEDURES

#### 6.01 *Submittal and Processing of Payments*

A. Contractor shall submit Applications for Payment in accordance with the General Conditions. Applications for Payment will be processed by the Engineer as provided in the General Conditions.

#### 6.02 *Progress Payments; Retainage*

A. Owner shall make progress payments on account of the Contract Price on the basis of Contractor's Applications for Payment, monthly during performance of the work as provided in Paragraphs 6.02.A.1 and 6.02.A.2 below. All such payments will be measured by the Bid Unit Price work based on the number of units completed:

1. Prior to Substantial Completion, progress payments will be made in an amount equal to the percentage indicated below, but in each case, less the aggregate of payments previously made and less such amounts as Engineer may determine or Owner may withhold, including but not limited to liquidated damages, in accordance with Section 2, Paragraph H of the General Conditions:

- a. 95% of the estimate until 50% of the work is completed (with the balance being retainage). At 50% completion as determined by Engineer, and if the character and progress of the Work have been satisfactory to Owner and Engineer, Owner on recommendation of Engineer, may determine that as long as the character and progress of the Work remain satisfactory to them, there will be no retainage on account of Work subsequently completed in which case the remaining progress payment prior to Substantial Completion will be in an amount equal to 100% of the Work Completed less the aggregate of payments previously made. At 50% completion or anytime after 50% completion when the progress of the work is not satisfactory, additional amounts may be retained but the total retainage may not be more than 10% of the value of the work completed.

2. Upon Substantial Completion, Owner shall pay an amount sufficient to increase total payments to Contractor to 100 percent of the work completed, less such amounts as Engineer shall determine in accordance with Section 2, Paragraph H. of the General Conditions and less 100 percent of Engineer's estimate of the value of work to be completed or corrected as shown on the tentative list of items to be completed or corrected attached to the certificate of Substantial Completion.

### 6.03 *Final Payment*

A. Upon Final Completion and acceptance of the work, in accordance with the General Conditions, Owner shall pay the remainder of the Contract Price as recommended by Engineer.

### ARTICLE 7 - INTEREST

7.01 All moneys not paid when due, as provided in the General Conditions, shall bear interest at the maximum rate allowed by law at the place of the Project.

### ARTICLE 8 - CONTRACTOR'S REPRESENTATIONS

8.01 In order to induce Owner to enter into this Agreement, Contractor makes the following representations:

A. Contractor has examined and carefully studied the Contract Documents and the other related data identified in the Bidding Documents.

B. Contractor has visited the Project Site and become familiar with and is satisfied as to the general, local, and Project Site conditions that may affect cost, progress, and performance of the work.

C. Contractor is familiar with and is satisfied as to all federal, state, and local Laws and Regulations that may affect cost, progress, and performance of the work.

D. Contractor has carefully studied all: (1) reports of explorations and tests of subsurface conditions at or contiguous to the Project Site and all drawings of physical conditions in or relating to existing surface or subsurface structures at or contiguous to the Project Site (except Underground Facilities) which

have been identified in the specifications, if any, and (2) reports and drawings of a Hazardous Environmental Condition, if any, at the Project Site which has been identified in the specifications.

E. Contractor has obtained and carefully studied (or assumes responsibility for having done so) all additional or supplementary examinations, investigations, explorations, tests, studies, and data concerning conditions (surface, subsurface, and Underground Facilities) at or contiguous to the Project Site which may affect cost, progress, or performance of the work, or which relate to any aspect of the means, methods, techniques, sequences, and procedures of construction to be employed by Contractor, including applying the specific means, methods, techniques, sequences, and procedures of construction, if any, expressly required by the Contract Documents to be employed by Contractor and safety precautions and programs incident thereto.

F. Contractor does not consider that any further examinations, investigations, explorations, tests, studies, or data are necessary for the performance of the work at the Contract Price, within the Contract Times, and in accordance with the other terms and conditions of the Contract Documents.

G. Contractor is aware of the general nature of work to be performed by Owner and others at the Project Site that relates to the work as indicated in the Contract Documents.

H. Contractor has correlated the information known to Contractor, information and observations obtained from visits to the Project Site, reports and drawings identified in the Contract Documents, and all additional examinations, investigations, explorations, tests, studies, and data with the Contract Documents.

I. Contractor has given Engineer written notice of all conflicts, errors, ambiguities, or discrepancies that Contractor has discovered in the Contract Documents, and the written resolution thereof by Engineer is acceptable to Contractor.

J. The Contract Documents are generally sufficient to indicate and convey understanding of all terms and conditions for performance and furnishing of the work.

## ARTICLE 9 - CONTRACT DOCUMENTS

### 9.01 *Contents*

A. The Contract Documents consist of the following:

1. This Agreement.
2. Performance Bond, Payment Bond, and other Bonds.
3. Village of Shorewood General Conditions.
4. Specifications bearing the following general title: Boardwalk at Atwater Beach – Phase 2 (separate cover);
6. Addenda (Numbers 1, inclusive);
7. Exhibits to this Agreement (enumerated as follows):

- a. Contractor's Bid Form.
  - b. Documentation submitted by Contractor prior to Notice of Award.
8. The following which may be delivered or issued on or after the Effective Date of the Agreement and are not attached hereto:
- a. Notice to Proceed
  - b. Work Change Directives;
  - c. Change Order(s).

B. The documents listed in Paragraph 9.01.A are attached to this Agreement (except as expressly noted otherwise above).

C. There are no Contract Documents other than those listed above in this Article 9.

D. The Contract Documents may only be amended, modified, or supplemented as provided in Section 2, Paragraph C. of the General Conditions.

## ARTICLE 10 - MISCELLANEOUS

### 10.01 Terms

A. Terms used in this Agreement will have the meanings stated in Section 1 of the General Conditions.

### 10.02 Assignment of Contract

A. No assignment by a party hereto of any rights under or interests in the Contract will be binding on another party hereto without the written consent of the party sought to be bound; and, specifically but without limitation, moneys that may become due and moneys that are due may not be assigned without such consent (except to the extent that the effect of this restriction may be limited by law), and unless specifically stated to the contrary in any written consent to an assignment, no assignment will release or discharge the assignor from any duty or responsibility under the Contract Documents.

### 10.03 Successors and Assigns

A. Owner and Contractor each binds itself, its partners, successors, assigns, and legal representatives to the other party hereto, its partners, successors, assigns, and legal representatives in respect to all covenants, agreements, and obligations contained in the Contract Documents.

### 10.04 Severability

A. Any provision or part of the Contract Documents held to be void or unenforceable under any Law or Regulation shall be deemed stricken and all remaining provisions shall continue to be valid and binding upon Owner and Contractor, who agree that the Contract Documents shall be reformed to replace such

stricken provision or part thereof with a valid and enforceable provision that comes as close as possible to expressing the intention of the stricken provision.

IN WITNESS WHEREOF, Owner and Contractor have signed this Agreement in duplicate. One (1) counterpart each has been delivered to Owner and Contractor. All portions of the Contract Documents have been signed or identified by Owner and Contractor or on their behalf.

This Agreement will be effective on \_\_\_\_\_, \_\_\_\_\_ (which is the Effective Date of the Agreement).

Owner:

Contractor:

Village of Shorewood

SOLUTIONS 101

By: \_\_\_\_\_  
Guy Johnson, President

By: \_\_\_\_\_

Attest \_\_\_\_\_  
Village Clerk

Attest \_\_\_\_\_

Address for giving notices:

Address for giving notices:

3930 N. Murray Ave.

\_\_\_\_\_

Shorewood, WI 53211

\_\_\_\_\_

License No. \_\_\_\_\_  
(Where applicable)

Designated Representative:

Designated Representative:

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

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

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Facsimile: \_\_\_\_\_

Facsimile: \_\_\_\_\_

END OF DOCUMENT

**DOCUMENT 00 52 10**

**AGREEMENT FORM**

THIS AGREEMENT is by and between the Village of Shorewood (hereinafter called Owner) and SOLUTIONS 101 LLC (hereinafter called Contractor).

Owner and Contractor, in consideration of the mutual covenants hereinafter set forth, agree as follows:

**ARTICLE 1 - WORK**

1.01 Contractor shall complete all work as specified or indicated in the Contract Documents. The work is generally described as follows:

Boardwalk at Atwater Beach – Phase 2

**ARTICLE 2 – THE PROJECT**

2.01 The Project for which the work under the Contract Documents may be the whole or only a part is generally described as follows:

The work shall consist of the construction of an elevated (18” – 24” max. height) “wooden” boardwalk, benches, boardwalk landing and boardwalk retreats, and ramps to the beach. Major items of work and approximate quantities for which bids are requested include:

- |     |  |
|-----|--|
| 1   | 10’ x 12’ Boardwalk Landing, Stairs & Railings (includes footings) |
| 450 | lineal feet of 6’ Wide Boardwalk & Ramp (includes footings)        |
| 3   | Benches (6’ long, Liberty Series LI1427S) by Urbanscape, installed |
| 2   | 16’ x 24’ Boardwalk Retreats (includes footings)                   |
| 3   | Beach Access Ramps (includes footings)                             |

**ARTICLE 3 - ENGINEER**

3.01 The Project has been designed by Clark Dietz Inc., 759 North Milwaukee Street, Suite 624, Milwaukee WI 53202 (Engineer), who is to act as Owner’s representative, assume all duties and responsibilities, and will have the rights and authority assigned to Engineer in the Contract Documents in connection with the completion of the work in accordance with the Contract Documents.

**ARTICLE 4 - CONTRACT TIMES**

4.01 *Time of the Essence*

- A. All time limits for Milestones, if any, Substantial Completion, and completion and readiness for Final Payment as stated in the Contract Documents are of the essence of the Contract.

- B. It is anticipated the contract will be awarded at the June 1, 2015 Village Board meeting.

#### 4.02 *Dates for Substantial Completion and Final Payment*

- A. Substantial Completion shall be on or before **May 30, 2016**.
- B. All of the work of the Project shall be completed and ready for Final Payment in accordance with Section 2, Paragraph K. of the General Conditions on or before **June 30, 2016**.

#### 4.03 *Liquidated Damages*

A. Contractor and Owner recognize that time is of the essence of this Agreement and that Owner will suffer financial loss if the work is not completed within the times specified in Paragraph 4.02 above, plus any extensions thereof allowed in accordance with the General Conditions. The parties also recognize the delays, expense, and difficulties involved in proving in a legal or arbitration proceeding the actual loss suffered by Owner if the work is not completed on time. Accordingly, instead of requiring any such proof, Owner and Contractor agree that as Liquidated Damages for delay (but not as a penalty), Contractor shall pay Owner \$1,000.00 for each day that expires after the time specified in Paragraph 4.02 for each milestone or Substantial Completion until the work is Substantially Complete. After Substantial Completion, if Contractor shall neglect, refuse, or fail to complete the remaining work within the Contract Time or any proper extension thereof granted by Owner, Contractor shall pay Owner \$500.00 for each day that expires after the time specified in Paragraph 4.02 for completion and readiness for Final Payment until the work is completed and ready for Final Payment.

### ARTICLE 5 - CONTRACT PRICE

5.01 Owner shall pay Contractor for completion of the work in accordance with the Contract Documents an amount in current funds as follows: For all work at the prices stated in Contractor's Bid, attached hereto as an exhibit.

### ARTICLE 6 - PAYMENT PROCEDURES

#### 6.01 *Submittal and Processing of Payments*

A. Contractor shall submit Applications for Payment in accordance with the General Conditions. Applications for Payment will be processed by the Engineer as provided in the General Conditions.

#### 6.02 *Progress Payments; Retainage*

A. Owner shall make progress payments on account of the Contract Price on the basis of Contractor's Applications for Payment, monthly during performance of the work as provided in Paragraphs 6.02.A.1 and 6.02.A.2 below. All such payments will be measured by the Bid Unit Price work based on the number of units completed:

1. Prior to Substantial Completion, progress payments will be made in an amount equal to the percentage indicated below, but in each case, less the aggregate of payments previously made and less such amounts as Engineer may determine or Owner may withhold, including but not limited to liquidated damages, in accordance with Section 2, Paragraph H of the General Conditions:

- a. 95% of the estimate until 50% of the work is completed (with the balance being retainage). At 50% completion as determined by Engineer, and if the character and progress of the Work have been satisfactory to Owner and Engineer, Owner on recommendation of Engineer, may determine that as long as the character and progress of the Work remain satisfactory to them, there will be no retainage on account of Work subsequently completed in which case the remaining progress payment prior to Substantial Completion will be in an amount equal to 100% of the Work Completed less the aggregate of payments previously made. At 50% completion or anytime after 50% completion when the progress of the work is not satisfactory, additional amounts may be retained but the total retainage may not be more than 10% of the value of the work completed.

2. Upon Substantial Completion, Owner shall pay an amount sufficient to increase total payments to Contractor to 100 percent of the work completed, less such amounts as Engineer shall determine in accordance with Section 2, Paragraph H. of the General Conditions and less 100 percent of Engineer's estimate of the value of work to be completed or corrected as shown on the tentative list of items to be completed or corrected attached to the certificate of Substantial Completion.

### 6.03 *Final Payment*

A. Upon Final Completion and acceptance of the work, in accordance with the General Conditions, Owner shall pay the remainder of the Contract Price as recommended by Engineer.

## ARTICLE 7 - INTEREST

7.01 All moneys not paid when due, as provided in the General Conditions, shall bear interest at the maximum rate allowed by law at the place of the Project.

## ARTICLE 8 - CONTRACTOR'S REPRESENTATIONS

8.01 In order to induce Owner to enter into this Agreement, Contractor makes the following representations:

A. Contractor has examined and carefully studied the Contract Documents and the other related data identified in the Bidding Documents.

B. Contractor has visited the Project Site and become familiar with and is satisfied as to the general, local, and Project Site conditions that may affect cost, progress, and performance of the work.

C. Contractor is familiar with and is satisfied as to all federal, state, and local Laws and Regulations that may affect cost, progress, and performance of the work.

D. Contractor has carefully studied all: (1) reports of explorations and tests of subsurface conditions at or contiguous to the Project Site and all drawings of physical conditions in or relating to existing surface or subsurface structures at or contiguous to the Project Site (except Underground Facilities) which

have been identified in the specifications, if any, and (2) reports and drawings of a Hazardous Environmental Condition, if any, at the Project Site which has been identified in the specifications.

E. Contractor has obtained and carefully studied (or assumes responsibility for having done so) all additional or supplementary examinations, investigations, explorations, tests, studies, and data concerning conditions (surface, subsurface, and Underground Facilities) at or contiguous to the Project Site which may affect cost, progress, or performance of the work, or which relate to any aspect of the means, methods, techniques, sequences, and procedures of construction to be employed by Contractor, including applying the specific means, methods, techniques, sequences, and procedures of construction, if any, expressly required by the Contract Documents to be employed by Contractor and safety precautions and programs incident thereto.

F. Contractor does not consider that any further examinations, investigations, explorations, tests, studies, or data are necessary for the performance of the work at the Contract Price, within the Contract Times, and in accordance with the other terms and conditions of the Contract Documents.

G. Contractor is aware of the general nature of work to be performed by Owner and others at the Project Site that relates to the work as indicated in the Contract Documents.

H. Contractor has correlated the information known to Contractor, information and observations obtained from visits to the Project Site, reports and drawings identified in the Contract Documents, and all additional examinations, investigations, explorations, tests, studies, and data with the Contract Documents.

I. Contractor has given Engineer written notice of all conflicts, errors, ambiguities, or discrepancies that Contractor has discovered in the Contract Documents, and the written resolution thereof by Engineer is acceptable to Contractor.

J. The Contract Documents are generally sufficient to indicate and convey understanding of all terms and conditions for performance and furnishing of the work.

## ARTICLE 9 - CONTRACT DOCUMENTS

### 9.01 *Contents*

A. The Contract Documents consist of the following:

1. This Agreement.
2. Performance Bond, Payment Bond, and other Bonds.
3. Village of Shorewood General Conditions.
4. Specifications bearing the following general title: Boardwalk at Atwater Beach – Phase 2 (separate cover);
6. Addenda (Numbers 1, inclusive);
7. Exhibits to this Agreement (enumerated as follows):

- a. Contractor's Bid Form.
  - b. Documentation submitted by Contractor prior to Notice of Award.
8. The following which may be delivered or issued on or after the Effective Date of the Agreement and are not attached hereto:
- a. Notice to Proceed
  - b. Work Change Directives;
  - c. Change Order(s).

B. The documents listed in Paragraph 9.01.A are attached to this Agreement (except as expressly noted otherwise above).

C. There are no Contract Documents other than those listed above in this Article 9.

D. The Contract Documents may only be amended, modified, or supplemented as provided in Section 2, Paragraph C. of the General Conditions.

## ARTICLE 10 - MISCELLANEOUS

### 10.01 Terms

A. Terms used in this Agreement will have the meanings stated in Section 1 of the General Conditions.

### 10.02 Assignment of Contract

A. No assignment by a party hereto of any rights under or interests in the Contract will be binding on another party hereto without the written consent of the party sought to be bound; and, specifically but without limitation, moneys that may become due and moneys that are due may not be assigned without such consent (except to the extent that the effect of this restriction may be limited by law), and unless specifically stated to the contrary in any written consent to an assignment, no assignment will release or discharge the assignor from any duty or responsibility under the Contract Documents.

### 10.03 Successors and Assigns

A. Owner and Contractor each binds itself, its partners, successors, assigns, and legal representatives to the other party hereto, its partners, successors, assigns, and legal representatives in respect to all covenants, agreements, and obligations contained in the Contract Documents.

### 10.04 Severability

A. Any provision or part of the Contract Documents held to be void or unenforceable under any Law or Regulation shall be deemed stricken and all remaining provisions shall continue to be valid and binding upon Owner and Contractor, who agree that the Contract Documents shall be reformed to replace such

stricken provision or part thereof with a valid and enforceable provision that comes as close as possible to expressing the intention of the stricken provision.

IN WITNESS WHEREOF, Owner and Contractor have signed this Agreement in duplicate. One (1) counterpart each has been delivered to Owner and Contractor. All portions of the Contract Documents have been signed or identified by Owner and Contractor or on their behalf.

This Agreement will be effective on \_\_\_\_\_, \_\_\_\_\_ (which is the Effective Date of the Agreement).

Owner:

Village of Shorewood

Contractor:

SOLUTIONS 101

By: \_\_\_\_\_  
Guy Johnson, President

By: \_\_\_\_\_

Attest \_\_\_\_\_  
Village Clerk

Attest \_\_\_\_\_

Address for giving notices:

3930 N. Murray Ave.

Address for giving notices:

\_\_\_\_\_

Shorewood, WI 53211

\_\_\_\_\_

License No. \_\_\_\_\_  
(Where applicable)

Designated Representative:

Designated Representative:

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

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

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_

Facsimile: \_\_\_\_\_

Facsimile: \_\_\_\_\_

END OF DOCUMENT

**MEMORANDUM**

February 8, 2016



To: Trustee Davida Amenta, Chairperson  
Public Works Committee

From: Leeann Butschlick, Director of Public Works

Copy: Village Board  
Chris Swartz, Village Manager  
Joel Kolste, Assistant DPW Director

Re: Collections progress report

Your February 16 Village Board meeting agenda includes an update on the planned collections Request for Proposals document.

**SERVICE LEVEL POLICY DETERMINATIONS**

Please recall that following a comprehensive overview of current processes the bulk of your January 25<sup>th</sup> discussion focused on service level determinations. Three primary issues drive the collection processes and, in turn, establish the levels at which those services are provided to residents; these include alley service, kart use and the schedule/frequency of collection. To accurately compare the cost and service proposals which are ultimately submitted, these items must be established prior to and clearly defined within the RFP.

Based upon your discussion, staff is proposing that future collection services be offered as illustrated in the table below. You will note two changes from the current standards. These items are highlighted in orange and are detailed on the following page.

	Refuse	Recycling	Yard Waste		
			Bagged	Brush	Leaves
Dwellings serviced	3 family and under	3 family and under	all	all	all
Frequency of collection	weekly	bi-weekly	weekly in season	monthly in season	weekly in season
Location of collection	curbside or alley	curbside only	curbside only	curbside only	curbside only
Containers required	yes	yes	yes	no	no
Type of container	kart	kart - curbside alley - resident choice*	paper yard waste bags or resident-purchased kart	none	loose or paper yard waste bag
Containers provided	yes	once	no	n/a	no
Items outside container	none	none	n/a	n/a	n/a

\* properties on alley limited to 2 bins with no items outside container(s)

Recycling containers – Staff is proposing that all properties with driveways be furnished with a 95 gallon kart for recycling. Properties serviced by alleys will have the option of receiving either a recycling kart **OR up to two** 18 gallon bins for recycling. Collection will continue curbside as kart space concerns in the alley effectively prohibit recycling collection from that location. Staff believes this to be a workable compromise as it addresses the concerns of alley residents with front yard geography challenges and also better manages the material collection process making the contract more attractive to vendors. It is suggested that the recycling drop off center remain available to residents for large or additional recyclable material disposal. Curbside collection would continue to be offered every other week.

Items outside the container – Staff is proposing to eliminate the current practice, both for refuse and recycling, of the collection of items outside the container (kart or bin). As you know, this is key to the automated collection process and will position both the Village and a potential contractor to provide the most efficient service delivery.

Please note that the Conservation Committee organics collection alternatives will be included in the RFP as alternate items which can be added to a base service option at the Board’s discretion.

**Contract Structure/Additional Items**

Staff is recommending the RFP be structured with two base service options:

1. Contractor-provided collections for refuse, recycling, bagged yard waste and transfer station operation. This effectively eliminates collections from DPW’s scope of services.
2. DPW-provided refuse and yard waste and contractor-provided recycling and transfer station operation. This continues the current structure of operations with refuse (either fully or semi-automated - to be determined) and yard waste services provided by DPW staff; and recycling and hauling contracted to an outside vendor.

Staff is proposing that the contract be structured with a five year term and a five year renewable option. Unlike the current contract, a percentage rebate of funds from the sale of recyclable materials will not be established, instead bidders will be required to propose a rebate percentage as a part of the overall bid package.

The RFP will request bids for the service items on the following page.

As a reminder, please find the proposed timeline below.

March 2016	RPF issued
May 2016	Responses due
May – July 2016	Review and evaluation
August 2016	Village Board decision
September – October 2016	2017 Budget discussions
January – May 2017	Public education (full automation)
June 2017	Implementation (full automation)

SERVICE ITEMS	UNIT BID
<i>Refuse</i>	
Weekly curbside and alley collection of household waste	per household cost
Transport and disposal of solid waste from the Village Transfer Station	per ton cost
Environmental fees	per ton cost
Bulky item pick-up	per occurrence
2x weekly street and park can collection	monthly per container cost
<i>Yard Waste</i>	
Weekly curbside collection of yard waste in season	per household cost
Monthly collection of brush in season	monthly cost
Bulk leaf collection in season	monthly cost
Transport and disposal of yard waste from the Village Transfer Station	per ton cost
<i>Recycling</i>	
Bi-weekly collection of household recycling	per household cost
Provision of approved recycling containers	per container cost
Weekly collection from municipal and school buildings	monthly cost
2x weekly street and park can collection	monthly per container cost
Operate Village Drop-off center	monthly cost
<i>Organics</i>	
Operate Village Drop-off center	monthly cost
Provide subscription service to interested households	household cost
<i>Miscellaneous Items</i>	
Electronic recycling	per pound cost
Alkaline batteries	per pound cost
CFL bulb collection	per pound cost
Scrap metal collection	per pound cost
Used tire collection	per tire cost

Staff will be present at your meeting Tuesday evening. Your agenda is not noticed for action but staff requests your feedback on the RFP direction as outlined. If you should have any questions in the meantime, please contact me at 847-2650 or [lbutschlick@villageofshoreowod.org](mailto:lbutschlick@villageofshoreowod.org).



**Shorewood**

**MEMORANDUM**

**Village  
Attorney's  
Office**

Nathan J. Bayer  
William P. Dineen

**TO: Chris Swartz, Village Manager**

**FROM: Nathan J. Bayer, Village Attorney**

**DATE: February 10, 2016**

**RE: Proposed Changes to Village Fee Schedule**

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Enclosed you will find two resolutions for consideration by the Village Board that amend the Planning and Development Department Fee Schedule. The first resolution creates a fee for an initial and renewal beekeeping permit and is related to the ordinance passed by the Board on February 1, 2016.

The second resolution proposes changes as recommended by the Planning Commission and Village Planning Director. The Planning Commission recommends reducing the cost of a conditional use permit for a solar energy system to \$75.00. The remainder of the proposed changes are nominal and routine amendments as proposed by the Planning Director. In the event that there is any debate or disagreement about the proposed changes, I have separated the fee associated with the beekeeping permit from the other proposed changes, as the beekeeping ordinance was previously discussed in committee and at the Village Board level, and do not anticipate any discussion or debate on that fee. If there is delay or requested changes to the others, the setting of the beekeeping license fees will not be delayed.

Please call if you have any questions relating to these matters.

RESOLUTION NO. 2016-\_\_\_\_\_

A RESOLUTION FOR CREATING A FEE FOR A BEEKEEPING PERMIT IN THE  
PLANNING & DEVELOPMENT DEPARTMENT VILLAGE FEE SCHEDULE

WHEREAS, on February 1, 2016, the Village of Shorewood (“Village”) passed an Ordinance regulating the keeping of honey bees in the Village; and

WHEREAS, it is necessary for the Village to create a fee to cover administrative costs incurred as a result of monitoring and maintaining beekeeping activities within the Village; and

WHEREAS, the beekeeping ordinance requires a permit for the acquiring and keeping of honey bees, and authorizes the Village Board to set a fee for those applying for such a permit, or the renewal of such a permit;

NOW, THEREFORE, BE IT RESOLVED by the Village Board of the Village of Shorewood, that the initial fee for a beekeeping permit be established at \$25.00 (twenty five dollars), and that the fee for renewal of a beekeeping permit be established at \$10,00 (ten dollars), commencing February 17, 2016.

PASSED AND ADOPTED by the Village Board of the Village of Shorewood this 16th day of February, 2016.

\_\_\_\_\_  
Guy Johnson, Village President

\_\_\_\_\_  
Tonya O’Malley, Village Clerk

# MEMORANDUM



Date: January 28, 2016

To: Business and Community Relations Committee

From: Chris Swartz

Re: Consideration of Marketing and Communications Plan and *Shorewood Today* Agreement with M B Marketing Solutions

---

The Marketing Leadership Committee approved the 2016 Marketing and Communication Plan and budget in September 2015. The Village Board approved the same as part of the 2016 budget process.

The following two items must be formally approved by the Village Board now that the Marketing and Communications Leadership Committee made their final recommendation.

1. The 2016 Marketing and Communications and Shorewood Today Plan /Agreement with M B Marketing Solutions.

Marketing and Communications Agreement. The Marketing and Communications Leadership Committee is recommending approval of the Agreement/Plan with an amendment to increase Ad Sales Revenues by \$3,000 and to increase professional service fees by \$3,000, increasing per issue cost to \$11,750. The increase was based on a request from MB Marketing Solutions, based on revised cost estimates for professional services. A memo from MB Marketing Solutions is forthcoming, on how additional ad sales will be realized.

2. Marketing Research that will measure awareness and effectiveness of Shorewood's marketing tactics, positioning and key attributes.

Marketing Research. The Marketing and Communication Advisory Committee recommended approval to the Marketing and Communication Leadership Committee of a contract with Branding Breakthroughs (attached). The Leadership Committee is now recommending approval to the Village Board. The cost is \$18,500. Additional marketing and communication budget costs required for in-house services would be \$1,500, bringing the total cost to \$20,000 (the original amount budgeted for this work in 2015). The \$18,000 was budgeted from marketing and communications fund balance; \$2,000 of additional fund balance would be required, leaving the fund balance at (\$9,104). Recall the most of the fund balance in the Shorewood Today account was reserved for this particular work (from the 2014 marketing budget), based on the recommendation of the Marketing and Communication Advisory and approved by the Marketing and Communication Leadership Committee.

The Leadership Committee would like the MB Marketing Solutions to assure that focus groups be a diverse segment of the Village residential and business community, including residents from outside of Shorewood.

Attached are the relevant documents submitted from M B Marketing Solutions, as well as 2016 budget recommendations.

Two separate motions are required:

1. Marketing and Communications Agreement. The motion would be "to approve the 2016 Marketing and Communications and Shorewood Today Agreement/Plan with M B Marketing Solutions, to include an increase in ad sales from \$62,000 to \$65,000 and an increase in professional fees from \$44,000 to \$47,000 for the *Shorewood Today* portion of the Plan/Agreement .

Marketing Research. The motion would be "to approve the 2016 agreement with Branding Breakthroughs as recommended by the Marketing Committee in an amount of \$18,500, and authorize staff to fund related marketing costs not to exceed \$1,500 from the Marketing and Communication Funds fund balance."

Should there be additional questions, please contact me.

Thanks,

Chris

# 2016 Shorewood Marketing Proposal



## 2016 Shorewood Marketing Communications Estimates - Summary

Task	Account	Staff	2015 # Hours			2015 Budget	12/2/16	
			Est	Actual	Diff		Est # Hours	2016 Budget
<b>SHOREWOOD TODAY MAGAZINE</b>								
Shorewood Today- Professional Fees <i>Managing Editor, Proofreader, Graphic Designer, Photographer, Ad Sales, Other</i> <i>Fund Balance applied</i>	720-1910-52100	Team	400	515	115	\$30,000	507	\$44,000
							50	\$6,000
								\$50,000
Shorewood Today- Copy & Print Costs <i>proof copies, printing of magazine</i>	720-1910-53120	Team				\$24,028		\$34,400
Shorewood Today- Postage/Mailings <i>list purchase, mailhouse, postage</i>	720-1910-53130	Team				\$5,834		\$9,600
<b>TOTAL EXPENSE</b>						\$69,862		\$93,900
Shorewood Today- Ad Revenues (estim) <i>Advertising sales</i>	720-1910-43120	Team				\$45,500		\$62,000
2016 Surplus applied to 2016	48,129	Team				\$0		\$3,500
Shorewood Today- Partner Revenues <i>\$3,600 each from Village, BID, Schools, Marketing</i>	220-1910-43120	Team				\$20,400 <i>(\$5,100 each)</i>		\$22,400 <i>(\$3,600 each)</i>
<b>TOTAL REVENUE</b>						\$65,900		\$87,900

Task	Account	Staff	2015 # Hours			2015 Budget	2016	
			Est	Actual	Diff		Est # Hours	Budget
<b>SHOREWOOD MARKETING COMMUNICATIONS (SMC)</b>								
Professional Fees <i>Centralized communication, meeting facilitation, reporting and billing</i> <i>Plan Execution/Evaluation</i> <i>Paid Advertising</i> <i>Project Management</i> <i>Media Relations</i>	720-8700-52100	Michelle	417	450	33	\$31,360	427	\$34,000
						\$6,000	50	\$7,000
			17	17	0	\$1,250	24	\$2,000
			173	210	37	\$13,000	173	\$13,000
			147	175	28	\$11,000	122	\$12,000
Copy & Print Costs <i>Posters, banners, streamers, Sponsorship folders</i>	720-8700-53120					\$2,000		\$3,000
Shared Postage Costs <i>Sponsorship folders, Welcome Neighbor mail list &amp; mailings, Misc mailings</i>	220-8700-53131					\$425		\$425
Marketing Materials Development <i>(Communications/Publications)</i> <i>Sponsorship Folder updates</i> <i>Why Shorewood piece</i> <i>Business Recruitment piece</i> <i>Greetings from Shorewood postcard</i> <i>Shorewood Life brochure Updates</i> <i>Street lighting banners</i>	720-8700-53140	Jenny/Karen	87	90	3	\$6,500	87	\$6,500
Dept/Program Supplies <i>Sponsorship folders, Welcome Neighbor reception refreshments</i>	720-8700-53500					\$1,000		\$500

Task	Account	Staff	2015 # Hours			2015 Budget	2016	
			Est	Actual	Diff		Est # Hours	Budget
Event Management	720-8700-5100	Team	355	0	-400	\$24,300	551	\$24,750
<i>Dike Event</i>	720-8700-54105		100	200	100	\$7,500	100	\$9,000
<i>July 4th</i>	720-8700-54110					\$6,300	90	\$6,750
<i>Concert Series (4)</i>	720-8700-54115		33	66	33	\$2,500	67	\$4,000
<i>Resistor Event</i>	720-8700-54120		47	0	-47	\$3,500	27	\$3,500
<i>Plain Air Shorewood</i>	720-8700-54120		60	0	-60	\$4,500	27	\$3,500
<b>Event subtotal</b>			386	266	0		251	
Welcome Neighbors <i>Correspondence, web page, maintain database, maintain Welcome Packets, host 4 events/year</i>	720-8700-54170	Jenny	47	63	16	\$3,600	50	\$3,750
Marketing/Advertising (paid media) <i>Paid media, Facebook ads</i> <i>Shorewood Life brochure 7 magazi distribution/mailing</i>	720-8700-54540					\$12,600		\$10,000
Other Technology <i>Website upgrades, Basecamp, Hosting fees, Assessments</i>	720-8700-56120					\$2,600		\$3,000
Brand Research <i>Measure awareness of key attributes, brand imagery and personality with all targets</i>	720-8700-54645	Michelle	0	0	0	\$0	210	\$18,000
Branded Items <i>Notecards, postcard, high quality shopping bags, umbrellas, t-shirts, coffee mugs etc...</i>	720-8700-54640	Michelle	0	0	0	\$0	27	\$2,000
Business Recruitment	720-8700-54650	Michelle	0	0	0	\$0	27	\$2,000
Transfer to Shorewood Today <i>Marketing contribution to Shorewood Today</i>	720-8000-52700	Michelle	0	0	0	\$0		\$5,600
<b>TOTAL</b>						\$104,975		\$119,625

## 2016 Budget

### Special Revenue Funds Marketing Fund - 220



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#### Department Description/Goals

The Shorewood Marketing Communications (SMC) program seeks to make positive impacts on awareness, engagement and advocacy to current and prospective residents and businesses, and to influencers of those targets. Specifically, we work collaboratively with Key Partners to:

- Increase awareness of our high quality schools, positive lifestyle and community, vibrant businesses and open, accessible government services to advance the reputation of the Shorewood community.
- Attract new businesses and residents to move to Shorewood in order to increase demand for homes, increase student enrollment, and increase diversification of businesses.
- Contribute to the vitality of Shorewood through investment of citizen and business time, treasure and talents, including: philanthropy, ambassadorship, home and building improvements, and community volunteerism.

#### Strategies

In order to achieve the above established marketing goals, we will implement the following strategies:

1. Consistently communicate key attributes to target audiences using multiple channels.
2. Inform and educate key influencers and other targets by utilizing timely public relations to create high visibility and third party credibility for businesses, development projects, events, alumni and government services in Shorewood. House all press coverage on Village website.
3. Encourage conversations and engagement between target audiences and Key Partners about positive attributes, schools, businesses, events and services in Shorewood.
4. Draw in-person visits to Shorewood so that target audiences can experience the benefits of the Shorewood community.
5. Recognize and showcase persons and businesses in Shorewood that are identified as role models for building improvements, volunteerism and philanthropy.
6. Create opportunities for persons and businesses to become Ambassadors for Shorewood to demonstrate pride in their community.

#### Services

Shorewood Marketing Communications utilizes a variety of tactics to implement approved marketing strategies. Because the program is designed to be integrated across all channels, the design elements are created under the Village of Shorewood umbrella brand imagery with consistent fonts, colors, logo treatments and graphics. Collaboration with Key Partners amplifies messaging with cross promotion between entities and across channels.

## 2016 Budget

### Special Revenue Funds Marketing Fund - 220



1. **Village of Shorewood website**, including portal for easier access to desired information, community calendar details, communications hub to more easily find out about what's going on in Shorewood and who to contact, and access to the digital version of current and past issues of Shorewood Today magazine.
2. **Shorewood Today magazine**, a lifestyle magazine that celebrates Shorewood created with editorial from Village, schools, BID and CDA.
3. **Print collateral**, including brochures, posters, flyers, postcards and other materials that provide detail for events, activities and resources in Shorewood.
4. **Electronic communications** including eNewsletters such as Village Manager's Memo, Keep in Touch, BID eNews, School eNews, and Library eNews.
5. **Paid Media** such as Facebook ads and Google keyword search to drive awareness for events and initiatives in Shorewood
6. **Media Relations** which provides endorsement of Shorewood's initiatives and activities through stories on TV and radio news, publications such as Journal Sentinel, Business Journal, North Shore Now, Shepherd Express, and digital news outlets such as OnMilwaukee.com.
7. **Social Media** such as Facebook and Twitter that engages targets and gives opportunity to share pictures, feedback and information.
8. **Signage** including exterior posters and banners in high traffic areas throughout the Village.
9. **Welcome Neighbors Program** which reaches out to new residents in Shorewood to help them navigate where to find useful information and where to go for things they need, and also provides goodie bags including special offers from BID businesses.
10. **Special Events** including:
  - Village events such as Shorewood Criterium bike races and block party, July 4<sup>th</sup> parade and celebrations, Free Summer Concert Series
  - BID events such as Small Plates Week, Holiday Tree Lighting and Shopping Season
  - School events such as SHS drama productions, Homecoming and Alumni events
  - CDA events such as ground breaking, ribbon cutting, and developer reception
  - Other events such as Shorewood Farmer's Market and Plein Air Shorewood

### Achievements 2015

Shorewood Marketing Communications amplified and synergized Village of Shorewood communications by collaboration with Village, BID, Schools and CDA to develop and implement a comprehensive Community Marketing Plan. SMC also completed a Brand Assessment and Recommendation that included creation of brand standards and new print collateral including annual Sponsorship Opportunities folder, Small Plates Week poster, flyer, Facebook ad, Shorewood Criterium bike race poster, direct mail brochure, Facebook ad, Fox 6 banner, t-shirt, stickers, Free Summer Concerts poster, banner, A-frame signs, Facebook ad and collaborated with Shorewood Conservation Committee to align Clean & Green event materials, and collaborated with Shorewood Foundation on fireworks and parade banner.

## 2016 Budget

### Special Revenue Funds Marketing Fund - 220



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#### 2016 Initiatives

Continue the momentum begun in 2015 by maintaining effective initiatives and programs and continuing to collaborate and cross promote messaging across tactics and between Key Partners. Continue to collect metrics to determine progress, cost efficiency, impact and delivery on goals. Support the following tactics in 2016:

1. **Website Updates** – continue to make updates to the Village website that simplify the search process for all targets including current and prospective residents and businesses, and influencers to those targets.
2. **Shorewood Today** – now that format has been recreated and is well received by Key partners and the community, create and distribute four issues.
3. **Print Collateral** – update sponsorship folder and contents, create “Why Shorewood” piece for realtors and Shorewood home sellers, update “Greetings from Shorewood” postcard, update brochures as necessary and consider possible yard signs
4. **Electronic communications** including eNewsletters such as Village Manager’s Memo, Keep in Touch, BID, School, and Library eNews.
5. **Paid Media** – continue to promote Shorewood to prospective residents and businesses in cost-efficient paid media channels
6. **Media Relations** - continue to solicit endorsement of Shorewood’s initiatives and activities through stories on TV, radio, print and electronic news outlets.
7. **Social Media** – continue engagement between targets and Key Partners through Facebook and Twitter.
8. **Signage** – continue to promote events and initiatives with posters and banners. Source and fund monument sign(s) as dependable, cost effective permanent signage on a high traffic corridor to better promote Village events and initiatives.
9. **Welcome Neighbors** – continue to make connections with new residents to make them feel welcome and to ensure they find necessary resources
10. **Special Events** – continue with similar events in 2016 that were determined to meet objectives and also remain affordable within budget.
11. **Branded Items** – source, sell and distribute a limited number of high quality branded items to reward specific volunteers and to allow residents and guests to become brand ambassadors for Shorewood.
12. **Research** - determine, confirm and rank key attributes compared to competitive set; determine awareness levels for key attributes for all targets.

#### Budget Impact

Shorewood Marketing Communications recommends continued collaboration with Key Partners including Village, BID, CDA and Schools in 2016 and beyond. Continuing successful programs, initiatives and events and increasing expenditures slightly for 2016 will build on the momentum that has begun. Several elements of the 2015 program were “one-time-only” items that have been completed, however, there are additional marketing tactics such as research, permanent signage and branded items that were not budgeted for in 2015.

2016 Budget

Marketing and Communications Fund - 220

Account Number	Account Name	2013 Actual	2014 Actual	2015 Projected	2015 Adopted Budget	2016 Proposed Budget	2016 Adopted Budget	% Chg Budget '15 to prop	% Chg Budget 15 to '16	Category
<b>Revenues</b>										
220-6700-41110	Property Taxes	\$ 35,000	\$ 30,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	0.0%	0.0%	Taxes
220-6700-48500	Donations - Summer concerts	12,785	6,000	3,500	-	-	-	0.0%	0.0%	Other Rev
220-6700-48550	Donations - 4th of July	-	-	33,600	-	-	-	0.0%	0.0%	Other Rev
220-6700-48570	Donations - Bike Race	-	-	20,900	-	-	-	0.0%	0.0%	Other Rev
220-6700-48590	Donations - Other	-	-	-	-	-	-	0.0%	0.0%	Other Rev
220-6700-47300	Charges for Service - School	10,000	10,000	10,000	10,000	10,000	10,000	0.0%	0.0%	Charges
220-6700-47320	Charges for Service - BID	10,000	10,000	16,500	16,500	21,500	17,000	30.3%	3.0%	Charges
220-9000-49401	Transfers from TID #1	12,000	10,000	23,200	23,200	23,200	23,200	0.0%	0.0%	OFS
220-9000-49900	Surplus applied	-	-	-	20,215	25,000	24,325	23.7%	20.3%	OFS
<b>Total Revenue</b>		<b>79,785</b>	<b>66,000</b>	<b>152,700</b>	<b>114,915</b>	<b>124,700</b>	<b>119,525</b>	<b>8.5%</b>	<b>4.0%</b>	
<b>Expenditures</b>										
220-6700-52100	General Professional Fees	20,080	20,500	52,250	52,250	\$ 33,000	\$ 34,000	-36.8%	-34.9%	Professional
220-6700-53120	Copy & Print Costs	2,364	944	2,000	2,000	3,000	3,000	50.0%	50.0%	Supplies & Office
220-6700-53131	Postage Costs	410	174	425	425	350	425	-17.6%	0.0%	Supplies & Office
220-6700-53140	Communications/Publications *	1,648	1,052	4,000	6,500	6,500	6,500	0.0%	0.0%	Supplies & Office
220-6700-53500	Dept/Program Supplies	-	15	750	1,000	500	500	-50.0%	-50.0%	Supplies - Maint
220-6700-54105	Bike Race *	-	-	28,336	7,500	15,000	9,000	100.0%	20.0%	Programming
220-6700-54110	4th of July *	-	-	30,400	6,300	6,750	6,750	7.1%	7.1%	Programming
220-6700-54115	Summer Concerts *	-	-	7,047	2,500	4,500	5,000	80.0%	100.0%	Programming
220-6700-54120	Other Special Events *	14,992	11,891	7,500	10,340	4,000	4,000	-61.3%	-61.3%	Programming
220-6700-54170	Welcoming Neighbors *	1,488	-	3,500	3,500	3,500	3,750	0.0%	7.1%	Programming
220-6700-54640	Marketing/Advertising	12,385	7,252	5,000	12,500	17,000	16,000	36.0%	28.0%	Programming
220-6700-54645	Brand Research *	-	-	-	-	20,000	18,000	0.0%	0.0%	Programming
220-6700-54646	Branded Items *	-	-	-	-	-	2,000	0.0%	0.0%	Programming
220-6700-54650	Business Recruitment *	-	-	-	-	2,000	2,000	0.0%	0.0%	Programming
220-6700-56120	Other Technology	4,518	3,655	3,500	2,500	3,000	3,000	20.0%	20.0%	Capital
220-9000-59200	Transfers to Shorewood Today	4,500	5,100	5,100	7,600	5,600	5,600	-26.3%	-26.3%	OFU
<b>Total Expenditures</b>		<b>62,385</b>	<b>50,582</b>	<b>149,808</b>	<b>114,915</b>	<b>124,700</b>	<b>119,525</b>	<b>8.5%</b>	<b>4.0%</b>	
<b>Net Change in Fund Balance</b>		<b>17,400</b>	<b>15,418</b>	<b>2,892</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>0.0%</b>	
<b>Beginning Fund Balance</b>		<b>17,119</b>	<b>17,119</b>	<b>32,537</b>	<b>32,537</b>	<b>35,429</b>	<b>35,429</b>			
<b>Surplus Applied</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>(20,215)</b>	<b>(25,000)</b>	<b>(24,325)</b>			
<b>Ending Fund Balance</b>		<b>\$ 17,119</b>	<b>\$ 32,537</b>	<b>\$ 35,429</b>	<b>\$ 12,322</b>	<b>\$ 10,429</b>	<b>\$ 11,104</b>			

2016 Budget

Marketing and Communications Fund - 220

Account Number	Account Name	2013 Actual	2014 Actual	2015 Projected	2015 Adopted Budget	2016 Proposed Budget	2016 Adopted Budget	% Chg Budget '15 to prop	% Chg Budget 15 to '16	Category

\* Professional fees may be included in these activity costs

**2016 Budget**  
**Expenditure Request Detail - Marketing Fund**

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<b>220-6700-52100</b>	<b>General Professional fees</b>	
Plan Development	5,000	
Paid Advertising	2,000	
Project Management	13,000	
Media Relations / Public comm.	11,000	
Plan Evaluation	<u>2,000</u>	
Total for account	<u>33,000</u>	

<b>220-6700-54120</b>	<b>Other Special events</b>	
Realtor event	2,000	
Plein Air event	2,000	
Sponsorship Opportunities booklet	<u>-</u>	
Total for account	<u>4,000</u>	

<b>220-6700-56120</b>	<b>Other technology upgrades</b>	
Website hosting and upgrades	<u>3,500</u>	



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**Department Description**

Shorewood Today is a high-quality full-color magazine that celebrates the Shorewood lifestyle and provides useful information about the Village of Shorewood and also offers news and feature stories about the people, places and things that make Shorewood special. It is jointly created by the Village of Shorewood, the Shorewood School District and the Shorewood Business Improvement District (BID), and the Shorewood Marketing Communications (SMC) Program.

Funding for Shorewood Today magazine comes from paid advertising and sponsorship from the four stakeholder groups. All expenses are covered from this funding source. In 2015 a modest increase was made to the advertising rates resulting in a net increase of approximately 5% when all discounts were applied. In 2016 SMC requests that each partner increase their share to \$5,600 from \$5,100 to allow for more appropriate professional fees to produce the magazine.

A magazine advisory committee comprised of representatives from each stakeholder group meets before production begins on each issue. This committee suggests story ideas, reviews ad guidelines and pricing. All copywriting for the magazine is handled and underwritten by the individual stakeholders who submit the content and photo suggestions for each issue.

Shorewood Today was redesigned in early 2015 and was published three times during the year. The SMC team is planning to return to a quarterly schedule for 2016 with slightly realigned scheduling to better match seasonal distribution.

The magazine is mailed to every Shorewood household, every Shorewood business and all non-Shorewood families within the School District. Extra copies of the magazine are distributed through high-traffic locations within the Village (Library, Village Hall, coffee shops, restaurants, salons, etc.) at advertiser locations and through all local realtors. The magazine has become a useful tool for selling Shorewood and the Shorewood lifestyle to prospective residents and businesses. The magazine is also included in all goodie bags distributed to new residents through the Welcome Neighbor Program.

Each issue of the magazine is also posted digitally on the Village website along with archived issues of previous editions.

2016 Budget

Shorewood Today Fund - 230

Account Number	Account Name	2013 Actual	2014 Actual	2015 Projected	2015 Adopted Budget	2016 Proposed Budget	2016 Adopted Budget	% Chg Budget '15 to prop	% Chg Budget 15 to '16	Category
<b>Revenues</b>										
230-1910-41110	Property Taxes	\$ 4,500	\$ 5,100	\$ 5,100	\$ 5,100	\$ 5,600	\$ 5,600	9.8%	9.8%	Taxes
230-1910-46120	Advertising Fees	41,616	50,401	42,000	33,883	62,000	62,000	83.0%	83.0%	Charges
230-1910-47300	Charges for Service - School	4,860	5,100	5,100	5,100	5,600	5,600	9.8%	9.8%	Charges
230-1910-47320	Charges for Service - BID	4,500	5,100	5,100	5,100	5,600	5,600	9.8%	9.8%	Charges
230-9000-49200	Transfers from Marketing.	4,500	5,100	5,100	5,100	5,600	5,600	9.8%	9.8%	OFS
230-9000-49900	Surplus Applied	-	-	-	10,000	3,500	3,500	-65.0%	-65.0%	OFS
<b>Total Revenue</b>		<u>59,976</u>	<u>70,801</u>	<u>62,400</u>	<u>64,283</u>	<u>87,900</u>	<u>87,900</u>	<u>36.7%</u>	<u>36.7%</u>	
<b>Expenditures</b>										
230-1910-52100	Professional Fees	15,500	16,150	31,000	30,000	44,000	44,000	46.7%	46.7%	Professional Fees
230-1910-53120	Copy & Print Costs	34,320	32,703	24,000	26,783	34,400	34,400	28.4%	28.4%	Supplies & Office
230-1910-53130	Postage/Mailings	<u>9,420</u>	<u>10,199</u>	<u>7,400</u>	<u>7,500</u>	<u>9,500</u>	<u>9,500</u>	<u>26.7%</u>	<u>26.7%</u>	Supplies & Office
<b>Total Expenditures</b>		<u>59,240</u>	<u>59,051</u>	<u>62,400</u>	<u>64,283</u>	<u>87,900</u>	<u>87,900</u>	<u>36.7%</u>	<u>36.7%</u>	
<b>Net Change in Fund Balance</b>		736	11,750	-	-	-	-		<u>0.0%</u>	
<b>Beginning Fund Balance</b>		3,931	3,931	15,681	15,681	15,681	15,681			
<b>Less: Surplus Applied</b>		-	-	-	-	(3,500)	(3,500)			
<b>Ending Fund Balance</b>		<u>\$ 3,931</u>	<u>\$ 15,681</u>	<u>\$ 15,681</u>	<u>\$ 15,681</u>	<u>\$ 12,181</u>	<u>\$ 12,181</u>			

**2016 Budget**

**Revenue Detail - Shorewood Today Fund**

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<b>230-1910-46120</b>	<b>Advertising fees</b>	
Spring issue (44 pages)		15,500
Summer issue (44 pages)		15,500
Fall issue (44 pages)		15,500
Winter issue (44 pages)		<u>15,500</u>
Total for account		<u>62,000</u>

**Expenditure Request Detail - Shorewood Today Fund**

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<b>230-1910-52100</b>	<b>Professional Fees</b>	
Design/production/project coordination		<u>44,000</u>
Total for account		<u>44,000</u>

<b>230-1910-53120</b>	<b>Copy &amp; print costs</b>	
Spring issue (44 pages)		8,600
Summer issue (44 pages)		8,600
Fall issue (44 pages)		8,600
Winter issue (44 pages)		<u>8,600</u>
Total for account		<u>34,400</u>

<b>230-1910-53130</b>	<b>Postage/mailings</b>	
Purchase mailing list and mailing house costs (all four issues)		1,100
Spring issue (44 pages)		2,100
Summer issue (44 pages)		2,100
Fall issue (44 pages)		2,100
Winter issue (44 pages)		<u>2,100</u>
Total for account -		<u>9,500</u>



January 28, 2016

Chris Swartz, Village Manager  
Village of Shorewood  
3930 N. Murray Ave.  
Shorewood, WI 53211

Dear Chris:

Per your request, enclosed please find the following four documents:

1. 2016 Shorewood Marketing Communications Proposal
2. 2015 Shorewood Today Recap
3. Branding Breakthroughs marketing research proposal
4. Branding Breakthroughs testimonials

The 2016 Marketing Communications Proposal details the scope and budget for our team to implement the second year of Shorewood's two year marketing program approved last year including Shorewood Today, media relations and social media, marketing plan implementation and evaluation, project management, paid advertising placement, marketing materials content development and design, event management, Welcome Neighbors, marketing research and branded Items.

The 2015 Shorewood Today Recap details the financial and advertising summary for the three issues our team produced in 2015. Shorewood Today had a great first year with our team with income exceeding expense by \$7,843 largely due to higher advertising revenue than projections. Also important to note is that actual staff hours exceeded projections by 29% or roughly \$8,625 in 2015. These staff hours were not billed in 2015, however, moving forward for 2016 requires that we increase staff compensation to more accurately reflect the amount of time needed to produce the magazine. We require an additional 25% in staff hours for 2016 (\$12,500/issue for 2016 vs \$10,000/issue for 2015).

Marketing research was approved for 2016 that will measure awareness and effectiveness of Shorewood's marketing tactics, positioning and key attributes. Five research proposals were requested and three were provided. The recommended vendor is Branding Breakthroughs. Testimonials are included. The Marketing Advisory Committee made their recommendation based on the cost efficiency, local vendor, and proposal including both qualitative (focus groups) and quantitative (online surveys) data. The research proposal describes the specifics that vendor will provide. The proposed cost is slightly over budget, but could be reduced if local businesses were to donate focus group incentives instead of the vendor providing cash incentives. There is also some discussion of supporting the online survey with a preliminary postcard mailing to generate more community and business participation, however, there would be an incremental cost of approximately \$1,900-\$2,200 to print and mail a postcard. Alternatively, the communication could be made at a lower cost with DPW cart flyers.

Please let me know if you have any questions.

Sincerely,  
Michelle Boehm  
MB Marketing Solutions

# 2016 Shorewood Marketing Proposal



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## SHOREWOOD MARKETING COMMUNICATIONS PROPOSAL

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FOR 2016

JANUARY 28, 2016  
MB MARKETING SOLUTIONS, LLC

# 2016 Shorewood Marketing Proposal



## Description of Scope of Work

This 2016 Shorewood Marketing Proposal includes the following:

1. Shorewood Today
2. Media Relations and Social Media
3. Marketing Plan Implementation and Evaluation
4. Project Management
5. Paid Advertising Placement
6. Marketing Materials Content Development and Design
7. Event Management
8. Welcome Neighbors
9. Marketing Research – *one time only*
10. Branded Items – *test*

### Shorewood Marketing Communications (SMC) Team

Michelle Boehm, Marketing Manager

Christel Henke, Media Relations & Social Media Manager

Karen Parr, Art Director/Designer

Jenny Steinman Heyden, Events Manager

Paula Wheeler, Shorewood Today Editor

Jonathon Kirn, Photographer

### 1. Shorewood Today

11,750  
~~\$12,500~~ per issue  
Staffed by the team

#### Deliverables:

- Design and layout
- Editing and proofing
- Photography
- Ad sales, billing requests and collections
- Mail list and mail house coordination
- Non-mailed distribution
- Collection and reporting of key metrics (ad revenue, expenses, distribution etc..)

# 2016 Shorewood Marketing Proposal



We plan to continue the publication of Shorewood Today magazine on a quarterly basis so there will be four issues in 2016. The same staff that developed the redesigned magazine and produced three issues in 2015 will continue to produce the magazine in 2016 with the same strong collaboration and high standards. Copy will continue to be provided by the same three Key Partners (Village of Shorewood, Shorewood Schools, and Shorewood BID) in continued collaboration with the Editorial Board. All Key Partner writing is to be compensated from their respective budgets as has been done previously.

## 2016 Recommendations

- Create four issues in 2016
  - o Shift timing slightly to align better with seasons:
    - Spring, in home by March 2
    - Summer, in home by June 2
    - Fall, in home by September 1
    - Winter, in home by December 1
- No change to ad rates for 2016
- Recommend slight increase in partner income from \$5,100 to \$5,600 each per year to compensate for underfunded ad sales staff hours (+\$500 each).
  - o Village, BID, Schools and Marketing all fund Shorewood Today equally
- Increase staff compensation for 2016 to better reflect the hours needed to create the magazine.
  - o 400 hours were estimated for 2015 and actual hours required were 515 (29% over estimate). The additional hours were not billed in 2015. Request that staff compensation for 2016 increase to ~~\$12,500~~ <sup>11,750</sup>/issue from \$10,000/issue (25% increase).
- Continue to test issuu.com for digital version of magazine on Village website and to include more links in social and electronic media.
- Survey readers and community to determine effectiveness.

## 2. Media Relations and Social Media

\$12,000

Staffed by Christel Henke

### Deliverables for Public Relations:

- Work with Village to develop communications plan and key messages with a goal of earning media coverage throughout the year in key print, online and broadcast media

# 2016 Shorewood Marketing Proposal



outlets such as Milwaukee Journal Sentinel, Business Journal, Biztimes, onmilwaukee.com, North Shore NOW, Shepherd Express, as well as all TV stations.

- Pitch, script, edit and distribute news releases through the year to expand interest in and to promote upcoming newsworthy events and developments.
- As appropriate, attend CDA or other relevant Village meetings tied to development issues that involve media relations.

## Deliverables for Social Media:

- Continue engagement between targets and Key Partners through increased use of Facebook Twitter
- Continue sharing and cross-promotion between Key Partners
- Continue spotlights on business owners and residents
- Continue use of links to digital version of Shorewood Today
- Initiate use of Twitter and tweet to influencers and other targets
- Continue use of Instagram
- Include more video links in social media

## 3. Marketing Plan Implementation and Evaluation

\$7,000

Staffed by Michelle Boehm

### Deliverables:

- Implementation of second year of 2 year Communitywide Marketing Plan
- Collection and report generation of key metrics

Continue to ensure that all elements of the communitywide marketing plan are implemented properly. Continue to work collaboratively and proactively to bring together leadership from key stakeholders including the Marketing Leadership Committee, Marketing Advisory Committee, and Community-wide Marketing Committee to implement a marketing plan that meets business priorities and marketing communications objectives.

## 4. Project Management

\$13,000

Staffed by Michelle Boehm

### Deliverables:

- Centralized communication
- Field and answer all inquiries

# 2016 Shorewood Marketing Proposal



- Meeting facilitation
- Reporting
- Billing coordination

Continue to ensure that marketing team completes projects on time and within budget, and details about progress are communicated to Key Partners so that all stakeholders know what to expect.

Update Key Partners regularly regarding Shorewood Marketing Communications:

- Marketing Leadership Committee (2x/year)
  - Village of Shorewood, Shorewood Schools, Shorewood BID, Shorewood CDA
- Marketing Advisory Committee (2x/year)
  - Professional marketing advisors appointed by Marketing Leadership Committee
- Community-wide Marketing Committee (4x/year or as needed)
  - Contractors and volunteers that plan and facilitate events
    - ie: Marketing Team, July 4<sup>th</sup> Committee, Welcome Neighbors
- Board of Trustees (1x/year)

## 5. Paid Advertising Placement

\$2,000

Staffed by Michelle Boehm

Deliverables:

- Media Research
- Media Negotiation
- Media Placement
- Tracking

Based on the approved Communitywide Marketing Plan, utilize paid advertising to promote awareness and/or community events because it is guaranteed to run on time and in places guaranteed to generate results. Negotiate and implement paid advertising as affordable to achieve specific objectives in appropriate media vehicles, and leverage contract rates for all interested Key Partners and events. The cost to facilitate paid advertising in this proposal is based on a separate estimated paid advertising spend of \$16,000 per year.

## 6. Marketing Materials Design and Content Development

\$6,500

Staffed by Michelle Boehm and Karen Parr

Deliverables:

# 2016 Shorewood Marketing Proposal



- Updates to existing pieces as needed
  - o All pieces to be made available digitally on website
- Shorewood Sponsorship Opportunities folder and contents
- Shorewood Resources brochure and magnet with key contacts
- Why Shorewood piece for Realtors
- Postcard for Welcome New Neighbor (Greetings from Shorewood)
- Brand standards template for any necessary brochure reprints
- Street lighting banners

## 7. Event Management

\$24,750

Staffed by the team

### Deliverables:

- Sponsorship solicitation to cover event costs
- Billing requests and collections
- Event set-up and tear-down (where applicable)
- Marketing materials design, editing, proofing and distribution
- Communication to sponsors and participants
- Placement of advertising, marketing materials and promotional copy
- Post event evaluation
- Events included in this proposal:
  - o Shorewood Criterium Bike Races (1) \$9,000
  - o July 4<sup>th</sup> Parade and Community Celebration \$6,750
  - o Shorewood Concert Series Support (4) \$5,000
  - o Realtor Relations Event \$2,000
  - o Plein Air Shorewood support \$2,000

Expenses in this proposal are for event management and facilitation only and do not include promotional expenses and event fees which will be covered by paid sponsorships. All events will be planned carefully in advance with approval and support from all Key Partners involved. Printing and distribution of marketing materials is not included in this proposal.

## 8. Welcome Neighbors

\$3,750

Staffed by Jenny Heyden

### Deliverables:

# 2016 Shorewood Marketing Proposal



- Maintain New Neighbor database
- Continue to correspond with initial contacts
- Maintain Welcome Packets for pick-up in Village
- Continue to host quarterly events in conjunction with existing community events, if possible
- Recommend updates to New Neighbor page on Village website

Continue to evolve Welcome Neighbors as a community relations program established by the Village of Shorewood to reach out to new residents and to make them feel welcome. Continue to maintain New Neighbor database and to send a written welcome note and invitation to pick up a Welcome Kit from Village Hall and/or Shorewood Library including important contact numbers in Shorewood, brochures from the BID and community groups, and coupons from local businesses.

9. Marketing Research (*one time only*) \$18,000

Managed by Michelle Boehm, conducted by outside vendor

The Shorewood Marketing Advisory Committee and Leadership Committee recommend the following research be conducted in 2016 so that we can continue the transition to a "Fact Based Analytical Marketing" approach to our investment in communication and engagement of our target audiences to ensure we are most effective in the strategy development, messaging, tools, and programs that we employ to deliver strong home values, school enrollment and business volume.

- Target Audiences:
  - Current and prospective residents
  - Business Community

Objectives:

- Effectiveness of our strategies, tactics/tools, and communication platforms
  - Website, electronic communications, print collateral, events
- Shorewood Positioning
  - Messaging, resonance of attributes, importance and performance (i.e., how important is this attribute to you, how well does our messaging convey this attribute)

We would like the research to be conducted as soon as possible in 2016 so that the findings can be incorporated into 2016 communication materials development.

# 2016 Shorewood Marketing Proposal



## 10. Branded Items

\$2,000

Managed by Michelle Boehm

### Deliverables:

- Consider one custom Shorewood design using Shorewood color palette
- Source, print and sell a limited number of stylish Shorewood branded items such as coffee cups, umbrellas, high quality shopping bags, posters or notecards.

Provide Shorewood community with opportunity to share their pride and appreciation of the Village and spread the Shorewood message to their friends, family and businesses associates. If this proves popular, an annual image on a limited number of items may be continued.

# 2016 Shorewood Marketing Proposal



## 2016 Shorewood Marketing Communications Estimates - Summary

Task	Account	Staff	2015 # Hours			2015 Budget	12/2/16	
			Est	Actual	Diff		Est # Hours	2016 Budget
<b>SHOREWOOD TODAY MAGAZINE</b>								
<b>Shorewood Today- Professional Fees</b> <i>Managing Editor, Proofreader, Graphic Designer, Photographer, Ad Sales, Other</i> <i>Fund Balance applied</i>	230-1910-52100	Team	400	515	115	\$30,000	557	\$44,000
							80	\$6,000
								\$50,000
<b>Shorewood Today- Copy &amp; Print Costs</b> <i>proof copies, printing of magazine</i>	230-1910-53120	Team				\$24,028		\$34,400
<b>Shorewood Today- Postage/Mailings</b> <i>list purchase, mailhouse, postage</i>	230-1910-53130	Team				\$5,834		\$9,500
<b>TOTAL EXPENSE</b>						\$59,862		\$83,900
<b>Shorewood Today- Ad Revenues (estim)</b> <i>Advertising sales</i>	230-1910-46120	Team				\$45,500		\$62,000
<b>2015 Surplus applied to 2016</b>	46,120	Team				\$0		\$3,500
<b>Shorewood Today- Partner Revenues</b> <i>\$5,600 each from Village, BID, Schools, Marketing</i>	230-1910-46120	Team				\$20,400 (\$5,100 each)		\$22,400 (\$5,600 each)
<b>TOTAL REVENUE</b>						\$65,900		\$87,900
<b>SHOREWOOD MARKETING COMMUNICATIONS (SMC)</b>								
<b>Professional Fees</b> <i>Centralized communication, meeting facilitation, reporting and billing</i> <i>Plan Execution/Evaluation</i> <i>Paid Advertising</i> <i>Project Management</i> <i>Media Relations</i>	220-6700-52100	Mchelle	417	450	33	\$31,250	427	\$34,000
						\$6,000	60	\$7,000
			17	17	0	\$1,250	27	\$2,000
			173	210	37	\$13,000	173	\$15,000
			147	175	28	\$11,000	133	\$12,000
<b>Copy &amp; Print Costs</b> <i>Posters, banners, frames, Sponsorship folders</i>	220-6700-53120					\$2,000		\$3,000
<b>Shared Postage Costs</b> <i>Sponsorship folders, Welcome Neighbor mail list &amp; mailings, Misc mailings</i>	220-6700-53131					\$425		\$425
<b>Marketing Materials Development (Communications/Publications)</b> <i>Sponsorship Folder updates</i> <i>Why Shorewood piece</i> <i>Business Recruitment piece</i> <i>Greetings from Shorewood postcard</i> <i>Shorewood Life brochure Updates</i> <i>Street lighting banners</i>	220-6700-53140	Jenny/Karen	87	90	3	\$8,500	87	\$6,500
<b>Dept/Program Supplies</b> <i>Sponsorship folders, Welcome Neighbor reception refreshments</i>	220-6700-53500					\$1,000		\$500
<b>Event Management</b>								
<b>Event Management</b>	220-6700-5100	Team	355	0	-400	\$24,300	351	\$24,750
<i>Bike Event</i>	220-6700-54105		100	200	100	\$7,500	120	\$9,000
<i>July 4th</i>	220-6700-54110					\$6,300	30	\$6,750
<i>Concert Series (4)</i>	220-6700-54115		33	66	33	\$2,500	67	\$5,250
<i>Realtor Event</i>	220-6700-54120		47	0	-47	\$3,500	27	\$7,500
<i>Plain Air Shorewood</i>	220-6700-54120		60	0	-60	\$4,500	27	\$7,500
<b>Event subtotal</b>			355	266	0		351	
<b>Welcome Neighbors</b> <i>Correspondence, web page, maintain database, maintain Welcome Packets, host 4 events/year</i>	220-6700-54170	Jenny	47	63	16	\$3,500	50	\$3,750
<b>Marketing/Advertising (paid media)</b> <i>Paid media, Facebook ads</i> <i>Shorewood Life brochure 7 magnet distribution/mailing</i>	220-6700-54640					\$12,500		\$16,000
<b>Other Technology</b> <i>Website upgrades, Basocamp, Hosting fees, Assessments</i>	220-6700-56120					\$2,500		\$3,000
<b>Brand Research</b> <i>Measure awareness of key attributes, brand imagery and personality with all targets</i>	220-6700-54645	Mchelle	0	0	0	\$0	240	\$18,000
<b>Branded Items</b> <i>Notecards, postcard, high quality shopping bags, umbrellas, t-shirts, coffee mugs etc...</i>	220-6700-54645	Mchelle	0	0	0	\$0	27	\$2,000
<b>Business Recruitment</b>	220-6700-54650	Mchelle	0	0	0	\$0	27	\$2,000
<b>Transfer to Shorewood Today</b> <i>Marketing contribution to Shorewood Today</i>	220-9000-59200	Mchelle	0	0	0	\$0		\$5,800
<b>TOTAL</b>						\$104,975		\$119,525

# 2015 Shorewood Today Recap

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12/31/15

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Shorewood  
TODAY

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# Shorewood Today Team

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Paula Wheeler, Editor

Karen Parr, Art Director/Designer

Jonathan Kirn, Photographer

Michelle Boehm, Manager, Ad Sales, Writer-BID

Jenny Steinman Heyden, Ad Sales, Writer-BID

Katelin Watson, Writer-Schools

Linda Presto, Writer-Village

Christel Henke, Social Media & Media Relations

Editorial Board: Diane DeWindt-Hall, Trustee Anne McKaig-Village Board Liaison, Colin Plese-School Board Liaison, Becky Reinhardt - BID Board Liaison, Ted Knight, Schools

# 2015 Topline Summary

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- 2015 advertising income tracked well
- Consider minimum 44 pages moving forward

	<u>Spring</u>	<u>Summer</u>	<u>Fall/Winter</u>
# Ads/Issue	43	45	50
Ad \$/Issue	\$14,296	\$16,200	\$18,001
# pages	40	44	44
Copies Printed	8,300	8,100	8,100

# Distribution: 8,100

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## Mailed: 7,055

- Shorewood residents (6,659)
- Advertisers, Commercial Property Owners and Shorewood businesses (396)

## Distributed:

- School District list (438)
- Village list (100)
- Welcome Neighbor (50)
- Realtors (50)
- Advertisers (60)

## Village Displays:

- Village Hall (20)
- Library (20)
- Senior Resource Center (20)

## Kiosks: 300 (appx 40 each)

- City Market
- Colectivo
- Hayek's
- North Shore Boulangerie
- Sendik's
- Stone Creek Coffee
- Three Lions Pub

# 2015 Ad Page Summary

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- Percentage of advertising to editorial up but not too high
- Goal not to exceed 40% advertising

	<u>Spring 2015</u>	<u>Summer 2015</u>	<u>Fall/Winter 2015</u>
# pages	40	44	44
Ad pages	11	16	16
% Ad pages	28%	36%	36%
Edit pages	29	28	28
% Edit pages	73%	64%	64%

# Annual Income vs. Expense

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– 2015 Income exceeded expense

Partner Income	\$20,400
<u>Advertising</u>	<u>\$48,497</u>
Total Income	\$68,897

Printing	\$24,508
Mailing/Glennco	\$ 1,373
Mailing/Postage	\$ 5,173
<u>Staff</u>	<u>\$30,000</u>
Total Expense	\$61,054

Difference            +\$ 7,843 = Fund Balance

# 2014 vs 2015

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- 2015 advertising earned more ad dollars with fewer ads per issue

	<u>2014</u>	<u>2015</u>
Average # Ads/Issue	51	46
Average Ad \$/Issue	\$12,111	\$16,166
Average # pages	44	43
Average # Copies Printed	9,800	8,167

# 2016 Plan

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- Create four issues in 2016
- Maintain rates for 2016 at the same level as 2015 (new rates in 2015)
- Increase Partner contribution slightly from \$5,100 to 5,600/year.
- Increase staff budget by 25% in 2016 to more fairly compensate staff.
  - Estimated 400 staff hours (\$10,000/issue) in 2015
  - Actual staff hours required were 515 hours
    - The incremental staff hours were not billed in 2015

# 2016 Schedule

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- Create four issues in 2016
- Better align schedule to match seasonality

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>
Edit Due	1/26/2016	4/26/2016	7/26/2016	10/25/2016
Ad Reservations Due	1/26/2016	4/26/2016	7/26/2016	10/25/2016
Ad Creative Due	2/2/2016	5/3/2016	8/2/2016	11/1/2016
In Home	3/2/2016	6/2/2016	8/31/2016	12/1/2016



Date: January 12, 2016  
From: Sue Northey, Branding Breakthroughs  
Client: Michelle Boehm, Village of Shorewood  
Subject: Qualitative and Quantitative Research Proposal v.2.

## Background

The Village of Shorewood is in the process of identifying potential ways to reposition the village with current and prospective residents and business owners, as well as realtors. In order to move forward with this initiative, they would like to conduct research to validate the potential future direction.

## Research Objectives

- Uncover perceptions of the Village of Shorewood relative to other communities and assess which attributes are most important to each constituency.
- Obtain reactions to current communications tactics.
- Determine how to best reposition the Village of Shorewood.

## Methodology

This research is presented as a two-phase approach, which involves both qualitative and quantitative research.

### Phase 1 – Focus Groups

In order to fine-tune the online survey, it is recommended we begin with exploratory focus groups.

### Sample

Three groups are suggested as follows:

Group 1: Business Owners and Realtors

Group 2: Current Residents

Group 3: Residents of nearby communities (Wauwatosa, Glendale, East side of Milwaukee, Whitefish Bay, Mequon, Fox Point)

A total of 10 individuals per group would be recruited for a show rate of 8-10. If the Village of Shorewood desires to recruit more individuals, the focus groups should be limited to a maximum of 15 individuals.

In order to keep costs in line, it is recommended individuals be recruited by the Village to represent a mix of genders, ages, household incomes and ethnicities. A screener will be provided to assist with this recruiting process.

*Note: A professional recruiting service could be hired if the Village is not in the position to do the recruiting. This would add large incremental costs to the project (estimate is \$100-125/individual.)*

### Discussion

Each group would be expected to last approximately 90 minutes and would cover a range of topics including, but not necessarily limited to:

- Negative and positive perceptions of the Village of Shorewood
- Negative and positive perceptions of neighboring communities
- Reasons for living/doing business in Shorewood (or not for Group 3)
- Awareness of communications tactics currently being used by Shorewood (e.g., website, events, Facebook, Twitter, quarterly magazine, e-newsletters, media, etc.)
- Reactions to communications tactics
- Awareness of current tagline of “at the edge of the city and the heart of everything”
- Reactions to current Village of Shorewood positioning statement and key attributes

Following this warm-up discussion, a series of projective and associative techniques would be used to understand the brand equity of Shorewood and neighboring communities (Wauwatosa, Glendale, the East side of Milwaukee, Whitefish Bay, Mequon and Fox Point). These techniques would use a subset of the following.

- **Word Associations** – Individuals will be asked to share words and phrases that immediately come to mind upon hearing each city’s name.
- **Adjective Sort** – A series of words and phrases will be shared with the focus group participants. They will be asked to select those that represent the Village of Shorewood and neighboring cities. For this exercise, words are preprinted on card stock with Velcro on the back of each. As a word is selected to represent a city, it will be attached to a Velcro board.
- **Picture Sort** – A series of pictures representing a number of different situations and scenes will be shared with the focus group participants. They will be asked to select those that represent the Village of Shorewood and neighboring cities. For this

exercise, pictures are preprinted on card stock with Velcro on the back of each. As a picture is selected to represent a city, it will be attached to a Velcro board.

- **Color Sort** – A range of colors are preprinted with Velcro on the back of each. As a color is selected to represent the Village of Shorewood or a neighboring city, it is added to a Velcro board
- **Brand Personification** – Participants are asked to envision the Village of Shorewood and neighboring cities as if it were a person, including personality characteristics, demographics, style of dress, type of car driven, etc.
- **Obituaries** – In order to uncover potential weaknesses, participants are asked to write an imaginary obituary for the Village of Shorewood, as if it were a person who had recently died. Included are reasons for death, people that attended the funeral and the eulogy spoken at the funeral.

A discussion guide would be written upon project approval. This guide would be collaboratively completed with the help of appropriate individuals from the Village of Shorewood.

#### Incentive

In order to increase participation in the focus groups, a monetary incentive of \$25/person would be provided and is included in the proposed cost.

*Note: A less expensive incentive could be provided by the Village to minimize costs. For example, local businesses could donate gifts to include in a gift bag for each participant. Should the Village decide to take this approach, \$750 would be deducted from the total cost of this proposal.*

#### Moderating

Focus groups would be moderated by Sue Northey of Branding Breakthroughs. All groups would be audiotaped.

#### Deliverables

A final report would be prepared in Word, providing key insights, quotes and recommendations. The audio files of the groups would also be provided.

## **Phase 2 – Online Survey**

Using the insights obtained in phase 1 of the research, a questionnaire would be developed. This survey would be fielded using the Qualtrics online survey methodology. Surveys would be sent to three samples.

### **Sample**

1. Village of Shorewood residents
2. Village of Shorewood businesses (Realtors could also be included in this sample)
3. Neighboring city residents (Wauwatosa, Glendale, East side of Milwaukee, Whitefish Bay, Mequon, Fox Point)

Email addresses for Shorewood residents would be obtained from the Village. It is estimated there are 5,700 households in the village and that approximately 1,300 email addresses are on file. Additional email addresses could also potentially be obtained through the Shorewood library and schools. *Note: Sample could be purchased from a supplier if the Village is unable to secure email addresses. An estimate can be obtained, if desired.*

Shorewood is home to 350-400 businesses. It is hopeful that email addresses are available for a large share of these businesses. *Note: Sample could be purchased from a supplier if the Village is unable to secure email addresses at a cost of \$25/completed survey.*

Sample for the neighboring city residents would be purchased from a number of reputable data sample houses and is included in the cost of this proposal. It is recommended that this sample be distributed across the following 10 zip codes: 53097, 53202, 53209, 53210, 53211, 53212, 53213, 53217, 53222 and 53226. These zip codes encompass the six neighboring cities the Village of Shorewood has identified as those they are most interested in. *Note: Costs are based on an ending sample size of 100 completed surveys.*

### **Ending Sample Size**

Ending sample size cannot be guaranteed unless we are purchasing sample, in which case the supplier is held accountable for the number of total completes. In the case of both Shorewood residents and businesses, surveys would be sent to the entire sample of email addresses. It is recommended that residents be provided a window of 10 days to complete the survey, spanning over two weekends. A reminder email could be sent 5 days after the initial ask to encourage a greater response rate.

Potential participants would be notified that two individuals that complete the survey would be randomly selected to receive a \$100 Amazon gift card. This incentive would likely encourage a greater participation rate. The \$200 outlay for two gift cards has been included in the estimate.

### Questionnaire

The questionnaire would focus on obtaining the following key insights:

- Unaided and aided perceptions of the Village of Shorewood.
- Aided perceptions of neighboring cities (Wauwatosa, Glendale, East side of Milwaukee, Whitefish Bay, Mequon, Fox Point).
- Awareness and usage of various communications tactics, including; website, events, Twitter Facebook, quarterly magazine, media, e-newsletters.
- Reactions to current Shorewood tagline and alternative taglines.
- Other topics that emerge from the focus groups.

A final questionnaire would be prepared with the help of the Village of Shorewood and would then be programmed into Qualtrics.

### Fielding Survey

The survey would be distributed via a Shorewood email address in order to reassure individuals that the survey is legitimate. A short note would accompany the survey URL link with the Village of Shorewood logo prominently included. Once accessing the survey, the individual would complete a short screener to requalify them and to place them into the appropriate group (resident, non-resident, business/realtor). Once qualified, the survey would begin with a short explanation explaining the purpose of the research, its confidential nature (only view responses in aggregate, rather than individually) and the potential to win a \$100 Amazon gift card.

In order to encourage higher participation rates, it is recommended that the Village of Shorewood communicate the upcoming research using numerous communications vehicles (e.g., newsletter, email, mailed postcard, etc.). A survey link could also be included on small business cards to hand out at different functions, in city hall, etc.

### Deliverables

A final report would be prepared in Word and would provide key insights, data tables, and recommendations. The data will be broken out within this report by the following:

- Village of Shorewood residents
- Village of Shorewood businesses / realtors

- Neighboring city residents

Other data breaks could be explored within the report (e.g., gender, age, etc.) depending on sample sizes. However, in order to be reported, the sample must contain at least 50 individuals/businesses.

A gap analysis would be conducted, comparing the attributes individuals view as most important versus perceptions of what the Village of Shorewood is currently delivering. The raw Excel data tables would also be provided including statistical calculations at the 90% and 95% confidence level.

#### Timing

Focus Groups: 3-4 weeks, depending on recruiting time  
Online Research: 3-4 weeks, depending on recruiting time  
Total Timing: 6-8 weeks

#### Cost

The cost to conduct this research is as follows:

Phase 1 – Focus Groups: \$7,500 (includes \$750 in out-of-pocket costs)  
Phase 2 – Online Survey: \$11,000 (includes \$4,400 in out-of-pocket costs)  
Total Project Cost: \$18,500

\*These costs are offered at a not-for-profit rate of 70% of Branding Breakthroughs average rates.

Costs include research design, discussion guide, moderating, questionnaire, survey programming, neighboring city sample, fielding of research, analysis, two final reports, one presentation, travel, ongoing communications and project management.

#### Costs do not include the following:

- Recruiting for the three focus groups.
- Food, beverage and room rental for the focus groups.
- Online survey sample for Village of Shorewood residents and businesses.

## Village of Shorewood Approval Form

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Date: January 12, 2016

Project Description: Village of Shorewood Research

Estimated Costs: \$18,500 (Focus groups: \$7,500; Online survey: \$11,000)

Client Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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Please scan and send signed proposal to [Sue@BrandingBreakthroughs.com](mailto:Sue@BrandingBreakthroughs.com).

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Additional services are available, including:

- Brand Strategy
- Competitive Analysis
- Trends Research
- Target Profiles
- Brand Style Guide



DATE: February 8, 2016

TO: Trustees Maher and Bockhorst

FROM: Trustee Amenta, Chair of the Public Works Committee

RE: Resolution in opposition to State Senate Bill 432

Under current State law, if a municipality proposes to sell a publicly owned water utility, the proposal is first submitted to the Public Service Commission (PSC) for approval, and then must be approved by referendum.

This bill would change that process by putting the burden on citizens to file a petition requesting a referendum. This request for a referendum would need to occur within 30 days of adoption of the ordinance or resolution regarding the sale. The petition must be signed by 25% of votes cast in the last election for governor.

Suggested motion: I move to adopt Resolution \_\_\_\_, opposing Wisconsin State Senate Bill 432

Village of Shorewood Resolution \_\_\_\_\_

Opposition of Wisconsin State Senate Bill 432

WHEREAS, AB 554/SB 432 makes it possible for communities to transfer water utility management from the public sector to the private sector, which means out-of-state and potentially multi-national companies will assume control of our public water supplies with less oversight, and

WHEREAS, Water privatization most often leads to declining quality of service, higher water rates, less accountability and oversight (private companies do not face elections or have to share information), and a loss of public sector jobs; and

WHEREAS, Water privatization is when private companies operate or even purchase public water systems in hopes of profiting from what should be a public good and a basic human right; and

WHEREAS, Current Wisconsin law requires a referendum be put before voters before public drinking water facilities are sold or leased, and the referendum must include information about the costs and conditions of sale. The procedures in current law ensure citizens agree to privatization of their public water utility, and

WHEREAS, this proposed bill would put the burden on citizens to petition for a referendum, and doesn't require that the Public Service Commission evaluate the value of the water system or proposed conditions of sale or lease before the referendum occurs, which is a requirement of existing law.

THEREFORE, BE IT RESOLVED, in a time when we should be working to strengthen, not weaken, our ability to protect valuable resources such as public drinking water, the Village of Shorewood Board of Trustees calls upon the Wisconsin State Legislature to vote down Senate Bill 432.

# MEMORANDUM



Date: February 1, 2016

To: Public Safety Committee

From: Chris Swartz

Re: Parking Policy Issues to be Discussed

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Based on public input over the last year, the Public Safety Committee has been asked to evaluate policy alternatives regarding parking regulations as follows:

- 1. Parking north of Capitol Drive adjacent to Stowell, Downer, Farwell and Prospect.**

The Village Board adopted a “Residential Congested Commuter Area” in 2010 for the area east of Oakland and south of Capitol Drive. The zone was created because of the impact of UWM student and faculty parking on the Village streets during daytime hours. In this zone parking is restricted to two hours from 8:00 a.m. to 6:00 p.m. unless you have a permit (primarily for residents). Employees of local businesses on the south side of Capitol Drive were given special permits to park on certain streets within restricted area. Employees who worked on the north side of the street (without parking lots) were asked to park on unrestricted areas on the north side of Capitol Drive. Since that time daytime parking commuters (primarily UWM, based on antidotal evidence) have “parked up” the streets north of Capitol (Stowell, Downer, Farwell and Prospect) for one to two blocks. The Village has received complaints in this regard. The Public Safety Committee is being asked what, if any, actions are required to address this situation.
- 2. Restrictive Parking during winter months (December 1 –March 1).** Currently most village streets have restricted parking during the winter months on one side of the street. The input we have had in this regard from residents is that one side of the road gets cleaned up and the other side remains “snowed in.” This issue becomes more acute in areas that are near commercial areas, as the parking areas are taken up by commercial tenants, employees and customers. In predominately residential (not adjacent to commercial zoned parcels) areas most people do not park on the street during the winter (not as prevalent). An option to our current ordinances, would be to have alternate day/night parking in these areas during the winter months(like we have on Oakland)

MEMORANDUM

Page 2

3. **Evening parking restrictions.** Parking restrictions on village streets are usually for two hours from the hours of 7:00 a.m. to 7:00 p.m. and from 2:00 p.m. to 6:00 p.m. In recent years there have been requests by residents in areas near the business district to restrict parking from 10:00 p.m. to 6:00 a.m. The requests were primarily due to late night parking from tavern patrons in the business district. Cars left later in the evening resulted in snow plows not cleaning entire streets and late night patrons walking in residential areas late at night.

These are the three major parking matters that have been brought to our attention over the last year. Again, the Public Safety Committee is being asked to review these matters and determine what, if any, policy action is required.

//Chris