

Shorewood **TODAY** *magazine*

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Shorewood Businesses
Need Your Support During
Capitol Drive Construction

Business Spotlights

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Village Running Smoothly

Detoxing Shorewood's Parks

Report on 2008 School
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Best Seats at the Storage

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Shorewood TODAY magazine

Shorewood Today is a community magazine providing useful information about the Village of Shorewood and offering news and feature stories about the people, places and things that make our community a special place to live, do business and raise a family.

Shorewood Today is jointly published four times a year by the Village of Shorewood, the Shorewood School District and the Shorewood Business Improvement District (BID), with additional financial support from the Shorewood Marketing Program.

We welcome story ideas, content suggestions and advertising inquiries, but reserve the right to reject or edit content to assure compatibility with our editorial mission, advertisement criteria and other publication standards. Please e-mail all inquiries and suggestions to TODAY@shorewoodwi.com.

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For up-to-date information on Shorewood news, events and services, please visit:

VILLAGE OF SHOREWOOD
www.villageofshorewood.org • www.walkshorewood.com

SHOREWOOD SCHOOL DISTRICT
www.shorewoodschoools.org

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www.shorewoodwi.com

The deadline for the October 2010 issue of *Shorewood Today* is September 24 on a space-available basis. For advertising information, e-mail TODAY@shorewoodwi.com.



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Please note: The Village Manager publishes a weekly memo on Village business that you can request via e-mail by contacting manager@villageofshorewood.org.



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On the Cover: "Izzy" the dog greets Shorewood children in front of Goody Gourmet's and Vanity Fur on North Oakland Ave. Izzy and her bench were custom created by Shorewood resident Don Berg for this year's public art event, "Best Seats in the House." See more about the event and public auction on the back cover of this magazine. Photo by John O'Hara.

Shorewood Today Magazine Offers Cost-Effective Communications

Shorewood Today offers an attractive and appealing way for the Village, School District and Business District to share important information with the community. The cost of publishing Shorewood Today is very reasonable, thanks to the advertising support of local businesses. We will continue to be sensitive to keeping costs low in bringing you this high-quality communication vehicle. We welcome your comments and impressions. Please keep us informed by e-mailing TODAY@shorewoodwi.com. Happy reading!



Shorewood is a "Fair Housing Community" with fair and equal access to housing in the Village regardless of sex, race, color, sexual orientation, religion, national origin, marital status, lawful source of income, area ancestry, disability, or familial status.



Shorewood Businesses Need YOUR Support During Capitol Drive Reconstruction Project!

The reconstruction of Capitol Drive is well under way and we look forward to a beautiful new look this fall. Our Village will benefit from a brand new road, streetlights and handsome curb appeal along the entire Capitol Dr. corridor from the Milwaukee River to Lake Michigan. We look forward with anticipation to the handsome finished product: a beautiful new Capitol Drive that will be the envy of other communities – and a major attraction to recruiting new businesses and customers to the community.

The challenges of construction are taking their toll on all our Shorewood businesses, especially those located directly on Capitol Dr. Please do your part to support our businesses and shop and dine in our Village. It's "business as usual" during construction, and our merchants are eager to extend their personal attention and service. We encourage our residents to take pride in their Village and to help spread the word about our fine quality stores, boutiques, restaurants and pubs. **Shop Shorewood: Spend the Day** is our motto for buying locally and making sure our businesses not only survive, but thrive, during construction. **Please help keep our businesses alive during this time by shopping Shorewood!**

Updates on the Capitol Drive Reconstruction Project

Significant progress has already been made on the Capitol Dr. reconstruction project. By mid-August, two-way traffic should be restored to the portion of the road EAST of Oakland Ave. As you read this, new sidewalk installation should be well under way.

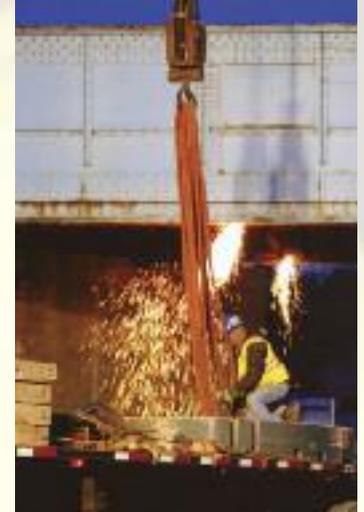
On the area WEST of Oakland Ave., progress will pick up as soon as storm sewer reconstruction work is completed. Watch for traffic changes along this part of Capitol Dr. as new bridge abutments and retaining walls are constructed for the new Oak Leaf Trail Bridge at Wilson Dr.

Construction crews have been given permission to work extended hours in order to keep the timing of the project on schedule, especially when heavy rains can cause the project to slow. Some evening and weekend work has been approved by the Village and some moderate noise during these times could occur.

We appreciate everyone's patience during the construction process and ask that you continue to show your consideration for the safety of the construction crews, pedestrians and other

motorists – and drive carefully. General information about the Capitol Dr. reconstruction can be directed to the Customer Service Desk at Shorewood Village Hall (414.847.2700). You can also visit the Village of Shorewood website (www.villageofshorewood.org) or the special construction website (www.capitoldrive.info) for ongoing project updates.

For those who wish to hear updates directly from the contractor and construction team, you can attend a bi-weekly meeting in the second floor courtroom at Village Hall. Meetings take place every other Thursday morning at 9 a.m. and future dates are July 29, August 12 and August 26.



Demolition of the former "blue bridge" over Capitol Dr., part of the Oak Leaf Trail, took place earlier this summer. A new bridge will be installed in September.

Photos by Marilyn John

Visit www.capitoldrive.info



Delightful City Market A Village Favorite

Shorewood's City Market has a delightful European feel and is a popular spot for breakfast, lunch and dinner.

Flash back to Shorewood in 1996. Something is missing. Village diners are searching for a restaurant that's different, one with new menu choices, healthy food options and a casual, comfortable ambience. Enter Julie Hollingsworth and Jeff Swanson and The City Market. Julie and Jeff, long-time friends, shared a love of food and the dream of opening a European bakery and café. "Shorewood was exactly the right place," says Julie. "It's like a friendly little village. People know one another, like to walk and love to get together."

It didn't take long for The City Market to become the go-to place. Its success encouraged the partners to open two satellite locations in Wauwatosa, with another planned for Whitefish Bay in early winter. Julie runs the westside stores while Jeff and his wife, Annette, are in charge of



the Shorewood location, where food items such as bread and pastries, are made for each of the other City Markets. Annette began her career in the food business 20 years ago, right after she finished college,

and Jeff has an outstanding background for his responsibilities. He is a graduate of the Culinary Institute of America in Hyde Park, N.Y., studied food science and technology, and was a pastry chef for nine years.

"Our focus has always been on high quality and we keep on raising the bar," says Jeff. And it shows. Ask anyone what's good at The City Market and the answer is always – everything. Breakfast is served all day. So you can get yourself started any time with a famous City Market muffin or scone, go

"Our focus has always been on high quality and we keep on raising the bar."

light with yogurt and fruit – always fresh – or shore yourself up with the quiche of the day, a vegetable strata or egg scrambler. Of course, it might be hard to pass on the waffles and pancakes.

For lunch or supper, The City Market's menu offers delicious and healthy choices of pastas, salads and sandwiches, all made from premium ingredients. Baking is done daily, including the desserts that taste as good as they look. Luscious fruit tarts, creamy cakes, yummy pies and a carrot cake, acclaimed as the best anywhere, are all tempting and worth the calories!

Jeff is also the owner of North Shore Wheels, the bike store right next door.



"It's convenient for me and customers like it because they can do their bike shopping and eat in one stop," he says. Along with the new look on Capitol Dr., the building is also undergoing a facelift through the Village's Façade Improvement Program.

Always a solid Shorewood citizen, The City Market is a quiet and consistent community supporter of many efforts, including cookies for blood drives, sponsorship of Shorewood's Little League team and a bench in "The Best Seats in the House" public art exhibition.

Summer is a great time to visit The City Market. The patio is open, the umbrellas are up and Mariska Pluister's "Unity Bench" – part of "Best Seats in the House" – is out front. So ignore the construction and make The City Market your destination for a special treat. If you drive, there's parking at the rear of the store. And walking is easy. Take a look at the other benches and watch the construction progress along the way.

The City Market
2205 E. Capitol Drive • 414.962.0100
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Oleg Yusufov

A Master Craftsman Tailor Made for Shorewood: Oleg the Custom Tailor

The sign on the window reads, “Joe Vella Custom Tailor,” but the busy tailor inside the small shop is Oleg Yusufov. Oleg bought the business when Joe decided to retire in 2005. “He was one of my first friends when I came to Shorewood, so I’ve kept his name out of respect,” Oleg explains.

Oleg has made his own name in the tailoring business. Alterations are his specialty – men’s, women’s, children’s, bridal gowns. “No exceptions,” he emphasizes. Oleg was just 14 years old when he began

learning his trade from his uncle, a custom tailor. “He taught me the details and the importance of quality work and service. That’s why I never say no to a customer,” says Oleg. Sometimes that means coming in early or working late and it explains why Oleg gets such high marks from his customers: “One of the greatest hidden gems in all of Milwaukee.” “The quality of craftsmanship is unmatched, the prices are exceptional and the service is outstanding.” “Oleg is awesome, so friendly and nice.” “He does a fantastic job.”

Oleg and his family are wonderful examples of Shorewood’s ethnic diversity. He and his wife, Angelika, immigrated here from the former Soviet Union 17 years ago with their young daughter, Diana, and son, Eldar. “We felt right at home and so much a part of the Village. It was almost like we were born and raised here,” he laughs.

Some of his favorite memories are of Hubbard Park. “My kids loved it. It was a lively spot with people playing dominos, talking, picnicking. I’m glad the free summer concerts there are bringing back that kind of family fun. We love Shorewood. I want to be doing business here for the next 25 years and that’s why I very much appreciate the customer support during the construction.”

Angelika Yusufov is also active in Shorewood’s business community. She is a hair stylist and manages Alex’s Salon & Beauty Supply, a full-service, men’s and women’s hair salon on Oakland Ave. owned by Angelika’s brother.

Not long ago, Oleg was making suits from scratch, but these days he concentrates on alterations. “I still get requests, but now I suggest Harleys for a good quality suit – either off the rack or made to order or measure.”

Neighbors helping neighbors, businesses supporting businesses. Oleg captures the true spirit of what Shorewood is all about.

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Photos by Gloss Photography Studios

Everything Old Is New Again at Chattel Changers

A visit to Chattel Changers is a trip back to the enchanting days of yesteryear. The fascinating consignment shop on East Capitol Dr. is full of fine furniture, antiques, unique jewelry, art, and charming seasonal and holiday collectibles. Items change often so savvy shoppers who appreciate one-of-a-kind values make the store a frequent stop.

But Chattel Changers is more than a fun place to shop. It's like a book that tells the stories of people, families on the move, older folks downsizing and loved ones passing on. "These can be trying and emotional times and that's when we can

help," says Dave Kascht, partner in the business with Laura Davis.

For almost 40 years, Chattel Changers

has been specializing in the appraisal and/or selling of furnishings when a residence is being vacated. Clients rely on them for services including determining whether items will be brought to the store for consignment sale or donated to a charity -- even clearing out the residence so that it's ready for the next occupant. Pricing is also important. "When people do it themselves, sometimes items are overpriced and don't sell, or they miss out

because the value is underestimated," says Laura. "We know the market and the trends and we handle everything with the sensitivity and professionalism that have become our trademarks."

Laura and Dave started as employees and worked their way through the ranks to become partners, Laura in 1987 and Dave in 2005. Along the way they've gained valuable expertise and knowledge. "One of the first things we learned is that these are someone's prized possessions and deserve to be treated with dignity and respect," Dave says.

There are many intriguing Chattel Changers stories. Dave recalls a hoarder who had stacked newspapers and magazines so high they could hardly get through the halls. "We really had to work to uncover some unbelievably beautiful furniture." Often clients aren't fans of banks. The Chattel Changers' team once turned up more than \$23,000 in cash, including \$500 stuffed into a jacket pocket. Laura shocked another client with the news that a pair of pottery vases the woman's six-year-old grandsons had been playing with were worth more than \$3,000.

"We love being in Shorewood. We're close to so many wonderful older homes," says Dave. "But most of all we enjoy the people. Everyone is so friendly and down-to-earth and they recognize the value of what we do."

Chattel Changers
 2520 E. Capitol Dr. • 414.961.7085
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Laura Davis of Chattel Changers

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WELCOME NEW SHOREWOOD RESIDENTS!

If you are new to the Village, we extend a hearty welcome! Please pick up your copy of our "Welcome to Shorewood" brochure at Village Hall. This publication is packed with noteworthy information about Village services.

Please also visit **shorewoodtoday.com** where you can request a copy of our informational "Walking Kit" -- and be sure to share the Kit with friends who may be considering a move to Shorewood!

QUESTIONS?
Call Customer Service at 414.847.2700



DPW buildings were constructed with assistance from the WPA between 1928 and 1934. The office building has been recognized as a Milwaukee County Historical Landmark.



Spotlight on Department of Public Works:

Making the Best Use of Resources Is a Balancing Act

According to a slightly frustrated community member who was recently charged with the task of prioritizing DPW projects, "Everything the DPW does is necessary to keep this Village functioning." Village staff is conducting a review of DPW services and resources. Collected information from residents and other sources will be used in the development of a departmental strategic plan.

You expect to see DPW garbage collection trucks on the street once a week and anticipate the arrival of their plows and salt trucks after a snowstorm, but what other services does the DPW provide? A sampling includes:

- Maintain streetlights, traffic lights and all Village signage.
- Plant, trim and remove trees on public right-of-ways, parks and other public lands (the Forestry Division is also currently treating ash trees in an attempt to prevent an Emerald Ash Borer infestation).
- Repair and clean streets; plow streets, alleys, parking lots and bus stops.
- Maintain recycling center; pick up brush, leaves and yard waste.
- Plant and maintain seasonal flowers; maintain parks and Atwater beach.
- Set up, take down and clean up for all Village special events, including the Shorewood Men's Club BBQ, 4th of July celebration, Shorewood Business Improvement District events, elections and block parties.
- Maintain all Village buildings and vehicles, including the Police Department fleet.
- Administer road or utility construction projects (this year the Department is playing a supporting role in the WisDOT Capitol Dr. reconstruction).

According to DPW Director Leeann Butschlick, "The talents and skills of the men and women on our staff are evident in the way they effectively provide a very broad array of services." Butschlick and Jim Swenson, Director of Public Works Operations, oversee a work force comprised of 19 full time staff (13 DPW workers, six water and sewer utility employees), and 10-13 seasonal staff to

assist with planting, streetscape and park maintenance and other summer projects.

Three foremen – Scott Bohm-Utilities, Robin Mueller-Forestry Services, and Paul Wasemiller-Fleet and Facilities – lead a veteran workforce, many of whom have specialty certifications and licenses obtained through continuing education programs offered by organizations such as the American Public Works Association.

Making the very best use of resources to provide the services Shorewood residents have come to expect is a balancing act, according to Butschlick. "Occasionally I'll speak with a resident who isn't aware that we collect about 4,000 garbage karts a week, or that we maintain nearly 160,000 lineal feet of sewer, or care for more than 6,300 street trees. And that's OK. If the garbage is picked up, water comes out of the tap, the snow is plowed and people can enjoy the beauty of Atwater or Hubbard Park – without ever having to think about the mechanics of those things – then we've done our job."

Additional information about DPW services, pick-up schedules, and hours of operation can be found at www.villageofshorewood.org/dpw. Residents may also call 414.847.2650.

The men and women of the DPW take pride in providing services that keep our Village running smoothly. The positive results are obvious to Shorewood residents, especially those who are asked to prioritize DPW projects.



DPW staff inoculates a Village tree against the Emerald Ash Borer.

- Maintain underground sewer collection and water distribution systems, repair sewer and water main breaks as needed; clean catch basins, collect drinking water samples and maintain fire hydrants.

Request for Change in Public Right-of-Way Planting Ordinance Denied by Village Board

In June of 2009, a group of Shorewood residents approached the Village Board requesting permission to plant in public right-of-ways (the area between the sidewalk and the curb). Interest in planting was particularly high among residents who wished to place raised vegetable garden plots and pavers in the public right of way. The current Village ordinance requires special privilege approval to place "an obstruction or excavation on, or projections over, public thoroughfares." For almost a year, Board members listened to the opinions of a large number of citizens on both sides of the issue, collected data and heard Village staff recommendations. A board vote was taken on the issue this spring and was a tie.

Trustee Margaret Hickey says, "The difficult issue of whether to allow plantings in the right-of-way resulted in a tie vote at the board level which means that the change to the current rule that prevents such plantings did not pass."

A number of reasons were cited for retaining the ordinance:

- Raised gardens or bushes and pavers would be a hazard to anyone trying to exit a car along the curb.
- The additional weight of the raised gardens could damage existing tree roots.
- Winter plowing and salting operations could damage the beds.
- Electrical utilities are buried 12-18 inches deep in the right of way.
- Bushes or trees could compromise pedestrian/vehicular site lines.

There was also concern about uniformity in neighborhoods. An advocate for the current ordinance said that there was good reason to keep the ordinance in place – an urban street environment should avoid visual disconnects.

"It may be that future boards will consider this again, perhaps on a case-by-case basis when special privilege permits are requested," says Trustee Hickey.

Currently, when non-compliance with the Village ordinance is noted, residents have 30 days to correct the problem. A shorter compliance time may be required for items deemed an immediate safety hazard. "We take resident complaints seriously and investigate all as quickly as staffing capacity allows," says Ericka Lang, Village Planning and Zoning Administrator. Checking the parkway will also be a part of the Code Compliance program at time of sale.

Disconnecting Downspouts

Reminder: A permit is necessary to disconnect a residential downspout from the storm sewer system. Contact the Shorewood Department of Planning and Development at 414.847.2640 for more information or visit their office on the first floor of Village Hall.



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Little League Teams (the Giants vs. the Braves) and their fans enjoy the healthy green grass of Spector Field at River Park on a warm summer evening.

Photos by Karen de Hartog



Detoxing Shorewood's Parks and Creating a Healthier Community

Chemical addiction is not a term most of us would associate with our lawns and gardens. However, the more pesticides, including “weed and feed” products that are applied on peoples’ lawns, the more lawns are “thrown off their natural balance” and crave more chemicals to maintain that lush green appearance, according to Kim Forbeck, plant ecologist for the Urban Ecology Center and member of the Village of Shorewood’s Conservation Committee. She explains that soil has a variety of microorganisms that help plants absorb nutrients and water. However, when you use chemicals, you kill important microbes. This causes the plants’ addiction to more fertilizer and chemicals.

In 2006, responding to resident concerns about the use of pesticides and other chemicals on public green spaces, the Village Board approved pesticide-free pilot programs on Menlo Blvd. and the surrounding grounds of Village Hall. After the Conservation Committee formed, they requested that River Park be included in the pesticide-free zone because of the potential health risk to all of the children who played in that area. In addition, they felt the soil could actually be improved to make a healthier, softer and safer playing field.

As a result of this request, the Village of Shorewood instituted a pesticide-free pilot zone in three areas: Menlo Blvd., the area right around the Village Center and River Park. Chip Osbourne, a well-noted East Coast consultant with success in natural turf management, including sports fields, provided some guidance.

“Residents don’t want Shorewood to look disheveled. So the Village had a conscientious contractor who made sure the lawns were really cared for,” says Forbeck. The results have been mostly positive. In a few spots, dandelion seeds have taken advantage of what was probably weed-infested soil to begin with.

Natural lawn care can be a little more expensive in the beginning, but subsequently, it becomes less expensive to maintain and has some additional benefits besides reducing potential health hazards. Natural lawns are also more drought-tolerant because their longer root system takes nutrients deeper into the soil, rather than on the surface like chemically treated lawns. They can also handle stress better. For example, pet urination does not cause a nitrogen burn spot.

“Since a pesticide is a chemical designed to kill living organisms (weeds, insects, rodents) and a substance foreign to nature, the closer we can get to eliminating these

chemicals, the better for our health, our environment and our goals of sustainability,” says Lisa Noble of the Conservation Committee.

For 2010, the Conservation Committee requested that the Village remove pesticides from Atwater Park where the chemicals go directly into Lake Michigan from storm water runoff. They also requested the same action be taken for Hubbard Park where the water goes directly into the Milwaukee River. “As stewards of our little portions of the lake and the river, we have a responsibility to do what we can to keep the impact of runoff to a minimum,” says Trustee Dawn Anderson.

The 2008 Resident Survey asked people how they felt about the use of “environmentally friendly” landscaping services: 72% of respondents either “strongly favored” (33%) or “favored” (39%) using environmentally friendly services and products. Strong community support contributed to the Village Trustees decision to ban pesticides from all public spaces on April 19, 2010.

Please see easy tips for natural lawn care on the following page.

Leah Dobkin, a freelance writer, is a member of the Village of Shorewood Conservation Committee.

Five Easy Steps To Natural Lawn Care

The Village of Shorewood has decided to do the equivalent of a Village intervention to help public lawns kick the chemical habit. It's a step in the right direction. However, everyone needs to follow their lead to truly make Shorewood a healthier community. Suggestions include:

- Water less frequently but deeply (one inch per week is ideal).
- Mow high (3" or higher). Longer shoots lead to longer root growth and better competition against weeds.
- Use organic, slow-release fertilizers such as mulched grass clippings, compost teas, fish-emulsion fertilizer.
- Aerate and overseed to increase turf density.
- Use manual weed removal tools such as a "dandelion digger."



Shorewood, Whitefish Bay Recognized for Intergovernmental Cooperation

The Public Policy Forum, a nonpartisan research organization focusing on regional issues, recognized Shorewood and Whitefish Bay for their Intergovernmental Cooperation efforts in The Cornerstone redevelopment project at the annual Salute to Local Government event on June 17.

The Villages of Shorewood and Whitefish Bay collaborated through the creative use of annexation, tax incremental financing and a brownfield remediation grant to transform three vacant parcels of land bisected by municipal boundaries. Design and development of The Cornerstone was facilitated by a design review board comprised of representatives from both communities. Also, the Villages worked with both school districts to assure fair agreement on district boundaries.

The mixed-use, three- and four-story building at the corner of Kensington Blvd. and Oakland Ave. is scheduled for completion late in 2010 and will serve as the "cornerstone" for the gateway into Shorewood and Whitefish Bay.



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Village of Shorewood Community News

Shorewood Village Board Approves Sewer Rate Increase

A sewer rate increase of 55% in 2010 and 26% in 2011 was approved by the Village Board on June 21, 2010. For the average Shorewood household, the quarterly sewer charge is currently \$43.99 per quarter. The proposed 2010 rate increase would bring the average quarterly sewer bill to \$68.18, based on an assumed consumption of 2,300 cubic feet.

It is the first time Shorewood has increased its sewer rate in more than 11 years. Aging infrastructure and increases in Milwaukee Metropolitan Sewerage District (MMSD) charges are the primary drivers behind the proposed increase. Sewer fees are billed to residents, businesses and non-profits to pay for processing the waste sent to the MMSD processing plant. The fees also pay to maintain, inspect, and replace (as needed), the sewer pipes under Village streets that carry the community's waste to the MMSD transfer point. Most of the Village's sewers are more than 80 years old and require maintenance and periodic replacement. Shorewood is using the most efficient and cost-effective method to reline the interior of existing pipes to prevent sewage from seeping into our storm sewers and eventually into Lake Michigan and the Milwaukee River.

The last time the Village's sewer rates were raised was in 1998. Since that time, the rate that MMSD charges Shorewood to process the waste has increased 86%. While the Village has tried to hold rates steady over the years and delay passing these cost increases on to its customers, without a rate increase the utility will continue to operate at a loss. Because of the rise in MMSD charges and the need for infrastructure repairs, the cost to operate the Village's utility in 2009 exceeded user fees by \$426,284.

The Village conducted a survey of the rates of 14 comparable and neighboring communities and found that Shorewood's sewer rate was by far the lowest. The average quarterly sewer charge of all 14 communities is \$89.36. Under the proposed July 1, 2010

rate increase, Shorewood's average quarterly sewer rate charge would increase to \$68.18, still significantly less than the average rate of comparable communities.

Police Department To Hold "Town Hall" Meeting

The Shorewood Police Department will be holding a "town hall" meeting on Tuesday, August 10 at 7 p.m. in the Village Center (lower level of the Library) to give residents an update on police department activities, summer initiatives, crime updates and an overview of their new strategic plan. Police Chief Dave Banaszynski and some of his staff will be on hand to answer any question or address resident concerns.

Residents who have specific questions or concerns they want addressed that night can e-mail the department in advance at police@villageofshorewood.org and Chief Banaszynski will respond to your concern.

Parking Regulations To Change

The Shorewood Police Department is keenly aware of Village parking problems and they have been studying alternatives and listening to resident suggestions for many months. At a special Village Board meeting in May, public input was requested on several suggested changes to the parking regulations and a number of items were moved forward for final approval.

For Those Who Must Park on the Street

Currently, the Police Department is looking for single-family homes and duplexes that have no driveway or garage or no opportunity to install either. These few residents will now be allowed to purchase one on-street parking permit. Homeowners who find themselves in this situation should contact Chief Dave Banaszynski at police@villageofshorewood.org or by regular mail (3936 N. Murray Ave.). Include your name, address and contact information, and you will be alerted when the program starts in the fall.

The Department is also working on issuing the remaining allocated business district permits to apartment residents.

Restricted Parking in the Southeast Quadrant

Starting in late fall of 2010, the southeast quadrant of the Village, (bordered by North Oakland Ave, North Lake Dr., East Capitol Dr. and East Edgewood Ave.) will become a restricted two-hour daytime parking zone between the hours of 8 a.m. and 6 p.m. Residents in single-family homes and duplexes will be allowed to get residential commuter congested permits to exceed the two-hour limit. Residents of the area will receive notice when the program goes into effect.

Quality of Life Issues Addressed in Village Plan

The Village of Shorewood Comprehensive Plan, which will provide an essential framework for local land use decision making, is just about complete. When finished, Village officials will use the plan as a tool to consider the likely impact of their decision making on all aspects of community living, including housing, transportation, utilities, community facilities, natural and cultural resources, economic development, and land use issues, opportunities, and implementation.

Shorewood's Plan Commission, acting as the Comprehensive Plan Steering Committee, has been working with Village staff since January to determine implementation strategies and review drafts. Public reaction to the draft chapters of the Plan was solicited at two well-attended meetings in March and provided much appreciated guidance.

A copy of the draft plan can be viewed on the Village website. Village officials are continuing to solicit public reaction and suggestions. The Village Board will hold a public hearing to review the final draft of the Comprehensive Plan in the fall.

Please contact Planning and Zoning Administrator Ericka Lang at 414.847.2647 if you have any questions.



Tomasello Retires from Health Department

Cindy Tomasello, Health Officer and Director of Public Health for Shorewood and Whitefish Bay, retired at the end of June. She began directing Shorewood's Health Department in 1989 and facilitated the merger with the Whitefish Bay department in 1993.

As director, she oversaw hundreds of immunization and blood pressure clinics and provided health assessments for both children and adults. Other less visible responsibilities included conducting restaurant inspections as an agent for the State and responding to complaints about rodents and other threats to public health. She is particularly proud of the role she played in encouraging Shorewood to be the first community in southeastern Wisconsin to pass a smoke-free ordinance.

Tomasello noted that public health functions were pretty routine during her early years on the job, but that all changed after 9/11. "There was a new focus," she says. "We had to rebuild our infrastructure to respond to emergencies, including H1N1."

After almost 40 years in the public health field, Tomasello is looking forward to more leisurely days, but noted that she will miss both Village staff and residents. She thoroughly enjoyed her years in Shorewood.



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Spirit of Shorewood award winners (from left to right): Mike Schulte, Nancy Bornstein, Diane Buck and John Carlton were honored at the Annual Volunteer Recognition event held in May at Shorewood High School.



Spirit of Shorewood Honorees Exemplify Best of Our Community

Shorewood is a community that depends and thrives on volunteerism. The Spirit of Shorewood Awards were introduced in 2008 by the Village and School District to honor volunteers who have made an exceptional contribution to our community's quality of life.

This year the District recognized the contributions of Nancy Bornstein and John Carlton while the Village honored volunteers Diane Buck and Michael Schulte at the Annual Volunteer Recognition event held in May at Shorewood High School.

Nancy Bornstein During Nancy Bornstein's tenure on the School Board, she used her special skill of building partnerships and consensus on issues to assure that all were heard and that the strongest ideas progressed. In 2003, as President of the Board, Nancy led the search committee for a new School superintendent. Additionally, she helped guide the District through two referenda and four large construction projects, always keeping the larger picture in mind while uniting disparate views into a cohesive purpose. Nancy also shared her expertise as she guided the District through the adoption of several new curricula during her 10 years of service. Currently, Nancy continues her commitment to the District by serving as a member of the joint District-Village Ad Hoc Committee and on SEED's (Supporters of Excellence in Educational Development) finance committee.

Diane Buck Diane Buck is a preservationist. She is an active member of the Shorewood Parks Commission, a group dedicated to both preserving and enhancing Shorewood's green spaces. She worked with the Milwaukee County Historical Society and the Shorewood Historical Society to obtain landmark status for Shorewood's DPW buildings, which were constructed in 1936 with funding from the Works Progress Administration (WPA). She also is an expert on outdoor sculpture (co-author with Shorewood resident Virginia Palmer of "Outdoor Sculpture in Milwaukee –

A Cultural and Historical Guidebook") and is working with Shorewood's Public Art Committee to identify areas in the Village where public art could enhance our community. She played an active role in securing the Plensa sculpture that will be placed in Atwater Park this fall.

John Carlton John Carlton's keen analytical skills were of great benefit to the District's School Board. During his nearly seven years on the Board, John actively participated in nearly 900 board, committee and sub-committee meetings. Given his background in finance, John thoughtfully analyzed and led many board initiatives including the D2D initiative, two referenda, implementation of the charter school, and District OPEB (Other Post Employment Benefits) planning. He was a key member of the District labor negotiations team working to provide fair compensation during challenging times. John continues to share his expertise with the District's business office and also serves on the joint District-Village Ad Hoc Committee.

Michael Schulte Mike Schulte's greatest strength is his people skills. As a member of the Village Board and later as Board President, he initiated the creation of a Community Development Authority (CDA) to address concerns with the Village's Oakland Ave. business district. Significantly, he convinced a group of dynamic and influential community leaders to serve on the initial CDA. He also promoted the creation of a multi-jurisdictional fire department. Through the relationships he developed with other North Shore leaders, he helped develop the political will to move ahead with the creation of the North Shore Fire Department, which remains the largest public consolidation of services in the history of Wisconsin.

The District and Village thank these and the many other residents who donate countless hours of service to assure that our community thrives. Thank you for your commitment to Shorewood!



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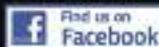
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From Paul Zovic
Shorewood School Board President



A Report on the 2008 School Referendum

I continue to be proud to serve as President of the Shorewood School Board and to work with the dedicated Board members, talented administrators, and fabulous faculty and staff who make up our District and together ensure that our schools continue the Shorewood tradition of excellence and remain the center of our community for all of our citizens.

Among other roles, the School Board serves as steward of the community's resources – our facilities, grounds, buildings and equipment. It was in this role in 2008 that the Board developed a plan to borrow \$9.65 million and to use these funds to invest in a District-wide program to maintain and enhance our facilities and equipment.

The April 2008 Referendum was approved by a vast majority (71%) of Shorewood voters and in May of 2008, the District began a five-year-long series of projects to address the needs of our facilities. Now that we are nearly halfway through the program, I want to provide an update on our progress.

Since the April 2008 referendum, over \$6.5 million has been expended on projects at all schools and in all buildings, including:

- Complete renovation of the PE building at the High School (\$2.9 million).
- High School library renovation, computer lab renovation, administrative building heating and cooling upgrades, and window replacement (\$1.7 million).
- District-wide technology improvements: computer replacements, network enhancements and new graphic arts lab (\$600,000).
- District-wide environmental improvements: High School parking lot storm water management (rain gardens), photovoltaic panels for generating electricity at the Intermediate School and High School, and solar thermal systems for heating both pools (\$500,000). Additionally, grants from Focus on Energy, WE Energies and the MMSD helped to fund these projects.
- District-wide miscellaneous maintenance items: windows, doors, security items, electrical, plumbing, fencing, ceilings, flooring, food service equipment, etc. (\$500,000). A federal grant is helping to offset the costs of some of the security updates.
- Quality and safety improvements to auditorium sound and lighting systems (\$300,000).
- Preliminary design and engineering services for play fields and grounds at Lake Bluff Elementary School fields (\$9,000).

Remaining projects to be completed in the next two years include the improvements to the parks/playfields/playground at

Lake Bluff and Atwater Schools, additional technology improvements, and continued security enhancements District-wide. When finished, these projects will represent the most significant investment in our four campuses in many years.

Almost certainly our schools will face continued funding and financial pressures in the coming years. The Shorewood School Board and Superintendent remain committed to utilizing our limited dollars where they have the most impact: in the classrooms, on faculty and staff, and on programs, supplies and operations. The funds from the 2008 referendum allow the District to maintain and enhance all School District facilities and equipment so that we may continue to provide an excellent learning environment for our students and appropriate community resources for recreation and life-long learning, keeping the schools at the center of our community.

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School District Notes

DATES TO REMEMBER:

For more information, visit www.shorewoodschoools.org

- **August 16:** High School Registration for athletes and grades 11-12, 8 a.m.-12 p.m.
- **August 17:** Atwater and Lake Bluff Schools Registration 1-7 p.m.
- **August 17:** Intermediate School Registration, 3-7 p.m.
- **August 17:** Shorewood High School Registration, 8 a.m.-12 p.m.
- **August 18:** Atwater and Lake Bluff Schools Registration 7:30 a.m.-1 p.m.
- **August 18:** Shorewood Intermediate School Registration, 3-7 p.m.
- **August 18:** Community Open House, High School Library 5:30-7:30 p.m.
- **August 18:** SHS Freshman and New Student Orientation, 7 p.m. in the High School Auditorium
- **August 19:** Summer Strings Final Performance, 7 p.m. in the High School Auditorium
- **September 1:** First Day of School for Shorewood School District

Shorewood Recreation Department

The Shorewood Recreation Department offered more than 100 academic, arts and sports enrichment programs for students this summer, including many child supervision options. Looking for rewarding August activities? There is still time to sign-up! Contact the Recreation Department at 414.963.6913, ext. 4, or register online at www.shorewoodschoools.org. Look for the 2010 Recreation and Community Services Fall Activity Guide in your mailbox the week of August 19.

Bright Beginnings Preschool: Registration Open

Sign-up now for the 2010-2011 school year! Bright Beginnings' curriculum focuses on the individual child and provides an educational environment that stimulates and nurtures each child's potential. For more information, please contact the Recreation Department at 414.963.6913, ext. 4.

Are You Planning a Visit to Noah's Ark?

The Shorewood Recreation Department is selling tickets at a reduced rate for Noah's Ark Family Park in the Wisconsin Dells for \$28 (all-day unlimited pass with ticket expiration of Sept. 6). Contact the Recreation Department at 414.963.6913, ext. 4, for more information.

Summer Strings Program

More than 155 students participate in Summer Strings, one of the largest summer orchestra programs in the state. Students who have never played a string (violin, viola, cello or bass) instrument and those who want to enhance their knowledge receive a summer of instruction that culminates in the Summer Strings Concert on August 19 in the High School Auditorium at 7 p.m. All are welcome!



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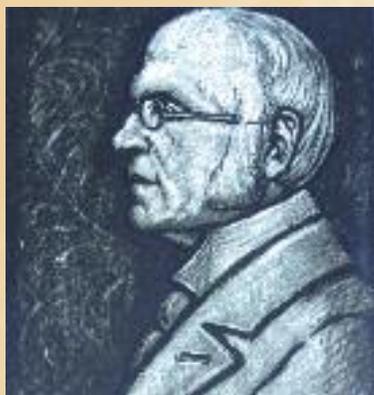
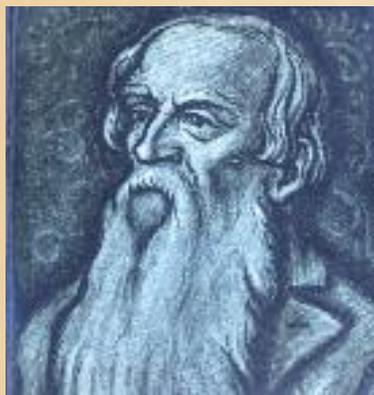
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The newly renovated Shorewood High School Library

High School Library Renovation Complete

Public Invited To August 18 Open House



Historic stained-glass panels that were originally installed at the entrance to the High School Administration building in the late 1930s-'40s have been carefully cleaned and repaired to be displayed in the newly renovated High School Library.

Renovation of the Shorewood High School library, which was a component of the spring 2008 referendum, is now complete. The community is invited to an Open House showcasing the remodeled library on Wednesday, August 18, from 5:30-7:30 p.m. Historic stained glass windows will also be exhibited and tours of the High School's solar panel installation will be offered (weather permitting).

SHS Library Renovation: A Place of Opportunity

As part of the District's renovation plan, the High School Library was modernized and redesigned to create a space more conducive to 21st century educational opportunities. The new layout includes a user-friendly computer lab, space for large and small group instruction and individual work space. Additionally, the

“The new library design, along with the important technology upgrades, have transformed the space into a highly effective tool that supports student achievement.”

environment enables students and staff to easily access both print and online resources including electronic media.

The design concept has a modern layout but highlights the historical nature of the building's architecture. “The new library design, along with the important technology upgrades, have transformed the space into a highly effective tool that supports student achievement,” says Matt Joynt, Shorewood High School principal.

Stained Glass Panels: The Re-Discovery

The stained glass windows have a long history – the glass panels originally graced the windows on either side of the front entrance of the High School Administration Building for a brief period in the late 1930s and '40s. They were designed by Carl Van Treek, who also designed and painted the murals in the Administration Building lobby as part of a Works Project Administration (WPA) project.

Twenty of the original glass panels were discovered at an estate sale in the 1980s, and were purchased by the School District and subsequently donated to the Shorewood Historical Society. Superintendent Blane McCann, a member of the Historical Society's Board, expressed interest in displaying the panels in the renovated library to share their history and beauty with current students and the community.

The windows have been cleaned and repaired and new panels are being made to replace missing pieces of the four men who are part of the display. A majority of the panels, especially those focusing on education, will be displayed at the High School. The remaining panels will be hung near the Historical Society's Sheldon Room in the Village Center.

Shorewood Alumni Notes

Second Annual All-Class Reunion & Community Celebration A Great Success!

The Shorewood Alumni Association would like to thank everyone in the community for all their help making the 2nd Annual Shorewood All-Class Reunion & Community Celebration on the weekend of July 9-10 such a success. This year, the event was held at District facilities to showcase our great schools.

Many people and organizations deserve thanks. While we can't name everyone, a special thank you goes to All-Star Band members Freddy Bliffert, Jerry Harrison, Pete Leshin, Jon Paris, Robert Schlaeger, Larry Theiss and David Zucker, who performed a special concert on Friday night – you rocked the house! Also, thank you to all the volunteers who donated countless hours preparing for and working at the event. "It was a great experience working with the School District, Business Improvement District, Police Department, Village and entire alumni population on this community event," says Alumni Association Board President, Jenny Steinman Heyden. Additionally, thank you to the Men's Club for supporting this new event.

Mark your calendars now for the 3rd Annual All-Class Reunion & Community Picnic on Saturday, July 9, 2011.



Photo by John O'Hara

All-Star Band members Freddy Bliffert, Jerry Harrison, Pete Leshin, Jon Paris, Robert Schlaeger, Larry Theiss and David Zucker performed at the All-Class Reunion Concert on July 9.

Shorewood Alumni Donate To Costumer Position

The High School Drama Department thanks everyone who generously donated to the costumer fund. Your donations, totaling more than \$22,000, will fund the part-time position. Thank you for supporting the school's world-renowned drama program!

SHS Alumni In The News

Congratulations to SHS Alumni Raquel (Keirn) Rutledge '86 and Kate Baldwin '93, who were recently recognized by their peers for outstanding contributions to their professions. Rutledge earned the 2010 Pulitzer Prize for local reporting. A reporter with the *Milwaukee Journal Sentinel*, Rutledge was recognized for her series "Cashing in on Kids." Kate Baldwin received a 2010 Tony nomination for her role in the joyous revival of the musical, "Finian's Rainbow," in New York.

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Village and School District Join Forces To Address Financial Challenges

It should be no surprise to Shorewood residents that neither the Village nor the School District are immune to the financial pressures faced by municipalities and school districts throughout Wisconsin. Both entities have worked hard to communicate these challenges to the public and have solicited community input before making difficult financial decisions.

sense to create a process to systematically deal with financial issues and opportunities outside of our respective traditional boundaries," says Village Manager Chris Swartz.

The committee, which includes School Board members and Village Trustees, School and Village administrators, and community representatives, will be looking for ways to collaborate and plan for the future. "To date, this committee has enabled each entity to better understand each others' financial needs and constraints, thus laying the groundwork for moving forward together," says Pete Petrie, chair of the committee.

Recommendations Will Be Considered by Both Boards

In future meetings, the committee will address challenges such as maintaining and improving services given levy caps, infrastructure improvements, and resident student enrollment – and may be able to identify cost efficiencies to be gained by further partnering on resource sharing. In addition, it will consider recommendations of other groups and individuals into the mix of suggested financial strategies before proposing a multi-year, Village-wide and sustainable financial plan. The committee will provide these recommendations to both the Village and School Boards, as they are the bodies ultimately charged with managing the affairs of their respective legal entities.

"The ad hoc committee is an unprecedented venture," says Superintendent Blane McCann. "By joining forces, our chances of success increase greatly in ways that potentially will benefit the entire Village of Shorewood."

Further details and the ongoing progress of the committee's work will be communicated to residents and other stakeholders over time. Questions can be forwarded by e-mail to Pete Petrie at rgpetrie@wi.rr.com.



Members of the newly formed Village-wide committee meet regularly to identify and strategize on new ways to secure Shorewood's future.

Partnership Seeks Innovative Ways To Secure Strong Financial Future

The School District and the Village Board are now seeking new ways to collaborate in securing a strong financial future for the Village. A new ad hoc, Village-wide committee has been formed to assess the financial position of both entities and develop some strategies to address the needs of the entire community. "It makes

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Stay Connected To The District

Information related to current events that are taking place in the Shorewood School District can be obtained online at the website (www.shorewoodschoools.org).

You can also sign up for the listserve/newsletter by visiting the website and signing up on the lower left column of the home page. In addition, keep track of District happenings and learn fun facts by following the District on Twitter at www.twitter.com/ShorewoodLearns.

School District Facts: Did You Know?

- Shorewood School District started one of the earliest Kindergarten programs in the state in the 1920s.
- The Shorewood High School and VHE pools are now heated through a solar thermal system continuing the District's focus on energy efficiency.
- Shorewood High School's Advanced Graphics Art & Design class provides design services to businesses.
- Shorewood Intermediate School students have a daily advisory period designed to further enhance each student's character education through discussion of issues surrounding peer and family relationships, individual decision-making, and responsibility to the school and larger community.

Thank You, Terry Hrycyna!

At the end of the school year, Lake Bluff Elementary School staff celebrated the teaching career of Terry Hrycyna who served the District as a speech and language pathologist for 23 years. Mrs. Hrycyna made her therapy sessions lively and inviting for the children she served,



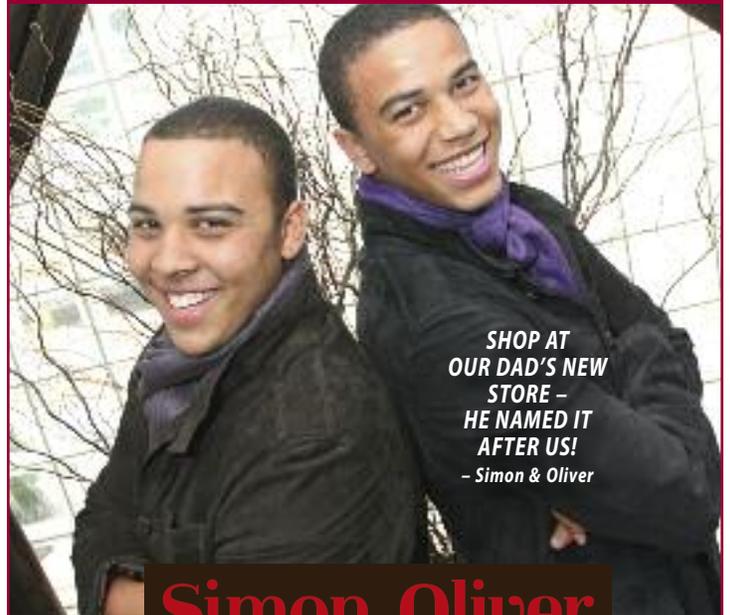
and her relationships with families were characterized by warmth and respect.

Mrs. Hrycyna developed a long-standing partnership with the UW-Milwaukee Speech Pathology Department that brought pre-service clinicians to Lake Bluff to treat mild errors in speech articulation.

Recognizing her exceptional work, the Wisconsin Speech-Language Pathology and Audiology Association Hearing gave her a lifetime achievement award at their fall conference.

The School District of Shorewood is grateful to Mrs. Hrycyna for her excellent work and wishes her well in her retirement. Terry, you will be missed by all your colleagues at Lake Bluff!

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Above: Shorewood Intermediate School Student Council members represented by Laura Guadagnino, Conner Hopkins, Haley Tsuchiyama, Sidne Bedi, and Nicole Johnson present their MACC Fund donation to Atwater Principal Tim Kenney.



Right: Jackson Knoernschild

Remembering A Special Friend

In April, Atwater Elementary School lost a dear member of its family, K5 student Jackson Knoernschild. In memory of Jackson, Shorewood Intermediate School (SIS) students held a fundraising dance in June. Spearheaded by the SIS Student Council, the dance raised approximately \$400. The funds were donated to Midwest Athletes Against Childhood Cancer Fund in Jackson's memory.

Also in June, Atwater School held a touching ceremony and unveiled a K5 memorial in honor of Jackson. The memorial features two stepping stones created by Jackson's K5 class and a rock with his name engraved on it. These were installed below a large maple tree that is known as the "observation" tree for Jackson's class. In addition, the Atwater community re-named the Atwater Publishing Center the Jackson Knoernschild Publishing Center, as using the center was something he had really enjoyed. In addition, Atwater staff and families donated funds which have been used to create a display case at the front entryway of Atwater School to showcase children's work from the Jackson Knoernschild Publishing Center.



The "observation" tree at Atwater School includes two stepping stones created by Jackson's classmates.

2010 Young Artists Conference Explores Art and Nature

The School District of Shorewood's Young Artists Conference provides an enrichment opportunity for students gifted in art. This year's second annual conference was held at Cardinal Stritch University on May 24. Cardinal Stritch University professor Steven Sellars led 36 Shorewood art students in a day-long workshop on "The Ecology of Trees." After a walk through the Nicolet Woods, students worked individually on a wood construction using cut lumber as well as branches found along their walk. The final project and the focus of the day were large, collaborative sculptures in which multi-age groups of nine students (grades 4-12) worked to build a wood sculpture joined with nails and twine.



Shorewood School District students work on their unique sculptures inspired by nature during their special artists conference in May at Cardinal Stritch University.



Photos by John O'Hara

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THURSDAY EVENING, AUGUST 12: MRS. FUN DON'T MISS THIS LAST CONCERT OF THE SERIES!

- HUBBARD PARK OPENS AT 5 P.M. CONCERTS START AT 6:30 P.M.
- BRING A LAWN CHAIR OR BLANKET
- PICNIC FOOD AND ASSORTED BEVERAGES FOR SALE INCLUDING BEER AND WINE
(no carry-in alcohol; please make your purchase in the park)

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Community Calendar

- **Saturday, July 31:** Gardens Tour to benefit the Shorewood DPW. Tour 10 sensational Village gardens from 10 a.m.-3 p.m. Visit www.villageofshorewood.org for a list of addresses. Tickets \$10 per person on sale at Village Hall and the Garden Room.
- **Saturday, August 7:** Woof 'n Hoof Dog and People Walk presented by Gilda's Club Southeastern Wisconsin. A fun 1- or 2.5-mile walk beginning at Atwater School, 2100 E. Capitol Dr. at 8 a.m. Enjoy complimentary "Barkfest" of coffee, juice and tasty treats, Bow-Wow Bazaar, dog demos and contests, raffle and auction. Visit www.gildasclubsewi.org.
- **Tuesday, August 10:** Shorewood Police Department Town Hall Meeting at 7 p.m. in the Village Center (lower level of Shorewood Library). Meet with Police Chief Dave Banaszynski and his staff and learn more about summer initiatives, crime updates and an overview of the new Police Department strategic plan. Plenty of time for questions and answers – everyone is welcome!
- **Thursday, August 12:** Last in series of free community concerts at Hubbard Park, featuring MRS. FUN. Park opens at 5 p.m., concerts start at 6:30 p.m. Bring a lawn chair or blanket. Picnic food and assorted beverages for sale including beer and wine (see ad to the left).
- **Saturday, August 14:** 3rd Annual Atwater Beach Party sponsored by the Friends of Atwater Beach from 2-10 p.m. Live music, sand volleyball and children's games. Food and beverages for sale. All proceeds to benefit the restoration of Atwater Beach. Visit www.friendsofatwaterbeach.org.
- **August 16-18:** Shorewood School District Registration. Please see page 23 for details.
- **Wednesday, August 18:** Newly renovated High School Library Open House from 5:30-7:30 p.m. See the newly restored stained glass windows (see page 18).
- **Thursday, August 19:** Summer Strings Final Performance, 7 p.m. in the High School Auditorium.
- **Thursday, August 19:** St. Bob's Backlot Cinema on the St. Robert playground parking lot (Farwell and Capitol) behind the school and church starting at 7 p.m. Bring your own lawn chairs. Food and beverages for sale. Movie begins at dusk (about 8:30 p.m.)
- **Sunday, August 29:** Public art auction of "Best Seats in the House" at Hubbard Park Lodge, 3565 N. Morris Blvd. \$10/per person includes complimentary appetizers with a cash bar. Bid on your favorite bench! To pre-bid, visit www.shorewoodwi.com.
- **Wednesday, September 1:** First day of school for Shorewood School District.

PLEASE NOTE: National Night Out, a special Village event hosted each August at Atwater School to promote crime prevention, has been canceled this summer due to the Capitol Dr. reconstruction. Showcase Shorewood, the annual fine craft fair and business expo usually held in September on the High School lawn has also been cancelled this year.

"Plensa in the Park" Public Art Dedication/Ceremony September 21

A public sculpture by internationally known Spanish artist Jaume Plensa will be installed in Atwater Park on Tuesday, September 21 as part of the Village's new public art initiative. The dedication ceremony for "Spillover II" will take place from 6-8 p.m. when the public is invited to attend "Plensa in the Park," a celebration that will include food, drinks and comments by the artist. This new major art acquisition (a 12-ft. human form composed of stainless steel letters) has been made possible by a generous gift from an anonymous donor. Plensa is most well-known in the Midwest for his work, "The Crown Fountain," at Chicago's Millennium Park. For more information, please contact Dick Eschner, Public Art Committee Chair, at 414.964.4504 or rceschner@sbcglobal.net (see ad on magazine back cover).



THE SHOREWOOD FOUNDATION PRESIDENT'S CLUB

Members of the Shorewood Foundation President's Club (left to right): David Shapiro, Judy Scott, Yvonne Larne, Harvey Kurtz, Barb Schulte, Michael Schulte, Patty McCauley, Jim Langenkamp, Jane Hawes, Bob Dean, Karen Dean, Mike McCauley, Bob Scott and Diane Buck. Not pictured: Vida Langenkamp, David Buck, Lucia and Pete Petrie, Virginia Palmer and Carol Habeck.



Honoring the
Shorewood Foundation's
PRESIDENT'S CLUB

THE SHOREWOOD FOUNDATION
Supporting Shorewood's Culture, Community
Celebrations and Recreation Since 1964
www.shorewoodfoundation.org

Please join us in thanking the members of the Shorewood Foundation's President's Club, honored at a reception on May 11 at the home of Diane and David Buck. All of these generous Shorewood residents have included the Shorewood Foundation in their estate plans

in order to preserve and enhance all that makes our Village so special. To join them, please contact the Shorewood Foundation at shorewoodfoundation.org or Lucia Petrie at lulup@wi.rr.com.

Annual Dinner & Auction on November 6

Another opportunity to contribute to your community AND enjoy a fabulous evening is to attend the Shorewood Foundation Annual Dinner & Auction held at Hubbard Lodge on Sat., Nov. 6. Gather a group of friends and neighbors to enjoy a gourmet dinner, music from Shorewood High School students and a great silent auction! For reservations or more information, please contact Mike McCauley at 414.277.5525 (mms@quarles.com) or Jane Hawes at 414.964.6898 (JAHawes@yahoo.com).

The Shorewood Foundation is the proud sponsor of the 2010 Public Art Event: "Best Seats in the House" and the Summer Concert Series

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Out and About in the Village of Shorewood



Summer in Shorewood is possibly our best season, with plenty of special events and activities for every age and interest – and we are pleased to keep you informed. Our Village offers amenities like no other, and continues to be a great place to live, work, play and shop. Enjoy the rest of the season!

1. The annual Shorewood Men's Club BBQ at Atwater Park each June kicks off the summer season in the Village. **2.** The Shorewood Concert Band takes pride in bringing delightful music to the Village during the summer months. **3.** Shorewood's new summer concert series at Hubbard Park featured the cool-breeze sounds of Darele Bisquerra and Trio de Janeiro on July 1. **4.** Shorewood High School's award-winning Theatre Department presented "Les Miserables" this spring. **5.** Village President Guy Johnson meets Alice in Dairyland, who made a special trip to Shorewood in June to attend the Criterium Cycling Classic. **6.** Shorewood residents took advantage of the Criterium bike race by staging cookouts and parties on their lawns as they enjoyed the racers whizzing by their homes.

Have a photo to share? E-mail a high-res, jpeg image to Today@shorewoodwi.com and we may use it in the next issue!





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Best Seats IN THE House

On View Through August 15

**BID ON YOUR FAVORITE BENCH
ONLINE BEFORE THE AUCTION!**
Visit shorewoodwi.com

Buy your bench notecards now at Village Hall!

Don't miss the few weeks left to view all the custom-decorated benches in our second annual public art event, *"Best Seats in the House."* Since June 5, this exhibition has been the talk of the town



and has attracted visitors from all over the Milwaukee area to visit Shorewood. The Shorewood Foundation is the presenting sponsor of the event, which is being managed and produced by the Shorewood Business Improvement District (BID).

The 41 benches feature the talents of local artists who have used a variety of media, including paint, mosaic, ironwork and mixed media, to create amazing works of art! A grand finale will be held on Sunday, August 29 at Hubbard Park Lodge, including a voice auction where the public will be invited to bid on the benches. Proceeds will benefit the Shorewood Foundation.

Take your last stroll to see the benches along Oakland Ave. and Capitol Dr. and select your favorite. Then attend the public Auction on August 29, and you might be the lucky high bidder to take home a bench that evening. For more information on *"Best Seats in the House,"* please visit www.shorewoodwi.com.

Save the date!
Tuesday, September 21 • 6-8p.m.
at **Atwater Park** - Lake Drive & Capitol Drive
Join us for the dedication ceremony of this amazing gift to the Village of Shorewood.

Be a part of history in the making in Shorewood, Wis., as a new outdoor sculpture, "Spitzer II" by Spanish artist Jaume Plensa is installed in Atwater Park. Attend the dedication ceremony on Tues., Sept. 21 and hear comments by this internationally known artist. Plensa's most well-known work in the Midwest is the Crown Fountain at Chicago's Millennium Park. Don't miss this opportunity to help Shorewood celebrate a major art acquisition made possible by a generous, anonymous donor.

For more information, visit shorewoodtoday.com or villageofshorewood.org.

"Best Seats in the House"
PUBLIC AUCTION
Sunday, August 29
4:30-7:30 p.m.
Hubbard Park Lodge • 3565 N. Morris Blvd.
Inside Hubbard Park along the Milwaukee River
\$10 per person includes complimentary appetizers • Cash bar
Proceeds to benefit The Shorewood Foundation

A 2010 PUBLIC ART EVENT
Presented by the Shorewood Foundation
Produced by the Shorewood Business Improvement District