

**VILLAGE OF THIENSVILLE
COMMITTEE OF THE WHOLE
MINUTES**

DATE: Monday, February 6, 2017

LOCATION: 250 Elm Street
Thiensville, WI

TIME: 6:00 PM

I. CALL TO ORDER

President Mobley called the meeting to order at 6:00 PM.

II. ROLL CALL

President:	Van Mobley	
Trustees:	Kim Beck	Kenneth Kucharski
	Ronald Heinritz (excused)	David Lange
	Rob Holyoke	Elmer Prenzlow
Administrator:	Dianne Robertson	
Staff:	Director of Public Works Andy LaFond	
	Police Chief Scott Nicholson	
	Asst. Administrator Colleen Landisch-Hansen	
	Village Clerk Amy Langlois	

III. BUSINESS

A. Review Capital Expenditures List

Administrator Robertson reported on a request from the Department of Public Works in the amount of \$6,250 for front end loader tires. This requested amount is under budget.

MOTION by Trustee Lange, **SECONDED** by Trustee Beck to recommend to the Village Board approving the Capital Expenditures Request from the Department of Public Works in the Amount of \$6,250 for Front End Loader Tires. **MOTION CARRIED UNANIMOUSLY.**

**B. Review and recommendation regarding Village Park Reimagined Phase II
(Director of Public Works Andy LaFond and Assistant Administrator Colleen
Landisch-Hansen)**

Director of Public Works Andy LaFond and Assistant Administrator Colleen Landisch-Hansen updated the Board on the Village Park Reimagined progress. The Village Park Reimagined committee has been meeting twice a month since 2015 and have also met with other civic groups and visited other parks. Committee members Kerry Mattingly, Colleen Krueger and Wendy Kieckbush were also in attendance.

Assistant Administrator Landisch-Hansen shared benefits of a community park which include: community revitalization, economic development, safer neighborhoods, community engagement, green infrastructure, helping children learn, promote public health, to promote arts and cultural programs as well as tourism and smart growth.

The goals and objectives of Phase II include: refreshing and updating the playground equipment, creating a central gathering place, water feature, addressing any parking needs, improve infrastructure for community events, create nature inspired educational play area, additional picnic areas, increase winter use, evaluate athletic field use and central pedestrian entrance. The wrought iron entryway feature will be delivered on Wednesday, February 8, 2017.

This project will take many years to complete so careful planning is taking place to ensure the flow from beginning to end. Phase II will concentrate on the space north of the octagon buildings. Path layout, playground features and layout are being considered.

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Initial meetings with area civic groups took place in order to get suggestions and input on ideas of what to include in the new Park design. During upcoming meetings, a donation plan will be discussed.

Assistant Administrator Landisch-Hansen noted that donations can now be accepted on the Village's website.

Phase I will be complete once the wrought iron archway is installed and the continuation of the asphalt path and the landscaping is complete. This was partially funded through a donation from the Junior Woman's Club of Mequon-Thiensville, the Thiensville-Mequon Lions Club and a grant from MMSD for the pavers.

Phase II involves reinventing the play area, removal of the dated equipment, clearly define playground boundaries, create specific areas for 2-5 and 5-12 year olds, improve sight lines for parents, create ample amount of seating, create seating areas that encourage conversation and include unique equipment and design that makes the Park a destination. The Junior Woman's Club of Mequon-Thiensville has pledged a portion of the 2016 Turkey Trot proceeds for Phase II.

Phase III involves the planning for a band shell and stage to be located by the river. The band shell would be designed in a manner that would preserve open views of the river yet provide an area for concerts and movie nights. This would function as a venue for the festivals, as a picnic area as well as used for Screen on the Green.

Future Phases include an interactive water fountain and an ice skating trail. An interactive water fountain appeals to children of all ages as opposed to a splash pad which lends itself to younger children.

The theme of limestone and wrought iron already in the Village on the entryway features will be carried throughout the Park.

Consideration has been given to the octagon buildings. West Bend connected two of theirs with another octagon building. The two octagon buildings are currently owned by the Thiensville Fire Corporation. Director of Public Works LaFond is planning to meet with the Fire Corporation regarding future plans for the buildings.

An ice skating trail is planned in lieu of a rink. In the summer, the trail could be the path for the Village Market.

There will be a concrete curb around each of the play areas which will serve as a boundary as well as one continuous bench. This will be made up of curbing mixed with flat tall boulders. The 2-5 year play area will have a tunnel, a hobbit house, spinner seats, infant swings and a sandbox with mushroom stools.

Assistant Administrator Landisch-Hansen reported that the 2016 remaining funds total \$35,000 and the 2017 budgeted allocation totals \$100,000. Total funds needed for Phase II are \$199,893, which leaves \$65,000 still needed. A commitment is being sought this evening for funding so construction can begin as soon as possible with the hopes that Phase II would be completed before the 2017 festival season. There is some remaining contingency in the 2016 Main Street Project fund that would be enough to cover what is needed to complete the project.

Some of the existing equipment will be used in the new play areas.

This year's phase would stop short of the Village Market.

Any additional repairs that need to be done on Main Street will come out of General Road Maintenance, and the work will be performed by Department of Public Works staff.

President Mobley would like to see a fundraising plan. Assistant Administrator Landisch-Hansen stated that it will be easier fundraising with a plan in place.

The \$21,000 raised to date has been allocated for Phase I.

Trustee Holyoke inquired about selling bricks. Director of Public Works LaFond shared the idea of a bronze tree on the Comfort Station wall with a leaf for each donation.

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The Board thanked the committee for their commitment and time devoted to this project.

Trustee Beck inquired as to a donation from the Junior Woman's Club. To date there has not been a dollar amount indicated.

Trustee Lange suggested having a kiosk in the Park with information on how to donate.

Renovating the existing buildings is being considered as well.

Colleen Krueger inquired if submitting more committed numbers for the upcoming projects by April or May would be helpful. The Board agreed.

Assistant Administrator Landisch-Hansen shared that the band shell could be completed for about \$150-\$200,000.

Trustee Holyoke suggested thinking about working on the splash pad prior to the other larger projects first due to the fact that the community pool is only open a few weeks in the summer and the splash pad would get a lot of use.

Trustee Lange suggested having a story board and/or a 30-60 second commercial for prospective donors.

Administrator Robertson inquired as to the Board's commitment as these items for the Park should be ordered as soon as possible to ensure completion by Family Fun Before the 4th. The Board confirmed their approval.

MOTION by Trustee Lange, **SECONDED** by Trustee Beck to recommend to the Village Board to Use the Remaining Funds from the Main Street Project to Complete Phase II of the Village Park Reimagined Project Less Any Donations That May Be Collected. **MOTION CARRIED UNANIMOUSLY.**

- C. Review and recommendation regarding Resolution 2017-04 Requiring the Repair of an At-Grade Crossing on West Freistadt Road

Administrator Robertson shared that Resolution 2017-04 is required to start the process of repairing the railroad crossing on West Freistadt Road.

MOTION by Trustee Prenzlou, **SECONDED** by Trustee Lange to recommend to the Village Board Approving Resolution 2017-04 Requiring the Repair of an At-Grade Crossing on West Freistadt Road. **MOTION CARRIED UNANIMOUSLY.**

- D. Review and recommendation for Request for Concept Approval and Direction to Move Forward on Proposed Village Siren Relocation to Monopole for Both Verizon and Village Use at the Village Pump (Lift) Station

Director of Public Works LaFond shared that Verizon had contacted the Village seeking a location for a cell phone tower. The Village has not been in this type of business for a long time. The proposed location is behind the Lift Station.

If the conceptual plan is approved by the Village Board, the next steps would be to have the Village Planner review, Plan Commission and IT Telecommunications and Oversight Committee review and then Village Board approval. Director LaFond did express to Verizon that if the pole were installed on Village property that additional leases may be sought.

Director LaFond has received a letter from a resident in favor of this installation because of poor cell reception and the possibility of revenue for the Village.

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Trustee Beck inquired as to where exactly the tower would be placed. Director LaFond offered to create a scale rendering of the location. Administrator Robertson agreed and would like to see how this would look.

Currently, there is a 66' pole that houses the emergency siren, and what is being proposed is 105'. The current pole would be removed after installation of the new pole. The electric company poles near the trail are 113' feet high.

Ronald Zechel, Agent for Verizon Wireless addressed the Board. This project is budgeted for and is a priority to Verizon. The proposal would be to replace and rebuild the existing pole to a new 105' monopole that would support proposed Verizon antenna equipment along with the relocated Village siren. This pole would be able to hold 1-2 additional carriers per typical co-location rules. Adjacent ground space and a proposed compound surrounded by fencing or brick would be proposed of approximately 52' x 44' to house Verizon mechanicals and additional carriers.

The ATC poles currently installed are 113' to 125' tall. Verizon used to be able to use the ATC poles but every time there was an installation, the electric poles needed to be shut down and caused a major problem so separate poles are being installed. The Village pole is about 3' in diameter, and the proposed pole would be about 4 ½' in diameter. Once the new pole is installed, the Village siren will be installed at its current height. The Village Yard Waste site was considered but deemed too far north.

Verizon would fence in this area with a cedar or brick enclosure so no equipment is visible. If conceptual plan is approved, Verizon would submit plans with survey for review, variance and zoning approvals as needed along with a lease draft for Village attorney review. About \$20-\$30,000 will be spent by Verizon in order for the concept to be presented.

Trustee Prenzlou inquired as to the length of lease being sought, is Verizon looking at a ground enclosure and is there going to be a second enclosure for an auxiliary generator? Mr. Zechel stated that about a quarter million dollars is going to be invested in the structure and is looking at about a 30-year lease; yes, a ground enclosure is planned and no second auxiliary generator is needed.

Trustee Prenzlou went through the same process in 2005 and stated that Verizon was outstanding to work with throughout the process.

Trustee Beck inquired as to what kind of revenue can be expected. Mr. Zechel thought roughly \$1,400 - \$2,400 per month or \$16,921 to \$28,800 annually.

Mr. Zechel does not believe there will be any objections to the installation of the pole because there are 7-8 ATC poles that are already installed and is not be in a residential area. There will not be any interference between the ATC poles and the Verizon pole.

The closest residents to this proposed pole would be at the end of Ellenbecker Road. This pole will not be lit and the Village can determine the color. There is a similar Verizon pole at the Brown Deer Library.

This is a 2017 project for Verizon with hopes to be installed by late summer.

MOTION by Trustee Holyoke, **SECONDED** by Trustee Prenzlou to recommend to the Village Board Approving the Conceptual Plan and Direction to Move Forward on Proposed Village Siren Relocation to Monopole for Verizon, Village Use and potential other carriers at the Village Pump (Lift) Station. **MOTION CARRIED UNANIMOUSLY.**

E. Review and recommendation regarding Request from the TBA for Funding an Event Coordinator (Trustee Lange)

Trustee Lange asked Jesse Daily and Marc Mrugala to address the Board with their request for funding a Community Development Director. This position would be employed by the TBA as a 1099 contractor and would be funded through the Thiensville Business Association (TBA), the Village of Thiensville and through private donations.

Mr. Daily shared a list of duties that might be included in this position's responsibilities: provide assistance to the Thiensville Business Association, the Village of Thiensville and other event committees, manage and promote the Village of Thiensville Village Market, recruit volunteers, organizing the Family Fun Before the 4th parade activities, create the Village calendar of events (Screen on the Green, Village Rummage Sale, Business Trick-or-Treat, annual tree lighting, etc.), music in the park, create new events for the Village (Taste of Ozaukee County), act as a liaison between Village activities and other events, act as a liaison between Thiensville and Mequon, create a newsletter and be involved with the Ozaukee County Tourism Council.

Currently, the TBA pays an individual to be the Market on-site representative for the day. No marketing, social media or branding is being performed by this individual. This allows for both Jesse and Marc to be able to spend time at their own businesses on Tuesdays. The Market is about 21 weeks long.

Mr. Mrugala is on the Board of Family Fun Before the 4th and is the Chairman that handles the parade. Patriot Fest at the Park is a new event planned this year.

The idea of combining a Mini-Market with Music in Molyneux Park is being considered due to the Market closing at 3:00 PM and interest from residents wishing to attend the Market after work. Some of the key vendors could move from Village Park to Molyneux Park for Music in Molyneux and a Mini-Market to address the late afternoon/evening crowd.

This position is envisioned as part-time partially funded by the TBA and augmented through the Village as well as looking at ways to generate funds through sponsorship and/or fundraising to support this position. Mr. Daily is estimating that the salary would be \$24-\$25,000 per year.

Mr. Mrugala stated that the TBA is looking for a commitment from the Village of \$20,000 with the TBA contributing about \$4-\$5,000. This position will report to the TBA Board on a regular basis.

A new festival is being considered called the BBC (Beer, Bacon and Cheese) with hopes to bring in some craft beer vendors, music, different bacon treats and hopes that from the sales from this event, the TBA would not need to depend on the Village for funding. It is hoped to be self-sustaining within three years, but would like to keep it open for five years. The commitment requested of \$20,000 for the first year, \$15,000 for the second year with the hopes of year three to be self-sufficient.

Family Fun Before the 4th is run by Anne Schultz. The TBA is only responsible to run the parade. Mr. Mrugala has just renewed his term as Thiensville Business Association President for another two years.

Trustee Lange shared that the Village Market is the single biggest asset of the Village and that Mr. Daily and Mr. Mrugala could use some help and have presented a reasonable request. Mr. Daily estimated about 600 hours per year for himself and Mr. Mrugala.

Trustee Kucharski inquired as to if the Village Market generates a good revenue for the TBA. Mr. Mrugala shared that 70% of the budget comes from sponsorship, vendors paying rent space and 20% are dues. The Market is crucial for the operating budget.

Supplying a prospective business with a welcome packet would be another item that could be addressed by this position. Mr. Daily believes interest in the TBA is down in recent years. Ladies Night Out ran for about 11 years in the Village. With attendance dropping, it was decided to not offer this event any more.

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Trustee Beck feels strongly that financials should be shared with the Village if funding this position as well as helping in the hiring process and is uncomfortable with the Village giving more than the TBA. If the position could be funded solely by the TBA in a year or two, the Village should not be committed to continued funding.

Trustee Prenzlou supports a sliding scale of Village support. Trustee Kucharski supports supplying seed money to help get this position up and running as well but does not support funding the entire portion and suggested splitting the total down the middle which would be \$12,500. Trustee Holyoke suggested the Village contribute \$15,000.

Mr. Daily shared that the Market generated about \$15,000, the cost of doing business was about \$8,600 for advertising, marketing, t-shirts, etc. with a profit of about \$6,000 and does not believe that the TBA can support \$12,500.

Mr. Mrugala stated that he is uncomfortable funding that much of the position for fears of the TBA becoming bankrupt and hopes to not have to approach the Village next year for money and is very confident that this will work. The hope is to have enough revenue to switch the TBA from a 501(c)(6) to a 501(c)(3). Currently the TBA has reserves of approximately \$10,000.

Trustee Beck believes this hire should have fundraising experience and expecting them to generate revenue to cover part of the salary is a reasonable expectation.

Trustee Prenzlou inquired as to who drafts the Agreement. The TBA will submit a proposal for a grant from the Village.

Trustee Beck indicated the following items that should be addressed in the Agreement: second year is less than the first in terms of the financial commitment of the Village, financials must be shared and if there is a change in status that the Village would be relieved of their commitment and the Village should be involved in the hiring process.

Mr. Mrugala's hope is to get a \$20,000 commitment from the Village for two years and to be self-sufficient by year three. Financials will be reviewed and if it appears that after a year that this is not feasible, the TBA will not solicit money from the Village. A descending scale was presented with \$20,000 the first year and \$15,000 the second year.

Trustee Lange suggested to Mr. Daily and Mr. Mrugala to return and present to the Board a proposal for consideration.

Administrator Robertson commended Mr. Mrugala for the handling of the TBA finances. Mr. Mrugala recognized the members of the TBA for their combined efforts.

F. Review and recommendation regarding Resolution 2017-05 A Limited Term Conservation Easement

Administrator Robertson shared that this is a requirement of MMSD to help fund the permeable pavers that were installed from the bridge to Main Street on the easement granted by Dr. Lewis. The Village will grant to MMSD a Limited Term Conservation Easement (10 years). This is to seek reimbursement of grant funds.

MOTION by Trustee Lange, **SECONDED** by Trustee Holyoke to recommend to the Village Board approving Resolution 2017-05 A Limited Term Conservation Easement. **MOTION CARRIED UNANIMOUSLY.**

G. Review and recommendation regarding Appointing Police Officer Glenn Janzer and Police Officer Kaye Redeker as Fire Department Members

MOTION by Trustee Beck, **SECONDED** by Trustee Kucharski to recommend to the Village Board to Appoint Police Officer Glenn Janzer and Police Officer Kaye Redeker as Fire Department Members. **MOTION CARRIED UNANIMOUSLY.**

NEXT RESOLUTION NUMBER:	2017-06
NEXT ORDINANCE NUMBER:	2017-01

IV. **BUSINESS FROM THE FLOOR**

A. Citizens to be Heard

Open to any citizen who wishes to speak on items not on the agenda. Please step to the podium and give your name and address for the record.

V. **MISCELLANEOUS BUSINESS BY TRUSTEES AS MAY PROPERLY BE BROUGHT BEFORE THE BOARD**

1. Inter-Governmental Committee with Mequon
2. Use of 101 Green Bay Road, Old Village Hall & Fire Station
3. Acceptance/Report of Gifts Received:
 - a. \$500 to the Thiensville Fire Department from the Junior Woman's Club of Mequon-Thiensville
4. Dialog with Mequon regarding water utility service
5. Review next month's meeting date schedule

MOTION by Trustee Lange, **SECONDED** by Trustee Kucharski to accept the donation of \$500 to the Thiensville Fire Department from the Junior Woman's Club of Mequon-Thiensville with much gratitude. **MOTION CARRIED UNANIMOUSLY.**

Trustee Beck inquired as to the recent tour of 200 Green Bay Road. President Mobley shared that a variety of prospective owners have come forward. The interior is dated. There are many things that would need to be addressed to get the building functional again.

VI. **ADJOURNMENT**

MOTION by Trustee Holyoke, **SECONDED** by Trustee Kucharski to adjourn the meeting at 8:10 PM. **MOTION CARRIED UNANIMOUSLY.**

Submitted by,



Amy L. Langlois
Village Clerk

Approved by,



Dianne S. Robertson
Administrator