



Finance/Personnel Committee

Regular Meeting

335 South Broadway
De Pere, WI 54115
<http://www.de-pere.org>

Agenda

Tuesday, July 11, 2017

7:30 PM

De Pere City Hall Council Chambers

Pursuant to Wisconsin Statutes 19.84, Notice is hereby given to the public that a meeting of the **Finance/Personnel Committee** of the City of De Pere will be held on **July 11, 2017 at 7:30 PM** in the **De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI 54115.**

This meeting can be viewed LIVE at www.depere.tv. This meeting is also rebroadcast on TW Cable Channel 4 and AT&T U-verse Channel 99 throughout the week and available on demand at www.depere.tv.

Call to Order

1. Roll Call
2. Approval of the Minutes of the June 13, 2017, Regular Meeting of the Finance/Personnel Committee
3. Police Overtime Report for June 2017
4. Fire Department Overtime and LifeQuest Services Billing Reports for June, 2017.
5. Request to Extend Option to Purchase Parcel WD-1136-3 Between the City of De Pere and WashWorld of De Pere LLC.
6. Recommendation to hire sparc, inc. for the De Pere Strategic Visioning & Branding Initiative in an amount not to exceed \$100,000.
7. Approval of Preliminary 2017 Borrowing.
8. Discuss Proposal of Alderperson Nelson to Create an Ordinance Prohibiting Discrimination in Housing, Employment and Public Accommodations
9. Discussion Regarding Status of 2018 Budget Development.
10. Public Comment and announcements.
11. Future agenda items.
12. Adjournment

Notice is hereby given that a majority of the members of the Common Council of the City of De Pere may attend this meeting to gather information about a subject(s) over which they have decision-making responsibility.

Any person wishing to attend this meeting who, because of disability, requires special accommodations should contact the Clerk-Treasurer's office at 339-4050 by Noon, the previous day so that arrangements can be made.

Agenda Sent To:
Alderpersons
City Administrator
Mayor

Department Heads
TV, Newspapers & Radio Stations
Kress Family Library
De Pere Chamber of Commerce
Sue Pankratz, Washworld De Pere, LLC
Richard Cassis, sparc, inc.

City of De Pere, Wisconsin



Request For Finance/Personnel Committee Action

MEETING DATE: July 11, 2017

DEPARTMENT: City Attorney

FROM: Angela Zills

SUBJECT: Approval of the Minutes of the June 13, 2017, Regular Meeting of the Finance/Personnel Committee

ATTACHMENTS:

- June 13, 2017 DRAFT Minutes (PDF)



Finance/Personnel Committee

Regular Meeting

335 South Broadway
De Pere, WI 54115
<http://www.de-pere.org>

Draft Minutes

Tuesday, June 13, 2017

7:30 PM

De Pere City Hall Council Chambers

Call to Order. Mayor Walsh called the regular meeting of the Finance/Personnel Committee to order at 7:30 PM on June 13, 2017, at De Pere City Hall Council Chambers, 335 South Broadway Street, De Pere, Wisconsin.

Attendee Name	Title	Status	Arrived
Scott Crevier	Aldersperson	Present	
Ryan Jennings	Aldersperson	Present	
Larry Lueck	Aldersperson	Excused	
Casey Nelson	Aldersperson	Present	
Michael J. Walsh	Mayor	Present	

Also Present: City Administrator Lawrence Delo, City Attorney Judith Schmidt-Lehman, Fire Chief Alan Matzke, Finance Director Joe Zegers, Economic Development and Planning Director Kimberly Flom, Public Works Director Scott Thoresen, Human Resource Director Shannon Metzler, Marty Malloy of M3 Insurance, Scott Sternhagen of Schenck S.C. and Members of the Public.

- Approval of Minutes of the May 9, 2017 Regular Meeting of the Finance/Personnel Committee.

RESULT: ADOPTED [UNANIMOUS]
MOVER: Michael J. Walsh, Mayor
SECONDER: Ryan Jennings, Aldersperson
AYES: Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED: Larry Lueck

- Police Overtime Report for May 2017

RESULT: ADOPTED [UNANIMOUS]
MOVER: Scott Crevier, Aldersperson
SECONDER: Casey Nelson, Aldersperson
AYES: Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED: Larry Lueck

- Fire Department Overtime and LifeQuest Billing Report for May, 2017.

Aldersperson Jennings commented that the report indicated no dispatch errors for last month, which is notable due to the number of fire and EMS runs being over 200.

RESULT: ADOPTED [UNANIMOUS]
MOVER: Casey Nelson, Aldersperson
SECONDER: Ryan Jennings, Aldersperson
AYES: Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED: Larry Lueck

- Consider donations for utility terrain vehicle and trailer for the Fire Department.*

Aldersperson Crevier asked about what it means to retroactively buy a vehicle. Chief Matzke advised that the intent of the fundraising was to utilize this vehicle for medical treatment for special events. Funds were raised last fall and the UTV was purchased and

Attachment: June 13, 2017 DRAFT Minutes (5981 : Approval of the Minutes of the June 13, 2017, Regular Meeting of the Finance/Personnel

recently utilized for Celebrate De Pere and Cellcom Marathon. Administrator Delo clarified that while it had been approved for the Fire Department to solicit donations, the donations received had not been accepted. By policy, any donation \$250 or above should have gone to the Common Council for approval and equipment purchased once accepted.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Ryan Jennings, Alderperson
SECONDER:	Casey Nelson, Alderperson
AYES:	Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED:	Larry Lueck

6. Consideration of Revolving Loan Fund documents for Battle House GB, LLC. (Southeast corner of Red Maple Road and American Boulevard).

Alderperson Crevier moved, seconded by Alderperson Jennings, to open the meeting. Upon vote, motion carried unanimously. Craig and Deidre Knapp spoke on behalf of Battlehouse GB, LLC. In response to Alderperson Crevier's question regarding the use of GB in De Pere, Craig Knapp indicated that only the Battle House logo is being used on the building. The Knapps indicated the process is slower than anticipated and questioned the wetland issue being addressed after the property sale. City Attorney Schmidt-Lehman advised that while the property sale is not part of this agenda item, the sale agreement indicates that the City would not be conducting a wetland delineation study. Craig Knapp thanked the City for the assistance with this project and expressed excitement for the location; they are working within marketing parameters of other locations of the business, and while GB will be utilized in their web address, it will not be on the building. The Mayor expressed that he is aware of buzz for the business and believes the market is awaiting the opening. Craig Knapp also shared that Warrior Jungle (a business being opened by their oldest son at the same location) will be on television on July 17 for American Ninja Warrior. Mayor Walsh made a motion to go back to regular order, which was seconded by Alderperson Crevier. Upon vote, motion carried unanimously.

Alderperson Jennings asked about the full time equivalent (FTE) employee requirements of the loan, and Economic Development and Planning Director Flom clarified that while both Brown County and the City of De Pere have given economic development loans for the overall project (Battle House/Warrior Jungle), the City's loan is for Battle House only, and requires three FTE positions; Brown County's loan does have a similar provision. Alderperson Nelson asked about the change in interest rate, and Economic Development and Planning Director Flom explained that the interest percentage was matched for consistency with the County's loan, due to other recent projects involving both City and County loans being handled similarly.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Michael J. Walsh, Mayor
SECONDER:	Casey Nelson, Alderperson
AYES:	Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED:	Larry Lueck

7. Recommendation to approve Bay Area Workforce Development Work Experience Program Agreement*

Alderson Crevier asked about Bay Area Workforce Development (BAWD) Work Experience Program funding, which Human Resources Director Metzler advised is funded from federal dollars. Alderson Nelson asked about recruitments, and HR Director Metzler advised that approval is being requested for an Agreement with BAWD to implement the program and a candidate has already expressed interest in working for City's Water Department. The candidate could work for the remainder of summer (up to 200 hours) for that department. Upon approval of the Agreement, the City could advise BAWD of its employment needs going forward and matching candidates would be offered. The program would function at no cost to the City.

Alderson Jennings asked if the program is similar to an internship, and Human Resources Director Metzler advised it is similar, but the City will not pay wages. Each candidate accepted by the City will be handled individually as to their skill level and experience. The Mayor commented that he believes this is a worthy program for the City to contribute to the work experience of youth and young adults and commends whoever started it.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Michael J. Walsh, Mayor
SECONDER:	Ryan Jennings, Alderson
AYES:	Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED:	Larry Lueck

8. Recommendation to Bind Fuel Storage Tank Liability Insurance with Crum and Forster*

Alderson Nelson asked for an overview of non-insurance and Marty Malloy of M3, who handles the City's property and liability insurance, explained that the City would be self-insuring for any loss if insurance is not purchased, due to the financial responsibility required for the tanks by the State of Wisconsin. Alderson Crevier questioned why this item is being handled by HR, and Administrator Delo explained that for a number of years HR has primarily managed the liability insurance in connection with the Clerk's office. HR Director Metzler explained that our current carrier will no longer insure the tanks; other options were explored and coverage was declined by most carriers, based simply on the age of the tanks. There is a cost increase to go with the new carrier, but that would provide time to analyze other options once coverage is bound for the next policy year. Further discussion followed in regard to some of the alternative options set forth in the Memo and the present condition of the City tanks; Administrator Delo advised that a review of the options would occur, but time is needed to complete an evaluation to make the best decision moving forward, and there isn't sufficient time for a full analysis prior to the current coverage lapsing.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Scott Crevier, Alderson
SECONDER:	Ryan Jennings, Alderson
AYES:	Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED:	Larry Lueck

9. Consider Policy on Donor Acknowledgement on Vehicles and Equipment *

Mayor Walsh made a motion to approve, which was seconded by Alderperson Jennings, and a discussion followed. Administrator Delo indicated that the proposal was drafted by the City Attorney as a base starting point to implement a donor acknowledgement policy for equipment donations. The policy is being implemented in connection with a trailer Aurora BayCare has offered to donate to the Fire Department. Further discussion occurred regarding partial versus complete donations, naming rights for equipment, private sector donations, a minimum cost threshold amount for acknowledgements on donated equipment, De Pere TV sponsorship acknowledgments and appropriate verbiage to be placed on City equipment.

Following discussion, Alderperson Crevier moved to amend the motion, seconded by Alderperson Jennings, for the City Attorney to make an addition to the policy that the donor's name be placed on the equipment with three or four acceptable verbiage suggestions, such as "donated by," "generously donated by" or "sponsored by" that the donor could choose from. Discussion followed the Motion, and Chief Matzke added that Aurora does provide medical direction, supplies and education for the Department, City Attorney Schmidt-Lehman clarified that Aurora provides this assistance under a service contract. Upon vote, motion approved unanimously as amended.

In response to the Mayor's request for discussion on the motion as amended, Alderperson Jennings commented that he supports the motion as he feels donor acknowledgement would promote more donors.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Scott Crevier, Alderperson
SECONDER:	Ryan Jennings, Alderperson
AYES:	Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED:	Larry Lueck

10. Presentation of 2016 Preliminary Audit Management Letter. *

Finance Director Joseph Zegers and Scott Sternhagen from Schenck presented the 2016 Preliminary Management Communications Letter. Mr. Sternhagen reviewed the letter with the Committee to summarize its content and to provide an overview of City's fund balances, adjustments made by the City as a result of the 2015 audit and suggestions/recommendations for improvements to the City's efficiency. Alderpersons' questions were answered, and Administrator Delo provided additional background information to assist the Committee in analyzing some of the data contained in the audit letter. Finance Director Zegers advised the Committee that approval of the letter was being sought to bring the item forward to Council.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Michael J. Walsh, Mayor
SECONDER:	Scott Crevier, Alderperson
AYES:	Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED:	Larry Lueck

11. Consideration of Request of Mindy Millar for Deferment of Sidewalk Repair Expenses *

City Attorney Schmidt-Lehman provided the federal poverty guidelines to the Committee members, and Alderperson Jennings asked whether those guidelines included alimony or

child support; City Attorney Schmidt-Lehman indicated she would conduct research to provide a response at the Council meeting. In response to Alderperson Crevier, City Attorney Schmidt-Lehman explained the recent revision made to the ordinance and that reviewing documentation for an ability to pay is a new process under the revision.

Mayor Walsh made a motion, seconded by Alderperson Crevier, to open the meeting. Upon vote, motion approved unanimously. Mindy Millar spoke on her own behalf regarding her home ownership and circumstances surrounding her request for deferment.

Mayor Walsh made a motion to return to regular order, which was seconded by Alderperson Crevier.

Mayor Walsh made a motion to approve and send to the Common Council, seconded by Alderperson Jennings.

Discussion followed with Alderperson Crevier inquiring about other options for assistance, to which City Attorney Schmidt-Lehman advised that this is a request for deferral of the cost of the repairs, not a forgiveness of the debt.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Michael J. Walsh, Mayor
SECONDER:	Ryan Jennings, Alderperson
AYES:	Scott Crevier, Ryan Jennings, Casey Nelson, Michael J. Walsh
EXCUSED:	Larry Lueck

12. Public Comment and announcements.

Steve Grossklaus, a consultant with Country Visions Cooperative, spoke on behalf of the Cenex Station at 1221 Grant Street. He urged the City to consider a local cooperative as an option in the future discussions regarding the City's fuel storage tanks. He indicated that a cooperative is a cost-effective option to consider and is located down the road from the municipal offices.

Alderperson Jennings announced that the farmer's market is starting this week Thursday and invited everyone to attend.

13. Future agenda items.

None.

14. Adjournment.

Upon Motion of Mayor Walsh, seconded by Alderperson Jennings, the Finance/Personnel Committee unanimously adjourned at 9:02 PM.

Respectfully submitted,
Angela Zills

City of De Pere, Wisconsin

**Request For Finance/Personnel Committee Action**

MEETING DATE: July 11, 2017

DEPARTMENT: Police

FROM: Derek Beiderwieden

SUBJECT: Police Overtime Report for June 2017

The overtime (OT) report covers a four-week period. Two previous years of overtime report summaries are attached for comparison.

Miscellaneous OT of 17.75 hours are comprised of 2.5 hours for K-9 care, 5.75 Patrol fraction allotments, 2.5 hours for SWAT Callout and 7 hours for new hire activities (agility testing, background investigations).

The Reimbursed Miscellaneous OT of 67.5 hours are comprised of 6.5 OWI Task Force hours, 35.5 Click it or Ticket Task Force hours, and 25.5 Drug Task Force Hours.

Please let me know if you have any questions about this overtime report.

ATTACHMENTS:

- June 2017 PD OT Report (PDF)
- 2016 PD OT Report Summary (PDF)
- 2015 PD OT Report Summary (PDF)

**DE PERE POLICE DEPARTMENT
OVERTIME BY REASON
2017**

REASON	JAN*	FEB**	MAR***	APR+	MAY++	JUN ^	JUL #	AUG ##	SEPT^^	OCT^^^	NOV*+	DEC*+*	TOTAL
OFFICER SICK RELIEF	12.00	64.75	39.50	24.75	23.50	15.00							179.50
OFFICER WORKED ON HOLIDAY	97.00	13.75		31.00	97.00	21.75							260.50
OFFICER FOR COURT	9.00	10.00	6.00	1.75	21.00	10.00							57.75
OFFICER TRAINING	207.00	65.50	36.00	39.00	241.75	60.25							649.50
OFFICER RELIEF FOR FUNERAL													0.00
OFFICER ATTEND MEETING	5.50	27.25	10.50	16.00	17.50	9.50							86.25
STAFFING LEVEL	63.00	22.50	39.25	39.50	199.50	74.00							437.75
INVESTIGATION	37.50	44.50	43.50	36.50	73.75	24.50							260.25
HONOR GUARD FOR FUNERAL		2.00		11.00									13.00
SCHOOL LIAISON REIMBURSED	18.00	23.50	25.00	7.00	31.50	15.00							120.00
COMMUNITY RELATIONS					2.00								2.00
SPECIAL ASSIGNMENT		6.25											6.25
SPECIAL ASSIGNMENT REIMBURSED		6.25		18.50	219.50	13.00							257.25
MISCELLANEOUS	27.50	13.50	42.75	20.25	26.25	17.75							148.00
MISCELLANEOUS REIMBURSED	66.00	130.00	45.00	60.00	104.00	67.50							472.50
Gross OFFICER OVERTIME	542.50	429.75	287.50	305.25	1057.25	328.25	0.00	0.00	0.00	0.00	0.00	0.00	2950.50
SUBTOTAL REIMBURSED OVERTIME	(84.00)	(159.75)	(70.00)	(85.50)	(355.00)	(95.50)	0.00	0.00	0.00	0.00	0.00	0.00	(849.75)
NET OFFICER OVERTIME	458.50	270.00	217.50	219.75	702.25	232.75	0.00	0.00	0.00	0.00	0.00	0.00	2100.75

Total Overtime Budget: **\$145,000.00**
Expenditures through 07/03/17 **\$92,439.59**
Percent of Total Budget: **63.75%**

07/03/2017
Report Date

NOTES:

* Period 12/31/2016 - 1/27/2017

**Period 1/28/2017 - 2/24/2017

***Period 02/25/2017 - 3/24/2017

+Period 03/25/2017 - 4/21/2017

++Period 4/22/2017 - 6/02/2017

^Period 6/03/2017 - 6/30/2017

#Period

##Period

^^Period

^^^Period

*+Period

*+*Period

Attachment: June 2017 PD OT Report (5989 : Police June 2017 Overtime Report)

**DE PERE POLICE DEPARTMENT
OVERTIME BY REASON
2016**

REASON	JAN*	FEB**	MAR***	APR+	MAY++	JUN ^	JUL #	AUG ##	SEPT^^	OCT^^^	NOV*+	DEC*++	TOTAL
OFFICER SICK RELIEF	42.00	8.00	21.00	29.00	71.50	12.50	30.50	71.75	60.50	119.50	113.50	38.50	618.25
OFFICER WORKED ON HOLIDAY	8.00	8.00	36.00	4.00	80.75	20.00	60.00	2.25	121.75	4.00	64.00	77.00	485.75
OFFICER FOR COURT	13.00	10.50	12.00		22.00	34.00	8.00	2.00	48.25	29.50	14.50	6.00	199.75
OFFICER TRAINING	40.50	42.50	155.75	227.50	132.25	191.00	35.00	90.25	45.25	131.00	209.50	103.25	1403.75
OFFICER RELIEF FOR FUNERAL		7.50		7.50	4.00								19.00
OFFICER ATTEND MEETING	14.00	10.00	20.00	14.00	4.50	15.50	10.00	7.50	16.00	7.00	2.50	11.50	132.50
STAFFING LEVEL	8.00	19.00	34.50	28.50	135.50	142.50	159.00	172.00	131.00	173.00	154.00	107.50	1264.50
INVESTIGATION	39.50	25.50	18.25	49.50	47.00	28.75	55.00	41.00	26.00	37.75	73.00	21.00	462.25
HONOR GUARD FOR FUNERAL		7.50						3.00			15.00		25.50
SCHOOL LIAISON REIMBURSED	21.50	20.00	7.00	17.50	26.00	13.50		9.50	56.50	39.00	15.50	11.00	237.00
COMMUNITY RELATIONS										16.50	5.50		22.00
SPECIAL ASSIGNMENT						9.00	2.00		4.00	4.00	28.00		47.00
SPECIAL ASSIGNMENT REIMBURSED		12.50			197.75								210.25
MISCELLANEOUS	8.00	17.25	46.00	15.50	36.75	18.00	11.25	27.50	23.25	21.75	32.00	16.75	274.00
MISCELLANEOUS REIMBURSED	76.50	42.00	112.00	89.00	43.00	24.00	14.00	19.50	7.00	25.00	39.50	5.50	497.00
Gross OFFICER OVERTIME	271.00	230.25	462.50	482.00	801.00	508.75	384.75	446.25	539.50	608.00	766.50	398.00	5898.50
SUBTOTAL REIMBURSED OVERTIME	(98.00)	(74.50)	(119.00)	(106.50)	(266.75)	(37.50)	(14.00)	(29.00)	(63.50)	(64.00)	(55.00)	(16.50)	(944.25)
NET OFFICER OVERTIME	173.00	155.75	343.50	375.50	534.25	471.25	370.75	417.25	476.00	544.00	711.50	381.50	4954.25
Community Service Officer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Total Overtime Budget: \$140,000
Expenditures through 12/23/2016 \$173,667
Percent of Total Budget: 124.05%

NOTES:

* Period 01/02/2016 - 01/29/2016
 **Period 1/30/2016 - 02/26/2016
 ***Period 02/27/2016 - 03/25/2016

+Period 3/26/2016 - 4/22/2016
 ++Period 4/23/2016 - 6/3/2016
 ^Period 6/4/2016 - 7/1/2016

#Period 7/2/2016 - 7/29/2016
 ##Period 7/30/2016 - 8/26/2016
 ^^Period 8/27/2016 - 9/23/2016

^^^Period 9/24/2016 - 10/21/2016
 *+Period 10/22/2016 - 12/2/2016
 **Period 12/3/2016 - 12/30/2016

OVERTIME BY REASON 2015

REASON	JAN*	FEB**	MAR***	APR+	MAY++	JUN ^	JUL #	AUG ##	SEPT^^	OCT^^^	NOV*+	DEC*+*	TOTAL
OFFICER SICK RELIEF	32.00	77.50	59.50	59.50	54.50	23.50	23.00	70.50	29.00	22.50	45.00	28.00	524.50
OFFICER WORKED ON HOLIDAY	8.00	18.00	4.00	26.00	12.00	97.50	63.00	13.00	129.25	14.00	16.00	233.25	634.00
OFFICER FOR COURT	14.00	22.00	18.50	8.00	6.00	16.00	12.00	10.00	11.00	12.00	6.00	11.50	147.00
OFFICER TRAINING	19.00	144.50	132.50	73.75	78.00	54.50	17.00	65.50	179.50	97.50	99.25	75.50	1036.50
OFFICER RELIEF FOR FUNERAL			7.50										7.50
OFFICER ATTEND MEETING	12.00		12.00	7.50	0.50	16.00	4.00	22.50		17.00	8.50	18.00	118.00
STAFFING LEVEL	45.00	47.50	49.50	67.00	103.00	105.00	112.00	102.25	98.00	59.00	105.00	119.00	1012.25
INVESTIGATION	20.25	78.00	43.25	34.50	35.00	48.00	49.00	25.00	26.00	26.00	51.50	37.00	473.50
HONOR GUARD FOR FUNERAL				22.00	8.00	2.00				3.00	12.00		47.00
SCHOOL LIAISON REIMBURSED	17.00	35.00	19.00	21.50	8.50	21.50		14.00	30.50	38.50		9.00	214.50
COMMUNITY RELATIONS	1.00		2.00							3.50			6.50
SPECIAL ASSIGNMENT									22.50	24.50			47.00
SPECIAL ASSIGNMENT REIMBURSED		10.00		10.50	26.00	178.00	6.00		10.00			38.50	279.00
MISCELLANEOUS	6.00	14.25	7.75	8.75	35.00	18.50	9.75	8.75	53.25	6.25	25.50	22.00	215.75
MISCELLANEOUS REIMBURSED	59.50	33.50	24.00	39.00	20.50	28.50	33.25	30.00	44.00	15.00	46.00	71.50	444.75
Gross OFFICER OVERTIME	233.75	480.25	379.50	378.00	387.00	609.00	329.00	361.50	633.00	338.75	414.75	663.25	5207.75
SUBTOTAL REIMBURSED OVERTIME	(76.50)	(78.50)	(43.00)	(71.00)	(55.00)	(228.00)	(39.25)	(44.00)	(84.50)	(53.50)	(46.00)	(119.00)	(938.25)
NET OFFICER OVERTIME	157.25	401.75	336.50	307.00	332.00	381.00	289.75	317.50	548.50	285.25	368.75	544.25	4269.50
SECRETARY OVERTIME													0.00
Community Service Officer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Total Overtime Budget: \$150,000.00

Est. Expenditures through 1/06/2016 \$122,227.00

Percent of Total Budget: 81.48%

NOTES:

* Period 1/3/2015 - 1/30/2015

+Period 3/28/2015 - 4/24/2015

#Period 7/4/2015 - 7/31/2015

^^Period 9/26/2015 - 10/23/2015

**Period 1/31/2015 - 2/27/2015

++Period 4/25/2015 - 5/22/2015

##Period 8/1/2015 - 8/28/2015

*+Period 10/24/2015 - 11/20/2015

***Period 2/28/2015 - 3/27/2015

^Period 5/23/2015 - 7/03/2015

^^Period 8/29/2015 - 9/25/2015

*+*Period 11/21/2015 - 1/1/2016

City of De Pere, Wisconsin



Request For Finance/Personnel Committee Action

MEETING DATE: July 11, 2017

DEPARTMENT: Fire Department

FROM: Lea Taylor

SUBJECT: Fire Department Overtime and LifeQuest Services Billing Reports
for June, 2017.

ATTACHMENTS:

- FIRE DEPT JUNE OT REPORT (PDF)

DE PERE FIRE RESCUE
OVERTIME BREAKDOWN BY REASON
FOR THE YEAR OF 2016

REASON	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTA
DUTY CREW	124.25	126.00	168.00	126.00	108.75	137.75	186.00	101.25	170.00	239.75	221.50	203.75	1,913.0
EMS TRAINING	84.00	86.50	66.25	74.25	17.50	2.25	0.00	27.00	90.00	72.75	67.50	67.50	655.5
FIRE TRAINING	0.00	368.50	357.25	61.50	31.25	4.25	4.50	28.50	18.00	86.50	57.25	0.00	1,017.5
RESCUE CALLS	7.50	7.50	8.00	9.00	4.50	6.25	16.00	9.25	9.50	8.25	26.50	4.00	116.2
FIRE CALLS	7.25	0.00	0.00	0.00	5.50	0.00	0.00	0.00	3.25	7.50	0.00	3.50	27.00
MEETINGS	89.00	33.25	29.25	60.75	57.75	24.25	11.50	156.50	47.25	40.50	85.50	43.25	678.7
STAFFING REP.	0.00	4.50	0.00	132.75	0.00	0.00	144.00	231.00	13.50	43.00	734.25	144.00	1,447.0
MAINTENANCE	0.00	0.00	3.00	20.25	9.50	11.00	0.00	0.00	0.00	0.00	0.00	0.00	43.75
PUB. ED.	9.00	59.25	2.75	7.50	38.75	3.00	0.00	27.00	105.50	13.50	22.50	1.50	290.2
SPECIAL EVENTS	0.00	0.00	0.00	0.00	235.00	0.00	0.00	26.50	73.50	0.00	0.00	0.00	335.0
# FIRE RUNS	34.00	31.00	42.00	22.00	23.00	49.00	36.00	35.00	33.00	30.00	25.00	51.00	411.0
# of EMS RUNS	137.00	115.00	130.00	169.00	182.00	153.00	178.00	154.00	175.00	145.00	148.00	170.00	1,856.0
DISPATCH ERRORS	6.00	3.00	11.00	11.00	8.00	5.00	3.00	11.00	1.00	2.00	2.00	3.00	66.00
TOTAL HRS.	321.00	685.50	634.50	492.00	508.50	188.75	362.00	607.00	530.50	511.75	1,215.00	467.50	6,524.0

OVERTIME BREAKDOWN BY REASON
FOR THE YEAR OF 2017

REASON	Jan.	Feb.	Mar. *	Apr.**	May***	June+	July++	Aug.+++	Sept.^	Oct.^^	Nov.^^^	Dec.**	TOTA
DUTY CREW	219.75	184.50	154.50	147.00	184.75	75.00							965.50
EMS TRAINING	24.00	257.50	72.00	40.50	89.00	0.00							483.00
FIRE TRAINING	35.00	0.00	10.50	89.50	316.25	21.25							472.50
RESCUE CALLS	5.50	6.75	39.25	8.50	6.00	9.25							75.25
FIRE CALLS	0.00	0.00	8.75	0.00	0.00	0.00							8.75
MEETINGS	37.00	55.25	60.00	53.00	16.75	22.50							244.50
STAFFING REP.	34.50	0.00	0.00	72.00	99.75	72.00							278.25
MAINTENANCE	0.00	0.00	0.00	0.00	0.75	14.25							15.00
PUB. ED.	9.75	0.00	9.00	15.00	3.75	5.00							42.50
SPECIAL EVENTS	0.00	0.00	0.00	0.00	274.00	0.00							274.00
# FIRE RUNS	42.00	32.00	33.00	15.00	35.00	31.00							188.00
# of EMS RUNS	174.00	163.00	172.00	178.00	187.00	180.00							1,054.00
DISPATCH ERRORS	2.00	5.00	7.00	7.00	0.00	6.00							27.00
TOTAL HRS.	365.50	504.00	354.00	425.50	991.00	219.25	0.00	0.00	0.00	0.00	0.00	0.00	2,859.25

Special Events included in Overtime

Total Overtime Budget \$95,000, Expenditures through July 1, 2017 \$46,215, 49%

Notes: Effective March, 2017

*Period: 02/25/17-03/24/17

+Period: 06/03/17-06/30/17

^Period:

++Period:

**Period: 03/25/17-04/21/17

++Period:

^^Period:

***Period: 04/22/17-06/02/17

+++Period:

^^^Period:

**OVERTIME CAUSED BY SICK LEAVE
JUNE, 2017**

DATE	HOURS OF SICK LEAVE	OVERTIME PAID
TOTAL	0	0

*Overtime generated when staffing levels fall below minimum as a result of sick leave.

**LIFEQUEST MEDICAL BILLING - 2017
MONTHLY REPORT**

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE
CHARGES	155,297	111,851	117,957	107,123	147,335	111,145
PAYMENTS	65,035	53,532	79,615	47,651	37,737	60,272
CREDIT ADJUSTMENTS	70,467	39,304	53,476	37,865	50,331	49,957

	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
CHARGES						
PAYMENTS						
CREDIT ADJUSTMENTS						

Payments to LifeQuest	
Jan. 2017	2,927
Feb. 2017	2,409
March 2017	3,535
April 2017	2,177
May 2017	1,757
June 2017	2,771
July 2017	
Aug. 2017	
Sept. 2017	
Oct. 2017	
Nov. 2017	
Dec. 2017	
Total Paid	\$15,575

**See attached details



Billing, Collection, & Data Management Services

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N2930 State Road 22, Wautoma, WI 54982-5267

De Pere Fire Rescue

Income and Expenditures

252

June 2017

All Phases

Charges	Billing Phase 1	Collections Phases 2 & 3	Total
Collection Placements / Charges	\$110,251.00	\$893.77	\$111,144.77
Interest on Delinquent Accounts	\$0.00	\$0.00	\$0.00
Insurance Interest	\$0.00	\$0.00	\$0.00
Transaction Fees	\$0.00	\$0.00	\$0.00
Probate Fees	\$0.00	\$0.00	\$0.00
Subtotal of Charges	\$110,251.00	\$893.77	\$111,144.77
Account Transfers	\$893.77	\$0.00	\$893.77
Credit Summary			
Total Credits - All Types	\$104,965.87	\$914.17	\$105,880.04
Total Credit Adjustments	\$45,957.01	\$0.00	\$45,957.01
Total Closed Account Adjustments	\$0.00	\$390.82	\$390.82
Total Payments Received (Applied to Acct Bal's)	\$59,008.86	\$523.35	\$59,532.21
Total Overpayments (OP)	\$(1,070.34)	\$0.00	\$(1,070.34)
Total Payments Received (plus overpayments)	\$60,079.20	\$523.35	\$60,602.55
Total Overpayment Returns (\$ not deposited)	\$0.00	\$0.00	\$0.00
Total Payments Received (less OP returns)	\$60,079.20	\$523.35	\$60,602.55
Less Payment Kept By (PKB, \$ kept by service)	\$330.51	\$0.00	\$330.51
Total Deposits	\$59,748.69	\$523.35	\$60,272.04
Summary of Disbursement			
Total Deposits & Payments Kept By	\$60,079.20	\$523.35	\$60,602.55
Less Overpayment Refunds (patient / ins reimbursement)	\$(1,070.34)	\$0.00	\$(1,070.34)
Gross Revenue	\$59,008.86	\$523.35	\$59,532.21
Total LifeQuest Fee	\$2,655.40	\$115.14	\$2,770.54
Probate Fees	\$0.00	\$0.00	\$0.00
Other / Fees			\$0.00
Total Due LifeQuest	Check # EFT		\$2,770.54
Total Service Revenue	\$56,353.46	\$408.21	\$56,761.67
Total Payment Kept By	\$330.51	\$0.00	\$330.51
Total Service Payable	\$0.00	\$0.00	\$0.00
Probate Fees	\$0.00	\$0.00	\$0.00
Other / Fees	\$0.00	\$0.00	\$0.00
Total Due Service	Check # EFT	\$56,022.95	\$56,431.16

Attachment: FIRE DEPT JUNE OT REPORT (6008 : Fire Department Overtime and LifeQuest Services Billing Reports for June, 2017.)



Billing, Collection, & Data Management Services

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De Pere Fire Rescue

Billing Summary

252

June 2017

Phase 1 - 4.500%

Charges

Charges	\$110,251.00	
Interest on Delinquent Accounts	\$0.00	
Insurance Interest	\$0.00	
Transaction Fees	\$0.00	
Probate Fees	\$0.00	
Subtotal of Charges		\$110,251.00

Account Transfers

Transferred out of Phase 1	\$893.77	
----------------------------	----------	--

Credit Summary

Total Credits - All Types	\$104,965.87	
Total Credit Adjustments	\$45,957.01	
Total Closed Account Adjustments	\$0.00	
Total Payments Received (Applied to Acct Bal's)	\$59,008.86	
Total Overpayments (OP)	\$(1,070.34)	
Total Payments Received (plus overpayments)	\$60,079.20	
Less Overpayment Returns (\$ not deposited)	\$0.00	
Total Payments Received (less OP returns)	\$60,079.20	

Net Monthly Activity

\$5,285.13

Summary of Disbursement

Total Deposits & Payments Kept By	\$60,079.20	
Less Overpayment Refunds (patient / Ins reimbursement)	\$(1,070.34)	
Gross Revenue	\$59,008.86	
Total LifeQuest Fee	\$2,655.40	
Probate Fees	\$0.00	
Total Due LifeQuest	\$2,655.40	
Total Service Revenue	\$56,353.46	
Total Payment Kept By	\$330.51	
Total Service Payable	\$0.00	
Probate Fees	\$0.00	
Other / Fees	\$0.00	
Total Due Service	\$56,022.95	

Messages:

Attachment: FIRE DEPT JUNE OT REPORT (6008 : Fire Department Overtime and LifeQuest Services Billing Reports for June, 2017.)

Quality

Speed

Service

Total Page : 1 of 1
 Page : 1 of 1
 Date : 07/01/2017
 Time : 14:26:45

Receivables Distribution Report

Receivables Cash

All Companies

All Directories

Charges	Sep 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Totals
Sep 2016	0	10194	21964	14188	5161	1419	1770	275	3147	614	0	0 \$	58730
108605	0	9.4	20.2	13.1	4.8	1.3	1.6	0.3	2.9	0.6	0	0 %	54.1
Oct 2016		230	18996	12712	10045	2854	3433	130	84	561	0	0 \$	49044
90309		0.3	21	14.1	11.1	3.2	3.8	0.1	0.1	0.6	0	0 %	54.3
Nov 2016			531	15227	19568	6287	2859	1264	318	476	0	0 \$	46530
90282			0.6	16.9	21.7	7	3.2	1.4	0.4	0.5	0	0 %	51.5
Dec 2016				272	22826	21099	10483	2516	742	1239	0	0 \$	59178
106304				0.3	21.5	19.8	9.9	2.4	0.7	1.2	0	0 %	55.7
Jan 2017					1058	17240	24091	10789	1553	3870	0	0 \$	58601
112345					0.9	15.3	21.4	9.6	1.4	3.4	0	0 %	52.2
Feb 2017						0	24766	11607	5859	1544	0	0 \$	43777
110798						0	22.4	10.5	5.3	1.4	0	0 %	39.5
Mar 2017							6291	15478	13033	8750	0	0 \$	43551
109191							5.8	14.2	11.9	8	0	0 %	39.5
Apr 2017								0	8066	17910	0	0 \$	25976
107626								0	7.5	16.6	0	0 %	24.1
May 2017									1798	21215	0	0 \$	23013
133966									1.3	15.8	0	0 %	17.2
Jun 2017										2702	0	0 \$	2702
72063										3.7	0	0 %	3.7
Jul 2017											0	0 \$	(
0											0	0 %	(
Aug 2017												0 \$	(
0												0 %	(
Averages	<u>1st Mo</u>	<u>2nd Mo</u>	<u>3rd Mo</u>	<u>4th Mo</u>	<u>5th Mo</u>	<u>6th Mo</u>	<u>7th Mo</u>	<u>8th Mo</u>	<u>9th Mo</u>	<u>10th Mo</u>	<u>11th Mo</u>	<u>12th Mo</u>	
Extended	<NA>	<NA>	<NA>	<NA>	<NA>	<NA>	<NA>	<NA>	<NA>	<NA>	<NA>	<NA>	
Weighted	1.2	15.9	17	9.1	2.7	2.1	0.9	0.3	1.9	0.6			

Attachment: FIRE DEPT JUNE OT REPORT (6008 : Fire Department Overtime and LifeQuest Services Billing Reports for June, 2017.)

Total Page : 21 of 21

Page : 1 of 1

Date : 06/30/2017

Time : 18:11:32

History ID : 42207824

Credit Summary

Summary By Credit Code - Report Category/Code ID

Phase 1 Credit Report**DE PERE FIRE RESCUE**

<u>ID</u>	<u>Description</u>	<u>Credits</u>	<u>QTY %</u>	<u>Amount</u>	<u>Amount %</u>
Report Category	ADJUSTMENTS				
8	A--MEDICARE ADJUSTMENT	108	24.11	13130.63	12.51
9	A--MEDICAL ASSIST ADJUST	30	6.70	13134.03	12.51
11	A---DECEASED NO ESTATE	2	0.45	0.00	0.00
223	A--MC 2% SEQUESTERED AMT ADJ	24	5.36	643.84	0.61
778	A--OTHER MC/MA MANDATORY ADJ	39	8.71	18155.47	17.30
JO	A--INTEREST OFFSET	1	0.22	-0.73	0.00
LC	A--LIFEQUEST COLLECTIONS	4	0.89	893.77	0.85
		-----		-----	
		208		45957.01	

Attachment: FIRE DEPT JUNE OT REPORT (6008 : Fire Department Overtime and LifeQuest Services Billing Reports for June, 2017.)

Total Page : 10 of 10

Page : 1 of 1

Date : 06/30/2017

Time : 18:10:59

History ID : 42207821

Aging Summary**Phase 1 Aging Report**

Report As Of June 30, 2017

Grouped By Schedule on Call

DE PERE FIRE RESCUE

<u>ID</u>	<u>Description</u>	<u>Calls</u>	<u>Current</u>	<u>31 to 60</u>	<u>61 to 90</u>	<u>91 to 120</u>	<u>121 to 150</u>	<u>151 to 180</u>	<u>Over 180</u>	<u>Total</u>
ATTY	Attorney (EMS)	1	0.00	697.20	0.00	0.00	0.00	0.00	0.00	697.20
ATTY-EMS	Attorney (EMS)	3	0.00	731.80	0.00	0.00	0.00	0.00	1996.80	2728.60
CONT	CONTRACT SCHEDUL	1	0.00	752.20	0.00	0.00	0.00	0.00	0.00	752.20
DENY	INSURANCE DENIED	15	2747.60	1020.00	1350.00	550.00	0.00	0.00	0.00	5667.60
I	INSURANCE Electronic	72	15834.38	30607.60	13208.40	2809.40	3315.00	0.00	2913.20	68687.98
IMA	INSURANCE/MA	5	1740.00	0.00	1003.40	0.00	1123.20	0.00	0.00	3866.60
IMAR	Insurance/MA Review	2	0.00	0.00	0.00	1900.80	0.00	0.00	0.00	1900.80
Innovis	Innovis Skip Trace Pro	10	0.00	2367.90	2066.00	2228.40	1790.40	0.00	0.00	8452.70
IP	Insurance Paper HCF	7	899.40	550.00	0.00	1068.40	550.00	904.20	2148.40	6120.40
IPAY	INSURANCE Elec MAY	19	4151.80	7540.40	2715.40	2010.00	1935.00	0.00	0.00	18352.60
Lat	Latitude - Export to	3	25.00	0.00	0.00	0.00	934.95	0.00	0.00	959.95
MAHO	MA HMO/OUT OF STA	13	3748.00	6571.00	1792.40	0.00	0.00	0.00	0.00	12111.40
MAHOR	MA HMO/Out of State	1	0.00	0.00	0.00	0.00	1112.40	0.00	0.00	1112.40
MAWI	MEDICAID - WISCONSI	9	145.00	1100.60	1221.00	0.00	1281.80	0.00	0.00	3748.40
MCA	Medicare Appeals	1	0.00	0.00	0.00	0.00	866.28	0.00	0.00	866.28
MCB	Medicare Part B	42	14782.40	14922.20	10654.80	0.00	708.40	919.80	0.00	41987.60
MCIMA	PRIM PD/DENY 2ND IN	2	195.02	0.00	0.00	0.00	0.00	0.00	0.00	195.02
MCIN	PRIM PAID/DENY 2ND I	4	881.79	0.00	0.00	197.04	97.65	0.00	97.77	1274.25
MCINE	PRIM PD/DENY 2ND IN	1	275.00	0.00	0.00	0.00	0.00	0.00	0.00	275.00
MCPP	PRIMARY PAID - PRIM	62	16315.93	1557.46	3293.27	0.00	142.47	3437.69	269.61	25016.43
NSA	NO SCHEDULE ASSIG	31	2707.94	4146.20	15944.20	1085.00	0.00	0.00	2770.00	26653.34
OPMT	OVERPAYMENT SCHE	3	-713.20	0.00	0.00	0.00	-308.48	0.00	0.00	-1021.68
OPMTL	OVERPAYMENT - NEE	3	0.00	-1436.95	-969.80	0.00	0.00	0.00	0.00	-2406.75
PCV	PreCollection Validatio	26	0.00	0.00	2663.40	3185.10	2858.60	3225.00	1536.14	13468.24
PRIV	Private (Self) Pay - EM	63	28773.20	7886.00	3094.40	5457.60	2809.40	3953.52	5664.80	57638.92
PRMX	PRIMARY PAID/DENY-	11	1004.86	0.00	0.00	0.00	0.00	0.00	0.00	1004.86
PSMA	PRIMARY PAID - HOL	7	698.70	0.00	0.00	0.00	0.00	0.00	0.00	698.70
RCP	RECOUPMENT SCHED	2	0.00	0.00	-75.65	0.00	0.00	-817.38	0.00	-893.03
RRE	RAILROAD MEDICARE	1	0.00	0.00	0.00	0.00	0.00	0.00	900.60	900.60
RRMAE	RAILROAD MC/MA EL	1	982.00	0.00	0.00	0.00	0.00	0.00	0.00	982.00
SIG	SIGNATURE NEEDED	5	1001.60	2790.20	888.20	0.00	0.00	0.00	0.00	4680.00
SIGIPAY	SIG NEEDED TO RECV	3	793.20	1042.80	0.00	0.00	0.00	0.00	986.00	2822.00
T1	TIME PAY PHASE 1	23	4995.98	1908.32	0.00	532.00	0.00	0.00	0.00	7436.30
UHC	UHC DO NOT USE A0	1	0.00	0.00	0.00	0.00	997.00	0.00	0.00	997.00
VA	Veterans Admin Ins	6	1092.60	0.00	1821.80	770.80	1001.40	226.95	0.00	4913.55

Company Totals: 252 DE PERE FIRE RESCUE

459	103078.20	84754.93	60671.22	21794.54	21215.47	11849.78	19283.32	322647.46
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Attachment: FIRE DEPT JUNE OT REPORT (6008 : Fire Department Overtime and LifeQuest Services Billing Reports for June, 2017.)



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DE PERE FIRE RESCUE

Billing Reconciliation Summary
June 2017

252

Charges

Prior Month's Balance	\$317,362.33
June Charges	\$110,251.00

Subtotal of Charges	\$427,613.33
----------------------------	---------------------

Adjustments

Intercept	\$0.00
Credit Tagged	\$0.00
Per Contract	\$0.00
LifeQuest Collections	\$893.77
Closed	\$0.00
Other	\$45,063.24

Total Adjustments for the Month	\$45,957.01
--	--------------------

Credits

Cash / Check	\$8,818.73
Contract Payments	\$0.00
Credit Card	\$0.00
Direct Deposit	\$36,851.68
Hospital	\$0.00
Insurance	\$14,078.28
Payment Kept By	\$330.51

Total Payments Received for the Month	\$60,079.20
--	--------------------

Overpayment

Recoupment	\$0.00
Refunds	\$-1,070.34
Returns	\$0.00
Service Payable	\$0.00
Other	\$0.00

Total Overpayments for the Month	-\$1,070.34
---	--------------------

Total for Reconciliation Summary	\$322,647.46
---	---------------------

Ending Balance of Accounts Receivables	\$322,647.46
---	---------------------

Attachment: FIRE DEPT JUNE OT REPORT (6008 : Fire Department Overtime and LifeQuest Services Billing Reports for June, 2017.)

DE PERE FIRE RESCUE
STRUCTURAL FIRE "STILL" ALARMS FOR JUNE 2017



Incident Date	Incident Location	Shift	Reported Situation	Units Dispatched	Disposition
06/04/2017	146 Desplaine Road	B	Passenger vehicle fire	C102, E111, U111	Extinguishment by fire personnel
06/05/2017	845 Prosper	C	Fire in dust collection system	C190, E111, E121, L111	Investigate, extinguishment
06/05/2017	407 N. St. Bernard	C	Fire alarm sounding	C101, E111	Investigate, malfunction
06/06/2017	712 N. Erie Street	B	Carbon monoxide detector sounding	C102	Investigate, malfunction
06/09/2017	325 Reid Street	C	Fire alarm sounding	C102, E111, E121	Investigate, unintentional
06/09/2017	1100 S. 9th Street	C	Steam thought to be smoke	C102, E111, E121	Investigate, steam in air
06/10/2017	723 Maywood (Village of Howard)	A	Building fire	C102, E121	Fire control, extinguishment by fire personnel
06/10/2017	1717 Lawrence Drive	A	Gas spill	C102, E121, L111	Hazardous materials leak control & containment, establish safe area
06/12/2017	985 N. Broadway	A	Fire alarm sounding	C102, E111	Investigate, unintentional
06/14/2017	418 Destiny	C	Gas leak	E111	Investigate, air handling unit blew off roof due to storms
06/14/2017	650 S. Michigan Street	C	Fire alarm sounding	A111	Investigate, unintentional
06/15/2017	1231 Danena Drive	C	Carbon monoxide detector sounding	E121	Investigate, furnace issue

Incident Date	Incident Location	Shift	Reported Situation	Units Dispatched	Disposition
06/22/2017	868 St. Mary's	A	Fire alarm sounding	E111	Investigate, unintentional
06/24/2017	315 S. Ontario Street	B	Fire alarm sounding	E111	Investigate, replaced batteries
06/26/2017	1003 Estes Drive	A	Carbon monoxide detector sounding	E111	Investigate, replaced batteries
06/28/2017	2275 American Blvd.	A	Fire alarm sounding	C102, E111, E121	Investigate, unintentional

City of De Pere, Wisconsin**Request For Finance/Personnel Committee Action**

MEETING DATE: July 11, 2017

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Request to Extend Option to Purchase Parcel WD-1136-3 Between
the City of De Pere and WashWorld of De Pere LLC.

ATTACHMENTS:

- Washworld Option Extension (PDF)
- July 2017 Finance Personnel Committee Memo (DOCX)

June 14, 2017

Ms. Kimberly Flom
City of DePere
Director of Planning & Economic Development
335 South Broadway
De Pere, WI 54115

Dear Ms. Flom:

Washworld of DePere LLC would like to extend the Option to Purchase granted to us in Section IIIA of the Sale and Purchase Agreement we and the City of DePere entered into on October 11, 2012 and later extended by the Agreement Extending Option to Purchase dated June 22, 2015. Under the initial section and extension thereof, for an annual payment of \$925 Washworld of DePere LLC has an option to purchase the 1.85 acre parcel identified as parcel WD-1136-3 (Lot 4 of the Southbridge Business Park) which is adjacent to our current property on American Blvd.

In part as a result of the wonderful facility we were able to build on American Blvd., our manufacturing business is thriving. We are increasing sales and adding employees. Because of this growth, there is a good possibility that in the near future we will need to expand onto Parcel WD-1136-3. Thus we would like to request that the DePere Common Council approve a two-year extension of our option to October 11, 2019 at the same annual fee of \$925.

Please let me know what else you need from Washworld of DePere LLC in order to effect this extension.

Sincerely,



Sue Pankratz
Controller, Washworld of DePere, LLC



WASHWORLD

2222 American Blvd. | De Pere, WI 54115
920.338.9278 | 888.315.7253 | www.washworldinc.com

City of De Pere
MEMORANDUM



To: Finance & Personnel Committee
From: Kimberly Flom, Economic Development & Planning Director
Date: July 11, 2017

RE: **Wash World Option Extension Request for Parcel WD-1136-3**

Staff received a request to extend the Option to Purchase for Parcel WD-1136-3. Sue Pankratz of WashWorld, Inc. requests an additional 2-year option for the property. The Common Council approved the original on October 11, 2012 as part of the project for the main facility and approved an extension in 2015.



Property Location

As stated in the attached letter from WashWorld, they continue to experience growth and want to ensure the ability to expand on to the adjacent property.

Recommendation

Staff recommends approval a two-year extension at the same annual fee of \$925 and that the required documents be drafted and forwarded to Common Council for review.

City of De Pere, Wisconsin**Request For Finance/Personnel Committee Action**

MEETING DATE: July 11, 2017

DEPARTMENT: Planning

FROM: Kimberly Flom

SUBJECT: Recommendation to hire sparc, inc. for the De Pere Strategic Visioning & Branding Initiative in an amount not to exceed \$100,000.

ATTACHMENTS:

- cityofdepere_sparc_proposal_5.15.17_lores (PDF)
- Vision RFP FP Memo Consultant 7-2017 (DOCX)
- cityofdepere_sparc_presentation_06.21.17lores(PDF)
- cityofdepere_sparc_Q&A_06.29.17 (PDF)

sparc, inc.

the design offices of
RICHARD CASSIS

*A proposal for the
Strategic Visioning and Branding Initiative
for the City of De Pere, Wisconsin*





sparc, inc. *the design offices of Richard Cassis* | 773.320.3095 | rcassis@sparcinc.com

May 15, 2017

Ms. Kimberly Flom RLA AICP
Economic Development & Planning Director
City of De Pere
335 South Broadway
De Pere, WI 54115

Re: Strategic Visioning and Brand Initiative for the City of De Pere

Dear Ms. Flom,

It is with great enthusiasm that sparc, inc. submits our proposal for the Strategic Visioning and Branding Initiative for the City of De Pere. We appreciate the opportunity to help leverage the city's story, promote the community and attract new residents.

We understand that creating a shared mission and vision presents an important opportunity as De Pere looks to the future. It is our intention to support you in making solid, well-informed decisions about the city's vision and brand – one that achieves your goals; one that speaks consistently, meaningfully and memorably to residents, business owners and visitors. And that builds some excitement, too.

As a team that has helped brand small towns with big hearts and bigger plans, dense urban business districts, inclusive community anchor organizations – and just about everything in between – we come equipped not just with knowledge and experience, but with passion for what De Pere is about to undertake. We have seen the power of our branding process as it energizes communities. As it turns disparate groups into collegial teams. As it uncovers big ideas. But just as important, we have seen what a strong brand can do for community development and economic muscle.

As you read our proposal you may have questions. Please don't hesitate to call or email. And if you determine that an in-person interview should be part of your decision-making process, we'd appreciate that opportunity too.

Sincerely,

Richard Cassis AIGA SEG D
Principal
sparc, inc.

773-320-3095
rcassis@sparcinc.com

American Institute of Graphic Arts
Society for Experiential Graphic Design



sparc, inc. p.5



INTRODUCTION

De Pere is a Wisconsin city on the Fox River with significant history. Today community leaders are launching an initiative to assess its current brand image, then conduct a process to develop a vision for the future with a new and more coordinated, consistent brand image that supports an engaged and informed community. The City is in search of an experienced team to partner with for this initiative.

In response to the Request for Proposal, sparc, inc. is pleased to share the insights gained in working with communities across the region and the nation. Each of these communities is different, made up of the people, environment, cultural resources and history. Establishing a vision is like charting a course for the future, it has to take into account where you have been and understand where you want to go. However, with communities, there is no single captain, so a discovery process is important in order to understand how the public views the City where they live and what changes they want to see in the future.

Similarly, the City's strengths and challenges also offer fuel for the branding engine. Our approach is built on a simple idea: that a one-of-a-kind-every-time brand is demanded. There is no room for cookie cutter approaches to branding a community.

As you read our proposal, you will see that we do two things: explain our methodology for each of the three phases included in the Project Scope, plus give you an insight or two about what we have learned in partnership with the communities with whom we have had the honor to work.

De Pere's Claude Allouez Bridge, Weiss Family Park, St. Norbert Steeple and Celebrate DePere Fireworks courtesy of Green Bay resident and photographer Ben Baeb

PROJECT STATEMENT The sparc, inc. approach to achieving De Pere's goals and objectives

A brand is all of the promises and perceptions that a community wants its audiences to feel about its lifestyle and economic offerings.

kickoff PRE-PHASE 1

sparc, inc collaborative members responsible: Jackie Short, Mary Ann Rood, Daniel Grove and Richard Cassis

We recommend gathering all the key De Pere decision makers – including a few decision influencers – for a meeting to develop both understanding and enthusiasm for the visioning and branding process. We will want to understand people's history with the City, what you love, what you wish you could change. We will want understand the long winding road of the City's history to help us understand how we got to today, and what the image of De Pere is to the group.

In this session we will also discuss what branding is and isn't, and invite questions about the process we will be using, expression of any concerns and early contributions to big ideas. In other words, you can ask us anything. But just as important, we'll ask you a few things. In a structured ideation session, we'll gather input for the online research. In the ideation session we'll also get your take on the image of De Pere among key audiences – both current and past – and what that image could be or should be in the future. We'll talk about what we know and what we need to know. This session will make sure we have good direction for the research.

assessment & analysis PHASE 1

sparc, inc collaborative members responsible: Jackie Short, Mary Ann Rood, Daniel Grove and Richard Cassis

In order to develop a clear and deep understanding of the current perceptions of De Pere, we propose the following methodology:

Step 1: Demographics & Document Review

Our team will begin building our knowledge base with a review of pertinent City documents to understand recent discussions and recommendations. We will look for repeating themes and key topics. We will also collect and review demographics to understand the composition of the community and where the trends say you are headed.

Step 2: Online Survey

An online survey that reaches broadly across the De Pere community – residents, visitors, business owners, faith leaders, police and fire, social service providers – will enhance community engagement as it provides a clear view of the community's strengths and challenges.

We've learned that, by using a community organization's email lists – or those available from their businesses, faith groups, schools from K through 16 (along with their alumni) and economic development organizations – to reach survey participants, we can save project dollars that can be used for marketing or to take advantage of unforeseen opportunities. The survey will uncover key components of the De Pere brand image; both the strengths of the city that can be effectively communicated, as well as the challenges that need to be addressed perceptually. It will also include questions that begin to explore topics that may play a role in the vision and mission – types of and quality of development, appropriateness of infrastructure investments, desired types of housing, community resiliency, sustainability, public art, mobility and overall sense of place.

We also believe that the reach of the survey should extend beyond just De Pere. We will work with the City to identify mailing lists to reach an audience including the greater Green Bay and Appleton region. As one of the stated goals of this process is to assess and improve attraction and retention of young professionals, it is important to understand how this group perceives not only the City, but the region and De Pere's place in it. To that end we would enlist the support of young professional networks such as *Current Young Professionals*.

Step 3: Stakeholder Interviews

Guided by what the online survey tells us and where it steers us, we will conduct one-on-one or one-on-more-than-one interviews. We will look deeply into key issues surfaced in the online survey, plus any surprises that bubble up in conversation.

The list of interviewees will be developed jointly with the De Pere leaders and sparc, inc. to ensure that we get a true 360° view of attitudes, energy and perceptions from key members or influencers of the community. With the permission of the interviewees each conversation will be recorded to ensure an accurate expression of their views in the Brand Assessment Report.

In our previous community brand development initiatives those interviewed included Retail Business Owners (the largest, smallest, newest and those about to move), Real Estate Developers and Brokers, Residents (property owners and renters, parents, single people, young, old), Public Safety (police commanders and officers), Faith Leaders (large parishes, small congregations – both clergy and lay leaders), Social Services/Healthcare, Government Officials (Aldermen, City Clerk, City Treasurer), Community Activists and Educators.

Step 4: Public Engagement

Our team of designers and planners will continue to broaden and build our understanding of De Pere through a series of public engagement events. We have come to understand that in today's world of busy schedules and obligations, typical "work shops" attract the civically minded. While this is a passionate group of individuals who make the time to participate, often it does not represent the breadth of the community. To attract a broader range of individuals, we have found two successful strategies – 1) going to where the people are, and 2) food. We will craft a series of events and activities to draw a range of people. This will include sidewalk conversations in the downtown, outreach on the St. Norbert's campus, evening events centered around food at downtown spots like S.A.L.T., and more traditional "open houses." At these events, we will have interactive stations, voting ballots, comment cards and members of our staff to talk to. This also helps with participation as it allows attendees to calibrate their engagement to their comfort level. Some may want to sit in a corner and fill out a comment card, others will want to engage in a 10-minute conversation. The flexibility of these events will create a welcoming environment that is respectful to all participants and welcomes all input.

These larger public engagement efforts will be supported by a media campaign to further awareness. Our team will prepare posters and other print media to communicate and advertise the process and key events. Additionally, we will support the process digitally, by providing the City with content for its website.

Step 5: SWOT

As requested in the RFP, our team will lead the key steering committee in a SWOT analysis of the strengths, weaknesses, opportunities and threats for the City. This will be a closed door, roll-up the sleeves discussion. We will bring an assortment of good things to eat to keep our energy levels up, and our team's excitement and ability to keep the conversation flowing will help make this a fun and rewarding event.

Step 6: Community Profile Report

sparc, inc. will develop and present the results of both quantitative and qualitative research on the City's current issues, opportunities, image and positioning. The findings included in the report will do two things: they will provide direction for the development of the City's vision, mission and brand development, both visual and verbal, and they will become a guidepost as the community matures and new initiatives are undertaken – after the team has completed its work and the De Pere team is at the wheel.

PHASE 1 INSIGHT: EXPECT SURPRISES

Every community works hard to keep its collective ear to the ground. What are residents in need of? What's our best draw for new businesses and new visitors? What's getting in our way? What's our biggest selling point? But in virtually every community branding effort we find there is at least a handful of surprises uncovered by the research – a big idea no one saw coming.

Example: "Make this about our whole neighborhood" was a message that surfaced during stakeholder research for the Northalsted Business Alliance, the business development group of Boystown. Our solution – stay true to a community identity rooted in Pride, but build on it. That's how we came to the tag line: Chicago's Proudest Neighborhood.



vision/mission&goals PHASE 2

sparc, inc collaborative members responsible: Richard Cassis, Mary Ann Rood and Daniel Grove

The vision for the community needs to incorporate many things. How you want to be seen, both internally and externally, as well as how you want to grow and change. The vision and mission also need to provide clarity for evaluating future decisions related to budgeting, planning and zoning. The fibers of the City's vision are interwoven with those of the brand, however, the vision should be developed first and be used to guide the brand.

We will synthesize the findings from Phase 1 and highlight common themes and highly supported concepts. By organizing this information, we will be able to suggest key elements that we recommend addressing in the vision and mission. We will work with the team of De Pere decision makers to build and refine the vision and mission and develop the appropriate wording to concisely and accurately capture the desired points and appropriate character. We will not work solely in words. Our team includes graphic designers, planners, and landscape architects who will bring imagery to the table, including representative photos and quick graphic mock-ups to communicate ideas and further conversations with the steering committee.

Using the large amount of input we have collected through the process, we will create a comprehensive list of potential priorities. Through discussion with the steering committee, we will test the validity and importance of each priority. If the priority has merit, we will confirm that it supports **and** is supported by the vision and mission, and identify an appropriate timeframe.

PHASE 2 INSIGHT: EXPECT TO GET INVOLVED

In our experience, there are hidden gems of talent among community leaders and doers – particularly the ones who get bitten by the branding bug. And in virtually every client project, we have developed a working partnership that truly benefits the community, even long after we've packed up the projector and gone home.

Example: Branding for St. Cloud, Minnesota is all over town: the latest in street sign technology – digital banners – and wayfinding signage displaying the St. Cloud Greater > logo. As the branding initiative wound down, the on-the-ground team in St. Cloud made it their business to develop every computer skill needed to take over and keep the brand growing into new forms. So when the call to sparc, inc. came last August saying, "Hey Richard, we're building a brand spanning new 1.5 million gallon water tower. We think this is a great showcase for the brand," it was no surprise. They – and we – are living the brand in St. Cloud.

brand development & strategy PHASE 3

sparc, inc collaborative members responsible: Richard Cassis, Mary Ann Rood and Daniel Grove

As you can see from our definition of branding (in bold below), we take a 360° approach to branding. We begin with the Brand Architecture that captures all the key elements of the City's brand –

- from vision and mission
- to brand promises to each critical audience
- to key messages with proofs points – the reasons to believe – that build the brand.

With approval of the Brand Architecture, we move on to the visualizing brand and defining the brand standards including developing a City of De Pere visual identity or logo, a brand logo line, distinct typography (font families and their treatment) and an engaging color palette to assist in identifying the elements of the City and its brand. We also will include complimenting graphic elements and unique photo treatment style.

All of this will be expressed within a brief brand standards guide document. The guide will include applications across recommended media, e.g. print, outdoor, online, signage, apparel, promotions, streetscape.

In many communities with which we have worked there is early discussion about a starting place for execution and marketing the new or refreshed brand: light pole banners, signage, bike racks, events, digital marketing and out-of-town tactics. It is entirely likely that our recommended execution plan will include all or some of these tactics. It is even more likely that research and brand architecture will add to or subtract from that list. And the ones included in the plan may play more than one role:

Example: We discovered that a street dotted with branded trash bins delivered two-fisted power to one community's brand marketing plan. Not only were they a tactic to raise awareness of the brand, but they tackled a hurdle for neighborhood pride that surfaced in research: litter.

A brand is all of the promises and perceptions that a community wants its audiences to feel about its lifestyle and economic offerings.

BRAND ARCHITECTURE SM

Your City's Vision and Mission				
The Brand Promise to External Audiences				
The Brand Promise to Internal Audiences				
Positioning in Marketplace / Points of Differentiation				
Brand Personality				
Key Message 1	Key Message 2	Key Message 3	Key Message 4	Key Message 5
Proof Point(s)	Proof Point(s)	Proof Point(s)	Proof Point(s)	Proof Point(s)

PHASE 3 INSIGHT: EXPECT THE UNEXPECTED FROM YOUR AUDIENCES

– the ones in the marketing plan and the ones who respond beyond expectations.

Example: Branding for the Peoria Riverfront Museum became more than simply joining five museums – each with a unique collection, mission and audience – into a cohesive brand under one architecturally stunning roof. It became the centerpiece for the revitalization of downtown. Then came a complicating factor: recession. Branding had a bigger role to play. After engaging the public in a vote on the museum's name, everyone got involved in branding. The whole town was energized and joined in the "Build the Block" campaign to finish funding the museum and the core of Downtown Peoria.





The sparc, inc. Team has been carefully assembled to bring a wide range of knowledge and expertise to assist the City of De Pere in developing comprehensive Strategic Visioning and Branding.

our team



RICHARD CASSIS Strategist and Creative Director AIGA SEGD

Richard is the principal and creative director of sparc, inc. and has nearly 30 years of award-winning branding and visual design experience. He has been recognized nationally and internationally for his effective design work ranging from branded environments and identities for boutiques, retail and foodservice to branding, identity, community work, kiosks, wayfinding and signage system work for municipalities, coalitions and non-profit organizations.

Primary Contact: Richard Cassis rcassis@sparcinc.com mobile 773-320-0395



MARY ANN ROOD Strategist and Writer

Mary Ann Rood has a background that integrates each of the essential disciplines of marketing: Branding, advertising, public relations, direct marketing, corporate communications, employee communications, consumer affairs, cause-related marketing, crisis communications, community and public affairs. She provides clients with communications strategy, positioning, program development and the execution required to make each of these the tools a measurable success.

Her branding experience includes a wide variety of communities, institutions, companies and organizations through brand development, re-branding and brand enhancement as well as naming. She is a frequent lecturer and instructor on branding and crisis communications.



JACKIE SHORT Marketing Researcher

Jacqueline Short is a market research professional with 25 years' experience in the field. Following positions as Director of Market Research at Ameritech and First Chicago, she established a market research consulting practice to provide individualized market research service consulting from the point of problem identification through final presentation of results.

Jackie has a strong background in both qualitative and quantitative research, with experience in brand image development, customer satisfaction, employee surveys, advertising message development and copy testing. She has in-depth experience with use of computer-aided multi-variant analysis including factor analysis, conjoint analysis and cluster analysis, and was one of the pioneers of the use of web-based survey methodologies.



DANIEL GROVE Strategist and Placemaking Consultant PLA LEED AP

Daniel has 19 years of landscape architecture and planning experience and has worked on a variety of projects centered on placemaking, identity and wayfinding, comprehensive planning and downtown master plans. His experience with such a diverse range of projects has helped inform and enrich his approach, taking the knowledge gained from previous undertakings and applying them to new contexts. Daniel takes an empathetic and passionate approach to public engagement and consensus building work that has served him well in a range of communities. Additionally, Daniel's organizational skills help him balance design goals with stakeholder expectations, quality control, and funding.

qualifications

Our creative ideas, solutions, strategies and designs are the product of our deep, wide and varied experience. A pivotal component of our collective experience is the partnership we have formed with our clients – we view it as our most valued credential.

RICHARD CASSIS Strategist and Creative Director AIGA SEGD

Richard is the principal and creative director of sparc, inc. and has nearly 30 years of award-winning branding and visual design experience. He has been recognized nationally and internationally for his effective design work ranging from branded environments and identities for boutiques, retail and foodservice to community work, kiosks, wayfinding and signage system work with municipalities, coalitions and non-profit organizations.

Recently Richard has completed a comprehensive placemaking brand strategy and campaign for the City of St. Cloud, Minnesota. He continues to work with the City to manifest the brand through various avenues – including street banners, brand spirit wear, a solar powered and kinetic informational kiosk for the St. Cloud Hydroelectric Facility and, currently, a 1.5 million gallon water tank being built along the Interstate Highway.

Richard holds a Bachelor of Fine Arts degree from the University of Michigan (Magna Cum Laude).

Community Placemaking and Branding

The City of Batavia, Illinois
MedQuarter District, Cedar Rapids, Iowa
Millennium Reserve (Calumet Region), Illinois and Indiana
The City of St. Cloud, Minnesota
Northalsted Business Alliance, Chicago, Illinois
The Village of Mount Prospect, Illinois
The Town of Justice, Illinois

Corporate and Organization Branding & Communications

The Lakota Group
DIFFA Chicago
Center on Halsted
Boston Children's Museum
Detroit Symphony Orchestra
Wisconsin Historical Society
University Park at Johns Hopkins, Baltimore
Illinois Science + Technology Park, Skokie, Illinois
The Joffrey Ballet
Hubbard Street Dance Company
Herman Miller

Retail, Foodservice and Entertainment Branding

KOVET Boutique, Northbrook, Illinois
Mingle Juice Bar, Glenview, Illinois
'scilla Boutique, Winnetka, Illinois
The Argus BarGrille, Madison, Wisconsin

Honors

DIFFA Chicago Unsung Hero 2009
People to Watch 2009 Graphic Design USA Magazine

Awards, Publications and Collections

Graphic Design USA Packaging Award 2016 & 17
American Society of Landscape Architects
Placemaking Merit Award 2015
Logo Trend Report (logolounge.com) 2010, 2011, 2012
Logos published in various books 1991 - 2012
Newberry Library Permanent Collection
Society of Typographic Arts Chicago Design Archive
Awards garnered from various design publications

Professional Memberships

American Institute of Graphic Arts Sustaining Member
Society for Experiential Graphic Design Member

Service

DIFFA Chicago, Director, Board of Directors 2008 - Present
DIFFA Chicago, Secretary, Executive Committee 2013 - Present
Winnetka Parks Foundation, Director, Board of Directors

qualifications

MARY ANN ROOD Strategist and Writer

Mary Ann Rood has a background that integrates each of the essential disciplines of marketing: Branding, advertising, public relations, direct marketing, corporate communications, employee communications, consumer affairs, cause-related marketing, crisis communications, community and public affairs. She provides clients with communications strategy, positioning, program development and the execution required to make each of these the tools a measurable success.

Her branding experience includes a wide variety of communities, institutions, companies and organizations through brand development, re-branding and brand enhancement as well as naming. She is a frequent lecturer and instructor on branding and crisis communications.

Past Clients include:

The City of Batavia, Illinois	Dare County (North Carolina) Regional Resource Center and Hospice
City of Chicago and Mayor Rahm Emanuel/ Civic Consulting Alliance	Association House of Chicago
Northalsted Business Alliance	Center for Development and Population Activities (CEDPA)
Center on Halsted	University Park at Johns Hopkins, Baltimore
Governors State University	Illinois Science + Technology Park, Skokie, Illinois
DIFFA Chicago	University of Massachusetts
Peoria Riverfront Museum	Drake University
Purina Animal Nutrition Visitors Center, Gray Summit, Missouri	

She has also worked in advertising and public relations agencies as a creative director and managing director, and in the corporate setting as Director of Communications and Public Affairs at Ocean Spray Cranberries Inc. Mary Ann holds a BS from Iowa State University. Her continuing education includes certificates from the MIT/Harvard Joint Project on Dispute Resolution – "Dealing with An Angry Publics" and the University of Southern California Center for Crisis Management.

JACKIE SHORT Marketing Researcher

Jacqueline Short is a market research professional with 25 years' experience in the field. Following positions as Director of Market Research at Ameritech and First Chicago, she established a market research consulting practice to provide individualized market research service consulting from the point of problem identification through final presentation of results.

Jackie has a strong background in both qualitative and quantitative research, with experience in brand image development, customer satisfaction, employee surveys, advertising message development and copy testing. She has in-depth experience with use of computer-aided multi-variant analysis including factor analysis, conjoint analysis and cluster analysis, and was one of the pioneers of the use of web-based survey methodologies.

Her background includes work for clients including:

The City of Batavia, Illinois
Northalsted Business Alliance
Jo Daviess County, Illinois
State of Illinois – Department of Developmental Disabilities
State University of New York
Parkways Foundation (non-profit arm of The Chicago Park District)
Peoria Riverfront Museum
Chicago Commons
Chicago Community Trust
Center for Development and Population Activities (CEDPA)
Chicago Symphony Orchestra
Museum of Science and Industry
The Morton Arboretum
Alexian Brothers Housing and Health Services Chicago
University of Chicago Center for Continuing Studies

qualifications

DANIEL GROVE Kimley-Horn and Associates – Strategist and Placemaking Consultant PLA LEED AP

Daniel has 19 years of landscape architecture and planning experience and has worked on a variety of projects centered on placemaking, identity and wayfinding, comprehensive planning and downtown master plans. His experience with such a diverse range of projects has helped inform and enrich his approach, taking the knowledge gained from previous undertakings and applying them to new contexts. Daniel takes an empathetic and passionate approach to public engagement and consensus building work that has served him well in a range of communities. Additionally, Daniel's organizational skills help him balance design goals with stakeholder expectations, quality control, and funding.

Gateway Entry Signage Design, Mundelein, IL

Daniel is currently engaged with the Village of Mundelein, Illinois to prepare designs for their entry monuments. The Village wants to build momentum around their entrepreneurial and progressive character, as well as the benefits of their easily accessible central location in Lake County, Illinois. The entry signage fit into the overall branding and placemaking efforts of the Village by creating an iconic and welcoming element that conveys the character and values of the Village.

Daniel completed the following projects prior to joining Kimley-Horn:

Placemaking Plan and Design Manual, St. Cloud, MN

Project Manager. Daniel led the planning team for the City of St. Cloud in developing a guide to enhancing the city's sense of place through a variety of projects that included updating the city's brand, enhancing the connections to the Mississippi River, and creating better outdoor spaces within their downtown. The team developed a new brand "St. Cloud: Greater" that the city embraced and used to update their logo and marketing materials. Daniel put together a five-minute video to describe the "Greater" concept, which was used at numerous open houses and meetings.

Wayfinding and Signage Program, Ferndale, MI

Project Manager. Daniel led the design team for the City of Ferndale in developing a comprehensive wayfinding and identity signage family for the city and implementing a first phase of signs within the downtown. The process focused significantly on the cultural heritage of the downtown area and included "Ferndale Fun Facts" and other interpretive signage related to key locations. Daniel worked with the team in conducting historic research to develop the preferred design theme which drew its inspiration from the marquee of the Radio City Theater that had been located in the downtown.

Village Center Wayfinding and Signage, Grayslake, IL

Senior Designer. Daniel assisted the Village of Grayslake in developing concepts for identity and wayfinding signs for the historic Village Center. The preferred concepts integrated elements from historic buildings in the area. Daniel provided assistance in design, preparing cost estimates, and construction administration during the fabrication and installation portion of the project.

Directional Wayfinding Signs, Lemont, IL

Project Manager. Daniel led the design of wayfinding directional signs for the Argonne National Laboratory campus. The designs were needed to guide visitors through the campus to key locations and to the campus gates to leave. The signs are the first step in establishing campus "neighborhoods" by introducing color coding of different areas on the site. Daniel worked closely with Argonne staff to ensure the designs met their brand and messaging standards and develop creative solutions to fabrication and installation that allowed the project to be completed within an aggressive time frame.

Professional Credentials

Bachelor of Science, Landscape Architecture, University of Wisconsin, Madison, 1998
Project Management Seminar, PSMJ Resources, Inc., 2006
LEED AP
Professional Landscape Architect in Illinois

Professional Affiliations

American Society of Landscape Architects
Lambda Alpha International

references

CLIENT

Scott Buening

Community Development Director
City of Batavia
100 N. Island Avenue
Batavia, Illinois 60510
sbuening@cityofbatavia.net
630.454.2710

Cathy Mehelich

Economic Development Director
City of St. Cloud, Minnesota USA
400 2nd Street South
St. Cloud, Minnesota 56301
Cathy.Mehelich@ci.stcloud.mn.us
320.650.3111

Amanda Orenchuk

Director, Community Development
Village of Mundelein
300 Plaza Circle
Mundelein, IL 60060
aorenchuk@mundelein.org
847.949.3252

Sarah Coulter

Millennium Reserve Program Manager
c/o The Chicago Community Trust
225 N. Michigan Avenue, Suite 200
Chicago, Illinois 60601
scoulter@millenniumreserve.org
312.565.4167

Mark Zipperer

Owner, ReMax EDGE
Former Board Member
Northalsted Business Alliance
3843 North Broadway Street
Chicago, Illinois 60613
mzipperer@remax.net
773.435.1601

Pat Barton

Former Board Member
Peoria Riverfront Museum
patbarton7620@gmail.com
309.648.5489

Modesto Tico Valle

CEO, Center on Halsted
3656 North Halsted Street
Chicago, Illinois 60613
mvalle@centeronhalsted.org
773.472.6469

SERVICES PROVIDED

Community Engagement
Quantitative & Qualitative Research
Strategic Planning
Branding & Marketing Plan
(project is ongoing)

Community Engagement
Quantitative & Qualitative Research
Placemaking
Branding, Visual & Verbal Identity
Strategic Planning
Brand Implementation

Placemaking
Brand Implementation
Signage Design
(project is ongoing)

Community Engagement
Project Research
Wayfinding & Interpretive Signage Design
Branding, Visual & Verbal Identity
Strategic Planning

Quantitative & Qualitative Research
Branding, Visual & Verbal Identity
Strategic Planning
Brand Implementation

Community Engagement
Quantitative & Qualitative Research
Branding, Visual & Verbal Identity
Strategic Planning

Community Engagement
Quantitative & Qualitative Research
Branding, Visual & Verbal Identity
Brand Implementation

PARTICIPANTS

Richard Cassis
Daniel Grove
Mary Ann Rood
Jackie Short

Daniel Grove
Richard Cassis

Daniel Grove

Richard Cassis

Richard Cassis
Mary Ann Rood
Jackie Short

Mary Ann Rood
Jackie Short

Richard Cassis
Mary Ann Rood

project timeline

The timeline below is formulated based on two parameters: the Timeline for Completion provided in the Request for Proposal and our experience in branding initiatives for other communities. However, that experience has also demonstrated to us that our clients often have demands on their time that require flexibility from us. In those cases, we provide an updated timeline to be agreed upon as we continue to move forward.

KICKOFF PRE-PHASE 1	2 hours (Week 1)
ASSESSMENT & ANALYSIS PHASE 1	3 months
VISION/MISSION & GOALS PHASE 2	2 months
BRAND DEVELOPMENT & STRATEGY PHASE 3	2 months

projected budget

It has been our experience in branding or rebranding a community that it's common to encounter the unexpected – both hurdles and opportunities. We want our clients to be prepared for these inevitabilities and have the ability to be nimble in addressing them. For that reason we look for opportunities to save costs in every phase of the project. In order to realize savings it is our practice to work with sources and suppliers trusted by our clients – particularly those whose principal or satellite operations are in our client's community. We recognize that long-standing relationships with these suppliers may lend themselves to more favorable pricing and allow our clients to stretch their marketing dollars further. That said, we also look to suppliers with whom we have similar relationships to provide the most cost effective solutions possible. The net effect is good stewardship of the budget.

KICKOFF PRE-PHASE 1 \$2,000

Ideation session in the branding kickoff meeting to gather all the background information that will provide key attributes for the survey

ASSESSMENT & ANALYSIS PHASE 1 \$50,000*

Demographics & document review
Survey creation, editing and programming
Survey launch and monitoring
Survey analysis and report preparation
2 days of one-on-one or one-on-a-few interviews**
Interview analysis and report preparation
Public engagement events (i.e. workshops)
SWOT analysis
Presentation of Community Profile Report

VISION/MISSION & GOALS PHASE 2 \$20,500

Synthesize Phase 1 findings
Comprehensive list of priorities with timeframes

BRAND DEVELOPMENT & STRATEGY PHASE 3 \$17,500

Craft Brand Architecture beginning with Vision and Mission
Present Brand Architecture
Execute Brand Architecture through community implementation strategy (including tools such as the logo, color palette, fonts, etc.)

TOTAL FEES \$90,000

RELATED EXPENSES *** \$10,000

BUDGET TOTAL \$100,000

* Assumes use of email lists for online survey provided by City of De Pere.

** Assumes scheduling and recruitment of interviewees by City of De Pere.

*** Travel, supplies, meeting materials, deliveries, parking, etc.

Terms and conditions

This proposal is based on electronic delivery of all concepts and layouts. All logo and/or logotype art will be available in digital format for client use in print and website applications. All presentations will be executed electronically via pdf files unless otherwise requested. Paper/material samples will be provided for approval. This proposal includes essential meetings, sketches, layouts and 2 rounds of revisions. Any revisions over 2 rounds will be \$200.00 per hour. Figures above do not include actual assembly of pieces, packing material, postal containers, addressing, postage or mailing. The printing costs do not include tax or shipping and may change depending on actual artwork and layout.

sparc, inc. retains the rights to use all concepts, designs, layouts and art for self-promotion. sparc, inc. will include discrete concept, design and writing credit information on appropriate collateral. This proposal is for the purchase of one creative approach (concept) to be selected by you, the client and executed by sparc, inc. All other ideas, concepts or designs described or exhibited remain the property of sparc, inc. All materials used in the execution of this project – including artwork and computer-generated files, instructions and formats – remain the property of sparc, inc. Said materials may be copied and used only upon written permission. A kill or cancellation fee will apply if client wishes to terminate this agreement. Any legal fees necessary to seek such fee or any other funds will apply.

1/2 of fees due upon signing agreement and will be applied against the overall job estimate.

sparc, inc.
the
WORK

Project
City of St. Cloud, MN
+ St. Cloud Downtown
Placemaking Campaign

Duration
January 2013 - November 2013

Client
City of St. Cloud, MN

sparc, inc. p.22



placemaking
public work(s)



ST.CLOUD GREATER GUIDELINES

Placemaking Campaign
Brand and Identity Guide

ST.CLOUD GREATER PERSONALITY

4

Greater than granite



An effective brand campaign is built on a persona or personality, core values and clear mission goals.

Granite was then, GREATER is now.

How we became GREATER

The genesis of this idea was derived from the branding study and discussions with St. Cloud stakeholders. It became apparent that there were many strong assets yet the citizens were not so quick to flaunt them. Yet there was a desire to build upon these strengths. The GREATER brand reflects these strengths and also takes the phrase "Greater St. Cloud" region and inverts it, in effect putting more emphasis on St. Cloud as the center and focus of the region - St. Cloud: GREATER.

GREATER also allows for flexibility by pairing the working with specific concepts or ideas as exhibited on the next page.

Personality and Position

For 130 years St. Cloud has been known as the Granite City for the surrounding quarries. Most of those quarries are now parks honoring the community's heritage. While many great things have come from the name, it's time to move on to GREATER things.

St. Cloud has so much more to offer the world than just granite! Its story is broader and richer than stone alone! St. Cloud is a vibrant, dynamic urban environment ready for now and a promise for the future.

From now on St. Cloud will put forward the following traits that are rooted in that solid granite foundation but more spirited, nimble and interactive.

Welcoming	Connected
Friendly	Creative
Vital	Accessible
Hopeful	Natural
Modest yet Proud	Original
Solid yet Fluid	Focused

GREATER riverscape
Several stakeholders wished there could be a riverside restaurant with fine dining on the river or some similar type of redevelopment. It's a great resource that is not allowed to its full potential.

ST.CLOUD GREATER SIGNATURE | PARTNER LOCKUPS

19

Beyond the secondary descriptors that characterize facets of the city, there are special partner descriptors that should be used to present specific relationships and alignments within the community.

Partners, ambassadors, advocates and other groups and organizations that ally with the ST. CLOUD GREATER program are encouraged to use a custom partner lockup in their own communications.



ST.CLOUD GREATER TOUCHPOINTS | FINE DINING PROGRAM

24

The St. Cloud GREATER brand mark, signature and lockups serve as a consistent and strong foundation to build brand touchpoints on.

Touchpoints such as advertising, signage, social media and public relations can take the spirit of the brand to the people in many ways.

The images used to communicate a brand are vital to effective expression. Typically, brand personality comes through in candid, portrait and scenic photography, while the brand essence is best supported by concept photography.

Here's one example of how a consistent and compelling visual place awareness campaign may utilize the GREATER brand.

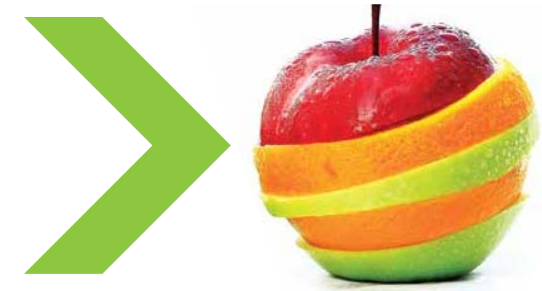
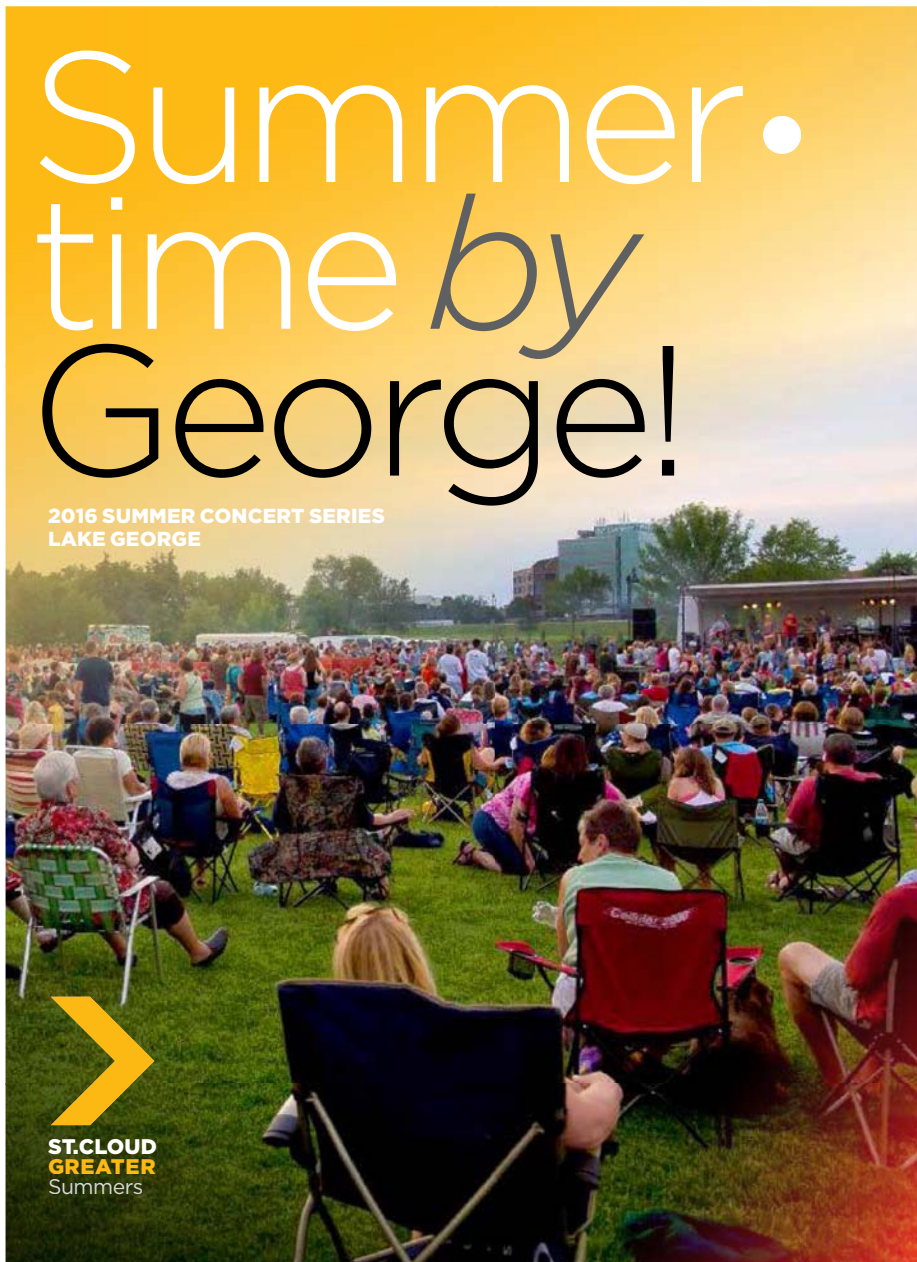
Contact Us
City of St. Cloud Economic Development Department at 320-255-7218.

DOWNLOADS
Brand mark files are available for download upon request. Contact the City of St. Cloud Economic Development Department at 320-255-7218.

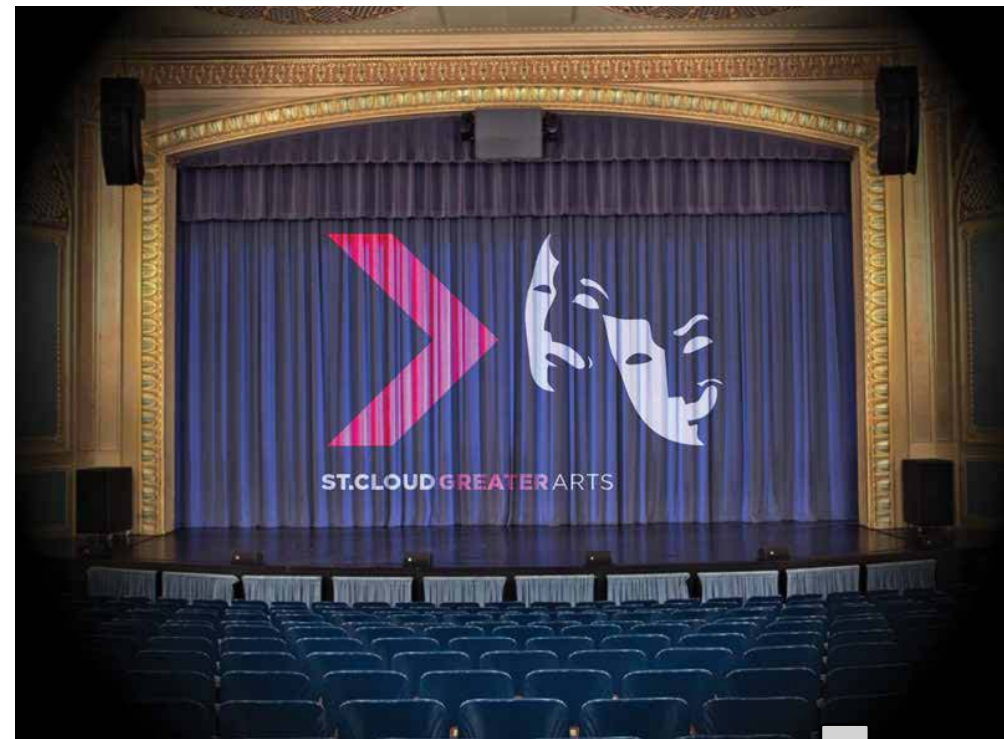


Official Biodegradable Leftovers Bag for Launch Phase Dining Program

Have a GREATER day!

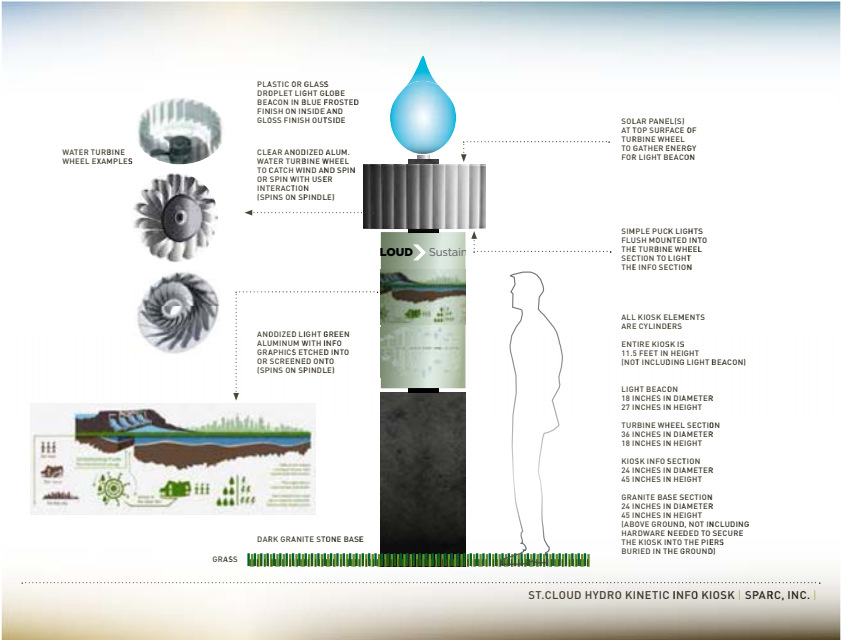


ST.CLOUD GREATER MARKETS
The New Farmers & Ethnic Market



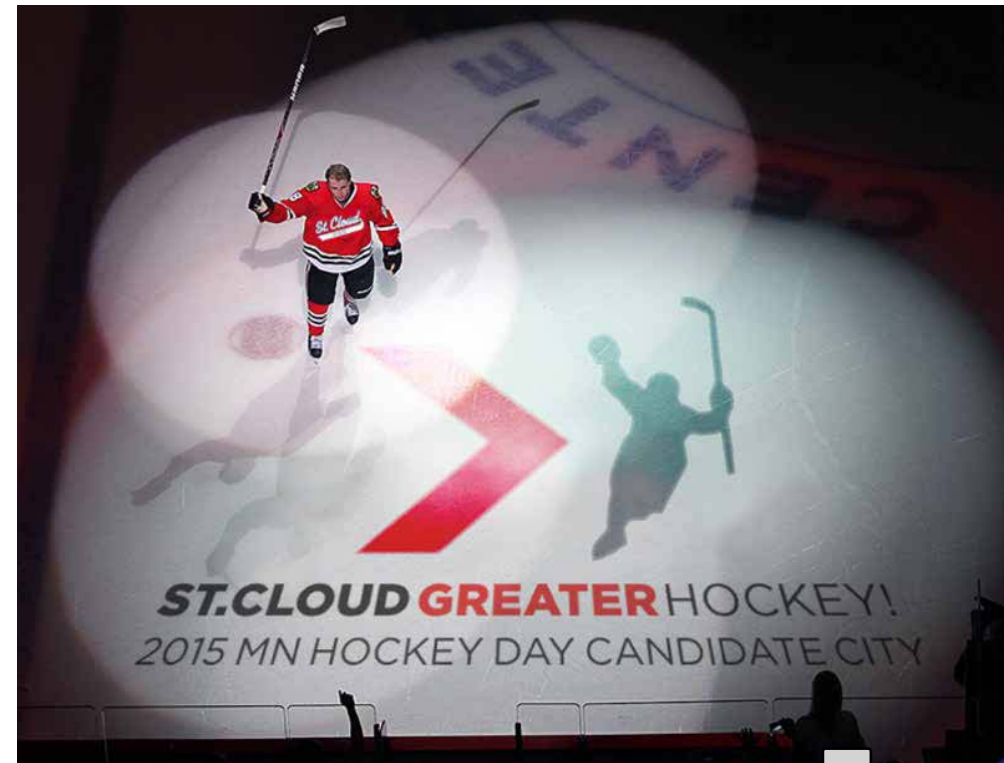


St. Cloud Mayor Dave Kleis holds a press conference to unveil plans for a new trial implementation of the latest in street sign technology – digital banners and wayfinding signage displaying our designs.





sparc, inc. p. 31



Project
 Northalsted Business
 Alliance Comprehensive
 Marketing Plan &
 Branding Campaign

Duration
 September 2013 - May 2015

Client
 Northalsted Business
 Alliance + SSA #18







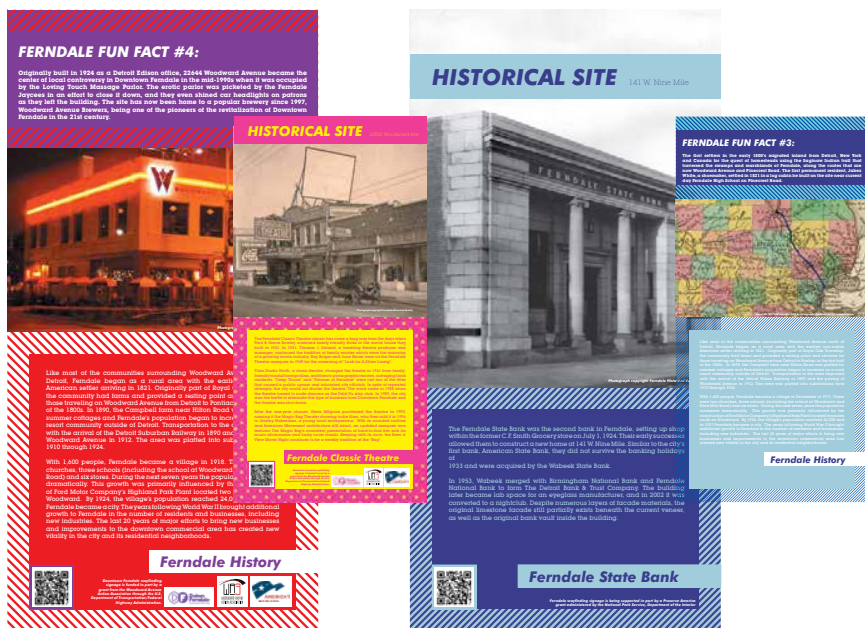
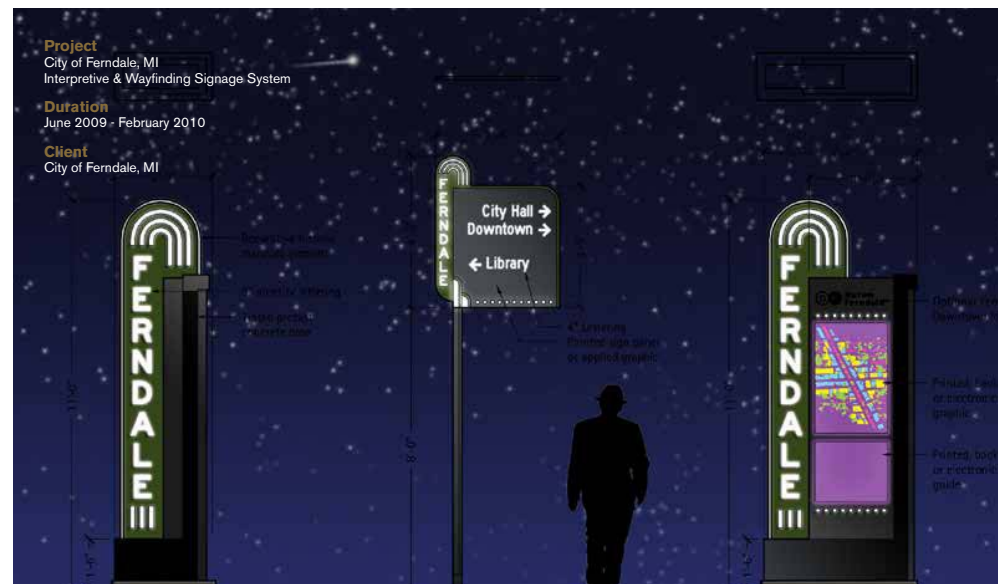


sparc, inc. p.39



SHOP, DROP
& REPEAT



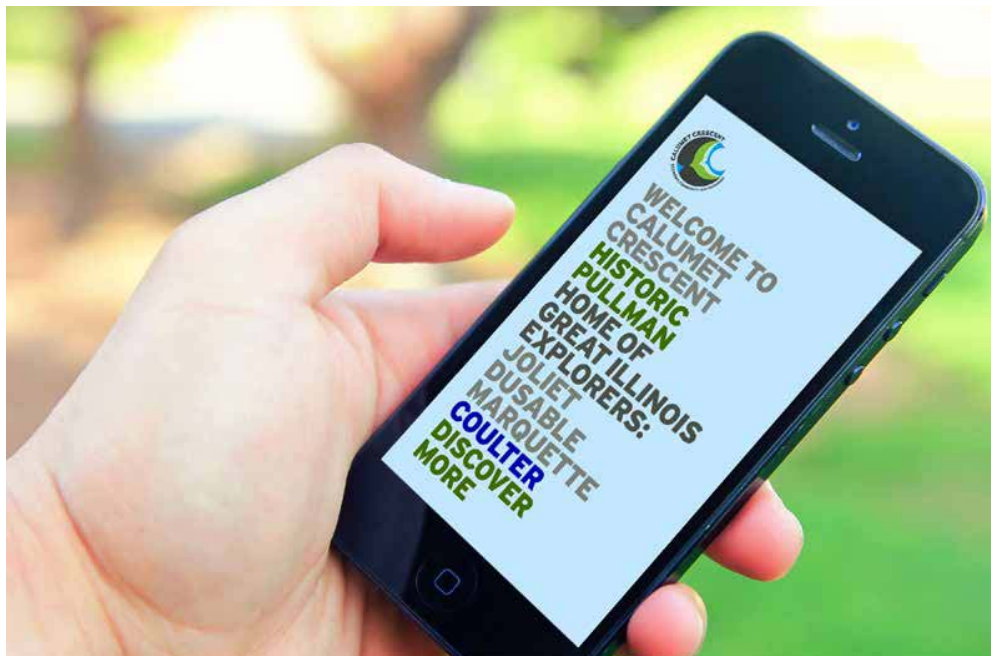


Project
Millennium Reserve
Wayfinding and
Interpretive Signage
System Concepting

Duration
December 2015 - Present

Client
Millennium Reserve
Illinois & Indiana

sparc, inc. p. 42



discover :
Eggers Grove Chicago Illinois

**COME FOR THE BIRDING
STAY FOR A CLEAN-UP
TWEET ALL ABOUT IT**

Right along the Illinois-Indiana border, 241-acre Eggers Grove is a rich, wet woodland perfect for wildflower and bird spotting. The large marsh to the southeast is one of the few remaining local wetlands where Virginia rails nest. Other bird species include gray cat birds, yellow warblers, song sparrows, eastern kingbirds and red-eyed vireos.

The varied woodland and wetland landscape attracts spring and fall migrations of waterfowl and songbirds. The picnic groves and community events attract neighbors and volunteer stewards.

BIRDING
HIKE
BIKE
WALK
LEARN
WORK

GETTING HERE

WAYFINDING

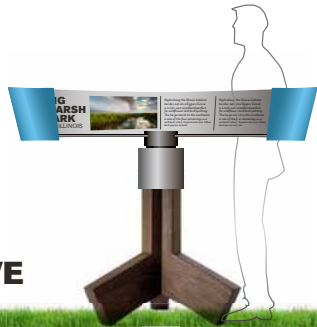


**BIG MARSH
OUTLOOK
TOWER**



**BIG MARSH
THREE60°
VIEWSCOPE
WAYPOST**

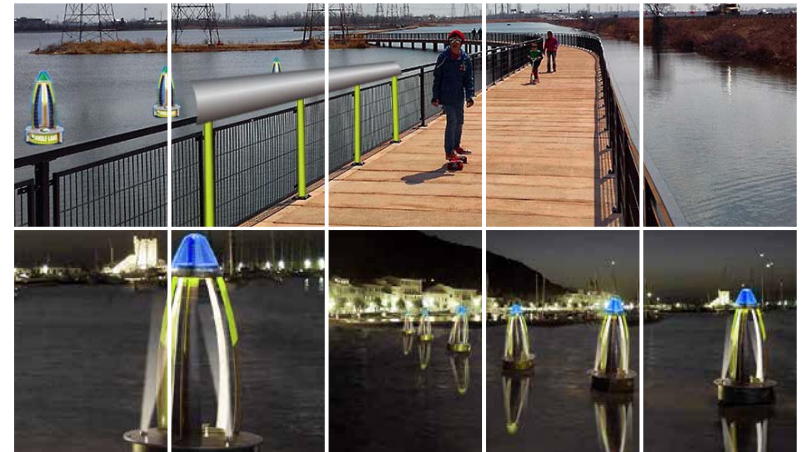




BIG MARSH PANORAMIC TRI-LEG INTERPRETIVE DISPLAY



WOLF LAKE SHORELINE BEACON BUOY





**CALUMET CRESCENT
XXXL
ARCHITECTURAL
SPECTACLE**



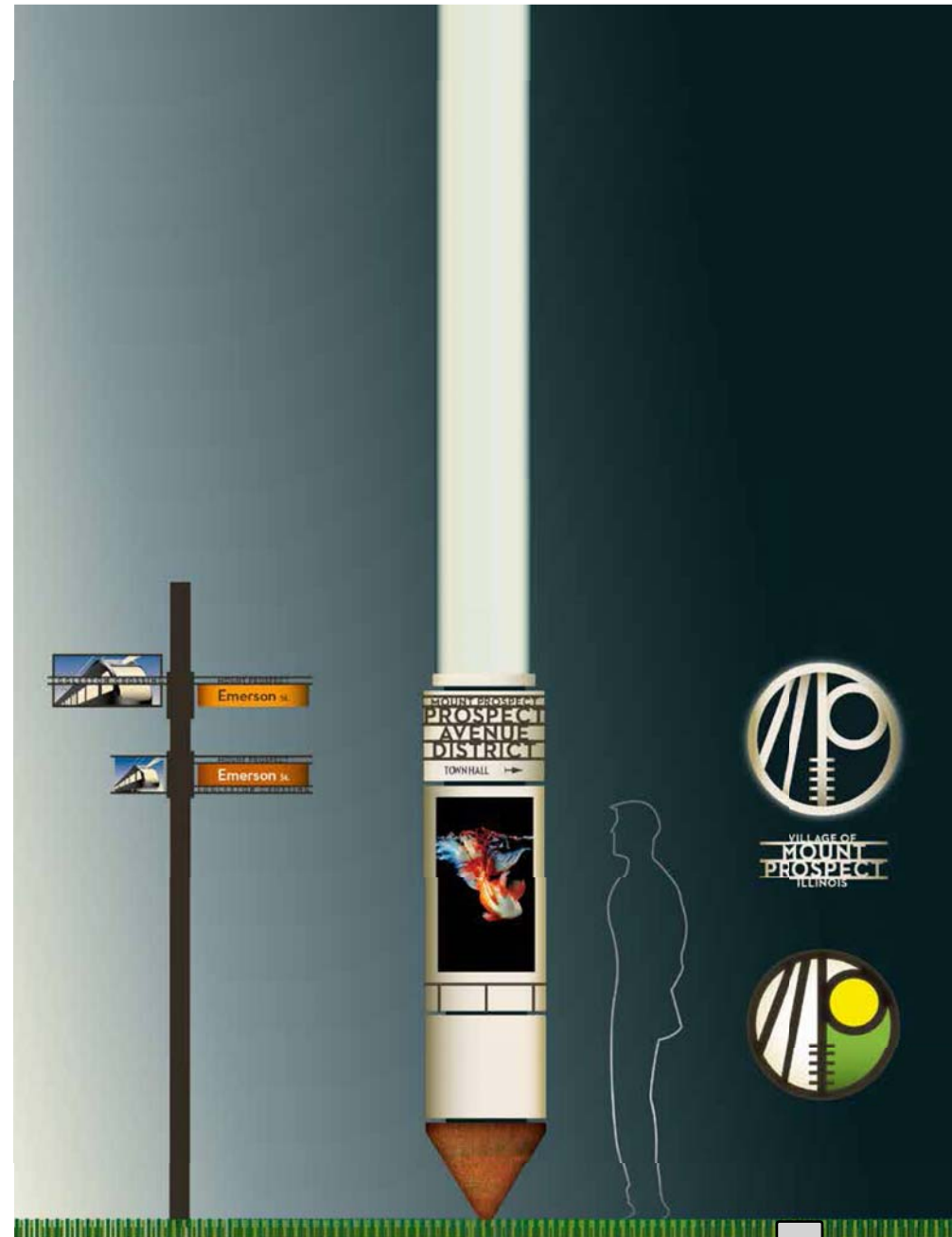
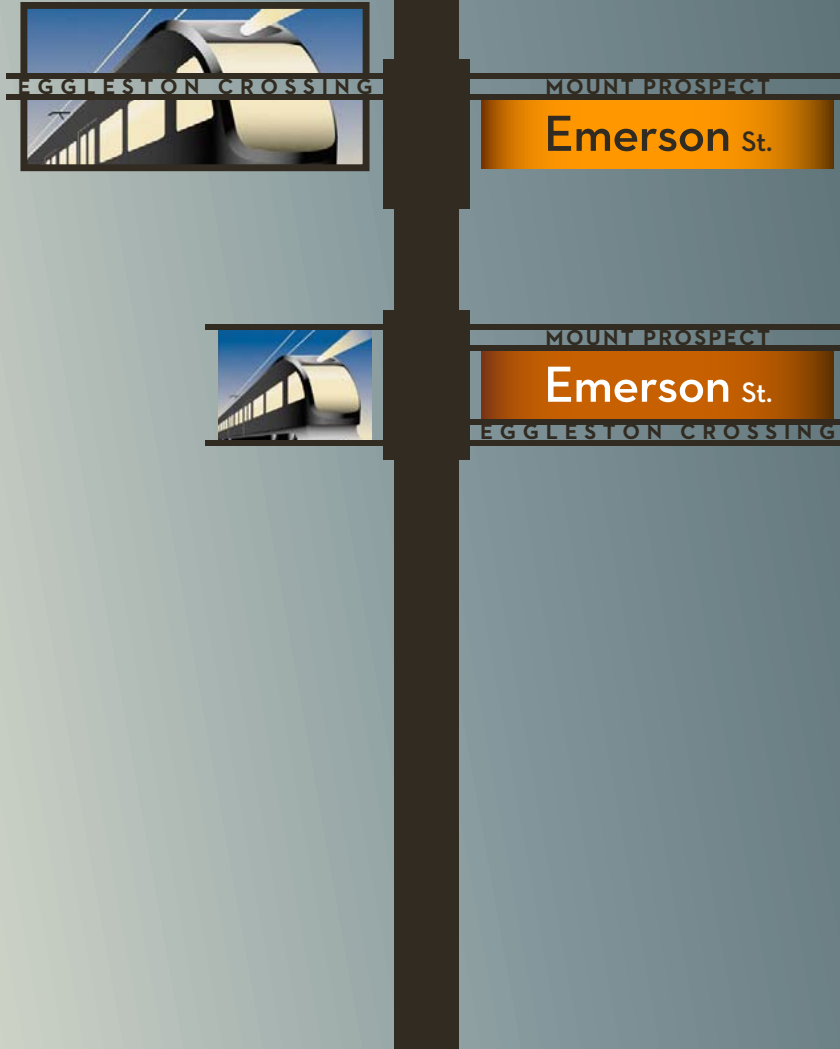
**CALUMET CRESCENT
SOUTH SHORE HI-SPEED
TRANSIT DISPLAY**

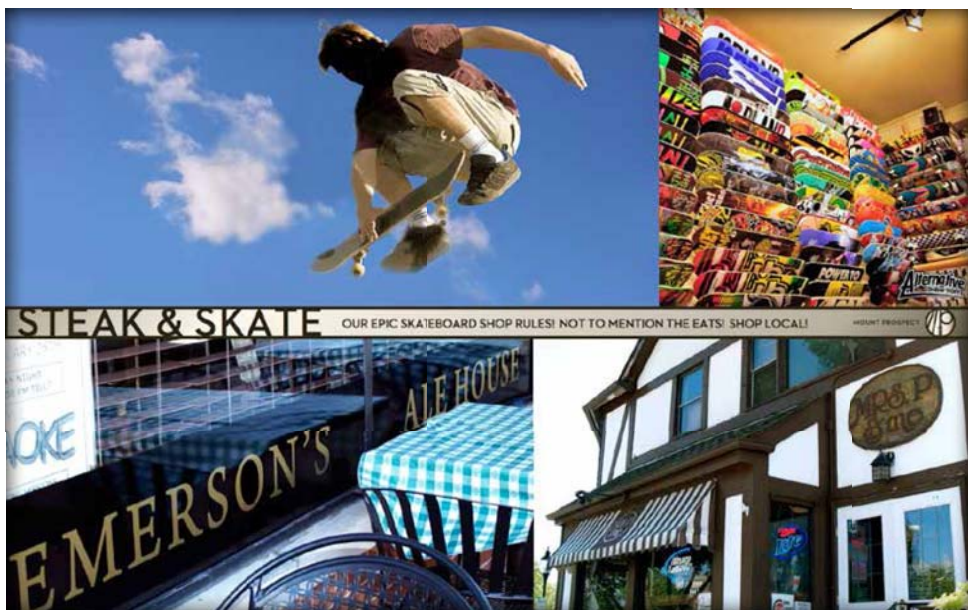


Project
Village of Mount Prospect, IL
Placemaking Campaign

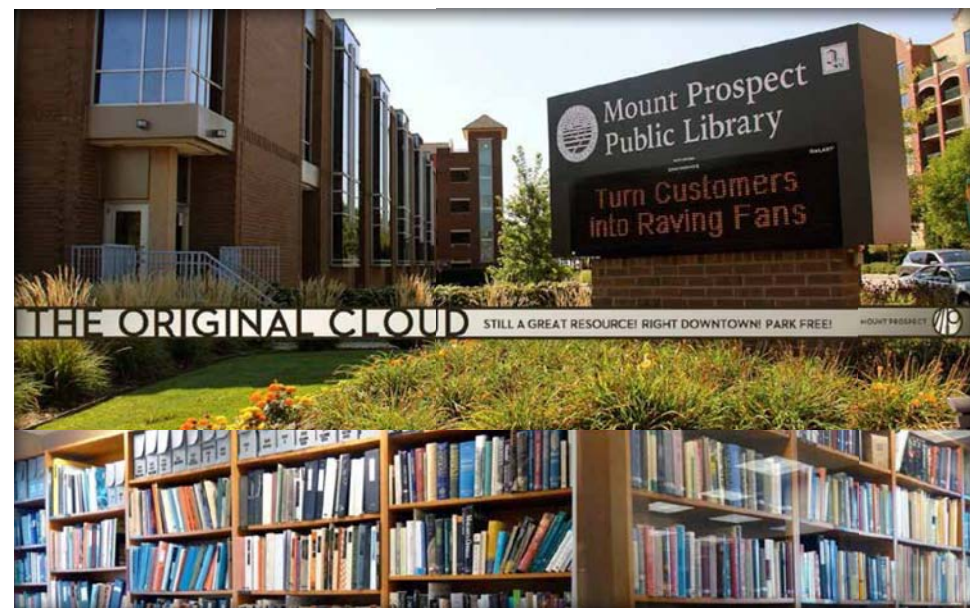
Duration
February - May 2013

Client
Village of Mount Prospect, IL









Project
Village of Justice, IL
Placemaking Campaign

Duration
October - December 2012

Client
Village of Justice, IL

sparc, inc. p. 58

 **JUSTICE**
FOR ALL.



 **JUSTICE**

community

work for the people

Project
Center on Halsted
Brand Voicing, Visioning,
Development, Execution
and Stewardship

Duration
2007 - Present

Client
Center on Halsted
Chicago, IL

sparc, inc. p. 60

CENTER ON 3656 N. HALSTED

CENTER
ON 3656 N.
HALSTED

CENTER
ON YOUTH
HALSTED

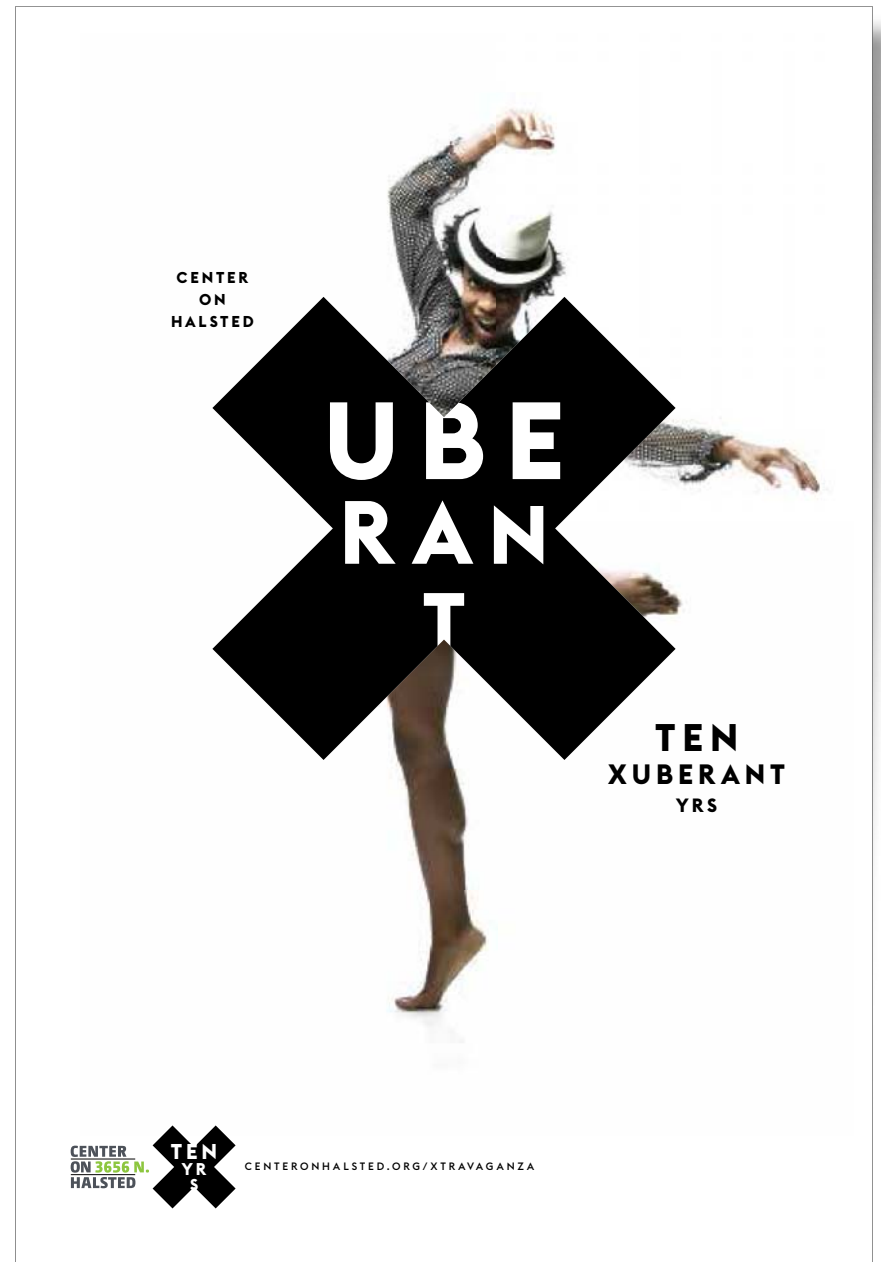
CENTER
ON SENIORS
HALSTED

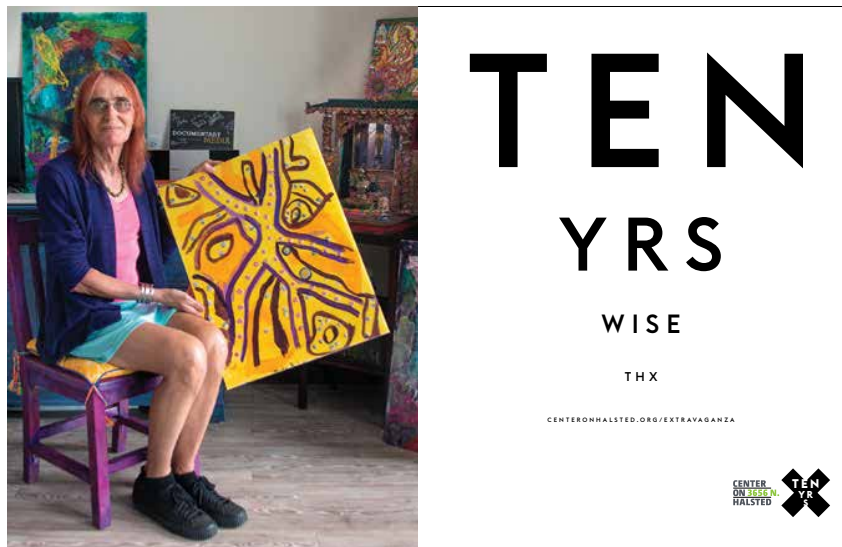
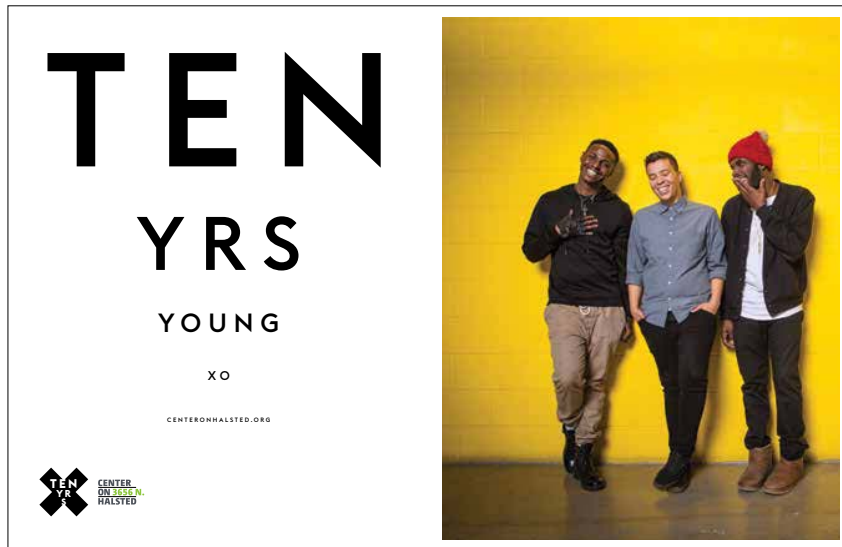
CENTER
ON FAMILY
HALSTED

CENTER
ON SUPPORT
HALSTED

CENTER
ON RIGHTS
HALSTED







thx!

very much

Richard Cassis
rcassis@sparcinc.com
773-320-3095

City of De Pere MEMORANDUM



To: Finance and Personnel Committee
 From: Kimberly Flom, Economic Development & Planning Director
 Date: July 11, 2017

RE: **Strategic Visioning & Branding Initiative – Consultant Recommendation**

Background/Summary

In April 2017, the City Council approved a Request for Proposals (RFP) to seek qualified consultant teams to submit for the Strategic Visioning & Branding Initiative. The project includes three phases and envisions a robust public engagement and facilitation process.

PHASE 1 Assessment and Analysis
PHASE 2 Vision/Mission and Goals
PHASE 3 Brand Development and Strategy

The City released the RFP on April 19 utilizing the following communication channels:

- Posted on City Website – Shared via social media (facebook/twitter/linkedin)
- Directly sent to firms that had expressed interest
- Directly sent to Wisconsin marketing and advertising firms
- Posted on the League of Municipalities Classified Page
- Posted on the American Planning Association RFP Page
- Shared with Marketing and Economic Development Professional organizations

In early May, the City provided responses to 51 questions submitted by 11 different firms. The questions and responses were also posted on the website.

By the RFP deadline, May 15, we received 28 submittals, an overwhelming response. Using the objectives listed in the RFP, we selected six teams to interview. The six finalists each spent an hour talking with an interview panel consisting of the Mayor, City Staff (including the City Administrator, Economic Development and Planning Director and City Planner) and a member of the Steering Committee.

The interview panel narrowed the field from six to three and staff then checked references. Two firms were asked a series of follow up questions. Based on their submittals and performance throughout the process, we recommend that the City Council approve sparc, inc. to complete the Strategic Visioning & Branding Initiative. A copy of their submittal is attached for your review.

If approved, City staff will work with the consultant to finalize a scope and contract to be reviewed by the Common Council. Then the project will begin and likely take 6-8 months to complete. The Steering Committee for the project has already been formed and has had one kick off meeting.

Attachment: Vision RFP FP Memo Consultant 7-2017 (6000 : Visioning Branding Initiative Consultant Recommendation)

Recommendation

The interview panel recommends that the Common Council approve sparc, inc. to complete the Strategic Visioning & Branding Initiative for the amount of \$100,000, to be funded by Stadium Tax Excess funds.

If you have any questions regarding this item prior to the meeting, please contact me at 920-339-2370 or kflom@mail.de-pere.org.



sparc, inc. + De Pere

in twenty minutes or less

the sparc team

Richard Cassis

Strategist & Creative Director

Daniel Grove

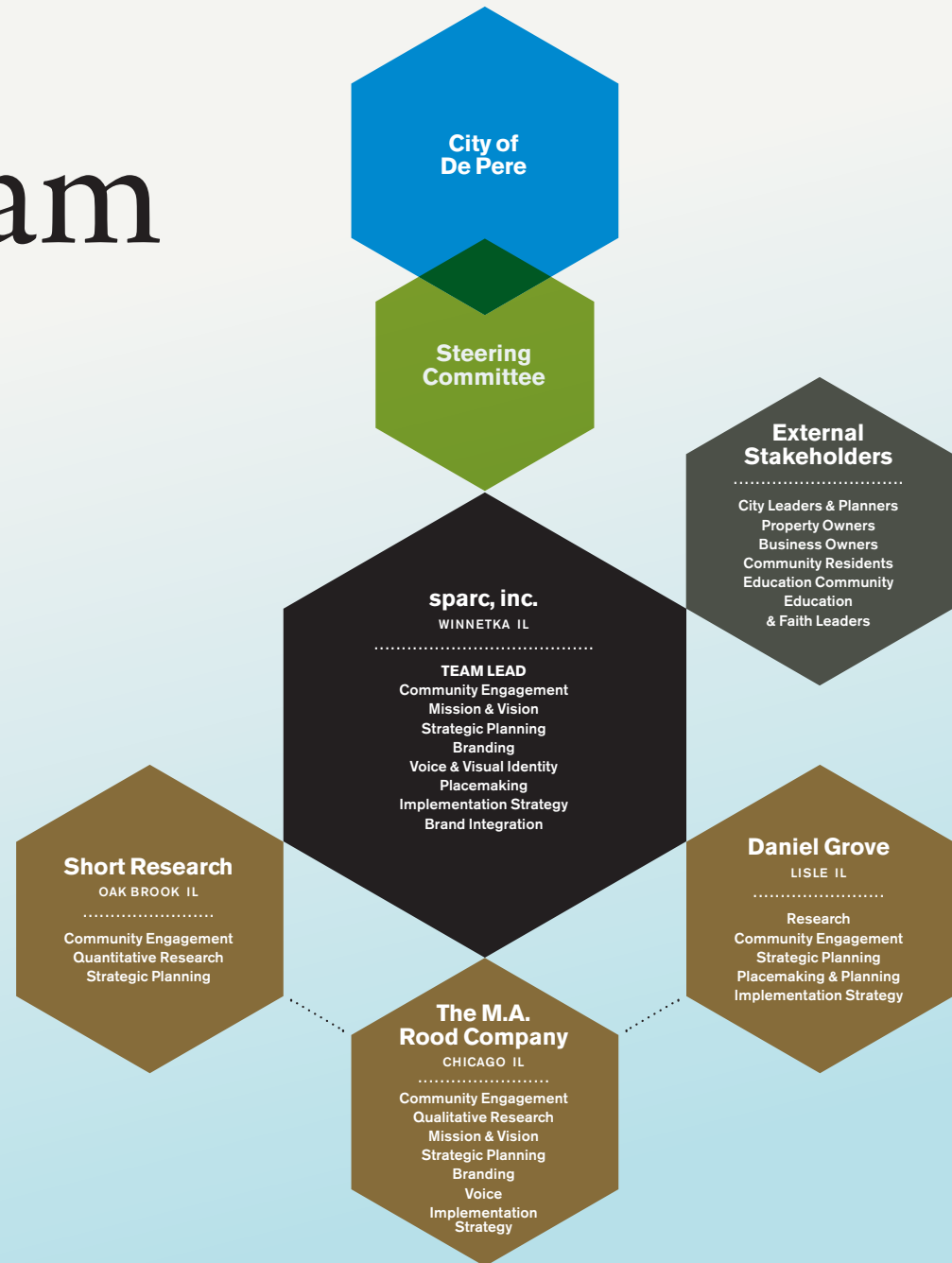
Strategist & Placemaking
Consultant

Mary Ann Rood

Strategist & Writer

Jackie Short

Researcher



community branding

A few things to know about our community branding process:

This is a process we trust because

It has worked so well for other clients, other communities

It gives you a 360° look at your audiences and values all input

It allows for – even expects – surprises

It is a good steward of budgets

It provides a guidepost for brands as times change and they evolve

3 phases

Pre-Phase I: Kickoff 2 hours (Week 1)

Phase 1: Assessment & Analysis 3 months

Demographics & Document Review

Online Survey

Stakeholder Interviews

Public Engagement

SWOT

Community Profile Report

Phase 2: Vision/Mission & Goals 2 months

**Phase 3: De Pere Brand Development
& Strategy 2 months**



working with us

What it's like:

We work as partners with our clients

Great ideas come from everywhere

No stakeholder goes unheard

Surprises welcomed and embraced

Our client relationships often start with a project
and turn into years as colleagues

We love what we do



our work



Summer. time *by* George!

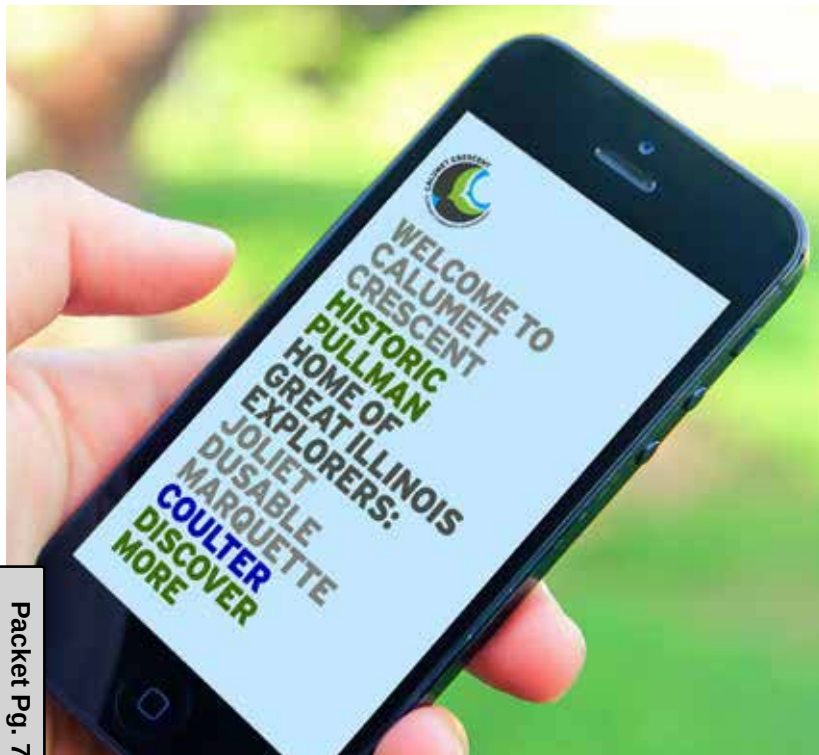
2016 SUMMER CONCERT SERIES
LAKE GEORGE



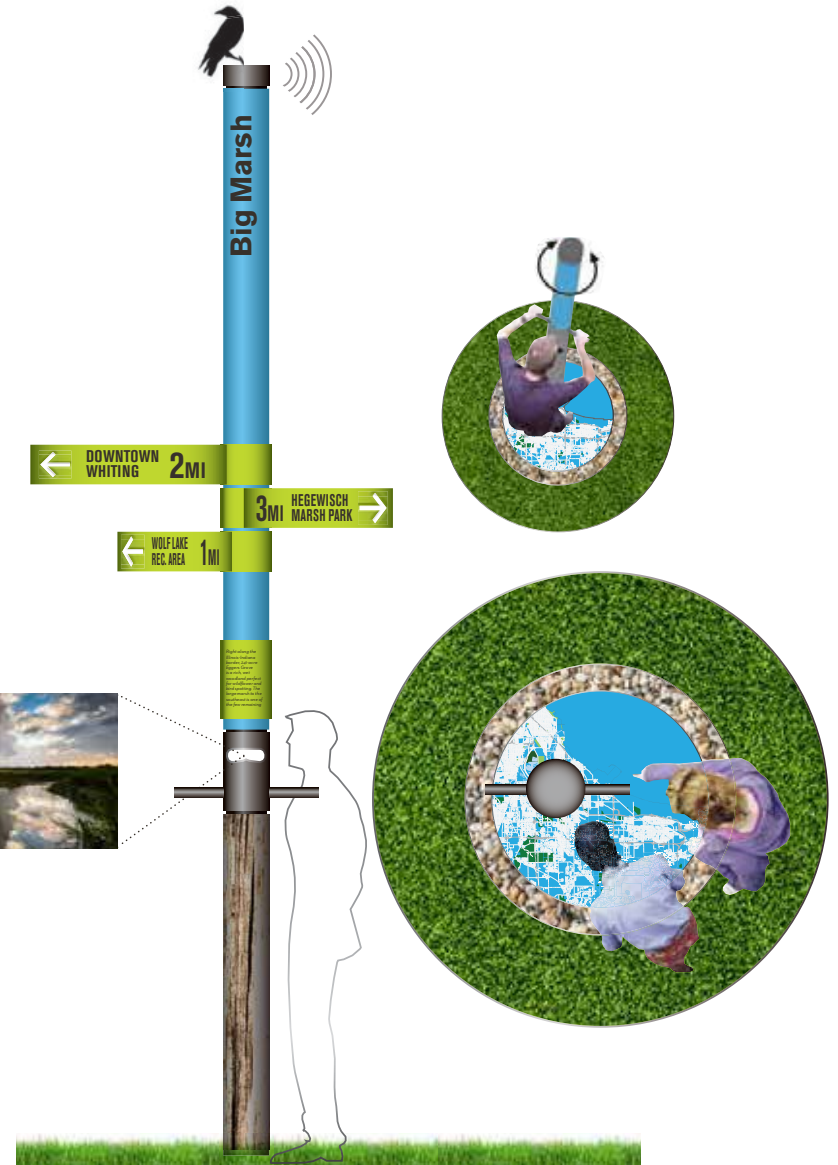
ST.CLOUD
GREATER
Summers

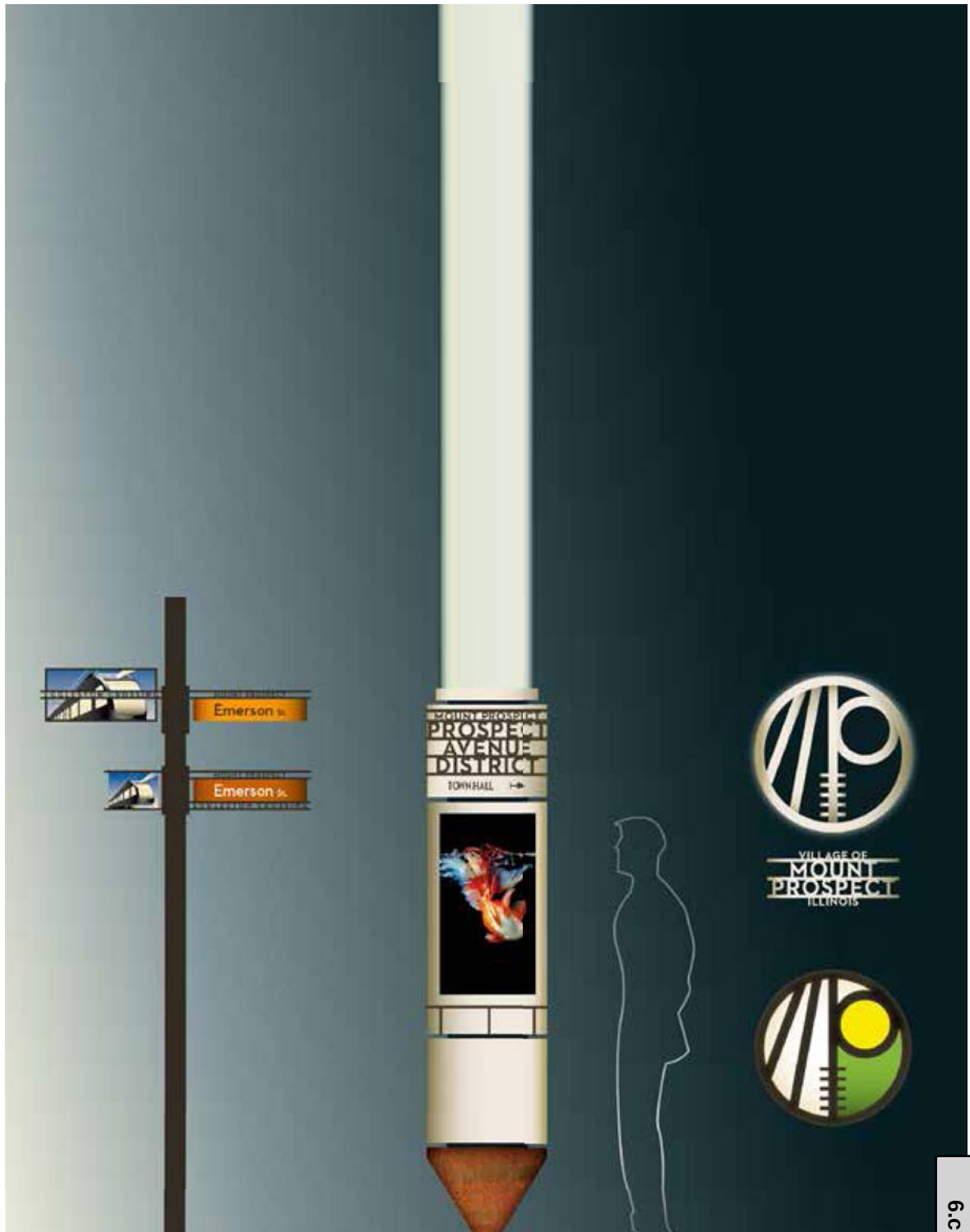
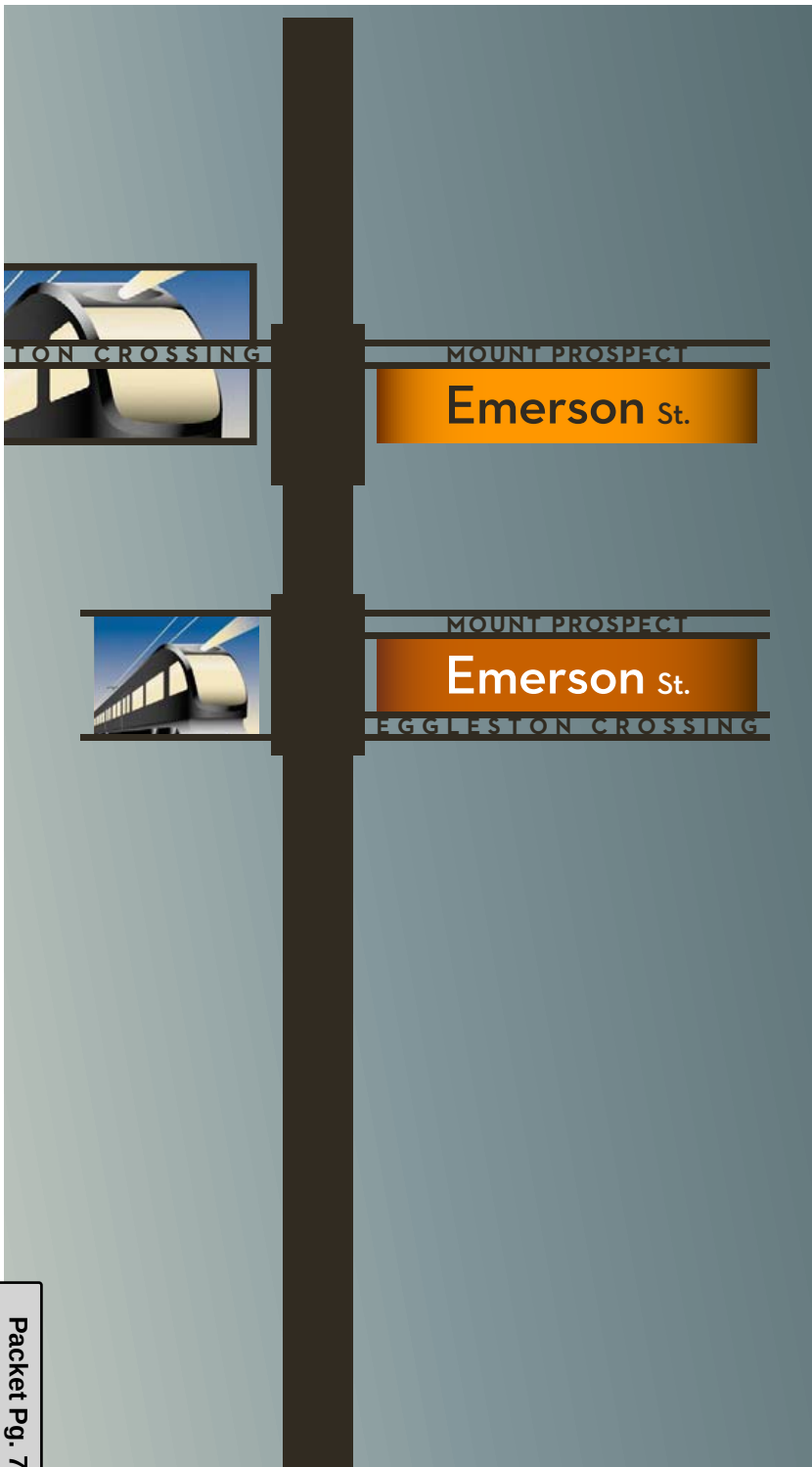


Official Biodegradable Leftovers Bag
for Launch Phase Dining Program



BIG MARSH THREE60° VIEWSCOPE WAYPOST







KID ROCK SERIOUSLY AMAZING ROCK CONCERTS FOR THE ENTIRE FAMILY AT A WHOLE NEW LEVEL! MOUNT PROSPECT 





KID ROCK SERIOUSLY AMAZING ROCK CONCERTS FOR THE ENTIRE FAMILY ATA WHOLE NEW LEVEL! THOMSON PHOTOGRAPHY



DAILY PLAZA OUR OWN VILLAGE GREEN? GO THERE. MEET FRIENDS AND SIMPLY SOAK IN OUR TOWN. THOMSON PHOTOGRAPHY



BUMPER CROP LET'S PUT GROWING OUR VIBRANT DOWNTOWN SCENE IN OVERDRIVE! ANY IDEAS? THOMSON PHOTOGRAPHY



ARTS & CRAFTS IMAGINE OUR ART FESTIVAL...CREATIVE ARTISANS AND LOCAL ARTISAN CRAFT BEERS! THOMSON PHOTOGRAPHY



DAILY PLAZA OUR OWN VILLAGE GREEN? GO THERE. MEET FRIENDS AND SIMPLY SOAK IN OUR TOWN. THOMSON PHOTOGRAPHY



BUMPER CROP LET'S PUT GROWING OUR VIBRANT DOWNTOWN SCENE IN OVERDRIVE! ANY IDEAS? THOMSON PHOTOGRAPHY



ARTS & CRAFTS IMAGINE OUR ART FESTIVAL...CREATIVE ARTISANS AND LOCAL ARTISAN CRAFT BEERS! THOMSON PHOTOGRAPHY



ARTS & CRAFTS IMAGINE OUR ART FESTIVAL...CREATIVE ARTISANS AND LOCAL ARTISAN CRAFT BEERS! THOMSON PHOTOGRAPHY



Attachment: cityofdepere_sparc_presentation_06.21.17lores (6000 : Visioning Branding Initiative Consultant Recommendation)

FERNDALE FUN FACT #4:

Originally built in 1924 as a Detroit Edison office, 22644 Woodward Avenue became the center of local controversy in Downtown Ferndale in the mid-1990s when it was occupied by the Loving Touch Massage Parlor. The erotic parlor was picketed by the Ferndale Jaycees in an effort to close it down, and they even shined car headlights on patrons as they left the building. The site has now been home to a popular brewery since 1997, Woodward Avenue Brewers, being one of the pioneers of the revitalization of Downtown Ferndale in the 21st century.

HISTORICAL SITE

The historic building, formerly the site of the Woodward Avenue Brewery, was built in 1924. It was one of the many buildings that were part of the downtown area's revitalization in the 21st century. The building is now home to the Woodward Avenue Brewery, which is one of the pioneers of the revitalization of Downtown Ferndale in the 21st century.

Like most of the communities surrounding Woodward Avenue in Detroit, Ferndale began as a rural area with the early American settler arriving in 1821. Originally part of Royal Oak, the community had farms and provided a resting point for those traveling on Woodward Avenue from Detroit to Pontiac in the 1800s. In 1890, the Campbell farm near Hilton Road was summer cottages and Ferndale's population began to increase as the community outside of Detroit. Transportation to the city with the arrival of the Detroit Suburban Railway in 1890 and Woodward Avenue in 1912. The area was platted into subdivisions in 1910 through 1924.

With 1,600 people, Ferndale became a village in 1918. There were churches, three schools (including the school at Woodward Avenue) and six stores. During the next seven years the population grew dramatically. This growth was primarily influenced by the Ford Motor Company's Highland Park Plant located two miles from Woodward. By 1924, the village's population reached 24,000. Ferndale became a city. The years following World War II brought additional growth in the number of residents and businesses, including new industries. The last 20 years of major efforts to bring new businesses and improvements to the downtown commercial area has created new vitality in the city and its residential neighborhoods.

HISTORICAL SITE

The historic building, formerly the site of the Woodward Avenue Brewery, was built in 1924. It was one of the many buildings that were part of the downtown area's revitalization in the 21st century. The building is now home to the Woodward Avenue Brewery, which is one of the pioneers of the revitalization of Downtown Ferndale in the 21st century.

FERNDALE FUN FACT #3:

The historic site is located in the downtown area of Ferndale, Michigan. It is one of the many buildings that were part of the downtown area's revitalization in the 21st century. The building is now home to the Woodward Avenue Brewery, which is one of the pioneers of the revitalization of Downtown Ferndale in the 21st century.

Ferndale State Bank

The Ferndale State Bank was built in 1924. It was one of the many buildings that were part of the downtown area's revitalization in the 21st century. The building is now home to the Woodward Avenue Brewery, which is one of the pioneers of the revitalization of Downtown Ferndale in the 21st century.



Batavia, Illinois



De Pere, Wisconsin

let's hear from you

You can ask us anything.

**Like what we think about
the *brain drain***

**Or what we know about
Millennials and *Gen Z***

Or whether *Woonerfs* work

**Or tourism after the *Packers*
win the *Super Bowl***

sparc, inc.

the design offices of
RICHARD CASSIS

Answers to Questions re: the proposal for the
Strategic Visioning and Branding Initiative
for the City of De Pere, Wisconsin





sparc, inc. the design offices of Richard Cassis | 773.320.3095 | rcassis@sparcinc.com

June 29, 2017

Ms. Kimberly Flom RLA AICP
Economic Development & Planning Director
City of De Pere
335 South Broadway
De Pere, WI 54115

Re: Strategic Visioning and Brand Initiative for the City of De Pere

Dear Kim,

We can't say it enough – there is nothing we appreciate more than clients who want to dig in and understand our process. It's been developed over years of working with cities and neighborhoods. That said, we learn something new with every project and place high value on fresh ideas. We're sure there are many of those in De Pere.

We've collaborated to answer the questions posed in your email. Plus, we've given you some examples that demonstrate how those answers work in real life. Please don't hesitate to call or email any of us with any further questions.

We look forward to working with you.

Best,

Richard

Richard Cassis AIGA SEGD
Principal
sparc, inc.

773-320-3095
rcassis@sparcinc.com

American Institute of Graphic Arts
Society for Experiential Graphic Design

De Pere's Claude Allouez Bridge, St. Norbert Steeple and
Celebrate DePere Fireworks courtesy of Green Bay resident
and photographer Ben Baeb

Q&A¹ ANSWERS TO QUESTIONS part 1

We like your approach but, now that you are a finalist, would like to know more. Can you take the strategies provided in your RFP and break them down into a task list? Walk us through what this project will feel like step by step. There is, of course, opportunity to revise and amend this task list if selected. While your RFP is very well written, this is one area where the interview panel really wanted to see some additional 'meat on the bone'.

PRE-PHASE 1

Task 1: Kick-off Meeting (Visit 1)

Conduct a half-day kick-off meeting with City staff and the project steering committee. Our team will provide a presentation and discussion that defines the full scope of branding, what it is and isn't, so that the overall group is in alignment with each other and the process. We will then lead a discussion to provide input for research topics and to uncover initial insights into challenges and opportunities within the community. We will also start to identify key stakeholders that our team will target for interviews.

We will also conduct field-work and walking tours of the community during this visit. We would welcome staff and other groups to participate in the walking tours, where available, to help identify micro and macro issues in the community.

PHASE 1: ASSESSMENT & ANALYSIS

Task 1.1: Demographics and Document Review

Our team will review documents from the City and partner organizations including the Comprehensive Plan, Downtown Master Plan, Zoning Ordinance, Historic Neighborhood Preservation Plan, Comprehensive Outdoor Recreation Plan and other pertinent documents. We will become familiar with these documents as they relate to potential strategic vision topics raised during the kick-off meeting, and other community issues and goals that are relevant to the process.

We will also conduct a review of the City's demographics to understand the composition of the community and where it is trending in regard to age, income and other factors.

Task 1.2: Project Website

We will work with City staff to establish a project webpage. This can be hosted either on the City's website or be a standalone site. This site will be maintained throughout the duration of the project to provide key dates and links to project resources and deliverables for interested stakeholders.

Task 1.3: Online Survey

Informed by the kick-off meeting and initial demographics and document review, an online survey will be conducted that reaches broadly across the De Pere community of residents, visitors and business owners.

Samples of subjects covered in the survey may be:

- Current image adjectives associated with De Pere.
- Current shopping/dining habits in De Pere and other communities.
- Barriers to living/visiting/shopping/dining in De Pere.

The survey will be sent out to a list created from De Pere organization's email lists – or those available from their businesses, faith groups, schools and economic development organizations – to reach survey participants. We would also enlist the support of young professional networks such as Current, and rely on other area government sources or businesses and would work with the staff to find available email lists for outside De Pere that could be made available to us.

If absolutely no lists are available we always have the option of purchasing a list from a reputable research list vendor. This would however, add roughly \$3,000 to the cost of the research so we will work hard to identify resources before we consider this option.

The survey will be reviewed and approved by the full City staff and the Steering Committee prior to launch. Once programmed into the survey software, a URL link will be created that can be sent out or posted on social media or websites without any exchange of consumer email information. This allows each participating group to keep their constituents/customer list secure and we have found it significantly increases organization willingness to participate.

Task 1.4: Stakeholder Interviews (Visit 2)

We will work with staff to refine the list of stakeholders, identify an appropriate location and schedule the interviews. Past experience has taught us that recruiting and scheduling interviews is best done by our client organizations. This accomplishes three important goals: key stakeholders know that the branding process has begun, that their voice will be heard and that they are receiving an invitation from someone or an organization they know and trust. At the same time, in advance of our visit, we will prepare a preliminary discussion guide and work with staff to review and refine them.

We will conduct up to 24 one-on-one or one-on-more-than-one interviews over a period of three days. Interested parties not available to meet will be given the opportunity to submit written responses or participate in a phone interview. This would include elected officials, either in small groups of one or two, or the whole council at an open public meeting as a strategic visioning session.

Task 1.5: Community Event 1 (Visit 2)

We will conduct a weekday evening community event during our visit. We will finalize the content and scope of this event through staff and Steering Committee discussions, however, we anticipate it to include the following components:

- Open house format – no formal presentation or start time to allow participants to come and go as they please and work the event into their schedule.
- Engaging and interactive stations – a mix of informative and interactive topic-based stations. Some will provide information on the process and goals, while others will ask questions related to the strategic vision, community goals and issues or concerns for the community. Stations may also include a visual preference exercise or high lighting key community assets and problem areas on a map.
- Open comment cards – provide for sharing big ideas or blowing off steam.
- Snacks and beverages

We will help generate interest for the event by providing a flyer in PDF form that the City can distribute to partners and a brief description that can be used in a press release. We will also make sure that the project website is updated to provide the event details.

Task 1.6: SWOT Analysis (Visit 2)

The morning following the community event we will regroup with City staff and the steering committee. We will share our "top of the head" thoughts on the event and the input we have received from stakeholder interviews and facilitate a brief discussion of the information we have received and the information we should still seek out. We will also conduct an evaluation of strengths, weaknesses, opportunities and threats with the group. By collaborating on this analysis, it will reflect the range of perspectives in the community and help to highlight the interplay that internal and external factors, both positive and negative, have on the community.

The team will revisit the SWOT analysis to refine and add any new information that is uncovered in the final tasks of this phase.

Task 1.7: Community Event 2 (Visit 3)

Our team will also provide one additional community even as part of Phase 1. Based on our experience, it will be better to design this event once we are further into the process so that it can be crafted to collect needed information or test and confirm trends that we see forming early in the process. Potential events could include:

- Conducting a second version of the first community event, but holding it in a different part of the community or on a weekend.
- Conducting a specific event on the St. Norbert's campus to collect input from students.
- Establishing a booth at a Thursday Farmer's Market to create awareness of the process, conduct intercept surveys and talk to interested stakeholders.
- Conducting a series of community walking and biking tours that are open to the public.

Task 1.8: Community Profile Report

We will synthesize the results of the Phase 1 analysis in a summary report. This will include the key findings from our document review, both quantitative and qualitative research on the City, the refined summary of the SWOT analysis and the team's initial thoughts on image and positioning. The findings included in this report will do two things: they will provide direction for the development of the City's vision, mission and brand development, both visual and verbal, and they will become a guidepost as the community matures and new initiatives are undertaken – after the team has completed its work and the De Pere team is at the wheel.

PHASE 2: VISION/MISSION & GOALS**Task 2.1: Vision, Mission & Goals**

Building on the community profile report, we will further synthesize the findings and highlight the top ten common themes that we heard throughout the process.

Additionally, we will prepare a comprehensive list of the suggested concepts and community priorities that have been collected. We will identify and rank these concepts based on the number of times they were suggested or the amount of support they received in surveys or at community workshops. For high ranking concepts or those that are more complex to understand, our team will collect reference photos, case studies or develop imagery to help convey the concept to City staff and the steering committee.

This information will provide a starting point of key words and ideas that may contribute to the development of a vision, mission and goals.

Task 2.2: Staff and Steering Committee Work Session (Visit 4)

Our team will facilitate a work session with City staff and steering committee centered on developing the vision, mission and goals.

We will start by presenting the top common themes to the group and then build upon the ongoing discussions started in the kick-off meeting about what the community aspires to be and how it will get there.

From this discussion, we will start to narrow down the vision, identifying and prioritizing key words and topics. We do not believe that the vision and mission statements can be written by committee, but we will facilitate the discussion to establish the framework, allowing us to write these statements for review and editing by the committee.

As the second part of the work session, we will present the list of potential concepts and goals. We will walk through each one and our understanding of how it fits into the character of De Pere. We will then lead the group in an exercise, allowing for additional concepts to be added to the list, or edits the concepts. Then each member of the committee will be allowed to vote on their top priorities. Through this exercise and group discussion a preliminary prioritized list of goals will be developed.

Task 2.3: City of De Pere Strategic Vision

Our team will organize the final recommended Vision and Mission statements, along with the City's goals and priorities, into one document. The priority goals will include narrative descriptions, reference imagery and implementation recommendations including potential partnerships, funding opportunities, timeframe, order-of-magnitude costs, sequencing and milestone tasks. This document will be provided to City staff and the steering committee for review and we will provide one round of edits based on the input collected.

PHASE 3: BRAND DEVELOPMENT & STRATEGY**Task 3.1: Brand Architecture (Visit 5)**

Based on the finding of the SWOT analysis and both quantitative and qualitative research we will build the brand architecture. It will include:

- Mission & Vision
- Brand Promise to External Audiences (visitors, new business prospects, neighboring towns)
- Brand Promise to Internal Audiences (residents, business owners, students)
- Positioning in the Marketplace/Points of Differentiation (what sets De Pere apart)
- Brand Personality (what it feels like to live in or visit De Pere, and how it communicates)
- Key Messages & Proof Points (messages that support the brand and reasons to believe)

Also included will be a tag line that captures the imagination of all the audiences and says – in a few words – what De Pere is all about.

The final phase of our work not only brings the brand to life but provides guideposts for De Pere to use after the project is finished.

Task 3.2: Brand Visual Identity/Logo (Visit 6)

Working from the established and approved Brand Architecture, we will create the visual representation of the City of De Pere brand and present 2-3 options for review and approval by the Steering Committee. This visual or brand signature will include logotype indicating "De Pere" or "City of De Pere"; the chosen tagline and potentially a brand mark or symbol representing the City. Concurrently, we will shape a color palette and choose brand fonts and begin to visualize a brand "look" through a number of brand touch points such as the City website home page, fleet graphic, street banner and apparel. After the favored option is chosen and any alterations are made, we will create variations of the brand signature as appropriate (i.e. logotype and mark with no tagline, mark only, vector scalable format, JPG for online use, etc.).

Task 3.3: Brand Standards Guide

As we are working on creating the brand visual identity and finalizing each aspect, we will, concurrently begin to form the content of the Brand Standards Guide. This Guide, as seen in the St. Cloud example included at the end of this document, will include an introduction to the Brand Architecture through a section dedicated to the Brand Spirit and Intent, sections covering typography or fonts, the color palette, proper and improper logo and brand signature usage, a guide to Brand Imagery and how to use it within specific collateral, etc. The Guide will be presented as a digital PDF document that the City may have printed and bound, may also be placed in the resources section of the City website and should certainly be shared with communications and marketing production partners in the execution of any brand extension collateral or materials.

Task 3.4: Brand Implementation Plan

Depending on the approved Brand Architecture, we will build an implementation plan. At the heart of the plan will be communication to all internal De Pere stakeholders about the brand, the 360° input used in its development and how it will be rolled out. Many cities consider light pole banners, signage and website the first communication channels. That said we have also found some innovative ways to raise awareness, from trash bins to sidewalk chalk art to branded wearables. This implementation plan will identify potential prioritization, order-of-magnitude costs, timeframes, and potential partnerships.

At the completion of this process, we will provide the City with digital versions of all final deliverables. We will conduct a conference or video call with staff to discuss the implementation plan and the City's roll-out of the new brand.

Q&A² ANSWERS TO QUESTIONS part 2

Of our three finalist teams, you proposed devoting the least amount of money to Phase 3. This is neither good or bad, but we'd like to make sure we have a clear understanding of the end product of phase 3. Can you provide a little more detail about what is promised as part of the Brand Architecture and brief brand standards guide document? Do you have an example of this from a previous project that could be submitted? Does your project scope include acquiring some of the imagery that would fit the photo treatment style? Is there an accompanying implementation strategy that provides guidance on events, media, communications, city internal operations/ processes, etc. to help the City begin to live the brand and move it forward?

Brand Architecture (See document on next page.)

Phase 3 is essentially the creative process, and your question is one we hear from other clients. The answer lies in our investment in the research process – more than most other firms are equipped to provide. Our experience in communities has taught us that by investing in research, the creative process that produces the brand architecture – from vision statement to key messages – is a natural extension of what the audience has told us. That makes it simplified and efficient. So when we spend less time, we're better stewards of your budget.

The Brand Architecture provides the foundation for communicating and supporting the brand to all its audiences – residents of De Pere, visitors, businesses – both new and established, college students and their parents. It includes not only key messages, but facts that support those message. It also gives you guidance on the tone and personality that those messages project in support of the brand.

A good example is the Brand Architecture we created for Chicago's Northalsted neighborhood. It not only addresses the neighborhood's strengths, but messages that – as part of the marketing campaign – tackle hurdles faced by the community.

Brand Standards Guide (Example Guide at the end of this document)

The contents of the Brand Standards Guide we create for the City of De Pere will be much like the example we have created for the City of St. Cloud and have included in its entirety at the end of this document. However, we will tailor your Guide to serve De Pere in the best way possible. Therefore it will vary from the example.

Brand Imagery (See suggestion and website link at bottom right of next page)

The following is an example of verbiage that may be in the Brand Standards Guide regarding Brand Imagery:

Photography, video and any other brand imagery are one of the most vital elements used to express the City of De Pere brand. It evokes emotion and connects people to the city, maximizing their investment and enthusiasm level. Just as important, the photography has a point of view. It says that De Pere is unique, that it's a wonderful place to live and/or visit. Of course, we want to present beautiful photography. But we also want that photography to convey the qualities of the city, tell the story of its people and all its success as well as the essence of the brand expression. Brand imagery categories will include Portraiture (stakeholders, leaders, icons), Still Life (brand messaging concepts), Landscapes (nature, promotion, aspirational), and Photojournalism (news, events, editorials).

While obtaining and/or securing an artist to create brand imagery is not included in our scope of work, we often recommend a highly successful and budget-conscious option of creating an annual photo contest with prizes. You'll see the latest St. Cloud Photo Contest announcement and website link to rules and submittal information.

As brand stewards, sparc, inc. will attempt to seek out qualified and talented local photographers and artists, on behalf of the City, who know De Pere, its history, its present state and where it wants to be in the future. For example, we've already begun working with a discovered resource by reaching out to a Green Bay resident and photographer Ben Baeb for usage rights for his wonderful imagery of De Pere seen in our proposal to the City of De Pere Selection Committee.

Implementation Strategy

Per the RFP and our Proposal, yes, we are planning to create an Implementation Plan outlining action items and guidance pertaining to events, media, communications, city internal operations/processes, etc.

A brand is all of the promises and perceptions that a community wants its audiences to feel about its lifestyle and economic offerings.

NORTHALSTED NEIGHBORHOOD, CHICAGO BRAND ARCHITECTURE SM

Northalsted Vision

To be national model of diversity.

The Brand Promise to External Audiences

The Chicago neighborhood that is most welcoming to the most diverse mix of residents, businesses, services and entertainment.

The Brand Promise to Internal Audiences

Everyone is welcome here.

Positioning in Marketplace / Points of Differentiation

No other Chicago neighborhood has been named Best Gay Neighborhood in the world, as well as welcoming to residents, shoppers and guests of every identity.

Brand Personality

Smart. Hip. Tolerant. Proud. High energy.

Key Message 1	Key Message 2	Key Message 3	Key Message 4	Key Message 5
The best gay neighborhood in the world	We're good neighbors. It's a pride thing.	We're Green with Pride.	You're in and we're proud.	I'm proud and I'm trained
Proof Point(s)	Proof Point(s)	Proof Point(s)	Proof Point(s)	Proof Point(s)
Out Traveler magazine annual award	Bartender/server message campaign: "Head out quietly. Don't wake the neighbors"	Branded trash receptacles on every block where there is an eating or drinking establishment. Branded plant hangers.	New Business Alliance members are welcomed and supported – window/ door sticker	Business owners and employees have complete Chicago Police Dept. training

Brand Tagline

Chicago's Proudest Neighborhood



<http://www.ci.stcloud.mn.us/996/2017-St-Cloud-GREATER-Photo-Contest>

Please find the St. Cloud Brand Standards Guide example at the end of this document.

Q&A³ ANSWERS TO QUESTIONS part 3

It is important to us that the research aspect of Phase 1 contains both qualitative and quantitative information. Can you provide a little more detail as related to how your team will approach the research phase and survey? For example, how do you craft the survey questions? What resources do you use to collect quantitative data about the community in order to gain an understanding of our place in the world? We didn't hear much from Jackie on the phone but we'd to know more about how she will work her magic on this project.

Research Plan (See diagram at top left of next page)

The research plan is designed to obtain both the internal and external views of De Pere so we can create the Brand Position with the properly balanced view.

PRE-PHASE 1

Kickoff Meeting – gathering the Brand Vision (See diagram at top right of next page)

Embedded in the kickoff meeting is an Ideation Session which is the first step in our research process. This involves taking the entire group through a structured exercise that will uncover the De Pere decision makers' vision for De Pere as well as their view of the current image.

There is a series of questions that has been proven over the years to elicit the more emotion-oriented and in-depth discussions that are what a brand is truly built on. Our vision of branding is always to reach for the "heart" level as this is where brands truly resonate.

Samples of questions are:

- If downtown De Pere disappeared, what would be missing in residents' lives?
- How does De Pere feel different from surrounding towns, how is the "vibe" different?
- What would the "ideal" De Pere look like in 2020 if there were no constraints of time or money?

PHASE 1: ASSESSMENT & ANALYSIS

Research & Planning – gathering the Brand Image

Step 1: Demographics & Document Review

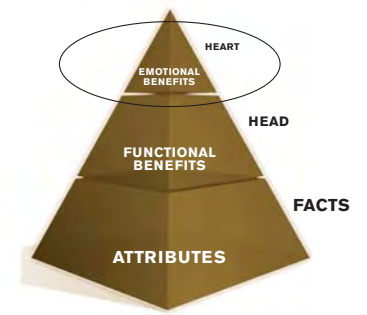
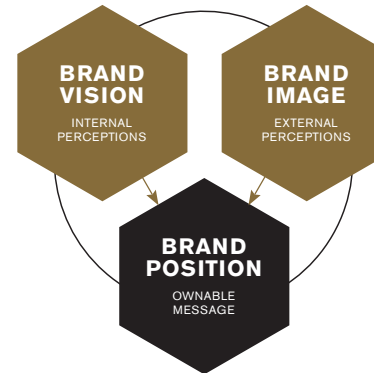
This step does two things: it provides the facts and it provides the gaps in the facts needed to craft a vibrant brand for De Pere. This understanding helps guide Steps 2 and 3.

Step 2: Online survey

Informed by the Ideation session, an online survey that reaches broadly across the De Pere community of residents, visitors and business owners will gather all the components of the pyramid referenced above (attributes, functional benefits, emotional benefits).

Samples of subjects covered in the survey are:

- Current image adjectives associated with De Pere.
- Current shopping/dining habits in De Pere and other communities.
- Barriers to living/visiting/shopping/dining in De Pere.



We've learned that, by using a community organization's email lists – or those available from their businesses, faith groups, schools and economic development organizations – to reach survey participants, we can save project dollars that can be used for marketing or to take advantage of unforeseen opportunities.

As one of the stated goals of this process is to assess and improve attraction and retention of young professionals, it is important to understand how this group perceives not only the City, but the region and De Pere's place in it. To that end we would enlist the support of young professional networks such as Current.

To reach those outside of De Pere, we would rely on other area government sources or businesses and would work with the staff to find available email lists that could be made available to us.

- If absolutely no lists are available we always have the option of purchasing a list from a reputable research list vendor. This would however, add roughly \$3,000 to the cost of the research so we will work hard to find alternatives before we consider this option.

The survey is reviewed and approved by the full team prior to launch. Once programmed into the survey software, a URL link is created that can be sent out or posted on social media or websites without any exchange of consumer email information. This allows each participating group to keep their constituents/customer list secure and we have found it significantly increases organization willingness to participate.

Once the information is analyzed, we will begin to craft potential positioning/messaging statements that will be tested in Step 2.

Step 3: Stakeholder Interviews

The discussion guide for these one-on-one or one-on-a-few interviews is informed by Steps 1 and 2. Not only will these interviews give us insight into attitudes, perceptions and energy of the community, but it will help expand our understanding of the results of the demographic data and online quantitative survey.

A good example from a recent project dealt with identifying positive points of differentiation with two neighboring communities. Quantitative research showed that the other towns out-performed our client community in terms of shopping and dining habits. In the interview setting, respondents focused on quality of life rather than quantity of dollars. While all acknowledged a "wish list" for more new businesses, what provided the heart of the city's brand was their unified belief – and supporting facts – that their town is "down to earth" and they live among the best neighbors in the world.

Q&A⁴ ANSWERS TO QUESTIONS part 4

We also know that sometimes the big idea is easily missed for those of us who live De Pere day to day. For that reason, outside perceptions of our community are really important. Have you had success with this sort of 360 degree view in other projects? How would you recommend we solicit that sort of outsider feedback?

One feedback we receive consistently from our community clients is that we bring an outsider's openness – no accepted "truths", no biases, no closed minds – combined with candor. That's why we arrive early and stay late, engaging and listening to residents and business owners. But it also important to hear from those outside the community who are important to its success as measured in economic terms and in quality of life.

A good example is our work for a region that comprises several very different communities, but for whom visitors are the life blood of their economy. In that case, visitor destinations (hotels, restaurants, theatres, libraries) provide the connection to the online survey through their websites and on-site promotion that includes the link to the survey. They also use Convention and Visitors Bureau interns, equipped with the survey loaded on tablets, to roam crowds at high visitor-volume events. In the case of De Pere, invitations to for outsiders to complete the survey might also include St. Norbert parents and alumni.

Q&A⁵ ANSWERS TO QUESTIONS part 5

Us municipal folks love to talk about performance measures (even though we rarely have the time to actually track them). What do you feel are possible measures of success for this project for De Pere? Clicks on a website? Public involvement? Completing items on the implementation plan? Support and buy in from elected officials and the public? Something else?

Realizing a return on investment of a new or refreshed brand requires both short-term and long-term measurements. Some are easily quantified, others may require follow up research. Depending on the Implementation Plan developed for De Pere, the success metrics will likely combine both qualitative and quantitative data.

A good example of finding near-term quantifiable measures of success is in our work for the Chicago neighborhood of Northalsted. While a brand marketing and implementation plan was not part of the engagement's original scope, sparc, inc. was retained to create a plan, along with metrics to measure outcomes. An excerpt of the plan is below:

MEASUREMENT OF SUCCESS

The metrics of success will be determined by both internal and external marketing campaign.

Metric #1: Expanding diversity of residents

Measurement tool: 2020 Census

Metric #2: Growth in retail population

Measurement tool: Commercial real estate closings and footage, year over year

Metric #3: Growth in Northalsted Business Alliance membership

Measurement tool: New member count – along with terminated memberships

Metric #4: Northalsted website visits

Measurement tool: Number of visitors increased, number of pages visited increased

Metric #5: PR effectiveness

Measuring the effectiveness of public relations is less straightforward than measuring the effect of paid media. The reason: advertising offers control over message, PR does not. However, balancing the impact of both channels is clearer – PR generates as much as 70% more believability and credibility than paid advertising. Another reason: measuring something that didn't happen (no coverage of a negative incident in the area) is impossible.

While there are many service providers who will track, report and evaluate media coverage, the cost of this measurement can be considerable. The sparc, inc. recommendations: track and store media coverage (print, TV, radio, social media) and do a self-evaluation every quarter.

Q&A⁶ ANSWERS TO QUESTIONS part 6

You've been here, seen a little bit of De Pere, and met us. Any additional thoughts on this project? Anything we should consider tweaking or moving around in our scope based on what folks have told you or things you've learned? Any interesting insight to share?

Our digging into De Pere started long before our on-the-ground visit. We talked with friends and colleagues who know the city well. We pulled from experience in neighboring cities. Then we talked to De Pere people – from an Indian grocery/watch store owner to small business owners to restaurant servers and hospitality providers.

The insights and observations we can share include:

De Pere has an immense asset to leverage: its historic building stock. Unlike neighboring cities that are suffering after moving down their architectural history, and its charm, this would allow De Pere to "lean into" what differentiates the city. In this effort, it will also be important to communicate that historic preservation and development don't need to be mutually exclusive.

With the completion of the 102 on Broadway, De Pere is taking solid steps toward providing the housing stock that appeals to the demographics that prefer a "walkable" city. That can apply to both Millennials and Boomers. However, our walking tour also pointed out what's missing: a general supermarket in the neighborhood. Waseda Farms can answer the need for organic produce and products, but there remains a need for a store within walking distance to satisfy the entire weekly grocery list, or ingredients for tonight's dinner.

The single family homes in De Pere are another housing asset that may be a natural draw for the older Millennials – those who are starting families. The demographic tends to have cars for commuting to work as well as shopping.

There also seems to be an opportunity for adding to and diversifying restaurants on both sides of the river. Our Stella server pointed out that more restaurants – though not more Italian restaurants – would be a good thing for the city. He noted he would prefer them on the other side of the river.

And finally, we couldn't ignore empty store fronts. We recognize that e-commerce continues to grow and large warehouse shopping like Costco provides good value, both making it hard to keep storefronts full. However, De Pere has more boutique clothing stores that we see in many communities, along with a downtown theater and other unique shops, things other downtowns would die for. So what are the obstacles facing these buildings? Is it perception or reality? Through the process we would like to get a better understanding of what uses the community wants to see and what trade-offs they would be willing to make to see more active storefronts.

thx!

very much

Richard Cassis
rcassis@sparcinc.com
773-320-3095

ST.CLOUD GREATER GUIDELINES

Placemaking Campaign
Brand and Identity Guide



Where are you from?

More often than not, the question of where you call home comes up in conversation. It gives you perspective, a frame of reference and most importantly a personality!

When folks from in or around St. Cloud are asked this question, they most often answer with **"The Greater St. Cloud Area"**. It's most likely the default due to many factors. One of which is that most people recognize St. Cloud as one of the major cities in Minnesota. Another reason is pride — a factor that we will focus on as we build awareness for St. Cloud through this campaign.

"Greater St. Cloud", heard and said everywhere, is used for myriad purposes. Now we take that geographic-centric moniker and turn it 180 degrees!

"St. Cloud Greater", just as it's parent term, can mean so many things to so many people. This new term, having come from an age-old parent term, carries a familiarity, yet at once is completely converse to the original term's meaning. Yesterday the focus was on the Greater St. Cloud Area and today we focus on the hub or heart of the St. Cloud region.

This guide will help begin the process of creating awareness for St. Cloud through a campaign and theme that will function as a brand brimming with character, history, personality and a promise for a GREATER future.

Greater everything



The best brand messages are also the simplest.
Common purpose. Clear objectives.

With just one word — GREATER — the campaign for St. Cloud begins to illustrate those attributes and characteristics that are already present and not always acknowledged and sets up the promise for a GREATER future.

Promise

St. Cloud is already a vital and thriving city and has set its sights on becoming a GREATER place to live and destination to visit and welcome everyone to be a part of its future.

Unique Selling Proposition

St. Cloud is geographically at the heart of Minnesota and poised perfectly on the Great Mississippi River! The city serves as the County Seat and situated along Interstate and major state routes, it has become a crossroads stop for good living, higher education, healthcare excellence, business opportunities, sports, unique retail, green spaces and parks, theater and the fine arts. It has also become a regional retail center.

Vision

Making St. Cloud a GREATER place.

Campaign Mission

To create GREATER awareness of the existing characteristics of St. Cloud and create new opportunities through placemaking, urban planning and development, special events and imagemaking to make St. Cloud a GREATER place.

GREATER skyline

One stakeholder half kidded about putting up a billboard along the Interstate with the message "Big City Skyline This Way" with an arrow point toward the exit for St. Cloud.

Greater than granite



An effective brand campaign is built on a persona or personality, core values and clear mission goals.

Granite was then. GREATER is now.

How we became GREATER

The genesis of this idea was derived from the branding study and discussions with St. Cloud stakeholders. It became apparent that there were many strong assets yet the citizens were not so quick to flaunt them. Yet there was a desire to build upon these strengths. The GREATER brand reflects these strengths and also takes the phrase "Greater St. Cloud" region and inverts it, in effect putting more emphasis on St. Cloud as the center and focus of the region – St. Cloud: GREATER.

GREATER also allows for flexibility by pairing the working with specific concepts or ideas as exhibited on the next page.

Personality and Position

For 130 years St. Cloud has been known as the Granite City for the surrounding quarries. Most of those quarries are now parks honoring the community's heritage. While many great things have come from the name, it's time to move on to GREATER things.

St. Cloud has so much more to offer the world than just granite! Its story is broader and richer than stone alone! St. Cloud is a vibrant, dynamic urban environment ready for now and a promise for the future.

From now on St. Cloud will put forward the following traits that are rooted in that solid granite foundation but more spirited, nimble and interactive.

- | | |
|------------------|------------|
| Welcoming | Connected |
| Friendly | Creative |
| Vital | Accessible |
| Hopeful | Natural |
| Modest yet Proud | Original |
| Solid yet Fluid | Focused |

GREATER riverscape

Several stakeholders wished there could be a riverside restaurant with fine dining on the river or some similar type of redevelopment. It's a great resource that is not utilized to its full potential.

Greater

" "



The GREATER brand campaign communicates through elements that help define St. Cloud as a place. These elements are some of the city’s GREATER assets.

Communication Elements

St. Cloud is known for many things, but the identified elements are things that resonate more with stakeholders and visitors alike. Coupled with the GREATER prefix they promise even more value and substance than they already possess. They promise better things for the future.

Like granite building blocks, these are the foundation for building the future of St. Cloud.

Community

- GREATER Harmony
- GREATER Heart
- GREATER Skaters

Livability

- GREATER Health
- GREATER Neighborhoods

Activity

- GREATER Go
- GREATER Arts

Connectivity

- GREATER Mobility
- GREATER Walkability

Environment

- GREATER Gardens
- GREATER Green
- GREATER River

Opportunity

- GREATER Industry
- GREATER Growth
- GREATER Workforce
- GREATER Talent

Education

- GREATER Minds

Retail, Shopping & Dining

- GREATER Foodies
- GREATER Goods
- GREATER Social
- GREATER Shopping

Events

- GREATER Happens
- GREATER By George!

City Functions

- GREATER Works
- GREATER Sustainability
- GREATER Airport
- GREATER Destinations
- GREATER Service

GREATER symbol

The mission was to create a visual to go along with the message that was engaging and easy to understand. The GREATER forward chevron was the very next thought that manifest itself just after the word GREATER. The “greater” symbol, being math related, brings up other math concepts to describe St. Cloud — an example would be “the whole is GREATER than the sum of its parts”.

Greater than you think.



The following guide to the GREATER placemaking brand is only the beginning of the process of communicating this unique story to the world. Use this guide to inform your every step toward manifesting the Greater Spirit. Compelling storytelling and factual verbiage coupled with the following visual language will serve to create a meaningful foundation on which to continue to grow the GREATER proposition, promise and spirit.

DOWNLOADS

Brand mark files are available for download upon request. Contact the **City of St. Cloud Economic Development Department** at [320-255-7218](tel:320-255-7218).

What would a brand be without a strong workhorse font family that can get through the rigors of modern day print and electronic communications?

Brand Font Family

Gotham, a recently designed typeface, is the official St. Cloud GREATER font family. With it's humble, no-nonsense, roll-up-the-sleeves attitude, this font allows for myriad options from the largest headlines to bountiful columns of body copy to the tiniest of captions. This typeface is much akin to the good folks of St. Cloud — hard working and stable yet exuding a special personality. It's the best of both worlds and the possibilities are GREATER than you think!

Gotham is familiar with an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients — a lowercase, italics, and a comprehensive range of weights — enhances these forms' plainspokenness with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family.

Gotham should be applied from everything from ads to signage and even envelope addressing.

Contact Us

City of St. Cloud Economic Development Department manages access to the Gotham fonts to maximize their use for high-level external communications. To obtain fonts for use on St. Cloud GREATER work, contact the **City of St. Cloud Economic Development Department** at [320-255-7218](tel:320-255-7218).

Gotham Ultra
Gotham Ultra Italic
Gotham Black
Gotham Black Italic
Gotham Bold
Gotham Bold Italic
Gotham Medium
Gotham Medium Italic
Gotham Book
Gotham Book Italic
Gotham Light
Gotham Light Italic
Gotham Extra Light
Gotham Extra Light Italic
Gotham Thin
Gotham Thin Italic

The beauty of employing the GREATER arrow brand mark is that its simplicity and its strength allows it to hold up in a wide range of colors. These colors are a reflection of the diversity and vibrancy of St. Cloud's facets!

Color Palette

You'll find everyone of the GREATER colors is equal and should be used as suggested. There is no one GREATER color.

In order to expand the GREATER color palette's usability, you can either screen the colors or add black to them in various degrees. This is particularly useful for web applications. This kind of value adjustment of color should not be overused, though.

Use the CMYK values for four color printing. For one-color, two-color or three-color printing, use the Pantone numbers. And for online or screen based applications use the RGB values.

Frequent use of these colors in their full strength will support the impact of the GREATER brand and prove quicker awareness response times.



PANTONE PROCESS BLACK
C0 M0 Y0 K100
R0 G0 B0

Brand
typography



PANTONE 425
C0 M0 Y0 K77
R95 G96 B98

Brand
typography



WHITE
C0 M0 Y0 K0
R255 G255 B255

Reversed
from Imagery
Brand
typography



PANTONE 1797
C0 M100 Y99 K4
R227 G27 B35

Education
City Fire Dept.
Autumn

Screens of black may be used to overlay official colors as shown at the top half of symbol

Note: Symbol should not be reproduced using any form of gradient. Gradients show range of colors within the palette.



PANTONE 130
C0 M30 Y100 K0
R253 G185 B19

Public Works
Streetscapes
Summer



PANTONE 376
C50 M0 Y100 K0
R141 G198 B63

Green Spaces
Parks
Recreation
Health/Wellness
Spring



PANTONE RHODAMINE RED
C3 M89 Y0 K0
R230 G64 B151

Shopping
Dining
Fine Arts
Theater



PANTONE 3005
C100 M34 Y0 K2
R0 G129 B198

Mayor's Office
City Departments
City Fleet
City Police Dept.
Mississippi River
Winter

Screens of black may be used to overlay official colors as shown at the top half of symbol

Note: Symbol should not be reproduced using any form of gradient. Gradients show range of colors within the palette.

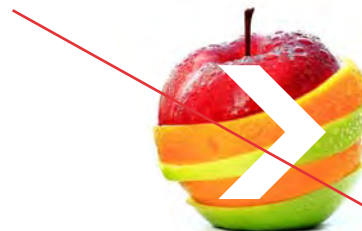
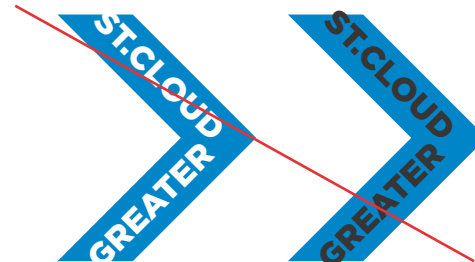
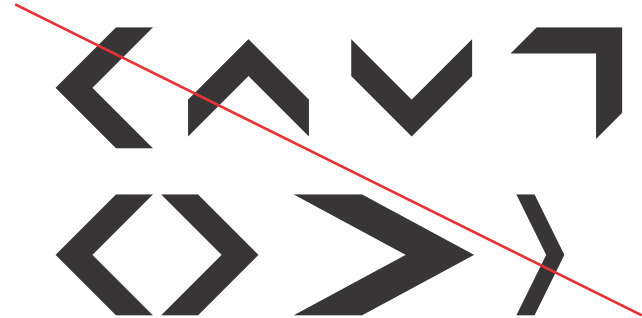
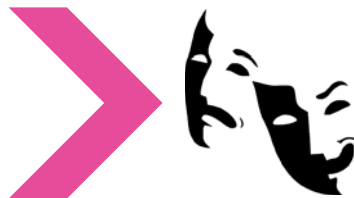
One of the strongest universal visual symbols is the arrow. It gives direction and points the way. It's angular, strong and decisive. An arrow oriented to the right also means "forward" movement, progress and future time.

It is also shorthand for "greater" or "greater than". The city of St. Cloud has adopted this strong symbol to characterize it as a place, a destination and a home for all the qualities of the arrow.

Here are some examples of how to best use the St. Cloud GREATER ARROW and other examples that would dilute or confuse the brand intentions.

DOWNLOADS

Brand mark files are available for download upon request. Contact the **City of St. Cloud Economic Development Department** at [320-255-7218](tel:320-255-7218).



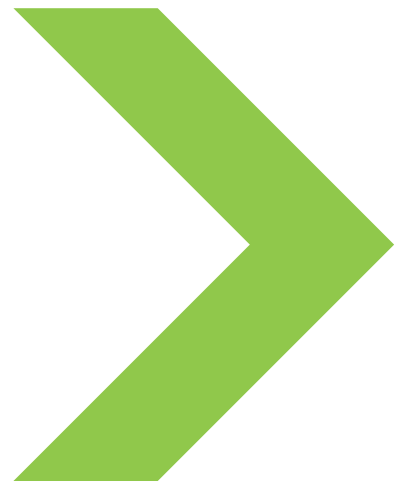
The St. Cloud GREATER ARROW is a strong element on its own. However, in the early development of this new brand and moving forward, its message should most often be reinforced with descriptive brand typography.

The GREATER Stack is meant for more vertical or spatially challenged brand opportunities.

The GREATER Stack presents the brand mark GREATER ARROW and its verbal companion the ST. CLOUD GREATER logotype. The logotype is exactly one cap letter height offset below and left and right justified to the brand mark. The color scheme shown should stay consistent. ST. CLOUD should never be in a color and GREATER should not be black unless

it's absolutely necessary to employ the all black version of the signature.

Secondary descriptors such as "Education" and "Gardens" should be in the GREATER Gray brand color and presented in a mixed case with initial caps.



ST.CLOUD
GREATER



ST.CLOUD
GREATER
Winters



ST.CLOUD
GREATER
Winters



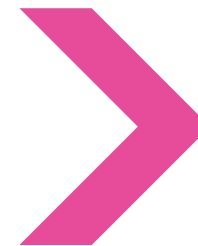
ST.CLOUD
GREATER



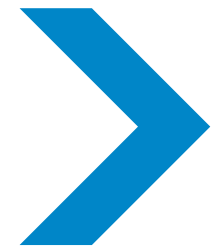
ST.CLOUD
GREATER



ST.CLOUD
GREATER



ST.CLOUD
GREATER



ST.CLOUD
GREATER



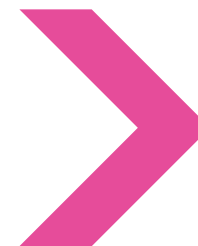
ST.CLOUD
GREATER
Education



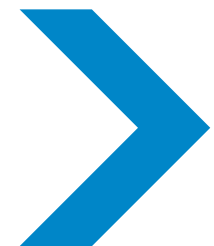
ST.CLOUD
GREATER
Harmony



ST.CLOUD
GREATER
Gardens



ST.CLOUD
GREATER
Arts &
Culture



ST.CLOUD
GREATER
Public Works

DOWNLOADS

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The St. Cloud GREATER signature may, at times, need to be implemented within a dark background or photograph. Here are the encouraged colorways for this opportunity.

In this instance the secondary descriptors should be presented in a 25% screen value of the GREATER Gray color.

If the presented color combinations are not effective for a particular application on a dark background or photograph, you can use the all white reverse version of the signature.



**ST.CLOUD
GREATER**



**ST.CLOUD
GREATER**
Winters



**ST.CLOUD
GREATER**



**ST.CLOUD
GREATER**



**ST.CLOUD
GREATER**



**ST.CLOUD
GREATER**



**ST.CLOUD
GREATER**



**ST.CLOUD
GREATER**
Education



**ST.CLOUD
GREATER**
Harmony



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Gardens



**ST.CLOUD
GREATER**
Arts &
Culture



**ST.CLOUD
GREATER**
Public Works

The St. Cloud GREATER signature may, at times, need to be implemented within a GREATER color background. Here are the encouraged colorways for this opportunity.

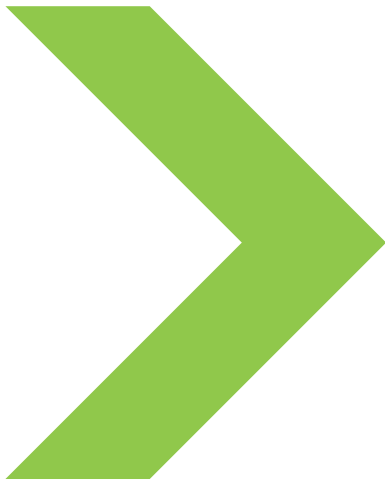
In this instance the signature may be presented in the white reverse version or a mixed color version with black and GREATER Gray.

 ST.CLOUD GREATER Minds	 ST.CLOUD GREATER Summers
 ST.CLOUD GREATER Gardens	 ST.CLOUD GREATER Arts
 ST.CLOUD GREATER Winters	 ST.CLOUD GREATER Sports

Here are some examples of how to best use the St. Cloud GREATER ARROW and other examples that would dilute or confuse the brand intentions.

YES THESE OPTIONS ARE ENCOURAGED

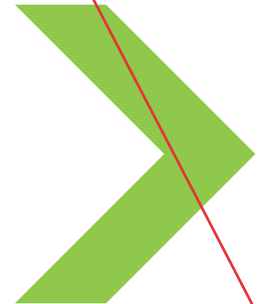
NO IT'S BEST NOT TO GO HERE



**ST.CLOUD
GREATER**



**ST.CLOUD
GREATER**



**ST.CLOUD
GREATER**



The St. Cloud GREATER ARROW is a strong element on its own. However, in the early development of this new brand and moving forward, its message should most often be reinforced with descriptive brand typography.

The GREATER Line is meant for more horizontal brand opportunities.

The GREATER Line presents the brand mark GREATER ARROW and its verbal companion the ST. CLOUD GREATER logotype. The logotype in this case is split on either side of the GREATER ARROW. The color scheme shown should stay consistent. ST. CLOUD should never be in a color and GREATER should not be black unless it's absolutely necessary to employ the all black version of the signature.

The GREATER ARROW brand mark replaces the word "GREATER" and points to the secondary descriptors such as "Minds" and "Shopping". In this instance, the secondary descriptors should be presented in all caps lettering or alternatively in mixed case with initial caps and in the GREATER Gray color.

In Partnership lockups, the secondary descriptor type can be presented in mixed case with initial caps.

ST.CLOUD  **GREATER**

ST.CLOUD 

ST.CLOUD  **MINDS**

ST.CLOUD  **CVB**

ST.CLOUD  **Downtown Council**

ST.CLOUD  **Ambassador**

DOWNLOADS

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ST.CLOUD  GREATER

ST.CLOUD  MINDS

ST.CLOUD  Supporter

ST.CLOUD  Ambassador

ST.CLOUD 

The St. Cloud GREATER signature may, at times, need to be implemented within a GREATER color background. Here are the encouraged colorways for this opportunity.

In this instance the signature may be presented in the white reverse version or a mixed color version with black and GREATER Gray.

ST.CLOUD > MINDS

ST.CLOUD > Summers

ST.CLOUD > Gardens

ST.CLOUD > Arts

ST.CLOUD > Winters

ST.CLOUD > Sports

Here are some examples of how to best use the St. Cloud GREATER ARROW and other examples that would dilute or confuse the brand intentions.

YES THESE OPTIONS ARE ENCOURAGED

ST.CLOUD  **GREATER**

ST.CLOUD 

NO IT'S BEST NOT TO GO HERE

 **ST.CLOUD GREATER**

ST.CLOUD GREATER 

 **GREATER ST.CLOUD**

GREATER  **ST.CLOUD**

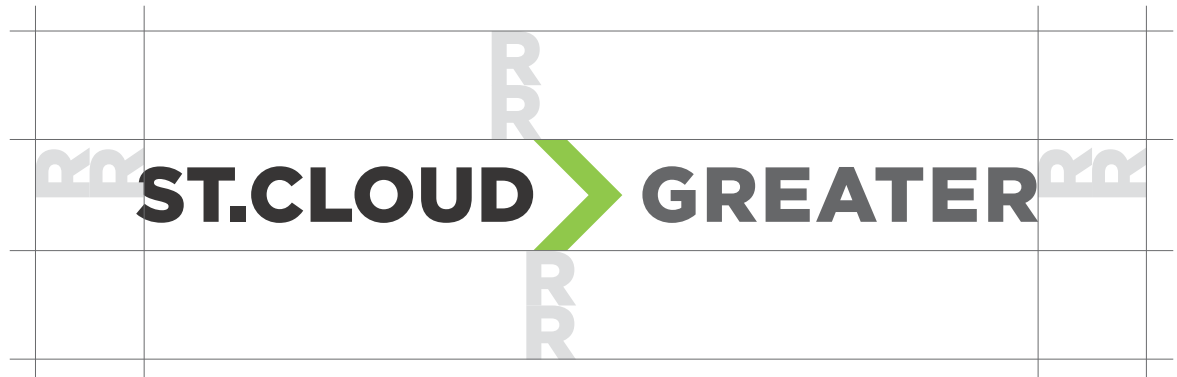
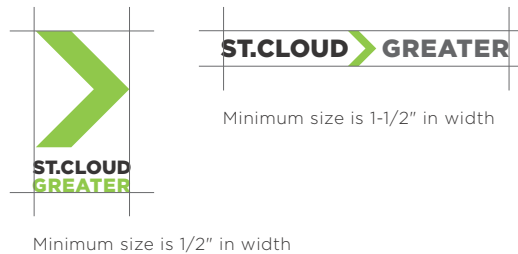
 **ST.CLOUD**


ST.CLOUD

Both the GREATER Stack and GREATER Line signature compositions need a bit of breathing room as they live within their campaign and other efforts. Please follow these guidelines to ensure the proper clear space around any of the signatures.

No design element or typography may fall within this area. The clear space is defined by twice the height of a capital letter in the name.

The minimum size of the GREATER Stack brand mark should be no less than 1/2" wide and the GREATER Line width should be no less than 1-1/2".



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ST.CLOUD GREATER SIGNATURE | PARTNER LOCKUPS

19

Beyond the secondary descriptors that characterize facets of the city, there are special partner descriptors that should be used to present specific relationships and alignments within the community.

Partners, ambassadors, advocates and other groups and organizations that ally with the ST. CLOUD GREATER program are encouraged to use a custom partner lockup in their own communications.



ST.CLOUD > Ambassador



ST.CLOUD > Proud Partner



ST.CLOUD > Supporter



ST.CLOUD GREATER ARROWGRAMS

20

Here are some examples of how to use the St. Cloud GREATER ARROW to make a pictogram statement or slogan.

To pique interest, the GREATER ARROWGRAMS may stand alone or with their respective and descriptive underline typography.

Please be responsible when creating ARROWGRAMS.
You must check with the City of St. Cloud for approval of any slogans.

Contact Us

City of St. Cloud Economic Development Department
 at **320-255-7218**.



Line art symbols and images may be used to create ARROWGRAMS.

Line art symbols and images may be used to create ARROWGRAMS.

ST.CLOUD GREATER THEATER



Photographs may be used to create ARROWGRAMS.

ST.CLOUD GREATER MARKETS
 The New Farmers & Ethnic Market



(GREATER Skater)

Type or decorative fonts may be used to create ARROWGRAMS.

ST.CLOUD GREATER BRANDWORDS

As seen above, GREATER may also be used as a brand word or term within a headline or subhead or even text.

ST.CLOUD GREATER THEATER
ST.CLOUD GREATER MINDS

GREATER THEATER
GREATER MINDS

The St. Cloud GREATER brand mark, signature and lockups serve as a consistent and strong foundation to build brand touchpoints on.

Touchpoints such as advertising, signage, social media and public relations can take the spirit of the brand to the people in many ways.

The images used to communicate a brand are vital to effective expression. Typically, brand personality comes through in candid, portrait and scenic photography, while the brand essence is best supported by concept photography.

Here's one example of an already successful event and how its awareness campaign may utilize the GREATER brand.



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Here's one example of how a consistent and compelling visual place awareness campaign may utilize the GREATER brand.

Contact Us

City of St. Cloud Economic Development Department at [320-255-7218](tel:320-255-7218).

DOWNLOADS

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Official Biodegradable Leftovers Bag
for Launch Phase Dining Program





Have a GREATER day!

City of De Pere, Wisconsin



Request For Finance/Personnel Committee Action

MEETING DATE: July 11, 2017

DEPARTMENT: Finance/Personnel Committee

FROM: Joe Zegers

SUBJECT: Approval of Preliminary 2017 Borrowing.

ATTACHMENTS:

- 2017BorrowingMemo (DOC)
- Copy of Capital Projects Worksheet for Executive Budget 2017-2017 Borrowing Program (XLSX)

To: Honorable Mayor and Members of the Finance Committee
Larry Delo, Administrator
From: Joe Zegers, Finance Director
Date: July 3, 2017
Subject: Preliminary 2017 Borrowing

I have attached the project list in regard to the development of an initial resolution to authorize the 2017 borrowing. The projecting borrowing is in the form of ten year general obligation notes or bonds which include \$2,243,056 of non-TID equipment and projects while including 2017 bonding of \$ 420,125 for the various TID items listed on the worksheet. The City's borrowing consulting firm of Springsted will review the list and provide their recommendations regarding note sizing and repayment terms.

Pending Finance Committee approval, the initial resolutions for these projects will go to the City Council for projected approval at the first August Council meeting with the Council approving the most favorable bond bid at the second September Council meeting. Proceeds would then be projected to be available to the City by late October 2017. I will firm these dates up with Joe Murray of Springsted pending your review and approval. Should you have any questions on this feel free to contact me or I will be present at the Finance Committee meeting on July 11th.

Attachment: 2017BorrowingMemo (6010 : Approval of Preliminary 2017 Borrowing.)

City of De Pere, Wisconsin					
Projects	Adopted Budget	Proposed Borrowing	10 Year Note	15 Year Bond	Bonds - TIF
General Government					
Council Chambers Video & Projector Upgrade	22,860	22,860	22,860		
Total General Government	22,860	22,860	22,860	0	0
Public Safety					
Police - Carpet Replacement	30,200	30,200	30,200		
Fire - Replace SCBA	278,000	278,000	278,000		
Fire - Refurbish 2001 Fire Engine	250,000	210,000	210,000		
Total Public Safety	558,200	518,200	518,200	0	0
Public Works					
MSC - Replace Fuel Station Pedestal	7,200	7,200	7,200		
Traffic Lights - Broadway & Merrill Upgrade Video Detection System	25,000	25,000	25,000		
Planning - TID 5 Wayfinding Signs*	2,000	2,000			2,000
Planning - TID 5 Nicolet Square Design Documents	100,000	50,000			50,000
Planning - TID 5 Downtown Parking Study	12,000	0			0
Planning - TID 5 Façade Grant Program	40,000	0			0
Planning - TID 5 Nicolet Square Dumpster Enclosures	15,000	0			0
Planning - TID 5 Garbage Can and Bike Rack Replacement*	5,000	5,000			5,000
Planning - TID 5 Downtown Parking Education Program	10,000	0			0
Planning - TID 5 Zoning Code Update*	5,000	5,000			5,000
Planning - TID 5 Development Grant	50,000	0			0
Planning - TID 6 Zoning Code Update*	5,000	5,000			5,000
Planning - TID 7 Wayfinding Signs*	2,000	2,000			2,000
Planning - TID 7 Front Street Redevelopment	15,000	0			0
Planning - TID 7 James Street Fountain/Streetscape	40,000	40,000			40,000
Planning - TID 7 Downtown Parking Study	12,000	0			0
Planning - TID 7 Façade Grant Program	30,000	0			0
Planning - TID 7 Garbage Can and Bike Rack Replacement	5,000	5,000			5,000
Planning - TID 7 Downtown Parking Education Program	10,000	0			0
Planning - TID 7 Zoning Code Update*	5,000	5,000			5,000
Planning - TID 7 Development Grant	100,000	0			0
Planning - TID 8 Development Grant	50,000	0			0
Planning - TID 8 Zoning Code Update*	5,000	5,000			5,000
Planning - TID 9 Development Grant	50,000	0			0
Planning - TID 9 Wayfinding Signs*	2,000	2,000			2,000
Planning - TID 9 Nicolet Square Planters	30,000	0			0
Planning - TID 9 Nicolet Square Design Documents	100,000	50,000			50,000
Planning - TID 9 Downtown Parking Study	12,000	0			0
Planning - TID 9 Nicolet Square Dumpster Enclosures	15,000	0			0
Planning - TID 9 Garbage Can and Bike Rack Replacement*	5,000	5,000			5,000
Planning - TID 9 Downtown Parking Education Program	10,000	0			0
Planning - TID 9 Zoning Code Update*	5,000	5,000			5,000
Planning - TID 9 Development Grant	0	20,000			20,000
Planning - TID 10 Development Grant	50,000	0			0
Planning - TID 10 East Industrial Park Gateway Signage	50,000	0			0
Planning - TID 10 Zoning Code Update*	5,000	5,000			5,000
Planning - TID 10 Southern Bridge Economic Development Study	10,000	0			0
Planning - TID 11 West Industrial Park Rail Spur Maintenance*	4,500	4,500			4,500
Planning - TID 11 Development Grant	50,000	100,125			100,125
Planning - TID 12 West Industrial Park Rail Spur Maintenance*	4,500	4,500			4,500
Planning - TID 12 Bicycle/Pedestrian Improvements West Industrial Park	100,000	0			0
Planning - TID 12 Development Grant	50,000	0			0
Total Public Works	1,103,200	352,325	32,200	0	320,125
Parks & Recreation					
Community Center - Boiler Replacement	34,000	34,000	34,000		
Parks & Public Lands - Water Cooler Replacement Program	5,000	5,000	5,000		
Parks & Public Lands - Accessible Route Program	5,000	5,000	5,000		
Parks & Public Lands - Voyageur Park Breakwall/Sidewalk Repair	10,000	10,000	10,000		
Parks & Public Lands - VFW Park Playground Replacement	110,000	110,000	110,000		
Boat Ramps - Fox Point Boat Launch Ticket Machine	22,000	22,000	22,000		
Parks Equip/Veh Maintenance - Truck #68 Replacement	43,000	43,000	43,000		
Total Parks & Recreation	229,000	229,000	229,000	0	0
Street Construction					
Crackfilling/Patching	243,724	243,724	243,724		
Sidewalks	84,500	84,500	84,500		
Alley Resurfacing	30,000	30,000	30,000		
Street Reconstruction - Huron Street	520,000	520,000	520,000		
Claude Allouez Bridge Maintenance	50,000	50,000	50,000		
Street Construction - STH-U Grant Participation	341,072	341,072	341,072		
Street Construction - STH 32 (Eighth Design)	86,500	86,500	86,500		
Rockland Road Resurfacing	50,000	50,000	50,000		
Deer Point Lane Resurfacing	35,000	35,000	35,000		
Rockland Road Rehabilitation	100,000	100,000			100,000
Total Street Construction	1,540,796	1,540,796	1,440,796	0	100,000
TOTALS - CAPITAL PROJECTS	\$ 3,454,056	\$ 2,663,181	\$ 2,243,056	\$ -	\$ 420,125

City of De Pere, Wisconsin**Request For Finance/Personnel Committee Action**

MEETING DATE: July 11, 2017

DEPARTMENT: Finance/Personnel Committee

FROM: Lawrence Delo

SUBJECT: Discuss Proposal of Alderperson Nelson to Create an Ordinance Prohibiting Discrimination in Housing, Employment and Public Accommodations

ATTACHMENTS:

- Prohibited Discrimination Proposal Memo (Alderperson Nelson) (DOCX)

PROPOSAL

Proposal to draft an ordinance that defines protected classes in which discrimination is prohibited in areas of housing, employment and public accommodation in the city of De Pere.

Protecting citizens from discrimination is an important responsibility for any governing body, and publicly displaying a steadfast dedication to this issue will help our city attract a vibrant, diverse citizenry. This proposal requests approval to draft an ordinance prohibiting discrimination in housing, employment and public accommodation for specific defined protected classes. The main objective of this ordinance is to illustrate that the city of De Pere understands and appreciates the importance of equal treatment for all of its citizens. This may very well provide economic benefits by making our city more appealing to visitors and individuals looking for a progressive place to live.

This ordinance will prohibit discrimination in housing, employment and public accommodation for the following protected classes: age, color, family status, gender identity and/or gender expression, marital status, national origin/ancestry, race, religion, persons with disability, sex, sexual orientation, source of lawful income or victims of domestic violence, sexual assault or stalking. The primary intention in regards to housing will be to make it unlawful to refuse to sell, rent to, negotiate with or provide financing to any person because of their inclusion in a protected class. For employment, the ordinance will bar any act, policy, advertisement or practice which, regardless of intent, has the effect of subjecting any person to differential treatment as a result of that person's inclusion in a protected class. In regards to public accommodation, the ordinance will prohibit a business establishment or place of public accommodation to deny, directly or indirectly, any person the full enjoyment of the goods, services, facilities, privileges, advantages, and accommodations wholly or partially for a discriminatory reason.

Any person who claims to have been wronged under this ordinance will first have their complaint heard by the Mayor, who will attempt to rectify the situation. If a resolution cannot be reached or discrimination continues a fine may be instituted. With the exception of egregious violations, an informal resolution will be preferred over municipal prosecutions. This ordinance will be designed to cover only those situations that are not currently covered under state and federal anti-discrimination laws. The major difference in this ordinance compared to protected classes included in federal and/or state anti-discrimination laws is protection for gender identity or expression. Enacting this ordinance will convey that De Pere is a progressive, open minded city that accepts and protects everybody. There are communities and states that have enacted or are proposing legislation to further single out and allow discrimination against this portion of the population and we have an opportunity to stand out and display a commitment to protect persons regardless of their gender identity or expression.

City of De Pere, Wisconsin



Request For Finance/Personnel Committee Action

MEETING DATE: July 11, 2017

DEPARTMENT: Finance/Personnel Committee

FROM: Lawrence Delo

SUBJECT: Discussion Regarding Status of 2018 Budget Development.
