# Common Council

**Regular Meeting**

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

## Agenda

**Tuesday, September 19, 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 **Common Council** of the City of De Pere will be held on **September 19, 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 on TW Cable Channel 4; AT&T U-verse Channel 99; www.depere.tv. This meeting is also rebroadcast on TV throughout the week and available on demand at www.depere.tv.***

Call to order.

1. Roll call.
2. Pledge of allegiance to the Flag.
3. Approval of the Minutes of the August 29, 2017 Special Meeting of the Common Council.
4. Approval of the Minutes of the September 5, 2017 Meeting of the Common Council.
5. Public comment upon matters not on the agenda or other announcements.
6. Presentation by De Pere Beautification Committee.
7. Recommendation from the Board of Public Works to Approve the Request for Proposals (RFP) for James St. Design.
8. Recommendation from the Finance & Personnel Committee to accept a donation of $1,000 from the Pink Flamingo to the Fire Department.
9. Recommendation from Finance/Personnel Committee to offer paid time off benefits to Staff Attorney position.
10. Recommendation from Finance/Personnel Committee to make changes to 2018 Seasonal/Part-time Employee Wages.
11. Resolution #17-72 Authorizing Agricultural Farm Lease and Grass Cutting Agreement.
12. Resolution #17-73, Authorizing Corporate Name Change in Consultant Agreement Between the City of De Pere and Sparc, Inc., n/k/a Sparc Design Inc. (Strategic Visioning & Branding Initiative)
13. Voucher Approval.
14. Operator License Applications.
15. Future Agenda Items.
16. Adjournment.

Lawrence M. Delo
City Administrator

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
Mayor
City Administrator
Department Heads
TV, Newspaper & Radio Stations
Kress Family Library
De Pere Chamber of Commerce
Carolyn Jahns, De Pere Beautification Committee
Rose Smits, De Pere Beautification Committee

**City of De Pere, Wisconsin**

## Request For Common Council Action

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **City Clerk-Treasurer** |
| **FROM:** | **Shana Ledvina** |
| **SUBJECT:** | **Approval of the Minutes of the August 29, 2017 Special Meeting of the Common Council.** |

**ATTACHMENTS:**

- 8-29-17 Special Common Council Meeting Minutes (DOC)

# Common Council

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

## Special Untelevised

## Draft Minutes

**Tuesday, August 29, 2017 6:30 PM De Pere City Hall Council Chambers**

1. Agenda for Said Meeting: The Special Untelevised Meeting of the Common Council was called to order by Mayor Walsh on August 29, 2017 at 6:30 PM, De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI.

| Attendee Name | Title | Status |
|---|---|---|
| Michael J. Walsh | Mayor | Present |
| James Boyd | Alderperson | Present |
| Dan Carpenter | Alderperson | Present |
| Scott Crevier | Alderperson | Present |
| Jonathon Hansen | Alderperson | Excused |
| Ryan Jennings | Alderperson | Present |
| Larry Lueck | Alderperson | Excused |
| Casey Nelson | Alderperson | Present |
| Dean Raasch | Alderperson | Late |

2. Hearing to consider the suspension or revocation of the Class "B" Fermented Malt Beverage and "Class B" Intoxicating Liquor License issued to Shannon's Haystack LLC, Kevin Charles, Agent, for the premises known as Chatterhouse 2016, 615 George St., De Pere, WI is scheduled for 6:30 p.m.

   Mayor Walsh announced the hearing to consider the suspension or revocation of the Class "B" Fermented Malt Beverage and "Class B" Intoxicating Liquor License issued to Shannon's Haystack LLC, Kevin Charles, Agent, for the premises known as Chatterhouse 2016, 615 George Street, De Pere, WI.
   Mayor Walsh introduced Village of Ashwaubenon Attorney Tony Wachewicz to the Council. Carrie S. Bohrer, Court Reporter, transcribed the minutes for the hearing.
   Attorney Tony Wachewicz acted as the Common Council's legal advisor for the hearing, as De Pere City Attorney Judith Schmidt-Lehman acted in the role of prosecutor.
   Present at the hearing were Captain Dale Haagen of the De Pere Police Department, Kevin Charles of Shannon's Haystack LLC, and Don Mjelde of the Brown County Tavern League.
   De Pere City Attorney Judith Schmidt-Lehman began with opening statements and called Officer Jedd Bradley forward. Officer Bradley was sworn in by the Court Reporter and explained the compliance checks performed by his department. Discussion followed. City Attorney Schmidt-Lehman presented Exhibits 2-5; those Exhibits have been placed on file with the City Clerk's Office and are attached as an addendum to these minutes. City Attorney Schmidt-Lehman called forward the next witness, Officer Russell Holcomb. Officer Holcomb was sworn in by the Court Reporter. He explained his check of Chatterhouse on June 25, 2017 that resulted in another citation for not having a licensed operator on premises. City Attorney Schmidt-Lehman presented Exhibit 6, a copy of the citation, and Exhibit 1, the Admission of Service.
   Kevin Charles, Agent for the premises known as Chatterhouse 2016, was sworn in by the Court Reporter. He provided testimony regarding the three citations received and answered questions of the Council. City Attorney Schmidt-Lehman provided closing testimony for the City of De Pere; Don Mjelde of the Brown County Tavern League provided closing testimony on behalf of the License holder.

Attachment: 8-29-17 Special Common Council Meeting Minutes (6239 : Approval of the Minutes of the August 29, 2017 Special Meeting of the

Alderperson Raasch moved, seconded by Alderperson Boyd to enter into closed session at 7:32 p.m. Upon vote, motion carried unanimously. Alderperson Raasch moved, seconded by Alderperson Boyd to open the meeting at 8:10 p.m. Upon vote, motion carried unanimously. Alderperson Carpenter moved, seconded by Alderperson Crevier to suspend the Class B Combination License held by Shannon's Haystack LLC for 10 consecutive days, beginning on Monday, September 11, and required the Licensee to meet with the De Pere Police Department regarding alcohol compliance. Upon vote, motion carried 7-1 with Alderperson Nelson voting nay.

3. Hearing to consider the suspension or revocation of the Class "B" Fermented Malt Beverage and "Class B" Intoxicating Liquor License issued to Dan Cer Inc., Marc Bilotti, Agent, for the premises known as Bilotti's Pizza Garden, 111-113 N. Broadway Street, De Pere, WI, is scheduled for 7:30 p.m.

   Mayor Walsh announced the hearing to consider the suspension or revocation of the Class "B" Fermented Malt Beverage and "Class B" Intoxicating Liquor License issued to Dan Cer Inc., Marc Bilotti, Agent, for the premises known as Bilotti's Pizza Garden, 111-113 N. Broadway Street, De Pere, WI. Mayor Walsh introduced Village of Ashwaubenon Attorney Tony Wachewicz to the Council. Carrie S. Bohrer, Court Reporter, transcribed the minutes for the hearing. Attorney Tony Wachewicz acted as the Common Council's legal advisor for the hearing, as De Pere City Attorney Judith Schmidt-Lehman acted in the role of prosecutor.
   Present at the hearing were Captain Dale Haagen of the De Pere Police Department, Marc Bilotti of Dan Cer Inc., and Don Mjelde of the Brown County Tavern League.
   Mr. Bilotti was willing to stipulate to the allegations and complaint; City Attorney Schmidt-Lehman provided closing testimony for the City of De Pere and Don Mjelde of the Brown County Tavern League provided closing testimony on behalf of the License holder.
   Alderperson Raasch moved, seconded by Alderperson Crevier to enter into closed session at 8:20 p.m. Upon vote, motion carried unanimously. Alderperson Carpenter moved, seconded by Alderperson Raasch to open the meeting at 8:33 p.m. Upon vote, motion carried unanimously. Alderperson Raasch moved, seconded by Alderperson Crevier to suspend the Class B Combination License held by Dan Cer Inc. for 10 days on Mondays and Tuesdays, beginning on Monday, September 11, and required the Licensee to meet with the De Pere Police Department regarding alcohol compliance. Upon vote, motion carried unanimously.

4. Deliberations by the Council upon the conclusion of any of the above hearings.

5. Decision, if any, on any of the above hearings may be announced by the Council at the conclusion of its deliberations pertaining to that hearing.

6. Adjournment. Alderperson Raasch moved, seconded by Alderperson Carpenter to adjourn the meeting at 8:34 p.m. Upon vote, motion carried unanimously.

Respectfully submitted,

Shana Ledvina, Clerk-Treasurer

Attachment: 8-29-17 Special Common Council Meeting Minutes (6239 : Approval of the Minutes of the August 29, 2017 Special Meeting of the

**City of De Pere, Wisconsin**

## Request For Common Council Action

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **City Clerk-Treasurer** |
| **FROM:** | **Shana Ledvina** |
| **SUBJECT:** | **Approval of the Minutes of the September 5, 2017 Meeting of the Common Council.** |

**ATTACHMENTS:**

- 9-05-17 Common Council Minutes (DOC)

# Common Council

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

**Regular Meeting**

**Draft Minutes**

**Tuesday, September 5, 2017 | 7:30 PM | De Pere City Hall Council Chambers**

1. Call to order. The Common Council Meeting was called to order on September 5, 2017 at 7:30 PM, De Pere City Hall Council Chambers, 335 S. Broadway Street, De Pere, WI.

| Attendee Name | Title | Status |
|---|---|---|
| Michael J. Walsh | Mayor | Present |
| James Boyd | Alderperson | Present |
| Dan Carpenter | Alderperson | Present |
| Scott Crevier | Alderperson | Present |
| Jonathon Hansen | Alderperson | Present |
| Ryan Jennings | Alderperson | Present |
| Larry Lueck | Alderperson | Present |
| Casey Nelson | Alderperson | Present |
| Dean Raasch | Alderperson | Present |

2. Pledge of allegiance to the Flag.

3. Approval of the Minutes of the August 15, 2017 Common Council Meeting.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Dan Carpenter, Alderperson |
| **SECONDER:** | Jonathon Hansen, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

4. Public comment upon matters not on the agenda or other announcements.

Alderperson Hansen announced the Police Department swore in a new Police Officer on September 5, Michael Oney, and thanked him for his service to the City.

5. Recommendation from the License Committee on an Application for a Temporary Premise Description Change for St. Norbert College.

| | |
|---|---|
| **RESULT:** | **ADOPTED [7 TO 0]** |
| **MOVER:** | James Boyd, Alderperson |
| **SECONDER:** | Dan Carpenter, Alderperson |
| **AYES:** | Boyd, Carpenter, Hansen, Jennings, Lueck, Nelson, Raasch |
| **ABSTAIN:** | Scott Crevier |

6. Recommendation from Plan Commission regarding a Proposed Extraterritorial Two Lot Certified Survey Map at the southeast intersection of CTH PP and CTH W in the Town of Rockland (Parcel R-141). Submitted by Steven E. Zeitler, PLS.

Attachment: 9-05-17 Common Council Minutes (6240 : Approval of the Minutes of the Sept 5 Meeting of the Common Council.)

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Dan Carpenter, Alderperson |
| **SECONDER:** | Dean Raasch, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

7. Recommendation from Plan Commission regarding a Proposed Extraterritorial Four Lot Certified Survey Map at the northeast intersection of CTH ZZ and Old Military Road in the Town of Rockland (Parcel R-247). Submitted by Aaron P. Schroeder, PLS.

   Alderperson Boyd moved to approve and adopt the Plan Commission recommendation to deny the application for an extraterritorial CSM.
   Alderperson Raasch moved, seconded by Alderperson Crevier to open the meeting. Upon vote, motion carried unanimously.
   Rebecca Lewis Verheyden, representative for Up Down Dilly Dally LLC, asked that the City of De Pere reconsider the recommendation from the Plan Commission.
   William Woodward, attorney for Up Down Dilly Dally LLC, spoke against the recommendation of the Plan Commission. Discussion followed.
   Aaron Schroeder, applicant and surveyor, spoke against the recommendation of the Plan Commission.
   Alderperson Crevier moved, seconded by Alderperson Boyd to close the meeting. Upon vote, motion carried unanimously. Discussion followed.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | James Boyd, Alderperson |
| **SECONDER:** | Larry Lueck, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

8. Recommendation from Plan Commission regarding an Area Development Plan located southwest from the Lost Dauphin Road and Cross Gate Lane intersection (Parcels WD-D0104, WD-L496, WD-L500-1, WD-L505-1). Submitted by the City of De Pere.

   City Economic Development and Planning Director Kim Flom explained how the park land is acquired by the City.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Larry Lueck, Alderperson |
| **SECONDER:** | Dean Raasch, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

9. Recommendation from the Board of Park Commissioners to Accept Donations of Banners and Signs for Summer Events from Creative Sign.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Dean Raasch, Alderperson |
| **SECONDER:** | Ryan Jennings, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

10. Recommendation from the Board of Park Commissioners to Accept $300 Monetary Donation from De Pere Area Men's Club for Senior Picnic.

Attachment: 9-05-17 Common Council Minutes (6240 : Approval of the Minutes of the Sept 5 Meeting of the Common Council.)

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | James Boyd, Alderperson |
| **SECONDER:** | Dean Raasch, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

11. Recommendation from the Board of Park Commissioners to accept $500 donation from Brown County Community Women's Club to Community Center.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Dan Carpenter, Alderperson |
| **SECONDER:** | Casey Nelson, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

12. Ordinance #17-15, Creating Section 7-8(b) De Pere Municipal Code Regarding Removal of Litter and Other Materials From Licensed Establishment Exterior.

| | |
|---|---|
| **RESULT:** | **NO ACTION** |

13. Ordinance #17-16 Amending Chapter 150 De Pere Municipal Code Regarding Traffic Regulations.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Jonathon Hansen, Alderperson |
| **SECONDER:** | Casey Nelson, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

14. Ordinance #17-17, Repealing and Recreating §10-5 De Pere Municipal Code Regarding City Administration and Revising Chapter 14 Regarding Re-designation of Zoning Administrator and Attendant Responsibilities.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Scott Crevier, Alderperson |
| **SECONDER:** | Larry Lueck, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

15. Resolution #17-69, Approving Facade Improvement Project and Authorizing Disbursement of Grant (355 Main Avenue - Parcel WD-918).

City Economic Development and Planning Director Kim Flom explained the façade grant and application process. Alderperson Boyd moved, seconded by Alderperson Crevier to open the meeting. Upon vote, motion carried unanimously. Bridget O'Connor, the applicant, spoke about the grant. Alderperson Crevier moved, seconded by Alderperson Boyd to close the meeting. Upon vote, motion carried unanimously. Discussion followed regarding developing guidelines for the grant program.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Scott Crevier, Alderperson |
| **SECONDER:** | James Boyd, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

16. Resolution #17-70, Authorizing Street Name Change (Armand Court to Armond Court)

Attachment: 9-05-17 Common Council Minutes (6240 : Approval of the Minutes of the Sept 5 Meeting of the Common Council.)

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Larry Lueck, Alderperson |
| **SECONDER:** | Ryan Jennings, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

17. Resolution #17-71, Authorizing Amendment to Agreement Regarding the Sale and Purchase of Certain Business Park Property Between the City of De Pere and 8 Line Holdings, LLC

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | James Boyd, Alderperson |
| **SECONDER:** | Dan Carpenter, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

18. Voucher Approval.

| | |
|---|---|
| **RESULT:** | **ADOPTED [UNANIMOUS]** |
| **MOVER:** | Dean Raasch, Alderperson |
| **SECONDER:** | Jonathon Hansen, Alderperson |
| **AYES:** | Boyd, Carpenter, Crevier, Hansen, Jennings, Lueck, Nelson, Raasch |

19. Operator License Applications.

CITY OF DE PERE

License Committee - September 5, 2017

| **Previously Tabled Operator License Applications** | |
|---|---|
| 1 | BAKER, TYLER S. |
| 2 | BOYER II, GARY D. |
| 3 | BUSCH, SONIA A. |
| 4 | MARTENS, LAUREN M. |

| **Temporary Operator License Applications** | |
|---|---|
| 1 | LEE, WA |

| **New Operator License Applications** | |
|---|---|
| 1 | BOUGIE, VINCENT H. |
| 2 | BRAUN, PATTIE J. |
| 3 | JACKSON, CASSANDRA L. |
| 4 | KUROWSKI, JANICE M. |
| 5 | LEONARD, SEAN M. |
| 6 | PETERSEN, CAITLIN M. |
| 7 | WOLFE, AMANDA L. |

Alderperson Boyd moved, seconded by Alderperson Carpenter to approve Previously Tabled Operator License Applications #1-3 and to deny #4. Upon vote, motion carried unanimously.
Alderperson Boyd moved, seconded by Alderperson Hansen to approve Temporary Operator License Application #1. Upon vote, motion carried unanimously.
Alderperson Boyd moved, seconded by Alderperson Carpenter to approve Operator License Applications #1-7. Upon vote, motion carried unanimously.

20. Future Agenda Items.

Attachment: 9-05-17 Common Council Minutes (6240 : Approval of the Minutes of the Sept 5 Meeting of the Common Council.)

21. Adjournment. Alderperson Crevier moved, seconded by Alderperson Boyd to adjourn the meeting at 8:46 p.m. Upon vote, motion carried unanimously.

Respectfully submitted,

Shana Ledvina, Clerk-Treasurer

Attachment: 9-05-17 Common Council Minutes (6240 : Approval of the Minutes of the Sept 5 Meeting of the Common Council.)

**City of De Pere, Wisconsin**

## Request For Common Council Action

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **Common Council** |
| **FROM:** | **Lisa Renier** |
| **SUBJECT:** | **Presentation by De Pere Beautification Committee.** |

**City of De Pere, Wisconsin**

## Request For Common Council Action

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **Economic Development** |
| **FROM:** | **Bill Boyle** |
| **SUBJECT:** | **Recommendation from the Board of Public Works to Approve the Request for Proposals (RFP) for James St. Design.** |

**The Board of Public Works at the September 11, 2017 meeting approved the draft of the Request for Proposals for the James Street Design and moved to send it to the Common Council for approval.**

The City Council approved 2017 TID #7 funding to be used to redesign the streetscape for a two block section of James Street. This type of improvement is supported by the Downtown Master Plan and has become timely due to the filling of the fountain in front of the Union Hotel. The fountain mechanics had been deteriorating for a number of years. At a meeting in February of 2016, a group of stakeholders (including business owners, property owners, Historic Preservation Commission representatives and Definitely De Pere representatives) unanimously supported fountain removal and the consideration of a broader streetscape project to enhance the pedestrian realm. The Economic Development and Planning Department seeks to move forward selecting a design firm to create a streetscape for James Street between Broadway and Wisconsin Streets. The attached RFP has been drafted to begin that process. The RFP includes project objectives, summarized scope of work, deliverables, criteria for evaluation and anticipated timeline. If recommended, the RFP will be sent to the Common Council for approval on September 19, 2017.

If you have any questions regarding this item prior to the meeting, please contact me at 920-339-4043 or bboyle@mail.de-pere.org

**ATTACHMENTS:**

- James St_RFP_BOPW (PDF)

# REQUEST FOR PROPOSALS
# City of De Pere, Wisconsin

## James Street Streetscape Conceptual Design & Design Development

**Economic Development & Planning Department**

**Issued: September 20, 2017**

**Proposals Due: October 30, 2017 by 4:00PM**

DRAFT

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

## A. Community Overview

The 24,000 people, who call De Pere, Wisconsin home, know that the community provides a high quality of life in the Greater Green Bay metropolitan area. The excellent schools, a dynamic downtown, successful business parks and safe neighborhoods served by ample parks and natural areas have resulted in considerable loyalty and community pride among residents.

The residences, businesses and commercial areas are connected with a transportation and green space network that accommodates cars, bikes and pedestrians. The beautiful Fox River is the focal point of the City Center and the Claude Allouez Bridge unites the two sides of our dynamic downtown. Whether you are on the east side or west side, historic buildings thoughtfully blend with new redevelopment to provide a mix of housing, employment, shopping, dining and entertainment.

## B. Project Background

To continue the momentum occurring in downtown, the City of De Pere Planning Department ("City") is soliciting proposals from qualified Consultants for streetscape design, cost estimating and design development document preparation. This project will revitalize a ½ acre portion of James Street, a highly visible and important pedestrian gateway in downtown De Pere.

In 1985 the City installed a decorative fountain to improve the public space at James and Broadway streets. After many years of enjoyment, and despite continued maintenance, the mechanical systems of the fountain began to deteriorate. In recent years it has become a growing maintenance challenge. In 2016, a group of stakeholders (including property owners, business owners and representatives from the Historic Preservation Commission, unanimously supported fountain removal and the consideration of broader streetscape plan rather than fountain replacement. The City managed to repair the fountain so that it worked during the summer of 2016 but it did not function in 2017. In July, the empty fountain was deemed a safety hazard and filled with decorative stone until a new streetscape design can be implemented.

## C. Design Vision

This project will enhance and expand the public realm in De Pere by developing an impressive streetscape that is enjoyed by both residents and tourists alike. With ample comfortable seating, inviting vegetation and the possibility of a water feature and public art display, the James streetscape project should be as inviting for a quiet cup of coffee and newspaper as it is for exploration, leading the guest back to the treasures of Wisconsin Street and beyond.

After site analysis and collaboration with City Stakeholders, Consultants will provide three conceptual options for the streetscape. The options will then be evaluated, with portions from any option being incorporated into the final conceptual design.

Option One. This should be the least expensive option from a design & construction perspective. Consultants should consider the entire site and produce an economical design to include some seating, tree and planting enhancements as well as other cost-conservative features.

DRAFT

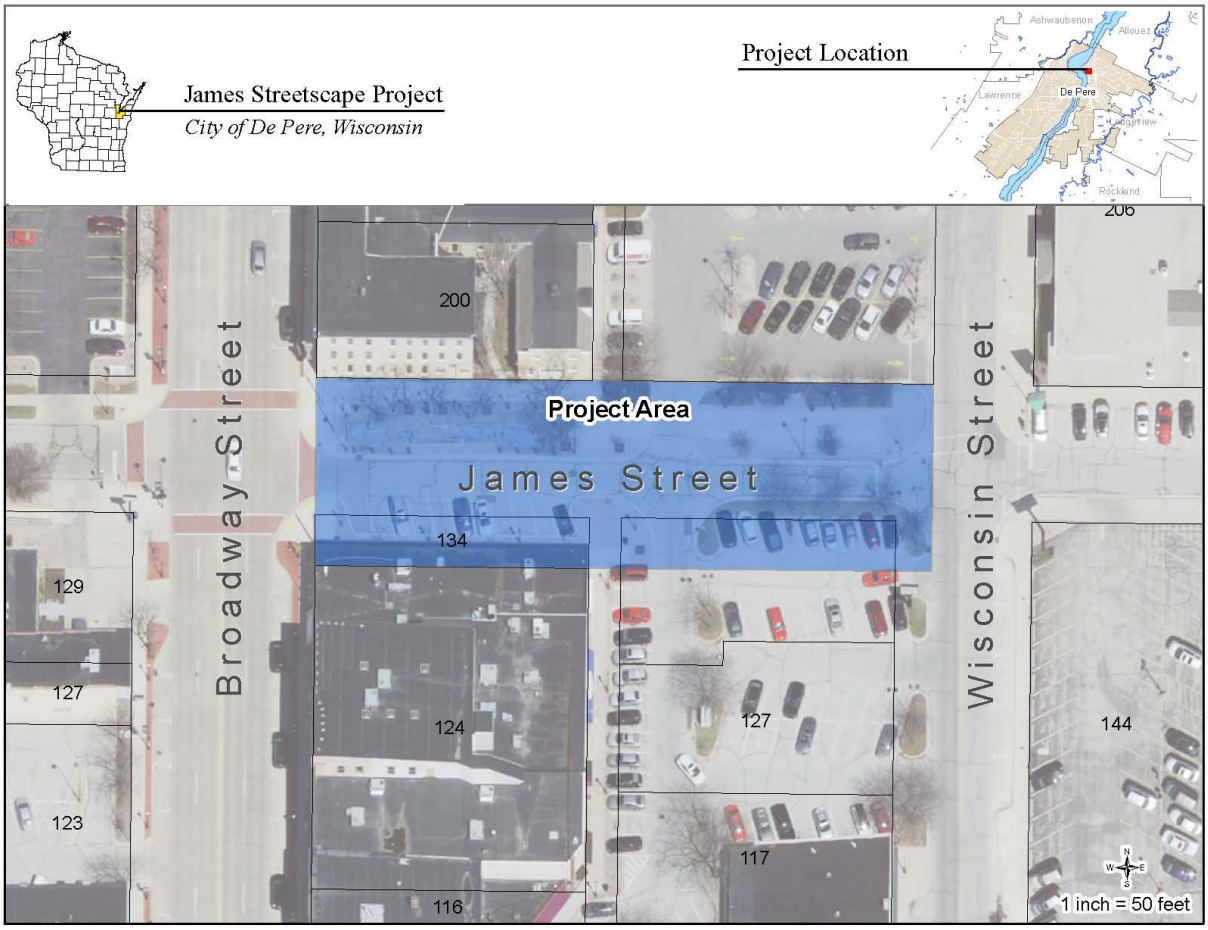
Option Two. This option will build upon option one and add features to make the James Streetscape more appealing such as additional seating and a water feature.

Option Three. This option will include the best design possible including the features outlined in section D, to create a public space that is designed to impress the most discerning visitor.

Picture of James Street Fountain

DRAFT

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)



Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

## D. Project Objectives

Project considerations for the James Streetscape include, but are not limited to the following. Additional objectives may be drafted based on input received in Phase 1.

1. Design a streetscape that reflects the recommendations of the De Pere Downtown Master Plan and will enhance the idea of "De Pere as a destination" for residents and visitors, while increasing traffic to local businesses.
2. Integrate appropriate pedestrian amenities to provide a comfortable experience making guests feel welcome and comfortable. (Benches/seating, trash receptacles, pedestrian oriented lighting, bike racks, etc…)
3. Address the suitability of a new water feature or other feature to replace the fountain.
4. Incorporate the rich history of De Pere in a manner keeping with the overall design.
5. Select trees and plantings appropriate to our geography regarding survivability over winter and heavy salt use on nearby streets.
6. Create options for landscape features. The species of perennials, grasses and shrubs should be chosen for their hardiness as well as textural and color variation.
7. Include options for the display of public art. The displays could be rotating and would require lighting.
8. Maintain the strong pedestrian connections and walkability of the area.
9. Consultant will maintain or increase the amount of public parking on James Street.

## E. Scope Of Services

**Phase 1 – Inventory and Analysis**

**Task 1: Project Assessment, Area Analysis and Preliminary Design.**

- Introductory Conference Call with City Staff.
- Review of project history, scope and schedule.
- Review and research of City documents, preferences and history to develop an understanding of the community and project area.

**Task 2 -On Site Meeting #1: Kick off meeting with City Staff.**

- Review of information collected in Phase 1
- Site Visit

**On Site Meeting #2: Meeting with Project Stakeholder Group.**

- Facilitated discussion on design objectives.
- Visual Preference Survey.

**Task 2 Deliverables**

- Summary of meetings and visual preference survey

**Phase 2 – Conceptual Design and Design Refinement**

**Task 3: Conceptual Design Development**

- Develop 3 Conceptual Designs based on project objectives and three options.
- Include accompanying renderings and/or comparable images to illustrate design intent.
- Submit designs to the City for Review with estimated cost ranges.

DRAFT

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

- Incorporate revisions from design team into presentation ready renderings.

**Task 3 Deliverables:**

- Preliminary design site plans and renderings for all three options.
- Preliminary construction estimates.
- Provide schedule options for public meeting. Meeting to include a minimum of two members from Consultant team.

**Task 4 (On Site meeting #2): Two meetings on the same day that will include one facilitated open house for the public and a presentation to the Common Council.**

- Pre-meeting with City Staff

**Open House**

- Provide presentation on background, reasoning and design of streetscape.
- Provide full review of each of the three renderings.
- Gather public input for each of the three options
- Gather public input regarding cost acceptability.

**Common Council Meeting**

- 10-15 minute presentation that includes project background and review of three design alternatives.

**Follow Up**

- City staff to set up a web based survey tool in order to gather public input on the three options.

**Task 4 Deliverables:**

- Facilitated public meeting. Evening meeting, date and site will be determined by the City.
    - Facilitated meeting to be conducted by Designer and Project Manager from Consultant team.
    - Presentation should include printed and visual displays and digital media (for example PowerPoint).
    - Provide DVD or flash drive containing a digital copy of all presentation materials.

**Task 5 – Final Conceptual Design**

- Review public suggestion/comments to incorporate into the best liked design.
- Follow up with Design Team to guide incorporation of public comments into design.
- Develop preferred conceptual design alternative.
- Include accompanying renderings and/or comparable images to illustrate design intent.
- City staff to provide final design to Board of Public Works and City Council for review and approval.

**Task 5 Deliverables**

- Color to-scale conceptual site plan with accompanying renderings and/or imagery as needed to illustrate design intent.
- Preliminary Line Item Cost Estimate.

**Phase 3 – Design Development Documents**

**Task 5: Design Development Documents**

- The Consultant will prepare design development drawings in order to refine the final conceptual design.

DRAFT

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

**Task 5 Deliverables:**

- Design Development Drawing set. The Consultant is responsible for ensuring the documents are in accordance with all applicable codes and regulatory requirements, including ADA accessibility guidelines and environmental regulations.
    - Utility Plans
    - Preliminary grading, include contours, critical spot elevations.
    - Hardscape Plan, including materials and installation methods
    - Landscape Plan, including locations and types of landscape material.
    - Site lighting and details, identify fixtures.
    - Irrigation plans and details, if needed.
    - Details for any unique site features.
    - Details for site furnishings.
- PDF/Drawing files of all final, City approved design plans, specification documents and details.
- 2 printed to-scale drawing sets.

## F. Submittal requirements

1. Statement of Qualifications- Brief introduction of the Consultant organization. Summary of your understanding of the project and why your team is best suited to complete the scope of work.
2. Team biographies for all staff proposed to be included on the project.
3. Any proposed revisions to the Scope or Task List.
4. Several design examples, with accompanying construction costs, from similar projects.
5. A minimum of 3 client references.
6. Timeline for project completion. Fee schedule for all tasks as described in section E- Scope of Services.

## G. Evaluation Criteria

1. Proposals will be evaluated based on overall approach, team experience and qualifications, budget, organizational structure, methodology, schedule and fit with the City of De Pere.
2. This project requires experience in the following areas. Preference will be given to Consultant teams who demonstrate mastery and comparable experience in:
    - Urban Design and Streetscape design.
    - Public participation and meeting facilitation.
    - Cost estimation.
    - Collaborative approach and methodology.
    - Cost. The final fee should be expressed as an hourly not to exceed.

## H. Interview/Candidate Meeting

Interviews may be requested with finalist(s) allowing the City and consultant to get to know another and discuss project details. However, De Pere reserves the right to award a contract on the basis of proposals only.

## I. Budget

DRAFT

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

Proposals should provide a work plan that best meets the above objectives and scope within a range of $25,000-$44,000 and should include all travel and incurred costs.

## J. Consultant Contract

The City utilizes its own consultant contract when formalizing the consultant arrangement. A sample copy of that Consultant Agreement is attached.

## K. Anticipated Project Schedule

September 20 2017 RFP Distribution

October 2, 2017 5PM Questions due via email to the City. Please send via email to bboyle@mail.de-pere.org

October 5, 2017 Responses to questions posted on the City Website (via the Community Development – Economic Development page)

October 30, 2017 4PM Proposals due. Proposals delivered after this time will be rejected.

November 2017 Proposal Reviews and Consultant Interviews

December 2017 Common Council Approval of Consultant and Contract

January 2017 Project Commencement

## L. Proposal Submission Requirements

- Due to the City of De Pere no later than 4:00PM on October 30, 2017.
- 5 hard copies and a digital copy in PDF format (email file size no larger than 14 MB. USB flash drives or other file sharing hardware will only be returned upon request).
- Proposals should be sent to:
  City of De Pere – Economic Development & Planning Department
  Bill Boyle, PMP, GISP
  Project Manager
  335 South Broadway Street
  De Pere, WI 54115
  bboyle@mail.de-pere.org
- The City of De Pere is not responsible for any costs incurred by parties responding to this RFP.

## M. Additional Resources

City of De Pere: https://www.de-pere.org/
Comprehensive Plan, Downtown Master Plan, Historic Neighborhood Preservation Plan: https://www.de-pere.org/egov/apps/document/center.egov?view=item&id=730
De Pere Chamber: http://deperechamber.org/
Definitely De Pere: http://definitelydepere.org/

DRAFT

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

**AGREEMENT FOR SERVICES BETWEEN THE CITY OF DE PERE AND _(CONSULTANT NAME)_**
**(Project Name)**

THIS AGREEMENT, made and entered into this ___ day of _____, 2016, by and between the City of De Pere, Wisconsin, ("City"), and _____ _____("Consultant").

WITNESSETH

WHEREAS, the City is in need of_____(project description)_____ _____; and

WHEREAS, the Consultant has available and offers to provide personnel and facilities necessary to accomplish the work within the required time.

NOW THEREFORE, City and Consultant agree as follows:

I. DESCRIPTION OF PROJECT

The project is as described in the __(date)__ City Request for Proposals (Exhibit A) and Consultant's Proposal thereto dated _(date)__ (Exhibit B), both of which are attached hereto and incorporated by reference. If a conflict exists between Exhibit A and Exhibit B, the terms of Exhibit A shall prevail. If there is a conflict between the terms and conditions of Exhibit A and this Agreement, the terms of this Agreement shall prevail.

If, during the course of performing the work, City and Consultant agree that it is necessary to make changes in the project as described in the exhibits, such changes will be incorporated into this Agreement only by written amendment, signed by the parties.

II. SCOPE OF CONSULTING SERVICES

Consultant agrees to perform those services described Exhibits A and B. Any change to the scope of services as identified therein shall be defined in writing and authorized by both parties prior to performing such work. Such writing shall include the scope of work to be done, schedule for commencing and completing the work and the basis for compensation for such work.

III. SCOPE OF CITY SERVICES

City agrees to provide the Consultant items such as existing plans, standard specifications, and other information concerning the project that may be applicable in the design of the project, as are available.

SAMPLE

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

## IV. AUTHORIZATION, PROGRESS, AND COMPLETION

In signing this Agreement, the City grants the Consultant specific authorization to proceed with the work described herein.

For special services, the authorization by the City shall be in writing and shall include the definition of the work to be done, the schedule for commencing and completing the work, and the basis for compensation for the work, all as agreed upon by the City and the Consultant.

## V. OWNERSHIP AND FORM OF DOCUMENTS

All documents created, maintained or received during the course of this Agreement, including those in electronic form, shall be deemed the property of City and Consultant shall not be considered the owner of any such document nor shall the Consultant retain any common law, statutory, or other right therein, including copyright, patent, or trademark. To that end, Consultant agrees to and hereby does assign and transfer to City all rights, title, and other interests in such drawings, specifications, or other documents, which rights shall including copyright, trademark, or patent rights therein, unless City fails to pay Consultant for such drawings specifications and other documents, in which case the ownership and all rights shall revert to the Consultant.

City hereby grants Consultant a non-exclusive license to use the documents created pursuant to this Agreement, including any standard details used herein.

Consultant acknowledges that, as the Consultant to City, a Wisconsin municipality, Wis. Stats. §19.36(3) applies to it and records produced by it pursuant to this contract are subject to the public records law to the extent they would otherwise be if maintained by the City. Consultant agrees that, within 10 business days of a written request of City, it shall forward to City any such contract or records maintained by Consultant as are requested by City. Such records shall be in the format requested by City provided that such records are kept and maintained in that format. City shall reimburse Consultant for its reasonable costs incurred in complying with this paragraph.

Consultant further agrees to indemnify the City from all costs City incurs should Consultant fail to comply with these requirements.

## VI. CONFIDENTIALITY OF INFORMATION

Consultant understands that, during the course of work under this contract, Consultant may become privy to confidential information of City. Consultant shall maintain the confidentiality of all information specifically designated confidential by City unless withholding such information would violate the law, create a significant harm, or create a risk of significant harm to the public.

SAMPLE

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

VII. TIME FOR COMPLETION

The parties hereto agree that time is of the essence in completion of the project. Should Consultant encounter any circumstances, which, in the Consultant's opinion, will delay their response time, Consultant shall so inform the City as soon as the delay in response time is known.

VIII. COMPENSATION

The City agrees to pay, and the Consultant agrees to accept, compensation as identified in Exhibit B, to be paid in a lump sum at the conclusion of the work. Payment to the Consultant is due upon receipt of invoice by the City. Compensation for special services shall be as agreed upon by the City and Consultant and set forth in the written authorization for special services.

IX. RESPONSIBILITY OF CONSULTANT

The Consultant is employed to render a professional service only, and any payments made to the Consultant are compensation solely for such services rendered and recommendations made in carrying out the work. The Consultant shall follow the practice of its profession to make findings, opinions, factual presentations, and professional advice and recommendations.

X. NON-DISCRIMINATION

The Consultant agrees that, in performing under this Agreement with the City, it will not discriminate against any employee, applicant for employment or any other person or member of the public on the basis of age, race, creed, color, disability, marital status, sex, national origin, ancestry, arrest record, conviction record, military service, use or non-use of lawful products off the employer's premises during nonworking hours, declining to attend a meeting or to participate in any communication about religious matters or political matters, or any other basis provided under Wis. Stats. §111.321.

XI. INSURANCE

A. The Consultant shall maintain during the life of the Agreement, the following minimum public liability and property damage insurance to cover claims for injuries, including accidental death, as well as from claims for property damages which may arise from the performance of work under the Agreement as stated below:

1. Comprehensive general liability insurance, including personal injury liability, blanket contractual liability and broad form property damage liability. The combined single limit for bodily injury and property damage shall not be less than $1,000,000; with additional umbrella liability insurance coverage for a total of not less than $2,000,000.

SAMPLE

2. Automobile bodily injury and property damage liability insurance covering owned, nonowned, rented and hired cars. The combined single limit for bodily injury and property damage shall be not less than $600,000.

3. Statutory workers compensation and employers' liability insurance as required by the state having jurisdiction.

4. Professional liability insurance covering damages resulting from errors and omissions of the Consultant. The limit of liability shall be $1,000,000 or the total consultant's fee on the project, whichever is greater.

B. Proof of Insurance. The Consultant shall furnish the City with a Certificate of Insurance and additional insured endorsement countersigned by a Wisconsin Resident Agent or Authorized Representative of the insurer indicating that the Consultant meets the insurance requirements identified above. The Certificate of Insurance shall include a provision prohibiting cancellation of said policies except upon 30 days' prior written notice to the City and shall name the City as an additional insured under Consultant's general and professional liability policies for the specific contract or project covered. A copy of the Certificate of Insurance and endorsement shall be delivered to the City prior to execution of the agreement for final approval.

## XII. ALLOCATION OF RISKS

To the fullest extent permitted by law, the Consultant shall indemnify and hold harmless the City, City's officers, directors, partners, and employees from and against any and all costs, losses, and damages (including, but not limited to all fees and charges of engineers, architects, attorneys, and other professionals, and all court or arbitration or other dispute resolution costs) caused by the negligent acts or omissions of Consultant or Consultant's officers, directors, partners, employees, and Consultant's Consultants in the performance and furnishing of Consultant's services under this Agreement.

To the fullest extent permitted by law, Consultant's total liability to City and anyone claiming by, through or under City for any cost, loss or damages caused in part by the negligence of Consultant or Consultant's subcontractor and in part by the negligence of City or any other negligent entity or individual, shall not exceed the percentage share that Consultant's or Consultant's subcontractor negligence bears to the total negligence of City, Consultant and all other negligent entities and individuals.

## XIII. SUBCONTRACTS

The Consultant shall obtain the written consent of the City prior to subcontracting any portion of the work to be performed under this project. The Consultant shall be responsible to the City for the actions of person and firms performing subcontract work.

SAMPLE



Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

XIV. ASSIGNMENT

This Agreement is binding on the heirs, successors, and assigns of the parties hereto. This Agreement is not to be assigned by either the City or Consultant without the prior written consent of the other.

XV. INTEGRATION

This Agreement represents the entire understanding of the City and Consultant as to those matters contained herein. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder. This Agreement may not be modified or altered except in writing signed by both parties.

XVI. JURISDICTION

This Agreement shall be administered and interpreted under the laws of the State of Wisconsin. Jurisdiction of litigation arising from this Agreement shall be in that state. If any part of this Agreement is found to be in conflict with applicable laws, such part shall be inoperative, null and void insofar as it is in conflict with said laws, but the remainder of this Agreement shall be in full force and effect.

XVII. SUSPENSION OF WORK

The City may suspend, in writing, all or a portion of the work under this Agreement in the event unforeseen circumstanced beyond the control of the Contractor make normal progress in the performance of the work impossible. The Consultant may request that the work be suspended by notifying the City, in writing, of circumstances which are interfering with normal progress of the work. If agreed, the time for completion of the work shall be extended by the number of days the work is suspended by Contractor through no fault of Contractor. In the event that the period of suspension exceeds 90 days, the terms of this Agreement are subject to renegotiation and both parties are granted the option to terminate work on the suspended portion of the project in accordance with Article XVIII.

XVIII. TERMINATION OF WORK

The City may terminate all or a portion of the work covered by this Agreement for its convenience. Either the City or the Consultant may terminate work in the event the other party fails to perform in accordance with the provisions of this Agreement. Termination of this Agreement is accomplished by 15 days prior written notice from the party initiating termination to the other. Notice of termination shall be delivered by certified mail with receipt for delivery returned to the sender.

In the event of termination, the Consultant shall perform such additional work as is necessary for the orderly filing of documents and closing of the project. The additional time for filing and closing shall not exceed 10 percent of the total time expended on the completed portion of the project prior to the effective date of termination.

SAMPLE



Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

The Consultant shall be compensated for the completed portion of the work on the basis of work actually performed prior to the effective date of termination plus the work required for filing and closing. Charges for the latter work are subject to the 10 percent limitation described in this Article.

XIX. MEDIATION

All claims, disputes and other matters in question between the parties of this Agreement arising out of or relating to this Agreement or breach thereof, which are not disposed of by mutual agreement of the parties, shall be subject to mediation as a condition precedent to the institution of legal proceedings by either party. If such claim, dispute or other matter involves a lien arising out of the Consultant's services, the Consultant may proceed in accordance with applicable law to comply with lien notice and filing deadlines prior to resolution of the matter by mediation.

The City and Consultant shall attempt to resolve claims, disputes and other matters in question between them by mediation. A request for mediation shall be filed in writing with the other party to this Agreement. The request may be made concurrently with the filing of a civil action, but mediation shall proceed in advance of legal proceedings.

The parties shall share the mediator's and any filing fees equally. The mediation shall be held in the place where the Project is located, unless another location is mutually agreed upon. Agreements reached in mediation shall be enforceable as settlement agreements in any court having jurisdiction thereof.

XX. NOTICES

Any notification required or needed under the contract shall be sent via First Class Mail to the following:

If to City:

If to Consultant:

SAMPLE



Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

IN WITNESS WHEREOF, the parties hereto have made and executed this Agreement as of the day and year first above written.

| | |
|---|---|
| (COMPANY NAME) | CITY OF DE PERE, WISCONSIN |
| By: _____ | By:_____ |
| Name: _____ | Michael J. Walsh, Mayor |
| By:_____ | By:_____ |
| Name: _____ | Shana D. Ledvina, Clerk-Treasurer |

H:\jdupont\Agreements\2016\Consultant Agreement Template revised 2-22-16.docx

SAMPLE

Attachment: James St_RFP_BOPW (6224 : Recommendation from the BOPW to Approve Request for Proposals (RFP) for James St. Design)

**City of De Pere, Wisconsin**

## Request For Common Council Action

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **Fire Department** |
| **FROM:** | **Lea Taylor** |
| **SUBJECT:** | **Recommendation from the Finance & Personnel Committee to accept a donation of $1,000 from the Pink Flamingo to the Fire Department.** |

**ATTACHMENTS:**

- PINK FLAMINGO DONATION (PDF)

# Memo

**To:** Honorable Mayor Michael Walsh
Members of the Finance & Personnel Committee

**From:** Alan Matzke, Fire Chief

**Date:** September 5, 2017

**Re:** Consider Donation from the Pink Flamingo

---

The Fire Department is requesting acceptance of a donation from the Pink Flamingo event.

This year's theme for the Pink Flamingo event was to honor military and fire responders (Fire and Police). The Pink Flamingo has graciously donated $1,000 to the Fire Department. The accepted donation will be placed in the Fire Department donation account.

Thank you for your consideration of this request. We respectfully ask for your support to move this item forward to the City's Common Council for final action and acceptance. If you have any questions, please do not hesitate to ask.

Attachment: PINK FLAMINGO DONATION (6232 : Recommendation from Finance/Personnel Committee to accept donation from Pink Flamingo

**City of De Pere, Wisconsin**

## Request For Common Council Action

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **Human Resources** |
| **FROM:** | **Shannon Metzler** |
| **SUBJECT:** | **Recommendation from Finance/Personnel Committee to offer paid time off benefits to Staff Attorney position.** |

**ATTACHMENTS:**

- memo to finance change in staff attorney offer letter (DOCX)

# MEMO CITY OF DE PERE

To: Members of the Finance/Personnel Committee

From: Shannon Metzler, De Pere Human Resources Director

Date: September 12, 2017

Re: Recommendation to offer paid time off benefits for Staff Attorney position

---

The Finance/Personnel Committee approved the below recommendation at their September 12, 2017 meeting.

We recently hired a Staff Attorney to work in the City Attorney's office 20 hours per week. Per the City policy, employees that are regularly scheduled to work at least 20 hours per week are "benefit eligible" for things such as health insurance, dental insurance, paid time off, etc.

Per the policy, the Staff Attorney was offered health insurance. Employees working part-time pay a higher premium rate than full-time employees. In this case, the employee would pay 57.5% towards health insurance versus the 15% that a full-time employee pays.

The attorney did not need to take the insurance because her husband works in a full-time capacity. At the end of August, the employee's spouse started a new job. The new job has a "spousal carve out" provision to their plan which doesn't allow spouses to be enrolled on their plan as primary if their spouse has access to an employer sponsored plan where the employee pays less than $500 per month for a single insurance plan.

The employee's monthly premium under the City's plan would be $422.65. Therefore, our employee is not eligible to be enrolled as primary under her spouse's health insurance plan. Our employee can sign up for single insurance through the City, but unfortunately would spend a significant portion on her City salary on health insurance. If she didn't work in the part-time capacity for the City, she would be allowed to be on her husband's plan at no additional cost. The employee really enjoys her new position at the City, but given the current arrangement would need to resign from her position.

To deal with this issue at hand, we are recommending amending the employment offer and having this position regularly work less than 20 hours per week. The attorney would be scheduled 19 hours per week on average versus 20 hours. Being scheduled less than 20 hours a week, the position would not be eligible for health insurance, dental, life insurance, flex spending, deferred compensation, and LTD. We would still like to offer paid time off benefits to this employee (i.e. vacation, sick time, etc.) Therefore, I am asking that the City Council grant an exception to the City policy in this situation and

Attachment: memo to finance change in staff attorney offer letter (6235 : Recommendation from Finance/Per. comm. to offer paid time off

allow the City to still offer paid time off benefits to the Staff Attorney position that will work on average 19 hours per week.

If you have any questions prior to the meeting, please contact me at 339-4045.

Thank you for your consideration of this matter.

Attachment: memo to finance change in staff attorney offer letter (6235 : Recommendation from Finance/Per. comm. to offer paid time off

**City of De Pere, Wisconsin**

## Request For Common Council Action

**MEETING DATE:** **September 19, 2017**

**DEPARTMENT:** **Human Resources**

**FROM:** **Shannon Metzler**

**SUBJECT:** **Recommendation from Finance/Personnel Committee to make changes to 2018 Seasonal/Part-time Employee Wages.**

**ATTACHMENTS:**

- 2017 memo to Finance and Council on 2018 Seasonal etc rates (DOC)
- 2018 Proposed Seasonal Part-time-Non-Benefit Eligible- Employee Wage Scale -Comparison-1 Column all positions-Finance Copy (XLSX)

# Memo City of De Pere

To: Members of the Finance/Personnel Committee
From: Shannon Metzler, Human Resources Director
Re: Consider changes to Seasonal/Part-time Employee Wages
Date: September 12, 2017

The Finance/Personnel Committee approved the 2018 wage schedule at their September 12, 2017 meeting.

Attached please find the 2018 pay recommendations for part-time and seasonal employees working at the Parks and Public Works Departments, and other employee classifications.

The City of De Pere currently has two wage schedules for seasonal and part-time employees. The pay schedule for Park Department & Public Works Department seasonal/part time (non-benefit eligible) employees has four steps which provide employees a wage increase, based on length of service with the City, over a four year period. The salary schedule for other part-time/seasonal employee classifications has only a starting wage rate; employees do not have the ability to increase their wage based length of service with the City. We recommend combining the two wage schedules into one wage schedule, which would provide step increases for all employees within the schedule, with the exception of the Medical Advisor in which we pay a set yearly fee for.

In addition to combining the two wage schedules into one schedule, we reviewed what other communities are paying for their seasonal positions. Based on market data there are two pay levels which we are recommending increasing. Based on market data and/or difficulty filling positions, there are seven positions we are recommending moving to a higher level. The attached document highlights the positions and pay levels with recommended changes.

The Board of Review currently receives $35 for a half day and $60 for a full day. We are also recommending the Board of Review be a volunteer board instead of a paid board to be consistent with other board positions. The board members were contacted and all members are okay with this change.

Current employees in affected positions would start 2018 at step 1 regardless of how many years they have been employed with the City, except current Crossing Guards would be increased to step 2 as the current rate is more than step 1. There would be a few exceptions within the Park and Recreation department with positions that were reclassified.

All rates included in the attached chart were included in the department budgets for 2018.

Please feel free to contact me at 339-4045 if you have questions prior to the meeting.

Attachment: 2017 memo to Finance and Council on 2018 Seasonal etc rates (6236 : Recomendation from Finance/Personn. for 2018

Thank you.

Attachment: 2017 memo to Finance and Council on 2018 Seasonal etc rates (6236 : Recomendation from Finance/Personn. for 2018

## Recommended Changes
## 2018 Seasonal/Part Time (Non-Benefit Eligible) Employee Wage Scale
Wages Effective January 1, 2018

*Please note: Changes for 2018 are bolded and highlighted*

| | 2017 Wage | Recommended 2018 Wage | | | |
|---|---|---|---|---|---|
| Position | | Step 1 | Step 2 | Step 3 | Step 4 |
| **Level 1** | **$8.75 - $9.50** | $9.25 | $9.50 | $9.75 | $10.00 |
| - Pool - Concession Staff | | | | | |
| - Pool - Basket/Maintenance | | | | | |
| - Playground Leader | | | | | |
| - Assistant Instructor | | | | | |
| - Recreation Intern | | | | | |
| **Level 2** | **$9.50 - $10.25** | $10.00 | $10.25 | $10.50 | $10.75 |
| - Recreation Office Assistant | | | | | |
| - Community Center Facility Attendant | | | | | |
| - Kidz Zone & Camp Counselors | | | | | |
| - Lifeguard*** | | | | | |
| - Park, Street & Water Maintenance Laborer | | | | | |
| - Sign Maintenance Aide | | | | | |
| - Election Inspector | **$8.00** | | | | |
| **Level 3** | $10.50 - $11.25 | $10.50 | $10.75 | $11.00 | $11.25 |
| - Youth Recreation Supervisor | | | | | |
| - Park Maintenance Lead | | | | | |
| - Building Maintenance Assistant | | | | | |
| - Shop Assistant | | | | | |
| **Level 4** | $11.00 - $11.75 | $11.00 | $11.25 | $11.50 | $11.75 |
| - Community Center Maintenance | | | | | |
| - Basketball Supervisor | | | | | |
| - Lifeguard/WSI Instructor*** | **$10.50 - $11.25** | | | | |
| - Chief Election Inspector | **$9.00** | | | | |
| - Community Services Officer | **$10.00** | | | | |
| **Level 5** | $12.00 - $12.75 | $12.00 | $12.25 | $12.50 | $12.75 |
| - Tennis Instructor | | | | | |
| - Flag Football Official | | | | | |
| - GIS Intern | **$11.24** | | | | |
| **Level 6** | $13.00 - $13.75 | $13.00 | $13.25 | $13.50 | $13.75 |
| - Art/Theatre Instructor | **$12.00 - $12.75** | | | | |
| - Fitness Instructor | | | | | |
| - Tae Kwon Do Instructor/Tai Chi Instructor | | | | | |
| - Water Aerobics Instructor | | | | | |
| - Youth Activity Instructor | **$12.00 - $12.75** | | | | |
| - Election Specialist | **$12.09** | | | | |
| **Level 7** | $14.00 - $14.75 | $14.00 | $14.25 | $14.50 | $14.75 |
| **- Dance, Pom, Twirling & Tumbling Instructor** | **$13.00 - $13.75** | | | | |
| **- Enrichment Instructor** | **$13.00 - $13.75** | | | | |
| - Pool Manager | | | | | |
| **- Engineering Aide** | **$12.00 - $12.75** | | | | |
| **Level 8** | | $15.00 | $15.25 | $15.50 | $15.75 |
| - Paid On Call Firefighter**** | **$15.00** | | | | |
| - Training & Safety Officer (Fire)**** | **$15.00** | | | | |
| - Weed Commissioner | **$15.00** | | | | |
| **Level 9** | $16.50 - 17.25 | $16.50 | $16.75 | $17.00 | $17.25 |
| - Band Director | | | | | |
| - Yoga/Pilates/Zumba with basic certification * | | | | | |

Attachment: 2018 Proposed Seasonal Part-time-Non-Benefit Eligible- Employee Wage Scale -Comparison-1 Column all positions-Finance Copy

| | | | | | |
|---|---|---|---|---|---|
| - Video Production Assistant | **$16.07** | | | | |
| **Level 10** | | $17.00 | $17.25 | $17.50 | $17.75 |
| - Crossing Guard***** | **$17.14** | | | | |
| **Level 11**<br>- Yoga/Pilates/Zumba with advance certification after 1 yr. employment unless approved by Mgr. (ACE, AFAA, E-RYT 500 hrs) * | $20.00 - $20.75 | $20.00 | $20.25 | $20.50 | $20.75 |
| **Non-Classified Wage Rates** | | | | | |
| - Scorekeeper | $9.50 - $10.25/ga | $9.50/ga | $9.75/ga | $10.00/ga | $10.25/ga |
| - Kickball Official** | $12.00 - $12.75/ga | $12.00/ga | $12.25/ga | $12.50/ga | $12.75/ga |
| - Slow/Co-ed Softball Umpire** | **$15.00 - $15.75/ga** | $16.00/ga | $16.25/ga | $16.50/ga | $16.75/ga |
| - Basketball Official** | $19.00 - $19.75/ga | $19.00/ga | $19.25/ga | $19.50/ga | $19.75/ga |
| - WIAA Certified Basketball Official** | $22.00 - $22.75/ga | $22.00/ga | $22.25/ga | $22.50/ga | $22.75/ga |

| | |
|---|---|
| **Misc. Wage Rates** | |
| - Medical Advisor | $1,500/yr |

The step scale is designed to reward employees for good and continual years of service. Employees are given a step increase with supervisor approval, for each year they return to same employment.
-First year employees in any classified level shall start at Step 1, unless approved otherwise approved by the department head.
-Supervisors shall only approve step increases if an employee returns the following year and if the employee had satisfactory work performance.
-All classified positions are not eligible for additional step increases past Step 4. Non-Classified wage rates are reviewed on an annual basis.

The City of De Pere has an incentive program established for seasonal Park and Recreation employees.

The program includes: admission to one program per season (up to 3 per year). The incentive program is administered at the discretion of the supervisor of the department.

*Eligible to earn incentive pay based upon number of participants enrolled. Incentive pay ranges an additional .25 hours to 1.25 hours per class.

**Umpires or officials that are scheduled with a partner and work a game alone will be paid at 1.5 times the game rate.

*** Effective 4/2015, the City will pay for lifeguard certification for new lifeguards, and WSI certified lifeguards, contingent on staff successfully completing one season of employment as a full time staff. Substitute guards are not eligible for reimbursement of their lifeguard certification.

**** Also receives $50/month

***** Receives $20/month gas stipend for regular assigned guards

Attachment: 2018 Proposed Seasonal Part-time-Non-Benefit Eligible- Employee Wage Scale -Comparison-1 Column all positions-Finance Copy

**City of De Pere, Wisconsin**

**Request For Common Council Action**

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **Finance/Personnel Committee** |
| **FROM:** | **Peter Schleinz** |
| **SUBJECT:** | **Resolution #17-72 Authorizing Agricultural Farm Lease and Grass Cutting Agreement.** |

On September 12, 2017, The Finance/Personnel Committee unanimously recommended approval of a farm lease by a vote of 5-0.

***

A lease for the farming of City owned land in the East Industrial Park area expired in 2017. The City planned to seek a renewal with the existing lessee but did not come to a final agreement. Another local farmer expressed interest in taking over the lease of the area, beginning in the fall of 2017. Farming the City owned property is a key factor in maintaining the land for future development.

1. The subject area includes the following parcels:
   A. Approximately 77 acres of crop land [shaded yellow on attached map]
      (Parcels: ED-D43-1, part of ED-F0080, ED-F0082, ED-F0083, part of ED-F0085, part of ED-R117, ED-2381, ED-2382, ED-2384, ED-2385, ED-2386, ED-344-102-5, ED-2311, ED-2313-1, ED-2314, ED-2315)
   B. Approximately 11 acres of grass cutting land [shaded yellow with stripes on attached map]
      (Parcels: ED-D69-2, ED-F0081-5, part of ED-R117, ED-2387, ED-2388)

2. Lease Terms:
   A. No payment in 2017 (allows for necessary preparation work that needs to be done to fallow soils).
   B. Lease amount equal to prior lease ($1,955.31 due in January 2018, and $1,955.31 due in July 2018).

3. Length of Lease:
   A. September 2017 through December 2018

The City has plans to renew leases for all farmed properties in early 2019. By establishing the lease for the East Industrial Park area, all farm leases in the City will fall into the same timeline for future renewals.

STAFF RECOMMENDATION:
Staff requests that the Finance/Personnel Committee recommend establishing a farm lease with Mr. Larry Binsfield, per the above terms, and forwarding the recommendation for a contract to be drafted and

approved by the Common Council on September 18, 2017. Any renewal lease of land beyond 2018 should be placed up for bid.

**ATTACHMENTS:**

- Reso17-72 (DOCX)
- Agricultural Farm Lease and Grass cutting agreement(Binsfeld)9-17 (PDF)
- Exhibit A-Binsfeld Lease (PDF)
- East_2017_Was_Dahl (PDF)

RESOLUTION #17-72

AUTHORIZING AGRICULTURAL FARM LEASE
AND GRASS CUTTING AGREEMENT

WHEREAS, the City owns undeveloped property in the East Industrial Park and off Ryan Road that is suitable for agricultural use and grass harvesting; and

WHEREAS, the current lease for this property was not successfully negotiated for renewal and said lease has now expired; and

WHEREAS, Larry Binsfeld, a local farmer, has expressed interest in leasing this area through 2018, at which time the lease of this property will be offered for bids, resulting in all City farm leases being on a similar timeline for future renewals;

WHEREAS, the Finance/Personnel Committee has reviewed this matter and recommends its approval thereof.

NOW, THEREFORE, BE IT HEREBY RESOLVED:

> That the Mayor and Clerk-Treasurer are authorized and directed to execute the Agricultural Farm Lease and Grass Cutting Agreement attached hereto and incorporated by reference as Exhibit 1.

BE IT FURTHER RESOLVED:

> That all City officials, officers and employees are further authorized and directed to take such steps as are lawful and necessary in furtherance thereof.

Adopted by the City of De Pere, Wisconsin, this 19th day of September, 2017.

APPROVED:

_____
Michael J. Walsh, Mayor

ATTEST:

_____
Shana D. Ledvina, Clerk-Treasurer

Ayes: _____
Nays: _____

Attachment: Reso17-72 (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease and Grass Cutting Agreement)

Attachment: Agricultural Farm Lease and Grass cutting agreement(Binsfeld)9-17 (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease

**AGRICULTURAL FARM LEASE AND GRASS CUTTING AGREEMENT**

THIS LEASE AND AGREEMENT is entered into this ____ day of _____, 2017, by and between the City of De Pere, Wisconsin, a municipal corporation ("City"), and Larry Binsfeld, an individual ("Binsfeld").

## A. AGRICULTURAL LEASE

1. Leased Premises. City hereby leases to Binsfeld for the purpose of agricultural farming the following described premises, comprising approximately 77 acres, in the City of De Pere, Brown County, Wisconsin:

> Parcels: ED-D43-1, ED-F0082, ED-F0083, ED-2381, ED-2382, ED-2384, ED-2385, ED-2386, ED-344-102-5, ED-2311, ED-2313-1, ED-2314, ED-2315, part of ED-F0080, part of ED-F0085, and part of ED-R117

The aforementioned property is referenced herein as "the Leased Property". A map showing the location of the leased property is attached hereto and incorporated by reference as Exhibit A.

The parties agree that for purposes of determination of the rent due hereunder, the leased parcels within the East Industrial Park total approximately 70.00 acres and the leased parcel off of Ryan Road totals approximately 7.00 acres useable for farming purposes.

2. Term. The lease term shall be as provided in paragraph fourteen (14) of this Agreement. In the event that City sells or otherwise needs any portion of the leased property during the term of the lease, the City may, at its sole option, terminate and cancel this lease or any portion thereof by giving a thirty (30) day notice to Binsfeld, who shall thereupon vacate the premises in accordance with the terms of such notice.

3. Effect of Early Termination. In the event all or part of this lease is terminated by City pursuant to the above provisions, City shall be responsible for damages suffered by Binsfeld, including the reasonable value of crops damaged or unable to be harvested as a result of the early

termination, not to exceed the rents paid by Binsfeld during the preceeding twelve (12) month period. In the event this lease is terminated by Binsfeld, Binsfeld shall forfeit any and all claim(s) of any nature whatsoever for any work performed, materials or supplies, including seed, or any other cost which Binsfeld may have incurred.

4. Use of Leased Property. Binsfeld shall use the leased property for general farming purposes and shall care for the same according to standard industry practices, including mowing land not seeded or planted for the following crop season. Binsfeld warrants to not use any herbicide/fertilizer/pesticide which may prevent, for any period of time, residential grass growth on any leased property hereunder unless otherwise authorized in writing by the City Administrator.

5. Sublease. Should Binsfeld desire to sublease such property, prior written approval of City shall be obtained by Binsfeld.

6. Rent. Rent for this Lease shall be $3,910.62.

7. Payment of Rent. Rent shall be paid in two equal payments. The first payment of $1,955.31 shall be made on or before January 1, 2018; the second payment of $1,955.31 shall be made on or before July 1, 2018.

## B. GRASS CUTTING

8. Area of Permission. The area available to Binsfeld under this Agreement for grass cutting/harvesting is comprised of the following parcels:

ED-D69-2; ED-F0081-5; ED-2387; ED-2388; and part of ED-R117 (comprising approximately 11 acres) as shown on Exhibit A.

Attachment: Agricultural Farm Lease and Grass cutting agreement(Binsfeld)9-17 (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease

9. Use of Property.

A. The City grants Binsfeld permission to cut/harvest grass and to fill in occasional low spots and to plant grass on those low spots for ease of mowing.

B. Binsfeld shall adhere to all City regulations prohibiting maintaining of grass in excess of 12" in height by mowing grass under this agreement on a regular basis.

10. Permission Not a Conveyance. The parties acknowledge that the permission granted hereunder to go upon the above referenced property for the purposes described herein is not a lease of the property and that no property interest in such property is or is intended to be conveyed by this Agreement.

11. Payment and Terms of Access.

A. No fee shall be charged Binsfeld for the grass cutting permission granted hereunder. However, in the event the City requires any of the properties subject to the grass cutting acreage for other purposes, it shall inform Binsfeld of the same, in writing. Upon receipt of such notice, Binsfeld shall have seven (7) calendar days to remove any grass located on the parcel identified or forfeit the right to mow the same.

B. The term of this access permission is as provided in paragraph fourteen (14) of this Agreement.

## C. GENERAL AGREEMENT PROVISIONS

12. Binsfeld acknowledges that existing within the Leased Property subject to the lease and grass cutting permissions are lot line pipes identifying the lot parameters of Lots 29, 30, 32, 33, 34 and 1060 Profit Place (ED-F0081-5) East Industrial Park Third Addition, and the rear lot line of ED-344-102-5. These lot line pipes, if damaged or destroyed, will result in considerable inconvenience and expense to City. Therefore, Binsfeld agrees to indemnify and hold harmless

Attachment: Agricultural Farm Lease and Grass cutting agreement(Binsfeld)9-17 (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease

City for any and all costs associated with damage to such lot line pipes during the term of this lease.

13. Hold Harmless and Insurance Requirements. Binsfeld shall save and hold harmless the City, its officials, officers and employees from any and all claims, actions, or liability for any injury or damage to property or persons occurring on or about the premises demised hereunder where such injury or damage has arisen out of Binsfeld's actions or inaction or that of Binsfeld's agents, contractors, or employees. This hold harmless is intended to protect City from any and all claims and actions for injury or damage to the fullest extent provided by law, including payment for actual attorney fees reasonably incurred as a result of any such claim. To ensure Binsfeld's ability to perform under this provision, Binsfeld shall provide a certificate of general liability insurance in an amount of not less than One Million Dollars, naming City as an additional insured thereunder for the activities described herein, together with an additional insured endorsement.

14. Term of Agreement.

> This Agreement shall commence September _____, 2017 and terminate December 31, 2018.

15. Notice. Notice required or permitted hereunder shall be sent via U.S. Mail, 1st Class, postage prepaid to the following:

| If to City: | If to Binsfeld: |
|---|---|
| City Clerk-Treasurer<br>City of De Pere<br>335 S. Broadway Street<br>De Pere, WI 54115 | Mr. Larry Binsfeld<br>6346 Highway KB<br>Denmark, WI 54208 |

Attachment: Agricultural Farm Lease and Grass cutting agreement(Binsfeld)9-17 (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease

16. Miscellaneous. Binsfeld promises and agrees to pay the rent as provided herein and not to underlease or sublet said leased property or any portion thereof or assign this agreement without the prior written consent of City. Binsfeld further agrees to quit and deliver the leased property to City at the end of the term of this lease and to keep the same in as good repair as the same as at the commencement of the lease. Binsfeld agrees to use and improve said Leased Property using standard industry practices and to provide City access to view the premises at all reasonable times. If Binsfeld shall fail to pay rent at the aforesaid times expressed in this lease or shall underlease or sublet the premises without the written consent of City, City may enter and expel Binsfeld and/or his assigns from the premises. Binsfeld shall be held to have forfeited any rent that may have been paid and shall be liable to City for any such payment or payments of rent hereunder which are then due and unpaid. In such case, the City shall not be responsible for Binsfeld for any damages under this Agreement.

17. The covenants herein contained shall bind the parties mutually and their respective heirs, personal representatives, administrators, and assigns. This Agreement is for the benefit of the parties and not any third party.

Attachment: Agricultural Farm Lease and Grass cutting agreement(Binsfeld)9-17 (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed on the day and year first written above.

**LARRY BINSFELD**

_____
Larry Binsfeld

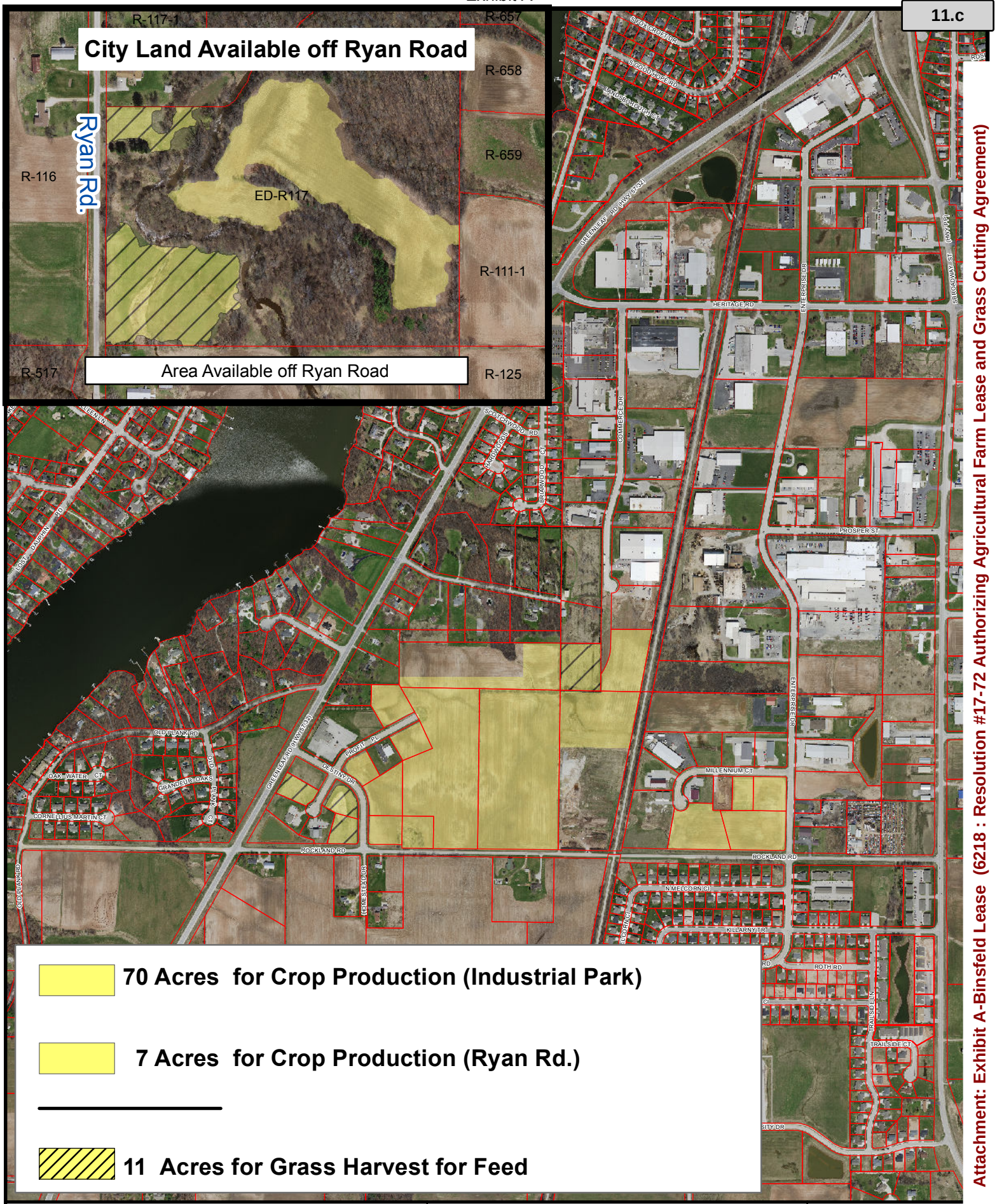
**CITY OF DE PERE**

_____
Michael J. Walsh, Mayor

_____
Shana D. Ledvina, Clerk-Treasurer

H:\azills\Leases\2017\Agricultural Farm Lease and Grass cutting agreement(Binsfeld)9-17.docx

Attachment: Agricultural Farm Lease and Grass cutting agreement(Binsfeld)9-17 (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease




Attachment: Exhibit A-Binsfeld Lease (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease and Grass Cutting Agreement)

## 2017 Farm Lease & Grass Cutting Map

City Land Available on the East Side

Tax Parcels
Lease Area
Grass Cutting

N W E S

0 500 1,000 Feet

City of De Pere

**70 Acres for Crop Production (Industrial Park)**

**7 Acres for Crop Production (Ryan Rd.)**

**11 Acres for Grass Harvest for Feed**

# 2017 Farm Lease & Grass Cutting Map

City Land Available on the East Side

Tax Parcels
Lease Area
Grass Cutting

0 500 1,000 Feet

City of De Pere

Attachment: East_2017_Was_Dahl (6218 : Resolution #17-72 Authorizing Agricultural Farm Lease and Grass Cutting Agreement)

**City of De Pere, Wisconsin**

## Request For Common Council Action

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **City Attorney** |
| **FROM:** | **Judith Schmidt-Lehman** |
| **SUBJECT:** | **Resolution #17-73, Authorizing Corporate Name Change in Consultant Agreement Between the City of De Pere and Sparc, Inc., n/k/a Sparc Design Inc. (Strategic Visioning & Branding Initiative)** |

**ATTACHMENTS:**

- Reso17-73 (DOCX)
- sparc letter - corporate name change 9-2017 (PDF)
- Consultant Agreement-sparc design inc.9-7-17 (PDF)

RESOLUTION #17-73

AUTHORIZING CORPORATE NAME CHANGE IN CONSULTANT AGREEMENT
BETWEEN THE CITY OF DE PERE AND SPARC, INC., N/K/A SPARC DESIGN INC.
(Strategic Visioning & Branding Initiative)

WHEREAS, Common Council Resolution 17-56 authorized a Consultant Agreement with sparc, inc. ("Consultant") for the City's strategic visioning & branding initiative (the "Agreement"); and

WHEREAS, in the process of securing the required insurance under the Agreement, it has become necessary for Consultant to change its corporate name from sparc, inc. to sparc design inc.; and

WHEREAS, City staff recommends that the Agreement be revised to reflect the corporate name sparc design inc. insofar as said change in corporate name will not impact the scope of the Agreement, nor any of the responsibilities required of Consultant under the Agreement.

NOW, THEREFORE, BE IT HEREBY RESOLVED THAT:

The Mayor and Clerk-Treasurer are authorized and directed to execute the Agreement for Consulting Services Between the City of De Pere and sparc design inc., as is attached hereto and incorporated herein as Exhibit 1.

BE IT FURTHER RESOLVED THAT:

All City officials, officers, employees, and agents are authorized and directed to take such steps as are lawful and necessary in furtherance thereof.

Adopted by the Common Council of the City of De Pere, Wisconsin, this 19th day of September, 2017.

APPROVED:

_____
Michael J. Walsh, Mayor

ATTEST:

_____
Shana D. Ledvina, Clerk-Treasurer

Ayes:_____

Nays:_____

Attachment: Reso17-73 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant Agreement with sparc design inc.)

September 5, 2017

**Ms. Judith Schmidt-Lehman**
City Attorney
**City of De Pere**
335 South Broadway
De Pere, WI 54115

**Re: Agreement for Consulting Services Between the City of De Pere and sparc design inc. formerly sparc, inc. (Strategic Visioning and Brand Initiative)**

Dear Ms. Schmidt-Lehman,

Please accept this letter, per our phone conversation, as a synopsis of what we discussed as well as what has transpired regarding the recent renaming and re-incorporation of my design firm.

I can assure you that my firm, which was legally named sparc, inc. and has now been renamed as Sparc Design Inc., has always been in good standing with the Secretary of State and the State of Illinois. The firm has never been, nor current is named in any court cases nor any form of litigation or legal proceedings.

The renaming came about when my Insurance Agent began the final process to secure the quoted coverage per our agreement. He, as required, asked for my State of Illinois Tax ID number and subsequent to his research discovered as you have -- that sparc, inc. was dissolved in 2002. Apparently, it had immediately been taken over by the SPringfield Association of Retired Citizens. At the time, I was unaware of any issues.

This issue, discovery and notice has absolutely nothing to do with my original request to reduce the professional liability coverage for our contract. That request came about as I was working with my Insurance Agent to secure coverage. At that time -- a number of weeks before -- he was simply quoting rates and did no formal filing. It was only after you and the City Council had kindly approved the reduction of the coverage that I gave him my corporate information and the approval to proceed to formally secure coverage.

As I mentioned to you and Larry Delo during our phone conversation, I had no knowledge of my company's status with the State and never questioned it until my Insurance Agent brought it up. We have paid our taxes and have never had any tax or government issues.

I can assure you that I run a highly reputable business that is recognized nationally and internationally for leading edge and exemplary work in our field. I know Kim Flom has been in contact with some of our references, but I am happy to have them answer any questions regarding confidence, reliance and most importantly trust!

Again, I ask that you, Larry, Kim, the Mayor and City Council accept my humblest apologies for the inconvenience and time spent on our contract. I am truly embarrassed by what has occurred and can promise everyone that nothing of this sort will happen again.

Sincerely,

Richard

Richard Cassis AIGA SEGD
Principal
sparc design inc.

773-320-3095
rcassis@sparcinc.com
American Institute of Graphic Arts
Society for Experiential Graphic Design

Attachment: sparc letter - corporate name change 9-2017 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

# AGREEMENT FOR CONSULTING SERVICES BETWEEN THE CITY OF DE PERE AND SPARC DESIGN INC.
## (Strategic Visioning & Branding Initiative)

THIS AGREEMENT, made and entered into this ___ day of _____, 2017, by and between the City of De Pere, Wisconsin, ("City"), and sparc design inc., ("Consultant").

WITNESSETH

WHEREAS, the City is in need of contracting with a design and marketing firm to provide consulting services for City's strategic visioning & branding initiative; and

WHEREAS, Consultant has available and offers to provide personnel and professional assistance necessary to accomplish the work within the required time.

NOW THEREFORE, City and Consultant agree as follows:

I. DESCRIPTION OF PROJECT

The project is as described in the City Request for Proposals (Exhibit A) and Consultant's Proposal thereto dated May 15, 2017 (Exhibit B), both of which are attached hereto and incorporated by reference. If a conflict exists between Exhibit A and Exhibit B, the terms of Exhibit A shall prevail. If there is a conflict between the terms and conditions of Exhibit A and this Agreement, the terms of this Agreement shall prevail.

If, during the course of performing the work, City and Consultant agree that it is necessary to make changes in the project as described in the exhibits, such changes will be incorporated into this Agreement only by written amendment, signed by the parties.

II. SCOPE OF CONSULTING SERVICES

Consultant agrees to perform those services described Exhibits A and B. Said services and scope of work includes essential meetings and work up to two rounds of revisions per phase. Any additional revisions or other change to the scope of services as identified therein shall be defined in writing and authorized by both parties prior to performing such work. Such writing shall include the scope of work to be done, schedule for commencing and completing the work and the basis for compensation for such work.

III. SCOPE OF CITY SERVICES

City agrees to provide Consultant with information and items applicable to the project, as are available, consistent with City's Project Objectives described in Exhibit A.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

## IV. AUTHORIZATION, PROGRESS, AND COMPLETION

In signing this Agreement, the City grants the Consultant specific authorization to proceed with the work described herein.

For special services, authorization by the City shall be in writing and shall include the definition of the work to be done, the schedule for commencing and completing the work, and the basis for compensation for the work, all as agreed upon by the City and the Consultant.

## V. OWNERSHIP AND FORM OF DOCUMENTS

Consultant shall provide several discrete creative concept designs for City to review. City shall select one creative concept for its use ("the Selected Concept"). All documents created, maintained or received during the course of this Agreement with respect to the Selected Concept including those in electronic form, shall be deemed the property of City and Consultant shall not be considered the owner of any part of the Selected Brand, nor shall the Consultant retain any common law, statutory, or other right therein, including copyright, patent, or trademark. To that end, Consultant agrees to and hereby does assign and transfer to City all rights, title, and other intellectual property rights interests in such drawings, specifications, or other documents pertaining to the Selected Concept, which rights shall include copyright, trademark, or patent rights therein, unless City fails to pay Consultant for such drawings, specifications and other documents, in which case the ownership and all rights shall revert to the Consultant. All other ideas, concepts or designs described or exhibited shall remain the property of Consultant and City shall have no right to use the same.

Consultant shall retain the rights to use all concepts, designs, layouts and art for self-promotion, including the Selected Brand and shall include discrete concept, design and writing credit information on appropriate collateral.

Consultant acknowledges that, as the Consultant to City, a Wisconsin municipality, Wis. Stats. §19.36(3) applies to it and records produced by it pursuant to this contract are subject to the public records law to the extent they would otherwise be if maintained by the City. Consultant agrees that, within 10 business days of a written request of City, it shall forward to City any such contract or records maintained by Consultant as are requested by City. Such records shall be in the format requested by City provided that such records are kept and maintained in that format. City shall reimburse Consultant for its reasonable costs incurred in complying with this paragraph. Consultant shall reimburse City for all costs associated with its failure or delay in complying with this paragraph.

## VI. CONFIDENTIALITY OF INFORMATION

Consultant understands that, during the course of work under this contract, Consultant may become privy to confidential information of City. Consultant shall maintain the confidentiality of all information specifically designated confidential by City unless withholding

such information would violate the law, create a significant harm, or create a risk of significant harm to the public.

VII. TIME FOR COMPLETION

The parties hereto agree that time is of the essence in completion of the project and that Consultant's work hereunder shall be completed as per the schedule contained in Exhibit A. Should Consultant encounter any circumstances, which, in the Consultant's opinion, will delay their response time, Consultant shall so inform the City as soon as the delay in response time is known.

VIII. COMPENSATION

The City agrees to pay, and the Consultant agrees to accept, total compensation not to exceed $100,000, payable as follows:

A. $30,000 at the time the Agreement is signed and prior to commencement of work;

B. Consultant shall invoice City monthly for all work performed, with costs first being applied to the $30,000 advance payment made at the time the Agreement. Consultant shall also invoice City monthly for expenses incurred. City shall make prompt payment in accordance with its customary invoice approval process.

C. Should City and Consultant agree in writing that services in addition to those included in the 'not to exceed $100,000" cap, the costs of those services shall be as provided in Exhibit B. City shall make prompt payment in accordance with its customary invoice approval process.

IX. RESPONSIBILITY OF CONSULTANT

The Consultant is employed to render a professional service only, and any payments made to the Consultant are compensation solely for such services rendered and recommendations made in carrying out the work. The Consultant shall follow the practice of its profession to make findings, opinions, factual presentations, and professional advice and recommendations.

X. NON-DISCRIMINATION

The Consultant agrees that, in performing under this Agreement with the City, it will not discriminate against any employee, applicant for employment or any other person or member of the public on the basis of age, race, creed, color, disability, marital status, sex, national origin, ancestry, arrest record, conviction record, military service, use or non-use of lawful products off the employer's premises during nonworking hours, declining to attend a meeting or to participate in any communication about religious matters or political matters, or any other basis provided under Wis. Stats. §111.321.

XI. INSURANCE

A. The Consultant shall maintain during the life of the Agreement, the following



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

minimum public liability and property damage insurance to cover claims for injuries, including accidental death, as well as from claims for property damages which may arise from the performance of work under the Agreement as stated below:

1. Comprehensive general liability insurance, including personal injury liability, blanket contractual liability and broad form property damage liability. The combined single limit for bodily injury and property damage shall not be less than $1,000,000; with additional umbrella liability insurance coverage for a total of not less than $2,000,000.

2. Automobile bodily injury and property damage liability insurance covering owned, non-owned, rented and hired cars. The combined single limit for bodily injury and property damage shall be not less than $600,000.

3. Statutory workers compensation and employers' liability insurance as required by the state having jurisdiction.

4. Professional liability insurance covering damages resulting from errors and omissions of the Consultant and including coverage of claims for violations of intellectual property rights. The limit of liability shall be $500,000 or the total consultant's fee on the project, whichever is greater.

B. Proof of Insurance. The Consultant shall furnish the City with a Certificate of Insurance and additional insured endorsement countersigned by a Wisconsin Resident Agent or Authorized Representative of the insurer indicating that the Consultant meets the insurance requirements identified above. The Certificate of Insurance shall include a provision prohibiting cancellation of said policies except upon 30 days' prior written notice to the City and shall name the City as an additional insured under Consultant's general and professional liability policies for the specific contract or project covered. A copy of the Certificate of Insurance and endorsement shall be delivered to the City prior to execution of the agreement for final approval.

## XII. ALLOCATION OF RISKS

To the fullest extent permitted by law, the Consultant shall indemnify and hold harmless the City, City's officers, directors, partners, and employees from and against any and all costs, losses, and damages (including, but not limited to all fees and charges of engineers, architects, attorneys, and other professionals, and all court or arbitration or other dispute resolution costs) caused by the negligent acts or omissions of Consultant or Consultant's officers, directors, partners, employees, and Consultant's Consultants in the performance and furnishing of Consultant's services under this Agreement.

To the fullest extent permitted by law, Consultant's total liability to City and anyone claiming by, through or under City for any cost, loss or damages caused in part by the negligence of Consultant or Consultant's subcontractor and in part by the negligence of City or any other negligent entity or individual, shall not exceed the percentage share that Consultant's or



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

Consultant's subcontractor negligence bears to the total negligence of City, Consultant and all other negligent entities and individuals.

The standard of care applicable to Consultant's services will be the degree of care and skill ordinarily exercised by consultants performing the same or similar services in the same locality at the time the services are provided. No warranty, express or implied, is made or intended by the Consultant's undertaking herein or its performance of services, and it is agreed that the Consultant is not a fiduciary with respect to the City.

## XIII. SUBCONTRACTS

The Consultant shall obtain the written consent of the City prior to subcontracting any portion of the work to be performed under this project. Consultant shall identify the portion of the work to be performed by the proposed subcontractor in addition to the name and contact information of the same. The Consultant shall be responsible to the City for the actions of all persons and firms performing subcontract work.

## XIV. ASSIGNMENT

This Agreement is binding on the successors and assigns of the parties hereto. This Agreement is not to be assigned by either the City or Consultant without the prior written consent of the other.

## XV. INTEGRATION

This Agreement represents the entire understanding of the City and Consultant as to those matters contained herein. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder. This Agreement may not be modified or altered except in writing signed by both parties.

## XVI. JURISDICTION

This Agreement shall be administered and interpreted under the laws of the State of Wisconsin. Jurisdiction of litigation arising from this Agreement shall be in that state. If any part of this Agreement is found to be in conflict with applicable laws, such part shall be inoperative, null and void insofar as it is in conflict with said laws, but the remainder of this Agreement shall be in full force and effect.

## XVII. SUSPENSION OF WORK

The City may suspend, in writing, all or a portion of the work under this Agreement in the event unforeseen circumstances beyond the control of the Consultant make normal progress in the performance of the work impossible. The Consultant may request that the work be suspended by notifying the City, in writing, of circumstances which are interfering with normal progress of the work. If agreed, the time for completion of the work shall be extended by the



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

number of days the work is suspended by Consultant through no fault of Consultant. In the event that the period of suspension exceeds 90 days, the terms of this Agreement are subject to renegotiation and both parties are granted the option to terminate work on the suspended portion of the project in accordance with Article XVIII.

XVIII. TERMINATION OF WORK

The City may terminate all or a portion of the work covered by this Agreement for its convenience. Either the City or the Consultant may terminate work in the event the other party fails to perform in accordance with the provisions of this Agreement. Termination of this Agreement is accomplished by 15 days prior written notice from the party initiating termination to the other. Notice of termination shall be delivered by certified mail with receipt for delivery returned to the sender.

In the event of termination, the Consultant shall perform such additional work as is necessary for the orderly filing of documents and closing of the project. The additional time for filing and closing shall not exceed 10 percent of the total time expended on the completed portion of the project prior to the effective date of termination.

The Consultant shall be compensated for the completed portion of the work on the basis of work actually performed prior to the effective date of termination plus the work required for filing and closing. Charges for the latter work are subject to the 10 percent limitation described in this Article.

XIX. MEDIATION

All claims, disputes and other matters in question between the parties of this Agreement arising out of or relating to this Agreement or breach thereof, which are not disposed of by mutual agreement of the parties, shall be subject to mediation as a condition precedent to the institution of legal proceedings by either party. If such claim, dispute or other matter involves a lien arising out of the Consultant's services, the Consultant may proceed in accordance with applicable law to comply with lien notice and filing deadlines prior to resolution of the matter by mediation.

The City and Consultant shall attempt to resolve claims, disputes and other matters in question between them by mediation. A request for mediation shall be filed in writing with the other party to this Agreement. The request may be made concurrently with the filing of a civil action, but mediation shall proceed in advance of legal proceedings.

The parties shall share the mediator's and any filing fees equally. The mediation shall be held in the place where the Project is located, unless another location is mutually agreed upon. Agreements reached in mediation shall be enforceable as settlement agreements in any court having jurisdiction thereof.



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

XX. NOTICES

Any notification required or needed under the contract shall be sent via First Class Mail to the following:

**If to City:**
City of De Pere
Attn: City Clerk-Treasurer
335 South Broadway Street
De Pere, WI 54115

**With a Copy to:**
City of De Pere
Attn: Director of Economic Development & Planning
335 South Broadway Street
De Pere, WI 54115

**If to Consultant:**
sparc design inc.
Attn: Richard Cassis, AIGA SEGD Principal
824 Humboldt Avenue
Winnetka, IL 60093

IN WITNESS WHEREOF, the parties hereto have made and executed this Agreement as of the day and year first above written.

SPARC DESIGN INC.

By: _____
Richard Cassis, Principal

CITY OF DE PERE, WISCONSIN

By: _____
Michael J. Walsh, Mayor

By: _____
Shana D. Ledvina, Clerk-Treasurer

H:\azills\Agreements\2017\Consultant Agreement-sparc design inc.9-7-17.docx



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

# REQUEST FOR PROPOSALS
# City of De Pere, Wisconsin
## Strategic Visioning and Branding Initiative

**City Summary and Project History**

The 24,000 people who call De Pere, Wisconsin home, know that the community provides a high quality of life in the Greater Green Bay metropolitan area. The excellent schools, a dynamic downtown, successful business parks and safe neighborhoods served by ample parks and natural areas have resulted in considerable loyalty and community pride among residents.

The residences, businesses and commercial areas are connected with a transportation and green space network that accommodates cars, bikes and pedestrians. The beautiful Fox River is the focal point of the City Center and the Claude Allouez Bridge unites the two sides of our dynamic downtown. Whether you are on the east side or west side, historic buildings thoughtfully blend with new redevelopment to provide a mix of housing, employment, shopping, dining and entertainment.

The City consistently ranks high on livability indexes, and the housing market has become very competitive. Recent research by the University of Wisconsin System found that De Pere better maintains a young adult population than other communities in Wisconsin. However, like the rest of the state, we are not gaining a young adult population.

As workers shift from choosing where to live before choosing where to work, it becomes increasingly important for us to leverage our story and promote our community. With significant projects on the horizon, we need a shared vision and mission that defines De Pere and provides a framework for decision makers. While documents like the City Budget, Comprehensive Plan, Zoning Code, Park Master Plan, Downtown Master plan, etc. provide guidance for the future, De Pere lacks a unified vision and a strong brand.

The desire for a vision and brand arose from multiple sources, including discussions about recent downtown development proposals and conversations with business and property owners (see attached letter). Recognizing the economic development value of a visioning/branding initiative, the De Pere Council allocated funds for a visioning/branding project in early 2016. The City does not have a current vision or mission, or formal brand standards.

**Project Objectives**

1. Broad reaching (both inside and outside of De Pere), diverse (multiple methods), engaging and fun public outreach.
2. A De Pere vision and mission statement that aligns diverse City processes and services.
3. City specific goals and priorities to guide decisions made during the budget process, the Zoning Code rewrite and other planning initiatives.
4. A brand platform inspired by community input and enthusiastically promoted by external and internal customers.
5. An authentic De Pere brand set up to transcend the municipal sector for use by local businesses and partner organizations.



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

6. A detailed implementation strategy that brings the brand to life and integrates it into all aspects of the community.
7. Realistic performance measures and task lists to evaluate brand effectiveness and maintain sustainability.

**Scope of Work**

A summarized scope of services is listed below. We are interested in ideas and recommendations that will best achieve project objectives. A more detailed scope including detailed task lists will be prepared in collaboration with the selected consultant.

**PHASE 1 Assessment and Analysis**

- Review and research of City demographics, documents in order to provide a 360 degree view.
- Extensive, engaging and fun public outreach/facilitation that collects input and insight.
  - Steering Committee meetings
  - Strategic Visioning session with elected officials
  - Stakeholder Interviews and Focus Groups
  - Media campaign/awareness
  - Community Forum
  - Survey and/or mobile targeted outreach
- Strengths, Opportunities, Weaknesses, Threats (SWOT) Analysis.

**PHASE 2 Vision/Mission and Goals**

- Consideration of the following questions:
  - Who do we think we are?
  - Who do our customers think we are?
  - Who do we want to become?
  - Who are we most likely to become?
- The Development of a Vision and Mission based on the assessment and analysis.
- Identify and develop city specific short term and long term goals and priorities.

**PHASE 3 Brand Development and Strategy**

- Development of an authentic, compelling and sustainable brand platform, including key words, messages and phrases.
- Visual identity components like logo, fonts, color palette, brand identity guidelines and standards (slogan/tag line if appropriate).
- Implementation strategy (both internal and external launch).
- Guidance on how to incorporate brand with local business owners and partner organizations
- Realistic performance measures in order to assess brand progress.
- Participation in various stakeholder and public meetings throughout process.

The consultant team will work closely the Economic Development and Planning Director and City staff. A steering committee of 8-10 individuals will provide guidance and input in every phase of the project.



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

**Key Deliverables**

The City reserves the right to amend the list of deliverables in order to better meet the project objectives.

**Phases 1 and 2**

- Written Report that documents work completed in Phase 1 and Phase 2
    1. Current state of the City
    2. Public Outreach and SWOT summary
    3. City Vision and Mission Statement.
    4. City Goals and Priorities
    5. Key recommendations for brand development

**Phase 3**

- Brand Implementation Strategy (both internal and external)
- Brand Manual/Blueprint (logo, color palette, key messages, photography style, et al)
- Conceptual designs/recommendations for implementation, particularly for upcoming City projects like signage, wayfinding, placemaking, website, streetscape, et. al.
- Conceptual designs/recommendations for communication materials, both in print and online.
- Recommendations for brand use and integration with business and property owners and partner organizations.

**Proposal Requirements**

1. Brief Description of Team structure and capabilities.
2. Description of overall approach for each phase and process for the project.
3. Any proposed changes/revisions to the scope of services or deliverables in order to meet project objectives.
4. A description of the proposed client team and their roles in the project.
5. Case studies for similar projects completed by your firm/team.
6. Fee Proposal that outlines activities performed.
7. Timeline for Completion. We request that work be complete within 6-7 months of contract execution.

**Evaluation Criteria**

1. Proposals will be evaluated based on overall approach, team experience and qualifications, budget, organization structure, work plan and fit with the City of De Pere.
2. This project requires experience in the following areas. Preference will be given to consultant teams that work well together and provide the best services to obtain project objectives.
    - Public participation and facilitation
    - Strategic Planning
    - Brand Development and Brand Strategy
3. Based on the unique and distinct needs of a city, significant consideration is given to teams with experience working with municipalities and other forms of local government.
4. Knowledge of, or previous experience in the northeast Wisconsin area is beneficial.
5. Special consideration given to teams that provide examples/case studies where engaging outreach and facilitation led to development of successful solutions, particularly among diverse groups.



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

**Interview/Meeting**
Meetings will be requested with finalist(s) in order to allow for the City and consultant to get to know one another and talk through project details. However, De Pere reserves the right to award a contract on the basis of proposals only.

**Budget**
Proposals should provide a work plan that best meets the above objectives and scope within a $100,000 budget.

**Consultant Contract**
The City utilizes its own consultant contract when formalizing the consultant arrangement. A sample copy of that Consultant Agreement is attached.

**Anticipated Timeline**

1. RFP Issued: April 19, 2017
2. Questions due to the City: April 28, 2017 (sent via email to kflom@mail.de-pere.org)
3. Responses to questions posted on City website: May 3, 2017
4. Proposals due to the City: May 15, 2017
5. Possible interviews with finalists: May 22-26, 2017
6. Consultant Selection: June 6, 2017, Common Council Meeting

**Submission of Proposals**

- Due to the City of De Pere by 5:00PM on May 15, 2017
- 4 hard copies and a digital format copy (.pdf)
- Proposals should be sent to:
  Kimberly Flom, RLA/AICP
  City of De Pere, Economic Development & Planning Director
  335 South Broadway
  De Pere, WI 54115
  kflom@mail.de-pere.org
- The City of De Pere is not responsible for any costs incurred by parties responding to this RFP.

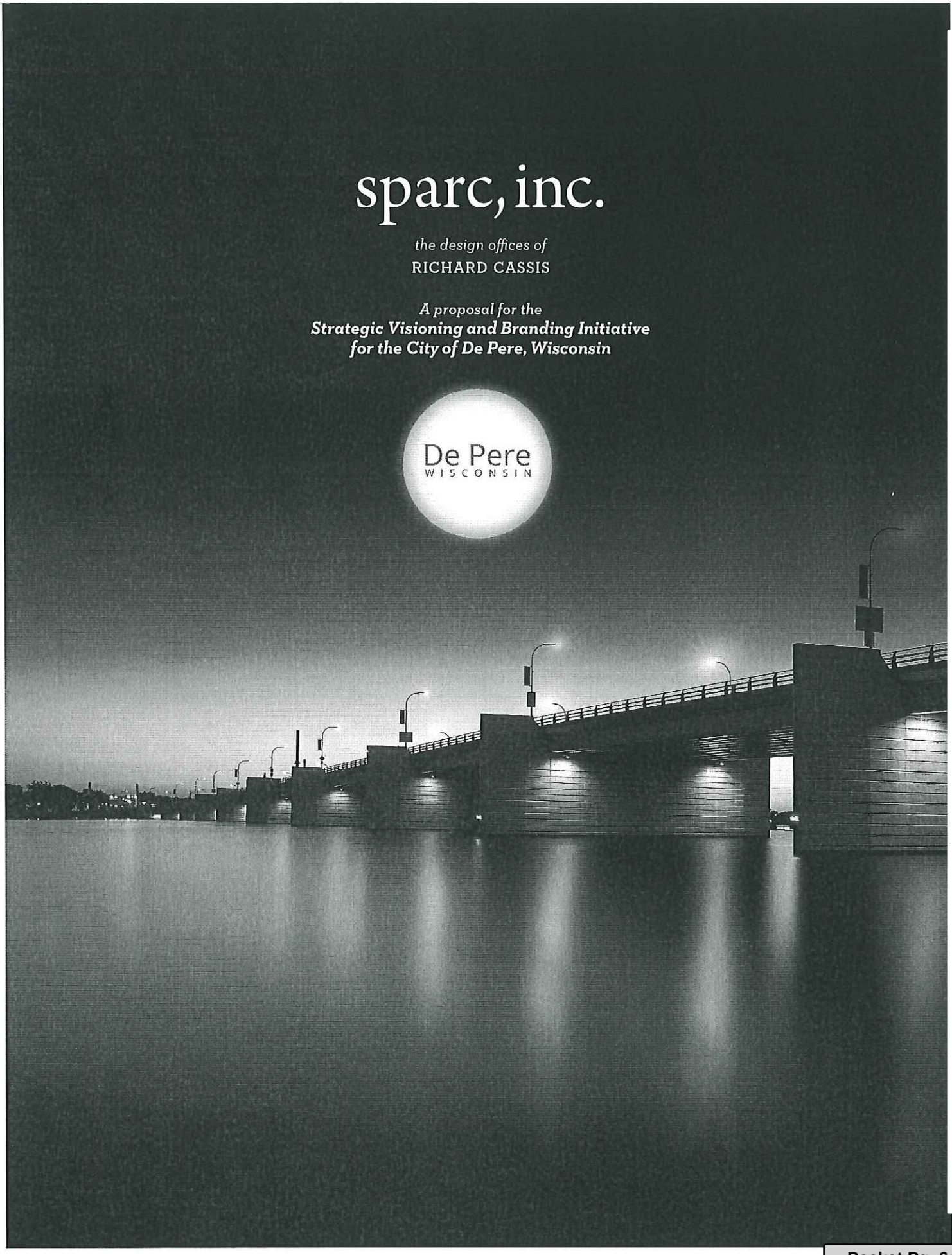
**De Pere Resources**
City of De Pere: https://www.de-pere.org/
Comprehensive Plan, Downtown Master Plan, Historic Neighborhood Preservation Plan:
https://www.de-pere.org/egov/apps/document/center.egov?view=item&id=730
De Pere Chamber: http://deperechamber.org/
Definitely De Pere: http://definitelydepere.org/
St. Norbert College: http://www.snc.edu/

# sparc, inc.

*the design offices of*
RICHARD CASSIS

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

De Pere
WISCONSIN



Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

**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*.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

**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 though 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.

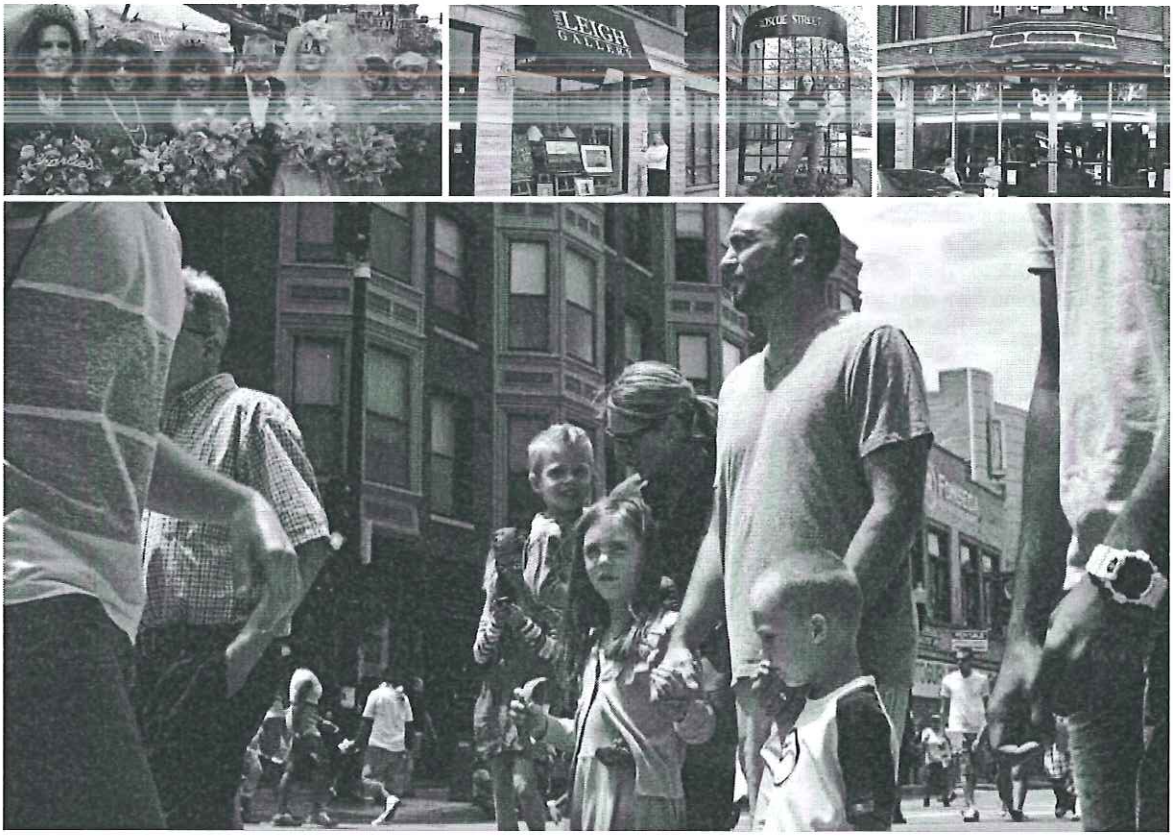
**Step 6: Community Profile Report**
sparc, inc. will develop and present the results of both quantitative and qualitative research on the City's current issues, opportunities, image and positioning. The findings included in the report will do two things: they will provide direction for the development 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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

**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.




Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

# 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 spanking 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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

# 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

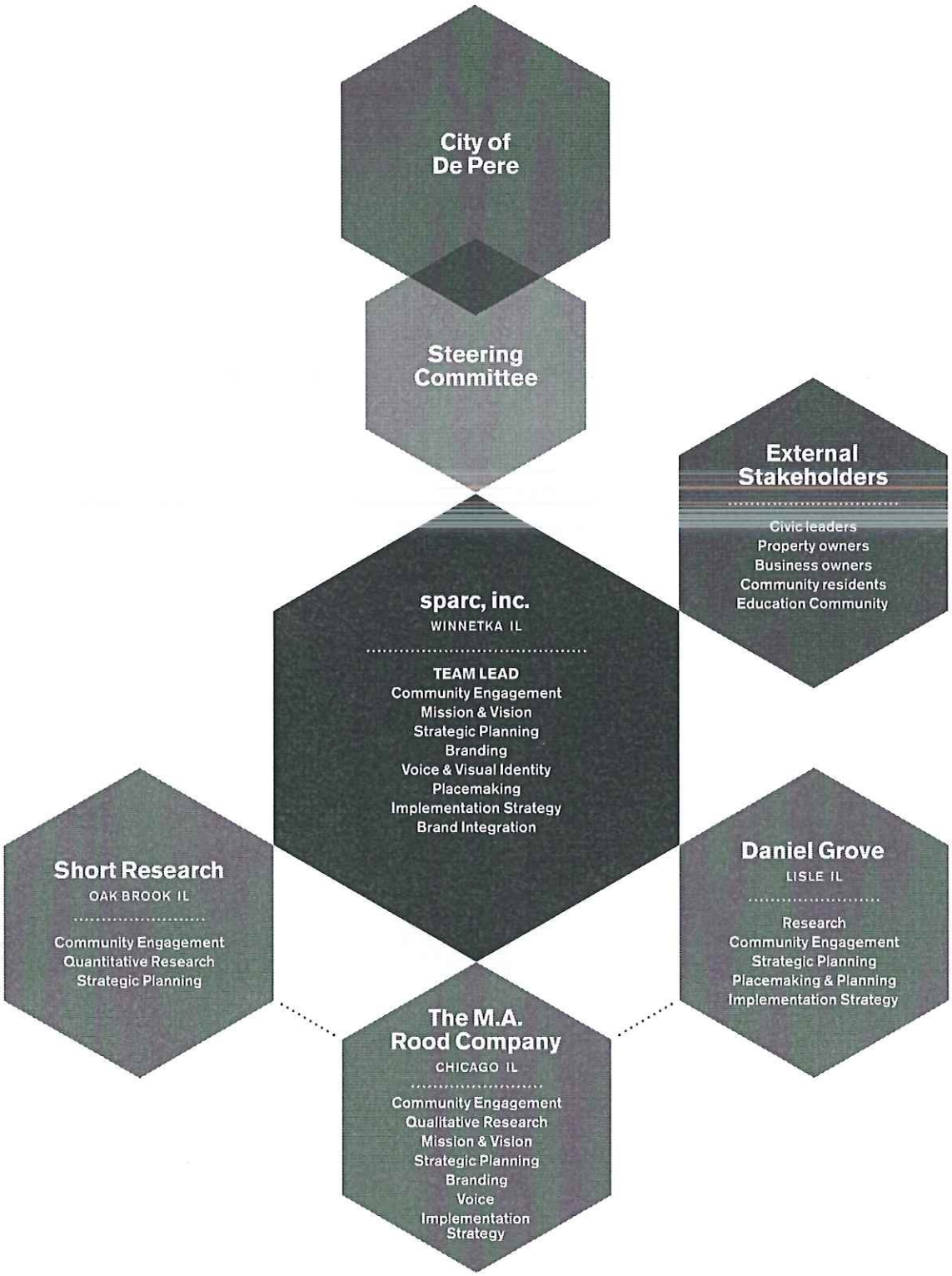
| Your City's Vision and Mission | | | | |
|---|---|---|---|---|
| **The Brand Promise to External Audiences** | | | | |
| **The Brand Promise to Internal Audiences** | | | | |
| **Positioning in Marketplace / Points of Differentiation** | | | | |
| **Brand Personality** | | | | |
| **Key Message 1** | **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) |

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

**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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant




Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

**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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

# 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** |

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

# 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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

**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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing Corporate Name Change in Consultant

## 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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing

**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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing

# 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 entirely 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.***

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing

# 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

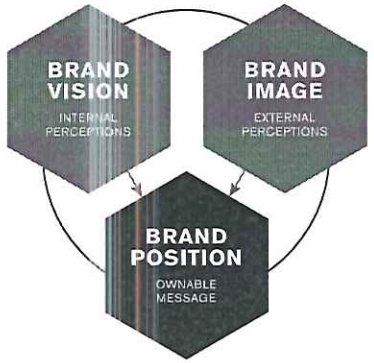
**Research & Planning – gathering the Brand Image**

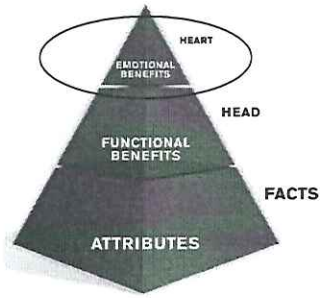
**Step 1: Demographics & Document Review**
This step does two things: it provides the facts and it provides the gaps in the facts needed to craft a vibrant brand for De Pere. This understanding helps guide Steps 2 and 3.

**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.

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing

## 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 mowing 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.

12.c

Attachment: Consultant Agreement-sparc design inc.9-7-17 (6217 : Resolution #17-73 Authorizing

Packet Pg. 80

**City of De Pere, Wisconsin**

## Request For Common Council Action

| | |
|---|---|
| **MEETING DATE:** | **September 19, 2017** |
| **DEPARTMENT:** | **City Clerk-Treasurer** |
| **FROM:** | **Shana Ledvina** |
| **SUBJECT:** | **Voucher Approval.** |

**ATTACHMENTS:**

- 9-19-17 VOUCHERS (PDF)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17
VENDOR SET: 01
BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|
| 6426 | ACL | | | | | | | |
| | I-201708-0 | ACL | R | 9/19/2017 | | 53.60CR | 083065 | 53.60 |
| 0302 | AIRGAS USA LLC | | | | | | | |
| | I-99469339892 | AIRGAS USA LLC | R | 9/19/2017 | | 196.67CR | 083066 | 196.67 |
| 2982 | ALL CITY COMMUNICATIONS | | | | | | | |
| | I-4699567-090117 | ALL CITY COMMUNICATIONS | R | 9/19/2017 | | 160.40CR | 083067 | 160.40 |
| 7636 | ALL SPORTS MARKETING USA LLC | | | | | | | |
| | I-1270 | ALL SPORTS MARKETING USA LLC | R | 9/19/2017 | | 795.00CR | 083068 | 795.00 |
| 0007 | AMBROSIUS SALES & SERVICE | | | | | | | |
| | I-115334 | AMBROSIUS SALES & SERVICE | R | 9/19/2017 | | 35.22CR | 083069 | |
| | I-115881 | AMBROSIUS SALES & SERVICE | R | 9/19/2017 | | 184.95CR | 083069 | 220.17 |
| 7280 | ASSORTED COATINGS, LLC | | | | | | | |
| | I-1974 | ASSORTED COATINGS, LLC | R | 9/19/2017 | | 700.00CR | 083070 | 700.00 |
| 5604 | AURORA BAYCARE MED CTR LLC | | | | | | | |
| | I-KY022 | AURORA BAYCARE MED CTR LLC | R | 9/19/2017 | | 1,706.70CR | 083071 | |
| | I-KY030 | AURORA BAYCARE MED CTR LLC | R | 9/19/2017 | | 92.25CR | 083071 | 1,798.95 |
| 5199 | AYRES ASSOCIATES INC | | | | | | | |
| | I-170329 | AYRES ASSOCIATES INC | R | 9/19/2017 | | 62.20CR | 083072 | 62.20 |
| 0020 | BADGERLAND PRINTING INC | | | | | | | |
| | I-30131 | BADGERLAND PRINTING INC | R | 9/19/2017 | | 119.00CR | 083073 | 119.00 |
| 0027 | BAY TOWEL INC | | | | | | | |
| | C-S184630B | BAY TOWEL INC | R | 9/19/2017 | | 4.60 | 083074 | |
| | I-2394021 | BAY TOWEL INC | R | 9/19/2017 | | 90.79CR | 083074 | |
| | I-2449089 | BAY TOWEL INC | R | 9/19/2017 | | 40.55CR | 083074 | |
| | I-2453349 | BAY TOWEL INC | R | 9/19/2017 | | 40.55CR | 083074 | |
| | I-2453350 | BAY TOWEL INC | R | 9/19/2017 | | 87.71CR | 083074 | |
| | I-2453351 | BAY TOWEL INC | R | 9/19/2017 | | 56.95CR | 083074 | |
| | I-2457587 | BAY TOWEL INC | R | 9/19/2017 | | 40.55CR | 083074 | |
| | I-2457588 | BAY TOWEL INC | R | 9/19/2017 | | 89.42CR | 083074 | |
| | I-2461856 | BAY TOWEL INC | R | 9/19/2017 | | 40.39CR | 083074 | 482.31 |
| 7550 | BLACKSTONE TECHNOLOGIES, LLC | | | | | | | |
| | I-17288 | BLACKSTONE TECHNOLOGIES, LLC | R | 9/19/2017 | | 459.62CR | 083075 | |
| | I-17289 | BLACKSTONE TECHNOLOGIES, LLC | R | 9/19/2017 | | 523.32CR | 083075 | 982.94 |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17
VENDOR SET: 01
BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|
| 0038 | BROADWAY AUTOMOTIVE INC | | | | | | | |
| | I-533068 | BROADWAY AUTOMOTIVE INC | R | 9/19/2017 | | 61.60CR | 083076 | |
| | I-534006 | BROADWAY AUTOMOTIVE INC | R | 9/19/2017 | | 367.92CR | 083076 | |
| | I-864877P | BROADWAY AUTOMOTIVE INC | R | 9/19/2017 | | 82.15CR | 083076 | 511.67 |
| 0039 | BROOKS TRACTOR INC | | | | | | | |
| | C-D54664 | BROOKS TRACTOR INC | R | 9/19/2017 | | 199.88 | 083077 | |
| | I-376110 | BROOKS TRACTOR INC | R | 9/19/2017 | | 409.98CR | 083077 | 210.10 |
| 2944 | BROWN COUNTY JAIL | | | | | | | |
| | I-201709117455 | BROWN COUNTY JAIL | R | 9/19/2017 | | 680.00CR | 083078 | 680.00 |
| 0737 | BRUCE MUNICIPAL EQUIPMENT INC | | | | | | | |
| | I-P04228 | BRUCE MUNICIPAL EQUIPMENT INC | R | 9/19/2017 | | 273.84CR | 083079 | 273.84 |
| 0536 | CDW GOVERNMENT INC | | | | | | | |
| | I-JVJ6522 | CDW GOVERNMENT INC | R | 9/19/2017 | | 108.65CR | 083080 | |
| | I-JWK5331 | CDW GOVERNMENT INC | R | 9/19/2017 | | 291.03CR | 083080 | |
| | I-JWK7616 | CDW GOVERNMENT INC | R | 9/19/2017 | | 984.44CR | 083080 | |
| | I-JXB9141 | CDW GOVERNMENT INC | R | 9/19/2017 | | 89.68CR | 083080 | |
| | I-JXC0949 | CDW GOVERNMENT INC | R | 9/19/2017 | | 819.45CR | 083080 | |
| | I-JXQ4320 | CDW GOVERNMENT INC | R | 9/19/2017 | | 879.47CR | 083080 | |
| | I-JZJ6296 | CDW GOVERNMENT INC | R | 9/19/2017 | | 75.24CR | 083080 | |
| | I-JZZ9599 | CDW GOVERNMENT INC | R | 9/19/2017 | | 1,308.37CR | 083080 | |
| | I-JZZ9882 | CDW GOVERNMENT INC | R | 9/19/2017 | | 7,304.56CR | 083080 | 11,860.89 |
| 2708 | CLEANING SOLUTION SERVICES INC | | | | | | | |
| | I-15163 | CLEANING SOLUTION SERVICES INC | R | 9/19/2017 | | 1,105.24CR | 083081 | |
| | I-15168 | CLEANING SOLUTION SERVICES INC | R | 9/19/2017 | | 1,784.35CR | 083081 | |
| | I-15215 | CLEANING SOLUTION SERVICES INC | R | 9/19/2017 | | 1,416.56CR | 083081 | |
| | I-15266 | CLEANING SOLUTION SERVICES INC | R | 9/19/2017 | | 500.00CR | 083081 | 4,806.15 |
| 7634 | COR & MAIN LP | | | | | | | |
| | I-H739199 | COR & MAIN LP | R | 9/19/2017 | | 1,150.58CR | 083082 | 1,150.58 |
| 2926 | CROSBY HEAVY DUTY WRECKER SERV INC | | | | | | | |
| | I-85444 | CROSBY HEAVY DUTY WRECKER SERV | R | 9/19/2017 | | 150.00CR | 083083 | 150.00 |
| 0079 | DORSCH CORP | | | | | | | |
| | I-37833 | DORSCH CORP | R | 9/19/2017 | | 62.30CR | 083084 | 62.30 |
| 0086 | ERC INC | | | | | | | |
| | I-ERC-0817-3275 | ERC INC | R | 9/19/2017 | | 414.00CR | 083085 | 414.00 |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17

VENDOR SET: 01

BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|
| 7422 | EXCEL UNDERGROUND LLC | | | | | | | |
| | I-5405 | EXCEL UNDERGROUND LLC | R | 9/19/2017 | | 6,803.42CR | 083086 | 6,803.42 |
| 0331 | FERGUSON WATERWORKS #1476 INC | | | | | | | |
| | I-230836 | FERGUSON WATERWORKS #1476 INC | R | 9/19/2017 | | 15,205.00CR | 083087 | |
| | I-230872 | FERGUSON WATERWORKS #1476 INC | R | 9/19/2017 | | 871.04CR | 083087 | 16,076.04 |
| 2627 | FESTIVAL FOODS INC | | | | | | | |
| | I-107795 | FESTIVAL FOODS INC | R | 9/19/2017 | | 9.58CR | 083088 | |
| | I-203641 | FESTIVAL FOODS INC | R | 9/19/2017 | | 22.51CR | 083088 | |
| | I-220620 | FESTIVAL FOODS INC | R | 9/19/2017 | | 10.71CR | 083088 | |
| | I-32384 | FESTIVAL FOODS INC | R | 9/19/2017 | | 11.96CR | 083088 | 54.76 |
| 7096 | JAMES M. FICO PHD | | | | | | | |
| | I-201709117456 | JAMES M. FICO PHD | R | 9/19/2017 | | 325.00CR | 083089 | 325.00 |
| 0200 | FIRST SUPPLY LLC | | | | | | | |
| | I-10660852-00 | FIRST SUPPLY LLC | R | 9/19/2017 | | 436.07CR | 083090 | |
| | I-10670185-00 | FIRST SUPPLY LLC | R | 9/19/2017 | | 53.01CR | 083090 | 489.08 |
| 3304 | FISCHER-ULMAN CONST INC | | | | | | | |
| | I-17-05 (2) | FISCHER-ULMAN CONST INC | R | 9/19/2017 | | 20,604.31CR | 083091 | 20,604.31 |
| 3655 | FUN EXPRESS LLC | | | | | | | |
| | I-685336126-01 | FUN EXPRESS LLC | R | 9/19/2017 | | 24.29CR | 083092 | 24.29 |
| 0562 | GALLS LLC | | | | | | | |
| | I-8144617 | GALLS LLC | R | 9/19/2017 | | 105.00CR | 083093 | 105.00 |
| 0111 | GAT SUPPLY INC | | | | | | | |
| | I-319623-1 | GAT SUPPLY INC | R | 9/19/2017 | | 40.86CR | 083094 | 40.86 |
| 2544 | GLOBAL RECOGNITION INC | | | | | | | |
| | C-168386 | GLOBAL RECOGNITION INC | R | 9/19/2017 | | 31.95 | 083095 | |
| | I-167714 | GLOBAL RECOGNITION INC | R | 9/19/2017 | | 89.80CR | 083095 | |
| | I-167715 | GLOBAL RECOGNITION INC | R | 9/19/2017 | | 621.10CR | 083095 | 678.95 |
| 7635 | GOLDEN WEST INDUSTRIAL SUPPLY | | | | | | | |
| | I-2085286 | GOLDEN WEST INDUSTRIAL SUPPLY | R | 9/19/2017 | | 236.21CR | 083096 | 236.21 |
| 0116 | GRAINGER INC | | | | | | | |
| | I-9540486694 | GRAINGER INC | R | 9/19/2017 | | 30.87CR | 083097 | 30.87 |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17

VENDOR SET: 01

BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|
| 0124 | GREEN BAY CITY TREASURER | | | | | | | |
| | I-110433 | GREEN BAY CITY TREASURER | R | 9/19/2017 | | 4,872.42CR | 083098 | 4,872.42 |
| 0446 | HAWKINS INC | | | | | | | |
| | C-4029959 RM | HAWKINS INC | R | 9/19/2017 | | 1,122.10 | 083099 | |
| | I-4128699 RI | HAWKINS INC | R | 9/19/2017 | | 3,024.78CR | 083099 | |
| | I-4133979 RI | HAWKINS INC | R | 9/19/2017 | | 220.00CR | 083099 | |
| | I-4137156 RI | HAWKINS INC | R | 9/19/2017 | | 5,192.66CR | 083099 | 7,315.34 |
| 5674 | HOME TEAM SPORTS & APPAREL INC | | | | | | | |
| | I-33543 | HOME TEAM SPORTS & APPAREL INC | R | 9/19/2017 | | 1,185.00CR | 083100 | 1,185.00 |
| 5484 | HYDROCORP INC | | | | | | | |
| | I-43917-IN | HYDROCORP INC | R | 9/19/2017 | | 2,876.00CR | 083101 | 2,876.00 |
| 6932 | IMAGETREND INC. | | | | | | | |
| | I-107823 | IMAGETREND INC. | R | 9/19/2017 | | 8,400.00CR | 083102 | 8,400.00 |
| 1399 | INDOFF INC | | | | | | | |
| | I-2994653 | INDOFF INC | R | 9/19/2017 | | 159.75CR | 083103 | |
| | I-2998439 | INDOFF INC | R | 9/19/2017 | | 291.51CR | 083103 | |
| | I-2999060 | INDOFF INC | R | 9/19/2017 | | 359.80CR | 083103 | |
| | I-3000632 | INDOFF INC | R | 9/19/2017 | | 125.98CR | 083103 | |
| | I-3000644 | INDOFF INC | R | 9/19/2017 | | 58.16CR | 083103 | 995.20 |
| 1338 | JAMES E KOCKEN TRUCKING | | | | | | | |
| | I-201709117457 | JAMES E KOCKEN TRUCKING | R | 9/19/2017 | | 297.00CR | 083104 | |
| | I-201709117458 | JAMES E KOCKEN TRUCKING | R | 9/19/2017 | | 297.00CR | 083104 | 594.00 |
| 2602 | JOSSART BROTHERS INC | | | | | | | |
| | I-17-01 (5) | JOSSART BROTHERS INC | R | 9/19/2017 | | 288,443.76CR | 083105 | |
| | I-435 | JOSSART BROTHERS INC | R | 9/19/2017 | | 1,885.40CR | 083105 | |
| | I-563 | JOSSART BROTHERS INC | R | 9/19/2017 | | 7,637.50CR | 083105 | |
| | I-564 | JOSSART BROTHERS INC | R | 9/19/2017 | | 2,243.00CR | 083105 | 300,209.66 |
| 1276 | JX ENTERPRISES INC | | | | | | | |
| | I-D-272290029 | JX ENTERPRISES INC | R | 9/19/2017 | | 9.38CR | 083106 | |
| | I-D-272340052 | JX ENTERPRISES INC | R | 9/19/2017 | | 8.13CR | 083106 | 17.51 |
| 4584 | KRUCZEK CONST INC | | | | | | | |
| | I-17-02 (5) | KRUCZEK CONST INC | R | 9/19/2017 | | 65,244.46CR | 083107 | 65,244.46 |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17
VENDOR SET: 01
BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|
| 3140 | KUNDINGER FLUID POWER INC | | | | | | | |
| | I-50448466 | KUNDINGER FLUID POWER INC | R | 9/19/2017 | | 128.19CR | 083108 | |
| | I-50448468 | KUNDINGER FLUID POWER INC | R | 9/19/2017 | | 341.67CR | 083108 | 469.86 |
| 2289 | KUSSMAUL ELECTRONICS CO INC | | | | | | | |
| | I-106758 | KUSSMAUL ELECTRONICS CO INC | R | 9/19/2017 | | 48.33CR | 083109 | 48.33 |
| 4617 | LANGUAGE LINE SERVICES | | | | | | | |
| | I-4143445 | LANGUAGE LINE SERVICES | R | 9/19/2017 | | 11.65CR | 083110 | 11.65 |
| 7082 | LEE RECREATION LLC | | | | | | | |
| | I-11284-17 | LEE RECREATION LLC | R | 9/19/2017 | | 92.87CR | 083111 | 92.87 |
| 7042 | LIFEGUARD STORE INC. | | | | | | | |
| | I-INV523616 | LIFEGUARD STORE INC. | R | 9/19/2017 | | 149.75CR | 083112 | 149.75 |
| 7423 | LOW VOLTAGE SOLUTIONS LLC | | | | | | | |
| | I-956 | LOW VOLTAGE SOLUTIONS LLC | R | 9/19/2017 | | 385.45CR | 083113 | 385.45 |
| 0173 | MENARDS INC | | | | | | | |
| | I-13589 | MENARDS INC | R | 9/19/2017 | | 16.51CR | 083114 | |
| | I-13615 | MENARDS INC | R | 9/19/2017 | | 115.45CR | 083114 | |
| | I-13644 | MENARDS INC | R | 9/19/2017 | | 17.94CR | 083114 | |
| | I-13656 | MENARDS INC | R | 9/19/2017 | | 18.60CR | 083114 | |
| | I-13658 | MENARDS INC | R | 9/19/2017 | | 124.08CR | 083114 | |
| | I-13786 | MENARDS INC | R | 9/19/2017 | | 26.58CR | 083114 | |
| | I-13798 | MENARDS INC | R | 9/19/2017 | | 134.26CR | 083114 | |
| | I-13801 | MENARDS INC | R | 9/19/2017 | | 103.68CR | 083114 | |
| | I-13838 | MENARDS INC | R | 9/19/2017 | | 26.97CR | 083114 | |
| | I-13865 | MENARDS INC | R | 9/19/2017 | | 7.98CR | 083114 | |
| | I-13905 | MENARDS INC | R | 9/19/2017 | | 77.72CR | 083114 | |
| | I-13909 | MENARDS INC | R | 9/19/2017 | | 57.35CR | 083114 | |
| | I-13911 | MENARDS INC | R | 9/19/2017 | | 6.47CR | 083114 | |
| | I-13912 | MENARDS INC | R | 9/19/2017 | | 14.44CR | 083114 | |
| | I-13925 | MENARDS INC | R | 9/19/2017 | | 11.41CR | 083114 | |
| | I-13958 | MENARDS INC | R | 9/19/2017 | | 63.48CR | 083114 | |
| | I-13966 | MENARDS INC | R | 9/19/2017 | | 27.97CR | 083114 | |
| | I-13972 | MENARDS INC | R | 9/19/2017 | | 0.32CR | 083114 | |
| | I-14432 | MENARDS INC | R | 9/19/2017 | | 8.95CR | 083114 | 860.16 |
| *VOID* | VOID CHECK | | V | 9/19/2017 | | | 083115 | **VOID** |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17
VENDOR SET: 01
BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|
| 0076 | NASSCO INC | | | | | | | |
| | I-S2216794.002 | NASSCO INC | R | 9/19/2017 | | 41.43CR | 083116 | 41.43 |
| 3191 | NIELSON COMMUNICATIONS INC | | | | | | | |
| | I-AR11546 | NIELSON COMMUNICATIONS INC | R | 9/19/2017 | | 350.00CR | 083117 | 350.00 |
| 0531 | NORTHEAST AUTO PARTS INC | | | | | | | |
| | I-323879 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 24.68CR | 083118 | |
| | I-323989 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 135.04CR | 083118 | |
| | I-324059 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 34.80CR | 083118 | |
| | I-324113 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 31.24CR | 083118 | |
| | I-324141 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 38.52CR | 083118 | |
| | I-324161 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 25.68CR | 083118 | |
| | I-324166 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 12.84CR | 083118 | |
| | I-324169 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 70.78CR | 083118 | |
| | I-324170 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 53.60CR | 083118 | |
| | I-324262 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 232.96CR | 083118 | |
| | I-324285 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 4.29CR | 083118 | |
| | I-324304 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 54.19CR | 083118 | |
| | I-324350 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 109.88CR | 083118 | |
| | I-324376 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 47.22CR | 083118 | |
| | I-324378 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 40.16CR | 083118 | |
| | I-324417 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 27.18CR | 083118 | |
| | I-324424 | NORTHEAST AUTO PARTS INC | R | 9/19/2017 | | 2.15CR | 083118 | 945.21 |
| *VOID* | VOID CHECK | | V | 9/19/2017 | | | 083119 | **VOID** |
| 0187 | NSIGHT TELSERVICES | | | | | | | |
| | I-201709127459 | NSIGHT TELSERVICES | R | 9/19/2017 | | 64.40CR | 083120 | 64.40 |
| 0255 | ONE LAW GROUP SC | | | | | | | |
| | I-406-01M (260) | ONE LAW GROUP SC | R | 9/19/2017 | | 110.00CR | 083121 | 110.00 |
| 4728 | OSHKOSH FIRE & POLICE EQUIPMENT INC | | | | | | | |
| | I-170052 | OSHKOSH FIRE & POLICE EQUIPMEN | R | 9/19/2017 | | 668.00CR | 083122 | 668.00 |
| 1020 | OVERHEAD DOOR CO OF GREEN BAY | | | | | | | |
| | I-BAY2252979 | OVERHEAD DOOR CO OF GREEN BAY | R | 9/19/2017 | | 412.71CR | 083123 | 412.71 |
| 5222 | P J KORTENS & CO INC | | | | | | | |
| | I-10019836 | P J KORTENS & CO INC | R | 9/19/2017 | | 1,229.75CR | 083124 | 1,229.75 |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17
VENDOR SET: 01
BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|
| 0197 | PACKER CITY INTERNATIONAL INC | | | | | | | |
| | I-X101072862:01 | PACKER CITY INTERNATIONAL INC | R | 9/19/2017 | | 25.77CR | 083125 | 25.77 |
| 6125 | PBBS EQUIPMENT CORP | | | | | | | |
| | I-177641 | PBBS EQUIPMENT CORP | R | 9/19/2017 | | 2,104.97CR | 083126 | 2,104.97 |
| 0202 | PEPSI COLA NEW INC | | | | | | | |
| | I-446129 | PEPSI COLA NEW INC | R | 9/19/2017 | | 89.28CR | 083127 | 89.28 |
| 3202 | PHYSIO-CONTROL INC | | | | | | | |
| | I-117066350 | PHYSIO-CONTROL INC | R | 9/19/2017 | | 243.54CR | 083128 | 243.54 |
| 6126 | PM SUPPLY - WRIGHT INDUSTRIAL | | | | | | | |
| | C-57147 | PM SUPPLY - WRIGHT INDUSTRIAL | R | 9/19/2017 | | 77.34 | 083129 | |
| | I-74077 | PM SUPPLY - WRIGHT INDUSTRIAL | R | 9/19/2017 | | 92.06CR | 083129 | |
| | I-74315 | PM SUPPLY - WRIGHT INDUSTRIAL | R | 9/19/2017 | | 424.42CR | 083129 | |
| | I-74358 | PM SUPPLY - WRIGHT INDUSTRIAL | R | 9/19/2017 | | 92.70CR | 083129 | 531.84 |
| 0208 | POMP'S TIRE SERVICE INC | | | | | | | |
| | C-1020219485 | POMP'S TIRE SERVICE INC | R | 9/19/2017 | | 80.00 | 083130 | |
| | C-1020254802 | POMP'S TIRE SERVICE INC | R | 9/19/2017 | | 80.00 | 083130 | |
| | I-1010052352 | POMP'S TIRE SERVICE INC | R | 9/19/2017 | | 790.70CR | 083130 | |
| | I-90039434 | POMP'S TIRE SERVICE INC | R | 9/19/2017 | | 209.50CR | 083130 | |
| | I-90042129 | POMP'S TIRE SERVICE INC | R | 9/19/2017 | | 911.56CR | 083130 | |
| | I-90042131 | POMP'S TIRE SERVICE INC | R | 9/19/2017 | | 779.02CR | 083130 | |
| | I-90042591 | POMP'S TIRE SERVICE INC | R | 9/19/2017 | | 30.00CR | 083130 | 2,560.78 |
| 1246 | PREVEA HEALTH | | | | | | | |
| | I-111465 | PREVEA HEALTH | R | 9/19/2017 | | 449.25CR | 083131 | |
| | I-111593 | PREVEA HEALTH | R | 9/19/2017 | | 64.05CR | 083131 | 513.30 |
| 6948 | RAY'S TIRE | | | | | | | |
| | I-3-45779 | RAY'S TIRE | R | 9/19/2017 | | 285.87CR | 083132 | |
| | I-3-45885 | RAY'S TIRE | R | 9/19/2017 | | 1,093.48CR | 083132 | 1,379.35 |
| 6380 | ROCK OIL REFINING INC | | | | | | | |
| | I-263376 | ROCK OIL REFINING INC | R | 9/19/2017 | | 55.50CR | 083133 | 55.50 |
| 0242 | SCOTT CONSTRUCTION INC | | | | | | | |
| | I-5133 | SCOTT CONSTRUCTION INC | R | 9/19/2017 | | 19.86CR | 083134 | 19.86 |
| 1119 | THE SWAN CLUB | | | | | | | |
| | I-201709127460 | THE SWAN CLUB | R | 9/19/2017 | | 134.10CR | 083135 | 134.10 |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17
VENDOR SET: 01
BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|
| 1528 | TEAM APPAREL & SPECIALTIES INC | | | | | | | |
| | I-106027 | TEAM APPAREL & SPECIALTIES INC | R | 9/19/2017 | | 305.00CR | 083136 | 305.00 |
| 7309 | TRILLIUM CNG | | | | | | | |
| | I-1707052124 | TRILLIUM CNG | R | 9/19/2017 | | 4,248.17CR | 083137 | |
| | I-1708022124 | TRILLIUM CNG | R | 9/19/2017 | | 3,470.77CR | 083137 | |
| | I-1709052124 | TRILLIUM CNG | R | 9/19/2017 | | 4,556.74CR | 083137 | 12,275.68 |
| 6782 | TRUCK COUNTRY - APPLETON | | | | | | | |
| | I-R202101381:01 | TRUCK COUNTRY - APPLETON | R | 9/19/2017 | | 547.40CR | 083138 | 547.40 |
| 0417 | TWEET GAROT MECHANICAL INC | | | | | | | |
| | I-49209 | TWEET GAROT MECHANICAL INC | R | 9/19/2017 | | 780.00CR | 083139 | |
| | I-50493 | TWEET GAROT MECHANICAL INC | R | 9/19/2017 | | 174.00CR | 083139 | 954.00 |
| 0272 | UNIFORM SHOPPE INC | | | | | | | |
| | I-269395 | UNIFORM SHOPPE INC | R | 9/19/2017 | | 155.93CR | 083140 | |
| | I-269661 | UNIFORM SHOPPE INC | R | 9/19/2017 | | 11.90CR | 083140 | |
| | I-2696921 | UNIFORM SHOPPE INC | R | 9/19/2017 | | 13.45CR | 083140 | 181.28 |
| 1229 | UTILITY SALES AND SERVICE INC | | | | | | | |
| | I-63374-IN | UTILITY SALES AND SERVICE INC | R | 9/19/2017 | | 748.86CR | 083141 | |
| | I-63381-IN | UTILITY SALES AND SERVICE INC | R | 9/19/2017 | | 647.40CR | 083141 | |
| | I-63382-IN | UTILITY SALES AND SERVICE INC | R | 9/19/2017 | | 628.12CR | 083141 | 2,024.38 |
| 0426 | WERNER ELECTRIC SUPPLY | | | | | | | |
| | I-S5264192.001 | WERNER ELECTRIC SUPPLY | R | 9/19/2017 | | 21.03CR | 083142 | 21.03 |
| 0287 | WI DEPT OF ADMINISTRATION | | | | | | | |
| | I-505-0000021294 | WI DEPT OF ADMINISTRATION | R | 9/19/2017 | | 175.00CR | 083143 | 175.00 |
| 0291 | WI DEPT OF JUSTICE TIME MADISON | | | | | | | |
| | I-201709127461 | WI DEPT OF JUSTICE TIME MADI | R | 9/19/2017 | | 196.00CR | 083144 | 196.00 |
| 1181 | WI PARK AND RECREATION ASSOC | | | | | | | |
| | I-201709127462 | WI PARK AND RECREATION ASSOC | R | 9/19/2017 | | 300.00CR | 083145 | 300.00 |
| 7475 | WOOD SEWER & EXCAVATING INC | | | | | | | |
| | I-16-07 (5) | WOOD SEWER & EXCAVATING INC | R | 9/19/2017 | | 39,342.25CR | 083146 | 39,342.25 |

| * * T O T A L S * * | NO# | DISCOUNTS | CHECK AMT | TOTAL APPLIED |
|---|---|---|---|---|
| REGULAR CHECKS: | 80 | 0.00 | 532,689.03 | 532,689.03 |
| HANDWRITTEN CHECKS: | 0 | 0.00 | 0.00 | 0.00 |
| PRE-WRITE CHECKS: | 0 | 0.00 | 0.00 | 0.00 |
| DRAFTS: | 0 | 0.00 | 0.00 | 0.00 |
| VOID CHECKS: | 2 | 0.00 | 0.00 | 0.00 |
| NON CHECKS: | 0 | 0.00 | 0.00 | 0.00 |
| CORRECTIONS: | 0 | 0.00 | 0.00 | 0.00 |
| REGISTER TOTALS: | 82 | 0.00 | 532,689.03 | 532,689.03 |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

PACKET: 05665 SEP2017 COUNCIL - 2 9-19-17
VENDOR SET: 01
BANK : AP ASSOCIATED

| VENDOR | NAME / I.D. | DESC | CHECK TYPE | CHECK DATE | DISCOUNT | AMOUNT | CHECK NO# | CHECK AMOUNT |
|---|---|---|---|---|---|---|---|---|

** POSTING PERIOD RECAP **

| FUND | PERIOD | AMOUNT |
|---|---|---|
| 100 | 9/2017 | 55,496.56CR |
| 201 | 9/2017 | 4,333.66CR |
| 208 | 9/2017 | 116.50CR |
| 405 | 9/2017 | 415,345.51CR |
| 601 | 9/2017 | 48,592.19CR |
| 650 | 9/2017 | 8,804.61CR |
| ALL | | 532,689.03CR |

Attachment: 9-19-17 VOUCHERS (6242 : Voucher Approval.)

**City of De Pere, Wisconsin**

## Request For Common Council Action

**MEETING DATE:** **September 19, 2017**

**DEPARTMENT:** **City Clerk-Treasurer**

**FROM:** **Shana Ledvina**

**SUBJECT:** **Operator License Applications.**

**ATTACHMENTS:**

- 09-19-17 (PDF)

CITY OF DE PERE
License Committee - September 19, 2017

| New Operator License Applications | |
|---|---|
| 1 | BREBNER, BARBARA R. |
| 2 | CAMERON-MC DONALD, CARRIE A. |
| 3 | CHARLES, KELIN L. |
| 4 | CHARLES, SHANNON M. |
| 5 | EICKMEYER, DEBORAH A. |
| 6 | MAY, EMMA R. |
| 7 | PARINS, ASHLEY L. |
| 8 | PASTERSKI, JEREMY M. |
| 9 | SABILLON, ELIZABETH A. |
| 10 | SIPPEL, HANNA R. |
| 11 | WANISH, MONICA J. |

Attachment: 09-19-17 (6226 : Operator License Applications.)