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ASHLAND CITY COUNCIL MEETING
Tuesday, February 9, 2021 – 5:30 PM

Please silence all cell phones during the meeting

1. **CALL TO ORDER**
   - A. **Roll Call, Moment of Silence and Pledge of Allegiance**
2. **APPROVAL OF AGENDA**
3. **APPROVAL OF MINUTES**
   - A. **January 26, 2021 City Council and Committee of the Whole Meeting Minutes**
4. **CITIZEN PARTICIPATION PERIOD**
5. **MAYOR'S REPORT**
   - A. **Announcements**
   - B. **Appointments**
6. **CONSENT AGENDA**
   - A. **Miscellaneous Meeting Minutes**
   - B. **Approve an Ordinance to Amend Chapter 705, Ashland City Ordinances, Water Utility Rules, Rates, and Regulations** *(Public Works)*
   - C. **Approve to Accept a Grant from the Wisconsin Department of Natural Resources and Enter into an Agreement for Urban Wildlife Damage Abatement and Control Project** *(Parks & Recreation)*

7. **OLD BUSINESS**

   A. **Approve to Appropriate $10,000 of General Fund - Fund Balance for a Police Department Operations and Analysis Study** *(Administration)* Roll

8. **NEW BUSINESS**

   A. **Approve a Resolution to Temporarily Suspend the Provisions of Ashland City Ordinance Chapter 922.40(g) Alcoholic Beverage Regulation, Failure to do Business for the 2020-2021 Licensing Year** *(Clerk)* Roll

   B. **Approve a Resolution to Name the Park Lands at the Northern End of 9th Avenue East Duane Carpenter Courtyard** *(Parks & Recreation)* Roll

   C. **Approve a Resolution to Accept the Workmanship of Next Energy Solution, Inc, and Approve Final Payment for the 2020 Police Station Solar System Project** *(Planning)* Roll

   D. **Approve an Ordinance to Amend Chapter 463.16(g)(1), Policies and Procedures for Parks, Facilities, and Recreation Areas, Ashland City Ordinances** *(Parks & Recreation)* Roll

   E. **Approve Request for Proposals (RFP) to Retain a Strategic Planner for the City of Ashland** *(Administrator)* Voice

9. **ADJOURNMENT**

The City of Ashland does not discriminate on the basis of sex, race, creed, color, national origin, sexual orientation, age or disability in employment or provision of services, programs or activities.

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ASHLAND CITY COUNCIL MEETING MINUTES
Tuesday, January 26, 2021 – 5:30 PM
Ashland City Hall Council Chambers

Please silence all cell phones during the meeting

1. CALL TO ORDER

A. Roll Call, Moment of Silence and Pledge of Allegiance

The Tuesday, January 26, 2021 Ashland City Council meeting was called to order by Mayor Debra Lewis, virtually via GoTo Meetings at 5:30 p.m.

Roll call was taken, a Moment of Silence was held, and the Pledge of Allegiance was recited.

PRESENT: Holly George, Matthew MacKenzie, Sarah Jackson, Kate Ullman, Ana Tochterman (5:35), Wahsayah Whitebird, Kevin Haas, Charlie Ortman, Liz Franek, Dick Pufall, Jackie Moore (5:45)

ABSENT: None.

ALSO PRESENT: Mayor Deb Lewis, City Administrator Brant Kucera, City Clerk Denise Oliphant, City Attorney Tyler Wickman, Fire Chief Dave Wegener, Police Chief Willis Hagstrom, Public Works Director John Butler, Parks Director Sara Hudson, Planning Director Megan McBride, Firefighter John Baker, and other concerned citizens.

2. APPROVAL OF AGENDA

Lewis explained the reason for the request to waive the requirements of Chapter 923 within Agenda Item 6C of the Consent Agenda. Pufall moved, seconded by Haas to approve the agenda. The motion carried unanimously by voice vote.

3. APPROVAL OF MINUTES

A. January 12, 2021 City Council and Committee of the Whole Meeting Minutes

Whitebird moved, seconded by Pufall to approve. The motion passed unanimously by voice vote.

4. CITIZEN PARTICIPATION PERIOD

The Clerk read the Rules for Citizen Participation, and the following offered their comments to the Council:

Elise Kehle, 218 Mac Arthur Avenue and speaking on behalf of the Communist Party of the Chequamegon Bay Region, referenced possible changes in the City's policies regarding homelessness, specifically possibly legalizing camping, and in support of a municipal warming shelter for both homeless and area LGTBQ community members.
Dani O'Brien, Vaughn Avenue, expressed her support of a data collection system of the local police department.
Rose Spieler-Sandberg, 1614 2nd Avenue East, voiced her support of the creation of a data collection system within the police force.
Jenise Swartley, 209 5th Avenue East, offered her support for funding a system for gathering and analyzing reports of the police department, and support of legalizing camping and for a warming shelter.
Jade Livingston, Ellis Avenue, spoke to support funding the creation of a data collection system of the local police department.

Also read into the record were those who sent emails prior to the meeting but were unable to attend, and all of which supported funding a system to gather, analyze and report data about the local police department. Emails were received from Sandra Brue of Bayfield, Declan Lowthian of Bayfield, Elizabeth Andre of Ashland, Ellie Braddock of the Town of Washburn, and Riley Kaiser of Madeline Island.

5. MAYOR’S REPORT

A. Announcements

The Mayor announced the retirement of Fire Chief Dave Wegener whose last day will be March 1, 2021. Northland College began their new term this week with in-person learning. Vaccine administration began through the Ashland County Health Department. For those 65 years and older, contact the Ashland County Health office to get on their list. A recent Presidential executive order restored the Federal Flood Risk Management Standard, which enables Federal assistance if infrastructure damaged from natural disasters.

B. Appointments

The Mayor recommended renewal of Elizabeth Franek to the Ashland Housing Authority.

Haas moved, seconded by Moore to approve. The motion passed unanimously by voice vote.

6. CONSENT AGENDA

A. **Approve to Apply for a Partnership-Building Technical Assistance Grant for Community Group and Water System Collaboration from the River Network & WaterNow Alliance** *(Parks & Recreation)*

B. **Approve to Apply for an Assistance to Firefighters Grant for the Purchase of Cardiac Monitors for the Ashland Fire Department** *(Fire Department)*

C. **Approve to Waive the Requirement of Chapter 923, Ashland City Ordinances, and Approve the Mobile Integrated Services Agreement between the City of Ashland Fire Department/EMS and Memorial Medical Center** *(Fire Department)*

D. **Approve for the Ashland Fire Department be Included in the Bayfield County Regional Assistance to Firefighters Grant for the Purchase of Radio Equipment** *(Fire Department)* Voice

E. **Miscellaneous Minutes**

Pufall moved, seconded by Moore approve the Consent Agenda. The motion passed unanimously by voice vote.

7. **NEW BUSINESS**

A. **Approve the 2021-2023 Agreement between the City of Ashland and the International Association of Fire Fighters (IAFF) Local 875, Ashland Fire Department** *(Administration)* Roll

Franek moved, seconded by Pufall to approve the agreement. The motion passed unanimously by roll call vote.

B. **Approve a Preliminary Resolution Declaring Intent to Levy Special Assessments under Municipal Police Power Pursuant to Sec. 66.0703, WI State Statute for the Waterfront Access Road Project** *(Public Works)* Roll

Haas moved, seconded by George to approve. Public Works Director John Butler explained the preliminary resolution and referenced project. Pufall moved, seconded by Ortman to recognize Rick Olivo to speak to Council, and was approved unanimously by voice vote. Administrator Kucera was also recognized to speak to Council.

The motion to approve the preliminary resolution passed 6-5 by roll call vote. Opposed were MacKenzie, Whitebird, Ortman, Franek, and Pufall.

C. **Approve a Resolution to Submit Wisconsin Department of Natural Resources Grant Applications for Financial Aid** *(Parks & Recreation)* Roll

Haas moved, seconded by Ortman to approve the resolution. The motion passed unanimously by roll call vote.

D. **Approve to Apply for a Recreational Boating Facilities and Sport Fishing Restoration Grants for the Kreher Park Redevelopment Project: Boat and Trailer Parking Lot** *(Parks and Recreation)* Voice

Ortman moved, seconded by Moore to approve. The motion passed unanimously by voice vote.

E. **Approve a Resolution to Combine Wards 1, 3, 5, 7, 9, and 11 for the April 6, 2021 Spring Election** *(Clerk)* Roll

Ortman moved, seconded by Whitebird to approve the resolution. Ortman moved, seconded by Franek to recognize Elise Kehle to speak to Council. The motion passed unanimously by voice vote.

The motion to approve the resolution passed unanimously by roll call vote.

F. **Approve Creation of Task Force to Make Recommendations to the Council for Addressing Ashland Homeless Population** *(Mayor)* Voice

Mayor Lewis explained what her intention was by introducing the item. She noted that she added to include Parker Sterling to this task force.

The motion passed unanimously by voice vote.

G. **Approve Creation of a Task Force to Plan and Organize Public Meetings to Discuss Policing in Ashland** *(Mayor)* Voice

Mayor Lewis explained what her intention was by introducing the item. Ortman moved, seconded by Whitebird to approve. The motion passed unanimously by voice vote.

8. CLOSED SESSION

A. **Move into Closed Session** ***(Roll)***

Haas moved, seconded by Whitebird to enter into Closed Session. Pufall moved, seconded by Franek, and approved by voice vote to allow Butler to remain during Closed Session. The motion to enter into closed session passed unanimously by roll call vote.

B. **Closed Session** Pursuant to WI Stat. 19.85(1)(g): "Conferring with legal counsel who either orally or in writing will advise governmental body on strategy to be adopted with respect to current or likely litigation." *(Update and Discussion on 6th Street West Litigation) (City Attorney)*

C. **Return to Open Session** ***(Voice)***

Whitebird moved, seconded by Franek to return to Open Session. The motion passed unanimously by voice vote.

D. **Report on Closed Session Discussion and/or Action Taken**

The Mayor report that there was no action taken during Closed Session.

9. ADJOURNMENT

Pufall moved, seconded by Haas to adjourn. The motion carried unanimously by voice vote.

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COMMITTEE OF THE WHOLE MEETING MINUTES

The Common Council of the City of Ashland will meet as the Committee of the Whole on **January 26, 2021** immediately following the City Council meeting which begins at **5:30 AM** in the Ashland City Hall Council Chambers.

The following items will be considered:

1. Roll Call

   The Tuesday, January 26, 2021 City of Ashland Committee of the Whole Meeting was called to order by Council President Kevin Haas at 7:20 p.m. via GoTo Meetings.

   PRESENT: Holly George, Matthew MacKenzie, Sarah Jackson, Kate Ullman, Ana Tochterman, Wahsayah Whitebird, Kevin Haas, Charlie Ortman, Liz Franek, Dick Pufall, Jackie Moore

   ABSENT: None.

   ALSO PRESENT: Mayor Deb Lewis, City Administrator Brant Kucera, City Clerk Denise Oliphant, City Attorney Tyler Wickman, Fire Chief Dave Wegener, Police Chief Willis Hagstrom, Public Works Director John Butler, Parks Director Sara Hudson, Planning Director Megan McBride, and other concerned citizens.

2. Council President's Report

   Council President Haas had no report.

3. Administrator's Report

   Administrator Kucera reported that the police facility is at 60% completion, and signage is now up on the site. City staff continue to work in staggered shifts and seeing visitors by appointment only. The Library is planning to fully open on February 1, 2021. Although the positive COVID cases statewide is on a decline, Wisconsin is still at 20% of those tested. As vaccine administration is ongoing, 75% of the fire department/EMS have received their first doses, and 50% of the police department staff have received their first doses.

4. Approval of Agenda

   Tochterman moved, seconded by Jackson to approve the agenda. The motion approved unanimously by voice vote.

5. Committee Updates

   Harbor Commission: Pufall - made a plaque for Jim Tomczak to recognize his

contribution to the Harbor Commission
Plan Commission: MacKenzie - no report
Police & Fire: Lewis - reviewed new hires
Library Board: Jackson - reopening to the public on February 1; discussed potential of Baron Radiator site; continued discussions with design contractor
Housing Authority: Franek - determined to increase hazard pay for employees; discussed budget
Housing Committee: Tochterman - discussed use of technology assistance and downtown development with planning director; held homelessness discussions
Parks and Rec Committee: Haas - no report
Public Works Committee: Moore - reviewed topics that came to the Council agenda and options regarding projects
Sustainability Committee: Ullman - holding meeting tomorrow
Historic Preservation Committee: Franek reviewed historic registry and assistance for downtown business facades
Disabled Parking Committee: Whitebird - no report
Source Water Protection Committee: Ortman - discussed storm water and road salt usage as relates to I&I

6. Discussion Items

A. Approve to Modify City Ordinance 705 Regarding Mandatory Lead Service Line Replacement *(Public Works)*

Moore moved, seconded by Whitebird to approve the proposed ordinance and forward to Council for final approval. The motion carried unanimously by voice vote.

B. Discussion and Possible Action Regarding Funding a System for Gathering, Analyzing, and Reporting Data about our Police Force (Councilor Ullman)

Ullman moved, seconded by Franek to recognize Laura Nagro of the Law Enforcement Committee to speak to Council. The motion carried unanimously by voice vote.

At 8:30 pm, Haas asked if Council wished to extend the meeting to finish the discussion on this item. Ullman moved, seconded by Tochterman, and carried 8-3 by voice vote.

MacKenzie moved, seconded by Ortman to direct Administration to find $10,000 to fund a system of collecting and analyzing data regarding Ashland police arrests and stops. The motion carried 8-3 by voice vote. Haas determined to hold further discussion at the next Committee of the Whole meeting.

7. Adjournment

Pufall moved, seconded by Whitebird to adjourn. The motion carried unanimously by voice vote.

Respectfully Submitted,

Denise Oliphant,
City Clerk

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Chat Log C:\Users\doliphant\Desktop\Jan 26 meeting docs\ChatLog 2021_01_26.rtf

Sarah Jackson Ward 3 (to Everyone): 5:30 PM: Jackie Moore will be late, 545 ish
Charlie (to Everyone): 5:41 PM: please mute your mikes if you arent speaking :) ty
Sarah Jackson Ward 3 (to Everyone): 6:40 PM: Jeanna Olbekson- she has spoken at council three seperate times about this issue.

Kate Ullman- Ward 4 (to Everyone): 6:44 PM: Joel Langholz might be interested, I believe he has past work experience with unhoused people.
Kate Ullman- Ward 4 (to Everyone): 7:51 PM: https://www.policingproject.org/stopdata
Kate Ullman- Ward 4 (to Everyone): 7:55 PM: There are also separate recommendations about transparency https://www.policingproject.org/transparency-framework
Kate Ullman- Ward 4 (to Everyone): 8:06 PM:
1. Are there racial disparities in decisions to use force among perceived race of persons stopped when controlling for age, gender, offense type, and neighborhood context (e.g., crime, poverty)?
Kate Ullman- Ward 4 (to Everyone): 8:06 PM: 1. Are there racial disparities in rates of persons searched?
2. Are there racial disparities in rates of persons arrested?
3. Are there racial disparities in rates of persons on whom force was used?
Kate Ullman Ward 4 (to Everyone): 8:38 PM: maybe if everyone mutes again
Denise Oliphant (to Everyone): 8:38 PM: 18668994679

SUBJECT: Appointments

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Mayor

CLEARANCES: Mayor

EXHIBITS:

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED:

APPROPRIATION REQUIRED: NA

TREASURER'S CERTIFICATE: NA

COMPLIANCE WITH ORDINANCE 51:

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD:

SUMMARY STATEMENT:

The Mayor requests approval of the following appointments:

<u>Main Street Board:</u>
Danny Simpson, Downtown Resident, Term ends: July 28, 2022
Sara Beadle, Downtown Business Representative, Term ends: July 28, 2022

<u>Municipal Board of Absentee Ballot Canvass</u>:
Cheryl Tviet, Term ends: 1/01/2023
Heidi Knoke, Term ends: 1/01/2023
Sara Beadle, Term ends: 1/01/2023

<u>Beautification Council:</u>
Elaine Peterson, re-appointment, Term ends: February 15, 2024

Find yourself next to the water.

ASHLAND

WISCONSIN

City of Ashland, Wisconsin ~ Parks and Recreation Department

400 4th Ave West Ashland ~ WI 54806 ~ www.ashlandparks.org

PARKS & RECREATION COMMITTEE MEETING MINUTES

Wed, Dec 16, 2020 5:00 PM - 6:30 PM (CDT)

Please join my meeting from your computer, tablet or smartphone.

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You can also dial in using your phone.
United States (Toll Free): 1 866 899 4679 ;
United States: +1 (571) 317-3116
Access Code: 796-303-109

I. Call to Order

a. Roll Call

In attendance: Nancy Sztyndor, Mike Amman, Meghan Salmon-Tumas, Dave Ullman, Sarah Jackson

Excused: Kevin Haas, Dawayne Lampson

b. Agenda Modification

c. Approval of Minutes

i. Approval of November 18, 2020

Motion by: Amman

Second by: Sztyndor

Motion carries unanimously

II. Public Comment Period

- Jarod Meyer from UW-Superior Campus Rec just listening in

III Information Items

- Parks Projects Updates
  - Arts trail/waterfront trail/5th St Corridor meeting had 8 attendees; trail needs to be widened 8 ft to 10 ft
  - Kreher Park playground may take priority over Prentice Park because it looks to be in worse shape
  - Todd Gibbon collaborating on plans for trail through Superfund site
  - Joint Finance Committee rejected grant request for Kreher Park redevelopment. Need to asphalt parking lot by September 2021 by agreement with Xcel Energy. Pursuing alternate funding and investigating reasons for rejection. Also petitioning for a one-year extension.
  - East End skating rink will be flooded next week, but warming hut will stay closed for Covid safety.
- Recreation Updates
  - No tennis or archery due to covid spike. No more classes until Jan 13th. Watching for an uptick in cases, will cancel if needed.
  - Northlakes to use gym for teaching clients to use bikes

- SPARK will start using climbing wall
- Scheduled walk times to start in January. Will be open to 1 person/family at a time with 15 minutes between appotntments
- Rowan made flyers for outdoor/winter activities and how-to-dress-in-winter. Will go on Facebook soon.
- Sledding days uncertain.

- Planning and Development Updates
  - Megan McBride working with SCD students at Northland and looking for intern(s)

VI. Business Items:

- Continued Discussion and Approval to submit and Letter of Intent for a People for Bikes Grant
  - Public Works Committee prefers grant for Junction Rd/5th St Corridor project; Reasoning is that 11th St will need replacing, and that would be better time to add bike lanes/sharrows
  - Still planning to add sharrows to Vaughn next year after last layer of pavement added
  - Ullman asks how long we will wait to replace 11th St; Butler responds that while it would ideally be replaced in 5 years, it will more likely wait 7-9 years
  - Ullman asks if we could apply for grant for 11th St now then again in 7-9 years after 11th St is replaced. Hudson answers that yes, this grant is available annually.
  - Ullman argues for applying for 11th St for this grant, although the Junction Rd connector is also important
  - Butler argues for developing a systematic approach of adding sharrows after road replacement only.
  - Hudson adds that the Junction Rd project has potential for grant matches because it involves a retired railroad corridor
  - Hudson suggests signs for 11th St marking it as a bike route while awaiting sharrows
  - Ullman argues that signs work better in concert with road paint, and the striping should be the priority
  - Hudson shares projected expenses for Junction Rd/5th St Corridor project and adds planning update that it is not planned yet. Ullman adds suggestion that care is taken to alert motorists that cyclists are crossing Junction Rd there and clearly direct cyclists. Continues to say that sharrows on Junction Rd would help with both needs.
  - Motion to apply for People for Bikes grant to develop the Junction Rd/5th St Corridor connector by: Amman
  - Second by: Ullman
  - Motion carries unanimously
- Discussion on 5th St Corridor Snowmobile and Other Winter Sports Usage
  - Investigating the history of snowmobile use on the corridor due to concerns presented at City Council
- Discussion to pursue the Bay City Creek Trail Project
  - Motion to support APR in long-term effort to develop Bay City Creek Trail by: Sztyndor
  - Second by Salmon-Tumas
  - Motion carries unanimously

V. Next Meeting Date

Jan. 27th 5-6:30pm Online

VI. Comments and Questions

VII. Adjourn

Move to adjourn by Sztyndor
Second by Amman
Motion carries unanimously

It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice. The City of Ashland does not discriminate based on race, color, national origin, sex, religion, age or disability in employment or provision of services, programs or activities. NOTE: Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Sara Hudson at (715) 685-1644.

City of Ashland – Main Street Board Meeting Minutes

A meeting of the Main Street Board was held on **Wednesday, November 4, 2020 at 8 a.m.** via GoToMeeting.

Present: Kevin Stranberg, Kyle Ellefson, Betsey Harries, Renee Britian, Katie Gellatly, Mary McPhetridge, Kevin Porter

Excused: Eric Lindell

Staff Present: Megan McBride, Lucas Phillips, Brant Kucera

Megan McBride opened the meeting at 8:00 a.m.

Agenda

1) Call to Order and Roll Call

Megan McBride called the meeting to order at 8:00 a.m.

2) Approval of Agenda

Motion to approve the agenda by Kyle Ellefson, seconded by Betsey Harries. Passed unanimously.

3) Consent Agenda

Motion to approve the minutes from the October 7, 2020 meeting by Betsey Harries, seconded by Katie Gellatly. Passed unanimously.

4) Public Comment (non-agenda items)
No public comments.

5) New Business

a) Update on feedback received from WEDC "First Impressions" event

Mary McPhetridge explained that Wisconsin Economic Development Corporation (WEDC) Main Street Program hosted a series of "First Impressions" workshops for four (4) selected Main Street communities, including Ashland. Prior to the workshop, representatives of other Main Street communities were provided questionnaires to help guide observations and feedback. Some of these items were completed before they arrived in Ashland, such as a section to assess Ashland's web presence and transparency for prospective downtown businesses and visitors. Other items were completed when visiting Ashland's downtown, and evaluated items such as public art, streetscape, facades and signage, etc. There were representatives from three (3) communities who came to Ashland for the workshop itself, including Rice Lake, Menominee, and Madison. Representatives from Eagle River and Wausau joined remotely.

Key downtown assets highlighted through the First Impressions workshop included:

- The variety and quality of public art in the downtown;
- The beautiful brownstone and brick architecture; and
- The waterfront trail adjacent to the downtown.

Areas to work on, several of which have already been addressed since the workshop, included:

- More creative and aesthetically appealing marketing of vacant storefronts;
- Increase emphasis on waterfront trail system and public art in online marketing; and
- Improve wayfinding to public art, particularly the tunnel mosaic.

Katie Gellatly said that the challenge has always been that visitors to Ashland really appreciate and love our downtown and community, so a priority should be on public relations to help foster pride and show that there are lots of great things happening in the downtown among local residents as well. She identified another target audience as individuals who live in the surrounding area but come to Ashland on a regular basis for medical treatment or other services, and shop at their favorite locations while they are in town.

b) Update and discussion of Building Improvement Grant Program status

Megan McBride explained that the intended source of funding for the grant program was through Community Development Block Grant (CDBG) dollars, which require federal wage rates, a competitive bidding process, and is very limited in the types of projects that can be funded. After going through all of the projects the City received through the Request for Proposals, the City would not have been able to fund the majority of projects. Therefore, the City is now exploring utilizing Tax Incremental Financing (TIF) to provide more flexibility in the types of projects that can be funded.

Mary McPhetridge asked what the timeframe would be to start actively advertising these changes.

Megan McBride said that the changes will need to be approved by both the Joint Review Board and City Council, but once the City's financial advisers determine if the program would be financially feasible is when new and updated submissions will be sought.

Lucas Phillips shared details on grant proposals received, and the anticipated grant award each would be eligible for. He noted that, with the former source of funding there would have been sufficient funds to support all projects received. If the grant criteria are expanded to allow additional types of projects, the competitiveness of the grant will most likely increase and not all projects will be able to be funded.

Megan McBride asked if the committee felt the program should be completely re-advertised with the grant changes, or existing proposals kept with the option for applicants to make amendments if desired.

Mary McPhetridge suggested that applicants be given a new deadline to submit materials for consideration.

Megan McBride asked what process the Board would like to utilize to determine grant criteria.

Motion by Katie Gellatly that staff prepare a recommendation for grant program criteria based on Main Street Board feedback and bring to the next meeting. Seconded by Betsey Harries. Passed unanimously.

c) Discussion of Main Street marketing/holiday marketing

Mary McPhetridge provided updates on the numerous promotions the Chamber of Commerce is doing to promote shopping local for the holidays. She explained that WEDC has created an online Marketplace where downtown small businesses can advertise their e-commerce websites statewide for free. There will be strong programming this year to encourage people to shop local, with promotions through the Chamber which incentivize shopping at small local businesses. An example is the Shop Local 7$15 campaign, which is a pledge to spend at least $15 in at least 7 local businesses. The pledge with receipts can be submitted to the Chamber to be entered to win downtown business gift certificates and Chamber Dollars.

Katie Gellatly asked if there was a hashtag to help promote this on social media.

Mary McPhetridge said that it is #shopashland715.

d) Discuss future meeting times

Mary McPhetridge asked if a TIF 101 presentation could be done at a future meeting to help everybody understand how it functions and how it relates to the grant program.

6) Announcements/Reports/Comments/Questions

None.

7) Adjournment

Motion to adjourn by Mary McPhetridge, seconded by Betsey Harries. Passed unanimously.

Meeting was adjourned at 9:00 a.m. Minutes done by Megan McBride.

City of Ashland – Main Street Board Meeting Minutes

A meeting of the Main Street Board was held on **Wednesday, December 2, 2020 at 8 a.m.** via GoToMeeting.

Present: Mary McPhetridge, Kevin Stranberg, Kyle Ellefson, Betsey Harries, Katie Gellatly, Kevin Porter, Renee Britian

Excused: N/A

Staff Present: Megan McBride, Lucas Phillips, Brant Kucera

Megan McBride opened the meeting at 8:00 a.m.

Agenda

1) **Call to Order and Roll Call**

Megan McBride called the meeting to order at 8:00 a.m.

2) **Approval of Agenda**

Motion to approve the agenda, with the amendment to postpone the approval of the minutes from November 4, 2020 to the next meeting Betsey Harries, seconded by Kyle Ellefson. Passed unanimously.

3) **Consent Agenda**

Tabled to next meeting.

4) **Public Comment (non-agenda items)**

No public comments.

5) **New Business**

a) Discussion of Building Improvement Grant criteria

Megan McBride updated the committee that she has been working on the details of the necessary TIF amendments to make the downtown building improvement grant program financially feasible. Through discussions with the City assessor, she explained that projects which repair structural defects such as tuckpointing, roof repairs, foundation work, etc. would not change the taxable value of the property and therefore would not generate a tax increment. The only types of projects which would generate a tax increment, which would help to repay the grants issued and make the program financially feasible, would be those associated with build out of new commercial and/or residential uses.

Mary McPhetridge asked that Megan McBride do a TIF 101 presentation at the next meeting to help the Board understand what TIF is, how it functions and how it is related to the grant program.

Megan McBride will do a TIF 101 presentation at the January Board meeting. McBride also explained that the criteria developed for this program will likely be used for future grant and loan activities in the district as well, and therefore should strive to serve both current and long-term interests of the downtown.

Katie Gellatly expressed support for defining specific criteria for the program, so that the selection process is transparent and can be clearly marketed.

Grant criteria proposed by Planning and Development staff, in no particular order were:

1) Building repairs which preserve the structural and/or historical integrity of the building;
2) Exterior building improvements, including façade and signage updates, with priority given to historic preservation projects;
3) Build out of new or expansion of current commercial uses, with priority given to food-based uses (example: expanding or building out a commercial kitchen); and
4) Build out of new upper story residential units which utilize existing vacant upper floors to increase housing diversity and availability.

Motion to approve Downtown Building Improvement Grant Program criteria as presented by Planning and Development staff by Katie Gellatly. Seconded by Kyle Ellefson. Passed unanimously.

b) Update on Main Street marketing

Lucas Phillips provided updates on the videos he created and will post on social media which showcase downtown businesses, as was previously recommended by the Board. There are two separate videos, one focusing on the business owner, history of the business, and also what they are doing to keep customers safe related to the COVID-19 pandemic. The second video features staff picks and highlights holiday gift ideas available in their store. He will send out a link to Board members after the meeting to see before they are posted to YouTube and social media.

c) Update on Chamber marketing

Mary McPhetridge provided updates that the Chamber holiday promotions are going well, and businesses are very busy with holiday shopping. They have information on their website as well as included with their Chamber newsletter which summarizes their five major holiday promotions to support local businesses which included:

1) Shop Local 7$15;
2) Shop Small Win Big raffle;
3) Buy 10 $25 gift cards to get $20 free Chamber Dollars;
4) Christmas Cash Raffle; and
5) Promoting Chamber Dollars as a great gift which will keep money in our local economy after the holidays as well.

d) Main Street updates

Lucas Phillips informed the committee that the City needs to select a 5th Point through the Main Street Program, which is a targeted technical assistance project identified by the community to meet their specific needs. The other four points are economic vitality, design, promotion and organization. Lucas Phillips will send out a survey with options for a 5th Point based on initial feedback from the Board, as well as the Downtown Survey completed in 2019 and analyzed by WEDC for the City.

6) Announcements/Reports/Comments/Questions

The next meeting will take place on Wednesday, January 6th at 8:00am.

7) Adjournment

Motion to adjourn by Kevin Porter, seconded by Betsey Harries. Passed unanimously.

Meeting was adjourned at 8:52 a.m. Minutes done by Megan McBride.

City of Ashland – Main Street Board Meeting Minutes

A meeting of the Main Street Board was held on **Wednesday, January 6, 2021 at 8 a.m.** via GoToMeeting.

Present: Kevin Stranberg, Kyle Ellefson, Betsey Harries, Renee Britian,

Excused: Katie Gellatly, Mary McPhetridge (JoAnn Erikson in attendance to represent the Chamber), Kevin Porter

Staff Present: Megan McBride, Jaclynn Findlay, Brant Kucera, John Butler

Megan McBride opened the meeting at 8 a.m.

Agenda

1) **Call to Order and Roll Call**

Megan McBride called the meeting to order at 8:00 a.m.

2) **Approval of Agenda**

Motion to approve the agenda, with the amendment to postpone the approval of the minutes from November 4, 2020 and December 2, 2020 to the next meeting by Kevin Stranberg, seconded by Kyle Ellefson. Passed unanimously.

3) **Consent Agenda**
Tabled to next meeting.

4) **Public Comment (non-agenda items)**
No public comments.

5) **New Business**

a) Tax Incremental Financing (TIF) 101 (Megan McBride)

Megan McBride provided information on what a Tax Incremental Financing (TIF) district is and how the function to support new development. She explained that at the time that the TIF district is established, a base line property value is frozen for the life of the TIF district, which is typically 25 years. Within that 25 years the increment is placed into a TIF fund to be used towards the established project plan. Megan identified the existing Tax Incremental District (TID) TID boundary and explained why the boundary needs to be contiguous to meet the appropriate quantity of federally defined slum and blight.

Betsey Harries asked what TID number was being discussed.

Megan McBride clarified that it is TID #10 located within the downtown, which is specifically a slum and blight district.
Megan McBride explained how TIF incentives can be leveraged within the district, using the Cobblestone Hotel development as an example. The City was able to provide TIF incentives in the form of a grant, in exchange for a façade design that was more cohesive to the downtown. She explained than another type of TIF incentive which can be offered functions similarly to a rebate on their property taxes for a predetermined length of time.

John Butler asked for clarification about where the money for the incentives comes from.

Megan McBride explained how the difference between the base line property values at the start of the district and the increase in property value based on improvements and projects within the district is captured.

Kevin Stranberg asked if TID #10 expires in 2040.

Megan McBride said that the district will go until 2040 or 2041, depending on when it was actually approved by Council.

b) Downtown snow plowing/clearing (Public Works)

John Butler explained the snow removal process for the downtown, as dictated by ordinance. The Public Works department is open to leaving out more amenities in the downtown, as long as there is a strategic plan in place. John explained what kind of equipment is used for sidewalk snow removal.

John Butler explained that the snow removal policy dictates that Public Works will only remove snow on the sidewalks when the snowfall exceeds four inches.

JoAnn Erickson recommended that some trash containers be left out next winter.

John Butler recommended a sponsorship program for businesses to clear off benches, hand shovel around trash containers, etc. There is also concern about damaging the mosaic trash containers during snow removal, for which John recommended some kind of repair fund be put in place.

John also requested that the Board consider surveying how businesses would feel about pushing all the snow to one side of the road, rather than a wind row in the middle of the road. He explained that this would be more time effective for Public Works, remove traffic concerns created by wind rows in the middle of the street, and would only impact parking on one side of the street.

c) Chamber updates

Jo Ann Erickson gave Chamber updates on behalf of Mary McPhetridge.

- The Chamber sold over $250,000 in Chamber dollars in 2020.
- About 300 people participated in the Shop Small, Win Big promotion.
- The Facebook event, 25 Days of Christmas, provided visibility for many businesses.
- In January, the Chamber is starting an Eat Local, Win Big promotion.

- There will be no Third Thursday in January. It will start again in February as an all-day event.

d) Main Street updates

Megan McBride explained that the fifth point of the Main Street program will be branding and wayfinding. The first intensive technical assistance workshop with WEDC will take place in June. This will involve a team of WEDC staff coming to Ashland for tours of the downtown, interviews with stakeholders and business owners, and culminating in a public presentation related to their findings and initial recommendations.

Megan McBride announced that Lucas Phillips is no longer the Main Street Manager. The City will eventually re-advertise for the position, but in the interim Jaclynn Findlay and Megan McBride will be sharing the responsibilities of the Main Street Manager.

Megan invited the Board to the Main Street Orientation with WEDC which will take place online on January 20th.

6) Announcements/Reports/Comments/Questions

Megan McBride announced that two people were contacted about filling the vacancies on the Main Street Board.

7) Adjournment

Motion to adjourn by Kyle Ellefson, seconded by Betsey Harries. Passed unanimously.

Meeting was adjourned at 8:50 a.m. Minutes done by Jaclynn Findlay.

City of Ashland - Housing Committee Meeting Minutes

A meeting of the Ashland Housing Committee was held on **Wednesday, December 9, 2020 at 8:00 a.m. via GoTo Meetings**.

Committee Members Present: Sam Ray, Ana Tochterman, Liz Franek, Kathy Beeksma, Kaas Baichtal, and Megan McBride

Committee Members Absent: Eric Lindell

Staff Present: Chris Luebben, Mayor Lewis

Citizens Present: Millie Rounsville, Anne Whiting

Mayor Lewis opened the meeting at 8:00 a.m.

Agenda

1) Consent Agenda

Motion to approve the agenda by Liz Franek. Seconded by Kathy Beeksma. Passed unanimously.

2) a.) Approve minutes from the November 18, 2020 Housing Committee meeting

Correction: Under Citizen Comments, Sam Ray clarified that the Federal CARES dollars will be coming to an end on November 24, 2020 and the Rental Assistance on December 31, 2020.
Motion to approve minutes from November 18, 2020 Housing Committee meeting as corrected. Passed unanimously.

3) Citizen Comments

Carla Ward, representing Crossroads Human Services, spoke to the importance of housing in supporting addition recovery in our community. She shared information with the committee related to the work they currently do at 3600 Ellis Avenue, which includes job and skill training as well as employment opportunities for individuals who are involved in their recovery program. In the future, they would like to build out residential space in the back of the existing building, and hope to work with the City to determine if and how this may be possible.

4) Old business

a) Updates on property maintenance, HIP and CDBG

CDBG - Megan McBride noted that a $10,000 roofing project was completed and paid out of the Revolving Loan Fund in the past month.

HIP – Megan McBride reported that the department will be working on fundraising over the winter, and will submit an application to the Chequamegon Food Co-op to be the beneficiary of a “chip up” month.

Chris Luebben provided updates on the progress of property maintenance. She is still resolving garbage issues around the City. There were several recent fires that Chris will be following up with letters to the owners to bring the property into compliance, and offer resources

b) Review and revision of City Housing Strategic Plan

Mayor Lewis introduced the section of the Housing Strategic Plan for discussion, with the need identified being to address homelessness/transitional housing options. She asked if there were any suggestions for amendments.

Millie Rounsville, Director of Northwest Wisconsin Community Service Agency (NWCSA), suggested that the focus on transitional housing be shifted to supportive housing as research shows this is more successful. She also suggested that on item B the word "transitional" be replaced with "supportive," and also include rapid rehousing. She also offered to assist in compiling a resource of funding streams available to help address these housing needs.

Mayor Deb Lewis suggested the subject of City Housing Strategic Plan be continued at the next meeting.

5) New business

a) Discussion of potential partnerships for establishing a warming shelter for winter

Mayor Deb Lewis provided context that there have been numerous conversations at past Housing Committee meetings. She asked Millie Rounsville to introduce herself and provide a brief overview of housing services offered by NWCSA. Millie Rounsville provided information about the supportive housing programs they offer, as well as eviction prevention efforts as another facet of addressing homelessness. She said that one of the largest obstacles they face is having physical units to house people in.

Sam Ray agreed that a shortage of units is also something The BRICK often struggles with. She informed the committee that between April to November, 126 households self-identified as homeless, which demonstrates the great need in our area.

Kathy Beeksma suggested it would be helpful to get a pulse on funding available in the community to support housing needs, as well as an inventory existing services and resources.

Anne Whiting stated that another barrier to housing she often sees is related to background check requirements.

Millie Rounsville stated that NWCSA has funding to support hotel vouchers for longer durations of time, but they have difficulties identifying hotels who will accept their vouchers as well as the necessary referrals to receive these vouchers.

Sam Ray said that The BRICK also has hotel vouchers, though individuals are only eligible for one, one-night hotel voucher per year. She said they also can find it difficult to find hotels/motels that are willing to work with them, typically related to a past negative experience.

Millie Rounsville and Sam Ray agreed to meet outside of the meeting to discuss how they could partner on a pilot program with a local hotel/motel to better utilize available vouchers to provide shelter, particularly during winter.

6) Announcements

a) Update on Timeless Timber residential development

Megan McBride informed the committee that Commonwealth Companies submitted their Housing Tax Credit application to Wisconsin Housing and Economic Development Authority (WHEDA) for the proposed 50-unit development on the City-owned Timeless Timber site. The Planning Department sent out approximately 70 packets of information on the proposed Timeless Timber developments to surrounding property owners. Input will be compiled and shared with the committee at a future meeting.

b) Update on Legacy Community Alliance for Health newsletter article

Megan McBride updated the committee that an article will be published in the Legacy Alliance for Health newsletter regarding the Unified Development Ordinance updates related to Accessory Dwelling Units (ADUs), as well as the City's Housing Improvement Program.

7) Adjournment

Next meeting scheduled for January 13, 2021 at 8:00 am.

Meeting was adjourned at 9:32 am. Minutes by Chris Luebben and Megan McBride.

City of Ashland – Sustainability Committee Meeting Minutes

A meeting of the Ashland Sustainability Committee was held on **Thursday, December 17, 2020 at 6 p.m.** via GoToMeeting.

Committee Members Present: Dale Kupczyk, Lissa Radke, Cheyanne Reeves, Tamara Sylte, Kate Ullman, Jessica Eckhardt, Parker Sterling

Committee Members Absent:

Staff Present: Megan McBride, Lucas Phillips

Megan McBride opened the meeting at 6:00 p.m.

Agenda

1) **Consent Agenda**

> Motion to approve the agenda by Dale Kupczyk, seconded by Lissa Radke. Passed unanimously.

2) **Approval of Minutes** .

> Motion to approve the minutes from the November 19, 2020 Sustainability Committee meeting by Dale Kupczyk, seconded by Lissa Radke. Passed unanimously.

3) **Public Comment (non-agenda items)**

None.

4) **Projects/Discussions**

a) Discussion about snow removal and salt usage education and outreach

Megan McBride shared a flyer that was created by the City's AmeriCorps Service Members in 2019 which highlights City policies and practices related to snow removal and salt use.

Kate Ullman suggested that a public informational campaign that helps educate residents on best practices related to snow removal and salt use on their own properties would help broaden the impact and engage the community around this issue. She said that especially explaining how snow removal and salt use practices impact water quality and other aspects of our environment should be included as part of this education.

Lissa Radke suggested that providing information about effective alternatives to salt use and where alternative products can be acquired would be helpful. She also said that part of the education can be around where removed snow goes, as she had heard that it gets dumped into Bay City Creek.

Kate Ullman and Megan McBride confirmed that there are designated snow storage locations throughout the City, with one located at the end of a right-of-way which terminates directly adjacent to the Bay City Creek. This makes it even more important to ensure that both the City and private residents are educated about where salt goes and how they can apply alternative substances that are less harmful to water quality.

Dale Kupczyk pointed out that an evaluation should be done to see the environmental impacts of storing snow as the City currently does, versus the increased number and distance of truck trips to haul removed snow. This tradeoff should be weighed when considering environmental impacts of alternative snow storage locations.

Lissa Radke agreed that the "why" is very important in educating people why thinking about salt practices is important. In other areas of the state the salt content of local rivers and streams is being changed by the large additions of salt in the springtime, which impacts wildlife and aquatic organisms.

Jessica Eckhardt suggested partnering with Northland College, who has done education around similar topics in the past and could possibly create visuals to help the public better understand the chemical impacts on aquatic wildlife of increased salt in water systems.

Megan McBride asked for committee feedback on effective tools or media for distributing the information identified.

Committee members suggested short information cards to have on display at public places, partner with local businesses to hand out, posting on community bulletin boards, as well as online and social media.

b) Reflection on 2020 and discussion of 2021 sustainability priorities and projects

Megan McBride updated the committee that the Unified Development Ordinance code and zoning updates to incentivize green infrastructure and promote water quality have begun and will continue in early 2021. The Sustainability Committee will be involved in future discussions about this with the consultants.

Sustainability priorities and projects identified by Sustainability Committee members included:

1) Encouraging tree planting (has a wide range of benefits);
2) Energy efficiency and 25 x 25 Plan implementation;
3) Walk and bikability ;
4) Reduction of chemical use (salt, herbicides and pesticides)—evaluation of current practices;
5) Convert large grassy spaces to native plantings and rain gardens;
6) City lead by example with energy efficiency;
7) Determine plan to enforce property maintenance and require that the former Clarkson Coal Dock be repaired as it currently is deteriorating and washing into the lake; and
8) Education and outreach with private residents on the benefits and process for converting yard space to native plantings.

5) Announcements/Reports/Comments/Questions

a) Feedback on 2021 Meeting Schedule

Megan McBride asked for committee members to confirm that meeting on the fourth Thursday of each month at 6:00pm still works for their schedule in 2021. It was decided that the 2021 meeting schedule will remain the same, and the committee shall continue to meet on the fourth Thursday of each month at 6:00pm.

b) Updates on City Solar

Megan McBride updated the committee that the City's first City-owned solar array is nearing completion at the new Police Station. This is a 34kW system, which is anticipated to offset approximately 45% of the overall energy use of the building. A monitor will be located in the station lobby which tracks energy production in real time, and can be used as an educational tool.

6) Adjournment

Motion to adjourn by Dale Kupczyk. Seconded by Kate Ullman. Passed unanimously.

Meeting was adjourned at 6:45 pm. Minutes done by Lucas Phillips.

SUBJECT: **Approve an Ordinance to Amend Chapter 705, Ashland City Ordinances, Water Utility Rules, Rates, and Regulations *(Public Works)***

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Public Works

CLEARANCES: *Unanimously Approved by Committee of the Whole, January 12, 2021*

EXHIBITS:

1. Proposed Ordinance

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED: NA

APPROPRIATION REQUIRED: NA

TREASURER'S CERTIFICATE: NA

COMPLIANCE WITH ORDINANCE 51: N/A

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD:

SUMMARY STATEMENT:

Public Works staff developed proposed modifications to City Ordinance 705 Water Utility Rules, Rates, and Regulations following discussion and Council direction at the January 12, 2021 meeting. The proposed modifications mandate the replacement of private lead service laterals (LSLs) in coordination with municipal projects or if notice is given to a property owner regarding the presence of lead. Options for financial assistance are not discussed in the proposed ordinance modifications but the City anticipates the availability of funds from the Safe Drinking Water Private Lead Service Replacement Program (SDWLP) in 2021 and potentially future years. When SDWLP funds are not available, the City may also be able to pursue grant funding (50%) from the Public Service Commission (PSC) but a mandatory ordinance is required. Special assessment procedures are defined in City Ordinance 612.

This item was approved unanimously to move forward at the January 26, 2021 Committee of the Whole meeting.

Sequential Ordinance No. 2021-1938

Chapter 705 (1415)

ORDINANCE TO AMEND CHAPTER 705 (1415) ASHLAND CITY ORDINANCES, WATER UTILITY RULES, RATES, AND REGULATIONS

An ordinance adopted by the Common Council for the City of Ashland at its regular meeting of February 9, 2021 for the purpose of amending Chapter 705 (1415) to create Section 705.201 Lead & Galvanized Water Service Line Replacement.

SECTION I:

Section 705.201 shall be created as follows:

a) Purpose and Intent: The Common Council finds that it is in the public interest and for the protection of public health, safety, and welfare to establish a program for the removal and replacement of lead and galvanized water service laterals within the Ashland Water Utilities System and to that declares the purpose of this ordinance to be as follows:
   1. To ensure the water quality at every tap of Utility customers meets the water quality standards under the Federal Safe Drinking Water Act; and
   2. To reduce the lead in City drinking water to meet Environmental Protection Agency (EPA) standards and to protect the health of City residents; and
   3. To meet the Wisconsin Department of Natural Resource (WDNR) requirements for local compliance with the Lead and Copper Rule (see56CFR6460; Title 40 CFR part 141.80-141.91 and Chapter NR 809.54-809.55 Wisconsin Administrative Code.

b) Definitions. The following definitions shall apply to this section, in addition to those terms defined in Section 705.01 of this Chapter:
   1. Customer-side service line. The property owner's water service line, from the outlet of the curb stop to the inlet of the customer's water meter.
   2. Eligible service line. A customer-side water service line that is existing of led or galvanized material, for which the service lateral or main has already been replaced, or in the process of being replaced, with material approved by the City.
   3. Lead service line. A water service line constructed of lead. This term includes the customer-side service line, mains, and service laterals.
   4. Property. Real property as defined in WI § 70.03.
   5. Property owner. A person or legal entity having a possessory interest, legal or equitable, in property which shall include an estate, trust, or lien.

c) Lead service line replacement requirement. All eligible lead service lines connected to city water service shall be replaced with water service laterals made of material approved by the city, at the property owner's expense or through available financial assistance for customer-side lead service line replacements, in accordance with the requirements of this section.

d) Identification of lead service lines. For city projects involving water mains or replacement of service laterals, property owners affected by the city project shall be notified in writing at least 30 days prior to commencement of construction. The Director of Public Works or her/his designee shall inspect all connections to the mains for the presence of lead prior to, if possible, or at the time that the mains are to be reconstructed and if unable to gain access for inspection, may pursue an inspection warrant or any other steps necessary to conduct the inspection, and shall collect the cost therefor from the property owner, including by imposition of a special charge.

e) Customer-side lead service line replacements.

1. In the event that a customer-side service line is found to contain lead or galvanized material, the Director of Public Works or her/his designee shall immediately notify the property owner, in writing, of that fact, whether it is an eligible lead service line, and available funding options. The Director of Public Works or her/his designee shall further provide information to the affected property owner regarding an effective flush of all water lines within the affected property. The affected property owner shall provide proof of arrangements for replacement of the eligible lead service line to the Director of Public Works or her/his designee within 30 days of the date of the notification letter.
2. Replacement of eligible lead service lines shall be completed either in conjunction with the replacement of the city's side of the water service during a utility replacement project, or, shall be replaced within 90 days of notice to the property owner of the presence of lead.

f) Financial assistance for customer-side lead service line replacements.

1. Customers may apply for financial assistance for lead service line replacement through any available grant source, including those funds provided through the State of Wisconsin's Safe Drinking Water Loan Program.
2. The city may provide financial assistance for customer-side lead service line replacements in the form of grants, loans, or other funding sources. Funds shall be paid directly to a licensed contractor on behalf of the property owner. The total amount of the funds provided shall not exceed the actual cost of replacement of the customer-side lead service line.

g) Penalty. Failure to commence work on the replacement of the customer-side lead service line when required pursuant to this ordinance, or for such work to be completed within a reasonable time after commencement of the work, shall result in a citation to the property owner. A property owner shall, upon conviction, forfeit to the City a penalty of $100 per offense, together with the taxable costs of such action plus reasonable attorney's fees. Each day of continued violation shall constitute a separate offense.

SECTION II

This ordinance shall take effect upon passage and publication.

PASSED: February 9, 2021
PUBLISHED: February 16, 2021

____
Councilperson

ATTEST: ______________________________
Denise Oliphant, City Clerk

____
Debra S. Lewis, Mayor

APPROVED AS TO FORM:

____
Tyler W. Wickman, City Attorney

SUBJECT: **Approve to Accept a Grant from the Wisconsin Department of Natural Resources and Enter into an Agreement for Urban Wildlife Damage Abatement and Control Project** ***(Parks & Recreation)***

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Parks & Recreation

CLEARANCES:
Parks and Recreation Committee
Public Works
Administration
Finance

EXHIBITS:

1. Award Letter for Urban Wildlife Damage Abatement & Control Grant, February 2, 2021
2. Urban Wildlife Damage Abatement and Control Project Agreement

EXPENDITURES REQUIRED:
$ 200.00 Update Urban Wildlife Population Control Plan
$ 500.00 Habitat Modification
$1,300.00 Abatement Practices
$2,000.00 Total

AMOUNT BUDGETED: NA

APPROPRIATION REQUIRED:
$ 200.00 Parks General Operating Budget: Staff
$ 500.00 Parks General Operating Budget: Staff
$ 300.00 Parks General Operating Budget: Professional Svcs.
$1,000.00 Match

TREASURER'S CERTIFICATE: NA

COMPLIANCE WITH ORDINANCE 51: The Mayor and/or Clerk has consented to placement of this agenda item on the Council agenda as timely action is needed.

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD: The proposed development conforms to the goals and community values identified in the City of Ashland's Comprehensive Plan.

SUMMARY STATEMENT:

Council approved in December 2020 for staff to apply for a Wisconsin Department of Natural Resources (WIDNR) Urban Wildlife Abatement and Control Grant to assist in goose management in the City of Ashland. An award letter was received for the amount of $1,000 on February 2, 2021.

The scope of this project includes development of an urban wildlife population control plan and implementing control practices.

This award will be used to pay for:

- A staff member to write a goose management plan specific to Ashland
- Purchase vegetation for shoreline areas prone to goose infestation
- Pay for staff/volunteer time to plant vegetation
- Contract with USDA Wildlife Services to locate nests within City limits and assist in implementing approved goose population management techniques

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

Tony Evers, Governor
Preston D. Cole, Secretary
Telephone 608-266-2621
Toll Free 1-888-936-7463
TTY Access via relay - 711

February 2, 2021

►REQUIRES IMMEDIATE ACTION◄
Urban Wildlife Damage Abatement & Control
Grant# UWDAC21-169
Grant Amount: $1,000.00

Sara Hudson, Director of Parks
City of Ashland
601 W Main St
Ashland, WI 54806

Dear Ms. Hudson:

Congratulations! On behalf of the Governor, we are pleased to forward to you a grant agreement for financial assistance for your Urban Wildlife Damage Abatement and Control Plan and Project.

Please review the agreement and return a copy signed by the authorized official **within 30 days of this letter's date** to Wendy Peich at wendy.peich@wisconsin.gov. Your grant is not official until you have returned the signed copy. Please read the items checked below. They apply to your project and grant award.

- **Grant Award Time Period: Date you sign the award agreement through February 1, 2023.** All project activities must occur within this time period to be eligible costs for reimbursement.
- **Advance or Reimbursement Check:** Your advance or reimbursement check will be mailed to City of Ashland, Sara Hudson, 601 W Main St, Ashland, WI 54806. Please notify us if this is not the correct person to receive checks.
- **Important Change Regarding Payment:** As of this year, grant payments will now be sent via ACH transfer (electronic bank transfer), as opposed to the physical checks mailed to you in the past. ACH payments are an efficient, secure payment method and will reduce the amount of time it takes to receive payment from DNR. As your requests are approved, you will receive an email to notify you that payment will arrive shortly. When the ACH transfer occurs, your county treasurer will receive an email from the State of Wisconsin with payment details, including a "memo" with details on the project to help them process the payment appropriately.
- **Changes to the approved project scope** may not be made without prior approval from the Department.

Reimbursement claim forms and/or financial administration information can be found by going to the DNR Urban Wildlife Damage and Abatement Control grant web page: http://dnr.wi.gov/Aid/UWDAC.html Click on the tab *How to Apply* and complete both forms under the heading of *Reimbursement.* Be sure to also submit your final report of activities for the grant project along with the reimbursement request forms.

Please submit reimbursement claim forms for your project to Wendy. Feel free to contact Wendy at Wendy.Peich@wisconsin.gov or by phone 608-852-1358, if you have any questions about your grant award or the reimbursement procedures.

Sincerely,

Wendy Peich
for Jim Ritchie, Director
Bureau of Community Financial Assistance

C: Wendy Peich – CF/2

State of Wisconsin DNR
Department of Natural Resources
PO Box 7921
Madison, WI 53707-7921

Urban Wildlife Damage Abatement and Control Project Agreement
Form 2300-268 Rev. 11/12

NOTICE: Personally identifiable information will be used to administer the grant and will not be used for other purposes. Information will be made accessible to requesters under Wisconsin's Open Records law (Sec. 19.39 Wis. Stats.).

Project Sponsor	**Project Grant Number**
City of Ashland	UWDAC21-169

Name of Program & Plan/Project Title:

Urban Wildlife Damage Abatement and Control Grant Program – 2021

Period Covered by This Agreement:

One year from the date of the Grantee's signature of this agreement for development of an urban wildlife population control *plan*.

Two years from the date of the Grantee's signature of this agreement for an urban wildlife *project*.

Project Scope and Estimated Costs

PLAN: Develop urban wildlife population control plan	$200.00
PLAN: Monitor wildlife populations/establish estimates	$0.00
Subtotal: Plan	**$200.00**
PROJECT: Monitor wildlife populations/establish estimates	$0.00
PROJECT: Remove deer using sharpshooters	$0.00
PROJECT: Capture and translocate deer or geese	$0.00
PROJECT: Implement managed hunts	$0.00
PROJECT: Remove resident Canada geese	$0.00
PROJECT: Perform health and tissue sampling	$0.00
PROJECT: Process/distribute to charitable organization	$0.00
PROJECT: Modify habitat	$500.00
PROJECT: Implement other control/abatement practices	$1,300.00
Subtotal: Project Costs	**$1,800.00**
Total Estimated Plan and Project Costs	$2,000.00
Grant Share	Available funding not to exceed 50% or $5,000
Total Grant Funding *(not to exceed $5,000)*	**$1,000.00**

Plan/Project Cost

Total Cost:	$ 2,000.00
Fund Support:	Available Funding Not to Exceed $5,000
State Grant Amount: *(not to exceed 5,000)*	$ 1,000.00
Project Sponsor Share:	$ 1,000.00

The following documents are hereby incorporated **into and made part of this agreement:**

1. Section 29.887, Wis. Statutes;
2. Chapter NR 50, Wis. Adm. Code;
3. Urban Wildlife Damage Abatement and Control Grant Application Form 2300-267 and attachments;
4. Urban Wildlife Damage Abatement and Control project approved by the Department on January 4, 2021.

A. GENERAL CONDITIONS

1. **PERFORMANCE**. The State of Wisconsin Department of Natural Resources (hereafter DEPARTMENT) and the City of Ashland (hereafter PROJECT SPONSOR) mutually agree to perform this agreement in accordance with the Urban Wildlife Damage Abatement and Control Grant Program and with the project proposal, application, terms, promises, conditions, plans, specifications, estimates, procedures, maps, and assurances attached hereto and made a part hereof.

2. **INDEPENDENT CONTRACTOR**. The PROJECT SPONSOR is an independent contractor for all purposes, not an employee or agent of the DEPARTMENT.

3. **ENTIRE GRANT AGREEMENT**. This agreement, together with any referenced parts and attachments, shall constitute the entire agreement and previous communications or agreements pertaining to the subject matter of this agreement are hereby superseded.

4. **GRANT AGREEMENT AMENDMENTS**. Any cost adjustments must be made by a written amendment to this agreement, signed by both parties, prior to the expenditure of funds or the termination date of the agreement. Adjustments for time of performance or scope of work may be granted to the PROJECT SPONSOR by the DEPARTMENT in writing without the requirements of PROJECT SPONSOR's signature.

5. **SUSPENSION OF OBLIGATIONS**. Failure by the PROJECT SPONSOR to comply with the terms of this agreement shall not cause the suspension of all obligations of the DEPARTMENT hereunder if, in the judgment of the Secretary of the DEPARTMENT, such failure was due to no fault of the PROJECT SPONSOR. In such cases, any amount required to settle at minimum costs any irrevocable obligations properly incurred shall be eligible for assistance under this agreement, at the DEPARTMENT's discretion.

B. The PROJECT SPONSOR agrees:

a. **OFFER ACCEPTANCE**. To notify the DEPARTMENT, in writing, of acceptance of this offer by delivering to the UWDAC Grant Manager one original agreement duly signed by the authorized representative. Once signed, the agreement is binding. Return the signed agreement within 30 days of receipt. Signed copy may be scanned and emailed.

b. **DECLINING OFFER**. To notify the DEPARTMENT, in writing, of its decision to decline this offer of financial assistance at any time prior to the start of the project and before expending any funds. After the project has been started or funds expended, this agreement may be terminated, modified, or amended only by mutual agreement of both parties in writing.

c. **EXECUTION OF AGREEMENT**. To execute the project described in the grant agreement in accordance with this agreement in consideration of the promises made by the DEPARTMENT herein.

d. **APPLICABLE LAW**. To comply with all applicable Wisconsin Statutes and Wisconsin Administrative Codes in fulfilling the terms of this agreement.

e. **BIDDING**. To comply with all applicable local and state contract and bidding requirements. The PROJECT SPONSOR should consult its legal counsel with questions concerning contracts and bidding. The PROJECT SPONSOR may obtain the following document from the DEPARTMENT by calling the grant manager associated with this grant agreement: *Procurement Guide for Local Governments Receiving DNR Grants.*

f. **ACCOUNTING AND FISCAL RECORDS; RECORDS RETENTION; ACCESS**. Accounting and fiscal records shall be maintained to reflect the receipt and expenditure of all funds used for this project. If an advance is provided, all grant funds shall be credited promptly upon receipt in a separate account. These funds shall be expended only for project costs. Accounts, documents, and records related to this project shall be retained by the PROJECT SPONSOR for a period of three (3) years following the end of this agreement. The PROJECT SPONSOR agrees to allow the DEPARTMENT access to these records upon request.

g. **INDEMNIFICATION**. To save, hold harmless, defend, and indemnify the State of Wisconsin, the DEPARTMENT and all its officers, employees and agents, against any and all liability, claims and costs of whatever kind and nature, for injury to or death of any person or persons, and for loss or damage to any property (state or other) occurring in connection with or in any way incident to or arising out of the occupancy, use, service, operation or performance of work in connection with this agreement or omissions of PROJECT SPONSOR's employees, agents or representatives.

h. **REPAYMENT; TERMINATION.** To reimburse the DEPARTMENT any and all funds the DEPARTMENT deems appropriate in the event the PROJECT SPONSOR fails to comply with the conditions of this agreement or project proposal as described or fails to provide public benefits as indicated in the project application, proposal description, or this agreement. In addition, should the PROJECT SPONSOR fail to comply with the conditions of this agreement, fail to progress due to nonappropriation of funds, or fail to progress with or complete the project to the satisfaction of the DEPARTMENT, all obligations of the DEPARTMENT under this agreement may be terminated, including further project cost payment. Upon notification of grant termination, any grant advance or payment not substantiated by documentation shall be immediately returned to the DEPARTMENT by the PROJECT SPONSOR.

i. **NON-DISCRIMINATION.** In connection with the performance of work under this agreement, the Sponsor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, disability, handicap, sex, physical condition, developmental disability as defined in s. 51.01(5), Wis. Status, sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Sponsor further agrees to take affirmative action to ensure equal employment opportunities, as required by law. The Sponsor agrees to post in conspicuous places available, for employees and applicants for employment, notices to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause.

j. If SPONSOR expends federal grant funds totaling $750,000 or more during the fiscal year and the those funds were received from a State or Federal agency, the SPONSOR agrees to have an annual audit performed in accordance with *2 CFR Part 200 Uniform* -- Administrative Requirements, Cost Principles, & Audit Requirements for Federal Awards (also known as "Uniform Guidance") and *WI State Single Audit Guidelines* issued by the Wisconsin Department of Administration, State Controller's Office.

C. The DEPARTMENT agrees:

a. **ENCUMBRANCE AND PAYMENT.** In consideration of the covenants and agreements made by the PROJECT SPONSOR herein, to obligate for the PROJECT SPONSOR the amount listed as the State Aid Amount on the first page of this agreement and to tender to the PROJECT SPONSOR that portion of the obligation which is required to pay the DEPARTMENT's share of the costs based upon the state providing 50 percent of the eligible project costs not to exceed a maximum of $5,000.00.

b. **INDEPENDENT CONTRACTOR.** That the PROJECT SPONSOR shall have sole control of the method, hours worked, and time and manner of any performance under this agreement other than as specifically provided herein. The DEPARTMENT reserves the right only to inspect the job site or premises for the sole purpose of ensuring that the performance is progressing or has been completed in compliance with the agreement. The DEPARTMENT takes no responsibility of supervision or direction of the performance of the agreement to be performed by the PROJECT SPONSOR or the PROJECT SPONSOR's employees or agents. The DEPARTMENT further agrees that it will exercise no control over the selection and dismissal of the PROJECT SPONSOR's employees or agents.

c. **ACCESS TO RECORDS.** To retain its right to examine all accounts, documents, and records of the PROJECT SPONSOR as they relate to this agreement.

d. **TERMINATION.** To reserve its right to terminate this agreement for failure by the PROJECT SPONSOR to comply with any provision of this agreement.

D. SPECIAL CONDITIONS

1. The PROJECT SPONSOR agrees to **sign and return the grant agreement within 30 days of receipt of this agreement**.

2. The PROJECT SPONSOR agrees to comply with all applicable United States Fish and Wildlife regulations in fulfilling the terms of this agreement.

3. **The PROJECT SPONSOR agrees to file a final report with the Department along with its final reimbursement request upon plan and/or project completion**. Claims for payment must be submitted within one year of the project termination date.

4. The PROJECT SPONSOR agrees that if it does not use the grant to develop an urban wildlife population control plan within one year of the date the grant contract was signed or implement its Department approved urban wildlife population control plan within two years of that same date, it will repay the Department the grant money that was not spent or that was inappropriately spent, plus interest of five percent annually accrued within three years of the date the grant agreement was signed, ss. NR 50.23.7(a), NR 50.23.8(c), and NR 50.23.9, Wisconsin Administrative Codes.

5. Organizations, including Tribes, shall comply with annual Single Audit requirement as specified in OMB Circular A-133 "Audit of States, Local Governments, and Non-Profit Organizations" and the Wisconsin State Single Audit Guidelines at http://doa.wi.gov/Divisions/Budget-And-Finance/Financial-Reporting issued by the Wisconsin Department of Administration (DOA), State Controller's Office (SCO).

❑ **Check here if you request advance payment of half your grant award.**

City of Ashland
Urban Wildlife Damage Abatement and Control Project Number UWDAC21-169
State Aid Amount: $1,000.00

STATE OF WISCONSIN
DEPARTMENT OF NATURAL RESOURCES
For the Secretary

02/02/2021
Date

By Wendy Peich
for Jim Ritchie, Director
Community Financial Assistance

The person(s) signing for the Applicant represents both personally and as an agent of his or her principal that he or she is authorized to execute this agreement and bind his or her principal, either by a duly adopted resolution or otherwise. The parties hereto have executed this agreement as of the date entered below.

For the Applicant:
CITY OF ASHLAND

Date

By
Sara Hudson
Parks and Recreation Director

SUBJECT: **Approve to Appropriate $10,000 of General Fund - Fund Balance for a Police Department Operations and Analysis Study *(Administration)* Roll**

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Administrator

CLEARANCES: Approved 8-3 by Committee of the Whole, January 26, 2021

EXHIBITS:

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED: NA

APPROPRIATION REQUIRED: $10,000 General Fund - Fund Balance

TREASURER'S CERTIFICATE: NA

COMPLIANCE WITH ORDINANCE 51: NA

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD: NA

SUMMARY STATEMENT:

The City of Ashland Common Council as the Committee of the Whole has discussed over the past few months the need for a police department operations and analysis study. The first step is to allocate funding for this study. Council is being asked to approve funding for this study by appropriating general fund - fund balance in the amount of $10,000.

The next step is for the Common Council to discuss the scope of this study and provide direction to the City Administrator, at a future Committee of the Whole meeting.

SUBJECT: **Approve a Resolution to Temporarily Suspend the Provisions of Ashland City Ordinance Chapter 922.40(g) Alcoholic Beverage Regulation, Failure to do Business for the 2020-2021 Licensing Year *(Clerk)* Roll**

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: City Clerk

CLEARANCES: Mayor

EXHIBITS:

1. Proposed Resolution
2. Ch 922.40(g) Alcoholic Beverages Regulation

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED:

APPROPRIATION REQUIRED: NA

TREASURER'S CERTIFICATE: NA

COMPLIANCE WITH ORDINANCE 51: Section 51.26 (b) of Chapter 51, Ashland City Ordinances, permit the Mayor and/or Clerk to schedule items directly for Council action when a timely decision is needed by the City. The City Clerk has chosen to direct this item directly to Council pursuant to the authority granted to her in Chapter 51, Ashland City Ordinances.

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD:

SUMMARY STATEMENT:

During the 2020-2021 alcohol beverage licensing year, COVID has caused multiple business who hold a Class B Combination Alcohol License to minimize or cease operation in response to state and local health orders.

According to Ashland City Ordinances Chapter 922.40(g) Failure to do Business, any business holding an alcohol license "must be open for business a minimum of twenty (20) hours per week..." and may be subject to Council revocation of the license or possibly restriction from renewal of the license upon expiration.

The City has not enforced this against those businesses effected by this ruling, and the Wisconsin Department of Revenue recommends a municipalities' Council provide an exception or extension of this local ordinance for a set duration deemed appropriate, therefore allowing for businesses to comply with mandatory closings due to the COVID-19 Pandemic throughout 2020 and 2021, without fear of losing their alcohol beverage license.

The proposed resolution is intended to temporarily suspend the provisions within Chapter 922.40(g) for the current alcohol beverage licensing year through expiration June 30, 2021 in response to COVID.

RESOLUTION No. 17613

RESOLUTION TO TEMPORARILY SUSPEND THE PROVISIONS OF ASHLAND CITY ORDINANCE CHAPTER 922.40(g) ALCOHOLIC BEVERAGE REGULATION, FAILURE TO DO BUSINESS FOR THE 2020-2021 LICENSING YEAR

WHEREAS, the City of Ashland issues Alcohol Beverage licenses in accordance with Chapter 922, Ashland City Ordinances, Alcohol Beverage Licenses and Chapter 125 Wisconsin State Statutes, Alcohol Beverages; and

WHEREAS, Chapter 922.40(g) states, "If any Class A or Class B intoxicating liquor or fermented malt beverage licensee shall suspend or cease doing business for a period of 180 days, the license shall be revoked by the Common Council following a revocation hearing. For the purposes of this subsection, the licensed premises must be open for business a minimum of twenty (20) hours per week or the license will be subject to the failure to do business provisions."

WHEREAS, the COVID-19 pandemic has caused numerous businesses State-wide to temporarily close to the public during 2020 and 2021, and are reopening slowly with strict restrictions and guidelines according to State and local government health departments; and

WHEREAS, it is recommended by the Wisconsin Department of Revenue to approve a resolution to allow the suspension of Chapter 922.40(g) for the 2020-2021 licensing year to temporarily cancel this ordinance violation for those local business affected by the COVID-19 pandemic.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Ashland that the provisions of Ashland City Ordinance Chapter 922.40(g) Alcoholic Beverage Regulation, Failure to do Business be temporarily suspended for the 2020-2021 licensing year upon adoption of this resolution, and expires on June 30, 2021.

PASSED: February 9, 2021

____
Councilperson

ATTEST: __________________________
Denise Oliphant, City Clerk

____
Debra S. Lewis, Mayor

APPROVED AS TO FORM:

____
Tyler W. Wickman, City Attorney

(2426)

922.40(g) Failure to do Business. Within one hundred eighty (180) days from the initial issuance of a Class A or Class B intoxicating liquor or fermented malt beverage license, a licensee shall be open for business with adequate stock and equipment or the license shall be revoked by the Common Council following a revocation hearing. If any Class A or Class B intoxicating liquor or fermented malt beverage licensee shall suspend or cease doing business for a period of 180 days, the license shall be revoked by the Common Council following a revocation hearing. For the purposes of this subsection, the licensed premises must be open for business a minimum of twenty (20) hours per week or the license will be subject to the failure to do business provisions. The 180 days shall not necessarily need to be successive to impose the provisions of this subsection. This subsection shall not apply to the licenses held for the Bay Area Civic Center premises, Chapel on Third Event Center, or for bona fide clubs, state, county, or local fair associations, or agricultural societies, lodges, or societies that have been in existence for not less than six months prior to the date of application.

SUBJECT: Approve a Resolution to Name the Park Lands at the Northern End of 9th Avenue East Duane Carpenter Courtyard *(Parks & Recreation)* Roll

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Parks & Recreation

CLEARANCES: Parks and Recreation Committee
Planning and Development
Public Works

EXHIBITS:

1. Proposed Resolution
2. City of Ashland Base Map of Boathouse Area

EXPENDITURES REQUIRED: Unknown

AMOUNT BUDGETED: NA

APPROPRIATION REQUIRED: NA

TREASURER'S CERTIFICATE: NA

COMPLIANCE WITH ORDINANCE 51:

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD: The proposed development conforms to the goals and community values identified in the City of Ashland's Comprehensive Plan, Comprehensive Outdoor Recreation Plan and Water Redevelopment Plan.

SUMMARY STATEMENT:

The family and friends of Duane "Carp" Carpenter requested that a memorial be made to honor his life and love of the boathouse area on the shore of Lake Superior.

Duane "Carp" Carpenter was an unofficial caretaker of the boathouse and area at the northern end of 9th Avenue East and passed in January of 2021. Carp was an avid outdoorsman and particularly enjoyed activities at the lake, especially those around his boathouse. He devoted a large part of his life to maintaining and caring for the area around his boathouse which he acquired from his uncle approximately fifty years ago. He removed logs and pilings that washed into the area before they could damage the boathouses. As the informal groundskeeper for decades he mowed the lawn, removed trash and kept a close eye on the area to prevent damage from vandals. He allowed many people, who were not family members, to enjoy the area and foster a love, like he had, for the area.

City Staff have confirmed this area as designated park land The Parks and Recreation Committee met and unanimously approved this request at their January meeting. Upon approval, staff will be in communication with the family on the type of sign to be placed.

RESOLUTION No. 17615

RESOLUTION TO NAME THE PARK LAND AT THE NORTHERN END OF 9TH AVENUE EAST "DUANE CARPENTER COURTYARD" AFTER DUANE "CARP" CARPENTER

WHEREAS, Duane "Carp" Carpenter was an unofficial caretaker of the boathouses and area at the northern end of 9th Avenue East, who has passed in January of 2021; and

WHEREAS, Duane "Carp" Carpenter was an avid outdoorsman and particularly enjoyed activities at Lake Superior, especially those around his boathouse. He devoted a large part of his life maintaining and caring for the area around his boathouse which he acquired from his uncle approximately fifty years ago; and

WHEREAS, Carp removed logs and pilings that washed into the area before they could damage the boathouses. As the informal groundskeeper for decades he mowed the lawn, removed trash and kept a close eye on the area to prevent damage from vandals; and

WHEREAS, he allowed many people, who were not family members, to enjoy the area and foster a love, like he had, for the area.

NOW, THEREFORE, BE IT RESOLVED by Common Council of the City of Ashland approval the park land at the northern end of 9th Avenue East be named in honor of Duane "Carp" Carpenter as:

Duane Carpenter Courtyard

PASSED: February 9, 2021

____
Councilperson

ATTEST: ____________________________
Denise Oliphant, City Clerk

____
Debra S. Lewis, Mayor

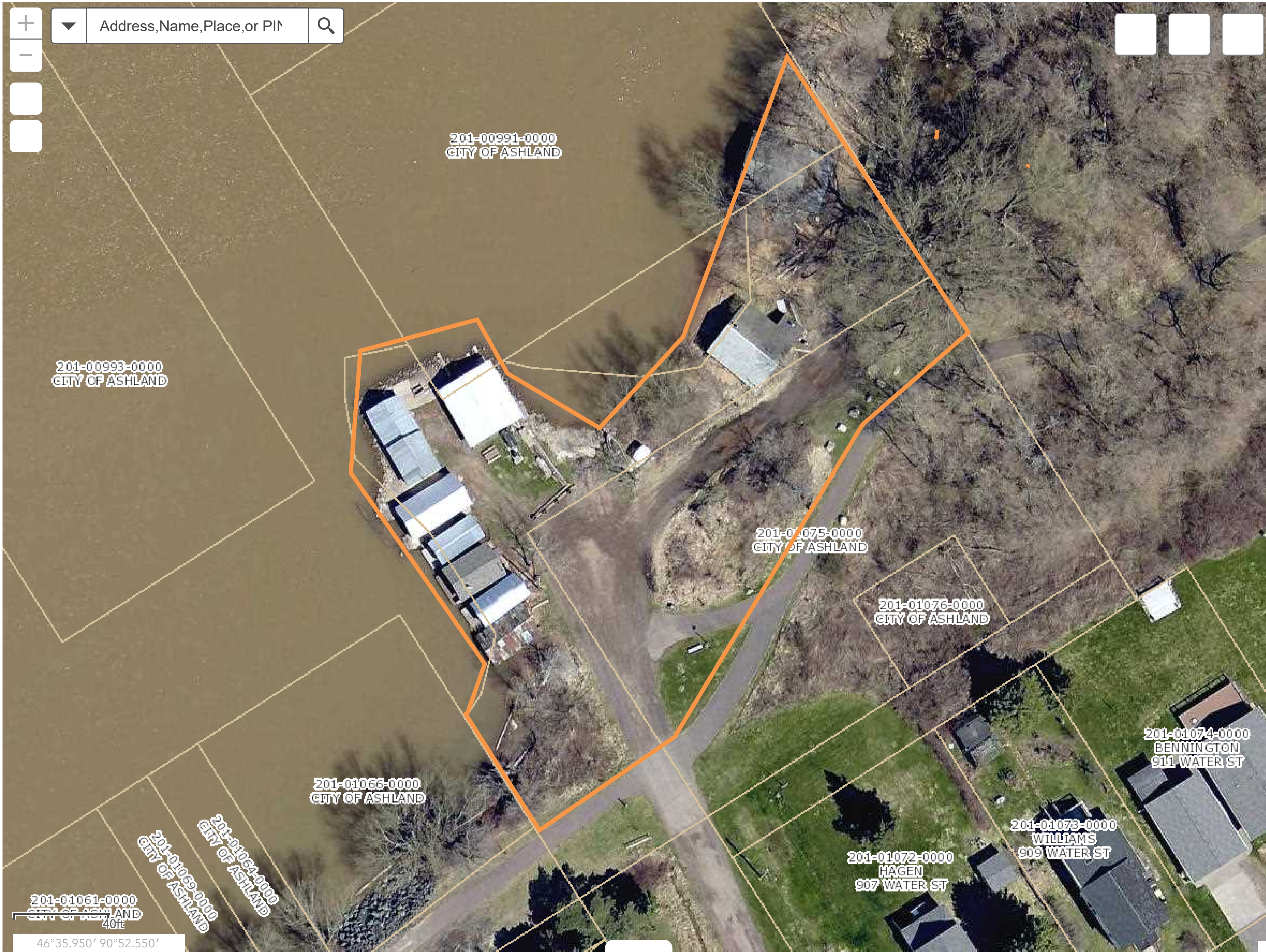
APPROVED AS TO FORM:

____
Tyler W. Wickman, City Attorney

(2428)

City of Ashland Base Map *Find yourself next to the water*

City Website GIS Site



Sara Hudson

From:	John Beirl <jbeirl@nsbashland.com>
Sent:	Tuesday, January 19, 2021 5:25 PM
To:	Sara Hudson
Subject:	Duane Carpenter.

Hi Sara:

I heard that there is a motion to name the area down by the boathouses after Duane Carpenter. (May I suggest…..The Carpenter Way or Carpenter Court?)

Mr. Carpenter meant so much to all of the boathouse owners down there – I think it is a great idea and I am on board.

John H. Beirl

NORTHERN STATE BANK

President
321 West Main Street
Ashland, WI 54806
715-682-2772 ext. 1243
715-682-8826 fax
beirlj@nsbashland.com
NMLS - 657866
BANK NMLS – 510020

"Some people just need a sympathetic pat on the head…..with a hammer."
Kermit the Frog

Michael J Dawson

13885 West Linfield Dr.
New Berlin, WI 53151
Phone: 414-378-2297
Email: mdawson2@att.net

January13,2021

Sara Hudson
Parks and Rec. Department
City of Ashland

Dear Sara:

I am writing to request that the area around the boathouses on the lakefront at the bottom of 9th Ave. East be named in honor of my father in law Duane Carpenter. He recently passed away at age 85.

Duane devoted a large part of his life to maintaining and caring for the area around his boathouse. He acquired the boathouse from his uncle approximately fifty years ago. I am personally aware of the tremendous effort he expended caring for the area. He maintained the shoreline to prevent damage to his boathouse and surrounding boathouses. He removed logs and pilings that washed into the area before they could damage the boathouses. He maintained the area around the boathouses including lawn mowing and trash removal. He was the informal groundskeeper for decades. He kept a close eye on the area to prevent damage from vandals. He allowed many people who were not family members to use the area. This allowed countless people to enjoy the area for years.

I honestly believe that without his care the area would have been reclaimed by the lake years ago. Through his efforts the area has been revitalized by the influx of new families and the investment in their own boathouses has led to a significant improvement in the area. This would not have been possible without his efforts.

I only wish this could have been done during his lifetime but it does seem to be a fitting memorial to his love for the area.

Sincerely,

Michael J Dawson

City of Ashland Base Map

Find yourself next to the water

City Website GIS Site

Sara Hudson

From: Nancy Sztyndor <nsztyndor@yahoo.com>
Sent: Tuesday, January 19, 2021 4:32 PM
To: Sara Hudson
Subject: Fw: Duane Carpenter Park

----- Forwarded Message -----
From: brinkink <brinkink@yahoo.com>
To: "nsztyndor@yahoo.com" <nsztyndor@yahoo.com>
Sent: Monday, January 18, 2021, 08:16:04 PM CST
Subject: Duane Carpenter Park

To whom it may concern,

With the sudden passing of Duane Carpenter, I believe it's fitting that the City of Ashland recognizes a great steward of the city, specifically the boathouse park area of 9Th Ave East N., and name that area after him. I knew Duane before I became one of the lucky few to have own / owned one of those special places. I believe the love that Duane " Carpes" had for that city park will not be matched. His daily attention over the last 50 years became well known by many who enjoyed that part of this city. Duane played a special role for me when he openly welcomed me and my family down there from the first day. He always encouraged anyone to find a way to enjoy that space, wether to fish around the boathouses, swim, paddle, or just visit at the bench. I believe that is what makes the boathouse area(s) unique. A safe historical place to enjoy the outdoors and that's what and how Duane practiced during his time down at the boathouses...he will be deeply missed. Please consider naming that boathouse area of 9th Ave E. N. After Duane Carpenter.

Sincerely,
Gene Brinker

Sent from Yahoo Mail for iPad

Michael J Dawson

13885 West Linfield Dr.
New Berlin, WI 53151
Phone: 414-378-2297
Email: mdawson2@att.net

January13,2021

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I honestly believe that without his care the area would have been reclaimed by the lake years ago. Through his efforts the area has been revitalized by the influx of new families and the investment in their own boathouses has led to a significant improvement in the area. This would not have been possible without his efforts.

I only wish this could have been done during his lifetime but it does seem to be a fitting memorial to his love for the area.

Sincerely,

Michael J Dawson

January 19, 2021

To whom it may concern,

I'm writing this letter to recommend the area of the boathouses located at the end of 9th Avenue East be dedicated to Duane Carpenter for his constant care of that area over the past 50 plus years. I think it would be appropriate to dedicate this area to him for all he has done in keeping the grounds clean and beautiful. He always made sure people felt welcome to use the area even if they did not own a boathouse. All he asked of the people that visited was to be respectful of the area and to leave the vicinity as they found it. People complied because they had respect for Mr. Carpenter and the kindness and generosity he showed everyone.

For as long as I can remember Duane Carpenter has been the overseer of the boathouses. He was always doing simple jobs such pulling logs out of the water so people could swim, keeping the lawn area mowed, and trimmed brush areas on the beach so people had a place to sunbathe and enjoy the lake. I think it would an appropriate tribute to a man that spent a lot of his time making that area beautiful.

Tom Sutarik

Sara Hudson

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Sent:	Tuesday, January 19, 2021 5:25 PM
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SECURE EMAIL PORTAL – https://nsbashland.secureemailportal.com
PLEASE USE THE ABOVE SECURE EMAIL LINK TO SEND INFORMATION / ATTACHMENTS TO JOHN BEIRL AT NORTHERN STATE BANK.

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Sincerely,
Gene Brinker

Sent from Yahoo Mail for iPad

Policy: Parks and Recreation 601	**Park Naming Policy**
Date Approved:	**Approving Entity:**
Date Revised: 1/18/12	**Approving Entity**

<u>600.1 Intent</u>

The intent of this policy is give guidelines to City Staff, Committee Members and the community on naming a park.

<u>601.1 Naming of a New Park</u>

1. City of Ashland's Planning Department as part of the platting process, identifies area(s) to be utilized as public parks and open space.
2. Parks and Recreation and Public Works Staff and the Parks and Recreation Committee are notified by City Planning staff that a plat, which includes public park area is under consideration. The PRC must vote to approve the proposed name.
4. The suggested name of the Park is forwarded to the Planning Commission. The Planning Commission conducts a public hearing in regards to all elements of the plat.
5. Planning Commission forwards the plat including the park name, on to the City of Ashland Common Council for adoption.
6. Name is then filed with the plat and becomes legally binding.

<u>601.2 Naming/Re-Naming of an Existing Facility or Park:</u>

1. Upon receipt of a written request for a name change, staff would, conduct preliminary research and background.
2. The Parks and Recreation Committee would decide whether to proceed with the Naming/Re-Naming Existing Facility or Park process.
3. Should the PRC wish to proceed, the matter would be referred to the Park Advisory Board for additional review and recommendation.
4. A facility or park shall not be renamed more than one time in a decade.

<u>601.3 Procedure</u>

Step I

- Requests for a name change shall be in writing, come from a Civic Organization (not an individual), and shall include a minimum of two letters of reference.
- Parks and Recreation Committee will initiate the Naming Process
- Parks and Recreation Staff would notify the public through newspaper, direct mail and other means suggested.

Step II

- The Parks and Recreation Committee at a regular or special meeting, will review the list of potential names.
- The Board will discuss the merits of each proposal and reduce the proposed list to three finalists.
- At the next Parks and Recreation Committee meeting the PRC shall debate the merits of the three remaining names and select a name to recommend to the Ashland City Council
- Citizens would have a second opportunity for input at this time. The final action will be to place the proposed park name on the next regular PRC meeting agenda.

- If the PRC chooses not to approve the recommended name they will return the issue to the Parks and Recreation Committee with direction.
- The process will then begin anew.
- Citizens have an opportunity again to comment.

Step III

- If the PRC chooses to approve the recommended name, the item will go to the City Council for final approval
- A minimal 30-day waiting period shall take place between Park Board recommendation and City Council action

601.4 Criteria

Listed below are the various criteria, which may be used as guidance in the naming of public parks and green spaces:

1. The name of the area associated with the park.
2. The name of the neighborhood in which the park is located.
3. The school name if adjacent to or closely identified with the park.
4. The street name adjacent to or closely identified with the park.
5. A name suggested by a property adjacent to the park.
6. The name of a local interest point or focal point near the park.
7. The name of a stream or creek adjacent to or near the park.
8. The name of a topographic feature associated with the park.
9. The name of an event or historical occurrence associated with the park or adjacent area.
10. A creative name based upon some impressions of the site.
11. A name based upon the vegetation present or the ecology of the area.
12. A name based upon the dominant feature of the site.
13. The name by which most of the neighborhood and/or area children refer to the park.
14. The name of a person who dedicates a major part or all of the land for the park.
15. The name of a person of significant stature within the community.
16. The name of an organization or group of citizens which has contributed to the development of the facility.

SUBJECT: **Approve a Resolution to Accept the Workmanship of Next Energy Solution, Inc, and Approve Final Payment for the 2020 Police Station Solar System Project *(Planning)* Roll**

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Planning & Development

CLEARANCES: Planning and Development Director
Public Works Director

EXHIBITS:

1. Proposed Resolution
2. Final Construction Report
3. Contractor's Application for Payment, Next Energy Solution, Inc. 12-29-2020

EXPENDITURES REQUIRED:

$49,250.00	**Final payment solar work completed**
$73,209.46	WIPSC Office of Energy Innovation Grant
$25,290.54	Fund 450 2020 General Obligation Note match
$98,500.00	**Final Project Cost**

AMOUNT BUDGETED:

$ 99,000.00	WIPSC Office of Energy Innovation Grant
$ 34,200.00	Fund 245 (should have been GO Note grant match)
$133,200.00	**Total Budgeted**

APPROPRIATION REQUIRED: NA

TREASURER'S CERTIFICATE: The Treasurer's Office has certified on February 3, 2021, that Next Energy Solution, Inc is in compliance with the provisions of Ordinance 923.10 Ashland City Ordinances.

COMPLIANCE WITH ORDINANCE 51: NA

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD: The City's Comprehensive Plan, in addition to its 25 by 25 Plan, recommend that the City prioritize energy efficiency and invest in clean energy when possible for City-owned buildings. The new construction of the Police Station provided a unique opportunity for the City to own its first solar array, offset approximately 45% of the anticipated energy usage for the new station, and educate the community about the realities and benefits of solar energy.

SUMMARY STATEMENT:

The City of Ashland received a grant in 2018 through the Public Service Commission's Office of Energy Innovation (OEI) in the amount of $99,000, with an anticipated match of $34,200 for construction of a solar array to be located on the garage roof of the new Police Station. The total estimated project cost was $133,200.

The City of Ashland utilized a competitive bidding process per federal and local procurement and at the September 8, 2020 City Council meeting, awarded a construction contract to Next Energy Solutions (NES) in the amount of $98,500 for the total project cost. With the reduced overall project budget, the City's required match and grant award will be reduced proportional to the original award amounts.

Construction of the solar array will offset approximately 45% of the anticipated energy use of the station, create a public educational opportunity for the City, and make tangible progress towards the City's adopted goal of increasing energy provided by renewable sources.

The Planning and Development Department worked with the Public Works Department to oversee and facilitate construction of the solar system. Both departments recommend approval of the resolution accepting the workmanship of NES and to make the final payment of $49,250 due on the 2020 Police Station Solar System Project.

RESOLUTION No. 17614

RESOLUTION TO ACCEPT THE WORKMANSHIP OF NEXT ENERGY SOLUTION, INC, AND APPROVE FINAL PAYMENT FOR THE 2020 POLICE STATION SOLAR SYSTEM PROJECT

WHEREAS, the City of Ashland, hereinafter referred to as the City, and Next Energy Solution, Inc, hereinafter referred to as the Contractor, entered into a contract whereby the Contractor agreed to perform certain public works improvements under the **2020 Police Station Solar System Project** in the City of Ashland, in accordance with plans and specifications prepared by C&S Design and the Contractor for the agreed price of $98,500.00; and

WHEREAS, said total final contract price has been determined to be $98,500.00 as computed by the City Engineering Department using actual quantities as measured, change orders, additions, and deletions to the contract, and contract unit prices; and,

WHEREAS, the Contractor has completed all of the work set out in the specifications; and,

WHEREAS, John Butler, Director of Public Works, has submitted a final report certifying that the workmanship of the Contractor is satisfactorily completed and recommends a final settlement be made and that the City accept the work and authorize the payment of the balance presently outstanding and due the Contractor, and that there remains a balance on account and retainage in the amount of $49,250.00.

NOW, THEREFORE, BE IT RESOLVED that the recommendation and report prepared by the City Engineering Department be accepted.

BE IT FURTHER RESOLVED that the City of Ashland does hereby accept the workmanship furnished by the Contractor, subject, however, to all guarantees and other obligations set out in the contract which the City of Ashland hereby reserves, if any, and subject to the right of the City of Ashland to commence an action or file a third party claim against the Contractor in the event that an action is commenced by anyone against the City of Ashland as a result of alleged injuries or wrongful death as a result of the condition of the work site or any other condition related to this project.

BE IT FURTHER RESOLVED that the City, through its proper officials, issues its voucher in the sum of $49,250.00 to the Contractor in full and final payment of the City's obligations under this contract and approved by the Common Council of the City of Ashland.

PASSED: February 9, 2021

____
Councilperson

ATTEST: ______________________________
Denise Oliphant, City Clerk

____
Debra S. Lewis, Mayor

APPROVED AS TO FORM:

____
Tyler W. Wickman, City Attorney

(2427)

FINAL CONSTRUCTION REPORT

PROJECT: 2020 Police Station Solar System Project

SUBSTANTIAL COMPLETION DATE: December 28, 2020

REPORT DATE: February 2, 2021

CONTRACTOR**:** Next Energy Solution, Inc

Bid Amount:	$	98,500.00
Change Orders:	$	0
Net Quantity Variances:	$	0
Final Cost:	**$**	**98,500.00**

Major work items completed under this project included the installation of a solar array on the garage roof of the newly constructed police station.

The solar system is intended to reduce energy use within the facility and represents progress towards the City's goal of increasing the amount of energy provided by renewable sources.

The pay quantity items installed on the project were verified. Final measurements were taken as needed to complete the pay estimates. All work pay items have been completed.

The Contractor's Performance and Payment Bond will remain in effect until the end of the one year warranty period to cover any defective work identified within the warranty period.

I, the Director of Public Works for the City of Ashland, Wisconsin certify that the Contractor has completed all work within their contractual obligation and final payment may be made.

Certified by:__ Digitally signed by John Butler Date: 2021.02.03 13:18:28 -06'00'

John Butler
Director of Public Works

Contractor's Application for Payment

Owner:	City of Ashland	**Owner's Project No.:**	17-3145
Engineer:		**Engineer's Project No.:**	
Contractor:	Next Energy Solution, Inc.	**Contractor's Project No.:**	3243B WIGB
Project:	City of Ashland Solar Array for the New Police Station		
Contract:			

Application No.: ______ **Application Date:** 12/29/2020

Application Period: **From** 10/24/2020 **to** 12/29/2020

1. Original Contract Price	$	98,500.00
2. Net change by Change Orders	$	-
3. Current Contract Price (Line 1 + Line 2)	$	98,500.00
4. Total Work completed and materials stored to date (Sum of Column G Lump Sum Total and Column J Unit Price Total)	$	98,500.00
5. Retainage		
a. 0% X $ 98,500.00 Work Completed	$	-
b. ______ X $ - Stored Materials	$	-
c. Total Retainage (Line 5.a + Line 5.b)	$	-
6. Amount eligible to date (Line 4 - Line 5.c)	$	98,500.00
7. Less previous payments (Line 6 from prior application)	$	49,250.00
8. Amount due this application	$	49,250.00
9. Balance to finish, including retainage (Line 3 - Line 4)	$	-

Contractor's Certification

The undersigned Contractor certifies, to the best of its knowledge, the following:

(1) All previous progress payments received from Owner on account of Work done under the Contract have been applied on account to discharge Contractor's legitimate obligations incurred in connection with the Work covered by prior Applications for Payment;

(2) Title to all Work, materials and equipment incorporated in said Work, or otherwise listed in or covered by this Application for Payment, will pass to Owner at time of payment free and clear of all liens, security interests, and encumbrances (except such as are covered by a bond acceptable to Owner indemnifying Owner against any such liens, security interest, or encumbrances); and

(3) All the Work covered by this Application for Payment is in accordance with the Contract Documents and is not defective.

Contractor: Next Energy Solution, Inc.

Signature: Foley Quinn **Date:** 12/31/2020

Recommended by Engineer		**Approved by Owner**	
By:		**By:**	
Title:		**Title:**	
Date:		**Date:**	
Approved by Funding Agency			
By:		**By:**	
Title:		**Title:**	
Date:		**Date:**	

SUBJECT: **Approve an Ordinance to Amend Chapter 463.16(g)(1), Policies and Procedures for Parks, Facilities, and Recreation Areas, Ashland City Ordinances *(Parks & Recreation)* Roll**

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Parks & Recreation

CLEARANCES: Administration

EXHIBITS: 1. Proposed Ordinance

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED: NA

APPROPRIATION REQUIRED: NA

TREASURER'S CERTIFICATE: NA

COMPLIANCE WITH ORDINANCE 51:

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD: The items complies with the the proposed development conforms to the goals and community values identified in the City of Ashland's Comprehensive Plan and the Comprehensive Outdoor Recreation Plan.

SUMMARY STATEMENT:

The Parks and Recreation (APR) Department is seeking approval of the proposed amendment to Chapter 463.16(g)(1) to limit the amount of time long term campers can stay to one month on sites 16,17,21 and 22. Sites 16,17,21 and 22 are the lakefront sites that are able to be reserved. APR staff have heard disappointment from multiple campers when they do not have an opportunity to stay at a lakefront site.

APR is proposing the following changes to Chapter 463.16(g)(1):

(g) Length of Stay.

(1) Kreher RV Park – no one may occupy the following lakefront RV campsites continuously for more than 14 days: 15, 18, 19, 20 and 23. Sites 15, 18, 19, 20 and 23 are not able to be reserved and are only available on a first come first serve basis unless approved by special circumstance by Parks and Recreation Director: i.e. host site, medical reasons, etc. Lake sites 16, 17, 21, and 22 have a maximum stay of one month.

This amendment will allow for more people to experience camping in the prime sites directly on Lake Superior. This would also allow for the grounds crew to mow the lawn more easily and with less disruption to the camper as they will be required to move. There is also potential to increase revenue as fees for these lakefront sites increased for 2021 per the Comprehensive Fee Schedule.

Sequential Ordinance No. 2021-1939

Chapter 463 (1819)

ORDINANCE TO AMEND CHAPTER 463 (1819) Policies and Procedures for Parks, Facilities and Recreation Areas, Ashland City Ordinances

An ordinance adopted by the Common Council for the City of Ashland at its regular meeting of February 9, 2021 for the purpose of amending Chapter 463.16(g)(1) Length of Stay, RV and Tent Camping.

SECTION I:

Section 463.16(g)(1) shall be amended to read as follows:

> (1) Kreher RV Park – no one may occupy the following lakefront RV campsites continuously for more than 14 days: 15, 18, 19, 20 and 23. Sites 15, 18, 19, 20 and 23 are not able to be reserved and are only available on a first come first serve basis unless approved by special circumstance by Parks and Recreation Director: i.e. host site, medical reasons, etc. Lake sites 16, 17, 21, and 22 have a maximum stay of one month.

SECTION II

This ordinance shall take effect upon passage and publication.

PASSED: February 9, 2021
PUBLISHED: February 16, 2021

____
Councilperson

ATTEST: ____________________________
Denise Oliphant, City Clerk

____
Debra S. Lewis, Mayor

APPROVED AS TO FORM:

____
Tyler W. Wickman, City Attorney

SUBJECT: **Approve Request for Proposals (RFP) to Retain a Strategic Planner for the City of Ashland *(Administrator)* Voice**

RECOMMENDATION: Approval

DEPARTMENT OF ORIGIN: Administrator

CLEARANCES: Administrator

EXHIBITS:

1. Strategic Planning Consultant RFP

EXPENDITURES REQUIRED: NA

AMOUNT BUDGETED: $20,000

APPROPRIATION REQUIRED: NA

TREASURER'S CERTIFICATE: NA

COMPLIANCE WITH ORDINANCE 51:

STATEMENT OF CONFORMANCE WITH COMPREHENSIVE PLAN OF RECORD:

SUMMARY STATEMENT:

Administration is seeking approval of the proposed Request for Proposals (RFP) for consulting services to facilitate the City of Ashland Strategic Plan.

As you know, we had hoped to complete this project in 2020 but COVID restrictions made it impossible to do so. Although the pandemic is not yet over, because of technology and increasingly widespread vaccinations, I believe we will be able to undertake the process in 2021. Council approved to allocate $20,000 in the 2021 budget for this process which will include online surveying, focus groups and in-person meetings between department heads and the City Council. The process is expected to take around six to eight months from start to finish.

CITY OF ASHLAND,

WISCONSIN

REQUEST FOR

PROPOSALS (RFP)

FOR A

STRATEGIC PLANNING CONSULTANT

Issued February 10, 2021

The City of Ashland is seeking a qualified person or firm to contract for consulting services to guide a citywide Strategic Planning process. The deadline for submittals is 4:00 p.m. on March 19, 2021. See below for specific information and requirements.

SUBMIT PROPOSAL TO:

City of Ashland
City Clerk
c/o Denise Oliphant
601 Main Street West
Ashland, WI 54806
715-682-7071

ABOUT THE CITY

Ashland is a small city with an outstanding collection of natural, cultural and historical assets. The economy of this regional economic hub is driven by a diverse mix of manufacturing, educational, medical, professional services, locally-owned retail, and tourism-related services. These assets, coupled with the varied economic base, give the city a foundation for a vibrant future that draws, retains, and nurtures people from diverse backgrounds because of the lifestyle and economic activities it offers. Ashland's location on the shores of Chequamegon Bay, in the heart of an outdoor recreational paradise centering on Lake Superior, defines the community of 8,000. Ashland utilizes the waterfront with a marina, walking/biking trails, parks, three beaches, boat launches, a pier and a vision for development of a nearly 2,000 foot ore dock base into a unique civic space. Historical influences shaping the present include educational institutions that reflect a commitment to ecology and place, including Northland College and Wisconsin Indianhead Technical College (WITC); a downtown filled with history and creativity, with numerous historical architectural landmarks, a historic district on the National Register, and a growing tradition of local public art; and a grid street network that provides the building blocks for a walkable, neighborly and well-connected community.

WHAT THE CITY IS LOOKING FOR

The City of Ashland is seeking sealed proposals from qualified persons or firms to contract for consulting services to guide a Strategic Planning process for the City. Consultants are invited to submit a proposal which includes an outline of their experience and qualifications in performing work directly related to the services required.

Strategic planning determines where an organization is going over the next few years or more and how it's going to get there. A Strategic Plan is intended to help the City direct its efforts and resources toward a clearly defined vision for its future. The plan should include benchmarks or milestones that measure the City's progress along the way.

Ashland is interested in having this plan completed proactively and transparently with community acceptance. The process should allow for both active and passive involvement ensuring diverse and extensive community participation. While the details of the strategic planning process are to be determined and negotiated with the chosen consultant, a four step process to be considered may include:

1) Setting Direction
2) Focusing Efforts
3) Implementation
4) Reporting

A strategic plan is a "living document" and should undergo periodic review and adjustment to reflect progress towards achievement of goals and/or modifications of goals. As a process and eventual working document, the Ashland Strategic Planning process and final document should provide a plan with 5, 10 and 20 year horizons to address the following issues:

- Help the City of Ashland decide what it wants to be in the future, including identification of what makes Ashland unique and special, and how the City can position itself to be prepared for the future while still retaining those qualities.

- Encourage engagement and spark the interest and excitement of active/passive residents, business & property owners, city officials, administration and staff, and others in the future potential of the City.

- Provide a process that allows general alignment and focus of the City Council, City administration, and staff, in addition to citizens, business interests, community groups, etc. to foster a sense of cohesion as to the City's strategic direction.

- Evaluate existing and future public facilities and services including; priorities and phasing; help identify how City resources should be allocated and how to maintain customer service levels.

- Generate new ideas and discussion about the built environment, sustainability, sense of place, and the City's overall identity.

- Chart an effective, considered, and innovative course of action for the City's future, setting priorities and maximizing innovative opportunities.

- Serve as a way to organize and prioritize City initiatives and resources to achieve specific goals within a specific period of time, e.g., 2 – 5 year timeframe in the short term, 6 – 9 year timeframe in medium term and 10 - 20 year timeframe in the long term, with specific performance measures.

- Recognize economic development potential and ways to diversify the local economy.

- Identify and analyze potential partnerships with other entities; (such as public/public, public/private) and encourage significant private investment in redevelopment opportunities in the City.

- Plan for fiscal sustainability. Through this planning process, the City is also interested in the successful prioritization of services and the following objectives:
    - Ability to evaluate the services we provide, one versus another. To better understand our services in the context of the cause-and-effect relationship they have on the organization's priorities.

- To provide a higher degree of understanding among decision makers as they engage in a process to rank services based on priorities.
- Articulate to people within the City and to the public how we value our services, how we invest in our priorities, and how we divest ourselves of lower-priority services (if necessary).

SCOPE OF SERVICES
Please see Attachment A.

QUALIFICATIONS
Any combination of skills and experience that can successfully and effectively address the scope of services.

PROCESS FOR QUESTIONS

For questions regarding the City's RFP process or the services being sought, please contact the City Administrator via email at bkucera@coawi.org or via telephone at (715) 682-7071, up to 4:00 p.m. on March 19, 2021 (see also submittal requirements).

PROCESS AND TIMELINE FOR SELECTION

The City's process and timeline for selection of a Consultant are as follows:

February 10, 2021 – March 19, 2021 – Pre-submittal Period
This will be an opportunity for potential candidates to ask questions and obtain information about the RFP process and the Strategic Planning process. Please contact City Administrator Brant Kucera at 715-682-7071 or bkucera@coawi.org during this period.

March 19, 2021 at 4:00 p.m. - Deadline for RFP submittals
Submittals must be received at City Hall, located at 601 Main Street West, Ashland, WI, 54806 by the above deadline. Submittals should be marked to the attention of Denise Oliphant, City Clerk. Digital proposals may be submitted via e-mail to (doliphant@coawi.org), but the City assumes no responsibility for formatting or transmission errors.
Submittals received after the deadline will not be considered.

March 22 – 27, 2021 - Consideration of submittals and selection of interview candidates
An evaluation team will select candidate(s) from submittals received for interview(s). This process will include review of submittals, references, and other information as necessary, as well as rating of submittals.

March 29, 30 and/or 31 - Interviews with selected candidates
Interviews will provide an opportunity for the City and selected candidates to further gauge their fit and ability to work with each other.

Please ensure that the appropriate representative, including the designated Project Manager, will be available to attend an interview if selected as a finalist.

April 1, 2021 - Selection of preferred candidate
The City will select a preferred candidate, based on the interviews, written proposal, and other information, as well as the results of the reference checks, and will contact all candidates about the results.

April 2 – 5, 2021 Negotiation of contract
The City will attempt to negotiate a satisfactory contract with a preferred candidate. If the City determines, at its sole discretion, that the negotiation is not proceeding satisfactorily, the City may terminate negotiation with the preferred candidate and may begin negotiation with another candidate.

April 20, 2021 - Approval of contract by City Council

SUBMITTAL REQUIREMENTS

To be considered, interested parties must submit, by the deadline, five hard copies and a digital copy on a thumb drive of their proposal (a digital copy of the complete proposal in lieu of a hard copy may be emailed to doliphant@coawi.org) that includes the following:

- Letter of interest - must be no more than two pages (note: one page is one side of an 8½" x 11" paper) in length and include contact information and signature.

- Summary of qualifications, experience and availability - must be no more than eight pages in length. It should summarize qualifications, relevant experience, and availability to participate in the RFP process (including Interviews) and provide services to the City. It should also identify key staff members who will be participating.

- Proposed approach to the process, including a proposed schedule and description of proposed public involvement methods - must be no more than five pages summarizing method and approach to providing consulting services to the City.

- Proposed budget - must be no more than two pages and include detailed project costs, by task and estimated hours. Actual compensation is subject to contract negotiation. A third page may be added, if additional tasks (and associated costs) that could be performed by the consultant team, in the event that the project budget was to be increased, are proposed and described.

- List of professional references - must be no more than one page listing most recent professional references and their contact information.

- A minimum of three examples of relevant written work related to Visioning and Strategic Planning: at least one of which will represent a strategic plan prepared on behalf of a City or comparable entity.

- Ability to meet the City's insurance requirement for minimum amounts of insurance: commercial general liability insurance and professional (errors and omissions) insurance in amounts not less than $2 million for the duration of the project.

EVALUATION CRITERIA

The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements
- Experience with similar projects
- Creativity of approach
- Experience in effective public involvement and incorporating citizen input
- Demonstrated facilitation skills in successfully working with city councils/staff, boards and commissions, community organizations, businesses and citizens
- Demonstrated knowledge/experience with actual development of strategic plans and implementation of possible strategies
- Demonstrated experience in municipal finance
- References
- Cost

GENERAL INFORMATION

A. The City of Ashland, as an Equal Opportunity Employer, requires all consultants to affirm that they do not discriminate against individuals or firms because of their race, color, marital status, age, sex, national origin, disability, creed or sexual orientation.

B. All proposals submitted become public information and may be reviewed by anyone requesting to do so at the conclusion of the evaluation process.

C. All proposals received by the City of Ashland in response to this RFP shall remain valid for ninety (90) days from the date of submittal.

D. The City reserves the right to cancel or reissue the RFP or to revise the timeline at any time. The City reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process. The City may accept any proposal if such action is believed to be in the best interest of the City.

E. The City is not liable for any cost incurred by the proposer prior to execution of a contract.

F. This is a City project and holds liability for work with its consultants. The contract between the successful proposer and Ashland shall include all documents mutually entered into specifically, including the contract instrument, the RFP, and the response to the RFP. The contract must include, and be consistent with, the provisions stated in the RFP.

G. The prime consultant will be required to assume the responsibility for all services offered in the proposal whether or not directly performed by the prime consultant. Further, the prime consultant will be the sole point of contact for the City of Ashland with regard to contractual matters.

H. The project team shall be approved by the City of Ashland. The City must approve any changes in the project team.

ATTACHMENT A

SCOPE OF SERVICES

The proposed scope of services must include at a minimum, the following items. The successful candidate will be able to:

Phase 1 – Visioning and Focus Groups

- Facilitate a community visioning/focus group process. One component of the strategic planning process includes a community visioning/focus group process consisting of online public meetings, online focus-group sessions, virtual open houses, and other outreach forums. These gatherings would result in the submission of a multitude of suggestions from members of the Ashland community. The desired outcome is a community vision entailing guiding goals, each with specific visioning targets that could serve as a framework for the strategic planning process.

Phase 2 – Internal/External Analysis and Strategic Plan Creation

- Gather and analyze information to become familiar with the City of Ashland. This includes conducting an internal and external analysis, i.e., looking at or reviewing, a community's resources, strengths and assets in light of trends and influences affecting the community.

- Internal analysis would include an inventory of community resources, e.g., city resources and finances, people, health, education, business and job opportunities, housing, art and culture, leisure, recreation and entertainment, and geography.

- External analysis would look at what is happening outside of the community on a local, regional and national level that may affect a community, e.g., demographics, economy and lifestyle trends.

- Describe the overall strategy and identify key challenges and opportunities.

- Develop an Action Plan and establish implementation steps and schedule.

- Establish benchmarks or milestones that measure the City's progress throughout the Strategic Planning process.

- Coordinate the process with City staff.

- At a minimum, provide the following deliverables on or before September 30, 2021:

    - A recommended final Strategic Plan document that includes an implementation plan with benchmarks or milestones that measure the City's progress, and

    - A recommended Strategic Plan Executive Summary.