

VILLAGE BOARD MEETING
Monday, February 20, 2012
Earl McGovern Board Room, 6:30 P.M.



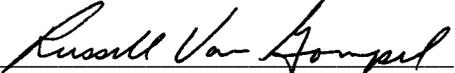
PLEASE TAKE NOTICE that a meeting of the Brown Deer Village Board will be held at the Village Hall of the Village of Brown Deer, 4800 West Green Brook Drive, Brown Deer, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. Roll Call
- II. Pledge of Allegiance
- III. Persons Desiring to be Heard
- IV. Consideration of Minutes: February 6, 2012 – Regular Meeting
- V. Committee Reports
 - A) Building Board - Trustee Weddle-Henning
 - B) Beautification Committee – Trustee Oates
 - C) Park and Recreation Committee – Trustee Springman
 - D) 4th of July Committee – Village President Krueger
 - E) Traffic and Public Safety – Trustee Boschert
 - F) Library Board - Trustee Baker
 - G) Community Development Authority – Village President Krueger
 - H) Plan Commission – Village President Krueger
 - I) Finance and Public Works Committee – Trustee Oates
 - 1) Microsoft 2010 Software
 - 2) General Operations Policy
 - 3) Amend Authorized Financial Institutions
 - 4) Post-Issuance Compliance Policy for Tax-Exempt and Tax-Advantaged Obligations
 - 5) Consideration of Vouchers
 - J) Personnel Committee – Trustee Baker
 - 1) Employee Wellness Program
- VI. Unfinished Business
- VII. New Business
 - A) New Community Magazine to replace the Village Newsletter
- VIII. Village President's Report
- IX. Village Manager's Report
- X. Recess into Closed Session pursuant to §19.85(1) (c) and (e) Wisconsin Statutes for the following reasons:
 - (c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.
 - (e) Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a close session.

XI. Reconvene into Open Session for Possible Action on Closed Session Deliberations

1) Salary Plan and Adjustments for Non-Represented Employees

XII. Adjournment


Russell Van Gompel, Village Manager
February 16, 2012

**PERSONS REQUIRING SPECIAL ACCOMMODATIONS FOR ATTENDANCE AT THE MEETING SHOULD CONTACT
THE VILLAGE CLERK AT LEAST ONE BUSINESS DAY PRIOR TO THE MEETING.**

**BROWN DEER VILLAGE BOARD
FEBRUARY 6, 2012 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by President Krueger at 6:30 P.M.

I. Roll Call

Present: Village President Krueger; Trustees: Baker, Boschert, Oates, Schilz, Springman, Weddle-Henning

Also Present: Russell Van Gompel, Village Manager; Matt Janecke, Assistant Village Manager; Chief Steven Rinzel, Brown Deer Police Department; Bridget Souffrant, Treasurer/Comptroller; John Fuchs, Village Attorney; Nate Piotrowski, Community Development Director, Larry Neitzel, Operations Superintendent

II. Pledge of Allegiance

III. Public Hearing

- A) In the Matter of the Application for a Class “A” Fermented Malt Beverages License and a Class “C” Wine License by Joenette Diana Kelly-Kid d/b/a Shop on Sherman, 7979 North Sherman Boulevard, Suite 220, to Allow for the Sale of Fermented Malt Beverages and Wine on the Site.**

A notice of this pending liquor license application was published on January 5, 2012 and a notice of the public hearing was published on February 2, 2012 in the *North Shore Now*. In addition to the notice of the public hearing in the newspaper, notification was mailed to property owners within 1000 feet of the store.

Bill Tobin, 8085 North 44th Street, commented on the legality of the liquor license and the business which it applies to. A conversation ensued between Mr. Tobin and Attorney Fuchs.

Diana Wright, 6585 West Piernor Place, asked questions pertaining to the operations of the store “Shop on Sherman”; what are the hours of operation for the store, the items being sold at the store, and why does Ms. Kelly-Kid feel the need to have a liquor license. Ms. Kelly-Kid addressed Ms. Wright’s questions by stating the “Shop on Sherman” is a variety store and will sell a wide range of items; the sale of alcohol will account for at most 10% of the sales and the intent for the liquor license is merely to provide one-stop shopping for customers; and the hours of operation will be from 6:00 a.m. to 9:00 p.m.

IV. Persons Desiring to be Heard

V. Consideration of Minutes: January 23, 2012 – Regular Meeting

It was moved by Trustee Boschert and seconded by Trustee Schilz to approve the minutes of the January 23, 2012 regular meeting. The motion carried unanimously.

VI. Unfinished Business

- A) Liquor License Application for Shop on Sherman, 7979 North Sherman Boulevard, Suite**

Attorney Fuchs informed the board of their options for the Class “C” liquor license, noting they have the option of putting parameters around the license. Chief Rinzel noted the ordinance for package sales allows alcoholic beverages to be sold between the hours of 8:00 a.m. and 9:00 p.m.

Trustee Baker mentioned his concern with having another liquor license in the Village and recommends denying Ms. Kelly-Kid a Class “A” Fermented Malt Beverage License and a Class “C” Wine License to

Ms. Kelly-Kid.

It was moved by Trustee Baker and seconded by Trustee Schilz to deny the application for a Class "A" Beer License and Class "C" Wine License to Joenette Diana Kelly-Kidd, d/b/a Shop on Sherman located at 7979 North Sherman Boulevard, Suite 220. The motion carried unanimously

VII. New Business

A) Discuss Pedestrian and Vehicle Traffic on North 60th Street Between West Bradley Road and West Dean Road

Mr. Van Gompel introduced the agenda item and informed the board that after the last accident at the intersection on Tuesday, January 24th, Trustee Oates asked if the item be placed on the agenda. Prior to the meeting, staff has worked with school district officials and TAPCO representatives to come up with alternatives to handle the safety issues at the crossings noted.

Trustee Oates noted he had numerous occasions when crossing North 60th Street, those paired with the recent incidents is the reason why Trustee Oates wanted the discussion as an agenda item. Andrew Bergholz from TAPCO is present at the meeting to provide potential solutions to enhance the cross walk.

A conversation ensued between School District Superintendent Deb Kerr, Andrew Bergholz, and the Village Board about how a study should be conducted on the safety at the intersection and what alternatives would work to enhance the cross walk.

No action was taken.

B) Liquor License Agent Change for Pick 'N Save, 9200 North Green Bay Road

It was moved by Trustee Springman and seconded by Trustee Boschert to approve the appointment of Benjamin Nathaniel Goodness as Agent for the Class "A" Intoxicating Liquor License and Class "B" Beer License held by Mega Marts, Inc., d/b/a Pick 'N Save sore #6867. The motion carried unanimously.

C) Resolution No. 12-,"A Resolution Amending Resolution No. 12-03, Eliminating the Private Property I/I Charge from the Fee Schedule

Mr. Janecke informed the Village Board the initial adoption of the fee schedule listed a charge approving the quarterly fee for the Private Property I/I Program. This was simply an error on staff's behalf, and prepared is a resolution amending Resolution No. 12-03 by removing the charge from the schedule of fees.

It was moved by Trustee Schilz and seconded by Trustee Boschert to approve Resolution No. 12-,"Resolution Amending Resolution No. 12-03, Eliminating the Private Property I/I Charge from the Fee Schedule". The motion carried unanimously.

D) Ordinance No. 12-,"Creating Section 42-76 of the Brown Deer Village Code Pertaining to County Parks and Bus Violations

Chief Rinzel introduced the topic and noted the ordinance will assist the Police Department in adequately enforcing the rules and ordinances that exist for the parks in the Milwaukee County Parks System and certain violation that may occur in or on Milwaukee County Transit vehicles or structures. This would apply to both Hansen and Algonquin Parks, Milwaukee County buses and bus stops. Currently as it stands, Brown Deer Police Officers have to wait for a Milwaukee County Sheriff's Department squad to respond in order to issue a citation for the violations. This can cause the Brown Deer Police Officer to be

out of service for an extended period of time due to the budget cuts that have occurred in the Milwaukee County's Sheriff Department budgets.

Trustee Oates asked if this is common in other communities and does the Village have to seek approval from the county. Chief Rinzel responded "yes" to both questions.

Trustee Springman asked if the county will provide the signage. Attorney Fuchs responded to the question by clarifying that the county ordinances adopted in this matter require signage to be enforceable and the county will provide signage. Trustee Springman asked how this ordinance will apply to the county trails running through Village park land. Attorney Fuchs answered the question by saying this county ordinance will apply to the county trails that run through Village parks.

It was moved by Trustee Boschert and seconded by Trustee Oates to adopt Ordinance No. 12-, "Creating Section 42-76 of the Brown Deer Village Code Pertaining to County Parks and Bus Violations". The motion carried unanimously.

E) Ordinance No. 12-,"Amending Section 14-2 of the Brown Deer Village Code Relating to Business Hours Regulated"

Trustee Boschert noted the ordinance's intentions are to address activities by businesses on "Black Friday" and would allow the Village to recoup the costs from businesses that require extra law enforcement personnel for security purposes.

Trustee Springman asked what if a business does not agree to the terms of the ordinance. Attorney Fuchs clarified that it is the power of the Village Board to either not approve the request to open early on "shopping holidays" or to close the business during the hours they requested outside the normal hours of operation if the business does not abide by this ordinance.

It was moved by Trustee Boschert and seconded by Trustee Weddle-Henning to adopt Ordinance No. 12-, "Amending Section 14-2 of the Brown Deer Village Code Relating to Business Hours Regulated".

F) Community Services and Inspections Staffing Considerations

Mr. Van Gompel introduced the item by noting the Position Descriptions for the Building Inspector and Administrative Assistant were both included in the 2012 Annual Budget. Staff would like to move forward with the filling of the positions. Due to the acquisition of permitting software, staff is recommending filling the Administrative Assistant position with a part-time employee. Staff also explored the possibility of contracting out for inspection services and looked into consolidating services with other municipalities. The option to consolidate remains open. Financially both contracting out for inspection services and keeping the position in-house were about equal, with added intangibles coming from having an inspector full-time in house.

It was moved by Trustee Oates and seconded by Trustee Weddle-Henning to approve the Authorization for the Village Manager to proceed with the hiring of a Building Inspector and part-time Administrative Assistant for the Community Services Department. The motion carried 6-1 with Trustee Springman voting in opposition.

G) Review and Approve Amendment to the Market Place Fifth Supplemental Development Agreement

Mr. Piotrowski introduced the agenda item by stating the original development agreement for the Market Place Shopping Center requires that any building modification, expansion or enlargement be reviewed and approved by the Village Board. Recently, the Village Board approved the supplemental agreement to

allow façade changes to facilitate the new HH Gregg store. The shopping center is now proposing to lease the remaining former Marshall's space to The Tile Shop. The Tile Shop does not expect to request a variance from the sign code and in order to do this the Village Board needs to authorize the new exterior modifications for The Tile Shop as new Exhibit 3 within the agreement. Representatives from DDR MDT Brown Deer Market LLC are present at the meeting to answer any questions.

Trustee Oates asked if the height of the sign will be more or less than that of HH Gregg's. Mr. Hutchinson from DDR responded that it will be less than HH Gregg's and approval for the project was approved by the Building Board.

It was moved by Trustee Schilz and seconded by Trustee Weddle-Henning to approve the Amendment to the t. The motion carried unanimously.

VIII. Village President's Report

Village President Krueger reported on the following:

- Brown Deer Night with the Admirals
- MMSD meeting and the consideration of their employee hand book

IX. Village Manager's Report

Mr. Van Gompel reported on the following:

- Reduction in time it took to assemble electronic packets
- Chamber of Commerce activities to attract businesses
- Pursuing alternative publications to the current community newsletter

X. Recess into Closed Session pursuant to §19.85(1) (c) and (e) Wisconsin Statutes for the following reasons:

- (c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.

It was moved by Trustee Springman and seconded by Trustee Weddle-Henning to recess into Closed Session at 8:25 p.m. The motion carried unanimously.

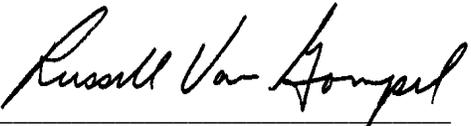
It was moved by Village President Krueger and seconded by Trustee Boschert to reconvene into Open Session at 9:20 p.m. The motion carried unanimously.

XI. Reconvene into Open Session for Possible Action on Closed Session Deliberations

No action taken.

XII. Adjournment

It was moved by Trustee Weddle-Henning and seconded by Trustee Schilz to adjourn at 9:21 p.m. The motion carried unanimously.



Russell Van Gompel, Village Manager

BROWN DEER LIBRARY BOARD
February 13, 2012 MEETING MINUTES
HELD AT THE BROWN DEER PUBLIC LIBRARY
5600 WEST BRADLEY ROAD
(Unapproved)

The meeting was called to order by Board President Balistreri at 5:00 P.M.

I. Roll Call

Present: President Balistreri and Board members: W. Jabas, A. Lutz
Excused: J. Baker, K. Lewis-Williams
Also Present: Joseph Rice, Library Director
Bridget Souffrant, Village Comptroller/Treasurer

II. Persons Desiring to be Heard

Bridget Souffrant, Village Comptroller/Treasurer discussed issues regarding the Bond Proceeds relating to the HVAC project. Additional projects were discussed along with restrictions on which projects may qualify.

III. Consideration of Minutes: January 9, 2012 – Regular Meeting

It was moved by A. Lutz and seconded by W. Jabas to approve the minutes of the January 9, 2012 regular meeting. The motion carried unanimously.

IV. Unfinished Business

There was no unfinished business.

V. Library Director's Report

The Director's written report was discussed.

VI. Friends of the Library Report

New officers for 2012 have been elected: Wendy Jabas, President; Anne Lutz, Treasurer. The Friends will be sponsoring a program in conjunction with the Schlitz Audubon Center on Feb. 18. The next meeting of the Friends will be March 15 at 7 PM.

VII. New Business

A) Consideration of Vouchers

It was moved by W. Jabas and seconded by A. Lutz to approve the payment of the December 2011/January 2012 vouchers. The motion carried unanimously.

VIII. Adjournment

Next meeting: March 12, 2012. *It was moved by K. Lutz and seconded by W. Jabas to adjourn at 5:45 P.M. The motion carried unanimously.*

Joseph Rice, Library Director

**BROWN DEER FINANCE AND PUBLIC WORKS COMMITTEE
FEBRUARY 8, 2012 REGULAR MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Trustee Oates at 6:32 P.M.

I. ROLL CALL

Present: Trustees: Oates, Springman and Boschert; Citizen Members: Galyn Bennett, Susan Glowinska, and Ray Erbe

Also Present: Matt Janecke, Assistant Village Manager, John Graeber, Police Captain, Steve Rinzel, Police Chief, and Bridget Souffrant, Treasurer/Comptroller

Excused: Citizen Member Tom Lieven

II. PERSONS DESIRING TO BE HEARD

None.

III. CONSIDERATION OF MINUTES: January 11, 2012 – Regular Meeting

It was moved by Gary Springman and seconded by Galyn Bennett to approve the minutes of the January 11, 2012 meeting. The motion carried unanimously, Trustee Oates abstained.

IV. REPORT OF STAFF/COMMITTEE MEMBERS

Mrs. Bridget Souffrant reported that 2011 taxes were due January 31st and that Staff was working on year end and the 2011 audit.

V. OLD BUSINESS

A) To approve the purchase of Microsoft 2010 Professional software for Village Hall

At the last Finance and Public Works Committee meeting staff was directed to continue researching the user method and classification of software that they were intending to purchase based upon information that citizen member Ray Erbe presented. Captain Graeber and Assistant Village Manager Janecke both conducted additional research on the proposed product and were told that legally the Village cannot purchase the product that is being recommended by Mr. Erbe.

Trustee Springman asked for more explanation on what funds were being used for the police department portion of purchase. Discussion ensued regarding the tracking of which capital projects were budgeted and spent versus budgeted, not spent and then reallocated.

It was moved by Trustee Boschert and seconded by Trustee Springman to recommend to the Village Board to approve the purchase of Microsoft Office 2010 for the Village Hall and Police Department not to exceed \$23,573.85. The motion carried unanimously.

VI. NEW BUSINESS

A) To approve an Ordinance Creating Section 2-160 of the Brown Deer Village Code Relating to Financial Procedures

Mrs. Souffrant stated that in the process of implementing the newly updated financial policies, specifically the new procedure for issuing and releasing checks Staff came across a State Statute. The State Statute stated that

if the Village Board approved an ordinance saying that checks could be cut and issued at any time as long as there is a procedure in place and the Village Board receives and approves a report monthly with all disbursements that would be allowed. She continued to say that she is bringing this item back because it would allow Staff to continue operating under the existing procedures. Mrs. Souffrant reported that some of the concerns from Department Heads are the difference in turnaround going from weekly to net 60 days and what penalties we would incur.

Discussion ensued regarding which option is the best for the Village Staff as well as the internal controls. It was recommended that Staff operate under the new policy with a net of 60 days and inform vendors of our policy as much as possible. It was also recommended that any payment \$5,000 or less can be considered a prepaid and be issued and released weekly.

It was moved by Gary Springman and seconded by Susan Glowinska to recommend that the Village Board deny the Ordinance creating Section 2-160 of the Brown Deer Village Code Relating to the Financial Procedures. The motion carried unanimously.

B) Amending the General Operations Policy

Mrs. Souffrant stated that the General Operations Policy would need to be amended to reflect the change in the procedure of all payments \$5,000 or less being processed as a prepaid.

It was moved by Trustee Boschert and seconded by Gayln Bennett to recommend to the Village Board the amendment of the General Operations Policy reflecting the appropriate changes. The motion carried unanimously.

C) Amending the Authorized Financial Institutions in the Investment Policy

Mrs. Souffrant reported that the Village's Investment Advisor, Ehlers Investment Partners, LLC has changed their custodian from Bankers Bank to TD Ameritrade Institutional. TD Ameritrade Institutional was not listed on the Village's authorized financial institutions list and in order to conduct business with them it must be, therefore it has been added.

It was moved by Trustee Boschert and seconded by Gayln Bennett to recommend to the Village Board the amendment of the Authorized Financial Institutions in the Investment Policy reflecting the appropriate changes. The motion carried unanimously.

D) To approve the Post-Issuance Compliance Policy for Tax-Exempt and Tax-Advantaged Obligations

Mrs. Souffrant reported that the IRS has been performing random audits of communities with tax-exempt debt and our bond counsel and financial advisor as well as the IRS is strongly recommending that communities have in place written policies establishing procedures for compliance with arbitrage rules and remedial action requirements.

Discussion ensued regarding how Staff has been keeping in compliance and what changes if any need to be made.

It was moved by Trustee Springman and seconded by Trustee Boschert to recommend to the Village Board the approval of the Post-Issuance Compliance Policy for Tax-Exempt and Tax Advantaged Obligations. The motion carried unanimously.

E) Library Unspent Bond Proceeds

Mrs. Souffrant stated that in 2010, the Village received \$325,000 in bond proceeds for Library Projects. The money was intended for the Library HVAC project, which came in under bid and has been completed at \$129,410 leaving \$195,950 in unspent bond proceeds. Mrs. Souffrant continued to say that the Village can either spend these funds on other library projects only or pay down the debt in a few different scenarios.

If the Village would choose to pay down the debt they could choose to incur fees of \$10,000 - \$15,000 to have an escrow account and agent to hold the funds until the first call date of April 1, 2019. If the Village should choose to pay at the call date they would need to prepay all of the interest payments for the remaining life of the bond, which is more than \$195,950 and seems counter productive. The other prepay scenario would involve the Village transferring the unspent proceeds into the debt service fund to pay the 2012 debt payments on this bond, which would result in a surplus that is not allowed in the debt service fund. This would mean that the surplus funds would have to be transferred to the Capital Improvement Fund and used on other projects and the Capital Improvement Fund Levy the upcoming year would need to be reduced by that amount and then will be negatively affected by the levy freeze.

Discussion ensued regarding the type of projects being discussed and estimates for those projects. Mrs. Souffrant was asked to attend the upcoming Library Board meeting and to work with Library Director, Joseph Rice to create a prioritized list of projects with estimates to bring back to the Committee next month.

No action was taken on this item.

F) December 2011 Financial Report

Mrs. Souffrant updated the Committee that the preliminary numbers before the audit has been completed shows the General Fund adding \$423,000 back into the fund balance.

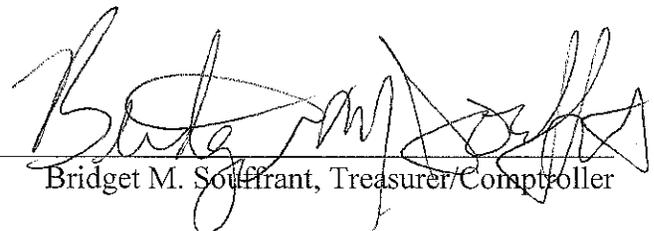
No action was taken on this item.

G) Consideration of Vouchers

It was moved by Trustee Springman and seconded by Trustee Boschert to recommend that the Village Board approve the vouchers from December 29, 2011 to January 27, 2012 in the amount of \$1,857,536.36. The motion carried unanimously.

VII. ADJOURNMENT

It was moved by Trustee Boschert and seconded by Susan Glowinska to adjourn at 8:03 p.m. The motion carried unanimously.



Bridget M. Souffrant, Treasurer/Comptroller

MEMO: SS 12-002

DATE: Feb 01, 2012

INDEX AS: ADM 4
BUDGET & FINANCE

TO: Chief Steven C. Rinzel

FROM: John Graeber, Captain

SUBJECT: Software Purchasing – Microsoft Office

At the January 11th, 2012, Finance and Public Works Committee meeting there was continued discussion on the best manner in which to purchase the Microsoft Office 2010 software that we are seeking to implement in the Village Hall and Police Department. The issue being evaluated was whether or not a purchase of a retail Microsoft product from BestBuy would allow us to save approximately \$10,000.00 on this purchase. It was presented by a committee member that an evaluation of the applicability of this software package to our work environment was deemed to be legal and proper under Microsoft's End User Licensing Agreement (EULA). The package being evaluated was licensed to allow up to three installations on separate devices to be used by one user. The one user was to be defined as the Village of Brown Deer organization thereby opening the opportunity for the software to be used at the same time by different employees.

Assistant Village Manager Matt Janecke and I were asked to further evaluate this software and determine if we should revise our presentation and quotes to accommodate the cost reduction that was proposed by purchasing the software the committee member had recommended and researched.

In doing this follow up the first thing I did was go to the BestBuy store the committee member had identified as where he had found the software at. I located the software package in a display to the right of the Geek Squad service desk at the store. This package was identified as Microsoft Office Professional 2010 and it was priced at \$499.00, consistent with what had been described at the meeting.

I reviewed this software package and noted on the back of the package in the display that it stated "*Licensed for non-commercial use on up to 3 home PC's". I had a clerk at BestBuy make a copy of the software packaging which is attached to this memo.

After obtaining a copy of the software packaging I further evaluated our ability to use this software in our business environment by contacting both our government sales representative at CDW-G, and by contacting the Microsoft Corporation, business licensing and speaking with a representative there.

After speaking with our CDW-G sales representative, Amanda Fischer, who is a government sales specialist for CDW-G, I explained what I was trying to evaluate to her. Amanda Fischer stated that the software I was describing was not a software package that Microsoft would make available for sale to a governmental entity and that its use in our environment would be a violation of Microsoft's License Terms. When I asked her if she was absolutely sure, she stated that CDW-G was Microsoft's largest retailer of software in the nation.



QUOTATION

QUOTE #: 611021298
 Customer #: 15819352
 Contract #: 99ACZ
 Quote Date: 1/25/12

Date: 1/25/12 9:20:45 AM

Customer Name: VILLAGE OF BROWN DEER

TOTAL QUOTE AMOUNT:	\$16,078.50		
Product Subtotal:	\$16,078.50		
Tax:	\$0.00		
Shipping & Handling:	\$0.00		
Shipping Method:	Ground	Total Number of System Groups:	0

SOFTWARE & ACCESSORIES			
Product	Quantity	Unit Price	Total
VLA OFFICE PRO PLUS 2010 (A5205496)	50	\$321.57	\$16,078.50
ELECTRONIC LICENSE CONFIRMATION elec dwnld only (A3458532)	1	\$0.00	\$0.00
Number of S & A Items: 2		S&A Total Amount: \$16,078.50	

SALES REP:	Jennifer Corbett	PHONE:	888-237-9240
Email Address:	jennifer_corbett@dell.com	Phone Ext:	3552

Please review this quote carefully. If complete and accurate, you may place your order online at www.dell.com/qto (use quote number above). POs and payments should be made to **Dell Marketing L.P.**

If you do not have a separate agreement with Dell that applies to your order, please refer to www.dell.com/terms as follows:

If purchasing for your internal use, your order will be subject to *Dell's Terms and Conditions of Sale-Direct* including Dell's U.S. Return Policy, at www.dell.com/returnpolicy#total. If purchasing for resale, your order will be subject to *Dell's Terms and Condition of Sale for Persons or Entities Purchasing to Resell*, and other terms of Dell's PartnerDirect program at www.dell.com/partner. If your order includes services, visit www.dell.com/servicecontracts for service descriptions and terms.

Quote information is valid for U.S. customers and U.S. addresses only, and is subject to change. Sales tax on products shipped is based on "Ship To" address, and for downloads is based on "Bill To" address. Please indicate any tax-exempt status on your PO, and fax your exemption certificate, with seller listed as **Dell Marketing L.P.**, to Dell's Tax Department at 800-433-9023. Please include your Customer Number.

For certain products shipped to end-users in California, a State Environmental Fee will be applied. For Asset Recovery/Recycling Services, visit www.dell.com/assetrecovery.



QUOTATION

QUOTE #: 611021637

Customer #: 15819352

Contract #: 99ACZ

Quote Date: 1/25/12

Date: 1/25/12 9:23:12 AM

Customer Name: VILLAGE OF BROWN DEER

TOTAL QUOTE AMOUNT:	\$7,495.35		
Product Subtotal:	\$7,495.35		
Tax:	\$0.00		
Shipping & Handling:	\$0.00		
Shipping Method:	Ground	Total Number of System Groups:	0

SOFTWARE & ACCESSORIES			
Product	Quantity	Unit Price	Total
VLA OFFICE PRO PLUS 2010 (A5205496)	5	\$321.57	\$1,607.85
VLA OFFICE STD 2010 (A5145917)	25	\$235.50	\$5,887.50
ELECTRONIC LICENSE CONFIRMATION elec dwnld only (A3458532)	1	\$0.00	\$0.00
Number of S & A Items: 3		S&A Total Amount: \$7,495.35	

SALES REP:	Jennifer Corbett	PHONE:	888-237-9240
Email Address:	jennifer_corbett@dell.com	Phone Ext:	3552

Please review this quote carefully. If complete and accurate, you may place your order online at www.dell.com/qto (use quote number above). POs and payments should be made to **Dell Marketing L.P.**

If you do not have a separate agreement with Dell that applies to your order, please refer to www.dell.com/terms as follows:

If purchasing for your internal use, your order will be subject to *Dell's Terms and Conditions of Sale-Direct* including Dell's U.S. Return Policy, at www.dell.com/returnpolicy#total. If purchasing for resale, your order will be subject to *Dell's Terms and Condition of Sale for Persons or Entities Purchasing to Resell*, and other terms of Dell's PartnerDirect program at www.dell.com/partner. If your order includes services, visit www.dell.com/servicecontracts for service descriptions and terms.

Quote information is valid for U.S. customers and U.S. addresses only, and is subject to change. Sales tax on products shipped is based on "Ship To" address, and for downloads is based on "Bill To" address. Please indicate any tax-exempt status on your PO, and fax your exemption certificate, with seller listed as **Dell Marketing L.P.**, to Dell's Tax Department at 800-433-9023. Please include your Customer Number.

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REQUEST FOR CONSIDERATION

COMMITTEE:	Village Board
ITEM DESCRIPTION:	Amending the General Operations Policy
PREPARED BY:	Bridget M. Souffrant, Treasurer / Comptroller <i>BMS</i>
REPORT DATE:	February 14, 2012
MANAGER'S REVIEW/COMMENTS:	<input checked="" type="checkbox"/> No additional comments to this report. <input type="checkbox"/> See additional comments attached. <i>R V - Souffrant</i>
RECOMMENDATION:	Recommend the amendment to the General Operations Policy.
EXPLANATION:	<p>At the Finance and Public Works Committee meeting I presented a state statute that would allow Village Staff to process and issue checks weekly as long as the Village Board received a monthly report to approve all expenditures. The FPW committee was not in favor of this and wished to stay with the new procedure where the checks will be released only after being approved by the Village Board at the second or only meeting of the month.</p> <p>The FPW Committee was made aware of the concerns on the Department Head level regarding a net 60 day turn around and vendors charging late fees etc. The FPW Committee feels that net 60 days is completely acceptable, but made an addition to the procedure in efforts to relieve any type of strain on vendors. The FPW Committee recommended that the policy be amended to include that any payment \$5,000 or less could be classified as a prepaid and thus processed, issued, and released on a weekly basis.</p> <p>I have attached the General Operations Policy to detail the check processing, issuing and releasing procedure with the suggestion from FPW. Please see attached.</p> <p>If you have any questions or concerns, please feel free to contact me.</p>

SUBJECT: GENERAL OPERATIONS POLICY

General: The establishment of general operations policy statement is an important component of the Village's financial management policy and planning efforts.

Objectives:

A. Accounting

1. The Village will establish and maintain the accounting systems according to Generally Accepted Accounting Principles (GAAP) and Governmental Accounting Standards Board (GASB).
2. An annual audit will be performed by an independent public accounting firm, which will issue an official opinion on the annual financial statements, with a management letter detailing areas that need improvement. In addition, full disclosure will be provided in the financial statements and bond representations.
3. Financial systems will be maintained to monitor expenditures and revenues on a monthly basis and all revenue collections will be consolidated under the Treasurer/Comptroller. A cash-flow analysis, including disbursements, collections, and investments, will be prepared on a regular basis indicating that sufficient cash is available for daily financial needs.
4. Encumbrances represent commitments related to unperformed contracts for goods or services, and will be recorded when incurred. Encumbrances outstanding at year-end will be reported as reservations of fund balance.
5. The Village will establish and maintain a depreciation schedule based on the straight-line method. The useful life of capital assets will be based on internal information, information on comparable assets from other governments, and general guidelines from professional or industry organizations.

B. Cash Management

1. Receipts:
 - All money due to the Village should be collected and entered in to the receipting system as soon as possible, (no more than 10 business days).
 - Money that is received shall be deposited in an approved public depository in a timely manner (no longer than one week).
 - Amounts that remain uncollected after a reasonable length of time shall be subject to available legal means of collection by law in adherence with the Wisconsin State Statutes and other applicable laws.
2. Disbursements:
 - On a weekly basis, the Department Head (or delegated employee) prepares a voucher form for each expenditure, which is verified and entered into the accounting software by a staff member of the Administrative Services Department.
 - The Treasurer/Comptroller reviews the invoices and approves each one in writing.
 - The invoices are segregated into two categories 'prepaids' and 'vouchers.'
 - Prepaids are defined as any payment that is \$5,000 or less and reoccurring standard payments for regular services such as WE Energies, Time Warner Cable, Veolia, AT&T, Milwaukee Water Works,

MMSD, U.S. Postal Service, Verizon Wireless, and anything payroll and benefit related etc.

- If there is an emergency payment or special payment that is needed that week it would be classified as a prepaid and must receive special authorization from the Treasurer/Comptroller. This could include a payment where the Village may receive a discount by paying early or a check needed for an employee training.
- Vouchers are defined as any payment that does not meet the criteria for a prepaid.

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PREPAIDS

- Checks are cut weekly for Prepays by a staff member of the Administrative Services Department, reviewed by the Treasurer/Comptroller and mailed.
- A check register will be printed weekly detailing the prepaids and will be included in the monthly reports for review by FPW and the Village Board.

VOUCHERS

- Checks are cut for Vouchers once a month by a staff member of the Administrative Services Department, and reviewed by the Treasurer/Comptroller.
- The voucher (and prepaid) list is presented once a month to the Finance and Public Works Committee for review and then presented for approval to the Village Board at the second meeting of the month.
- Upon above approval, the Treasurer/Comptroller will release the checks, for the vouchers to be mailed.
- Employee wages are to be paid bi-weekly.
- The Village Treasurer/Comptroller is authorized at his/her discretion to process periodic payments through the use of money transfer techniques as set forth in State Statutes 66.0607 and more specifically in sec. 66.0607(3)(m).

C. Daily Cash Operations

1. The cash drawers utilized at the front counter will be counted, balanced, and reported daily by the Treasurer/Comptroller or Deputy Treasurer/Comptroller (or other employee as designated in their absence). During tax time the drawers may be counted more frequently.
2. The individual that balanced the cash drawer will give the deposit to the other (between the Treasurer/Comptroller and the Deputy Treasurer/Comptroller) to write up the bank deposit for that day.
- 3
4. Under no circumstance can a Village staff member cash a personal check or a third party check in the Village's cash drawer.

This policy will be reviewed by the Finance/Public Works Committee every three years following adoption or sooner at the discretion of the Village Board.



REQUEST FOR CONSIDERATION

COMMITTEE:	Finance/Public Works Committee
ITEM DESCRIPTION:	Amending the Authorized Financial Institutions in the Investment Policy
PREPARED BY:	Bridget M. Souffrant, Treasurer / Comptroller <i>BMS</i>
REPORT DATE:	January 30, 2012
MANAGER'S REVIEW/COMMENTS:	<input checked="" type="checkbox"/> No additional comments to this report. <input type="checkbox"/> See additional comments attached. <i>R V - Souffrant</i>
RECOMMENDATION:	Recommend to the Village Board the amendment to the Authorized Financial Institutions in the Investment Policy
EXPLANATION:	<p>Last month you received an update from Ehlers Investment Partners, LLC regarding the status of the Village's investment earnings and the change in ownership of Ehlers Investment Partners, LLC. Along with change in ownership, Ehlers Investment Partners, LLC will be changing the custodian for their service. Thus, the Village must add the new custodian, TD Ameritrade Institutional to our list of authorized financial institutions.</p> <p>I have attached the Investment Policy showing the addition of TD Ameritrade Institutional. No other changes were made to the policy.</p> <p>If you have any questions or concerns, please feel free to contact me.</p>

SUBJECT: INVESTMENT POLICY

General:

It is the Village's policy to invest public funds in a legal and safe manner which will provide the highest investment return with the maximum security while meeting the daily cash flow demands of the Village and conforming to all State of Wisconsin and local statutes governing the investment of public funds.

This policy shall apply to all cash and investments of the Village, including all funds. For the purposes of financial statements, all cash and investments with an original maturity of three months or less will be considered cash and cash equivalents. Investments will be reported at fair values, based on quoted market values.

Prudence:

The standard of prudence to be used by Village investment officials shall be the "prudent person" standard and shall be applied in the context of managing an overall portfolio. Investment officers acting in accordance with written procedures and this investment policy and exercising due diligence shall be relieved of personal responsibility for an individual security's credit risk or market price changes, provided deviations from expectations are reported in a timely fashion and the liquidity and the sale of securities are carried out in accordance with the terms of this policy.

The "prudent person" standard states that, "Investments shall be made with judgment and care, under circumstances then prevailing, which persons of prudence, discretion and intelligence exercise in the management of their own affairs, not for speculation, but for investment, considering the probable safety of their capital as well as the probable income to be derived."

Authority:

Authority to manage the Village's investment program is derived from State of Wisconsin Statutes and Village ordinances. The Treasurer/Comptroller or designee is the investment officer and is responsible for investment decisions and activities. The Treasurer/Comptroller shall be responsible for all transactions undertaken, and shall establish investment procedures consistent with this policy, and a system of controls to regulate the activities of subordinate officials and employees.

Ethics and Conflicts of Interest:

Officers and employees involved in the investment process shall refrain from personal business activity that could conflict with proper execution of the investment program or which could impair their ability to make impartial investment decisions. Employees and investment officials shall disclose to the Village Manager any material financial interests in financial institutions that conduct business within this jurisdiction, and they shall further disclose any large personal financial or investment positions that could be related to the performance of the Village, or particularly with regard to the time of purchases and sales.

Objectives:

The primary objectives, in order of priority, of the Village's cash and investment activities are as follows:

1. Safety: Investments shall be undertaken in a manner that seeks to preserve capital. To achieve this objective, this policy outlines allowable investments and maximum investment amounts by issuer and financial institution.
2. Liquidity: The investment portfolio shall remain sufficiently liquid to meet all operating requirements that may be reasonably anticipated. This is accomplished by structuring the portfolio so that securities mature concurrent with cash needs to meet anticipated demands (static liquidity). Furthermore, since all possible cash demands cannot be anticipated, the portfolio should consist largely of securities with active secondary or resale markets (dynamic liquidity).
3. Return: The investment portfolio shall be designed with the objective of attaining a market rate of return throughout budgetary and economic cycles, taking into account the investment risk constraints and liquidity needs. Return on investment is of secondary importance compared to the safety and liquidity objectives described above. The core of investments is limited to relatively low risk securities in anticipation of earning a fair return relative to the risk being assumed.

Safety:

The investment of Village funds shall be restricted in accordance with Wisconsin statutes section 66.0603 as defined below:

- Time deposits in any credit union, bank, savings bank, trust company or savings and loan association which is authorized to transact business in this state if the time deposits mature in not more than 3 years.
- Bonds or securities issued or guaranteed as to principal and interest by the federal government, or by a commission, board or other instrumentality of the federal government.
- Bonds or securities of any county, city, drainage district, technical college district, village, town or school district of this state.
- Bonds issued by a local exposition district under [subch. II](#) of ch. 229.
- Bonds issued by a local professional baseball park district created under [subch. III](#) of ch. 229.
- Bonds issued by a local professional football stadium district created under [subch. IV](#) of ch. 229.
- Bonds issued by the University of Wisconsin Hospitals and Clinics Authority.
- Bonds issued by a local cultural arts district under [subch. V](#) of ch. 229.
- Bonds issued by the Wisconsin Aerospace Authority.
- Any security which matures or which may be tendered for purchase at the option of the holder within not more than 7 years of the date on which it is acquired, if that security has a rating which is the highest or 2nd highest rating category assigned by Standard & Poor's corporation, Moody's investors service or other similar nationally recognized rating agency or if that security is senior to, or on a parity with, a security of the same issuer which has such a rating.

Safety: (continued)

- Securities of an open-end management investment company or investment trust, if the investment company or investment trust does not charge a sales load, if the investment company or investment trust is registered under the investment company act of 1940, 15 USC 80a-1 to 80a-64, and if the portfolio of the investment company or investment trust is limited to the following:
 1. Bonds and securities issued by the federal government or a commission, board or other instrumentality of the federal government.
 2. Bonds that are guaranteed as to principal and interest by the federal government or a commission, board or other instrumentality of the federal government.
 3. Repurchase agreements that are fully collateralized by bonds or securities under [subd. 5. a.](#) or [b.](#)
- local government pooled-investment fund
- may engage in financial transactions in which a public depository, as defined in [s. 34.01 \(5\)](#), agrees to repay funds advanced to it by the local government plus interest, if the agreement is secured by bonds or securities issued or guaranteed as to principal and interest by the federal government.

To ensure the safety of Village funds, cash and investment balances are further restricted as follows:

1. The Village will not purchase Commercial Paper.
2. Checking and saving accounts
3. Short term investment pools such as Wisconsin Local Government Investment Pool, MBIA Wisconsin Class and Wisconsin Investment Trust
4. Certificates of deposit
5. United States treasury securities
6. United States agency securities
7. Municipal bonds (as allowed above) having the highest or 2nd highest rating category assigned by Standard & Poor's corporation, Moody's investor service or other similar nationally recognized rating agency.
8. Money market and overnight sweep/repurchase accounts investing in other allowable investments as listed above.

Additional restrictions on custodial credit risks:

1. All checking, savings, certificates of deposit, money markets and overnight sweeps shall be either limited in amount so as to be covered by FDIC, other insurance agreements or are fully collateralized. Village funds shall be collateralized with a written agreement and will seek an amount equal to 100% of the investment less the amount insured by the FDIC. The Village chooses to limit collateral to securities of the U.S. Treasury and its agencies.
2. All US treasuries and agencies purchased shall be registered in the Village's name. Financial institutions holding these investments on behalf of the Village will also provide collateralization or other insurance coverage for the entire balance of investments.

Additional restrictions on concentration of credit risks:

1. As practicable, the Village will not hold more than 60% of all cash and investment balances at one financial institution.
2. No more than 20% of all cash and investments will be allocated to the same issuer of US agencies.

Liquidity:

The Treasurer/Comptroller shall monitor the Village's cash and investment balances as needed to ensure adequate funds are on hand for operating cash flow needs as well as significant dollar payments such as debt principal and interest and capital projects.

The Village wishes to restrict the maturity of all investments to less than five (5) years.

Yield:

The Treasurer/Comptroller shall periodically review fee arrangements with authorized financial institutions to ensure fees paid by the Village are reasonable.

The Treasurer/Comptroller (or designee) shall provide a cash and investment report to the Finance and Public Works Committee. This report shall summarize balances and investment performance and shall be provided at least quarterly.

Investment Advisor:

Should the Village deem it appropriate to retain an investment advisor, the following procedures will be followed with respect to the investment advisor relationship.

1. Selection Process – The investment advisor will be selected by a competitive process whereby proposals will be solicited from a group of qualified advisors. Staff will review the cost, service, and credentials of the advisors and give a recommendation to the Finance and Public Works Committee and Village Board for approval.
2. Investment Procedures – Once an investment advisor is selected, the Village will at all times be responsible for establishing the investment objectives to be accomplished. The investment advisor will be responsible for providing advice and developing and implementing strategies for carrying out such objectives.

The investment advisor will have no authority to take possession of Village funds or investment securities, nor to execute investment transactions on behalf of the Village, except where investment authority may be delegated (e.g., "discretionary" authority) as per Wisconsin Statutes 66.0603 (2). For those investments under management in a "non-discretionary" account, all investment transactions shall be approved by the Treasurer/Comptroller (or designee).

3. Periodic Reporting – The investment advisor shall provide monthly reports regarding the composition, performance level and accounting treatment of the Village's investment portfolio. Such reports shall be sent (accessed by) the Treasurer/Comptroller for inclusion in the investment report to the Finance and Public Works Committee. Annually the Treasurer/Comptroller shall provide a report and presentation to the Finance and Public Works Committee and Village Board for review of the investment performance.

4. Portfolio Maturities – certain strategies recommended by the investment advisor may involve purchase of U.S. government securities or other eligible securities with stated maturities longer than 5 years, which conflicts with this policy. Specific examples include U.S. government agencies that have call features and depending on the market environment these agencies have a high likelihood of being called before maturity. For these securities, the Treasurer/Comptroller will be allowed to enter in to that investment if the strategy is for the agency to be called. For any other proposed security with maturity in excess of the limits of this policy, the investment would have to be approved by the Village Manager and then reported to the Finance and Public Works Committee and the Village Board.
5. Compensation and Term of Agreement – Investment advisory fees shall be established in advance and in a written agreement that allows the Village the ability to end the contract at their discretion.

Authorized Financial Institutions:

In addition to any eligible financial institutions according to the Wisconsin Statutes, the Village designates the following institutions as public depositories for the funds of the Village of Brown Deer as follows:

Associated Bank
Bank Mutual
Banker's Bank
Chase Bank
Guaranty Bank
Local Government Investment Pool
MBIA Class for Wisconsin Investment Management Program
M&I Bank (BMO Harris Bank)
BMO Capital Markets (M&I Capital Markets)
Morgan Stanley Smith Barney
North Milwaukee State Bank
RBC Dain Rauscher Incorporated – RBC Capital Markets
[TD Ameritrade Institutional](#)
Tri-City National Bank
U.S. Bank
Wells Fargo Bank
Westbury Bank

Investment Policy Considerations:

The investment policy will be reviewed every three years by the Finance/Public Works Committee or sooner at the discretion of the Village Board.



REQUEST FOR CONSIDERATION

COMMITTEE:	Finance/Public Works Committee
ITEM DESCRIPTION:	Post-Issuance Compliance Policy for Tax-Exempt and Tax Advantaged Obligations
PREPARED BY:	Bridget M. Souffrant, Treasurer / Comptroller <i>BMS</i>
REPORT DATE:	January 30, 2012
MANAGER'S REVIEW/COMMENTS:	<p><input type="checkbox"/> No additional comments to this report.</p> <p><input type="checkbox"/> See additional comments attached.</p>
RECOMMENDATION:	To recommend approval of the Post-Issuance Compliance Policy for Tax-Exempt and Tax Advantaged Obligations to the Village Board.
EXPLANATION:	<p>Most people are not aware that compliance with the requirements for tax-exempt and tax-advantaged financing does not end at the closing. In fact, post-issuance compliance matters have been receiving a lot of attention from the IRS.</p> <p>The IRS has stressed the importance of having written compliance policies in place. The newly revised Federal Information Return (Form 8038-G) specifically asks whether the issuer has adopted written procedures for compliance with arbitrage rules and remedial action requirements. In addition, the IRS has indicated that issuers who have such policies in place will receive more favorable treatment in the event that there is a tax problem with respect to one of their issues.</p> <p>I have attached a recommended policy from the Village's Bond Counsel, Quarles & Brady, LLC. Please let me know if you have any further questions. Thank you.</p>

Post-Issuance Compliance Policy for Tax-Exempt and Tax-Advantaged Obligations

1. Statement of Purpose

This Post-Issuance Compliance Policy (the “Policy”) sets forth specific policies of the Village of Brown Deer, Wisconsin (the “Issuer”) designed to monitor post-issuance compliance of tax-exempt obligations or tax-advantaged obligations (“Obligations”) issued by the Issuer with applicable provisions of the Internal Revenue Code of 1986, as amended (the “Code”), and regulations promulgated there under (“Treasury Regulations”).

The Policy documents practices and describes various procedures and systems designed to identify on a timely basis facts relevant to demonstrating compliance with the requirements that must be satisfied subsequent to the issuance of Obligations in order that the interest on such Obligations continue to be eligible to be excluded from gross income for federal income tax purposes or that the Obligations continue to receive tax-advantaged treatment. The federal tax law requirements applicable to each particular issue of Obligations will be detailed in the arbitrage or tax certificate prepared by bond counsel and signed by officials of the Issuer and the post-closing compliance checklist provided by bond counsel with respect to that issue. This Policy establishes a permanent, ongoing structure of practices and procedures that will facilitate compliance with the requirements for individual borrowings.

The Issuer recognizes that compliance with applicable provisions of the Code and Treasury Regulations is an on-going process, necessary during the entire term of the Obligations, and is an integral component of the Issuer’s debt management. Accordingly, the analysis of those facts and implementation of the Policy will require on-going monitoring and consultation with bond counsel and the Issuer’s accountants.

2. General Policies and Procedures

The following policies relate to procedures and systems for monitoring post-issuance compliance generally.

- A. The Treasurer / Comptroller (the “Compliance Officer”) shall be responsible for monitoring post-issuance compliance issues. [For utility issues, the Compliance Officer will coordinate with the **Utility’s [Business Manager]** with respect to monitoring post-issuance compliance.]
- B. The Compliance Officer will coordinate procedures for record retention and review of such records.

- C. All documents and other records relating to Obligations issued by the Issuer shall be maintained by or at the direction of the Compliance Officer. In maintaining such documents and records, the Compliance Officer will comply with applicable Internal Revenue Service (“IRS”) requirements, such as those contained in Revenue Procedure 97-22.
- D. The Compliance Officer shall be aware of options for voluntary corrections for failure to comply with post-issuance compliance requirements (such as remedial actions under Section 1.141-12 of the Regulations and the Treasury’s Tax-Exempt Bonds Voluntary Closing Agreement Program) and take such corrective action when necessary and appropriate.
- E. The Compliance Officer will review post-issuance compliance procedures and systems on a periodic basis, but not less than annually.

3. Issuance of Obligations - Documents and Records

With respect to each issue of Obligations, the Compliance Officer will:

- A. Obtain and store a closing binder and/or CD or other electronic copy of the relevant and customary transaction documents (the “Transcript”).
- B. Confirm that bond counsel has filed the applicable information report (e.g., Form 8038, Form 8038-G, Form 8038-CP) for such issue with the IRS on a timely basis.
- C. Coordinate receipt and retention of relevant books and records with respect to the investment and expenditure of the proceeds of such Obligations with other applicable staff members of the Issuer.

4. Arbitrage

The following policies relate to the monitoring and calculating of arbitrage and compliance with specific arbitrage rules and regulations.

The Compliance Officer will:

- A. Confirm that a certification of the initial offering prices of the Obligations with such supporting data, if any, required by bond counsel, is included in the Transcript.
- B. Confirm that a computation of the yield on such issue from the Issuer’s financial advisor or bond counsel (or an outside arbitrage rebate specialist) is contained in the Transcript.
- C. Maintain a system for tracking investment earnings on the proceeds of the Obligations.
- D. Coordinate the tracking of expenditures, including the expenditure of any investment earnings. If the project(s) to be financed with the proceeds of the Obligations will be funded with multiple sources of funds, confirm that the Issuer

has adopted an accounting methodology that maintains each source of financing separately and monitors the actual expenditure of proceeds of the Obligations.

- E. Maintain a procedure for the allocation of proceeds of the issue and investment earnings to expenditures, including the reimbursement of pre-issuance expenditures. This procedure shall include an examination of the expenditures made with proceeds of the Obligations within 18 months after each project financed by the Obligations is placed in service and, if necessary, a reallocation of expenditures in accordance with Section 1.148-6(d) of the Treasury Regulations.
- F. Monitor compliance with the applicable “temporary period” (as defined in the Code and Treasury Regulations) exceptions for the expenditure of proceeds of the issue, and provide for yield restriction on the investment of such proceeds if such exceptions are not satisfied.
- G. Ensure that investments acquired with proceeds of such issue are purchased at fair market value. In determining whether an investment is purchased at fair market value, any applicable Treasury Regulation safe harbor may be used.
- H. Avoid formal or informal creation of funds reasonably expected to be used to pay debt service on such issue without determining in advance whether such funds must be invested at a restricted yield.
- I. Consult with bond counsel prior to engaging in any post-issuance credit enhancement transactions or investments in guaranteed investment contracts.
- J. Identify situations in which compliance with applicable yield restrictions depends upon later investments and monitor implementation of any such restrictions.
- K. Monitor compliance with six-month, 18-month or 2-year spending exceptions to the rebate requirement, as applicable.
- L. Procure a timely computation of any rebate liability and, if rebate is due, to file a Form 8038-T and to arrange for payment of such rebate liability.
- M. Arrange for timely computation and payment of “yield reduction payments” (as such term is defined in the Code and Treasury Regulations), if applicable.

5. Private Activity Concerns

The following polices relate to the monitoring and tracking of private uses and private payments with respect to facilities financed with the Obligations.

The Compliance Officer will:

- A. Maintain records determining and tracking facilities financed with specific Obligations and the amount of proceeds spent on each facility.
- B. Maintain records, which should be consistent with those used for arbitrage purposes, to allocate the proceeds of an issue and investment earnings to expenditures, including the reimbursement of pre-issuance expenditures.

- C. Maintain records allocating to a project financed with Obligations any funds from other sources that will be used for otherwise non-qualifying costs.
- D. Monitor the expenditure of proceeds of an issue and investment earnings for qualifying costs.
- E. Monitor private use of financed facilities to ensure compliance with applicable limitations on such use. Examples of potential private use include:
 - 1. Sale of the facilities, including sale of capacity rights;
 - 2. Lease or sub-lease of the facilities (including leases, easements or use arrangements for areas outside the four walls, e.g., hosting of cell phone towers) or leasehold improvement contracts;
 - 3. Management contracts (in which the Issuer authorizes a third party to operate a facility, e.g., cafeteria) and research contracts;
 - 4. Preference arrangements (in which the Issuer permits a third party preference, such as parking in a public parking lot);
 - 5. Joint-ventures, limited liability companies or partnership arrangements;
 - 6. Output contracts or other contracts for use of utility facilities (including contracts with large utility users);
 - 7. Development agreements which provide for guaranteed payments or property values from a developer;
 - 8. Grants or loans made to private entities, including special assessment agreements; and
 - 9. Naming rights arrangements.

Monitoring of private use should include the following:

- 1. Procedures to review the amount of existing private use on a periodic basis; and
- 2. Procedures for identifying in advance any new sale, lease or license, management contract, sponsored research arrangement, output or utility contract, development agreement or other arrangement involving private use of financed facilities and for obtaining copies of any sale agreement, lease, license, management contract, research arrangement or other arrangement for review by bond counsel.

If the Compliance Officer identifies private use of facilities financed with tax-exempt or tax-advantaged debt, the Compliance Officer will consult with the Issuer's bond counsel to determine whether private use will adversely affect the tax status of the issue and if so, what remedial action is appropriate. The Compliance Officer should retain all documents related to any of the above potential private uses.

6. Qualified Tax-Exempt Obligations

If the Issuer issues “qualified tax-exempt obligations” in any year, the Compliance Officer shall monitor all tax-exempt financings (including lease purchase arrangements and other similar financing arrangements and conduit financings on behalf of 501(c)(3) organizations) to assure that the \$10,000,000 “small issuer” limit is not exceeded.

7. Federal Subsidy Payments

The Compliance Officer shall be responsible for the calculation of the amount of any federal subsidy payments and the timely preparation and submission of the applicable tax form and application for federal subsidy payments for tax-advantaged obligations such as Build America Bonds, New Clean Renewable Energy Bonds and Qualified School Construction Bonds.

8. Reissuance

The following policies relate to compliance with rules and regulations regarding the reissuance of Obligations for federal law purposes.

The Compliance Officer will identify and consult with bond counsel regarding any post-issuance change to any terms of an issue of Obligations which could potentially be treated as a reissuance for federal tax purposes.

9. Record Retention

The following policies relate to retention of records relating to the Obligations issued.

The Compliance Officer will:

- A. Coordinate with staff regarding the records to be maintained by the Issuer to establish and ensure that an issue remains in compliance with applicable federal tax requirements for the life of such issue.
- B. Coordinate with staff to comply with provisions imposing specific recordkeeping requirements and cause compliance with such provisions, where applicable.
- C. Coordinate with staff to generally maintain the following:
 1. The Transcript relating to the transaction (including any arbitrage or other tax certificate and the bond counsel opinion);
 2. Documentation evidencing expenditure of proceeds of the issue;
 3. Documentation regarding the types of facilities financed with the proceeds of an issue, including, but not limited to, whether such facilities are land, buildings or equipment, economic life calculations and information regarding depreciation.
 4. Documentation evidencing use of financed property by public and private entities (e.g., copies of leases, management contracts, utility user agreements, developer agreements and research agreements);

5. Documentation evidencing all sources of payment or security for the issue; and
 6. Documentation pertaining to any investment of proceeds of the issue (including the purchase and sale of securities, SLGs subscriptions, yield calculations for each class of investments, actual investment income received by the investment of proceeds, guaranteed investment contracts, and rebate calculations).
- D. Coordinate the retention of all records in a manner that ensures their complete access to the IRS.
- E. Keep all material records for so long as the issue is outstanding (including any refunding), plus seven years.

10. Continuing Disclosure

Under the provisions of SEC Rule 15c2-12 (the “Rule”), underwriters are required to obtain an agreement for ongoing disclosure in connection with the public offering of securities in a principal amount in excess of \$1,000,000. Unless the Issuer is exempt from compliance with the Rule as a result of certain permitted exemptions, the Transcript for each issue of Obligations will include an undertaking by the Issuer to comply with the Rule. The Compliance Officer of the Issuer will monitor compliance by the Issuer with its undertakings, which may include the requirement for an annual filing of operating and financial information and will include a requirement to file notices of listed “material events.”

11. Conduit Bond Financings

In conduit bond financings, such as industrial revenue bonds or Midwestern Disaster Area Bonds, the Issuer is not in a position to directly monitor compliance with arbitrage requirements and qualified use requirements because information concerning and control of those activities lies with the private borrower. The Issuer’s policy in connection with conduit financings is to require that the bond documents in such financings impose on the borrower (and trustee or other applicable party) responsibility to monitor compliance with qualified use rules and arbitrage and other federal tax requirements and to take necessary action if remediation of nonqualified bonds is required.



VILLAGE OF BROWN DEER

**VOUCHER APPROVAL
REGISTER**

Finance & Public Works Committee	Date: February 8, 2012
Village Board of Trustees	Date: February 20, 2012
Submitted By: Bridget M. Souffrant; Treasurer / Comptroller	

Payments Presented For Ratification

Attached please find the voucher list for bills accrued December 29, 2011 through January 27, 2012. This covers check numbers 67439 -67900.

The total amount of vouchers is \$ 1,857,536.36.

The totals of the Check Register and the Payment Approval Report are different because of voided checks on the 1/13/12 Check Register that are not showing on the Payment Approval Report.

Below Please Find the Top Five Largest Expenditures in the Packet:

- | | |
|---|---------------|
| 1) North Shore Fire Dept. – Operations, Capital & Debt Services | \$ 463,555.00 |
| 2) Village of Bayside – Dispatch Center | \$ 274,620.00 |
| 3) Milw. Metro Sewer District – Sewer Usage | \$ 176,847.25 |
| 4) Motorola – Police Dept. Digital Radios & Accessories | \$ 125,682.40 |
| 5) Cities & Villages – Insurance Payments | \$ 124,390.00 |

Below Please find a list of the voided checks for this period and their amounts:

67439 - \$ 82.44	67687 - \$ 121.09	67748 - \$ 674.94
67552 - \$ 6,460.50	67706 - \$ 3,101.90	67797 - \$ 2,729.18
67603 - \$ 343.94	67722 - \$ 6,750.00	
67649 - \$ 225.82	67743 - \$ 25.00	

**BROWN DEER PERSONNEL COMMITTEE
FEBRUARY 13, 2012 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Chairperson Baker at 5:00 P.M.

I. Roll Call

Present: Trustees: Baker, Springman; Don Druckrey

Also Present: Russell Van Gompel, Village Manager; Matthew Janecke, Assistant Village Manager

II. Persons Desiring to be Heard

None.

III. Approval of Minutes: January 23, 2012 Meeting

It was moved by Don Druckrey and seconded by Trustee Springman to approve the minutes of the January 23, 2012 Personnel Committee meeting. The motion carried unanimously.

IV. Report of Staff/Committee Members

The Village Manager reported on the status of various open positions and/or vacancies within the organization.

V. New Business

A) Replace Park and Recreation Department Administrative Assistant

The Village Manager reviewed the revised position description for the Park and Recreation Department Administrative Assistant, noting that only minor changes were made to match the current responsibilities and duties. Since the Administrative and Organizational Plan is not impacted and the position funded on a full-time basis is not impacted, the Village Manger has authority to fill the position. The position description was presented to the Committee for information.

It was moved by Trustee Springman and seconded by Don Druckrey to accept the revisions to the position description and support the Village Manager in the advertisement and recruitment to fill the position. The motion carried unanimously.

VI. Recess into Closed Session Pursuant to §19.85 (1)(c) Wisconsin Statutes for the Following Reasons:

- (c) To consider, employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.**

It was moved by Trustee Springman and seconded by Don Druckrey to enter into closed session for the reason stated on the agenda at 5:15 p.m. The motion carried unanimously.

VII. Reconvene into Open Session for Possible Action on Closed Session Deliberations

It was moved by Trustee Springman and seconded by Don Druckrey to adjourn the closed session and re-enter into the regular order of business at 6:40 p.m. The motion carried unanimously.

A) Recommend 2012 Non-Represented Salary Plan

It was moved by Don Druckrey and seconded by Trustee Springman to recommend that the Village Board adopt the proposed 2012 Salary Schedule for Non-Represented Employees as presented. The motion carried unanimously.

B) 2012 Wage Adjustments

It was moved by Trustee Springman and seconded by Trustee Baker to recommend that the Village Board allocate \$90,000 for salary adjustments and follow the Village Manager's plan to provide an across the board adjustment of 1.5% as presented to the Personnel Committee. The motion carried unanimously.

C) Employment Wellness Program

No formal action was taken on the Employee Wellness Program; however, the Committee encouraged staff to present the Program to the Village Board.

D) Scheduling Next Meeting Date

The next Personnel Committee will be held on March 5, 2012 at 5:00 p.m.

VIII. Adjournment

It was moved by Trustee Springman and seconded by Don Druckrey to adjourn the meeting at 6:45 p.m. The motion carried unanimously.



Russell Van Gompel, Village Manager



REQUEST FOR CONSIDERATION

COMMITTEE CONSIDERATION:	Village Board
ITEM DESCRIPTION:	Wellness Subsidy Program
PREPARED BY:	Matt Janecke, Assistant Village Manager
REPORT DATE:	February 14, 2012
VILLAGE MANAGER'S REVIEW/COMMENTS:	<input checked="" type="checkbox"/> No additional comments to this report. <input type="checkbox"/> See additional comments attached. 
EXPLANATION:	<p>I would like to discuss with the Board if there is support to establishing a wellness initiative to provide a discount for a YMCA membership or a membership of the employees choosing. The possibility of initiating a subsidy program was brought to staff's attention when Vicki Karwacki from the YMCA presented the Wellness Team with the Subsidy Program offered through the YMCA. During the Wellness Team meeting Pallin Allen, Loss Control Specialist from CVMIC, had said a three to one ratio, benefit –to-cost return on investment is expected for every dollar spent on a Wellness Program. This was confirmed by staff through an article titled "Workplace Wellness Programs Can Generate Saving" located on the Digital Access to Scholarship at Harvard. This analysis found organizations saved \$3.27 return-on-investment for every dollar spent on wellness programs. http://dash.harvard.edu/bitstream/handle/1/5345879/Workplace%20Wellness%20Programs.pdf.</p> <p>Presented at the last closed session was the option of employees receiving a \$10 subsidy provided by the Village to use towards a fitness membership of their choice. Since the last meeting staff prepared a simple survey asking employees if they would be interested in the YMCA subsidy program, and if not, would they be interested in a \$10 subsidy for another workout facility of their choice. Provided below is a breakdown of the employees interests.</p> <ul style="list-style-type: none">• 14 of 88 employees interest in the YMCA/Village subsidy = \$1,680 annually• 51 of 88 employees interested in some kind of Wellness subsidy = \$6,120 annually• 65 of 88 employees interest in either the YMCA subsidy program or another of their choosing = \$7,800 annually <p>The second question that was asked of staff was whether or not United Health Care Provided a health assessment. Staff researched this and Cari Gearhard of United Health Care provided information on an Online Health Assessment offered by United Health Care through myUHC.com. The assessment consists of 53 questions asking the employee various "lifestyle" questions. At the completion of the questionnaire the employee will be presented with a "lifestyle score". When 40 or more employees complete the questionnaire an</p>

aggregate score will be provided showing the employees general lifestyle habits. In addition, management staff has the ability to track who has completed the questionnaire and if directed by the Board could make it mandatory for employees to complete the assessment in order for the employee to be eligible for the \$10 subsidy.

In the event that the subsidy is approved, staff would track the membership by having the employee submit proof of a membership (membership receipt, etc.) twice a year to Susan Hudson.

Attached for your convenience are flyers detailing the United Health Care Online Health Assessment , and the YMCA Subsidy Program.

Please contact Matt Janecke with any questions or comments at 371-3052.



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Y MEMBERSHIP

Village of Brown Deer

	Youth/ Young Adult (10-24 yrs)	Individual (25-64 yrs)	Senior Individual (65+ yrs)	Two Adult Household	Household With Children	Senior Household (65+ yrs)
YMCA monthly fee	\$36	\$52	\$47	\$63	\$69	\$59
Less Company discount	\$10	\$10	\$10	\$10	\$10	\$10
Less YMCA discount	\$5	\$5	\$5	\$5	\$5	\$5
Employee monthly fee	\$21	\$37	\$32	\$48	\$54	\$54

Two-Adult Household is defined as two adults living at the same address sharing expenses.

Household with Children is defined as a maximum of 3 adults living at the same address sharing expenses. Membership can include dependent children of adult(s).

Senior Household is defined as a maximum of three adults living at the same address. One adult must be 65 years or older. Membership can include dependent children of either adult.

*Households with annual income of less than \$35,000 are encouraged to apply for a scholarship.

Records fee: \$50/individual, \$65/household. Applies to all new joins or re-joins.

Benefit will be effective starting January, 23rd, 2012 for all **Village of Brown Deer staff**, only at these YMCA of Metropolitan Milwaukee locations.

*For any questions on other Y's participating contact:
Vicki Karwacki (414) 274-0806

How do employees qualify for discounted membership?

- Visit a YMCA of Metropolitan Milwaukee center, prove employment (id badge or pay check stub).
- Existing members will need to follow up with their Y to prove employment (present badge or pay check stub). Discounts will be applied to their next bank draft or when their invoiced membership is renewed.
- At any time you may put your membership on "HOLD" for \$5 dollars per month for up to four months.

Other benefits

- New members will receive a free trial week to visit the Y with their families.
- New members will receive one free month, after two months of membership



Rewards

Employees will also have an opportunity to receive an additional discount with our Reward Program. This program will track the employee's visits to the YMCA of Metropolitan Milwaukee from January-June and July-December. If the employee visits the Y a minimum of 60 times in the given 6 month period, the employee will receive \$60 in Y bucks for a family membership or \$30 in Y bucks for an individual membership. Rewards can be up to \$120 per year! Y bucks can be used towards specialty classes, swim lessons, personal training, membership fees and more.

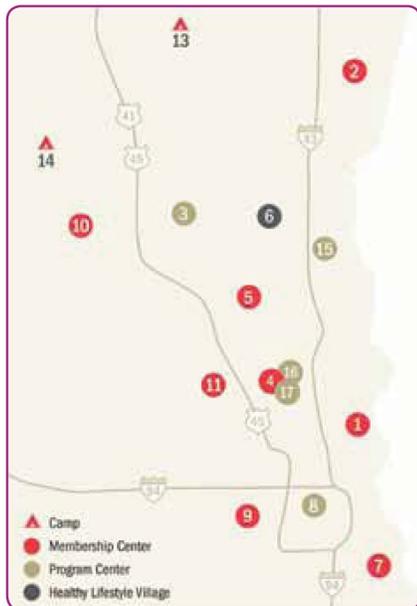
Customize Your Membership

Includes all of the benefits of a basic membership,
Plus choose any or all of the following to
customize your membership:

Service	Monthly Fee
Shower towel service	\$5/individual or \$10/household
Unlimited Child Watch (3 hr daily limit applies)	\$15/month per child \$35/month Family pass
Kit locker w/ laundry (includes towels)	\$15
Child guest pass for households With children	\$15
Annual Campaign donation	Easy auto pay option

Y LOCATIONS

OUR MISSION: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.



OUR CAUSE:

At the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

DOWNTOWN YMCA (1)

161 W. Wisconsin Avenue
Milwaukee, WI 53203-2601
Phone: (414) 291-9622 • Fax: (414) 274-6033

FEITH FAMILY OZAUKEE YMCA (2)

465 Northwoods Road
Port Washington, WI 53074-9671
Phone: (262) 268-9622 • Fax: (262) 268-1724

NORTHSIDE YMCA (4)

1350 W. North Avenue
Milwaukee, WI 53205-1264
Phone: (414) 265-9622 • Fax: (414) 374-7677

PARKLAWN YMCA (5)

4340 N. 46th Street
Milwaukee, WI 53216-1413
Phone: (414) 873-9622 • Fax: (414) 873-9988

RITE-HITE FAMILY YMCA (6)

9250 N. Green Bay Road
Brown Deer, WI 53209-1104
Phone: (414) 354-9622 • Fax: (414) 354-0309

SOUTH SHORE YMCA (7)

3244 E. College Avenue
Cudahy, WI 53110-3091
Phone: (414) 571-9622 • Fax: (414) 764-4144

SOUTHTOWN YMCA (8)

3720 S. 27th Street
Milwaukee, WI 53221-1305
Phone: (414) 817-9622 • Fax: (414) 817-9122

SOUTHWEST YMCA (9)

11311 W. Howard Avenue
Greenfield, WI 53228-1899
Phone: (414) 546-9622 • Fax: (414) 546-9630

TRI-COUNTY YMCA (10)

N84 W17501 Menomonee Avenue
Menomonee Falls, WI 53052-0823
Phone: (262) 255-9622 • Fax: (262) 255-8549

WEST SUBURBAN YMCA (11)

2420 N. 124th Street
Wauwatosa, WI 53226-1093
Phone: (414) 302-9622 • Fax: (414) 778-4955

SPECIALTY CENTERS

JOHN C. CUDAHY YMCA (3)

9050 N. Swan Road
(formerly 91st Street)
Milwaukee, WI 53224-1910
Phone: (414) 586-9622 • Fax: (414) 586-0943

COMMUNITY DEVELOPMENT CENTER (16)

1350 W. North Avenue
Milwaukee, WI 53205
Phone: (414) 224-9622

YOUNG LEADERS ACADEMY (17)

1350 W. North Avenue
Milwaukee, WI 53205
Phone: (414) 374-9400

CAMPS

YMCA CAMP MATAWA (13)

N885 Youth Camp Road
Campbellsport, WI 53010-3313
Phone: (262) 626-2149 • Fax: (262) 626-8189

YMCA CAMP MINIKANI (14)

875 Amy Belle Road
Hubertus, WI 53033
Phone: 262-251-9080 • Fax: 262-628-4051

CHILD CARE CENTERS

DUNWOOD CHILD CARE CENTER (15)

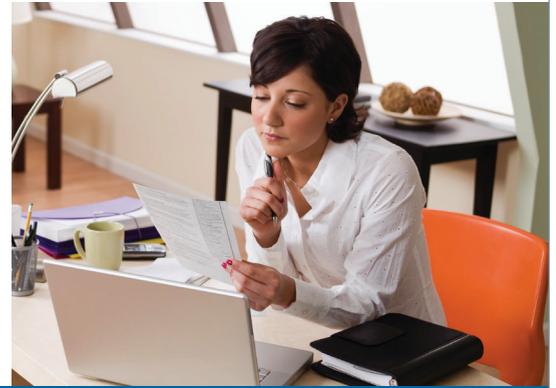
(Infants through Age 12)
217 W. Dunwood Road, Fox Point
(414) 351-9622

JOHN C. CUDAHY CHILD CARE CENTER (3)

(Infants through Age 12)
9050 N. Swan Road, Milwaukee
(414) 357-1920

NORTHSIDE CHILD CARE CENTER (4)

(Infants through Age 12)
1350 W. North Avenue, Milwaukee
(414) 374-9450



Online Health Assessment

Sometimes, the most important step is your first.

Take your first step towards a healthier life by taking a free, personalized health assessment at myuhc.com[®]. By taking the online health assessment, you can identify your personal health needs, learn healthy habits and compare your “lifestyle score” to others of the same age and gender.

The assessment takes approximately 15 minutes to complete and you will be provided with immediate feedback on your results. In addition, your responses are used to help create a personalized online experience specifically for you.

Plus, you’ll have access to several health improvement resources and interactive tools, such as quizzes, exercise programs, nutrition and meal planning, and action steps to help you achieve your personal health goals.

Based upon your score, an interactive online Health Coach may recommend up to three health improvement programs to help you achieve your personal health goals, such as:

- ▶ Weight Management
- ▶ Exercise
- ▶ Nutrition
- ▶ Tobacco Cessation
- ▶ Stress Management
- ▶ Heart Health Lifestyle
- ▶ Diabetes Lifestyle



To get started,
visit myuhc.com
and once you
are logged in on
the home page
click on “Health
Assessment.”

If you haven't yet
registered with
myuhc.com, click
“Register Now.”
It's quick and easy.

Instructions for Accessing the Health Assessment

Logging on to myuhc.com

1. Go to www.myuhc.com
2. If you are already registered, log in with your user name and password and proceed to **Accessing the Health Assessment**.
3. If you have never registered on the site, click “Register now.” Note: Always read and follow any red error message instructions that appear on the login screens as you register.
4. Enter your subscriber/member number and date of birth or click below to use your Social Security number.
5. Enter or confirm your email address. Or if you do not have an email address, you can sign up for a free personal email address with Google™, Yahoo® or AOL®.
6. Confirm enrollment to receive online health statements, medical Explanations of Benefits (EOB) and claim letters.
7. You must establish a username and password. Both must be 8-15 characters, with a combination of letters and numbers. No sequential letters or numbers may be used. You may use your name with a number. The password log on requirements are the same; however, you may not use your name in the password. Keep passwords in a safe place for future reference.

Accessing the Health Assessment

1. Log onto myuhc.com (follow instructions above).
2. Click on the “Health Assessment” tab on the right side of the home page.
3. Select “I Agree” if you accept the Terms and Conditions.
4. Enter your height, weight and e-mail information. Select “Save”.
5. Choose English or Spanish. Select the “Launch University Health Assessment” link in the middle of the page.
6. Complete the Health Assessment and select the “Submit to University of Michigan for Analysis” button at the bottom of questionnaire.
7. Review your personal results profile. Please note, your completed Health Assessment will personalize your online Health & Wellness experience via myuhc.com.

myuhc.com technical support: 1-877-844-4999 8 a.m. – 10 p.m. (EST) Monday – Friday



Logging on to myuhc.com



Enter your identification number and Date of Birth **or** Social Security.



Check Box to confirm enrollment for electronic documents.



Accessing the Health Assessment

UnitedHealthcare
Insurance Company



Not registered on myuhc.com? Registration is easy. Just visit myuhc.com click on “Register Now” and follow the simple steps. Your personal information will be used only by UnitedHealthcare and its wellness program affiliates to provide individualized health information to you to improve your health practices.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates.



REQUEST FOR CONSIDERATION

COMMITTEE CONSIDERATION:	Village Board
ITEM DESCRIPTION:	Discussion regarding a Community Magazine to replace the Village Newsletter
PREPARED BY:	Matt Janecke, Assistant Village Manager
REPORT DATE:	February 14, 2012, 2009
VILLAGE MANAGER'S REVIEW/COMMENTS:	<input checked="" type="checkbox"/> No additional comments to this report. <input type="checkbox"/> See additional comments attached. 
EXPLANATION:	<p>Currently we distribute a newsletter publication three times a year. The general impression from staff is the newsletter is outdated and in need of improvement. Staff was approached by Barb Caprile, editor and producer of <i>Shorewood Today Magazine</i> to produce a similar type magazine for Brown Deer. The magazine in comparison to Village's current publication would be in full-color and provide useful information about the Village offering news, feature stories about the people, places, and amenities that make Brown Deer unique and special place to raise a family and do business. All of the provided improvements will not cost the village anymore to produce than it would be for it's current publication. The cost includes the editing and producing done by Barb, professionally edited articles and photography, and solicitation of business advertisement.</p> <p>Staff's intention is to create a solidified marketing effort by tying the OurBrownDeer.com website and the brochure together with the magazine by naming it – <i>OurBrownDeer Magazine</i>. This paired with the projects taking place in the Village over the next year , will attempt to change the stigma often associated with the Village. It truly will be a community magazine by encompassing the school district and village activities, and give consideration to the timeliness of each entity's activities. Articles will be approved through the advisory committee made up of Village and School District staff (3), one individual from Brown Deer businesses, one resident, and Barb Caprile – producer of <i>Shorewood Today Community Magazine</i>. The advisory committee will be guided by an Advertisement Policy and will meet one time before each issue to approve articles.</p> <p>Attached is additional information from Barb Caprile including a sheet estimating the budget/cost for each issue, and an advertisement rate sheet. A mock up of a potential cover for the issue will be distributed at the meeting. Please contact Matt Janecke with any questions or comments at 371-3052.</p>

MARKETING
ADVERTISING
DESIGN

barbara g. caprile

CREATING A BROWN DEER COMMUNITY MAGAZINE

A custom-created "lifestyle" community magazine brings with it a variety of benefits to residents, business owners and schools. Contrary to the impression that printing is becoming less important than information posted online, a quality village magazine that arrives in each resident's mailbox will capture the attention of the household while promoting a sense of ownership and pride in the community. With modest financing from stakeholder groups (e.g., village, schools and business district/chamber of commerce), a community magazine can be funded in a cost-effective manner by using advertising dollars to offset the bulk of additional costs associated with a full-color, multi-page publication. Results have shown that residents and business owners alike are thrilled to receive a magazine exclusively tailored to their own community. And the benefits of creating a magazine for Brown Deer should prove to be no exception!

BENEFITS OF A PRINTED MAGAZINE

- Improve communications with residents and business owners.
- Improve current publication by replacing with a full-color, high-quality publication that is more inclusive to living, working and shopping in the community.
- Provide more in-depth coverage of community news that is usually lost when trying to get coverage from local media.
- Provide a communication vehicle that residents can embrace as their own – to take pride in their village and reinforce all the positive attributes of living in the community.
- Act as a marketing/recruiting tool for potential new home owners considering a move to Brown Deer.
- Act as a marketing/recruiting tool for new businesses considering a move to Brown Deer.
- Showcase people, places, business and schools that contribute to the high-quality of life experienced in Brown Deer.
- Promote Village services, businesses and other newsworthy topics that may not be known to residents.
- Offer a cost-effective option for business owners to advertise directly to their target audience.
- Offer a communication vehicle that brings together Brown Deer stakeholders (e.g., schools, business and village government) in a cohesive way, providing a united "look/brand" that captures the essence of the community in a very positive way.

4529 North

Bartlett Avenue

Shorewood

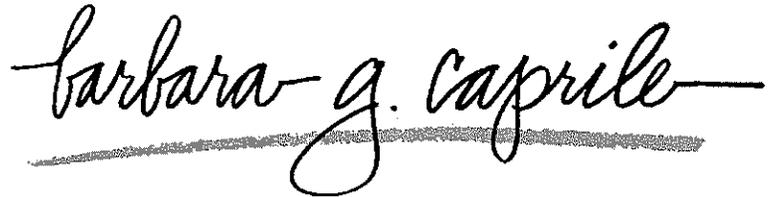
Wisconsin 53211

414.962.7002

fax 414.962.7052

cell 414.322.3571

MARKETING
ADVERTISING
DESIGN



PRODUCTION CONSIDERATIONS

Barb Caprile of Caprile Marketing/Design would act as the publisher of the new Brown Deer magazine (name of magazine to be chosen/confirmed). The publisher's role includes:

- Overall coordination of production process (collecting text for feature articles from stakeholders, light editing and proofreading).
- Coordination of photography.
- Design/production of each issue.
- Solicitation/sale of all advertising space.
- Coordination with printer and mailhouse.
- Management of budget.

It is the ultimate goal of the magazine to eventually turn a profit, so that money made can be rolled back into the publication to offset future costs and possibly produce more issues.

Support help is needed in the following ways:

- Writers needed to submit stories from various stakeholder groups.
- Proofreading needed to double-check accuracy of text.
- Invoicing of advertisers and stakeholder groups necessary with production of each issue.
- Distribution of magazines to advertisers and stakeholder groups once printed.

FINANCIAL/LEGAL CONSIDERATIONS

- Identify funding sources (non-advertisers) – e.g., Village government, schools, Granville/Brown Deer Chamber of Commerce.
- Get buy-in from various stakeholder groups.
- Formation of magazine advisory committee to establish advertising guidelines and create a publication contract/agreement to be used by stakeholder groups.
- Set up a separate magazine fund to accept income from stakeholders and advertisers and to pay vendor invoices.

LET'S GET STARTED

Conveying vital information on a regular basis with a quality print publication keeps everyone informed, builds pride of ownership of the community, and creates a cohesive identity for the village, schools and business district(s). Creating/publishing a high-quality publication for the Village of Brown Deer will strengthen collaboration between village stakeholders and offer a powerful marketing tool for the community.

4529 North

Bartlett Avenue

Shorewood

Wisconsin 53211

414.962.7002

fax 414.962.7052

cell 414.322.3571

Submitted January 10, 2012
Caprile Marketing/Design®

barb@caprilestudio.com

MARKETING
ADVERTISING
DESIGN

barbara-g. caprile

ESTIMATED MAGAZINE BUDGET/COSTS (per issue)

PRODUCTION COSTS

- Design/production of 32-page issue, including selling ads, project coordination and managing the budget \$3,600-4,000
 - Photography (new photography will be required, especially for the cover; some photography can be donated or taken in trade by a professional in exchange for ad space in the magazine) \$600
 - Paid editorial/proofreading assistance, if needed \$300-500
 - Purchase list and mailing of 6,150 qty. magazines, inkjet, sort, (mailhouse costs); deliver to post office and postage \$2,200
 - Printing of 32-pages, 7,000 quantity* \$5,700
- TOTAL COSTS 32 PAGES \$12,400-
\$13,000
- Plus, one-time cost to design layout/magazine format \$ 800-1,000

* Mailing 6,150 qty. and printing an additional 850 to distribute to advertisers, Village Hall, Library, school district and village staff, local realtors, etc.

4529 North
Bartlett Avenue
Shorewood
Wisconsin 53211
414.962.7002
fax 414.962.7052
cell 414.322.3571

ANTICIPATED INCOME

- Paid advertising (approximately 20 ads, but potential to sell many more) \$4,500
- Underwriting from stakeholder groups (e.g., Village government and school district) \$10,000

TOTAL INCOME \$14,500

All content/articles and class schedule for Park and Recreation Department to be provided as Word documents by stakeholders. List of businesses and contact info/e-mails needed to solicit advertising.

Submitted January 27, 2012
Caprile Marketing/Design®

barb@caprilestudio.com

OUR BROWN DEER

M A G A Z I N E

Our Brown Deer is a community magazine providing useful information about the Village of Brown Deer and offering news and feature stories about the people, places, and things that make our community a special place to live, do business, and raise a family. *Our Brown Deer* is jointly published three times a year by the Village of Brown Deer and the Brown Deer School District. The magazine is mailed to every household in Brown Deer (approx. 6,150) and all Brown Deer businesses. An additional overrun of 700+ copies are distributed at Village Hall, the Brown Deer Public Library, area realtors and to all advertisers.

2012 ADVERTISING RATES

Standard rates per ad per issue are shown below. Full-color is provided at no extra cost. *Please note a 15% discount is offered to Brown Deer businesses, businesses owned by Brown Deer resident, and Brown Deer non-profit groups.* Decisions on advertising, display and content are subject to policy.

SIZE OF AD TO BE PLACED (COSTS ARE PER AD, PER ISSUE):

SPECIAL PLACEMENT INSIDE FRONT COVER OR INSIDE BACK COVER ONLY

1/2-page vert. or horiz. ad\$625 Brown Deer or non-profit rate **\$531.25 (15% savings)**

INSIDE PAGES

1/2-page horiz. ad.....\$575 Brown Deer or non-profit rate **\$488.75 (15% savings)**

1/3-page island ad.....\$425 Brown Deer or non-profit rate **\$361.25 (15% savings)**

1/4-page ad.....\$345 Brown Deer or non-profit rate **\$293.25 (15% savings)**

1/6-page ad.....\$250 Brown Deer or non-profit rate **\$212.50 (15% savings)**

All rates are non-commissionable. **To reserve your space, please e-mail magazine@ourbrowndeer.com or call Barb at 414.962.7002. You will be sent an invoice payable within 15 days.**

2012 DEADLINES (on space available basis):

- Summer publication date May 1 (reservations due by April 2 and ad materials due April 6)
- Fall publication date September 4 (reservations due by August 1 and ad materials due August 3)

ACCEPTED MEDIA:

Ads need to be submitted camera-ready. Advertisers are encouraged to submit press-quality PDFs created in CMYK and containing high-resolution (300 dpi) images. While PDFs are preferred, we will also accept Quark Xpress files for Macintosh. Ads containing spot colors or RGB images will not be accepted. All fonts must be embedded. If your ad does not meet our specifications, you will be asked to correct and resubmit. Our design department can create/design your ad for you at a cost of \$60/hour.

PLEASE E-MAIL YOUR AD TO magazine@ourbrowndeer.com.

OUR BROWN DEER

M A G A Z I N E

DISPLAY ADVERTISING AGREEMENT

Advertiser/business name _____

Address _____ Phone _____

City, State, Zip _____

E-mail _____

- My business is located in Brown Deer I am a Brown Deer resident
 I represent a Brown Deer non-profit organization/group
 My business is located OUTSIDE of Brown Deer Other _____

I would like to reserve space in the following 2012 issues of Our Brown Deer magazine:

- Summer Fall

SIZE OF AD TO BE PLACED (COSTS ARE PER AD, PER ISSUE):

- 1/2-page vert. or horiz. ad\$625 Brown Deer or non-profit rate **\$531.25 (15% savings)**

INSIDE PAGES

- 1/2-page horiz. ad.....\$575 Brown Deer or non-profit rate **\$488.75 (15% savings)**
 1/3-page island ad.....\$425 Brown Deer or non-profit rate **\$361.25 (15% savings)**
 1/4-page ad.....\$345 Brown Deer or non-profit rate **\$293.25 (15% savings)**
 1/6-page ad.....\$250 Brown Deer or non-profit rate **\$212.50 (15% savings)**

AD SIZES

- 1/2-page horiz. ad7.5 W x 4.875" H
- 1/2-page vert. ad.....3.625 W x 9.875" H
- 1/3-page island ad4.917 W x 4.875" H
- 1/4-page ad3.625 W x 4.875" H
- 1/6-page ad2.33 W x 4.875" H

- I will supply camera-ready art
 I will need help with my ad creation.

All ads must be submitted camera-ready. Additional charges at \$60/hour may be assessed for ads requiring special logo design, illustration, photography and in-house production work to conform with publication standards. Ads will be invoiced each time magazine is printed, and all invoices are payable within 15 days. Invoices not paid within 30 days will be subject to a 1-1/2 % late fee. All ads must be paid in full before an advertiser is allowed to run future ads. Checks should be written to Village of Brown Deer, 4800 W. Green Brook Dr., Brown Deer, WI 53223. Decisions on advertising, display and content are subject to policy.

Advertiser signature _____

Print name and title _____

Date _____

PLEASE FAX THIS FORM TO 414.962.7052 OR E-MAIL magazine@ourbrowndeer.com.

OUR BROWN DEER

M A G A Z I N E

IN THIS ISSUE

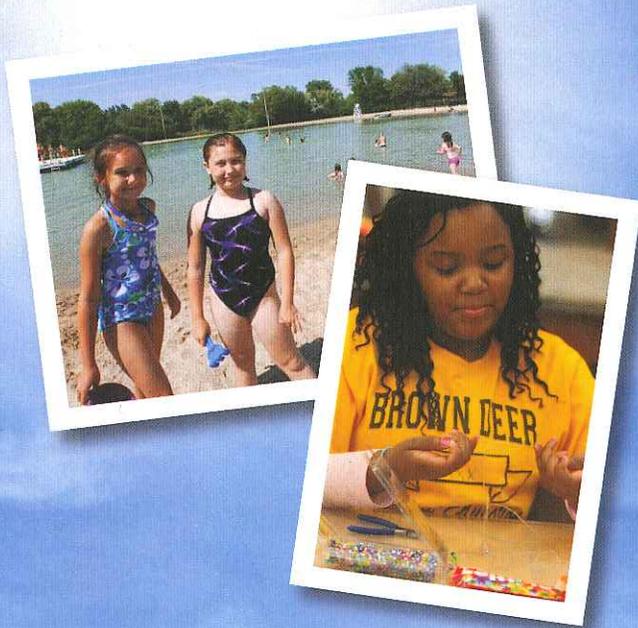
- Village Streetscaping Update
- Referendum Helps Fund School Remodeling
- Park and Recreation Department Programs
- Community Calendar



**PREMIERE
ISSUE:**
Welcome to our
new community
magazine!

Summer Fun

with the Brown Deer
Park and Recreation Department



Learn – and have fun, too – this summer!
No matter what your age, we offer a variety of classes to fit every interest.

See pages 24-31 for the complete Summer Park and Recreation Department Program.



Welcome to OUR BROWN DEER Magazine

Brown Deer is an amazing village that offers suburban life at its finest. We're very proud of our community and we are pleased to showcase Brown Deer in this new and exciting magazine format. **Our Brown Deer** is a celebration of everything that makes us special, and why we're proud to call Brown Deer home – our friendly neighborhoods, excellent schools, thriving businesses, visionary leadership and a unique community spirit that sets us apart as a place to live and do business.

Here's what you can expect from this and future issues – a sampling of the best of Brown Deer living:

- **Village Leadership:** Behind-the-scenes updates on how Village government is working efficiently to provide public amenities, services and innovative programs such as the new streetscaping project and other long-range plans to maintain and build on our community's high quality of life.
- **Village Life:** Fascinating stories about our hard-working, tightly knit community. Our diverse population is the source of feature articles about the citizens, businesses and professional establishments that add to our quality of life.
- **School District:** An inside look at Brown Deer schools and the educational advantages, programs and high standards that inspire students to be passionate learners, creative thinkers and responsible leaders.

Our Brown Deer will be published three times each year and mailed to all Brown Deer households and businesses, replacing the Village newsletter. As always, you'll be able get immediate "need-to-know" information on Village websites or by contacting the Village by phone. This publication is supported by underwriting from the Village and School District with further support from local advertising. No additional tax dollars are used to produce this magazine.

We're excited about **Our Brown Deer** and this attractive, new way to share the Brown Deer story. Your opinions and suggestions are very important to us as we develop future articles and features. Please enjoy this premiere issue and let us hear from you!

browndeerwi.org
browndeerschools.com
ourbrowndeer.com

OUR BROWN DEER

MAGAZINE

Summer 2012

Our Brown Deer is a community magazine providing useful information about the Village of Brown Deer with news and feature stories about the people, businesses, places and events that make our community a special place to live, work and do business.

Our Brown Deer is jointly published three times per year by the Village of Brown Deer and the Brown Deer School District. The magazine receives additional support from local advertisers.

Our Brown Deer welcomes story ideas, content suggestions and advertising inquiries, but reserves the right to reject or edit content to assure compatibility with our editorial mission, advertisement criteria and other publication standards. Please e-mail all inquiries and suggestions to magazine@ourbrowndeer.com.

Our Brown Deer is guided by a professional advisory committee comprised of representatives from the Village, School District and Brown Deer residents. Current members are kj;l;lkj;lkj;k, lkhklh-lkhklkjh, lkjhlkhlkjhkhkjm lkjhlkjhkhkjhkhkjh.

Contributing writers: ;lkj;lkj;lkj;k ;lj;lkj;klkj, ;lkj;lkj;kj;lkj;lkj, ;lkj;lkj;lkj;l

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For up-to-date information on Village of Brown Deer news, events and services, please visit:

VILLAGE OF BROWN DEER
browndeerwi.org • ourbrowndeer.com

BROWN DEER SCHOOL DISTRICT
browndeerschools.com

The deadline for advertising in the Fall 2012 issue of **Our Brown Deer** is July 1 on a space-available basis. For advertising information, e-mail magazine@ourbrowndeer.com.

Summer is almost here and Brown Deer residents will be enjoying the many seasonal opportunities the Village has to offer.

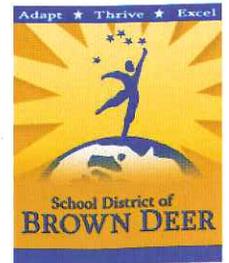
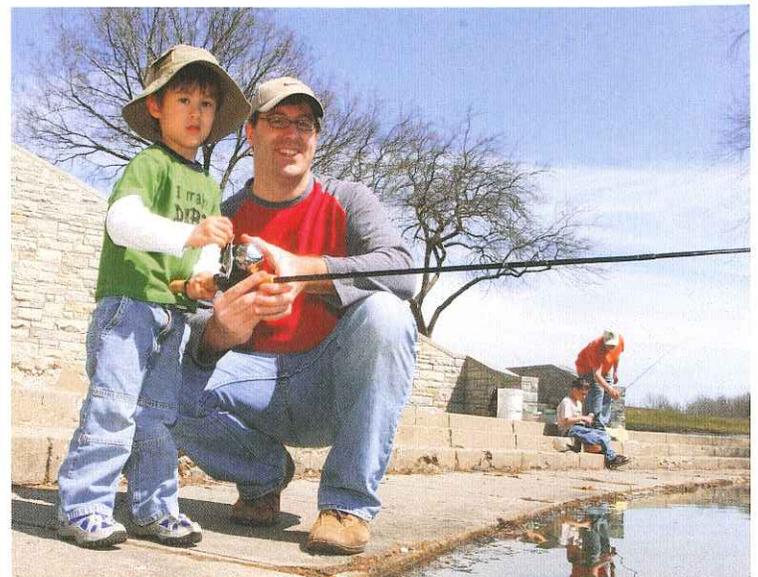


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On the Cover: Brown Deer's 4th of July parade is a popular annual tradition. Don't miss this family event on Wednesday, July 4.

Photo by John O'Hara





4800 W. Green Brook Dr.
Brown Deer, WI 53223

**WELCOME TO
OUR PREMIERE
ISSUE OF
OUR BROWN DEER
MAGAZINE!**

PRSRT STD
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Milwaukee, WI



*Happy,
Valentine's
Day*
from
Larry's Market



Community Calendar of Events

- **Fri., Feb. 24:** ;lkj;lkj;lj;lj;
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- **Wed., February 29:**
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- **Thur., March 1:** lkj;lkj;lkj;k
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- **Sat, March 3:**
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- **Sat, March 10:** ;lkj;lkj;lkj;k
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- **Thur., March 15:** kj;lkj;lkj;
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- **Sat., March 24:** ;lkj;lkj;kj
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- **Wed., March 28:** ;lkj;lj;kj
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- **Sun., April 1:** ;lkj;lkj;lkj;lj;lkj
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■ **Sat., April 21:** ;lkj;lkj;lkj;k
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