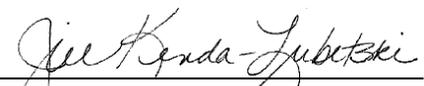


VILLAGE BOARD MEETING
Monday, October 3, 2016
Earl McGovern Board Room, 6:30 P.M.



PLEASE TAKE NOTICE that a meeting of the 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. **Consent Agenda**
 - A. Consideration of Minutes: September 19, 2016 – Regular Meeting
- V. **New Business**
 - A) Police Department Presentation and Showing of New Police Motorcycle
 - B) Committee Appointments to Tourism Commission
 - C) Discussion on the Tourism Commission
- VI. Village President's Report
- VII. Village Committee Chairperson Report
- VIII. Village Manager's Report
- IX. Recess into Closed Session pursuant to §19.85(1) (e) Wisconsin Statutes for the following reasons:
 - (e) Deliberating or negotiating the purchasing or public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.
 - a) TIF #4
- X. Reconvene into Open Session for Possible Action on Closed Session Deliberations
- XI. Adjournment



Jill Kenda-Lubetski, Village Clerk
September 27, 2016

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
SEPTEMBER 19, 2016 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: Awe, Baker, Boschert, Oates, Schilz, Springman

Also Present: Michael Hall, Village Manager; Erin Hirn, Assistant Village Manager/Deputy Clerk; John Fuchs, Village Attorney; Michael Kass, Chief of Police; Nate Piotrowski, Director of Community Development; Matthew Maederer, Director of Department of Public Works; Susan Hudson, Treasurer/Comptroller; Colette Reinke, Village Attorney;

II. Pledge of Allegiance

III. Persons Desiring to be Heard

Trustee Gary Springman reiterated a concern from the Park & Rec Committee regarding residents not being informed regarding the Board of Review meeting due to receiving the magazine late. Mr. Hall explained that each resident should have received a letter indicating the Board of Review process for this year as well as it being available on our website and other social media outlets. Steps will be taken in the future to get the magazine out on time.

IV. Consent Agenda

- A. Consideration of Minutes: August 15, 2016
- B. July 2016 Financial Report
- C. August 2016 Vouchers

It was moved by President Krueger and seconded by Trustee Oates to approve the consent agenda items A through C. The motion carried unanimously.

V. New Business

- A. Presentation of 2015 Financial Statement

Mr. Marc DeVries from Sikich presented the 2015 Financial Audit results. The outcome was a clean bill of health and in compliance with our budget policy and debt policy.

Trustee Oates asked about the net pension assets asked the percentage of municipalities have an asset verses a liability. Mr. DeVries verified that in the state of Wisconsin is a special case; however, in other states many municipalities show liabilities in their net pension assets.

- B. Collier's Presentation and Analysis on Business Attraction to the Village of Brown Deer

Mr. Joseph Lak Jr., Ms. Kristin Komassa, and Mr. Tyler Jauquet gave a presentation regarding the update on Collier's analysis on bring businesses to Brown Deer.

Trustee Schilz asked about the timeline of getting businesses in our community. Mr. Lak explained that there is a long transaction period in real-estate; however, we should be seeing some movement within the next 6 months. Mr. Piotrowski explained the process of each outreach to businesses. Trustee Schilz then asked about the retail component. Mr. Piotrowski explained that there has not been a lack of retail within the village and based on the research there is not an immediate focus. Mr. Hall then said that there has been a lot of work on reimagining the DDR property off of Green Bay Road which has many retail businesses.

Trustee Awe mentioned that he would be interested in a pet store since the closest is in Menomonee Falls.

Trustee Boschert voiced his concern about businesses wanting to set up another store if there is already one in Bayshore Mall. Mr. Jauquet explained that it is based on demand for the business/product.

C. Presentation by Ruckert & Mielke Inc. on Village Geographic Information System (GIS)

Mr. Maederer gave a presentation on how residents can use the Geographic Information System (GIS).

D. Authorizing Signature & Submittal of Application for an Urban Forestry Grant for 2017

Mr. Maederer explained that the Urban Forestry Grant is a \$20,000 50/50 grant which would be used to build a tree inventory with the Geographic Information System and treat the next scheduled Emerald Ash Borer trees in the community. The \$20,000 which would be produced by the village would include the CIP spending for the Emerald Ash Borer trees. This application is due by October 1, 2016.

Trustee Oates asked if there would be any additional costs to continue this program through Ruckert & Mielke. Mr. Maederer explained that we would have the subscription for three years and if by then we want to continue using the subscription it would be an addition \$5,000 for five years. If we choose not to re-subscribe we would be able to see the data; however, we would not be able to update or edit any of the tree information.

It was moved by Trustee Springman and seconded by Trustee Awe to authorize signature & submittal of application for an Urban Forestry Grant for 2017. The motion carried unanimously.

E. Approve the 2017-2021 Capital Improvement Plan (CIP)

Mr. Hall explained that this is for approval of the 2017-2021 Capital Improvement Plan. No further discussion took place.

It was moved by Trustee Oates and seconded by Trustee Springman to approve the 2017-2021 Capital Improvement Plan (CIP). The motion carried unanimously.

F. Approve a Change to the Employee Post-Retirement Health Benefit

Mr. Hall explained the need for modifications of the post-retirement health benefit with the old version staying on for any long term employees who may apply.

Trustee Oates asked about the OPAC study and how much it costed. Ms. Hudson said that this is a required study and has been completed by the same company the last three times and cost about \$1,500.

It was moved by Trustee Oates and seconded by President Krueger to approve a change to the employee post-retirement health benefit. The motion carried unanimously.

G. Approve an Ordinance Change to Section 121 – 23 (c) of the Brown Deer Village Code regarding fence permit fees

Mr. Piotrowski explained that the fence permit ordinance and current fee schedule do not match and therefore this ordinance is just making that correction to the current fee schedule.

It was moved by President Krueger and seconded by Trustee Krueger to approve an Ordinance Change to Section 121 – 23 (c) of the Brown Deer Village Code regarding fence permit fees. The motion carried unanimously.

H. Approve an Ordinance to Create Section 105-377 (f) of the Brown Deer Village Code prohibiting rope lights

Mr. Piotrowski explained that this ordinance is a proactive approach to regulate rope lighting at businesses unless it is for holiday purposes. It has been shown in other communities that if one business uses rope lighting there is a large possibility that other businesses will follow.

It was moved by Trustee Awe and seconded by Trustee Baker to approve an Ordinance to Create Section 105-377 (f) of the Brown Deer Village Code prohibiting rope lights. The motion carried unanimously.

- I. Approve an Ordinance to Create Section 121 – 14 (d) of the Brown Deer Village Code creating special accessory uses

Mr. Piotrowski informed the board that traditionally variances have been brought before the Board of Appeals; however, with reviewing the detail of these variances it would be better placed to be brought before the Plan Commission instead.

Trustee Baker requested that a notification be granted to neighbors before the variances go before the Plan Commission.

Attorney Fuchs suggested that the application will require the same notice and provisions as a variance.

It was moved by President Krueger and seconded by Trustee Boschert to approve an Ordinance to Create Section 121 – 14 (d) of the Brown Deer Village Code creating special accessory uses comprising an amendment to include a notice requirement upon application consistent with the notice requirements of variances. The motion carried unanimously.

VI. Village President's Report

- Fire Dept. meeting last week adopting 2017 budget
- ICC meeting at Brown Deer Village Hall Sept. 12

VII. Village Committee Chairperson Report

- Trustee Oates mention the Beatification Award Ceremony and thanked everyone who came

VIII. Village Manager's Report

- Joint Meeting with School Board next Monday Sept. 26
- All America City skit showing this Friday at 6:00 with Ice Cream Social and Homecoming Game to follow

IX. Adjournment

It was moved by Trustee Springman and seconded by Trustee Baker to adjourn at 8:53 p.m. The motion carried unanimously.



Erin M. Him, Assistant Manager/Deputy Clerk



Committee/Board/Commission Questionnaire

Thank you for your interest in becoming involved with a Village of Brown Deer Committee, Board, or Commission. As you may already know, the Village President recommends all citizen appointments to the Village Board of Trustees for approval. Please provide them with some information to use when considering your appointment by completing the questions below. Also, you are welcome to attach additional information which may further support your appointment.

Name: (as you like to be addressed) Daryl

Address: 8524 N 59th Street Brown Deer _____ Phone No.: 414.510.8872 cell

E-Mail: johnsonddgh@att.net _____ Years as Brown Deer Resident: 16 yrs.

What Village committee/s are you currently serving on? No others

What _____ Committee/Board/Commission are you interested in?
Tourism _____

Signature:  _____ Date: 9/1/16 _____

Applicant information is subject to public release under state law.

Additional Information:

Why are you interested in serving with this particular group? I believe that Brown Deer needs some more life more activities in it for the families that live here. No reason that we cannot do some more to draw people to Brown Deer and then all business will benefit. _____

Qualifications for serving on this group: Hotel employee for 25 years. Manager of Holiday Inn Express in Brown Deer when it first opened. Also at the Brown Deer Courtyard for a short period of time in 2015. _____

Other Community Involvement: Wife belongs to the Jr. Women club and is very involved. _____

Occupation / Employer: Hampton Inn Brookfield – North Central Group _____

Family Details: Wife Diane of 25 yrs, Gabi our oldest graduated from Brown Deer in 2016 and our youngest Hattie starts 8th grade this year. _____

Leisure Activities / Hobbies: Hunting and golf _____



Committee/Board/Commission Questionnaire

Thank you for your interest in becoming involved with a Village of Brown Deer Committee, Board, or Commission. As you may already know, the Village President recommends all citizen appointments to the Village Board of Trustees for approval. Please provide them with some information to use when considering your appointment by completing the questions below. Also, you are welcome to attach additional information which may further support your appointment.

Name: (as you like to be addressed) Angela Walters

Address: 9144 N Silver Brook Lane

Phone No.: 414-235-1152

E-Mail: angelawalters@realtymexecutives.com **Years as Brown Deer Resident:** 11 years

What Village committee/s are you currently serving on? None

What Committee/Board/Commission are you interested in? Tourism Committee

Signature: *Angela Walters*

Date: 9/28/2016

Applicant information is subject to public release under state law.

Additional Information:

Why are you interested in serving with this particular group?

I have a vested interest in our community, therefore, I want to do whatever I can to promote Brown Deer as a great place to visit. I also want to accentuate the positives that we have to offer and overcome any negative perceptions.

Qualifications for serving on this group: Very knowledgeable of the Brown Deer area; I know key people in the village and also throughout the city of Milwaukee; Marketing experience; Experience with serving on other boards and committees.

Other Community Involvement: Member of Positively Brown Deer, Coordinated the Brown Deer Spring Home Tour and Expo for 3 years in a row, Volunteered in the classroom and for events at the Elementary, Middle, and High School

Occupation / Employer: Real Estate Broker, Realty Executives Integrity

Family Details: Married to Aldred Walter, member of the Planning and Zoning Committee, Currently have 3 children attending the Middle/High School

Leisure Activities / Hobbies: Exercising, decorating my home

Tourism Commission Information.

The Wisconsin Hotel and Lodging Association with the support of legislative successfully changed the hotel room tax laws. These changes reduce the amount of hotel room tax dollars that are available to local governments to provide municipal services. Instead, these resources are now going to be spent on tourism promotion and advertising for the lodging industry. The legislature also required that the municipalities create a Tourism Commission to oversee the funds. The Village of Brown Deer has created the Commission and has appointed members to the Commission.

What is the goal of the Tourism Commission?

The goal of the Tourism Commission is to promote tourism that would reasonably likely generate paid overnight stays at a hotel in Brown Deer?

What is considered tourism promotion?

Tourism promotion includes the following:

- Marketing projects, including: advertising media buys; creation and distribution of printed or electronic promotional tourist materials; or efforts to recruit conventions, sporting events, or motor coach groups
- Transient tourist informational services
- Tangible municipal development, including a convention center

How much money will the Tourism Commission be responsible for?

For fiscal year 2017, any dollar amount above the retained amount for 2014

- 2014 retained amount was: \$589,710

For fiscal year 2018, any dollar amount above the retained amount for 2013

- 2013 retained amount was: \$580,404

For fiscal year 2019, any dollar amount above the retained amount for 2012

- 2012 retained amount was: \$504,958

For fiscal year 2020, any dollar amount above the retained amount for 2011

- 2011 retained amount was: \$492,759

For fiscal year 2021, any dollar amount above the retained amount for 2010

- 2010 retained amount was \$476,934

In 2015 the retained amount was \$613,534. If you estimate a 2% increase each year, then the Tourism Commission can approximate how much money will be available each year.

2017: \$36,095

2018: \$57,917

2019: \$146,129

2020: \$171,350

2021: \$200,457