

VILLAGE BOARD MEETING
Monday, March 17, 2014
Earl McGovern Board Room, 6:30 P.M.

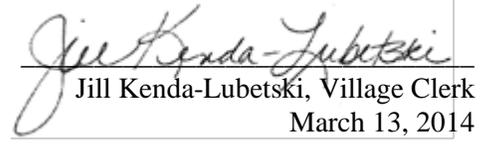


PLEASE TAKE NOTICE that a meeting of the Brown Deer Village Board will be held at the Village Hall of the Village of Brown Deer, 4800 West Green Brook Drive, Brown Deer, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. Roll Call
- II. Pledge of Allegiance
- III. Persons Desiring to be Heard
- IV. Consideration of Minutes: March 3, 2014 – Regular Meeting
- V. Unfinished Business
- VI. New Business
 - A) Resolution No. 14-, “A Resolution Recommending the North Shore Fire Department Fees for Service Schedule”
 - B) Resolution No. 14-, “A Resolution Approving the Metro Milwaukee Fire/Emergency Services Mutual Aid Agreement”
 - C) Request Approval of a New Web Site Redesign
 - D) Library Director Presentation on Library Services
 - E) Approve Recommendation from Police Commission on the Selection of a Candidate Search Firm and Budget for the New Chief of Police - [Police Commission](#)
 - F) Purchase of a CJ 1600 Sewer Jetter - [Finance and Public Works](#)
 - G) Purchase of a FINN Model T75T Hydro Seeder - [Finance and Public Works](#)
 - H) Bids for the 2014 Water Main Relay Project - [Finance and Public Works](#)
 - I) 2014 Squad Car Bids - [Finance and Public Works](#)
 - J) Ayres Contract Amendment No. 2014-01, West Bradley Road Reconstruction (North 51st Street to North Sherman Boulevard) - [Finance and Public Works](#)
 - K) Ayres Contract Amendment No. 2014-02, Original Village Inspection Services - [Finance and Public Works](#)
 - L) January 2014 Financial Report - [Finance and Public Works](#)
 - M) Consideration of January 2014 Vouchers - [Finance and Public Works](#)
 - N) Resolution No. 14-, “Resolution Proclaiming May 10, 2014 as Arbor Day”
- VII. Committee Reports

This is an opportunity for Board Members to Report on Respective Committees, Commissions, and Boards of which they serve as a member. Matters that require no action or approval.
- VIII. Village President’s Report
- IX. Village Manager’s Report
- X. Recess into Closed Session pursuant to §19.85(1)(c) 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 for the purpose of discussing personnel matters.
 1. Village Manager’s Performance Evaluation
- XI. Reconvene into Open Session for Possible Action on Closed Session Deliberations

XII. Adjournment


Jill Kenda-Lubetski, Village Clerk
March 13, 2014

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
MARCH 3, 2014 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by President Krueger at 6:31 P.M.

I. Roll Call

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

Excused: Trustee Schilz

Also Present: Michael Hall, Village Manager; Matthew Janecke, Assistant Village Manager; John Fuchs, Village Attorney; Nate Piotrowski, Community Development Director; Steven Rinzel, Chief of Police; Matthew Maederer, Director of Public Works; Fernando Moreno, Zoning and Planning Specialist; Susan Hudson, Treasurer/Comptroller

II. Pledge of Allegiance

III. Persons Desiring to be Heard

None.

**IV. Consideration of Minutes: February 17, 2014 - Regular Meeting
February 19, 2014 - Special Meeting**

It was moved by Trustee Boschert and seconded by Trustee Oates to approve the minutes from the February 17, 2014 - Regular Meeting and February 19, 2014 - Special Meeting. The motion carried unanimously.

V. New Business

A) Presentation by Community Development Department

Mr. Piotrowski gave an update on his department's activity over the last several months, and introduced his staff and mentioned their duties. The most notable change to his department was the addition of Fernando Moreno, Zoning and Planning Specialist; who has been charged with overseeing zoning code violations and organizing foreclosures in the Village. With the addition of the new position, he sees the Village being able to handle five times as many issues over a course of a year.

Trustee Baker inquired into the reaction that Mr. Moreno has received when he informs residents of potential code violations. Mr. Moreno responded it has been a mostly positive reaction.

Trustee Springman asked Mr. Moreno if he has experienced a large amount of violations at multi-tenant locations. Mr. Moreno replied he has not, but once the snow melts it may reveal more violations but that the property managers are fairly active about policing their properties.

Trustee Weddle-Henning welcomed Mr. Moreno and asked if he had any input on changing anything the duties of his position or process to how he regulates properties. Mr. Moreno responded that it is too soon to tell at this point.

Trustee Boschert asked Mr. Piotrowski if he had any thought on preventing foreclosures or moving a foreclosed home to occupied. Mr. Piotrowski responded the Village is not in the position to stop foreclosure or be responsible for occupying a property but that they can provide resources to owners to help prevent foreclosure. He mentioned there are currently 54 foreclosed homes in the Village.

Trustee Baker asked if direct access to MLS number can be obtained. Mr. Piotrowski responded they may be able to get access to that database for a small fee

Trustee Weddle-Henning asked about the timeframe for the construction of Dunkin Donuts. Mr. Piotrowski responded there will be some delay on refining the design of the building and also the stormwater management plans. The developer may look to modify the proposal.

B) Amendment to North Shore Health Department Agreement for Public Health Services

Mr. Hall reported that in 2012 the North Shore Communities entered into an agreement for Public Health Services. When the agreement was made, a formula was created based on usage and was suspended in favor of the original formula, and approved by all the communities. In 2013, the formula was frozen, and he would like to freeze it once again because the managers feel the old formula better reflects charges being distributed amongst the communities. It will be the intentions of the managers moving forward to adopt the formula permanently. Glendale and River Hills have already approved the amendment to the agreement.

Trustee Boschert inquired if the freeze goes through December 2015. Mr. Hall concurred and mentioned the formula will be reviewed again at that time.

President Krueger asked if other communities were to use additional services of the North Shore Health Department, would they pay? Mr. Hall responded that any community requesting additional services would have to pay for those services.

Trustee Oates asked how 28.14% converts as a dollar amount. Mr. Hall responded the approximate amount is around \$140,000, but Brown Deer gets reimbursed for the use of Brown Deer's financial personnel and building facilities in an amount totaling approximately \$80,000.

Trustee Springman asked what would happen if one community does not agree with the formula. Attorney Fuchs opined that a community can challenge the formula at the time of renewal, the contract will not renew without consent from all the communities.

Trustee Weddle-Henning asked if Mrs. Kinzel is in support of using the old formula. Mr. Hall acknowledged that she is.

It was moved by Trustee Boschert and seconded by Trustee Schilz to approve the Amendment to the North Shore Health Department Agreement for Public Health Services. The motion carried unanimously.

C) Ordinance No. 14-, "An Ordinance Amending Section 62-4(f) of the Village Code Relating to Turns Prohibited"

Trustee Boschert mentioned this item came from the Traffic & Public Safety Committee and has to do with the removal of Dean School relating to turning and parking. The changes will help assist with better traffic flow in and out of the school.

Trustee Springman inquired into time restrictions of when you can make left turns. Attorney Fuchs opined, unless time restriction were included in the ordinance, then it does permit left turns 24 hours a day. Chief Rinzel supports not having any time restrictions.

Trustee Baker asked how will prohibiting left turns at this location affect the staging for the parade. Chief explained staging for the parade should not be affected.

Trustee Oates commented that prohibiting turns in this location is too restrictive. Trustee Boschert mentioned it was the Traffic & Public Safety Committee's decision to error on the side of safety.

It was moved by Trustee Boschert and seconded by Trustee Weddle-Henning to approve Ordinance No. 14-, "An Ordinance Amending Section 62-4(f) of the Village Code Relating to Turns Prohibited". The motion carried 4-2, with Trustees Oates and Springman voting in opposition.

D) Addition to No Parking Area Recommendation - 6000 to 6200 West Dean Road

Trustee Boschert mentioned this item is coming forward in response to concerns from the Police and Public Works Departments regarding the ability to adequately plow the roadway and for pedestrian safety in crosswalk areas. A map is included in the packet showing the no parking zone. Mr. Maederer explained without the parking restriction, cars extend into the street because of snow fall, hindering the Public Works ability to clear the streets. Chief Rinzel agreed.

Trustee Baker asked if parents are still parking in that area to drop children off for school. Chief Rinzel said his department has monitored the situation and a problem no longer exists.

Trustee Springman clarified there will be not parking on the north or south sides of Dean Road.

It was moved by Trustee Boschert and seconded by Trustee Weddle-Henning to approve the addition of no parking restriction from 6000 to 6200 West Dean Road. The motion carried 5-1, with Trustee Oates voting in opposition.

E) Proposed Stop Signs - North and Southbound North Deerwood Drive at West River Lane

Trustee Boschert mentioned signs were never installed in the location but with the recent reconstruction of the Original Village, the intentions were to make it more pedestrian friendly and the added safety measures of stop signs will help maintain that goal. Staff supports stop signs at Deerwood Drive and River Lane to further safety at that intersection.

It was moved by Trustee Boschert and seconded by Trustee Weddle-Henning to approve the addition of stop signs at North and Southbound North Deerwood Drive at West River Lane. The motion carried unanimously.

F) Ordinance No. 14-, "An Ordinance Amending Section 62-4(B) of the Village Code Relating to Stop Signs"

A brief conversation ensued regarding the stop sign inventory, and how the database needed to be updated to reflect current status of stop signs in the Village.

It was moved by President Krueger and seconded by Trustee Boschert to approve Ordinance No. 14-, "An Ordinance Amending Section 62-4(B) of the Village Code Relating to Stop Signs". The motion carried unanimously.

G) Ordinance No. 14-, "An Ordinance Amending Section 34-28, 34-29, 34-30 of the Brown Deer Village Code Pertaining to Restrictions on Hunting and Use of Bow and Arrow or Cross Bow"

Attorney Fuchs reviewed his memorandum and mentioned that the state adopted Wisconsin Act 71 which restricts the ability to regulate hunting with a bow and arrow or cross bows within the Village's jurisdictional limits. This modifies the Village's ordinances, reduces the ability to regulate the use of bow and arrow and cross bows, or restrict hunting. The drafted amendments exercise as strictly as possible all

authority the Village has left, requiring that any hunting with a bow and arrow be done with the requisite state or DNR license. If somebody manages to get permission from a private landowner, or manages to be more than the prohibited distance from the building of another, they could actually start shooting at game within our corporate limits under an appropriate hunting license. The ordinance was drafted such that it leaves the Village's existent ordinances in place and makes the new law an exception. Thus, if the new law is repealed, the Village can just repeal the exception.

It was moved by Trustee Boschert and seconded by Trustee Springman to approve Ordinance No. 14-, "An Ordinance Amending Section 34-28, 34-29, 34-30 of the Brown Deer Village Code Pertaining to Restrictions on Hunting and Use of Bow and Arrow or Cross Bow". The motion carried unanimously.

H) Village Hall Cleaning Contract - Pro 1 Janitorial

Mr. Janecke reviewed his memorandum and mentioned that the Village currently is using Metro Clean as the company to clean all of Village Hall, including the basement and the Police Department. Over the last several years, Metro Clean has serviced the Village. Staff has experienced a number of difficulties with them providing personnel who are able to pass the stringent backgrounds (state and federal guidelines) the Police Department is required to conduct, along with a number of other issues. On a number of occasions, Metro Clean has not been able to provide anyone to clean the building. The budgeted amount for cleaning services is \$32,400 and the contract with Pro 1 is for \$28,140. Staff would like to put the extra funds towards cleaning the floors in Village Hall on an annual basis. The contract was reviewed and approved by the Village Attorney.

Trustee Oates asked if Pro 1 is under contract with any other municipalities. Mr. Janecke responded they are not but they do service a few schools, and a reference check was conducted to ensure their work. Trustee Oates continued to inquire about the companies franchise location and if the company specializes in floor cleaning. Mr. Janecke responded that the company's corporate headquarters are in Ashwaubenton, but they have a franchise location in the area and that the company does specialize in floor cleaning.

Trustee Weddle-Henning asked how long Metro Clean has serviced the Village Hall. Mr. Piotrowski responded they have been with the Village for a little over three years, but are currently not under contract.

Trustee Springman asked how has Pro 1 performed at the Community Center. Mr. Janecke responded that they have done an excellent job so far.

It was moved by Trustee Springman and seconded by Trustee Oates to approve a Contract for Cleaning Services with Pro 1 Janitorial". The motion carried unanimously.

VI. Unfinished Business

A) Resolution Declaring to the DOT the Desire of the Board for an At-Grade Intersection at Brown Deer Road and Green Bay Road

Mr. Hall briefly commented on the resolution mentioning that the resolution reflects a majority of the Village Board's opinion regarding the design of the Green Bay Road and Brown Deer Road intersection.

Mr. Piotrowski mentioned he had been in contact with a Traffic Engineering expert who is in the process of studying the DOT's presentation. The expert's preliminary determination is that he is in support of making the intersection at-grade. More information will be presented once he completes his analysis. The expert Traffic Engineer asked to remain anonymous.

*It was moved by President Krueger and seconded by Trustee Boschert to adopt a Resolution No. 14-
"Resolution Declaring the Village Board's Desire for an At-Grade-Intersection at North Green Bay Road
and West Brown Deer Road". The motion carried 5-0, with Trustee Weddle-Henning abstaining.*

VII. Village President's Report

Village President Krueger reported on the following:

- Update on the Dispatch Center
- ICC conversation on resolutions opposing recently introduced legislation

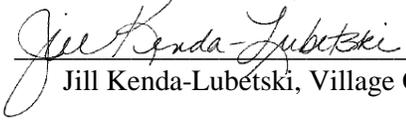
VIII. Village Manager's Report

Village Manager reported on the following:

- Meeting with Congresswoman Gwen Moore
- Agenda postings
- Police Chief Retiring

IX. Adjournment

*It was moved by Trustee Springman and seconded by Trustee Weddle-Henning to adjourn at 8:07 p.m.
The motion carried unanimously.*



Jill Kenda-Lubetski, Village Clerk

RESOLUTION NO. – 14-02

**A Resolution Recommending the 2014 NSFD
Fees For Service Schedule.**

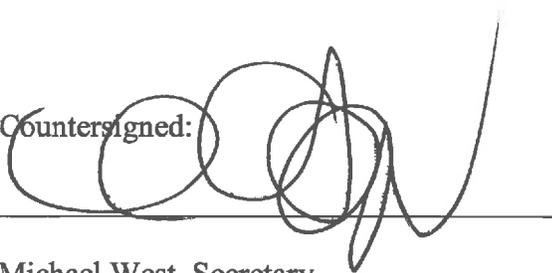
WHEREAS, the Board of Directors of the North Shore Fire Department (“NSFD”) can recommend fees for service to be charged by the Department to the member municipalities for their approval in accordance with the Amended and Restated North Shore Fire Department Agreement (“the Agreement”); and

WHEREAS, the Board of Directors of the NSFD hereby finds that the implementation of fees for service are necessary to recover costs incurred by the Department to provide certain services.

NOW, THEREFORE, BE IT RESOLVED, that a majority of the Board of Directors recommends the implementation of the updated fees detailed in the 2014 NSFD Fees for Service Schedule attached to this Resolution.

PASSED AND ADOPTED this 11th day of February, 2014.

Countersigned:



Michael West, Secretary



Carl Krueger, President

Item	2013	2014
BLS service and/or treatment without transport (Resident)	103.00	104.44
BLS service and/or treatment without transport (Non-Resident)	154.00	156.16
Paramedic service and/or treatment without transport (Resident)	128.00	129.79
Paramedic service and/or treatment without transport (Non-Resident)	175.00	177.45
BLS service with transport (Resident)	594.00	602.32
BLS service with transport (Non-Resident)	719.00	729.07
Paramedic service with transport Level - ALS-1 (Resident)	678.00	687.49
Paramedic service with transport Level - ALS-2 (Resident)	781.00	791.93
Paramedic service with transport Level - ALS-1 (Non-Resident)	801.00	812.21
Paramedic service with transport Level - ALS-2 (Non-Resident)	924.00	936.94
Paramedic service and invasive treatment without transport (Resident)	128.00	129.79
Paramedic service and invasive treatment without transport (Non-Resident)	180.00	182.52
Defibrillation	103.00	104.44
IV and supplies	62.00	62.87
Intubation	77.00	78.08
ALS supplies	82.00	83.15
Oxygen and supplies	77.00	78.08
Mileage (rate per loaded mile)	15.00	15.21
EKG	103.00	104.44
Drugs, Group-1: Albuterol, Amioderone (30 mg), Aspirin, Atropine, Benadryl, Dextrose, D5W, Glucose (oral), Nitroglycerin, Sodium Normal Saline (bags & carpujet), Versed	33.00	33.46
Drugs, Group-2: Calcium Chloride, Dopamine, Epinephrine (IM or IV, not by Epi-pen), Lidocaine, Sodium Bicarbonate	38.00	38.53
Drugs, Group-3: Fentanyl, Narcan	49.00	49.69
Epinephrine by Epi-pen	98.00	99.37
Adenosine	92.00	93.29
Glucagon, up to 1 Mg	92.00	93.29
E-Z IO	123.00	124.72
Spinal Immobilization	128.00	129.79
Triage barcode wristbands	3.00	3.04
Cyano-kits	924.00	936.94
CPAP mask	46.00	46.64

Fire Prevention Permits/Inspections	2013	2014
Fire Department Services for Vehicles	\$500	\$500
Occupancy Inspection	\$75.00 (\$25/multi-family unit)	\$75.00 (\$25/multi-family unit)
Work without Permit	Double normal fee	Double normal fee
Re-inspection Fee	\$75	\$75
Special Plan Review/Inspection	Subject to actual cost	Subject to actual cost
Variance Requests	\$100/code section	\$100/code section
Inspection Request (less than 72 hrs notice)		\$75/hr 2 hr. minimum
Inspection Non-Business Hours		\$100/hr 2 hr. minimum

Plan Review (Includes Site Inspection):		
Construction Compliance with Fire Code	\$.07/sq. ft. (\$75 minimum)	\$.07/sq. ft. (\$75 minimum)
Performance Based or Alternative Design	\$.07/sq. ft. (\$100 minimum)	\$.07/sq. ft. (\$100 minimum)
Fire Alarm and Detection Systems	\$.07/sq. ft. (\$75 minimum)	\$.07/sq. ft. (\$75 minimum)
Audio/Visual Annunciation Systems	\$250 up to 20 devices,	\$250 up to 20 devices,
Hood and Duct Suppression Systems	\$75 per system	\$100 per system
Other Suppression Systems (FM200, Cardox, etc.)	\$100/plan	\$100/plan
Smoke Evacuation	\$75/plan	\$75/plan
Water-based Sprinkler Systems (new or altered <20 heads)		\$100
Water-based Sprinkler Systems (new or altered >20 heads)	\$.07/sq. ft. (\$100 minimum)	\$.07/sq. ft. (\$100 minimum)
Spray Booth Operations	\$75/plan	\$100

Acceptance Tests:		
Hydro-test of Sprinkler Piping (2 hr. test)	\$125	\$125
Fire Pump	\$100	\$100
Fire Alarm and Detection System	\$100	\$100
Hood and Duct Suppression System	\$75	\$100
Other Suppression	\$100	\$100
Smoke Evacuation System	\$100	\$100
Spray Booth System	\$100	\$100

Other Permit Items:		
Bonfires, Cermonial Fires, Vegetation Burns	\$50	\$50
Hot Work	\$25	\$25
Indoor Vehicle Exhibits	\$25	\$25
Building Demolition	\$250	\$250
Tents for Public Assembly >400 sq. ft.	\$50	\$50
Temporary Fuel Storage	\$50	\$50

Fireworks Displays	\$125	\$125
Code Consulting/Emergency Planning	\$75/hour	\$75/hour

Administrative Fees:	2013	2014
EMS Records request:		
Paper copies per page for pages 26-50	\$0.25	\$1.00
Paper copies per page for first 25 pages	\$0.25	\$0.75
Certification fee	\$5.00	\$8.00
Retrieval fee (if requested by someone other than patient)	\$0.00	\$20.00
Fire Records Request	\$0.25	\$0.25
Reports/photos returned via email	0.25/ request	cost of time; minimum \$5.25

STATE OF WISCONSIN : [CITY/VILLAGE] OF : MILWAUKEE COUNTY

RESOLUTION NO.

A Resolution Recommending the North Shore Fire Department Fees For Service Schedule.

WHEREAS, the Board of Directors of the North Shore Fire Department has recommended that the North Shore Fire Department Fees for Services, attached to and made a part of this Resolution (hereinafter the "Service Fees"), be approved by each of the municipalities a party to the 1994 Amended and Restated North Shore Fire Department Agreement (hereinafter "the Agreement"); and

WHEREAS, the Agreement requires that all fees for service must be submitted to the governing bodies of the Villages of Bayside, Brown Deer, Fox Point, River Hills, Shorewood and Whitefish Bay and the City of Glendale for approval by not less than five (5) of these seven (7) municipalities; and

WHEREAS, upon approval by not less than five (5) of these seven (7) municipalities the appropriate North Shore Fire Department officials are authorized to charge and collect the Service Fees; and

NOW, THEREFORE, BE IT RESOLVED, by the [Village Board/City Council] of the [Village/City] of _____ that the [Village/City] of _____ hereby approves the Service Fees in the form presented as attached and directs the [Village/City] Clerk to provide a certified copy of this Resolution to the North Shore Fire Department.

PASSED AND ADOPTED by the [Village Board/City Council] of the [Village/City] of _____ this _____ day of _____, 2014.

[VILLAGE/CITY] OF _____

[Village President/Mayor]

Countersigned:

(Name)
(Title)

**In the Matter of Approving the Metro Milwaukee
Fire/Emergency Services Mutual Aid Agreement**

RESOLUTION No. 14 - 03

WHEREAS, the North Shore Fire Department (“the NSFD”) realizes the importance of having an Agreement for Mutual Assistance for both fire and emergency services; and

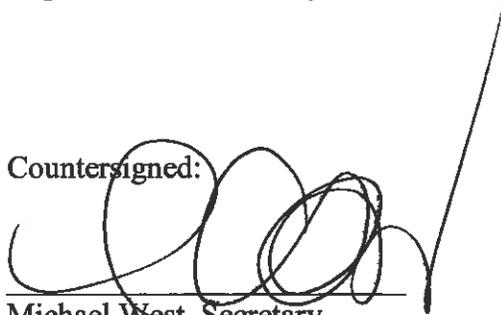
WHEREAS, the Milwaukee County Association of Fire Chiefs have worked collectively and extensively to update the Agreement for Mutual Assistance and ensure the parties to the mutual aid agreement receive and provide assistance on an equitable basis; and

WHEREAS, the NSFD desires to enter into an Agreement for Mutual Assistance, a copy of which is attached and made a part of this Resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE NORTH SHORE FIRE DEPARTMENT that the attached Agreement is approved and the North Shore Fire Department Board President or Fire Chief is authorized and directed to sign the Agreement on behalf of the NSFD.

PASSED AND ADOPTED by the Board of Directors of the North Shore Fire Department this 11th day of March, 2014.

Countersigned:



Michael West, Secretary



Carl Krueger, President

AGREEMENT FOR MUTUAL ASSISTANCE

THIS AGREEMENT FOR MUTUAL ASSISTANCE, ("Agreement"), is made and entered into as of the date set forth next to the signature of the respective parties, (hereinafter referred to singularly as "party" "entity" "agency" or "department" and collectively as "parties" "entities" "agencies" or "departments"), each a Wisconsin municipal corporation or a 66.0301 Wis. Stats., intergovernmental entity as set forth below, each acting herein through their duly authorized officials.

RECITALS:

WHEREAS the governing officials of the governmental entities set forth below, political subdivisions of the State of Wisconsin and the United States of America, desire to secure for each entity the benefits of assistance in the protection of life and property from fire and other disasters; and

WHEREAS Wisconsin Statute Section 66.0301(2) authorizes municipalities to contract with each other for the receipt and furnishing of fire, protection and emergency medical services; and

WHEREAS Wisconsin Statute Section 66.03125 authorizes fire departments to engage in mutual assistance within a requesting fire department's jurisdiction;

WHEREAS the details of the assistance to be provided between each entity will be set forth in separate Memoranda of Understanding executed by two or more of the parties to this Agreement, and as outlined in this Agreement;

NOW, THEREFORE, IT IS AGREED AS FOLLOWS:

1. In consideration for each party's mutual assistance to the other upon the occurrence of an emergency condition and/or hazardous situations in any portion of the designated area where this Agreement is in effect, a predetermined number of firefighting equipment and/or emergency medical equipment or personnel of the parties may be dispatched, to such point where the emergency condition and/or hazardous situations exists in order to assist in the protection of life and property subject to the conditions hereinafter stated. For the purposes of this Agreement, emergency condition is a sudden, urgent, unexpected occurrence or occasion requiring immediate action, including any condition requiring fire protection or emergency medical services or both; a hazardous situation is a situation that creates a level of threat to life, property, health or the environment.

Details as to amounts and types of assistance to be dispatched, methods of dispatching and communications, training programs and procedures and areas to be assisted will be developed by the Chiefs of the fire departments from the respective parties. These details will be stipulated in a Memorandum of Understanding, ("MOU"), and signed by the Chiefs of the departments. No party shall have any

obligation pursuant to this Agreement to another party unless and until an MOU is executed between the respective parties. Said MOU may be revised or amended at any time by mutual agreement of the Fire Chiefs as conditions may warrant.

2. Any dispatch of equipment and personnel pursuant to this Agreement, shall be to the extent of available personnel and equipment not required for the adequate protection of the territorial limits of the agency providing the services. Said agency shall not be required to provide services when equipment and/or staffing is unavailable due to emergency conditions and/or hazardous situations confronting the department providing the assistance hereunder. No liability of any kind or nature shall be attributed to or be assumed whether express or implied by a party hereto, its duly authorized agents and personnel for failure or refusal to render aid. In addition, there shall not be any liability for a party that withdraws aid once provided pursuant to the terms of this Agreement.
3. Personnel and equipment dispatched pursuant to this agreement shall report for direction and assignment to the fire chief or incident commander of the department of the jurisdiction in which the service is being provided. The department offering assistance shall at all times have the right to withdraw any and all aid upon the order of its chief officer or designee provided; however, the department withdrawing such aid shall notify the incident commander or his designee of the jurisdiction in which the service is being provided of such withdrawal.
4. Each party to this Agreement waives all claims (except those arising from the intentional or reckless acts of the other party) against each and every other party to this Agreement for compensation for any loss, damage, personal injury, or death occurring as a consequence of this Agreement; however all parties providing assistance hereunder shall be entitled to the equitable distribution between the parties providing services of any expenses recovered from other responsible entities. Nothing herein shall operate to bar any recovery of funds from any State or Federal agency under any existing State and Federal laws.

A party receiving assistance hereunder agrees to hold harmless, indemnify and defend the party providing assistance in its jurisdiction from any and all claims, demands, liability losses including attorney's fees and costs which are made by a third party arising from providing assistance pursuant to this agreement, except there is no duty to hold harmless, indemnify and defend a party providing the assistance from any claim that arises from intentional or reckless acts of the party providing the assistance.

There shall be no liability of any party to another party of this Agreement for failure or refusal to render assistance or for withdrawal of assistance once provided.

5. Each party hereto shall procure and maintain at its sole and exclusive expense insurance coverage, including comprehensive liability, personal injury, property damage, worker's compensation and emergency medical service professional liability with limits of One Million Dollars (\$1,000,000) for auto coverage and One

Million Dollars (\$1,000,000) combined single limit general liability and professional liability coverage. No party hereto shall have any obligation to provide or extend insurance coverage for any of the items enumerated herein to any other party hereto or its personnel. The obligations of this section shall be satisfied by a party's membership in a self-insurance pool, a self-insurance plan, or arrangement with an insurance provider approved by the State of Wisconsin. Upon request, a party may provide evidence of compliance with the provisions of this section to the other party.

6. No party shall be reimbursed by the other for costs incurred pursuant to this Agreement. Personnel who are assigned, designated or ordered by their governing body to perform duties, pursuant to this Agreement, shall receive the same salary, pension, and all other compensation and rights for the performance of such duties, including injury or death benefits, and Worker's Compensation benefits, as though the service had been rendered within the limits of the entity where he or she is regularly employed. Moreover, all medical expenses; wage and disability payments; pension payments; damage to equipment and clothing; and expenses of travel; food; and lodging shall be paid by the entity in which the employee in question is regularly employed.
7. Each party to this Agreement is responsible for the operation of its own vehicles and equipment and the acts of its personnel responding to a request for mutual assistance while they are providing assistance in the requesting community. The employees that may provide services under this Agreement shall continue to be the employees of his or her employing parties' fire department and shall be covered by his or her employing parties' fire department for purposes of worker's compensation, unemployment insurance, benefits under ch. 40 Wisconsin Statutes and any civil liability. Any employee while providing services under this Agreement is considered, while so acting, to be in the ordinary scope of his or her employment with his or her employing parties' fire department.
8. At all times while equipment and personnel of any parties' fire department are traveling to, from, or within the geographical limits of the other parties' in accordance with the terms of this Agreement, such personnel and equipment shall be deemed to be employed or used, as the case may be, in the full line and cause of duty of the party which regularly employs such personnel and equipment. Further, such equipment and personnel shall be deemed to be engaged in a governmental function of its governmental entity. The parties declare and acknowledge that they are governmental entities entitled to governmental immunity under the common law and under Section 893.80 of the Wisconsin Statutes, and the parties agree that nothing contained herein shall waive the rights and defenses to which each party may otherwise be entitled, including all of the immunities, limitations, and defenses under Section 893.80 of the Wisconsin Statutes (2009-2010) or any amendments thereof. The parties also agree that they are not waiving any other immunities or defenses available to them under state, federal or administrative law.
9. In the event that any individual performing duties subject to this Agreement shall be cited as a defendant party to any state or federal civil lawsuit, arising out of his or her official acts performed within the scope of his/her duties pursuant to the terms of this Agreement, such individual shall be entitled to the same benefits that he or she

would be entitled to receive had such civil action arisen out of an official act within the scope of his or her duties as a member of the department where regularly employed and occurred within the jurisdiction of the governmental entity where regularly employed. The benefits described in this paragraph shall be supplied by the party where the individual is regularly employed. However, in situations where another jurisdiction may be liable, in whole or in part, for the payment of damages then the other jurisdiction may be joined in such cause of action to protect its interests.

10. It is agreed by and between the parties hereto that any party hereto shall have the right to terminate this Agreement upon ninety (90) days written notice to the other parties' Fire Chief.
11. It is understood and agreed that the parties have heretofore entered into an "Agreement for Mutual Aid", effective as of the dates indicated below.
12. In case one or more of the provisions contained in this Agreement shall be for any reason held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and this Agreement shall be construed as if such invalid, illegal, or unenforceable provision had never been contained herein.
13. Effective date of this Agreement as to any party shall be on the date of the signature of any parties hereto.
14. This Agreement shall be governed and construed in accordance with the laws of the State of Wisconsin. This Agreement represents a complete understanding of the parties with respect to this subject matter referred to herein and may not be amended except upon the mutual written consent of the parties. This Agreement may be executed in multiple counterparts or duplicate originals, each of which shall constitute and be deemed as one in the same document.

This signatory certifies that this Agreement for Mutual Assistance has been adopted and approved by ordinance, resolution, or other manner allowed by law, a copy of which is document is attached hereto.

Municipal Corporation

Signatory

Date



REQUEST FOR CONSIDERATION

COMMITTEE:	Village Board
ITEM DESCRIPTION:	Village Web Site
PREPARED BY:	Michael Hall, Village Manager
REPORT DATE:	March 17 th 2014
MANAGER'S REVIEW/COMMENTS:	<input type="checkbox"/> No additional comments to this report. <input type="checkbox"/> See additional comments attached.
RECOMMENDATION:	Approve the funding for a new Village Web Site
EXPLANATION:	<p>Promoting or branding the Village of Brown Deer is one of the goals of the Village Board. One of the aspects to achieving this goal is getting information out about the Village of Brown Deer to the community at large. The staff believes the current website is in need of an update. The goal of the web site redesign are the following items:</p> <ol style="list-style-type: none">1. Back end functionality<ul style="list-style-type: none">• Enhance the back end of the web site to make it easier to input data2. Visual Perception<ul style="list-style-type: none">• Create a look that has better appeal, with more pictures3. Enhanced Engagement<ul style="list-style-type: none">• Increase end user engagement and participation4. Custom Mobile Application for devices<ul style="list-style-type: none">• Create a smart phone app that will allow residents to interact with staff and view events
Financial Impact:	<p>The Village Board would be approving using funds from the CIP project MGR-007 "Paperless Document Management" for this web site redesign. The total budgeted for this CIP project was \$20,000. The project costs for a new website and mobile app are expected not to exceed \$15,000. Staff is requesting approval of this project.</p>



VILLAGE OF BROWN DEER

Proposal presented to
Michael Hill & Matt Janecke
Village of Brown Deer, WI

Proposal 3.6.14

Smart Interactive Media

A Subsidiary of MiSiteWorks, LLC

W64 N631 Hanover Avenue

Cedarburg, WI 53012

262.421.8070



VILLAGE OF BROWN DEER

Village of Brown Deer Proposal.

THE VILLAGE OF BROWN DEER site will be re-designed to display information in a more visually-effective design that attracts the intended end-user and enhances engagement opportunities. Brown Deer has two distinct web sites so the project will focus on these as two separate entities. A third component will be Mobile sites for each of the independent web sites.

The main areas of concern include, but are not limited to:

- Enhance the back end CMS to a WYSIWYG platform so it is easier to use
- Upgrade the look and feel and functionality of THE VILLAGE OF BROWN DEER site www.browndeerwi.org
- Find a solid solution for the engagement site – www.mybrowndeer.com
- Investigate a mobile solution
- Provide a tool that allows for greater end-user engagement
- Provide a platform that showcase the highlights of the city
- Launch new site in conjunction with the unveiling of “Original Brown Deer”

There are three components to this project for each site:

- Back end functionality
- Visual perception
- Enhanced engagement

Goals:

- 1) Build main village site
- 2) Build village mobile site
- 3) Build Our Brown Deer site

Timing:

- Target Start Date: March 10, 2014
- Target Completion Date: June1, 2014
- Duration: 12 weeks



VILLAGE OF BROWN DEER

Village of Brown Deer Web Site.

Estimate \$9,900

The web site for THE VILLAGE OF BROWN DEER www.browndeerwi.org will call up data from a re-designed CMS (Content Management System) that will be easier to use. The visual design will be overhauled to take advantage of current display formats.

- **Simple Architecture** – Site will be a simple structure allowing the user to remain engaged and on the same page for the basic searches. Find everything in 3 clicks.
- **Social Links** – Social links will be located in the header so visible on every page.
- **Call to Action** – A “Call to Action” asks or tells the visitor to engage with the village.
- **Video Players** – A video player on the home page will embed videos from YouTube. Separate video players will be placed in each product page.
- **Photo Showcase** – A photo showcase will be available for all landing pages.
- **Content Migration** – SIM will migrate existing content to proper pages.
- **CMS** – The CMS is updated and includes the WYSIWYG editor.
- **Technology** – Custom code CF10

Project details and estimates:

Back end functionality www.browndeerwi.org:

- SIM will convert the CMS for the main village site to a WYSIWYG format. There are 46 areas that will be affected by this enhanced functionality.
- Estimated time for completion: 3 weeks

Visual Perception www.browndeerwi.org:

- Using the model of Reno, Nevada www.reno.gov SIM will create a representative sample of what the Home page will look like and what the inside pages will look like.
- Pdf's for proof + 2 revisions
- Functional review – tabs, click through, white space, side bars, navigation
- Estimated time for completion: 2 weeks

Enhanced Engagement www.browndeerwi.org:

- SIM will lay out the strategy for increasing end user engagement
- Variable photos on the home page
- Variable photos for main department landing pages
- Call to action location and purpose
- Re-design landing pages with less text, more white space
- Allow for simple survey development and deployment
- Allow for easy flow to social platforms
- Estimated time for completion: 4 weeks



VILLAGE OF BROWN DEER

Custom Mobile Site – Village of Brown Deer. Estimate: \$2,900

THE VILLAGE OF BROWN DEER mobile site will include only the features and information that would be most practically sought on a mobile device. The same CMS that runs the back-end of the desktop site will run the Mobile site.

- **Simple Architecture** – No more than 5 buttons will allow users to find all of the Mobile site components
- **Key Department Finder** – Users will find the most sought after departments with quick phone number link
- **Photos** –Highlighted area photos
- **Complaint Department** – Users will be able to take photos and submit to appropriate department – graffiti, potholes, vandalism, etc...
- **Calendars** – Users will be able to find appropriate calendars for events
- **Technology** – Custom code CF10

Project details and estimates:

Back end functionality MOBILE www.browndeerwi.org:

- SIM will configure CMS components that will be utilized in the Mobile site
- Database storage
- Estimated time for completion: 1 week

Visual Perception MOBILE www.browndeerwi.org:

- SIM will lay out the look and feel of the mobile site
- Buttons/Flow, Architecture
- Proof + 2 revisions
- Estimated time for completion: 1 week

Enhanced Engagement MOBILE www.browndeerwi.org:

- SIM will construct the method of interaction with the mobile site
- Photo capture
- Complaint transfer
- Email, text options
- Estimated time for completion: 1 week



VILLAGE OF BROWN DEER

Our Brown Deer Site.

Estimate: \$3,900

Our Brown Deer site www.ourbrowndeer.com is a social engagement tool that will appeal to the citizens of Brown Deer and those that are considering moving to Brown Deer. The functionality, design and back end are completely separate for the village site.

The model we will use is like the Reno social site: www.biggestlittlecity.org

THE VILLAGE OF BROWN DEER mobile site will include only the features and information that would be most practically sought on a mobile device. The same CMS that runs the back-end of the desktop site will run the Mobile site.

- **Simple Architecture** – Easy structure for novice site users to utilize
- **Tell a Story** – Users can share their story about Brown Deer
- **Photos** – Photos are easily added to the site
- **Videos** – Users can upload a YouTube video for sharing
- **Control** – Brown Deer representatives will have the ability to approve site additions
- **Technology** – Responsive WordPress .PHP

Project details and estimates:

Back end functionality www.ourbrowndeer.com

- SIM will configure site components that will be utilized in the site
- Navigation, sidebar, social interface
- Estimated time for completion: 2 weeks

Visual Perception www.ourbrowndeer.com

- SIM will lay out the look and feel of the site
- Buttons/Flow, Architecture
- Proof + 2 revisions
- Estimated time for completion: 2 weeks

Enhanced Engagement www.ourbrowndeer.com

- SIM will construct the method of interaction with the mobile site
- Photo capture
- Video upload
- Email, text options
- Estimated time for completion: 1 week



VILLAGE OF BROWN DEER

Hosting – Per Quarter. \$440

Village Site www.browndeerwi.org	\$120
Database component of site	\$120
Mobile site	\$80
Our Brown Deer site www.ourbrowndeer.com	\$120
Total Hosting per quarter:	\$440

HOSTING SET UP – one time \$850

Mobile site = \$350

Our Brown Deer site = \$500

Technologies.

The following list outlines the technologies to be used by the Brown Deer websites. When applicable, the fees for specific technologies have been listed for estimated purposes only.

Web Development

- Front-end development typically consists of HTML5, CSS and JavaScript within a PHP Word Press platform. Final development to be based on technical recommendations and accepted design parameters.
- Backend development platform be determined based on technical recommendations. Capabilities include, PHP, Word Press and Bootstrap.
- Database programming in SQL.

Google Analytics

- Monitoring website traffic is essential to determining which pages and items are attracting individuals.
- <http://www.google.com/analytics/>

Quality Assurance Testing

- Functional bug fixes and cross-browser compatibility for the following systems:
 - IE8
 - Chrome 18+
 - Firefox 12+
 - Safari 5+ (MAC & PC)



VILLAGE OF BROWN DEER

Project Structure & Timeline.

PHASE I – Develop look & feel of the Brown Deer Village website www.browndeerwi.org

PHASE II – CMS conversion of Brown Deer Village site www.browndeerwi.org

PHASE III – Design engagement/ functionality - Brown Deer Village www.browndeerwi.org

PHASE IV- Build Brown Deer Village site www.browndeerwi.org

PHASE V – Develop look & feel of Brown Deer Mobile site

PHASE VI – Design engagement components of the Brown Deer Mobile site

PHASE VII – Build Brown Deer Mobile site

PHASE VIII – Develop look & feel of Our Brown Deer site www.ourbrowndeer.com

PHASE IX – Design engagement components for Our Brown Deer site www.ourbrowndeer.com

PHASE X – Build Our Brown Deer site www.ourbrowndeer.com

PHASE XI – Site trials

PHASE XII – Site training

PHASE XIII – Site launch(es)

PHASE XIV - Maintenance (OPTIONAL)

As part of an optional monthly package, SIM will provide Brown Deer with support of the website. This support may be used for providing additional training, website updates, content management, website maintenance or installing any extra features.

- Option 1: 4 hours per month, \$500.00 billed monthly
- Option 2: 10 hours per month, \$1,000.00 billed monthly



VILLAGE OF BROWN DEER

Fees & Payment.

Website development fees for this proposal include the items outlined in pages 2 through 8. Any additional work and options will be billed separately.

Smart Interactive Media, LLC Fees

Payment of Fees

50% of project fees are due upon project acceptance = \$8,350.00

25% due @ 30 days into project = \$4,175.00

The balance of project fees plus any added components due at completion = \$4175 + X.00

Late Payment of fees

Delinquent invoices will be assessed a \$20 charge if payment is not received within 20 calendar days of the due date. Smart Interactive Media reserves the right to withhold delivery or hold website services if payments are not made.



VILLAGE OF BROWN DEER

Additional Agreements.

Assignment of Project

Smart Interactive Media reserves the right to assign subcontractors to this project to insure the right fit for the job as well as on-time completion.

Copyrights and Trademarks

THE VILLAGE OF BROWN DEER unconditionally guarantees to Smart Interactive Media that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Smart Interactive Media for inclusion in the materials is owned by the client, or that the client has permission from the rightful owner to use each of these elements.

Promotional Rights

Smart Interactive Media retains the right to use the materials developed as a sample of work for promotional, competitive and portfolio purposes.

Non-Disclosure

Smart Interactive Media guarantees to THE VILLAGE OF BROWN DEER that information shared during the development of this project will be used solely for the benefit of THE VILLAGE OF BROWN DEER and will not be distributed, discussed or otherwise shared with any other parties unless Smart Interactive Media is required to do so by court order.

Additional Expenses

Should THE VILLAGE OF BROWN DEER require Smart Interactive Media to travel as a function of this engagement, reasonable business accommodations will be reimbursed. Mileage will also be reimbursed.



VILLAGE OF BROWN DEER

Proposal Acceptance.

To initiate this website development proposal with Smart Interactive Media, please review the fee schedule below, sign and then return a copy of this page to the address below.

Payment of Fees

50% of project fees are due upon project acceptance = \$8,350.00

25% due @ 30 days into project = \$4,175.00

The balance of project fees plus any added components due at completion = \$4175 + X.00

By signing below, THE VILLAGE OF BROWN DEER agrees to the terms of this proposal.

On behalf of THE VILLAGE OF BROWN DEER (authorized signature):

Authorized

Signature _____

Print

Name _____ Date _____

Smart Interactive Media

W64 N631 Hanover Avenue

Cedarburg, WI 53012

Checks made payable to Smart Interactive Media.

To pay via credit card, please call (262) 685-7490.



OPTIONS:

Organic SEO (Search Engine Optimization)

\$500/MO

SIM will actively manage the strategies and monthly activities necessary to grow the organic rankings of your site. This program will allow us to boost search engine rankings, giving Sno-Way more online visibility.

- Review of site to update and tweak the SEO based on progress
- Provide monthly reporting
- Alter content & tags
- Analytics site analytics
- Benchmark competitor sites
- Setup = \$1,000

Original Content Options.

\$500/MO

Search engines are designed to find sites with original content which includes images, blogs, videos and white papers. SIM will assist you managing the launch of original content utilizing sound strategies and organization of your resources.

Monthly Content Deployment

- Weekly YouTube additions
- Weekly Facebook additions
- Weekly Twitter additions
- Weekly LinkedIn additions

Web Engagement E-Blasts

\$1,000/MO

SIM will assist Sno-Way in setting up Constant Contact for the purpose of increasing end user and/or dealer engagement. SIM will develop a Sno-Way bi-weekly e-blast to showcase various aspects of Sno-Way products, accessories and services.

- Services include assistance in the creation of content
- Best practices that increase open rates
- Proper use of images and a monthly review of your success.
- \$400 setup fee

OPTIONS:

Social & Email Options.

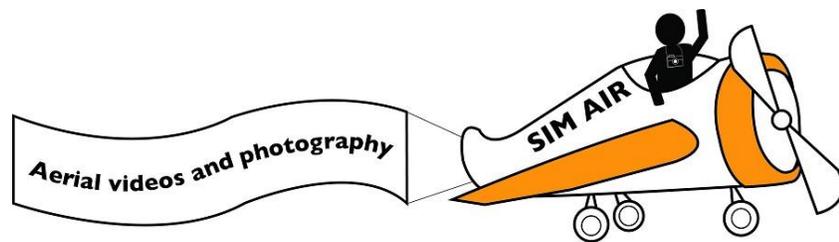
\$500

Add This Links

Add this allows users to quickly add a notation about the content on your site to their social connections.

- Custom page programming
- Quick conversion tool
- Enhances social behavior

[Sample](#)



SIM Air (Regional)

An aerial shot and video of your location(s) will showcase that your business is substantial and built to stay. SIM needs a two week window to get the logistics set to capture the greatest photos and videos from the air of your facility. We will deliver a minimum of five HD photos and one HD video for \$2,000.00.

Other options are available including a full complement of video production tools



VILLAGE OF BROWN DEER

Standard Rates.

Web

Content Gathering/Population	\$80.00/hour
Content creation	\$80.00/hour
Standard coding	\$115.00/hour
Database/Advanced Coding	\$150.00/hour
Research	\$80.00/hour
SEO Keyword Research	\$80.00/hour
Monthly SEO Review	\$80.00/hour
Technical Support	\$80.00/hour
Testing	\$80.00/hour
Training	\$80.00/hour
General Web	\$80.00/hour

Creative

Graphic Design	\$100.00/hour
Photoshop work	\$100.00/hour

Video/Photography

Photography	\$125.00/hour
Scripting	\$80.00/hour
Storyboarding	\$100.00/hour
Video Editing	\$125.00/hour
Video Shooting	\$175.00/hour
Voice Over – In-house	\$80.00/hour
Voice Over – Specialized	Market Rate
DVD Development	\$80.00/hour
General Video	\$80.00/hour

Other

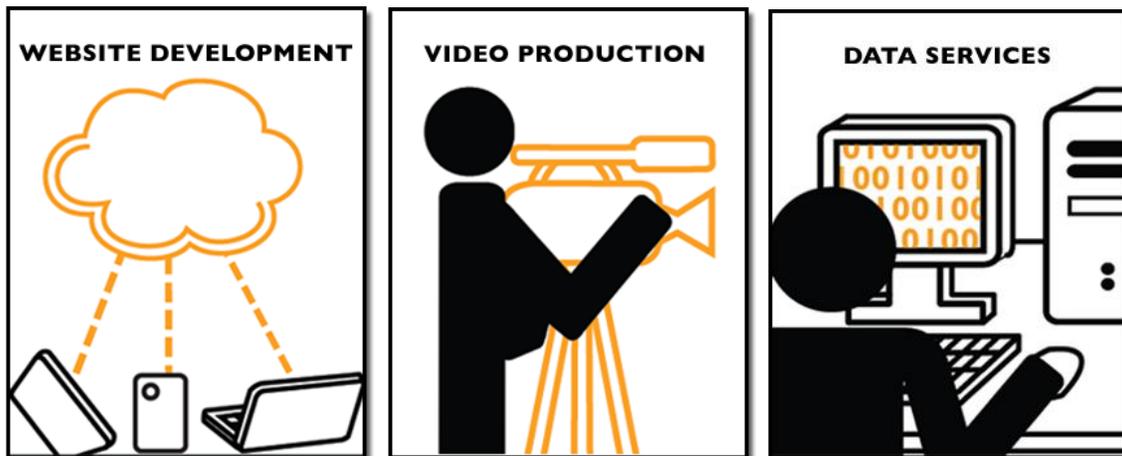
Travel	\$50.00/hour + miles
General Billable	\$80.00/hour
Consulting	\$150.00/hour

Hourly work is billed per the quarter hour.

SIM Contact:

Mike Stevens – Managing Member

mike@getsim.com - Cell# 262.685.7490





February 24, 2014

President Jim Jiracek
Brown Deer Police Commission
4800 Green Brook Drive
Brown Deer, WI 53233

Dear President Jiracek:

Thank you for the opportunity to provide you with a proposal for the Village of Brown Deer's Chief of Police recruitment and selection process. Effective January 1, 2014, Voorhees Associates and GovTempsUSA have combined under one company, GovHR USA. GovHR USA is co-owned by Heidi Voorhees and Joellen Earl. All of the consultants and services remain the same. We are simply combining resources to more effectively serve our clients. GovHR USA prides itself on a tailored, personal approach to executive recruitment and selection, able to adapt to your specific requirements for the position.

QUALIFICATIONS AND EXPERIENCE

GovHR USA is a public management consulting firm serving municipal clients and other public sector entities on a national basis. We work exclusively in the public sector, offering customized executive recruitment services, as well as providing other management studies and services for communities. GovHR USA has been certified as an FBE (Female Business Enterprise) in the State of Illinois.

GovHR USA was established in 2009 as Voorhees Associates, LLC. Our headquarters offices are in Northbrook, Illinois. Heidi Voorhees, President, previously spent 8 years with the nationally recognized public sector consulting firm, The PAR Group and was President of The PAR Group from 2006 – 2009. Ms. Voorhees has conducted more than 190 recruitments in her management consulting career, with many of her clients repeat clients, attesting to the high quality of work performed for them. In addition to her 12 years of executive recruitment and management consulting experience, Ms. Voorhees has 19 years of local government leadership and management service with the Villages of Wilmette and Schaumburg, Illinois, as well as the City of Kansas City, Missouri.

The firm has a total of seventeen consultants, both generalists and specialists (public safety, finance, parks, etc.), who are based in Arizona, Delaware, Florida, Illinois, Michigan, and Wisconsin, as well as four reference specialists and four support staff.

Experience

GovHR USA has completed 154 recruitments since its establishment in 2009. We have 16 current recruitments in various stages of completion. Our consultants are experienced executive recruiters who

650 Dundee Road, Suite 270, Northbrook, Illinois 60062

Local: 847.380.3240 Toll Free: 855.68GovHR (855.684.6847) Fax: 866.401.3100 GovHRUSA.com

EXECUTIVE RECRUITMENT • INTERIM STAFFING • MANAGEMENT AND HUMAN RESOURCE CONSULTING

have conducted over 450 recruitments, working with cities, counties, special districts and other governmental entities of all sizes throughout the country. In addition, we've held leadership positions within local government, giving us an understanding of the complexities and challenges facing today's public sector leaders.

References

The following references can speak to the quality of service provided by GovHR USA:

Fire Chief recruitment

Director of Public Works recruitment

Chief of Police recruitment

City of Burlington, Wisconsin

Kevin Lahner

City Administrator

300 N. Pine Street

Burlington, WI 53105

262/342-1161

Klahner@burlington-wi.gov

Chief of Police recruitment

Village of Lake Bluff, Illinois

Kathleen O'Hara, President

Board of Trustees

40 E. Center Ave.

Lake Bluff, IL 60044

847-234-0774

vlb@lakebluff.org

Chief of Police recruitment

Village of Tinley Park, Illinois

Gerry Horan, Director of Human Resources

16250 S. Oak Park Ave.

Tinley Park, IL 60477

708-444-5000

ghoran@tinleypark.org

Consultant Assigned

GovHR USA Vice Presidents Lee McCann and Joe DeLopez will be responsible for your recruitment and selection process.

Lee McCann

Vice President - Midwest Region

Lee McCann brings over 36 years of active public safety experience to GovHR USA. He works on executive search and general management consulting projects.

Following his honorable discharge from the United States Army, Mr. McCann began his career in local law enforcement as a patrol officer in Evergreen Park, Illinois. He rose through the ranks of that agency, attaining the highest merit position, Lieutenant, in less than ten years. In 1982 he was named Chief of Police in Buffalo Grove, Illinois and served as Chief of Police in Buffalo Grove & Skokie, Illinois for the next 23 years. While serving in Buffalo Grove, he led the police department in becoming one of the first 50 law enforcement agencies in the nation to be accredited.

Mr. McCann accepted numerous leadership roles with intergovernmental agencies during his tenure as Chief of Police. He helped found and manage the Lake County (Illinois) Major Crimes Task Force, served as Chairman of the Executive Committee of the Northwest Central Dispatch System and was President of the Northern Illinois Police Crime Laboratory. He was Secretary of the Executive Board of the Northwest Police Academy for ten years, and was also President of the Northern Illinois Police Alarm System - a mutual aid organization that provides manpower and other specialized services to member agencies during disaster and other emergency situations. During the five years he served as President of this organization, Mr. McCann oversaw a 100% growth in membership to over 80 law enforcement agencies serving a population of approximately 1,000,000 people.

Mr. McCann's consulting experience includes general police management studies, executive search & recruiting assignments, and service as on-site assessment team leader for the Commission on Accreditation for Law Enforcement Agencies since 1987. He also is a member of several professional organizations and has served on the governing boards of civic and charitable organizations such as OMNI Youth Services, United Way and as chairman of the Regional Action Planning Project, a local initiative to suppress street gang activity.

Mr. McCann is a graduate of the F.B.I. National Academy, the Illinois Law Enforcement Executive Institute, and Chicago State University.

Joseph A. De Lopez
Vice President

Joseph A. De Lopez is an experienced and professional public safety executive and consultant. He has over 41 years of progressively responsible experience covering the spectrum of police management, to include administration, policy development, training, expert witness testimony and executive screening activities.

He was formerly the Vice Chancellor for Safety and Security for the City Colleges of Chicago. He was hired by the City Colleges in 2011 to coordinate the centralization and re-organization of the Office of Safety and Security. The City College of Chicago system is comprised of eight primary locations and six satellite locations serving a student population of approximately 120,000. These campuses are located throughout metropolitan Chicago, and are as diverse as the city itself. The Office of Safety and Security provides all of the public safety needs of the City College system through the employment of a combination of off-duty and retired members of the Chicago Police Department, the Illinois State Police Department and the Cook County Sheriff's Department. As Vice Chancellor, Mr. De Lopez developed a plan to transition the Office of Safety and Security to a State Certified Police Department. He also implemented procedures to standardize and integrate security technology solutions, and implemented numerous programs and policies to enhance the safety on all of the campuses.

Mr. De Lopez also served as the Chief of Police in Winnetka, Illinois, a community of 12,500 residents 14 miles from downtown Chicago along the shores of Lake Michigan. He was hired as Chief in March of 2002. The Winnetka Police Department has a complement of 36 personnel, and a total budget of approximately \$6.3 million. The Department has been nationally accredited by the Commission on Accreditation for Law Enforcement Agencies. During his tenure as Chief in Winnetka, De Lopez re-organized the Police Department, enhanced training of his personnel through a collaborative effort with Oakton Community College and the Northeastern Illinois Public Training Academy (NIPSTA), where he served in roles as President, Vice-President and as an Officer of the NIPSTA Foundation.

Mr. De Lopez also had a distinguished 31 year career with the Chicago Police Department, rising through the ranks to become Deputy Superintendent. As the Deputy Superintendent of the Bureau of Technical Services for the Chicago Police Department Mr. De Lopez commanded a bureau that was comprised of the police department's Communication Division, Electronics and Motor Maintenance Division, Evidence

and Recovered Property Section, and General Support Division. His duties included coordinating police communications issues and needs with the Chicago Office of Emergency Communications, which included the city's Alternate Response Program.

While with the Chicago Police Department, Mr. De Lopez supplemented his Bachelors Degree from the University of Illinois with a Masters Degree from Lewis University. He has also completed a certificate in Police Administration at the Traffic Institute of Northwestern University, attended the elite Senior Management Institute for Police in Boston, Northwestern University's Executive Management Program, the City of Chicago Intergovernmental Executive Development Program, and is a 2008 graduate of the Federal Bureau of Investigation Law Enforcement Executive Development Program (LEEDS).

Mr. De Lopez has also been qualified as an expert witness in Federal Court for police operations and administrative matters, and has served as a promotional and executive search assessor for the International Association of Chiefs of Police, Metro Dade Police Department, Illinois State Police, Cook County Department of Personnel, and the Chicago Police Department.

SCOPE OF WORK

A typical recruitment and selection process can take 175 hours to conduct. At least 50 hours of this time is "administrative" including ad placement, acknowledgment of résumés, reference interviews, and due diligence on candidates. These tasks may take longer if someone is performing them for the first time. We believe our experience and ability to professionally administer your recruitment will provide you with the best possible outcome. GovHR USA clients are kept informed of the progress of a recruitment throughout the recruitment process. Consultants are always available to provide information and answer questions, and details of the process such as placement of advertising and applications received are discussed in regular updates via either telephone or email.

GovHR USA suggests the following approach to your recruitment, subject to your requests for modification:

Phase I – Position Assessment, Job Announcement and Brochure Development

Phase I will include the following steps:

- **Interviews** with Members of the Police Commission, and the Village's senior staff as well as any other individuals you deem appropriate to best understand the responsibilities, challenges, and culture of the Village.

At least eight (8) hours of one-on-one interviews will be conducted with elected officials, staff and the public in order to develop our Recruitment Brochure. This important document outlines the expectations that the Village has for its next Chief of Police, providing us with the information we need to target our recruitment. During this process we will assist you with establishing the salary for Chief of Police by conducting a salary survey of comparable communities, if so desired.

- Development of a **Job Announcement**.
- Development of a detailed **Recruitment Brochure** for your review and approval.
- Agreement on a detailed **Recruitment Timetable**.

Phase II – Advertising, Candidate Recruitment and Outreach

Phase II will include the following steps:

- Placement of the Job Announcement in appropriate professional online publications. In addition to public sector publications and web sites, outreach will include LinkedIn and other private sector resources. We can provide the Village with placement recommendations, if so desired.
- The development of a database of potential candidates unique to this position and to the Village of Brown Deer, focusing on the leadership and management skills identified in Phase I as well as size of organization, and experience in addressing challenges and opportunities also outlined in Phase I.
- Outreach will be done through e-mail, telephone contacts, and U.S. mail as appropriate. GovHR USA consultants have extensive knowledge of the municipal government industry and will personally identify and contact potential candidates. With more than 600 collective years of municipal and consulting experience among our consultants, we often have inside knowledge about candidates.

Phase III – Candidate Evaluation and Screening

Phase III will include the following steps:

- Review and evaluation of candidates' credentials considering the criteria outlined in the Recruitment Brochure.

We will develop a matrix which identifies key traits (taken from the Recruitment Brochure) such as education, experience, and the specific skills needed for the Chief of Police. We will then use these filters to screen the candidates into a group of 15 to 20 semi-finalists.

- Candidates will be interviewed by telephone or Skype to fully grasp their qualifications and experience as well as their interpersonal skills.

We personally contact all the semi-finalists and conduct about an hour long telephone interview, asking specific questions about their experience and skill set. This allows us to ask follow up questions and probe specific areas. It also provides us with an assessment of their verbal skills and their level of energy for and interest in the position.

- Formal and informal references (two per candidate) and an internet search of each candidate will be conducted to further verify candidates' abilities, work ethic, management and leadership skills, analytical skills, interpersonal skills, ability to interact with the media, and any areas identified for improvement.
- All résumés will be acknowledged and contacts and inquiries from candidates will be personally handled by GovHR USA, ensuring Brown Deer's process is professional and well regarded by all who participate.

Phase IV – Presentation of Recommended Candidates

Phase IV will include the following steps:

- GovHR USA will prepare a **Recruitment Report** that presents the credentials of those candidates most qualified for the position. You will advise us of the number of reports you will need for the individuals involved in this phase of the recruitment and selection process. We provide a binder which contains the candidate's cover letter and résumé. In addition, we prepare a "mini" résumé for each candidate, so that each candidate's credentials are presented in a uniform way. As résumés come in all different formats, these "mini" résumés will give you a clear, consistent look at each candidate "at a glance."

- GovHR USA will provide you with a log of all candidates who applied for the position. You may also review all of the résumés should you so desire.
- GovHR USA will meet with you to review the Recruitment Report and expand upon the information provided. The report will arrive two to three days in advance of the meeting, giving you the opportunity to fully review it. In addition to the written report, we will spend 2 to 3 hours with you to bring the candidates to “life” by reviewing their telephone interview and providing excerpts from two (2) references we will have done on the individual.

Phase V –Interviewing Process

Phase V will include the following steps:

- At the Recommendation meeting, the Interviewing Process will be finalized including the discussion of any specific components you deem appropriate, such as a writing sample.
- GovHR USA will develop the first and second round interview questions for your review. GovHR USA will provide you with interview books that include the credentials each candidate submits, a summary of each candidate’s credentials, a set of questions with room for interviewers to make notes, and an evaluation sheet to assist interviewers in assessing each candidate’s skills and abilities.
- GovHR USA will work with you to develop an interview schedule for the candidates, coordinating travel and accommodations. The schedule will incorporate a tour of Village of Brown Deer facilities and interviews with Department Heads and elected officials.

We offer a community “Meet and Greet” option, at no charge, as a means for the community to interact and get to know the candidates in an informal setting. At this “Meet and Greet,” candidates would give a brief overview of themselves and answer questions from the audience.

- Once candidates for interview are selected, additional references will be contacted, verification of educational credentials, criminal court, credit, and motor vehicle and records checks. Employment verification can also be provided if so desired. GovHR USA recommends a two-step interviewing process with (typically) five candidates interviewed in the first round. Following this round, we strongly suggest that two or three candidates are selected for second round interviews. Again, we will prepare a second round of interview questions and a “score sheet.”
- GovHR USA consultants will be present for all of the interviews, serving as a resource and facilitator.

Phase VI – Appointment of Candidate

- GovHR USA will assist you as much as you request with the salary and benefit negotiations and drafting of employment agreement, if appropriate.
- GovHR USA will notify all applicants of the final appointment action by the Police Commission, including professional background information on the successful candidate.
- GovHR USA will provide no-fee telephone follow-up and counsel to the Police Commission and appointed Chief of Police for six months following conclusion of the recruitment.

Optional Assessment Center

If desired, GovHR USA will perform an Assessment Center for candidates selected for interview as part of the selection process. An Assessment Center is a very useful tool for evaluating the strengths, weaknesses and skills and abilities of Brown Deer’s next Chief of Police.

GovHR USA consultants will prepare all the related documents and scoring sheets for a Prewritten Exercise (done prior to the Assessment Center and evaluated by the Assessors) and a choice of three (3) of the following exercises to be completed on the Assessment Center day:

- In-Basket Exercise
- Oral Presentation Exercise
- Leaderless Group Exercise
- Structured Interview
- Budget Analysis Exercise
- Other exercise of the Client's choosing

Optional 360° Evaluation

As a service to the Village of Brown Deer, we offer the option to provide you with a proposal for a 360° performance evaluation for the new appointed Chief of Police at about six months into his or her employment. This evaluation will include seeking feedback from both Elected Officials and Department Directors, along with any other constituent the Village feels would be relevant and beneficial. This input will be obtained on a confidential basis with comments known only to the consultant. If you are interested in this option, GovHR USA will prepare a proposal for this service.

Recruitment Schedule

A detailed recruitment schedule will be provided in Phase I. The recruitment and selection process typically takes 90 days from the time the contract is signed until the candidate is appointed. We can work with you on a shorter process, should you so desire.

Our typical recruitment process includes the following milestones and deliverables:

On-site interviews of Brown Deer officials and staff, development and approval of recruitment brochure Deliverable: recruitment brochure	weeks 1-2
Placement of professional announcements; candidate identification, screening, interview and evaluation by consultant	weeks 3-8
Consultant recommendation to Commission of qualified candidates Deliverable: recruitment report	week 9
Selection of candidate finalists by Commission; additional background and reference checks, report preparation and presentation Deliverable: interview reports including suggested questions and evaluation sheets	week 10
Interviews of selected finalist candidates; Commission selection of final candidate; negotiation, offer, acceptance and appointment	weeks 11-12

Summary of Costs

Recruitment Fee:	\$11,000
Recruitment Expenses: (not to exceed)	4,000
Expenses include consultant travel, postage/shipping, telephone, support services, copying etc. Also includes candidate due diligence efforts.	
Advertising costs	1,000*
Recruitment Brochure printing (optional)	900
Assumes full color	
 Total Fees:	 \$16,900**

*Advertising costs over \$1,000 will be placed only with client approval. If less than \$1,000, Client is billed only for actual cost.

**This fee does not include travel and accommodations for candidates interviewed.

Optional Assessment Center Fee:	\$5,000*
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*This fee includes all the preparation and cost of the Assessment Center materials, and the fees and expenses for the consultants to attend as facilitators. We will also assist the Village in selecting three (3) professionals from outside the organization, who will act as observers in assessing each candidate's strengths and weaknesses. The cost includes a written report outlining the findings of the Assessment Center as reported by the Assessors. The Village would be responsible for paying a \$500 stipend to each Assessor (and possibly mileage for the assessors). **This fee does not include lodging, travel and meal expenses for the GovHR USA Facilitator(s) to be on site for the Assessment Center. Actual expenses will be billed in addition to the \$5,000 fee.**

Payment for Fees and Services

Professional fees and expenses will be invoiced as follows: Recruitment expenses and the costs for the Recruitment Brochure printing will be itemized with sufficient detail and invoiced as incurred. In addition, the Recruitment Fee will be invoiced in three (3) equal payments, billed during the course of the recruitment. The first invoice for the Recruitment Fee will be sent upon acceptance of our proposal. The second invoice will be sent following the recommendation of candidates and will include any expenses incurred to date. The final invoice will be sent upon completion of the recruitment assignment and will include all remaining expenses. Upon receipt of each invoice the Village will approve payment in accordance with its claims procedures within thirty (30) days of receipt.

GovHR USA Guarantee

It is the policy of GovHR USA to assist our clients until an acceptable candidate is appointed to the position. Therefore, no additional professional fee would be incurred should the Village not make a selection from the initial group of recommended candidates and request additional candidates be developed for interview consideration. Additional reimbursable expenses may be incurred should the situation require consultant travel to Brown Deer beyond the normal three visits.

Upon appointment of a candidate, GovHR USA provides the following guarantee: should the selected and appointed candidate at the request of the Village of Brown Deer or the employee's own determination, leave the employ of the Village of Brown Deer within the first 24 months of appointment, we will, if desired, conduct another search for the cost of expenses and announcements only.

In addition, in accordance with the policy of our firm as well as established ethics in the executive search industry, we will not actively recruit the placed employee for a period of five years.

Why Choose GovHR USA?

The heart and soul of a professional recruitment firm is the expertise it brings to its clients. GovHR USA consultants are all experienced local government executives who have demonstrated careers and expertise that brings first hand knowledge of the disciplines in which they now consult. This knowledge can assist clients in designing the appropriate interview questions, the development of written and oral exercises to best assess candidates' abilities, and facilitation of the clients' discussion of the candidates.

Our process reflects the client's goals and objectives—therefore, the time we spend developing the Recruitment Brochure is critical in our understanding of the challenges, opportunities, and culture of the position under consideration. Our candidate assessment and interviewing skills are based on thousands of interviews over the course of our Consultants' many years of experience in the recruitment and selection field. This professional familiarity allows us to be sensitive to the nuances, not only the obvious. In addition, as experienced local government professionals, our Consultants are able to ask probing, thoughtful questions and effectively evaluate the candidates' answers. We provide the client with a diverse list of potential candidates who have been fully vetted by our staff and who are truly interested in and well-qualified for the position. We respect the confidentiality of candidates' applications and are respectful of the candidates' current employment situation when we conduct reference calls. We are not a gatekeeper—clients will be provided with a list of everyone who applied and may view the résumés should they so desire.

Our firm's executive recruitment standards embrace a professional process of integrity, trust, and respect toward all parties involved and a commitment toward meeting the expressed needs and desires of our Client. Our ultimate goal is for the client to be completely satisfied with the selected candidate.

This proposal will remain in effect for a period of six months from the date of the proposal. We look forward to working with you on this recruitment and selection process!

Sincerely,



Heidi J. Voorhees
President
GovHR USA/Voorhees Associates

ACCEPTED BY THE VILLAGE OF BROWN DEER, WISCONSIN

BY: _____

TITLE: _____

DATE: _____

Chief of Police Recruitment Costs	
Recruitment Fee	\$11,000
Recruitment Expenses	\$4,000
Advertising Costs	\$1,000
Recruitment Brochure	\$900
Assessment Center	\$5,000
(3) Assessment Facilitators	\$1,500
Meet and Greet	\$500
Moving Expenses	\$8,000
Candidate Travel Expenses	\$1,000
Background Checks	\$500
Unknowns	<u>\$1,600</u>
Total:	\$35,000

Resolution Proclaiming
May 10th, 2014 as Arbor Day

Resolution No. 14-XX

WHEREAS, in 1872, J. Sterling Morton proposed to the Nebraska Board of Agriculture that a special day be set aside for the planting of trees; and,

WHEREAS, this holiday, called **ARBOR DAY**, is now observed throughout the world with the planting of trees and educating the young in the benefits trees provide; and,

WHEREAS, trees do benefit us by reducing erosion of topsoil, savings in heating and cooling costs, cleaning the air, production of oxygen, providing habitat for wildlife, management of storm water runoff; and,

WHEREAS, trees are a renewable resource for paper, wood for our homes and work, fuel for our fires and countless other wood products; and,

WHEREAS, trees in the Village of Brown Deer increase property values, enhance the economic vitality of the business areas, and provide an aesthetically pleasing and healthy environment for the residents and travelers; and,

WHEREAS, trees, wherever they are planted, are a source of joy and spiritual renewal; and,

WHEREAS, the Village of Brown Deer continues to be committed to the planting of trees and the management of a healthy urban forest.

NOW, THEREFORE, BE IT RESOLVED, by the Village of Brown Deer Board of Trustees that we do hereby proclaim Saturday, May 10th, 2013, as **ARBOR DAY** in the Village of Brown Deer, and we urge all citizens to support efforts to protect our trees and woodlands and to support our Village's Urban Forestry Program; and,

FURTHER, we urge all citizens to plant trees to gladden the hearts and promote the well being of present and future generations.

PASSED AND ADOPTED by the Village Board of the Village of Brown Deer, this 17th day of March, 2014.

Carl Krueger, Village President

Jill Kenda-Lubetski, Village Clerk

**BROWN DEER BEAUTIFICATION COMMITTEE
MARCH 11, 2014 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order by Chairperson Quirk at 6:35 p.m.

I. Roll Call

Present: Julie Quirk, Beverly Lieven, Elizabeth Smith, Kathleen Schilz
Also Present: Erika Petras, Department of Public Works
Excused: Marie-Claude Milot, Matthew Maederer, Director of Public Works
Absent: Trustee Bob Oates

II. Persons Desiring to be Heard

None.

III. Consideration of Minutes: February 11, 2014 - Regular Meeting

It was moved by Julie Cook-Quirk, and seconded by Beverly Lieven to approve the February 11, 2014 regular meeting minutes, as amended. The motion carried unanimously, with Ms. Schilz abstaining.

IV. Review of Submitted Landscape Plans

None

V. Report of Staff/Committee Members

Ms. Petras reported for Mr. Maederer that David J. Frank has begun work on the southeast corner of Deerwood Drive and River Lane, installing a seat wall, monuments and brick pavers. Landscaping in the Original Village will resume in May, and Public Works crews have begun tree trimming in between winter operations.

Ms. Petras also shared that it was the consensus of Mr. Piotrowski; Community Development Director, and Mr. Maederer that the Original Village street party was not a good venue for a Beautification Committee display or booth as the event is sponsored by the Original Village businesses and meant as a celebration for the end of construction. Ms. Petras relayed Mr. Piotrowski's suggestion that the summer concert series to be held in Village Park would be a better venue for a booth or display.

VI. Unfinished Business

A) Arbor Day/ Earth Day/ Keep Greater Milwaukee Beautiful Clean-Up Day/ Migratory Bird Day

Ms. Petras informed the committee that Migratory Bird Day would be celebrated on May 10, 2014 in conjunction with Arbor Day. A copy of the resolution proclaiming May 10, 2014 International Migratory Bird Day was shared with committee members.

Ms. Cook-Quirk stated that further Arbor Day planning could be discussed at the April meeting, and suggested that the May meeting be changed to May 6, 2014.

B) Fundraising – Goals, Ideas, Opportunities

Item tabled until the May meeting for discussion.

C) Mentoring Program

Ms. Petras informed the committee that the Mentoring Program needed to be developed by the committee and presented to the Village Manager and the Village Board for approval. A discussion ensued among committee members to determine a clear goal of the program as well as an appropriate venue to facilitate the sharing of information. It was the consensus of the committee to table further discussion until the June meeting, with all committee members bringing ideas for program development at that time.

VII. New Business

A) Resolution No. 14-, (Resolution Proclaiming May 10, 2014 as Arbor Day)

It was moved by Julie Cook-Quirk and seconded by Elizabeth Smith to recommend the Village Board approve Resolution No. 14-, “A Resolution Proclaiming May 10, 2014 as Arbor Day”. The motion carried unanimously.

VIII. Adjournment

It was moved by Beverly Lieven and seconded by Julie Cook-Quirk to adjourn. The motion carried unanimously at 7:20 p.m.

Erika S. Petras
Department of Public Works

**BROWN DEER PARK AND RECREATION COMMITTEE
MARCH 4, 2014 MEETING MINUTES
HELD AT THE BROWN DEER VILLAGE HALL
4800 WEST GREEN BROOK DRIVE**

The meeting was called to order at 7:00 p.m.

I. Roll Call

Present: Richard Goehre, Mike Hawes, Gary Springman, Marie Lieber

Also Present: Chad Hoier, Park and Recreation Director
Mark Thompson, Recreation Supervisor

II. Persons Desiring to be Heard

III. Consideration of Minutes: February 4, 2014

It was moved by Ms. Lieber and seconded by Mr. Goehre to approve the minutes of the February 4, 2014 meeting as corrected. The motion carried.

IV. Unfinished Business

A) Approval of the Ordinance Creating River Park

Mr. Hoier reported the Village Staff along the Police Department, North Shore Fire Department and the Village Attorney reviewed the ordinance since the February meeting.

It was moved by Mr. Goehre and seconded by Ms. Lieber that the Village Board of Trustees approve the ordinance to establish the creation of River Park. Motion passed.

V. New Business

A) Brown Deer Junior Baseball Update

Mr. Hoier reported that Shawn Engelke, President of Brown Deer Junior Baseball called and gave an update on changes that is being made to Junior Baseball. Currently they only have enough participants registered to form two teams in each division, so they are working with the Butler Little League construct a league between the two Communities for the upcoming season. Discussion followed.

B) Pond Platform Update

Mr. Hoier reported the Pond Platform project was approved by the Finance and Public Works Committee and the Village Board of Trustees. Platform has also been ordered and Mr. Hoier will be delivery the bottom portion of the diving board stand to VW Docks in Spirit Lake, Iowa.

VI. Administrative Report

A) Department Update

Mr. Hoier and Mr. Thompson updated the Committee on the status of the current ongoing programs and meetings attended during the month of February. Discussion followed.

VII. Committee Reports.

Mr. Goehre reported on the Senior Meal Program and the Senior Citizens Club activities.

Mr. Springman reported on the ongoing projects going on in the Village highlighting Wal-Mart ground breaking.

VIII. Scheduling of Next Meeting

A) April 1 or May 5

Committee agreed to schedule its next meeting for Tuesday, May 5, 2014.

VIII. Adjournment

Upon proper motion, the meeting was adjourned at 8:15 p.m.

Chad Hoier, Park and Recreation Director