

COUNCIL PROCEEDINGS

Mayor David called the regular meeting of the Common Council of the City of Watertown to order at 7:00 p.m. on Tuesday, September 16, 2014, in the Council Chambers at City Hall.

ROLL CALL

Roll call showed the following members present: Alderpersons McFarland, Smith, Berg, Larsen, Zgonc, Coughlin, Tietz, Maron and Romlein. (9) Absent: None (0). Also present were Fire Chief Greg Michalek, Police Chief Tim Roets, City Engineer Jaynellen Holloway, City Attorney Will Gruber and City Clerk/Treasurer Cindy Rupprecht.

PLEDGE OF ALLEGIANCE

The Council recited the Pledge of Allegiance to the American flag.

MINUTES OF PRECEDING MEETING

Mayor David inquired if there were any additions or corrections to the minutes of the meeting held Tuesday, September 2, 2014. There being none, the minutes were approved as presented.

COMMENTS AND SUGGESTIONS FROM CITIZENS PRESENT

Diana Jones, 1109 Center Street, was present to discuss the changing of the bidding process. Diana was opposed to making a change, stating it was not necessary. Bidding provides fair competition and free enterprise. She also stated that Alderpersons should be responsible with City budget and money and take lowest bidders. The second issue discussed was the elimination of term limits for citizen participation on Committees. She felt more should be done to urge and promote participation from citizens, such as using the City Connection, or other forms of media to get the word out to urge diversity and participation from all citizens.

Nate Salas, 821 Pheasant Run Drive, was present representing WEDO and the Branding Initiative Committee. Nate expressed his excitement about business and government working together and our need to differentiate ourselves from others.

Cassandra Schug, 1412 Fairfield Court, was present. Cassandra is also serving on the Branding Initiative Committee and reiterated Nate's comments regarding the partnership between business, education and government and urged the Council to support the resolution on the agenda.

Susan Dascenzo, representing Watertown Chamber of Commerce, Main Street and Tourism, 519 E. Main Street, was present. Susan updated the Council regarding the Main Street end of things. Susan stated that there are only 100 shopping days until Christmas. The Pumpkin Palooza will be going on starting October 25, along with the Zombie Run. In November there is a women's only event directed toward those women whose husbands may be hunting. The Holiday of Lights Parade will also be taking place in November. On the Chamber side, Susan urged the purchase of gift certificates for Christmas. As for Tourism; she is excited about a soccer tournament that will be held on October 4th & 5th, 2014. Susan also updated the Council about Wisconsin Bowling Association, which will be holding events from February through April of 2015. Finally, Susan informed the Council that the Tourism Committee unanimously voted to recommend that the Council approve a room tax increase to only 5%.

Cheryl Mitchell, 819 Maple Crest Lane, was present representing the Holiday Inn and Super 8 Motels. She reiterated her statements from the last Council meeting that those businesses are against an increase to 7%. She stated that they do agree that a tax increase to 5% would be sufficient. Cheryl stated that she didn't think there was enough business to sustain a tax at that level. The Holiday Inn focuses mainly on business travel and does a lot of negotiation for rates. Having a higher tax would take them out of the negotiation process. Cheryl also stated that the Super 8 has had loss of revenue due to the lack of construction.

Rick Tortomasi, 315 Creekside Court was present to discuss the Branding Initiative. Rick stated that he felt we were already branded and did not need to spend \$75,000.00 to do this. When he came to the city, he came to City Hall and felt that the ladies at the front desk area were great. He was provided with a copy of the City Connection, which was filled with information. He was then sent to the Chamber of Commerce, where he received additional information regarding all of the activities and information about WEDO. When he found the link to the WEDO website, he was amazed at all of the different business opportunities. Rick stated that he felt we already have a wealth of information and hiring a company to assist with Branding will only collect information that we already have and know. If we are looking for a new logo, his suggestion was to go to marketing classes where they can compile and put much of this information together.

COMMITTEE REPORTS

Finance Committee, September 8, 2014. 1. Information on City Health Department providing nursing services to the Watertown Unified School District. Health Officer Carol Quest updated the Committee on an agreement reached between the City and the School District for the Health Department to provide nursing services on a temporary basis. The time would amount to approximately 100 hours. The reimbursement per hour will be \$43.00. 2. Discuss WEDC Community Development Investment Grant for the Watertown Branding Initiative. The Branding Committee has selected DCI, out of Colorado, at a cost of \$73,400.00 to do the study. The cost will be split between the City, WEDO and the Chamber of Commerce for \$24,467.00 each. The Committee is asking permission to apply for a grant with the Wisconsin Economic Development Corporation (WEDC) which would help to pay for 25% of the study. A resolution will be presented. 3. Discuss WEDC Community Development Investment Grant. This grant would be specific to 207-209 E. Main Street for the redevelopment of the building which has been purchased by Mr. Bill Lindborg. The City does need to apply for the grant, however; it is a 75%/25% grant. 75% would be paid by Mr. Lindborg with a maximum amount of \$500,000.00 coming from WEDC. 4. Discuss Health Insurance options for 2015. After a lengthy discussion, a motion was made and seconded to recommend changing to the Program Option 4, Deductible Plan, where individuals would pay a \$500 upfront deductible, families a \$1,000 upfront deductible. A resolution will be presented. 5. Discussion of term limits. After considerable discussion, it was decided to propose the elimination of term limits for citizens who serve on Committees and Commissions. An ordinance will be presented. 6. Discuss Local Preference Resolution from Alderperson Berg. Alderperson Smith felt that three items should be added: 1. A trial period or sunset clause. 2. Sending of notice to potential bidders that we have Local Vendor Advantage policy. 3. Incorporate State language regarding wording with a limit of \$25,000. After discussion, a motion was made and seconded to add the sunset clause and the language regarding the Local Vendor Advantage. A resolution will be presented at the next Council meeting. The report was received and placed on file.

Public Works Commission, September 9, 2014. 1. Discuss sidewalk complaints at 1002 E. Main St., 2012 E. Main St., 501 E. Division St., 415 S. Water St. and 721 N. 4th St. Engineering has received complaints from private citizens regarding these bad sidewalks. Property owners will be given notice to replace the sidewalks or have the City do the work and bill them. 2. Update on 2014 Street Construction Projects. Street Superintendent Rick Schultz provided a status of the work that has been done and what still needs to be completed. Many of the reconstruction projects were delayed due to weather. Milford St., S. Second St., Spring St., Dodge St., Jefferson St. and Market St. will be moved to 2015 with the funds being carried forward. 3. Discuss Building Permit requirements for demolition of old buildings. Kurt Herritz, 1211 River Drive, expressed concerns over the demolition of a house that occurred in July at 1207 River Drive. Building Inspector Doug Zwieg stated there are currently no permit requirements for demolition of a

residential building and the onus is on the contractor to deal with lead base paint and asbestos while tearing this down. The consensus of City staff and Commission members was to bring this item back for further discussion and look at options for improving our Building Permits to possibly include references to lead based paint and asbestos abatement, along with creating a new permit for demolition of old houses within the City. 4. Update of the 2000 Water Systems Master Proposals. Water Manager Kevin Freber updated the Commission regarding the aging infrastructure at the Water Utility. Six proposals were sent out and three were companies were interviewed, with Applied Technologies coming in at the low quote of \$28,800.00 for updating the Water Department's Master Plan. A resolution will be presented. The report was received and placed on file.

COMMUNICATIONS AND RECOMMENDATIONS FROM THE MAYOR

Mayor David presented letters from the Tourism Board regarding the Room Tax increase.

Mayor David then presented information from the Wisconsin Taxpayers Alliance.

Finally, Mayor David updated the Council that there will be a Committee of the Whole Meeting scheduled for October 13, 2014 for the presentation of the plan for the Downtown Redevelopment.

ACCOUNTS PAYABLE

Certified accounts in the amount of \$470,467.77 were presented for payment. Alderperson Romlein moved to pay all certified accounts, seconded by Alderperson Maron and carried on a roll call vote: Yes – 9. No – 0.. (Complete listing of accounts payable is on file and open for public inspection in the office of the City Clerk/Treasurer.)

REPORTS AND MISCELLANEOUS BUSINESS

The following reports were presented: Airport Commission – April 9, May 14, June 11 & July 9, 2014. Historic Preservation & Downtown Design Commission – August 20, 2014. Library Board of Trustees – August 14, 2014. Licensing Board – September 10, 2014. Park, Recreation & Forestry Commission – August 4 & September 8, 2014. Payroll Summaries – August 20 – September 2, 2014. Reserve Balances – August 31 & September 8, 2014. Senior Center Advisory Board – August 20, 2014. Site Plan Review Committee – September 8, 2014. All reports were accepted as printed.

LICENSES

The following have made applications for Beverage Operator Applications for the year ending June 30, 2015: Nicole M. Antonneau, 1117 Louisa St, Watertown, WI; Jonathan Barcenas, 1082 Bayberry Dr, Watertown, WI; Jacob I. Dillman, 406 S. 3rd St, Watertown, WI; Lisa M. Esmeier, 303 College Ave, Watertown, WI; John A. Hayes, 301 Cannery Sq., Sun Prairie, WI; Brittany Ann Hein, W329 N4225 Starboard Dr, Nashotah, WI; Kelly G. Jeske, W4696 CTH MM, Lebanon, WI; Cosme Juarez, 500 ½ S. 7th St, Watertown, WI; Kendal C. Kratz, 807 Clark St, #2, Watertown, WI; Katie S. Lamberton, 409 Dewey Ave, #3, Watertown, WI; Jaime Malkowski, W6393 Cty Rd. A, Johnson Creek, WI; Adam Quest, 1220 Allermann Dr, Watertown, WI; Laura K. Schram, N881 Amanda St, #2, Oconomowoc, WI; Tina M. Wegner, 127 S. Concord Ave, Watertown, WI; Monica K. Wilson, 880 S. Janesville St, #3, Whitewater, WI. Special Event License for M2N Benefit for Craig Kleinsteiber, Sept. 27, 2014 at Riverside Park. "Class A" Malt & Liquor license, A-One Oil, LLC – dba Cenex, Rajwinder Singh, Agent, 821 N. Church St. (fka United Coop). It was moved by Alderperson Smith, seconded by Alderperson Berg to recommend the granting of all of the licenses. Motion carried on a voice vote.

ORDINANCES

Ord. #14-23, to amend Section 3.17(3) & 3.17(5) of Chapter 3, Finance relating to Room Tax was presented. *Sponsor: Mayor David. From: The Finance Committee.* Alderperson Smith moved for the adoption of this ordinance on its second reading, seconded by Alderperson Tietz. Alderperson Coughlin moved to amend the rate from

7% to 5%, seconded by Alderperson Romlein and carried on a roll call vote: Yes – McFarland, Larsen, Zgonc, Coughlin and Romlein (5). No – Smith, Teitz and Maron (3). Berg abstained. Alderperson Maron then moved to request wording that would require a review of this tax in two years, seconded by Alderperson Romlein. City Attorney Will Gruber was directed to draft language or policy that would require the review. This motion carried on a roll call vote: Yes – McFarland, Smith, Larsen, Zgonc, Coughlin, Tietz, Maron and Romlein (8). Berg abstained. The motion to adopt this resolution as amended on its second reading carried on the following roll call vote: Yes – McFarland, Smith, Larsen, Zgonc, Coughlin, Tietz, Maron and Romlein (8). Berg abstained.

Ord. #14-24, to amend Section 2.02(4) of Chapter 2, regarding Officials, Boards and Commissions was presented for its first reading. *Sponsor: Mayor David. From: The Finance Committee.* Alderperson Smith moved for the adoption of this ordinance, seconded by Alderperson Tietz and carried on a roll call vote: Yes – Smith, Berg, Larsen, Zgonc, Coughlin, Tietz and Maron (7). No – McFarland and Romlein (2).

RESOLUTIONS

Exhibit #8072, to amend the Purchasing Policy to provide a Taxpayers Benefit to local businesses was presented. *Sponsor: Alderperson Berg. From: The Public Works Commission.* Alderperson Berg moved to bring this back to the floor after referral to the Finance Committee, seconded by Alderperson Coughlin. After considerable discussion Alderperson Romlein moved to add wording to the resolution that any purchases made with Federal or State Funding will not have the Taxpayer Benefit Policy applied, seconded by Alderperson Larsen and carried on a roll call vote: Yes – 9. No – none. The motion to approve this resolution with the additional amendment carried on a roll call vote: Yes – Berg, Larsen, Zgonc, Coughlin, Maron and Romlein (6). No – McFarland, Smith and Tietz (3).

Exhibit #8080, authorizing the change in Health Insurance Plans to the Deductible Option PO4 for 2015 was presented. *Sponsor: Mayor David. From: The Finance Committee.* Alderperson Zgonc moved for the adoption of this resolution, seconded by Alderperson McFarland and carried on a roll call vote. Yes – 9. No – none.

Exhibit #8081, to authorize entering into a contract with Applied Technologies for #28,800.00 for updating the 2000 Water Systems Master Plan to be charged to Account #03-99-99-99 was presented. *Sponsor: Ald. Berg. From: The Public Works Commission.* Alderperson Berg moved for the adoption of this resolution, seconded by Alderperson Romlein and carried on a roll call vote. Yes – 9. No – none.

Exhibit #8082, to authorize the submittal of a grant application to the Wisconsin Economic Development Corporation (WEDC) to assist in the Branding Initiative was presented. *Sponsor: Mayor David. From: The Finance Committee.* Alderperson McFarland moved for the adoption of this resolution, seconded by Alderperson Romlein. Mayor David pointed out that at the end of the second paragraph, the second line, the word Wisconsin should be changed to "Watertown". The motion to adopt this resolution carried on the following roll call vote: Yes – McFarland, Smith, Berg, Larsen, Zgonc, Tietz, Maron and Romlein (8). No – Coughlin (1).

Exhibit #8083, to authorize the submittal of a grant application to the Wisconsin Economic Development Corporation (WEDC) for the refurbishing of the building at 207-209 E. Main Street was presented. *Sponsor: Mayor David. From: The Finance Committee.* Alderperson Maron moved for the adoption of this resolution, seconded by Alderperson Tietz and carried on a roll call vote: Yes – 9. No – none.

COMMENTS AND SUGGESTIONS FROM CITIZENS PRESENT

Rick Tortimasi, 315 Creekside Court, again addressed the Council stating this was his first time viewing a Watertown Council meeting and enjoyed the interaction and exchange between members.

ADJOURNMENT

There being no further business to come before the Council at this time, Alderperson Coughlin moved to adjourn, seconded by Alderperson Zgonc and carried on a voice vote. The time being 9:03 p.m.

Cynthia D. Rupprecht

City Clerk/Treasurer

CDR/dn

(Complete video of Council Proceedings on DVD.)

(DISCLAIMER: These minutes are uncorrected and any corrections made thereto will be noted in the proceedings at which these minutes are approved.)