



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appletonwi.gov

Meeting Agenda - Final Common Council

Wednesday, March 19, 2025

7:00 PM

Council Chambers

- A. CALL TO ORDER
- B. INVOCATION
- C. PLEDGE OF ALLEGIANCE TO THE FLAG
- D. ROLL CALL OF ALDERPERSONS
- E. ROLL CALL OF OFFICERS AND DEPARTMENT HEADS
- F. APPROVAL OF PREVIOUS COUNCIL MEETING MINUTES
 - [25-0247](#) Common Council Meeting Minutes of March 5, 2025
 - Attachments:** [CC Minutes 3-5-25.pdf](#)
- G. BUSINESS PRESENTED BY THE MAYOR
 - [25-0250](#) AASD Attendance Update
 - Attachments:** [AASD Presentation 3-19-25.pdf](#)
 - [25-0251](#) City Plan Commission Reappointment
 - Attachments:** [CPC Reappt 3-19-25.pdf](#)
 - [25-0252](#) Board of Review Reappointments
 - Attachments:** [BOR Reappts 3-19-25.pdf](#)
- H. PUBLIC PARTICIPATION
- I. PUBLIC HEARINGS

[25-0101](#) Public Hearing on Special Resolution 1-P-25; Sanitary Laterals, Storm Laterals and Storm Main
Alexander St (Melrose St to Glendale Ave)
Bell Ave (Summit St to Richmond St)
Bellaire Ct (Atlantic St to cds)
Durkee St (Brewster St to Roosevelt St)
Lawe St (College Ave to Spring St)
Melrose Ave (Alexander St to Ballard Rd)

Attachments: [1-P-25 Public Hearing Notice.pdf](#)

[25-0102](#) Public Hearing on Special Resolution 2-P-25; Concrete Pavement, Sidewalk Construction, and Driveway Aprons
Aquamarine Ave (Providence Ave to Amethyst Dr)
Aquamarine Ave (French Rd to Denali Dr)
Baldeagle Ct (Peregrine Blvd to cds)
Baldeagle Dr (Peregrine Blvd to Osprey Dr)
Denali Dr (Rubyred Dr to Aquamarine Ave)
Golden Gate Dr (Cherryvale Ave to 200' east)
Harrier Ct (Osprey Dr to cds)
Osprey Dr (Harrier Way to Baldeagle Dr)
Peregrine Blvd (Applecreek Rd to Baldeagle Dr)
Rubyred Dr (French Rd to Denali Dr)
Cherryvale Ave (Applecreek Corridor to south city limits)
Providence Ave (Edgewood Dr to Aquamarine Dr)
Perkins St (Prospect Ave to RR tracks) (sidewalks only)

Attachments: [2-P-25 Public Hearing Notice.pdf](#)

J. SPECIAL RESOLUTIONS

[25-0103](#) Final Resolution 1-P-25 Sanitary Laterals, Storm Laterals, and Storm Main

Attachments: [Final Resolution 1-P-25 Sanitary Laterals, Storm Laterals, Storm Main.pdf](#)

[25-0104](#) Final Resolution 2-P-25 Concrete Pavement, Sidewalk Construction, and Driveway Aprons

Attachments: [Final Resolution 2-P-25 Concrete Pavement, Sidewalk Construction, Driveway /](#)

K. ESTABLISH ORDER OF THE DAY

L. COMMITTEE REPORTS

1. MINUTES OF THE MUNICIPAL SERVICES COMMITTEE

[25-0230](#) Award 2025 Sanitary Flow Monitoring Services Contract to raSmith in an amount not to exceed \$36,000.

Attachments: [2025 Sanitary Flow Monitoring Services Contract Award Memo MSC 03-10-202](#)

Legislative History

3/10/25 Municipal Services recommended for approval
Committee

2. MINUTES OF THE SAFETY AND LICENSING COMMITTEE

[25-0208](#) Cigarette, Tobacco, and Electronic Vaping Device License application for All N One Smoke Vape Plus LLC d/b/a Smoke Shop, Atillah Mahmoud Abdelhadi, Agent, located at 2700 E. Calumet St.

Attachments: [Smoke Shop.All N One Smoke Vape Plus LLC.CTV.3.3.25.pdf](#)

Legislative History

3/12/25 Safety and Licensing recommended for approval
Committee

[25-0231](#) Commercial Solicitation License for Kagen Whiting.

Attachments: [Kagen Whiting Commercial Solicitation Application.pdf](#)

[Kagen Whiting CS Denial Letter .pdf](#)

[Kagen Whiting solicitation denial letter.pdf](#)

Legislative History

3/12/25 Safety and Licensing recommended for denial
Committee

[25-0232](#) Commercial Solicitation Company License for Yanda Distribution LLC.

Attachments: [Yanda Distribution LLC Company License.pdf](#)

[Yanda Dist LLC CS Denial Letter.pdf](#)

[City Sealer - YandaDenialMemo 03102025.pdf](#)

Legislative History

3/12/25 Safety and Licensing recommended for denial
Committee

3. MINUTES OF THE CITY PLAN COMMISSION

[25-0202](#) Request to approve Special Use Permit #1-25 to establish a used automobile sales and display lot located at 100 West Wisconsin Avenue (Tax Id #31-6-0576-00), as shown on the attached development plan and per attached plan of operation, to run with the land subject to the conditions in the attached staff memo and approve attached Resolution (2/3 vote of Common Council required for approval)

Attachments: [StaffMemo_100WWisconsinAve_SUP 1-25_For 3-12-25.pdf](#)

Legislative History

3/12/25 City Plan Commission recommended for approval

[25-0203](#) Request to approve from Creative Downtown Appleton, Inc. to install a selfie sculpture on City-owned property located within Houdini Plaza at 121 West College Avenue (Tax Id #31-2-0065-00), in accordance with Wis. Stat. §62.23(5) pertaining to location of any statue or other memorial, as described in the attached documents and subject to the conditions in the attached staff memo
(Consolidated Action Item)

Attachments: [ADI Selfie Sculpture Memo to PC 03-12-25.pdf](#)

Legislative History

3/12/25 City Plan Commission recommended for approval

4. MINUTES OF THE PARKS AND RECREATION COMMITTEE

[25-0153](#) Resolution #2-R-25 Emissions Reduction Recommendation

Attachments: [#2-R-25 Carbon Emission Reduction.pdf](#)

[2023-2024 City of Appleton Emission Inventory.pdf](#)

Legislative History

3/10/25 Parks and Recreation Committee recommended for approval

[25-0225](#) Approve request from Creative Downtown Appleton, Inc. to install a selfie sculpture on City-owned property located within Houdini Plaza
(Consolidated Action Item)

Attachments: [Creative Downtown Appleton, Inc. Selfie Sculpture Memo.pdf](#)

Legislative History

3/10/25 Parks and Recreation Committee recommended for approval

[25-0226](#) Adopt Resolution 2025-01 Bird City Designation Renewal

Attachments: [Bird City Designatin Resolution 2025-01.pdf](#)

Legislative History

3/10/25 Parks and Recreation Committee recommended for approval

5. MINUTES OF THE FINANCE COMMITTEE

6. MINUTES OF THE COMMUNITY DEVELOPMENT COMMITTEE

[25-0210](#) Request to approve proposed text amendments to the Municipal Code Chapter 4 Buildings, Sections 4-162(c), 4-292(c) and 4-418(h), as identified in the attached document, and the reinspection fee be increased to \$75 and added to the various permit fee schedules

Attachments: [Reinspection Fee Increase and Chapter 4 Amendments For3-12-25.pdf](#)

Legislative History

3/12/25 Community Development Committee recommended for approval

[25-0212](#) Request to approve an update to the Electrical Permit Fee Schedule to correct the fee amount to \$85 for work costing \$1,001 to \$10,000

Attachments: [Electrical Permit Fee Update For3-12-25.pdf](#)

Legislative History

3/12/25 Community Development Committee recommended for approval

[25-0213](#) Request to approve proposed text amendments to the Municipal Code Chapter 4 Buildings, Sections 4-475 to 4-499, as identified in the attached document

Attachments: [HVAC Chapter 4 Amendments For3-12-25.pdf](#)

Legislative History

3/12/25 Community Development Committee recommended for approval

[25-0214](#) Request to approve the City of Appleton maintain its current selling prices for business/industrial park land and hold option fees as described in the attached documents

Attachments: [Business-Industrial Park Land Value Memo to CDC 3-12-25.pdf](#)

[Exhibit A-Ind Land Sales Comparison.pdf](#)

[Exhibit B-Ind Land Sales Ask Price Comparison.pdf](#)

[Map of Southpoint Parcels.pdf](#)

Legislative History

3/12/25 Community Development Committee recommended for approval

7. MINUTES OF THE UTILITIES COMMITTEE

[25-0222](#) Award Meter Test Bench Upgrade to Core & Main in the amount of \$97,079 with a 10% contingency of \$9,708 for a project total not to exceed \$106,787.

Attachments: [Meter Test Bench Upgrade Award Memo 2025.pdf](#)

Legislative History

3/11/25 Utilities Committee recommended for approval

[25-0223](#) Approve 2024 Annual Stormwater Report to WDNR (due 3/31/2025).

Attachments: [Draft 2024 MS4 Annual Report for UC review.pdf](#)

Legislative History

3/11/25 Utilities Committee recommended for approval

8. **MINUTES OF THE HUMAN RESOURCES & INFORMATION TECHNOLOGY COMMITTEE**

9. **MINUTES OF THE FOX CITIES TRANSIT COMMISSION**

10. **MINUTES OF THE BOARD OF HEALTH**

[25-0178](#) Approve the Noise Variance Fee Schedule as identified in the attached document.

Attachments: [Memo_NoiseVarianceFee.pdf](#)

Legislative History

3/12/25 Board of Health recommended for approval

M. **CONSOLIDATED ACTION ITEMS**

[25-0253](#) **Consolidated Action Items - ADI Selfie Sculpture in Houdini Plaza**
#25-0203 City Plan Commission - *recommended for approval*
#25-0225 Parks & Recreation Committee - *recommended for approval*

N. **ITEMS HELD**

O. **ORDINANCES**

[25-0248](#) Ordinance #28-25

Attachments: [Ordinances to Council 3-19-25.pdf](#)

P. **LICENSE APPLICATIONS AND COMMUNICATIONS REFERRED TO COMMITTEES OF JURISDICTION**

Q. **RESOLUTIONS SUBMITTED BY ALDERPERSONS REFERRED TO COMMITTEES OF JURISDICTION**

R. **OTHER COUNCIL BUSINESS**

S. **ADJOURN**

Kami Lynch, City Clerk

Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

Remote meeting attendance may be permitted pursuant to Section 2-29 of the Appleton Municipal Code and Rules of Council.



City of Appleton

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Meeting Minutes - Final Common Council

Wednesday, March 5, 2025

7:00 PM

Council Chambers

A. CALL TO ORDER

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

B. INVOCATION

The Invocation was offered by Alderperson Fenton.

C. PLEDGE OF ALLEGIANCE TO THE FLAG

D. ROLL CALL OF ALDERPERSONS

Present: 14 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Martyn Smith, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Patrick Hayden, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Kristin Alfheim, Alderperson Nate Wolff, Alderperson Sheri Hartzheim, Alderperson Chad Doran and Mayor Jake Woodford

Excused: 1 - Alderperson Christopher Croatt

Absent: 1 - Alderperson Patti Heffernan

E. ROLL CALL OF OFFICERS AND DEPARTMENT HEADS

All departments were represented.

F. APPROVAL OF PREVIOUS COUNCIL MEETING MINUTES

[25-0175](#)

Common Council Meeting Minutes of February 19, 2025

Attachments: [CC Minutes 2-19-25.pdf](#)

Alderperson Hartzheim moved, seconded by Alderperson Meltzer, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 13 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Martyn Smith, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Patrick Hayden, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Kristin Alfheim, Alderperson Nate Wolff, Alderperson Sheri Hartzheim and Alderperson Chad Doran

Excused: 1 - Alderperson Christopher Croatt

Absent: 1 - Alderperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

G. BUSINESS PRESENTED BY THE MAYOR

[25-0187](#)

Proclamation:
- MS Awareness Month

Attachments: [MS Awareness Month.pdf](#)

[25-0188](#)

Board Reappointments

Attachments: [BOH Reappointments.pdf](#)
[Library Bd Reappointment.pdf](#)

Alderperson Fenton moved, seconded by Alderperson Meltzer, that the Reappointment for the Board of Health be approved. Roll Call. Motion carried by the following vote:

Aye: 12 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Martyn Smith, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Patrick Hayden, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Kristin Alfheim, Alderperson Nate Wolff and Alderperson Chad Doran

Nay: 1 - Alderperson Sheri Hartzheim

Excused: 1 - Alderperson Christopher Croatt

Absent: 1 - Alderperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

Alderperson Fenton moved, seconded by Alderperson Meltzer, that the Library Board Reappointment be approved. Roll Call. Motion carried by the following vote:

Aye: 13 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Martyn Smith, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Patrick Hayden, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Kristin Alfheim, Alderperson Nate Wolff, Alderperson Sheri Hartzheim and Alderperson Chad Doran

Excused: 1 - Alderperson Christopher Croatt

Absent: 1 - Alderperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

H. PUBLIC PARTICIPATION

Christopher Nelis, 523/525 W College Ave spoke regarding Item 25-0173 College Ave Lane Reconfiguration

I. PUBLIC HEARINGS

J. SPECIAL RESOLUTIONS

K. ESTABLISH ORDER OF THE DAY

[25-0173](#)

Approve College Avenue Lane Reconfiguration

Attachments: [College Avenue Lane Reconfiguration Final Report.pdf](#)
[Christopher Nelis Handout 3-5-25 Re College Ave.pdf](#)

Aldersperson Firkus moved, seconded by Aldersperson Meltzer, that the College Avenue Lane Reconfiguration be approved. Roll Call. Motion carried by the following vote:

Aye: 13 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Martyn Smith, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Patrick Hayden, Aldersperson Alex Schultz, Aldersperson Vaya Jones, Aldersperson Kristin Alfheim, Aldersperson Nate Wolff, Aldersperson Sheri Hartzheim and Aldersperson Chad Doran

Excused: 1 - Aldersperson Christopher Croatt

Absent: 1 - Aldersperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

[25-0110](#)

Class "B" Beer and Reserve "Class B" Liquor License application for SK Pizzeria Pub LLC d/b/a Pizzeria Pub and Bar, Satbir Singh, Agent, located at 1200 N. Sharon St, contingent upon approval from the Inspections department

Attachments: [Pizzeria Pub and Bar.Alcohol.Class Beer Reserve Liquor.12.19.24.REDACTED.pdf](#)

Aldersperson Schultz moved, seconded by Aldersperson Hayden, that the Alcohol License be approved. Roll Call. Motion carried by the following vote:

Aye: 11 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Martyn Smith, Aldersperson Denise Fenton, Aldersperson Patrick Hayden, Aldersperson Alex Schultz, Aldersperson Vaya Jones, Aldersperson Kristin Alfheim, Aldersperson Nate Wolff and Aldersperson Sheri Hartzheim

Nay: 2 - Aldersperson Katie Van Zeeland and Aldersperson Chad Doran

Excused: 1 - Aldersperson Christopher Croatt

Absent: 1 - Alderperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

[25-0109](#)

Class "B" Beer and Reserve "Class B" Liquor License application for El Sabor LLC d/b/a Bunnies on the Ave, Luis Santiago Ledezma, Agent, located at 425 W. College Ave, contingent upon approval from the Community Development, Health, Inspections, and Public Works departments.

Attachments: [Bunnies on the Ave.El Sabor LLC.Alcohol.Class B Beer Reserve Liquor.1.9.25.REDACTED.pdf](#)

Alderperson Fenton moved, seconded by Alderperson Van Zeeland, that the Alcohol License be approved. Roll Call. Motion carried by the following vote:

Aye: 11 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Martyn Smith, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Patrick Hayden, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Kristin Alfheim and Alderperson Nate Wolff

Nay: 2 - Alderperson Sheri Hartzheim and Alderperson Chad Doran

Excused: 1 - Alderperson Christopher Croatt

Absent: 1 - Alderperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

[25-0157](#)

Request to award the 2025 Pierce Pavilion Renovation Project contract to RJM Construction, LLC in the amount of \$391,300 with a 15% contingency of \$58,695 for a project total not to exceed \$449,995 along with the following 2024 to 2025 budget carryover appropriation (2/3 vote of Council required):

2024 Telulah Pavilion Renovation Project	- \$38,867
2025 Pierce Pavilion Renovation Project	+\$38,867

Attachments: [2025 Pierce Park Pavilion Renovation Project with Budget Transfer.pdf](#)

Alderperson Hartzheim moved, seconded by Alderperson Fenton, that the Pierce Pavilion Project Contract be approved. Roll Call. Motion carried by the following vote:

Aye: 12 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Martyn Smith, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Patrick Hayden, Alderperson Vaya Jones, Alderperson Kristin Alfheim, Alderperson Nate Wolff, Alderperson Sheri Hartzheim and Alderperson Chad Doran

Excused: 1 - Alderperson Christopher Croatt

Absent: 1 - Alderperson Patti Heffernan

Abstained: 2 - Alderperson Alex Schultz and Mayor Jake Woodford

L. COMMITTEE REPORTS

Balance of the action items on the agenda.

Alderperson Fenton moved, Alderperson Meltzer seconded, to approve the balance of the agenda. The motion carried by the following vote:

Aye: 13 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Martyn Smith, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Patrick Hayden, Alderperson Alex Schultz, Alderperson Vaya Jones, Alderperson Kristin Alfheim, Alderperson Nate Wolff, Alderperson Sheri Hartzheim and Alderperson Chad Doran

Excused: 1 - Alderperson Christopher Croatt

Absent: 1 - Alderperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

1. MINUTES OF THE MUNICIPAL SERVICES COMMITTEE

[25-0100](#)

Approve 2025 DPW Fee Schedule

Attachments: [2025 DPW Fee Schedule - redlined.pdf](#)
[Revised 2025 Fee Schedules - redlined.pdf](#)

This Report Action Item was approved.

[25-0166](#)

Approve Contract Amendment / Change Order No. 2 to the Olde Oneida Street Bridge over the power canal Design Services Contract with the Wisconsin Department of Transportation in the amount of \$12,614.13 and a total contract amount not to exceed 120,287.13

Attachments: [DOT Olde Oneida Bridge Design CO2 Memo.pdf](#)

This Report Action Item was approved.

[25-0167](#)

Preliminary Resolution 1-P-25 for Sanitary Laterals, Storm Laterals and Storm Main Construction be adopted and refer the matter to the Finance Committee to determine the assessment rate

Attachments: [1-P-25 Sanitary Laterals, Storm Laterals, Storm Main.pdf](#)

This Report Action Item was approved.

[25-0168](#)

Preliminary Resolution 2-P-25 for Concrete Pavement, Driveway Aprons and Sidewalk Construction be adopted and refer the matter to the Finance Committee to determine the assessment rate

Attachments: [2-P-25 Concrete Paving Sidewalks and Aprons.pdf](#)

This Report Action Item was approved.

[25-0169](#)

Parking changes related to Glendale/Meade safety improvements

Attachments: [Glendale-Meade Lane Use Parking Changes Memo MSC 02-24-2025.pdf](#)

This Report Action Item was approved.

[25-0170](#)

Approve Single Source Design and Construction Related Services Contract with AECOM Technical Services, Inc. for Olde Oneida Street Bascule Bridge in an amount not to exceed \$308,787

Attachments: [AECOM Olde Oneida Bascule w Sole Source Memo.pdf](#)

This Report Action Item was approved.

2. MINUTES OF THE SAFETY AND LICENSING COMMITTEE

[25-0111](#)

Mechanical Amusement Device License for Pizzeria Pub & Bar, Satbir Singh, Agent, located at 1200 N. Sharon St - appeal of application denial

Attachments: [Pizzeria Pub & Bar.Mech_Amus.1.21.25.pdf](#)
[Pizzeria Pub Amus Dev PD Denial Letter 1.28.25.pdf](#)
[Pizzeria Pub Clerk Letter 1.29.25.pdf](#)

The recommendation to deny the appeal was approved.

3. MINUTES OF THE CITY PLAN COMMISSION

4. MINUTES OF THE PARKS AND RECREATION COMMITTEE

5. MINUTES OF THE FINANCE COMMITTEE

[25-0159](#)

Request to award the Appleton Wastewater Treatment Plant 2025 L-Building HVAC and Receiving Station Upgrades Project contract to August Winter & Sons, Inc. in the amount of \$3,969,472 with a 12% contingency of \$476,337 for a project total not to exceed \$4,445,809 along with the following 2024 to 2025 budget carryover appropriation (2/3 vote of council required):

2024 Primary Clarifier Rebuild CIP	- \$895,487
2024 Blended Sludge Piping & Hex Rplcmnt CIP	- \$1,477,693
2024 L-Building HVAC Upgrades CIP	- \$2,072,629
2025 L-Building HVAC & Receiving Station Upgrades Proj	+\$4,445,809

Attachments: [2025 AWWTP L-Building HVAC and Receiving Station Upgrades Project with Budget Transfer Rev 2.pdf](#)

This Report Action Item was approved.

[25-0160](#)

Request to award the 2025 Appleton Wastewater Tunnel Painting Project contract to Bosk Paint and Sandblast, Inc. in the amount of \$201,165 with a 10% contingency of \$20,116 for a project total not to exceed \$221,281.

Attachments: [2025 AWWTP Tunnel Painting Project.pdf](#)

This Report Action Item was approved.

[25-0161](#)

Request to approve Finance Committee Report for Preliminary Resolution 1-P-25 for Sanitary Laterals, Storm Laterals and Storm Main Construction.

Attachments: [1-P-25 Finance Report.pdf](#)

This Report Action Item was approved.

[25-0162](#)

Request to approve Finance Committee Report for Preliminary Resolution 2-P-25 for Concrete Pavement, Driveway Aprons and Sidewalk Construction.

Attachments: [2-P-25 Finance Report.pdf](#)

This Report Action Item was approved.

[25-0163](#)

Request to award Unit B-25 Asphalt Paving to Vinton Construction Company in the amount of \$1,285,258.51 with a 3.2% contingency of \$41,000 for a project total not to exceed \$1,326,258.51.

Attachments: [B-25 Award-Funding-Bid Tab.pdf](#)

This Report Action Item was approved.

[25-0164](#)

Request to Sole Source Engineering & Construction Services Contract to Donohue & Associates, Inc. for AWWTP Anaerobic Digester Inspection, Maintenance, and Improvements Project in the amount of \$293,755 with a 10% contingency of \$29,375 for a total not to exceed \$323,130.

Attachments: [250219 SoleSourceAward Donohue AWWTP DigesterInpsection Memo.pdf](#)

This Report Action Item was approved.

[25-0171](#)

Request to approve Contract Amendment #2 to McMahon for Phase II Solids Dewatering Equipment Upgrades for additional design and construction management services in the amount of \$13,300 increasing the contract amount from \$188,900 to \$202,200.

Attachments: [25218 Ph2-BFP McMahon ContractAmend No2 Util-Memo.pdf](#)

This Report Action Item was approved.

[25-0172](#)

Request to award AWWTP Column and Plank Storage Upgrades Bid to Staab Construction in the amount of \$353,000 with 2.5% contingency of \$8,825 for a project total not to exceed \$361,825.

Attachments: [250219 Finance Memo Removable Retaining Wall Column Storage Project Bid Award Staab.pdf](#)

This Report Action Item was approved.

6. MINUTES OF THE COMMUNITY DEVELOPMENT COMMITTEE

[25-0146](#)

Request to approve an extension of the purchase date to May 1, 2025 under the Development Agreement (Phase II) with Merge LLC for a mixed-use development located on the southeast corner of W. Washington Street and N. Appleton Street (Tax Id #31-2-0272-00) in Tax Increment Financing District No. 11

Attachments: [Merge Ph II DA Extend Purchase Date Memo to CDC 02-26-25.pdf](#)

This Report Action Item was approved.

7. MINUTES OF THE UTILITIES COMMITTEE

[25-0143](#)

Sole Source Award of 2025 Native Landscape Management Contract (K-25) to NES Ecological Services - A Division of Robert E. Lee & Associates, in an amount not to exceed \$181,899.05.

Attachments: [K-25 Contract Award Memo Utilities 02-25-2025.pdf](#)

This Report Action Item was approved.

8. **MINUTES OF THE HUMAN RESOURCES & INFORMATION TECHNOLOGY COMMITTEE**

9. **MINUTES OF THE FOX CITIES TRANSIT COMMISSION**

[25-0137](#)

Approve Amendment to Extend 2020 Contract with Red Shoes Inc until 12-31-2025.

Attachments: [Red Shoes - Amendment 2025.pdf.pdf](#)

This Report Action Item was approved.

10. **MINUTES OF THE BOARD OF HEALTH**

M. CONSOLIDATED ACTION ITEMS

N. ITEMS HELD

O. ORDINANCES

[25-0176](#)

Ordinances #6-25 to #27-25

Attachments: [Ordinances to Council 3-5-25.pdf](#)

Aldersperson Fenton moved, seconded by Aldersperson Smith, that the Ordinances be approved. Roll Call. Motion carried by the following vote:

Aye: 13 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Martyn Smith, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Patrick Hayden, Aldersperson Alex Schultz, Aldersperson Vaya Jones, Aldersperson Kristin Alfheim, Aldersperson Nate Wolff, Aldersperson Sheri Hartzheim and Aldersperson Chad Doran

Excused: 1 - Aldersperson Christopher Croatt

Absent: 1 - Aldersperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

P. LICENSE APPLICATIONS AND COMMUNICATIONS REFERRED TO COMMITTEES OF JURISDICTION

Q. RESOLUTIONS SUBMITTED BY ALDERPERSONS REFERRED TO COMMITTEES OF JURISDICTION

R. OTHER COUNCIL BUSINESS

S. ADJOURN

Aldersperson Hartzheim moved, seconded by Aldersperson Meltzer, that the meeting be adjourned at 7:42 p.m. Roll Call. Motion carried by the following vote:

Aye: 13 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Martyn Smith, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Patrick Hayden, Aldersperson Alex Schultz, Aldersperson Vaya Jones, Aldersperson Kristin Alfheim, Aldersperson Nate Wolff, Aldersperson Sheri Hartzheim and Aldersperson Chad Doran

Excused: 1 - Aldersperson Christopher Croatt

Absent: 1 - Aldersperson Patti Heffernan

Abstained: 1 - Mayor Jake Woodford

Kami Lynch, City Clerk



APPLETON AREA
SCHOOL DISTRICT



AASD Vision

Working together, students, families, staff, and community will ensure that each graduate is academically, socially, and emotionally prepared for success in life

Every Student, Every Day

★ We know there is a positive relationship between school attendance and student success

★ We need the City's help in getting our teenage students to come to school so they can realize this vision



From the Wisconsin Department of Education

What is the purpose of truancy laws?

Since regularly missing school has a significant impact on student achievement and positive youth development, truancy laws aim to deter students from skipping school, encourage students to attend, and encourage caregivers to get kids to school. The hope is to ultimately increase graduation rates, improve the workforce, build community, support well-being, reduce the risk of negative outcomes, and increase protective factors and positive outcomes.



AASD High School Students

HABITUAL TRUANCY

Missing all or part of 5 or more school days in a semester without an excuse.

2017-2018	2018-2019	2021-2022	2022-2023	2023-2024
34.6%	35.0%	28.7%	33.0%	40.2%

CHRONIC ABSENTEEISM

Missing 10% or more of total school days, including both excused and unexcused absences. Missing 10% of eligible school days (18 days for the full school year).

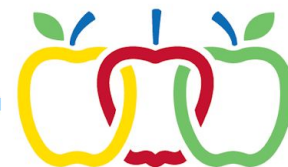
2017-2018	2018-2019	2021-2022	2022-2023	2023-2024
12.2%	15.2%	33.9%	25.5%	23.7%

STUDENTS WHO MET BOTH HABITUAL TRUANCY and CHRONIC ABSENTEEISM THRESHOLDS

% of students	# of students	Not on track to graduate!
20.3%	921	811

★ **20.3%** of high school students, which totals **921**, were both habitually truant and chronically absent last year

★ **293** high school students missed **50** or more days of school last year



Outcomes for students who are not successful:

- **The likelihood of a high school student who is living in poverty earning a living wage by age 30 increases from 21% to 58% with strong academic achievement (Paths of Opportunity, What it Will Take for All Young People to Thrive)**
- **A student who is chronically absent in one year out of the five years from 8th through 12th grade is seven times more likely to drop out of school. (AASA School Administrator)**
- **High school dropouts are nearly four times as likely to be receiving government assistance by age 27, more than three times as likely to have been arrested, and twice as likely to use illicit drugs (National Library of Medicine)**
- **70% of adults in the prison system cannot read and write above the 4th-grade level (Correctional Education Association)**
- **As adults, we cannot allow teenagers to continually make decisions that will negatively impact their future.**



Attending school provides students with emotional support. Associating with peers and interacting with staff members who care about their well-being is an important factor in a student's social and emotional development.



Dean of Students

Social Worker

School Counselor

Math Interventionist

Literacy Interventionist

Coaches

Club Advisors

Interpreters

Paraprofessionals

Principal

LMC Specialist

School Psychologist

Youth Advocate

Assistant Principal



Current Support System for Students

Over the past five years, the AASD has continually added support for students who are struggling with consistent attendance. During this time, we have added two full-time Attendance Coordinator Positions and seven part-time positions. Below is our three-tier system of support.

Universal

- Implementation of best practices for belonging, connection & engagement
- Attendance is talked about & part of the school culture
- Accurate attendance taking practices
- Recognition of positive/improved attendance
- Attendance team meets at least every other week
- Family engagement, education and supports
- Attendance letters & other family communication (electronic 3 & 7 day letters are sent automatically)

Tier 2 Strategies & Supports

- Attendance education lessons (elementary & middle)
- Walking school bus (elementary)
- Attendance letters (5 & 10 day letters as determined by the attendance team)
- Targeted support through STAR coordinators (secondary), cultural advisors, and DEI coordinators, Youth Advocates
- Mentoring
- Check in/Check out
- Student success plans
- Home visits
- SAIG
- Attendance incentives
- TRAC referral (secondary)

Tier 3 Strategies & Supports

- Check & Connect
- School based mental health referral
- Alternative education support (high school)
- Alternative plans for non-attendance/school avoidance
- Brief Behavior Plan
- Home visits/intensive outreach
- County prevention referral (elementary)
- Community referral
- County truancy referral (ages 10-17)*

*During the 2023-2024 school year, a total of 116 county truancy referrals were made for middle and high school students, which is equivalent to only 4.9% of the students (2,371) who met the criteria for habitual truancy.



Former Support System for Students

Level 1 Strategies

- Conference with Dean of Students or Assistant Principal (no attendance team)
- School counselor intervention
- At-risk teacher intervention (high school only)
- Initial communication with family

Level 3 strategies

- In-school or out-of-school suspensions
- A citation for truancy and mandatory court appearance

Level 2 Strategies

- Detentions
- In-school suspensions
- Additional communication with family
- Civics lesson with AASD, APD, and County Judge
- Sent to or visited by the TRAC/ Mobile TRAC Center for truancy counseling (Provided by the Boys and Girls Club of the Fox Valley).



Truancy Ordinance

- ❖ The statutory citation for truancy can be found within Compulsory School Attendance, Wis. Stat. sec. 118.15, and School Attendance Enforcement, Wis. Stat. sec. 118.16.
- ❖ **Prior to 2019**, the City of Appleton enforced the State statute with an ordinance that was supported by Appleton Area School District staff and City of Appleton School Resource Officers. This support often included a student attending “Truancy Court”. The following dispositions were available to the court.
 - **An order for the student to attend school.**
 - **Suspension of a student’s vehicle operating privileges.**
 - **An order for the student to participate in counseling or a supervised work program.**
 - An order for the student to remain at home except during hours in which the student is attending religious worship or a school program.
 - **An order for the students to attend an educational program.**
 - **An order for the student to be placed in a teen court program.**
 - **A forfeiture of not more than \$500 plus costs.**
 - **An order placing the student under formal or informal supervision.**
 - An order for a student to report to a youth report center.
- ❖ During the 2018-2019 school year, concerns were raised by community members regarding outcomes of the use of truancy dispositions, specifically “Truancy Court”. Due to these concerns, the AASD ceased allowing “Truancy Court” to take place in our middle and high schools.
- ❖ On August 21, 2019, the Appleton Common Council repealed the truancy ordinance ending the City’s involvement with school attendance.
- ❖ Over the past five years, chronic absenteeism for many high school students has resulted in poor academic, social, and emotional outcomes. We believe a support system for students must have a consequence option for those students who are unwilling to engage with us.



What are we asking for from the City of Appleton?

- ★ An ordinance that would support student success
- ★ The ordinance would be used when our three-tiered system of support has not helped a student consistently attend school
- ★ The Common Council determines the dispositions that would be which available to the court
- ★ Implemented during a 4-semester trial period, followed by a review of impact





CITY OF APPLETON

Date: March 19th,2025

To: Members of the Common Council

From: Mayor Jacob A. Woodford *JAW*

Subject: Confirmation of Reappointments

It is with pleasure that I present the following reappointments for your confirmation at the March 19th ,2025, Common Council meeting.

City Plan Commission Committee – Reappointment

Sabrina Robins PH.D

3 Year Term


Term Ends April 2028



CITY OF APPLETON

Date: March 19th,2025

To: Members of the Common Council

From: Mayor Jacob A. Woodford 

Subject: Confirmation of Appointments

It is with pleasure that I present the following recommendations for your confirmation at the March 19th,2025, Common Council meeting.

Board of Review – Reappointment

Kyle Lobner	1 Year reappointment	Term end April 2026
Linda Marx	1 Year reappointment	Term end April 2026
Sean Morgan	1 Year reappointment	Term end April 2026

NOTICE OF PUBLIC HEARING ON SPECIAL ASSESSMENTS
(Final Resolution 1-P-25)

PLEASE TAKE NOTICE THAT the Common Council hereby declares its intention to exercise its powers under Section 66.0703, Wisconsin Statutes, to levy special assessments upon property within the following described area for benefits conferred upon such property by improvement of the following area.

SANITARY LATERALS, STORM LATERALS AND STORM MAIN

- Alexander St (Melrose St to Glendale Ave)
- Bell Ave (Summit St to Richmond St)
- Bellaire Ct (Atlantic St to cds)
- Durkee St (Brewster St to Roosevelt St)
- Lawe St (College Ave to Spring St)
- Melrose Ave (Alexander St to Ballard Rd)

The assessment area consists of all property fronting upon both sides of the named streets from intersection to intersection or point to point described herewith including the full width of said intersection of said limits.

The Report of the Finance Committee showing preliminary and/or Final Plans and Specifications, estimated cost of improvements, schedule of proposed assessments is on file in the Department of Public Works, Fifth Floor, 100 North Appleton Street, Appleton, WI 54911. Please call 832-5592 to discuss specific questions or amounts to be assessed to your property or to view said documents, Monday through Friday, between the hours of 7:30 A.M. to 3:00 P.M.

You are further notified that the Common Council will hear all persons interested or their agents or attorneys concerning matters contained in the final resolution authorizing such improvements and assessments at a regular meeting of the Common Council to be held on **March 19, 2025 at 7:00 P.M.** or as soon thereafter as can be heard, in the Council Chambers at the City Hall, 100 North Appleton Street, Appleton, Wisconsin. All objections will be considered at said hearing and thereafter the amount of the assessments will be finally determined.

March 6, 2025

RUN: March 10, 2025

KAMI LYNCH, City Clerk

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES WILL BE MADE UPON REQUEST AND IF FEASIBLE.

NOTICE OF PUBLIC HEARING ON SPECIAL ASSESSMENTS
(Final Resolution 2-P-25)

PLEASE TAKE NOTICE THAT the Common Council hereby declares its intention to exercise its powers under Section 66.0703, Wisconsin Statutes, to levy special assessments upon property within the following described area for benefits conferred upon such property by improvement of the following area.

CONCRETE PAVEMENT, SIDEWALK CONSTRUCTION, AND DRIVEWAY APRONS

- Aquamarine Ave (Providence Ave to Amethyst Dr)
- Aquamarine Ave (French Rd to Denali Dr)
- Baldeagle Ct (Peregrine Blvd to cds)
- Baldeagle Dr (Peregrine Blvd to Osprey Dr)
- Denali Dr (Rubyred Dr to Aquamarine Ave)
- Golden Gate Dr (Cherryvale Ave to 200' east)
- Harrier Ct (Osprey Dr to cds)
- Osprey Dr (Harrier Way to Baldeagle Dr)
- Peregrine Blvd (Applecreek Rd to Baldeagle Dr)
- Rubyred Dr (French Rd to Denali Dr)
- Cherryvale Ave (Applecreek Corridor to south city limits)
- Providence Ave (Edgewood Dr to Aquamarine Dr)
- Perkins St (Prospect Ave to RR tracks) (sidewalks only)

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March 6, 2025

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REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES WILL BE MADE UPON REQUEST AND IF FEASIBLE.

RESOLUTION 1-P-25

FINAL RESOLUTION DECLARING INTENT TO EXERCISE SPECIAL ASSESSMENT POWERS UNDER SECTION 66.0703 (7) (a), WISCONSIN STATUTES OF 2021-2022.

WHEREAS, the Common Council of the City of Appleton, Wisconsin, held a Public Hearing at the Council Chambers in City Hall at 7:00 P.M. on the 19th day of March, 2025, for the purpose of hearing all interested persons concerning the proposed improvements and construction in the following streets or portion of streets:

SANITARY LATERALS, STORM LATERALS AND STORM MAIN

- Alexander St (Melrose St to Glendale Ave)
- Bell Ave (Summit St to Richmond St)
- Bellaire Ct (Atlantic St to cds)
- Durkee St (Brewster St to Roosevelt St)
- Lawe St (College Ave to Spring St)
- Melrose Ave (Alexander St to Ballard Rd)

And has heard all persons desiring an audience at such hearing.

NOW, THEREFORE, BE IT RESOLVED, by the Common Council of the City of Appleton as follows:

1. That the report of the Finance Committee pertaining to the construction of the above described public improvements including plans and specifications therefor, is hereby adopted and approved.
2. That the Finance Committee is directed to advertise for bids to carry out the work of such improvement in accordance with the report of the Finance Committee.
3. That payment for said improvements be made by assessing the cost to the property benefited as indicated in said report.
4. The schedule of proposed assessments made under the police power and the amount assessed against each parcel are true and correct and are hereby confirmed.
5. That the assessment for all projects included on said report are hereby combined as a single assessment but any interested property owner shall be entitled to object to each assessment separately or both assessments jointly for any purpose or purposes.
6. The assessment against any parcel may be paid to the Finance Department on receipt of Special Assessment Notice by one of the following:
 - a. In cash, or if entered on the Tax Roll.
 - b. One installment, if the assessment is \$1000 or less.
 - c. In five equal installments, if the assessment is greater than \$1000;Deferred payment will bear an interest at the rate of 8.5% per annum on the unpaid balance.
7. The City Clerk is directed to publish this resolution in the Appleton Post Crescent, the Official Newspaper of the City.
8. The Clerk is further directed to mail a copy of this resolution to every affected property owner whose name appears on the assessment roll and whose post office address is known or can with diligence be ascertained.

Jacob A. Woodford, Mayor

ATTEST:

Kami Lynch, City Clerk

Adopted: March 19, 2025
Published: March 24, 2025

RESOLUTION 2-P-25

FINAL RESOLUTION DECLARING INTENT TO EXERCISE SPECIAL ASSESSMENT POWERS UNDER SECTION 66.0703 (7) (a), WISCONSIN STATUTES OF 2021-2022.

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- Cherryvale Ave (Applecreek Corridor to south city limits)
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Jacob A. Woodford, Mayor

ATTEST:

Kami Lynch, City Clerk



DEPARTMENT OF
**PUBLIC
WORKS**

MEMORANDUM

Date: 03/10/2025
To: Municipal Services Committee, Finance Committee
From: Mark Lahay, Assistant City Engineer
Pete Neuberger, City Engineer / Deputy Director of Public Works
Subject: Award 2025 Sanitary Flow Monitoring Services Contract to raSmith, Inc. in an amount not to exceed \$36,000.

The Department of Public Works (DPW) is requesting award of the 2025 Sanitary Flow Monitoring Services Contract to raSmith, Inc (raSmith) in an amount not to exceed \$36,000.

DPW operates and maintains three primary sanitary sewer trunk lines that collect wastewater from the north side of Appleton. These sewers convey flow south along Meade Street, Ballard Road, and French Road to the Appleton Wastewater Treatment Plant.

Significant north side development has occurred over the past 30 years, and significantly more is planned. DPW desires to perform the requested sanitary sewer flow monitoring to compare actual pipe flows against the flows predicted by DPW standard design capacity calculations for these trunk lines. The data provided by this contract will be used to project future pipe flows to verify sufficient pipe capacity exists to meet future needs.

DPW issued a "Request for Proposals" to three qualified engineering firms to perform the requested work, and received one proposal, from raSmith. DPW staff determined the proposal meets the project requirements at a reasonable cost. Sufficient 2025 DPW Wastewater funds are available to cover the contract cost.

**Cigarette, Tobacco, and Electronic Vaping
Device Retail License Application**

FOR CLERKS ONLY	
Municipality	Appleton
License Period	24-25

Part A: Premises/Business Information			
1. Legal Business Name (individual name if sole proprietor) ALL N ONE SMOKE VAPE PULL LLC			
2. Business Trade Name or DBA SMOKE SHOP			
3. FEIN		4. Wisconsin Seller's Permit Number 456-1031879714-02	
5. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation			
6. State of Organization WI		7. Date of Organization 4/2025	8. Wisconsin DFI Registration Number A14564
9. Premises Address (do not use PO Box) 2700 E. CALUMET ST			
10. City APPLETON		11. State WI	12. Zip Code 54915
13. County OUTAGAMIE	14. Governing Municipality: <input checked="" type="checkbox"/> City <input type="checkbox"/> Town <input type="checkbox"/> Village of: APPLETON		15. Aldermanic District
16. Mailing Address (if different from premises address) 9601 HUMBOLDT AVE S			
17. City BLOOMINGTON		18. State MN	19. Zip Code 55431
20. Premises Phone 614-695-2904		21. Premises Email ODACABURA-YANI@CLOUD.COM	22. Website
23. Premises Description - Describe the building or buildings where cigarettes, tobacco products, and electronic vaping devices are to be sold and stored. Describe all rooms including living quarters, if used, for the sales and/or storage of cigarettes, tobacco products, and electronic vaping devices and records. Cigarettes, tobacco products, and electronic vaping devices may be sold and stored ONLY on the premises described in this application. Attach a floor plan if possible. BUILDING HAS A STORAGE ROOM AS WELL AS AN OFFICE SPACE. THE FRONT AREA WILL BE COUNTER AND DISPLAY CASES AND SLAT WALL PANELS FOR CUSTOMERS SHOWROOM. FRONT OFFICE/SPACE IS WHERE RECORDS ARE KEPT.			

Part B: Questions		
1. What products will be sold at this business location? (check all that apply) <input checked="" type="checkbox"/> Cigarettes <input type="checkbox"/> Tobacco Products <input checked="" type="checkbox"/> Electronic Vaping Devices		
2. How will cigarettes, tobacco, and/or electronic vaping devices be sold? (check all that apply) <input checked="" type="checkbox"/> Over the counter <input type="checkbox"/> Vending machine		
3. Is the applicant business owned by another business entity? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, provide the name and FEIN of the parent company below, identify parent company members in Part C, and attach Form CTV-101 for all of the parent company's members, partners, or officers. 3a. Name of Parent Company: _____ 3b. FEIN of Parent Company: _____		

Metafile:

Part C: Individual Information

An Individual Questionnaire, Form CTV-101, must be completed and attached to this application for each person involved in the applicant business and any parent company indicated in Part B. Such persons include: sole proprietor, all officers and agents of a corporation, all partners of a partnership, and all members and agents of a limited liability company.

List the full name, title, and phone number for each person below. Attach additional sheets if necessary.

Last Name	First Name	Title	Phone
MAHMOUD ABDELHAM	ATLATH	OWNER	

Part D: Attestation

One of the following must sign and attest to this application:

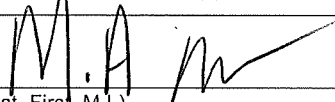
- sole proprietor • one general partner of a partnership • one corporate officer • one managing member of an LLC

READ CAREFULLY BEFORE SIGNING:

I understand and agree to the following:

- I will only purchase cigarettes, tobacco, and vapor products from distributors, jobbers, or subjobbers permitted by the Wisconsin Department of Revenue, unless I also hold the proper distributor's permit and pay all applicable excise taxes.
- I will not purchase or exchange products from another retailer, including transferring existing stock to a new owner.
- I will provide tobacco sales training that has been approved by the Wisconsin Department of Health Services to my employees. (<https://witobaccocheck.org>).
- I will not sell single cigarettes.
- I will not sell, give, or otherwise provide cigarettes, tobacco, or any nicotine products to minors.
- I will keep product invoices on the licensed premises for two years and ensure the records are available for inspection by law enforcement. Failure to comply with this will result in criminal penalties, including loss of inventory.
- I will not sell cigarettes or roll-your-own (RYO) tobacco products unless listed on the Wisconsin Department of Justice's directory of certified tobacco manufacturers and brands.

Further, under penalty provided by law, I state that this application has been truthfully answered to the best of my knowledge. I agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, cannot be assigned to another. Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

Signature 	Date 2/10/2025
Name (Last, First, M.I.) ATLATH MOHAMMAD MAHMOUD ABDELHAM	
Title OWNER	Email Phone

Part E: For Clerk Use Only

Date application was filed with clerk 3/3/25	Date license issued	Date license expires	License number
License fees	Signature of Clerk/Deputy Clerk		

Agent Type (check one): Original Change

Part A: Agent Information		
1. Last Name MAHMOUD ABDELHADI	2. First Name ATLAAH	3. M.I. M
4. Email	5. Phone	
6. Home Address 317 27 KELLEN GROVE CT		
7. City BROOKSHIRE	8. State TX	9. Zip Code 77441
10. Date of Birth	11. Drivers License/State ID Number	12. Drivers License/State ID State of Issuance

Part B: Questions	
1. Have you completed Form CTV-101, <i>Cigarette, Tobacco, and Electronic Vaping Device License - Individual Questionnaire</i> ? Submit a completed Form CTV-101 with this form. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
2. If this is a change of agent, please describe the reason for the agent change. Attach additional sheets if necessary.	

Part C: Business Information		
1. Legal Business Name (individual name if sole proprietor) ALL NONE SMOKE VAPE PLUS LLC		
2. Business Trade Name or DBA SMOKE SHOP		
3. Entity Type (check one) <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation		
4. Premises Address 2706 E CALUMET ST		
5. City APPLETON	6. State WI	7. Zip Code 531915

Part D: Attestations	
<p>READ CAREFULLY BEFORE SIGNING: I, the Licensee, authorize the above-named individual to act for the above-named corporation or limited liability company with full authority and control of the premises and of all business relative to cigarettes, tobacco products, and/or electronic vaping devices conducted therein. I certify that I am authorized by the entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.</p>	
Signature of Licensee (officer, member, or authorized signatory) 	Date 2/10/2025
Name of Person Signing for Licensee ATLAAH MOHAMMAD MAHMOUD ABDELHADI OWNER	Title
<p>READ CAREFULLY BEFORE SIGNING: I, the Agent, herby accept this appointment as agent for the above-named corporation or limited liability company and assume full responsibility for the conduct of all business relative to sales of cigarettes, tobacco products, and/or electronic vaping devices conducted on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this form, and that any person who knowingly provides materially false information on this form may be required to forfeit not more than \$1,000 if convicted.</p>	
Signature of Agent 	Date 2/10/2025

Application for Commercial Solicitation License

CASH OR CHECK ONLY!



Original Application
 Renewal License
 # _____

FEES ARE NON-REFUNDABLE

Company License (CLLMS) \$207.00
 Date Recv'd FEB 25 2025
 Total \$ 57.00

Add'l Employee License (CLLME) \$57.00
 Receipt #: 8135 - 1

LICENSE PERIOD IS 6 MONTHS

April 1st - September 30th
 October 1st - March 31st

Note: Please allow 7 business days for application processing

SECTION 1 – COMPANY INFORMATION – Answer all questions completely. Please PRINT clearly.

Name of Company Holding License
Yanda's Dist. LLC

Company Street Address
625 Pine St. City Green Bay State WI Zip 54301

Company Telephone Number
(920) 490-9611 Type of Sales:
 Door to Door Solicitation
 Specific Location in City _____

Company Email Address
ydllc2400@gmail.com

Type of Merchandise of Services – List specific product(s) or actual services being provided:
kirby vacuums; promotional grocery drawing; Carpet cleaning

Contact Phone Number while in the City of Appleton: **[REQUIRED]** _____ Main Employee Contact for Company: **[REQUIRED]**
Jeff Yanda or Jenny Yang

SECTION 2 – EMPLOYEE INFORMATION – Every employee over 18 years of age is required to complete an application form. If employees are minors, you must show proof of State Street Trade Permit pursuant to Wisconsin Act 113.

Name of Employee (First, M, Last)
Karen Andrew Whiting

Employee Home/Street Address
1245 Oregon St. City Green Bay State WI Zip 54303

Date of Birth _____ Sex Male Driver's License number _____ State Licensed in WI

SECTION 3 – VEHICLE IDENTIFICATION – Vehicle to be used for solicitation purposes

Make of Vehicle Chevy Van Year 1998 Color Maroon License Plate No. AYN 5791 State Licensed In WI

SECTION 4 – PENALTY NOTICE

Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge and belief.

Signature of Applicant: [Signature]

FOR OFFICE USE ONLY

Date Sent for Approvals <u>FEB 25 2025</u>	Approve: _____	Deny: _____	Date of Recommendation _____	Staff Member _____
POLICE			_____	
CITY SEALER			_____	
Denial Reasoning _____	Date Issued _____	Expiration Date _____	License Number _____	



DEPARTMENT OF
**LEGAL AND
ADMINISTRATIVE
SERVICES**

OFFICE OF THE CITY CLERK

100 North Appleton Street

Appleton, WI 54911

p: 920.832.6443

f: 920.832.5823

www.appletonwi.gov

March 6th, 2025

Kagen Whiting
1295 Oregon St
Green Bay WI 54303

This letter is to notify you that we are in receipt of your application for a Commercial Solicitor's License. The Police Department has conducted a criminal background investigation and has recommended that your application for a Commercial Solicitor's be denied based upon previous offenses substantially related to the licensed conduct, as outlined in the enclosed letter.

The denial of this license will be placed on the agenda for the next scheduled Safety and Licensing Committee meeting. This meeting will take place on **Wednesday March 12th, 2025, at 5:30 p.m.** in the Council Chambers on the 6th floor of City Hall, 100 N Appleton St., Appleton, Wisconsin. You are invited to appear and address the Committee.

If you have specific questions relating to the background investigation please contact Lt. Ben Goodin Appleton Police Department, at 920-832-5500.

Respectfully,

Kami Lynch
City Clerk

Enclosure



APPLETON POLICE DEPARTMENT

COMPASSION * INTEGRITY * COURAGE

Appleton Police Department
222 South Walnut Street
Appleton, WI 54911
Phone: 920.832.5500
Fax: 920.832.5553
police.appletonwi.gov

TO: Safety and Licensing Committee
Common Council

FROM: Lt. Ben Goodin

DATE: 03/03/2025

RE: Police Department's Recommendation for Denial of Kagen Whiting's Commercial Solicitation License Application

Committee Members:

The police department is requesting that the Safety and Licensing Committee recommend to the Common Council to deny Kagen Whiting's application a commercial solicitation license. The application process is intended to safeguard the residents of Appleton from "fraud, misconduct, or abuse." The accompanying investigation is undertaken for the "protection of the public good." Therefore, the Appleton Police Department recommends that the application for Commercial Solicitation License be denied.

STATEMENT ON SUBSTANTIAL RELATIONSHIP

As part of any denial of licensing, the police department must determine if crimes are substantially related to the particular licensed activity to ensure that any licensing decision does not constitute unlawful discrimination. The offenses listed below are substantially related to the licensed conduct in that they provide heightened opportunity for the applicant to engage in the same conduct.

Disorderly Conduct and Resisting or Obstructing an Officer in Winnebago County case # 2013CM001623. These are misdemeanor criminal offenses.

Three counts of 4th Degree Sexual Assault in Oconto County case # 2015CF000045. These are misdemeanor criminal offenses. These offenses are contrary to §940.225(3m) of the Wisconsin Statutes, and are therefore considered to be "exempt offenses." As exempt offenses, the



APPLETON POLICE DEPARTMENT

COMPASSION * INTEGRITY * COURAGE

Appleton Police Department
222 South Walnut Street
Appleton, WI 54911
Phone: 920.832.5500
Fax: 920.832.5553
police.appletonwi.gov

provisions allowing for demonstration of rehabilitation do not apply. Reliance on these convictions is not unlawful discrimination, even if rehabilitation is demonstrated.

Possess Drug Paraphernalia in Calumet County case # 2018CM000209. This is a misdemeanor criminal offense.

These convictions are substantially related to the licensed activity because Mr. Whiting would be traveling door-to-door to sell vacuums and other cleaning products. Mr. Whiting will be interacting closely with numerous citizens of Appleton at or inside of their homes. These convictions, with specific emphasis on the sexual assault convictions, substantially relate to the activity for which the license is sought, and denial would not constitute unlawful discrimination. Denial is therefore recommended to protect the public good.

Very Respectfully,

Lt. Ben Goodin

Appleton Police Department

Application for Commercial Solicitation License

CASH OR CHECK ONLY!



Original Application
 Renewal License
 # _____

FEES ARE NON-REFUNDABLE

Company License
 (CLLCMS) \$207.00
 Date Recv'd FEB 24 2025

Add'l Employee License
 (CLLCME) \$57.00
 Total \$ 207
 Receipt #: 8135-1

LICENSE PERIOD IS 6 MONTHS

April 1st - September 30th
 October 1st - March 31st

Note: Please allow 7 business days for application processing

SECTION 1 - COMPANY INFORMATION - Answer all questions completely. Please PRINT clearly.

Name of Company Holding License: Yanda's Dist. LLC

Company Street Address: 1025 Pine St. City: Green Bay State: WI Zip: 54301

Company Telephone Number: (920) 490-9611 Type of Sales:
 Door to Door Solicitation
 Specific Location in City _____

Company Email Address: ydlc2400@gmail.com

Type of Merchandise of Services - List specific product(s) or actual services being provided:
Kirby vacuums; practical procedure drawing; Carpet cleaning

Contact Phone Number while in the City of Appleton: [REQUIRED] _____ Main Employee Contact for Company: [REQUIRED] Jeff Yanda or Jenny Yang

SECTION 2 - EMPLOYEE INFORMATION - Every employee over 18 years of age is required to complete an application form. If employees are minors, you must show proof of State Street Trade Permit pursuant to Wisconsin Act 113.

Name of Employee (First, M. Last): Jeffrey John Yanda

Employee Home Street Address: 3172 Molly Brown Ln City: Green Bay State: WI Zip: 54303

Date of Birth: [REDACTED] Sex: Male Driver's License number: [REDACTED] State Licensed in: WI

SECTION 3 - VEHICLE IDENTIFICATION - Vehicle to be used for solicitation purposes

Make of Vehicle: Grand Jeep Cherokee Year: 2007 Color: Black License Plate No.: AYN 5778 State Licensed In: WI

SECTION 4 - PENALTY NOTICE

Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge and belief.

Signature of Applicant: [Signature]

FOR OFFICE USE ONLY

Date Sent for Approval: FEB 25 2025

Approve	Deny	Date of Recommendation	Staff Member
		____/____/____	
POLICE		____/____/____	
CITY SEALER		____/____/____	

Denial Reasoning: _____ Date Issued: ____/____/____ Expiration Date: ____/____/____ License Number: _____



DEPARTMENT OF
**LEGAL AND
ADMINISTRATIVE
SERVICES**

OFFICE OF THE CITY CLERK

100 North Appleton Street

Appleton, WI 54911

p: 920.832.6443

f: 920.832.5823

www.appletonwi.gov

March 6th, 2025

Yanda Distribution LLC
Jeffrey Yanda
3172 Molly Brown Ln
Green Bay WI, 54313

This letter is to notify you that we are in receipt of your application for a Commercial Solicitor's Company License. Upon review of your application, the Weights and Measures Department has recommended that your application for a Commercial Solicitor's Company License be denied due to the failure to adhere to Wisconsin Administrative Code, Chapter ATCP 124.74 by engaging in high pressure sales tactics as well as for reports of multiple solicitors operating without a license.

The denial of this license will be placed on the Agenda for the next scheduled Safety and Licensing Committee meeting. This meeting will take place on **Wednesday March 12th, 2025**, at 5:30 p.m. in the Council Chambers, 6th floor of City Hall, 100 N Appleton St., Appleton, Wisconsin. You are invited to appear at this meeting to address the Committee.

If you have specific questions relating to this matter, please contact a member of my office for assistance, at the phone number listed above.

Respectfully,

Kami Lynch
City Clerk

To: City of Appleton Safety & Licensing Committee
From: Eric Maggio, Health Operations Supervisor
Date: 3/10/2025
Re: Denial of Commercial Solicitor's License – Yanda's Distribution LLC

Background:

On August 14, 2014, three representatives from Yanda's Distribution LLC engaged in unethical and high-pressure sales tactics while attempting to sell a vacuum system totaling \$3,078 to a developmentally disabled woman.

Two solicitors initially arrived at her residence, with one using flirtation as a tactic to manipulate the customer. A third man then joined them, further escalating the pressure. The woman, feeling intimidated and scared, believed the only way to get them to leave was to purchase the vacuum.

A concerned friend of the individual later contacted me regarding the situation. Upon contacting the woman, it was immediately evident that she was vulnerable and had been taken advantage of by the solicitors.

Investigation & Resolution:

It was confirmed that the solicitors were operating without the required commercial solicitation license, despite Yanda's Distribution LLC being fully aware of the city's licensing requirements before this incident.

To rectify the situation, I intervened and made it clear to the company that legal action and citations would be pursued if the vacuum was not returned. Only after this threat did Yanda's Distribution LLC agree to take back the product and issue a full refund.

Recommendation:

Given this history of predatory sales tactics, intimidation, and disregard for licensing requirements, I strongly recommend the denial of Yanda's Distribution LLC's application for a commercial solicitor's license in the City of Appleton. Allowing this business to conduct door-to-door sales poses an unacceptable risk to residents, particularly those who are vulnerable to coercive tactics.

Please let me know if you need any additional information regarding this matter.

Thanks,
Eric Maggio – Operations Supervisor
City of Appleton



CITY OF APPLETON

MEMORANDUM

Date: March 12, 2025
To: Plan Commission
From: Don Harp, Principal Planner
Subject: Special Use Permit #1-25 for used automobile, RV, truck, cycle and boat sales and display lot in the C-2 General Commercial District

GENERAL INFORMATION

Owner/Applicant: Chad Le Capitaine, Chad Le Capitaine, LLC

Address/Parcel Number: 100 West Wisconsin Avenue (Tax Id #31-6-0576-00)

Petitioner's Request: Establish used automobile sales and display lot

Plan Commission Public Hearing Date: March 12, 2025

Common Council Meeting Date: March 19, 2025

BACKGROUND

1969 – Automobile repair shop and gasoline sales was established on this site.

1980's – The underground gas tanks and gas pumps were removed from the site.

2010 – Land along North Oneida Street and West Wisconsin Avenue was purchased for additional right-of-way. Due to the land acquisition for the public right-of-way, the parking lot aisle width was reduced from 24 feet to 19 feet but remains conforming pursuant to Section 23-42(e). The ground sign and landscape island were removed at the corner of Oneida Street and Wisconsin Avenue.

2023 – Variance request for the installation of the perimeter automobile sales display lot landscaping requirements was denied by the Zoning Board of Appeals.

STAFF ANALYSIS

Existing Site Conditions: The building consists of 3 service bays for automobile maintenance and repair facility, including an off-street parking lot that can accommodate 15 parking spaces.

Project Summary: The applicant proposes to establish a used automobile sales and display lot.

Operational Information: A plan of operation is attached to the staff report.

Current Zoning and Procedural Findings: The subject property has a zoning designation of C-2 General Commercial District. Per Section 23-113(e) of the Municipal Code, a used automobile sales and display lot requires a Special Use Permit in the C-2 District. The Plan Commission makes a recommendation to the Common Council who will make the final decision on the Special Use Permit. A two-thirds vote of the Common Council is required for approval.

Surrounding Zoning and Land Uses: The surrounding area is under the jurisdiction of the City of Appleton (north, south, east, and west). The uses are generally commercial and residential in nature.

North: C-2 General Commercial District. The adjacent land use to the north is a duplex. (Future Land Use Map recommends one/two family residential for the adjacent property.)

South: C-2 General Commercial District. The adjacent land use to the south is a gas station. (Future Land Use Map recommends mixed-use for the adjacent property.)

East: C-2 General Commercial District. The adjacent land use to the east is commercial. (Future Land Use Map recommends mixed-use for the adjacent property.)

West: C-2 General Commercial District. The adjacent land use to the west is a duplex. (Future Land Use Map recommends mixed-use for the adjacent property.)

Appleton Comprehensive Plan 2010-2030: Community Development staff has reviewed this proposal and determined it is compatible with the Mixed-use designation shown on the City's *Comprehensive Plan 2010-2030* Future Land Use Map. Listed below are related excerpts from the City's *Comprehensive Plan 2010-2030*.

Goal 1 – Community Growth

Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.

Goal 8 – Economic Development

Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.

OBJECTIVE 9.5 Economic Development:

Encourage new development and redevelopment activities that create vital and attractive neighborhoods and business districts.

OBJECTIVE 10.5 Land Use:

Support the continued redevelopment and revitalization of land uses adjacent to Appleton's key transportation corridors and downtown.

Chapter 15 - Wisconsin Avenue Corridor Plan – General Plan Primary Objective 3:

Encourage private renovation and redevelopment that addresses existing limitations of platting and land assembly, site planning issues such as parking and access, and aesthetics.

Development Review Team (DRT) Report: This item appeared on the February 18, 2025 DRT agenda. No negative comments were received from participating departments.

Zoning Ordinance Requirements and Substantial Evidence: When reviewing an application for a Special Use Permit, the City must determine if the applicant’s proposal satisfies Municipal Code requirements and conditions. Pursuant to Section 23-66(c)(5) of the Municipal Code, the Plan Commission and Common Council must provide substantial evidence supporting their decision to approve, approve with conditions, or deny the Special Use Permit. Substantial evidence means “facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a Special Use Permit and that reasonable persons would accept in support of a conclusion.” Any requirements and conditions listed for approval must be reasonable, and to the extent practicable, measurable.

Finding of Fact: This request was reviewed in accordance with the standards for granting a Special Use Permit under Section 23-66(e)(1-8) of the Municipal Code: *1. proper zoning district:* C-2 zoning allows used automobile, RV, truck, cycle and boat sales and display lots as a special use permit; *2. zoning district regulations:* the district regulations appear to be satisfied pursuant to the attached development plan, formal verification of regulations being satisfied will occur after the Inspections Divisions verifies the display lot landscaping is installed and parking spaces are striped; *3. special regulations:* stipulations 1, 2, 3 and 4 (below) address the special regulations for used automobile, RV, truck, cycle and boat sales and display lots; *4. consistent with comprehensive plan and other plans:* yes, see above analysis; *5. traffic:* the proposed use is not expected to create undue traffic congestion; *6. landscaping and screening:* not applicable to the existing parking lot, the parking lot is not being expanded or reconstructed at this time; *7. neighborhood compatibility with predominant land uses in this area:* the proposed use is located near other commercial uses in this area of City; *8. impact on services:* the City has existing utilities, services and equipment in place to serve this proposed use. These standards were found in the affirmative, as long as all stipulations are satisfied.

RECOMMENDATION

Staff recommends, based on the above analysis, that Special Use Permit #1-25 for used automobile, RV, truck, cycle and boat sales and display lot located at 100 West Wisconsin Avenue (Tax Id #31-6-0576-00), as shown on the attached development plan and per attached plan of operation, along with the attached resolution, **BE APPROVED** to run with the land, subject to the following conditions:

1. All proposed outdoor lighting to illuminate the automobile display lot shall comply with the standards in §23-53, Outdoor lighting.

Substantial Evidence: This condition is one of the special regulations included in Section 23-66(h)(5)a. of the Zoning Ordinance for this particular use. This condition provides notice to the applicant that any outdoor lighting installed to illuminate the display lot area shall comply with §23-53.

2. Perimeter landscaping along North Oneida Street and West Wisconsin Avenue as shown on the development that complies with the standards specified under Chapter 23 Zoning, Section 23-66(h)(5)b., shall be installed prior to the Inspections Division and Community Development staff affixing signatures to the Motor Vehicle Dealer License. Section 23-66(h)(5)b.1.i. and ii and 23-66(h)(5)b.2.ii. requires a minimum of a five (5) foot wide perimeter landscaping buffer along North Oneida Street and West Wisconsin Avenue. The perimeter landscaping buffer shall have a minimum one (1) foot high staggered row of evergreen and deciduous shrubs across eighty (80) percent of the lot frontage with a shade tree required every forty (40) feet.

Substantial Evidence: This condition provides notice to the applicant that the display lot landscaping shall be installed prior to City signatures being affixed to the Motor Vehicle Dealer License.

3. The outdoor display of merchandise and vehicles for sale shall not be located in areas intended for traffic circulation according to the site plan and development plan.

Substantial Evidence: This condition is one of the special regulations included in Section 23-66(h)(5)c. of the Zoning Ordinance for this particular use.

4. No outdoor loudspeakers shall be in use between the hours of 8:00 p.m. and 8:00 a.m. when adjacent to a residential district.

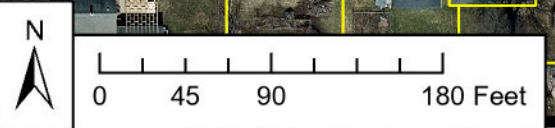
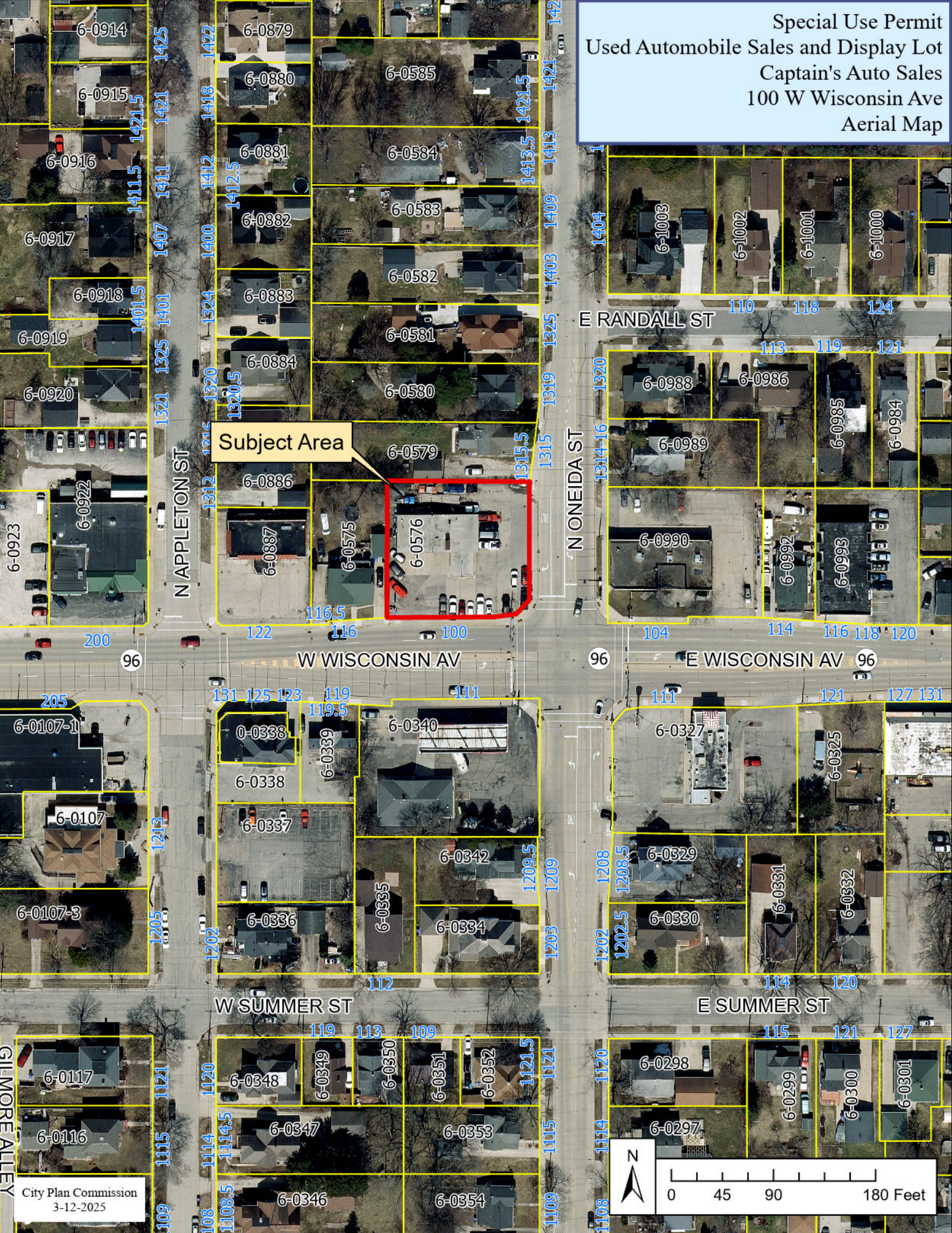
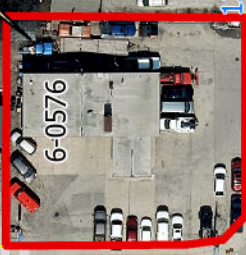
Substantial Evidence: This condition is one of the special regulations included in Section 23-66(h)(5)d. of the Zoning Ordinance for this particular use.

5. Any expansions of the special use, changes to the development plan(s), plan of operation or any conditions of approval may require a major or minor amendment request to this Special Use Permit pursuant to Section 23-66(g) of the Zoning Ordinance. Contact the Community Development Department to discuss any proposed changes.

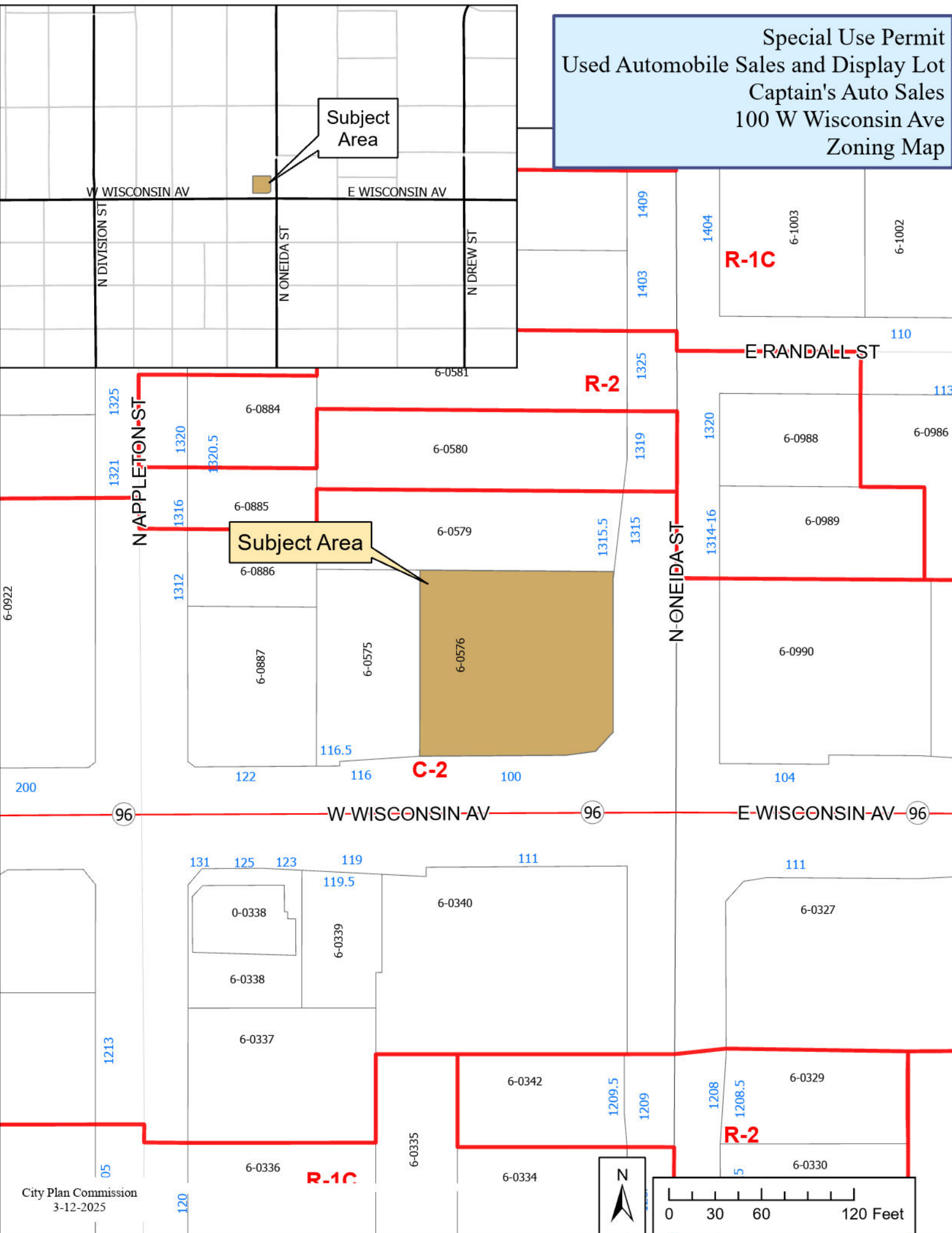
Substantial Evidence: Standardized condition that establishes parameters for the current application and identifies the process for review of any future changes to this proposed use.

Special Use Permit
Used Automobile Sales and Display Lot
Captain's Auto Sales
100 W Wisconsin Ave
Aerial Map

Subject Area

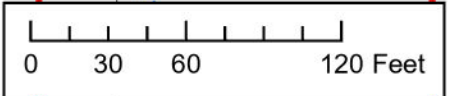


Special Use Permit
Used Automobile Sales and Display Lot
Captain's Auto Sales
100 W Wisconsin Ave
Zoning Map



Subject Area

Subject Area



CITY OF APPLETON
RESOLUTION FOR SPECIAL USE PERMIT #1-25
USED AUTOMOBILE, RV, TRUCK, CYCLE AND BOAT SALES AND DISPLAY LOT
100 WEST WISCONSIN AVENUE

WHEREAS, Chad Le Capitaine, has applied for a Special Use Permit to establish a used automobile, RV, truck, cycle and boat sales and display lot, located at 100 West Wisconsin Avenue, also identified as Parcel Number #31-6-0576-00; and

WHEREAS, the proposed use is located in the C-2 General Commercial District, and the proposed use may be permitted by Special Use Permit within this zoning district pursuant to Chapter 23 of the Municipal Code; and

WHEREAS, the City of Appleton Plan Commission held a public hearing on March 12, 2025 on Special Use Permit #1-25, at which all those wishing to be heard were allowed to speak or present written comments and other materials at the public hearing; and

WHEREAS, the City of Appleton Plan Commission has reviewed and considered the Community Development Department's staff report and recommendation, as well as other spoken and written evidence and testimony presented at the public hearing; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for granting a Special Use Permit under Sections 23-66(e)(1-8) of the Municipal Code; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for imposing conditions on the Special Use Permit under Section 23-66(c)(5) of the Municipal Code, and forwarded Special Use Permit #1-25 to the City of Appleton Common Council with a favorable conditional or not favorable (CIRCLE ONE) recommendation; and

WHEREAS, the City of Appleton Common Council has reviewed the report and recommendation of the City of Appleton Plan Commission at their meeting on March 19, 2025.

NOW, THEREFORE, BE IT RESOLVED, DETERMINED AND ORDERED by the Common Council, based on Community Development Department's staff report and recommendation, as well as other spoken and written evidence and testimony presented at the public hearing and Common Council meeting, and having considered the recommendation of the City Plan Commission, that the Common Council:

1. Determines all standards listed under Sections 23-66(e)(1-8) of the Municipal Code are found in the affirmative YES or NO (CIRCLE ONE)
2. If NO, the City of Appleton Common Council hereby denies Special Use Permit #1-25 to establish a used automobile, RV, truck, cycle and boat sales and display lot located at 100 West Wisconsin Avenue, also identified as Parcel Number #31-6-0576-00 based upon the following standards and determinations: (List reason(s) why the Special Use Permit was denied)
3. If YES, the City of Appleton Common Council hereby approves Special Use Permit #1-25 to establish a used automobile, RV, truck, cycle and boat sales and display lot located at 100 West Wisconsin Avenue, also identified as Parcel Number #31-6-0576-00, subject to the following conditions as they are related to the purpose of the City of Appleton Municipal Code and based on substantial evidence:

CONDITIONS OF APPROVAL FOR SPECIAL USE PERMIT #1-25:

- A. All proposed outdoor lighting to illuminate the automobile display lot shall comply with the standards in §23-53, Outdoor lighting.
- B. Perimeter landscaping along North Oneida Street and West Wisconsin Avenue as shown on the development that complies with the standards specified under Chapter 23 Zoning, Section 23-66(h)(5)b., shall be installed prior Inspections Division and Community Development staff affixing signatures to the Motor Vehicle Dealer License. Section 23-66(h)(5)b.1.i. and ii and 23-66(h)(5)b.2.ii. requires a minimum of a five (5) foot wide perimeter landscaping buffer along North Oneida Street and West Wisconsin Avenue. The perimeter landscaping buffer shall have a minimum one (1) foot high staggered row of evergreen and deciduous shrubs across eighty (80) percent of the lot frontage with a shade tree required every forty (40) feet.
- C. The outdoor display of merchandise and vehicles for sale shall not be located in areas intended for traffic circulation according to the site plan and development plan
- D. No outdoor loudspeakers shall be in use between the hours of 8:00 p.m. and 8:00 a.m. when adjacent to a residential district.
- E. Any expansions of the special use, changes to the development plan(s), plan of operation or any conditions of approval may require a major or minor amendment request to this Special Use Permit pursuant to Section 23-66(g) of the Zoning Ordinance. Contact the Community Development Department to discuss any proposed changes.

Adopted this _____ day of _____, 2025.

Jacob A. Woodford, Mayor

ATTEST:

Kami Lynch, City Clerk

PLAN OF OPERATION AND LOCATIONAL INFORMATION

NEW/USED AUTOMOBILE SALES (more than 5 vehicles each year)

Trade Name: Captain's Auto Sales LLC

Building Address: 100 W Wisconsin Ave Appleton WI 54911

Years in Operation: 6

Type of proposed establishment (detailed explanation of business):

Car dealership

Dealer Type (check applicable boxes):

- Retail dealer of new and/or used automobiles and trucks to the general public.
- Retail dealer of new and/or used mopeds to the general public.
- Retail dealer of new and/or used motorcycles to the general public.
- Retail dealer of new and/or used boats to the general public.
- Retail dealer of new and/or used recreational vehicles to the general public.
- Wholesale auction dealer in which you hold auctions in which you display and sell automobiles and trucks owned by someone other than licensed dealers, or in which you display and auction off vehicles to the general public.
- Wholesale dealer in which you purchase and resell used vehicles to licensed dealers only, not to the public.

Indoor Building Uses (check applicable boxes):

- Office Space. Please identify the area of this space: _____ square feet.
- Vehicle Display Area (Retail to general public). Please identify the area of this space: _____ square feet.
- Service Department (check applicable services).
 - General Maintenance Repairs (exhaust system, transmission, brakes, tires repair/installation, electrical, engine repair/tune up)
 - Painting
 - Body Work

Please describe other services provided within Service Department space: Auto Repair

Other. If other, please describe other indoor use activities: _____

Building Capacity and Storage Areas:

Maximum number of persons permitted to occupy the building or tenant space as determined by the International Building Code (IBC) or the International Fire Code (IFC), whichever is more restrictive: _____ persons

Gross floor area of the existing building(s): N/A

Gross floor area of the proposed building(s): _____

Employees:

Number of existing employees: 4

Number of proposed employees: 4

Number of employees scheduled to work on the largest shift: _____

Proposed Business Hours of Operation:

Day	From	To
Monday - Friday	8am	5pm
Saturday	appt only	—
Sunday	—	—

Outdoor Uses (check applicable boxes):

Vehicle Sales and Display Lot is proposed. Please identify the area of this space: _____ square feet.

Vehicle Sales and Display Lot is not proposed.

Other. If other, please describe other outdoor areas: _____

Outdoor Display Lot Screening/Landscaping:

Type and height of screening with plantings/fencing/gating: Ornamental trees
4 8-10 shrubs (1 foot high)

Outdoor Music/Speakers:

Are there plans for outdoor music/speakers? Yes _____ No X

If yes, describe type how will the noise be controlled: _____

Outdoor lighting:

Type: wall mounted LED Fixtures

Location: garage doors, canopy

Off-street parking:

Number of customer spaces existing: _____.

Number of customer spaces proposed: 10.

Number of employee spaces existing: _____.

Number of employee spaces proposed: _____.

Street Access:

Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

N/A

Describe any potential noise emanating from the proposed use:

A. Describe the noise levels anticipated from all the proposed use: _____

N/A

B. How will the noise be controlled? _____

N/A

Identify location, number, capacity and flammable liquid materials stored on site:

N/A

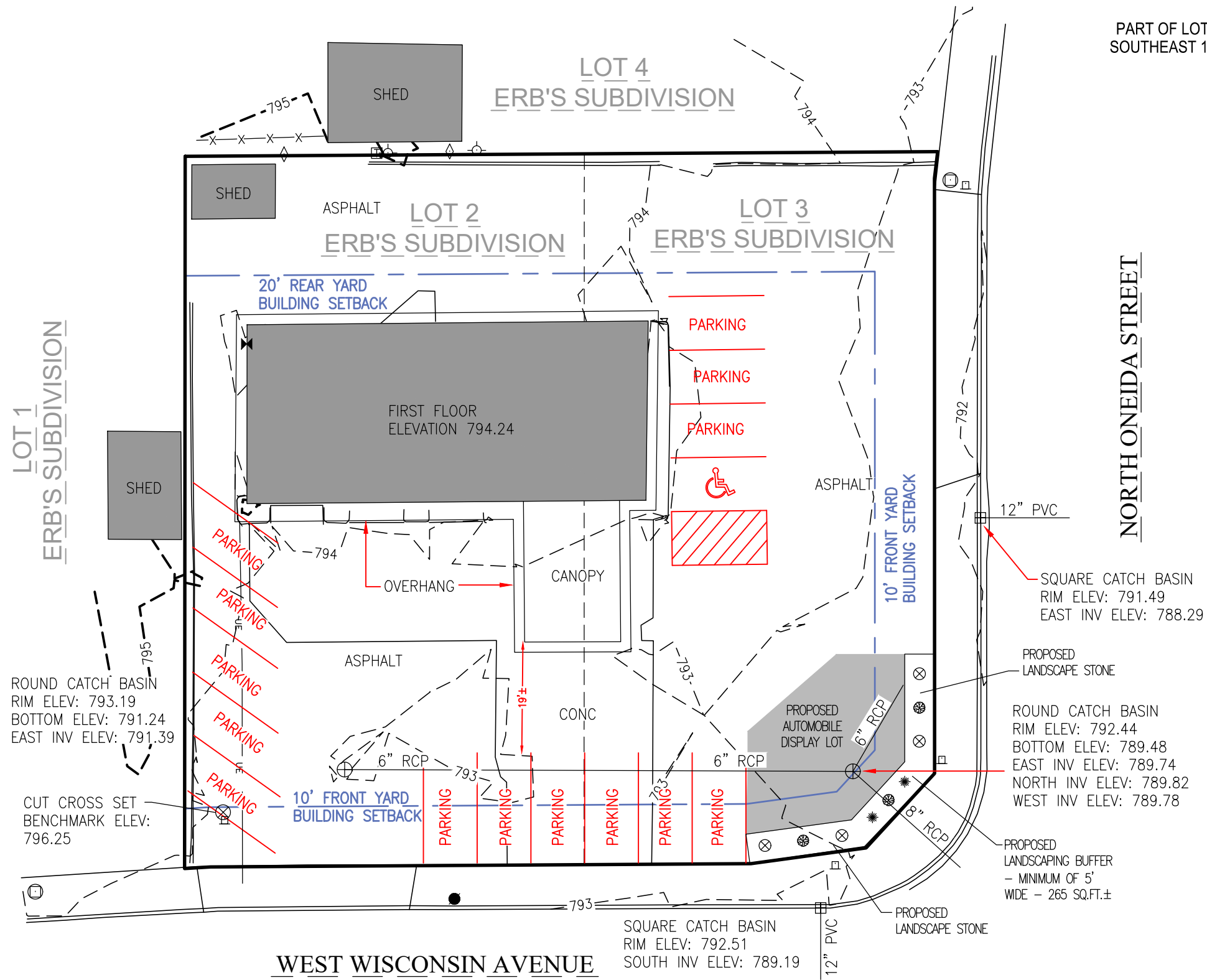
Describe any potential smoke, odors emanating from the proposed use and plans to control them:

N/A

"SITE PLAN"

PART OF LOT 2 AND LOT 3 OF THE RECORDED PLAT "ERB'S SUBDIVISION" LOCATED IN PART OF THE SOUTHEAST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 23, TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN
 PARCEL NUMBER: 316057600

NOTES:
 ALL PARKING SPACES AND AISLES ARE TO BE 9 FEET WIDE AND 18 FEET DEEP UNLESS OTHERWISE NOTED.

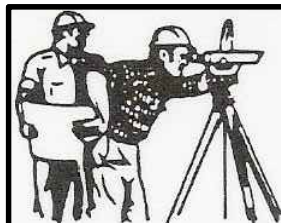


LEGEND:

- ⊕ = STORM CATCH BASIN
- = CURB STOP
- ⊗ = CUT CROSS SET
- ⊠ = GAS METER
- ◇ = DOWN GUY
- ⊙ = POWER POLE
- ⊞ = TELEPHONE PEDESTAL
- ⊠ = SIGN/TRAFFIC LIGHT
- ⊙ = FIBER OPTIC MANHOLE
- x- = EXISTING FENCE
- ♿ = HANDICAP
- ⊗ = SPIRAEA - MINIMUM 1 FT HIGH
- ⊙ = ORNAMENTAL TREE
- * = JUNIPERAS AROUND COVER - MINIMUM 1 FT HIGH

20 0 20 40 60

Scale: 1" = 20'



CAROW LAND SURVEYING CO., INC.

615 N. LYNNDAL DRIVE, P.O. BOX 1297
 APPLETON, WISCONSIN 54912-1297
 PHONE: (920)731-4168 FAX: (920)731-5673

SCALE	1" = 20'
DRAWN BY	fnz-an TJS
PROJECT NO.	A2304.11-24



CITY OF APPLETON

MEMORANDUM

Date: March 12, 2025
To: Plan Commission
From: Lily Paul, Economic Development Specialist, Community Development Dept.
Subject: Creative Downtown Appleton, Inc. Selfie Sculpture – Houdini Plaza

GENERAL INFORMATION

Applicant: Creative Downtown Appleton, Inc. -- Jennifer Stephany, Executive Director of Appleton Downtown, Inc. (ADI)

Address/Parcel Number: Houdini Plaza, 121 W. College Avenue (Parcel #31-2-0065-00)

Petitioner's Request: Applicant is requesting to install an aluminum sculpture with photo opportunities in Houdini Plaza.

Appleton Public Arts Committee Meeting Date: March 5, 2025

Parks and Recreation Committee Meeting Date: March 10, 2025

Plan Commission Meeting Date: March 12, 2025

Common Council Meeting Date: March 19, 2025

Wis. State Statute 62.23(5) states that the location of any statue or other memorial shall be referred to the Plan Commission for its consideration and report before final action is taken by the Common Council.

Background:

The applicant is requesting to install a sculpture promoting Downtown Appleton within Houdini Plaza. The sculpture is proposed to be installed in Houdini Plaza just south of the fountain, staying out of the right-of-way and far enough away from the lawn to avoid extra maintenance. This location has been pre-approved by the Parks & Recreation Department.

Once all approvals have been granted from the various committees, the fabrication of the sculpture will begin. The goal time for installation is by the 2025 NFL Draft, which is occurring in Green Bay on April 24-26.

Staff Comments: Please see the attached memo that was presented to the Public Arts Committee on March 5, 2025 for full details and past action.

RECOMMENDATION

In accordance with Wis. State Statute 62.23(5), staff recommends that the proposed sculpture, located within Houdini Plaza, as described in the attached documents, **BE APPROVED**.



CITY OF APPLETON

MEMORANDUM

Date: March 5, 2025
To: Public Arts Committee
From: Lily Paul, Economic Development Specialist, Community Development Dept.
Subject: Creative Downtown Appleton, Inc. Selfie Sculpture – Houdini Plaza

GENERAL INFORMATION

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Parks and Recreation Committee Meeting Date: March 10, 2025

Plan Commission Meeting Date: March 12, 2025

Common Council Meeting Date: March 19, 2025

PROJECT DETAILS

Project Summary: Applicant is requesting to install a sculpture promoting Downtown Appleton within Houdini Plaza. The sculpture is being specifically designed and created to provide an interactive experience. The design is based around Appleton Downtown, Inc.'s "One Great Place" brand which features locator pins that will have cutouts perfect for photos! This sculpture is intended to be a focal point downtown.

Reason for Choosing the Proposed Location: The sculpture is proposed to be installed in Houdini Plaza which is a natural central meeting/gathering area within the downtown. This location makes sense with its intention of being a focal point. Specifically, within Houdini Plaza, the sculpture would be installed just south of the fountain, staying out of the right-of-way and far enough away from the lawn to avoid extra maintenance. This location has been pre-approved by the Parks & Recreation Department.

Description of How the Work is Installed/Anchored/Attached: The sculpture will be surface mounted to the concrete with concrete anchors.

Timeline and Duration of Installation: Once all approvals have been granted from the various committees, the fabrication of the sculpture will begin. The goal time for installation is by the 2025 NFL Draft, which is occurring in Green Bay on April 24-26.

Maintenance and Cost: City staff will have to remove snow around it, but snow removal is already performed in the right-of-way in Houdini Plaza, and this will add a small 12-foot section adjacent to the right-of-way. Also, the current method of snow removal is with a brush attachment which is effective for snow removal without having to do extra hand work.

Associated Signage: Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size. Any proposed signs and their placement shall be approved through the standard sign review process, if applicable.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.

Chapter 14 – Downtown Plan

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

Staff Comments: A certificate of insurance from Appleton Downtown, Inc. will need to be filed if not already on file.

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed mural, located within Houdini Plaza, as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. An agreement between the applicant and the City will be prepared by the City's Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size. Any proposed signs and their placement shall be approved by the Department of Public Works.
3. The applicant shall provide the Department of Parks & Recreation with a final placement of the sculpture prior to beginning the installation.



PUBLIC ART APPLICATION
 Community Development Department
 100 N. Appleton St. PH: 920-832-6468
 Appleton, WI 54911 FAX: 920-832-5994

Stamp date received

ARTIST / APPLICANT	
Name	* Creative Downtown Appleton Inc
Mailing Address	333 W College Ave Appleton WI 54911
Phone	920-954-9112
E-mail	Jennifer@appletondowntown.org

PROJECT AND LOCATION INFORMATION	
Property Tax # (31-0-0000-00) – if applicable	
Site Address/Location	Houdini Plaza
Description of proposed location for artwork within the property or facility (freestanding, attached to the building, inside building, etc.)	Freestanding metal sculpture anchored into the concrete
Project Title	One Great Place For...
Type of Artwork (mural, statue, sculpture, fountain, etc.)	Sculpture

SUBMITTAL REQUIREMENTS	
A complete submittal includes a completed application signed by the applicant with the following supplementary information:	
<ul style="list-style-type: none"> • Brief description of the proposed artwork • Photos/sketches of proposed work • Site plan/location map showing location of proposed work • Reason for choosing the proposed location • Description of how the work is installed/anchored/attached • Installation specifications provided by a structural engineer • Timeline and duration of installation • How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs) • Description of any associated signage 	

SIGNATURE	
2-19-25	<i>Jennifer Stuyvesant</i>
Date	Applicant/Artist Signature

OFFICE USE ONLY	
Application Complete _____	Date Filed ____/____/____

A complete submittal includes a completed application signed by the applicant with the following supplementary information:

• Brief description of the proposed artwork

This proposal outlines the creation and installation of a large-scale, interactive sculpture featuring the One Great Place locator pin. This piece will serve as a vibrant focal point in Downtown, strengthening the One Great Place brand, celebrating the district as a destination for a variety of experiences, fostering community belonging, and organically driving social media content.

The proposed design image is attached and will be constructed out of plate aluminum by sculptor Rob Neilson, Frederick R. Layton Professor of Studio Art and Professor of Art. Rob has created large scale work for many installations including the Fox Cities Exhibition Center.

The smaller locator pins will each be a different color pulled from our One Great Place logo: blue, purple, orange, yellow, green – our PMI colors are attached.

The base would be dark gray or black and will read... One Great Place for...

The colored locator pins will include interchangeable words that CDA could on occasion change out. They will be bolted to the piece. The intent is to have it read: One Great place for... Unique Shops, Tasty Treats, Dining, Live Music, Art, Museums, Urban Living, The Holidays, Parades, Octoberfest, Mile of Music etc... we are also open to words the City would like to include.

We would like permission to externally light the sculpture with small LED flood lights as shown below. This will be added at a later date as we work with Park and Recreation to determine access for power. All costs associated with access would be the responsibility of CDA.

- The sculpture size is 12 feet long, 7 feet high and 3.5 to 4 feet wide
- Material is plate aluminum
- Colors proposed as attached.

• Site plan/location map showing location of proposed work

The proposed location is Houdini Plaza east side of the grass set on the concrete as indicated on the attached images of Houdini Plaza. We have worked with Park and Recreation Deputy Director Tom Flick to identify this proposed site and will continue to collaborate with the staff on installation.

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This location was selected on account of its central location, high visibility and public access to interact with the sculpture. Additionally, potential access to a power source to externally light the sign which we would work with DPW and Park and Recreation to coordinate. Any associate expense would be CDAs responsibility.

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Rob is proposing that a metal mounting plate be anchored into the concrete with bolts. The sculpture would bolt to the mounting plate

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Rob will be working with Daniel J. Brellen P.E., LEED AP at McMahon for the structural engineering drawings and installation. We will have engineering drawings within one week before the meeting.

• Timeline and duration of installation

We are proposing that the sculpture be placed for a duration of one year, with an option to apply for a continuation. We would have the sculpture inspected prior to approval.

Proposed Timeline for approval:

- Public Art Committee – 3/5
- Park and Recreation – 3/10
- Planning Commission – 3/12
- City Council – 3/19
- Installation 4/21 – 4/22

• How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)

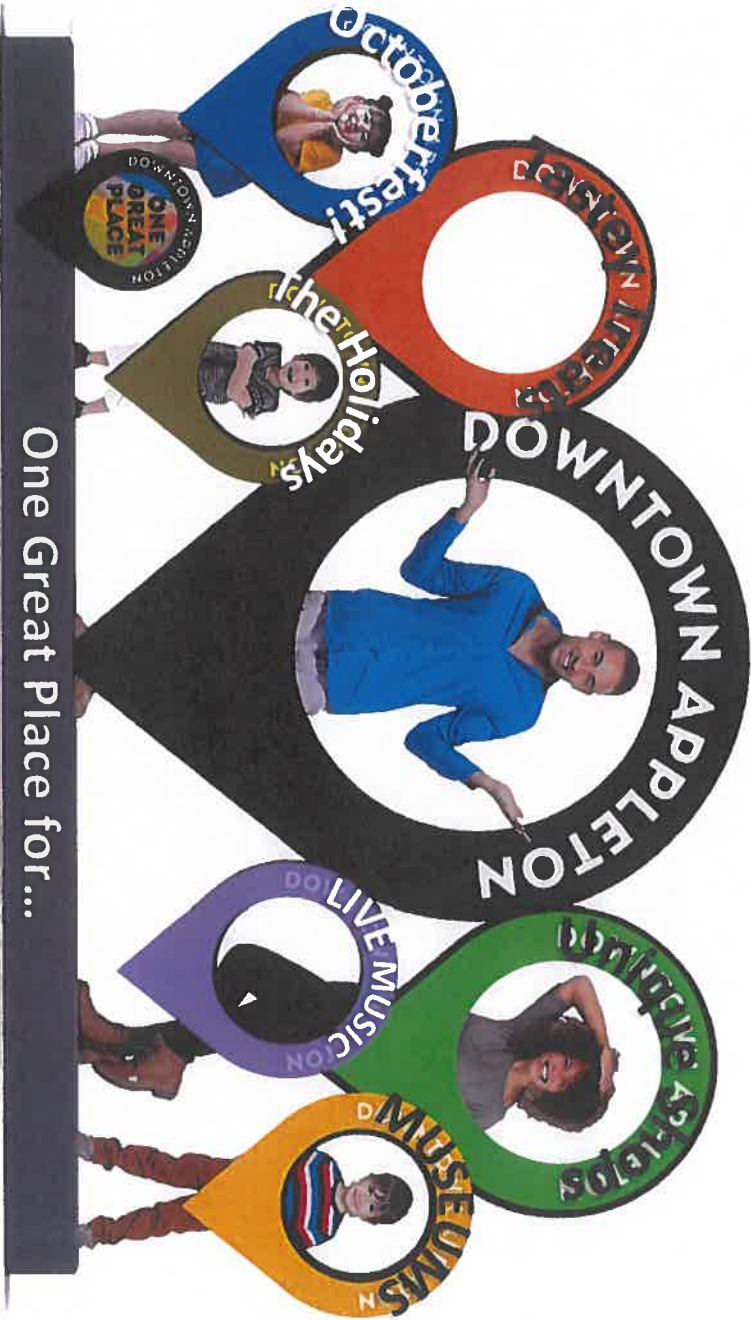
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• Description of any associated signage

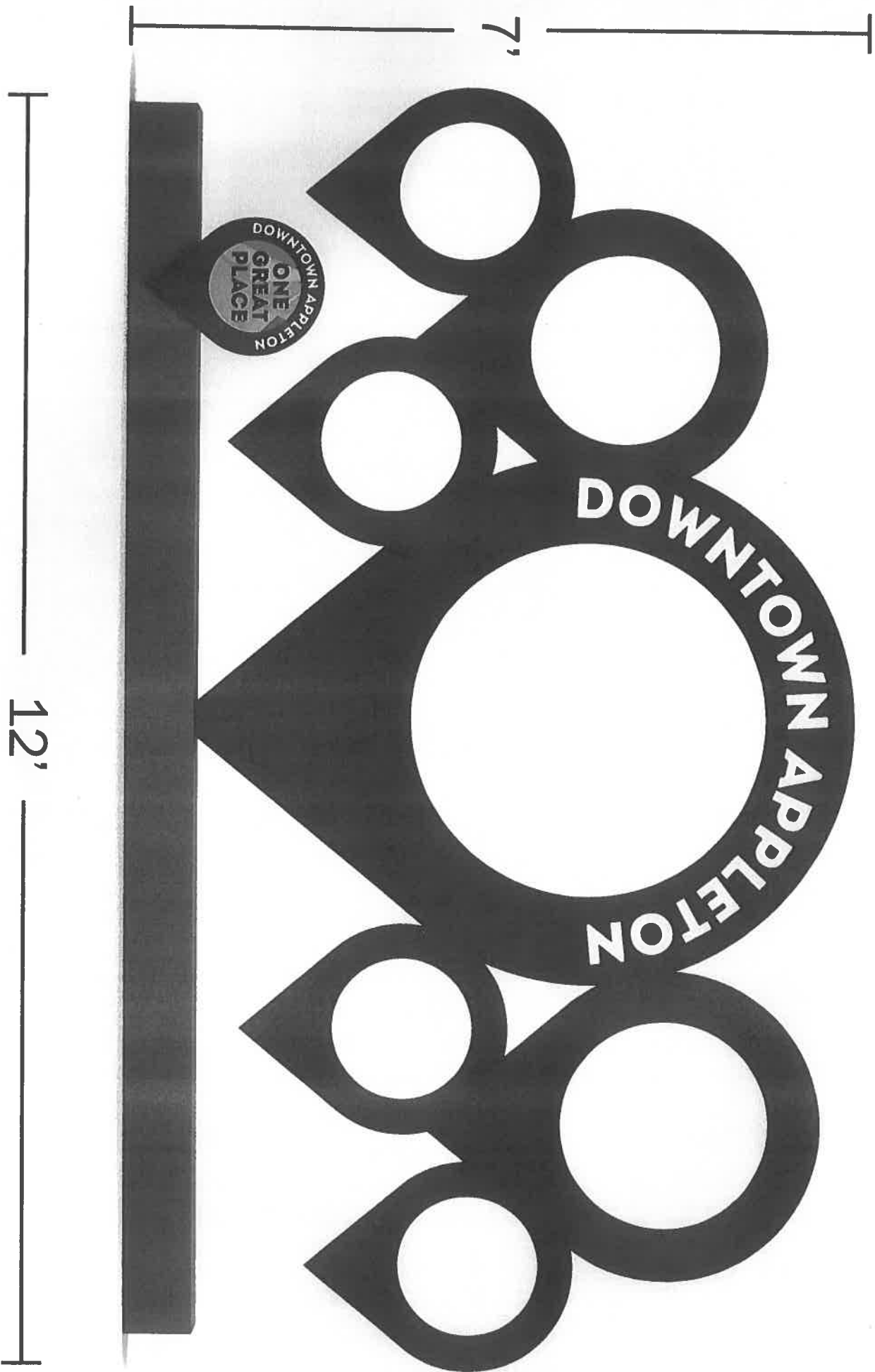
Attached to the sculpture would be the Downtown locator pin logo as indicated on the image. No additional signage is proposed at this time.

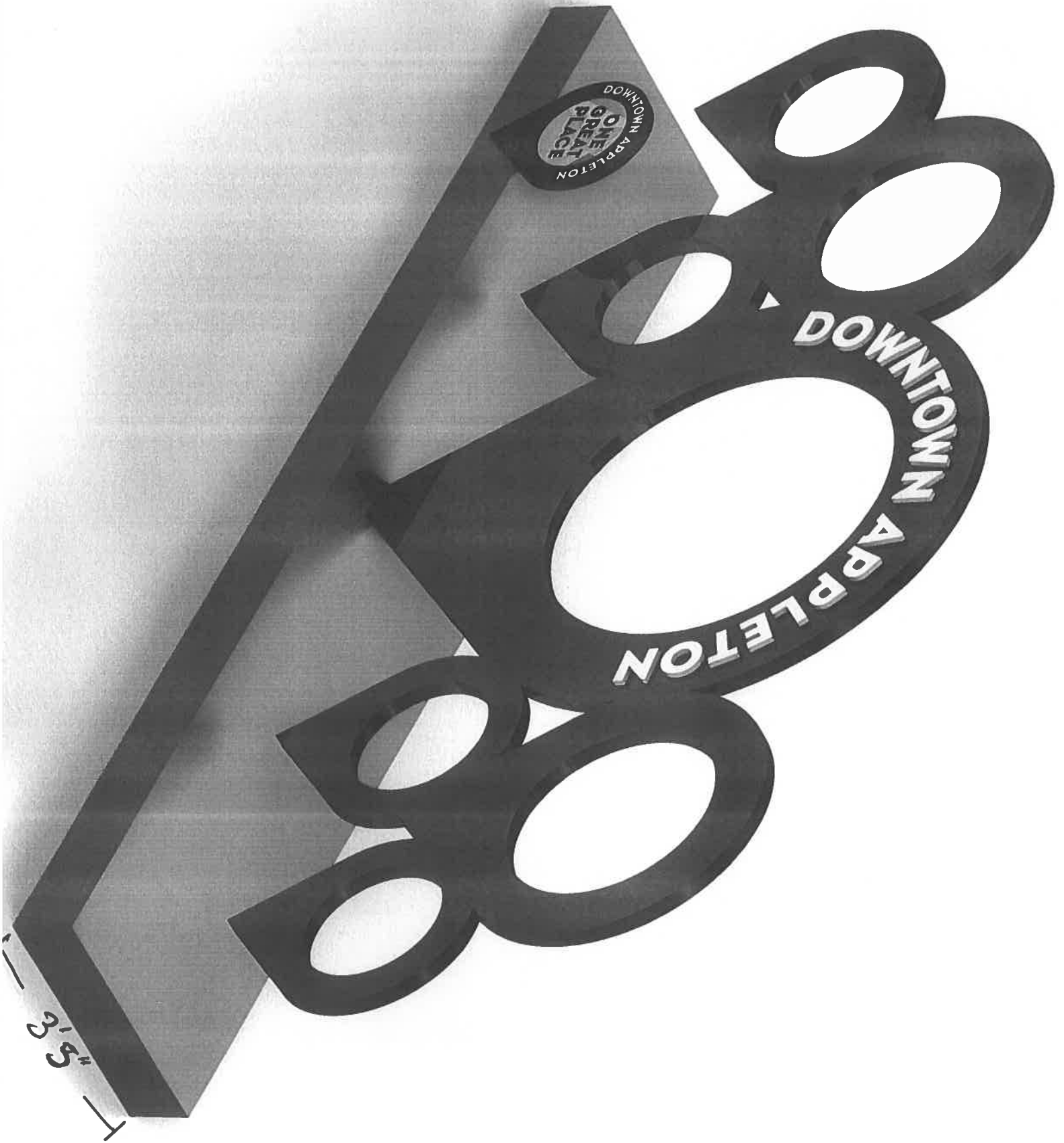
Other items?





APPROXIMATE SCALE

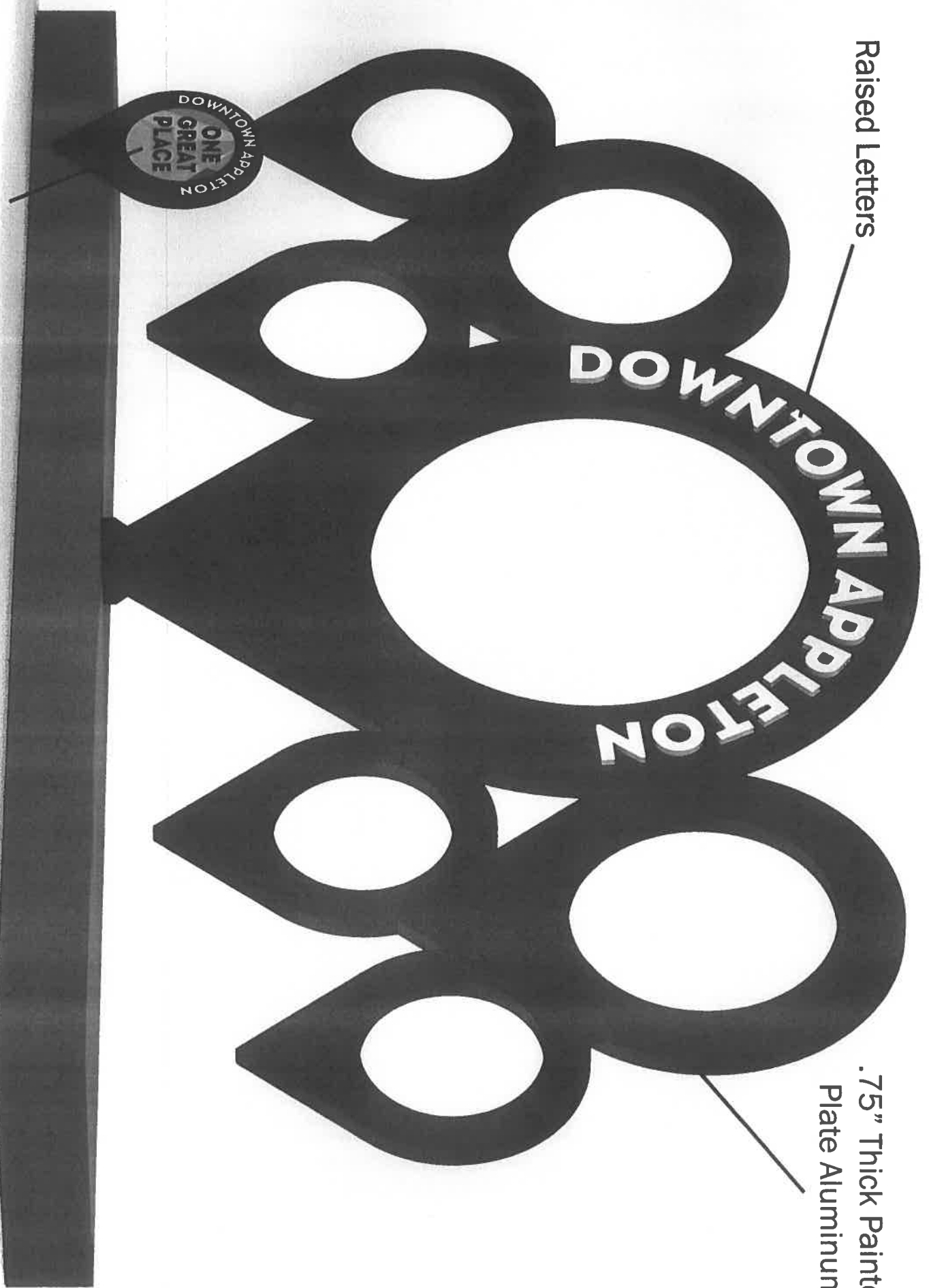




POSSIBLE MATERIAL

Raised Letters

.75" Thick Painted Plate Aluminum



Industrial Decal Atop Plate Aluminum





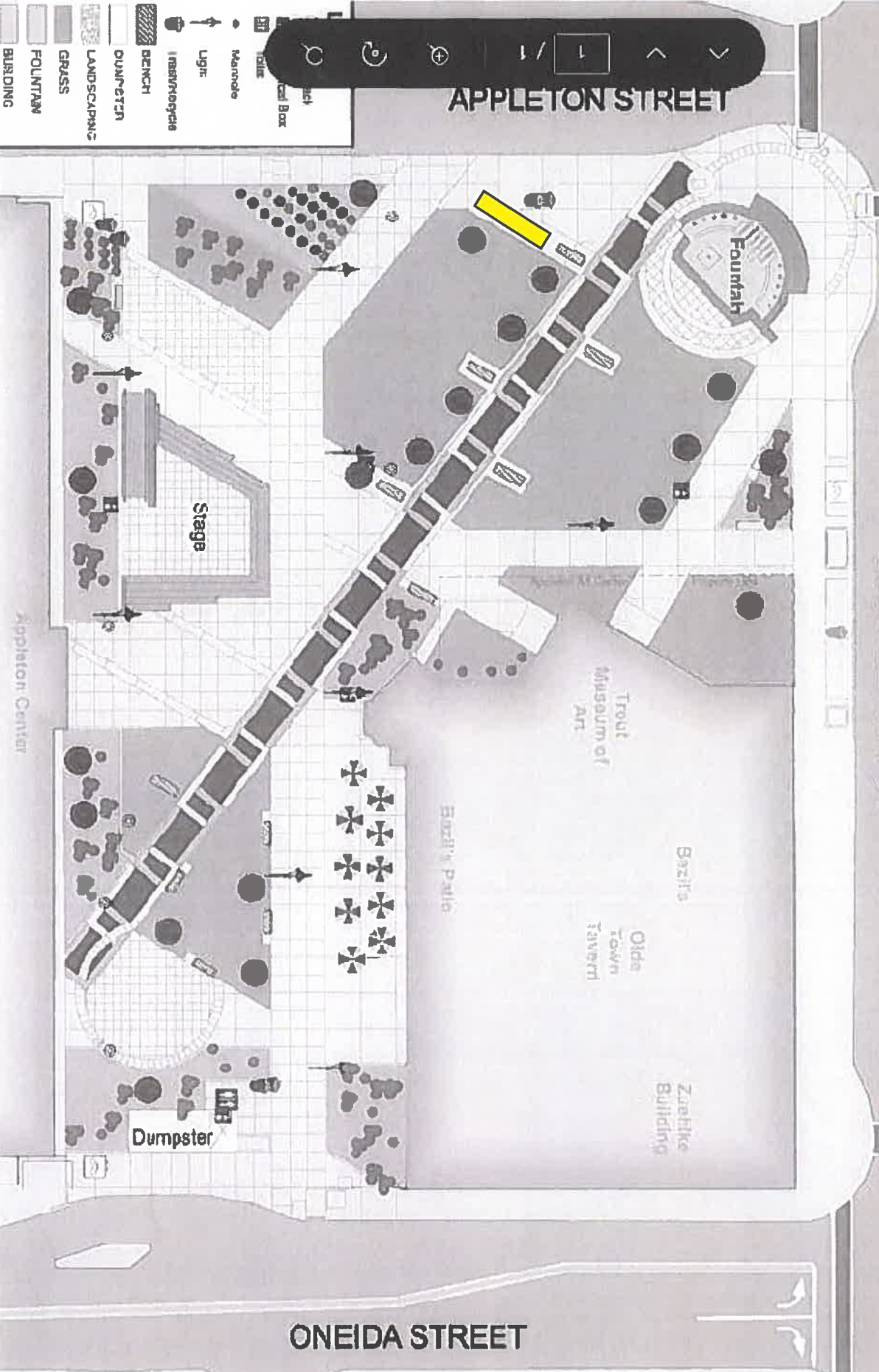
HOUDINI PLAZA



COLLEGE AVENUE

APPLETON STREET

ONEIDA STREET



Legend:

- MAIL BOX
- Manhole
- Tote
- Light
- Manhole
- BENCH
- DUMPSTER
- LANDSCAPE
- GRASS
- FOUNTAIN
- BUILDING

DOWNTOWN BRIGHTS COLOR PALETTE



BLUE
CMYK: 100, 20, 0, 0
RGB: 0, 149, 218



YELLOW
CMYK: 0, 20, 100, 0
RGB: 255, 203, 5



GREEN
CMYK: 50, 0, 100, 0
RGB: 141, 198, 63



DEEP TEAL
CMYK: 50, 100, 0, 0
RGB: 146, 39, 143



RED
CMYK: 0, 90, 65, 0
RGB: 239, 64, 80



ORANGE
CMYK: 0, 70, 100, 0
RGB: 243, 112, 33



MAGENTA
CMYK: 0, 90, 0, 0
RGB: 238, 61, 150



BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



RICH BLACK
CMYK: 30, 30, 30, 100
RGB: 0, 0, 0



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



GREAT FOOD

DOWNTOWN APPLETON

BEER

GREAT ART

FRIENDLY FOLKS

FAMILY FUN

MUSIC

DOWNTOWN APPLETON
ONE GREAT PLACE

I'M HERE FOR THE...



GREAT FOOD

DOWNTOWN APPLETON

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DOWNTOWN APPLETON
ONE GREAT PLACE

I'M HERE FOR THE...



EXPLODED VIEW SCULPTURE



PAINTED PLATE ALUMINUM 1/4"

ONE PIECE PAINTED PLATE ALUMINUM 3/4"

GREAT FOOD

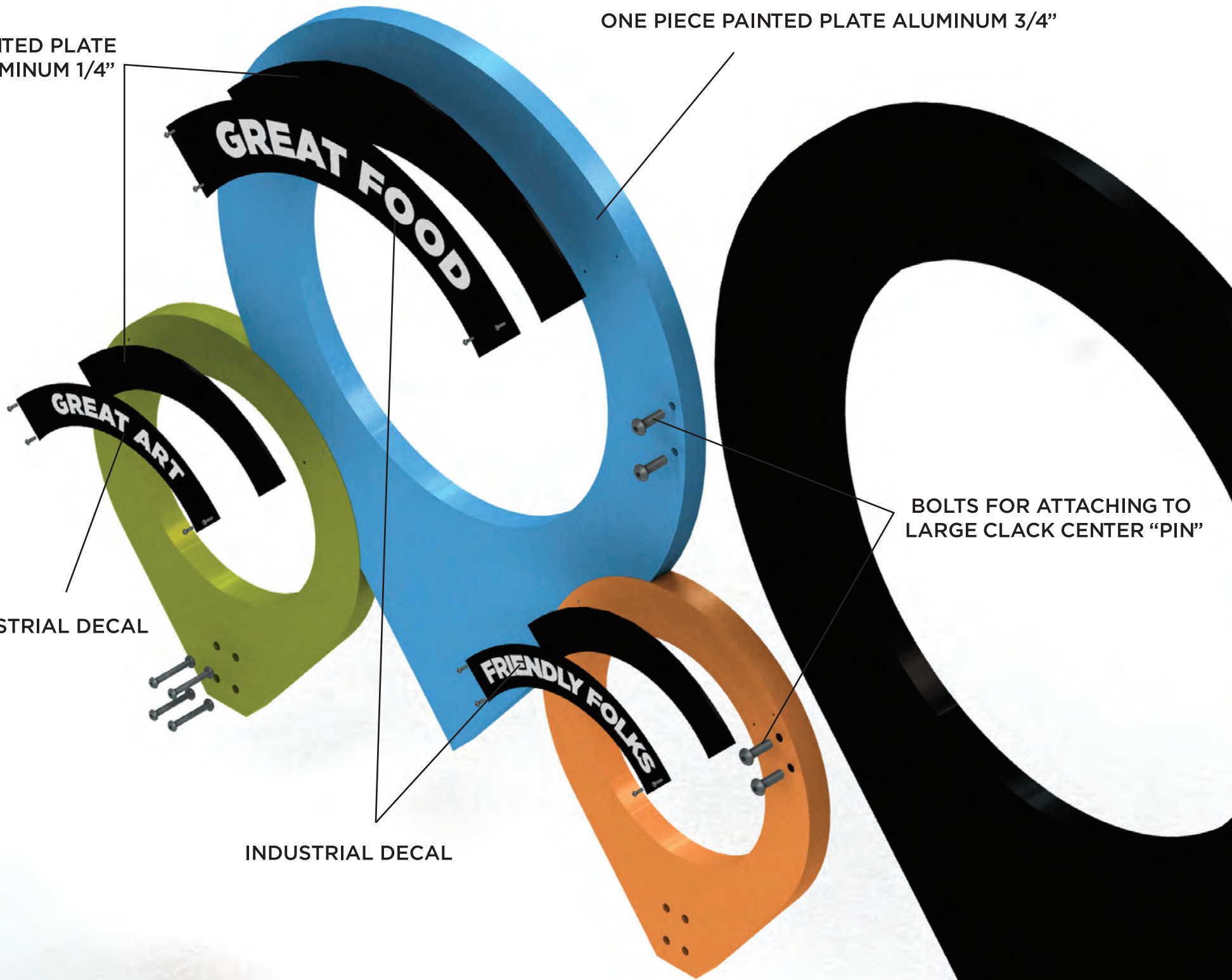
GREAT ART

FRIENDLY FOLKS

BOLTS FOR ATTACHING TO LARGE CLACK CENTER "PIN"

INDUSTRIAL DECAL

INDUSTRIAL DECAL



INDUSTRIAL DECAL

PAINTED PLATE ALUMINUM 3/4"

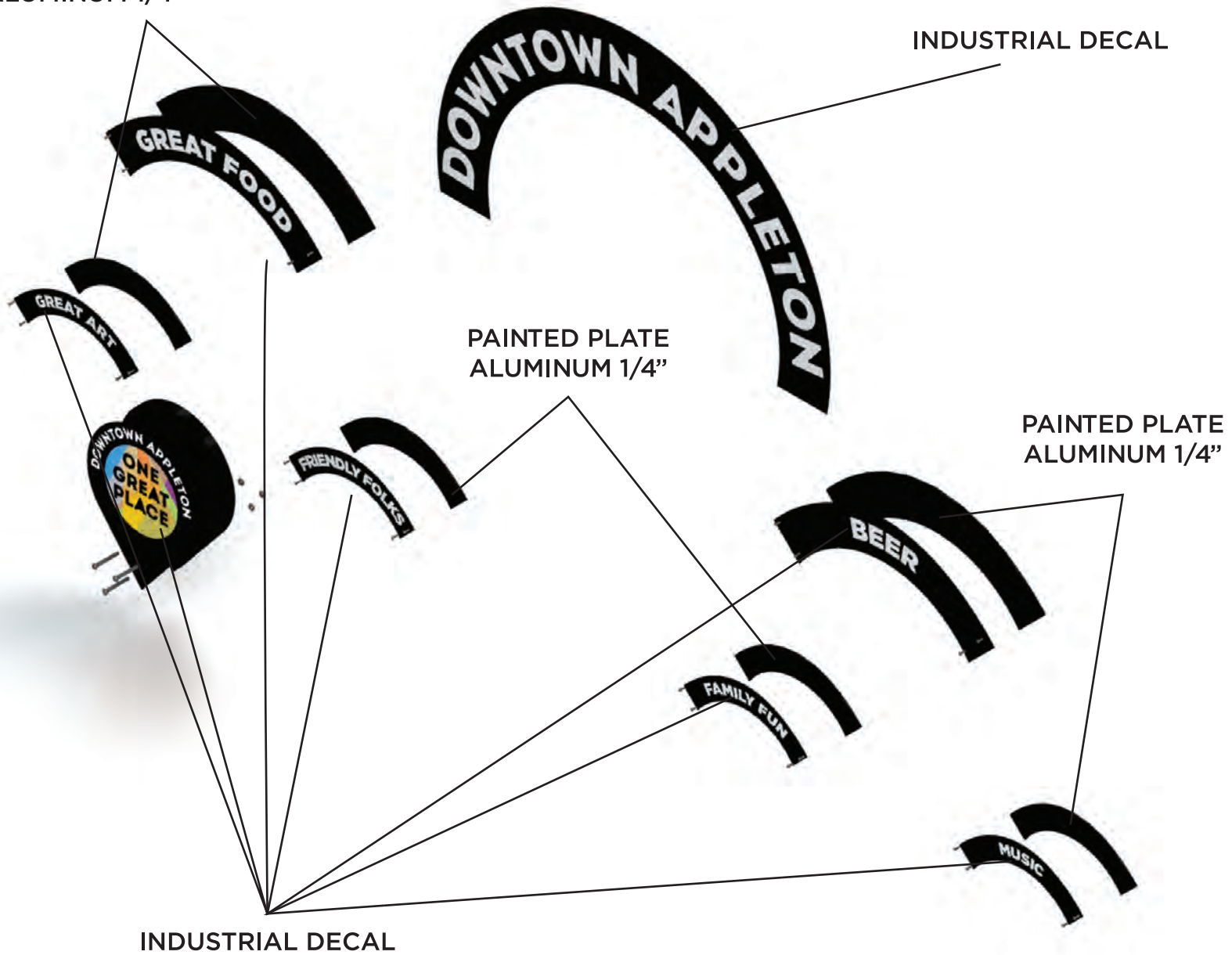


FABRICATED BRACKETS
ALUMINUM 1/4"

PAINTED PLATE ALUMINUM 1/4"

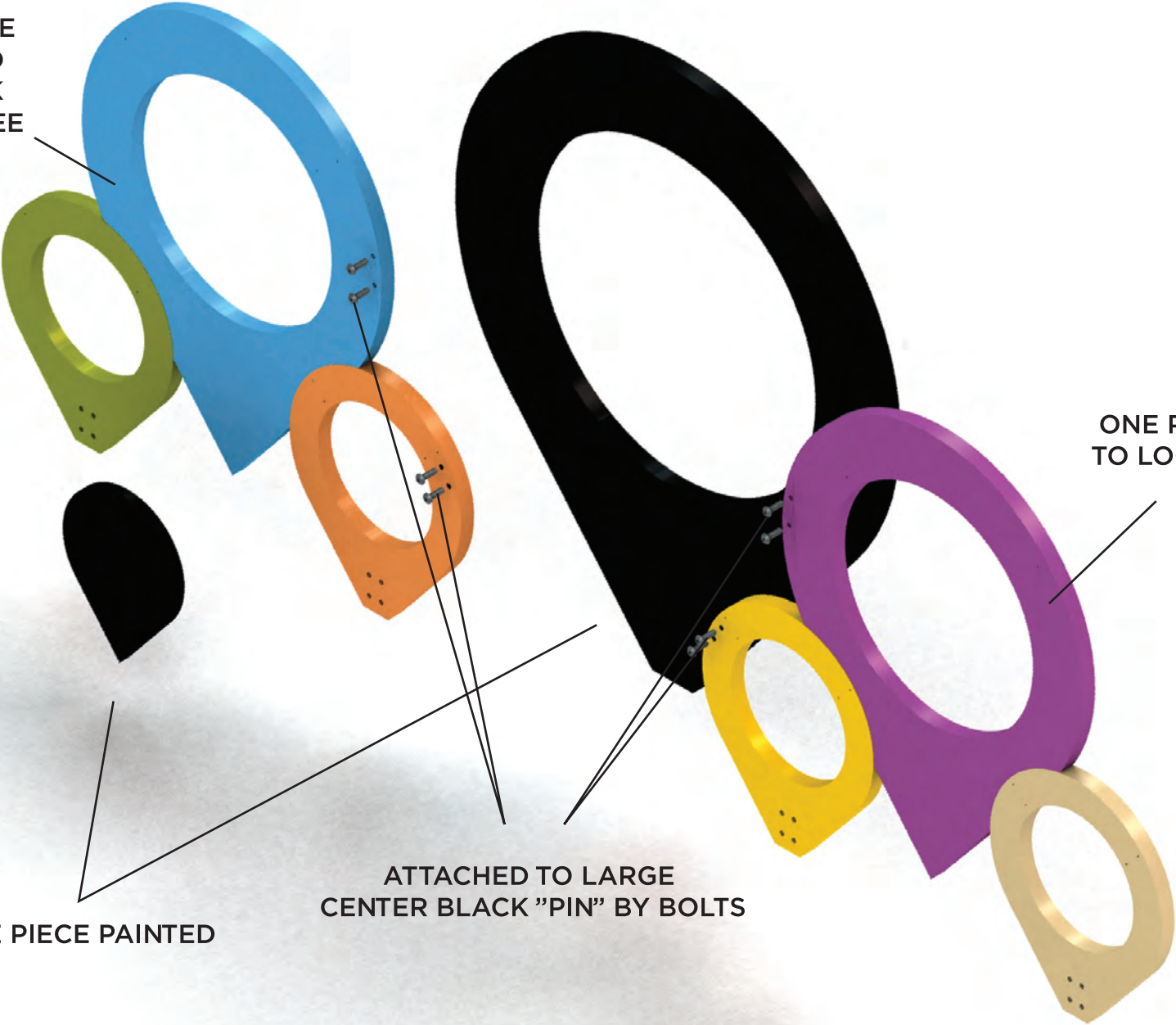
PAINTED PLATE
ALUMINUM 1/4"

INDUSTRIAL DECAL



PAINTED PLATE ALUMINUM 3/4"

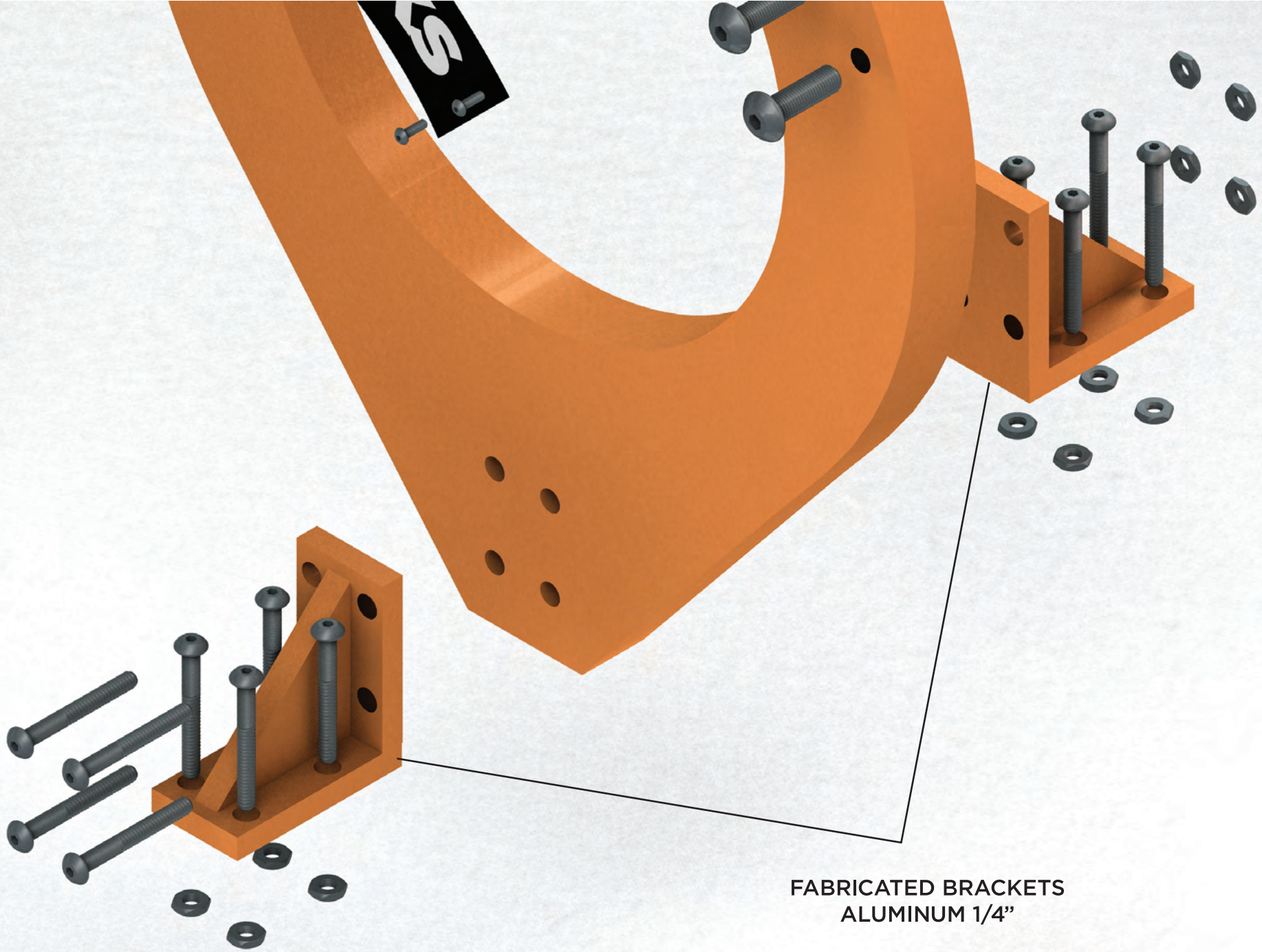
ONE PIECE
PAINTED
TO LOOK
LIKE THREE



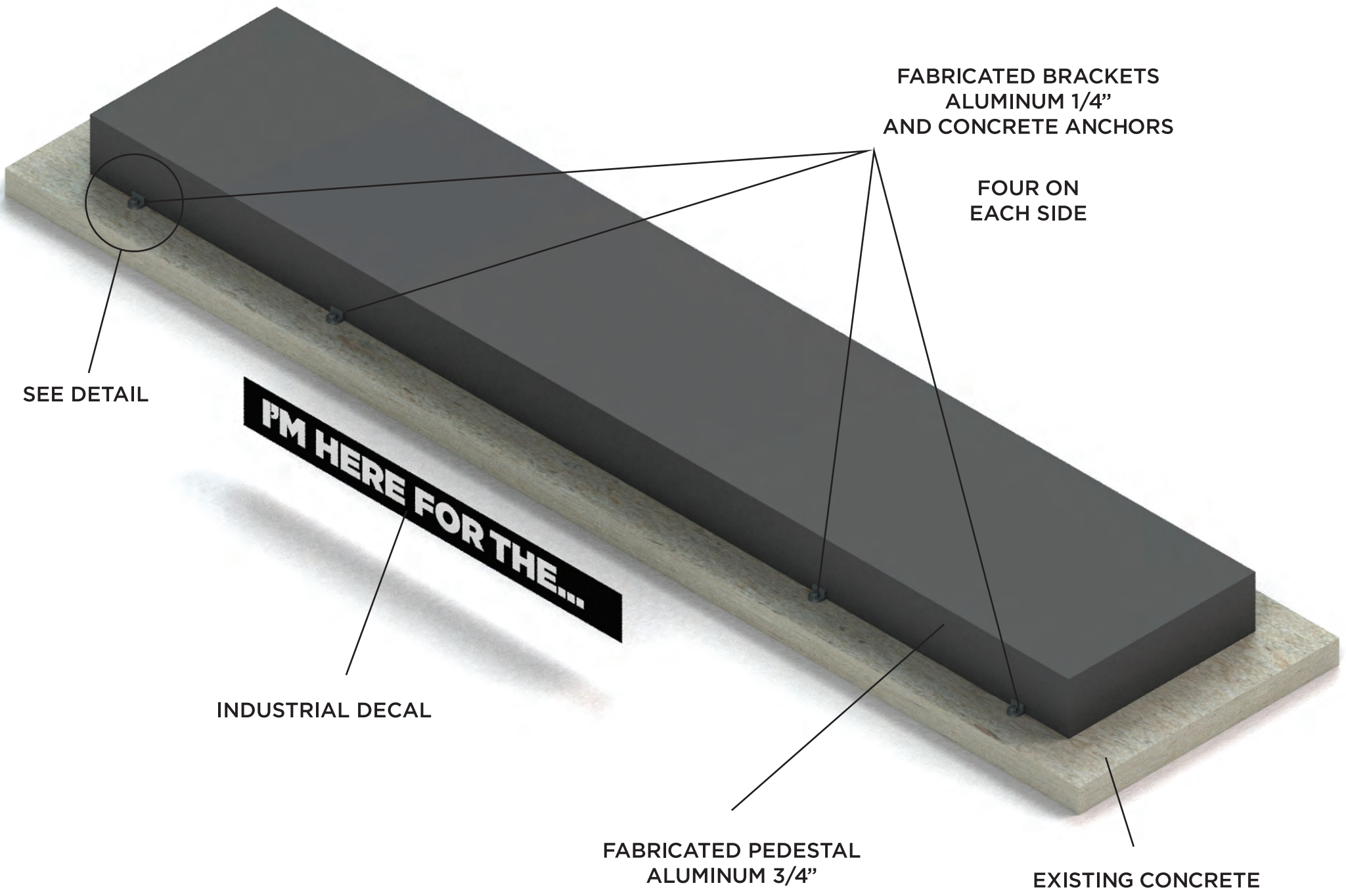
ONE PIECE PAINTED
TO LOOK LIKE THREE

ATTACHED TO LARGE
CENTER BLACK "PIN" BY BOLTS

ONE PIECE PAINTED



FABRICATED BRACKETS
ALUMINUM 1/4"



FABRICATED BRACKETS
ALUMINUM 1/4"
AND CONCRETE ANCHORS

FOUR ON
EACH SIDE

SEE DETAIL

I'M HERE FOR THE...

INDUSTRIAL DECAL

FABRICATED PEDESTAL
ALUMINUM 3/4"

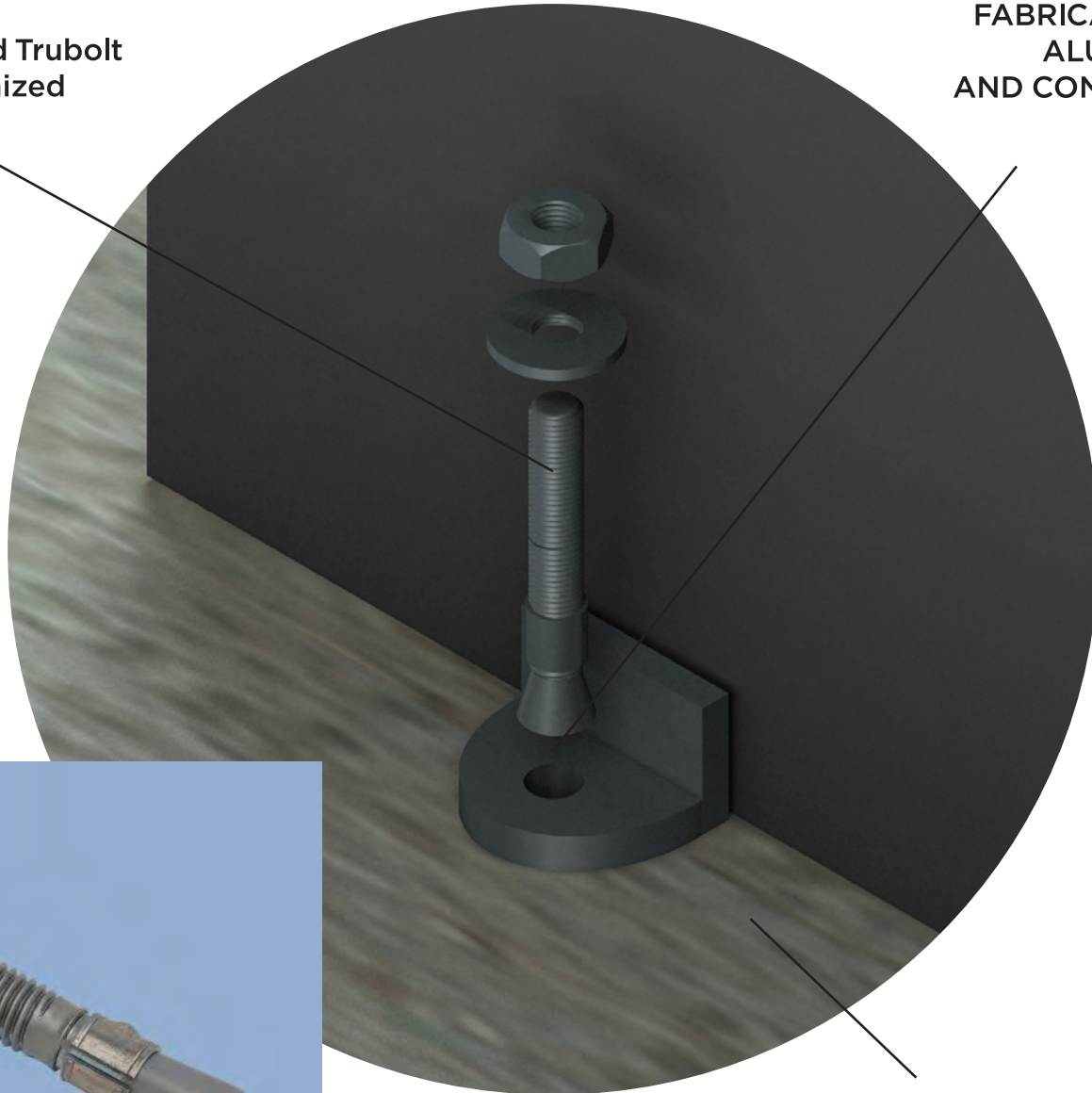
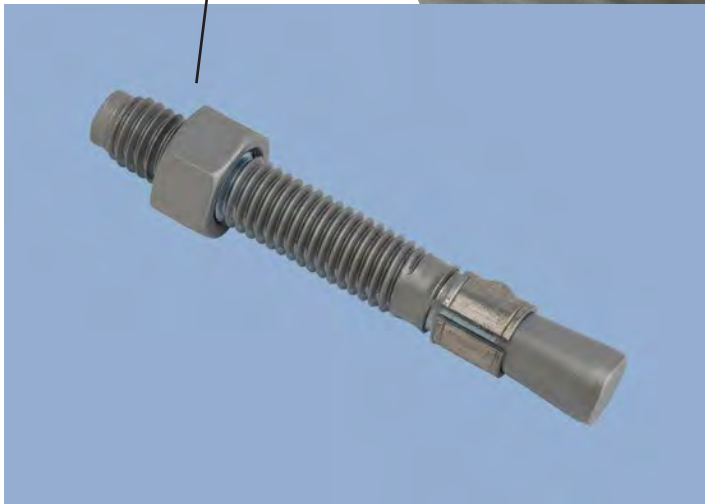
EXISTING CONCRETE

1/2" x 5-1/2" Red Head Trubolt
Hot-Dipped Galvanized

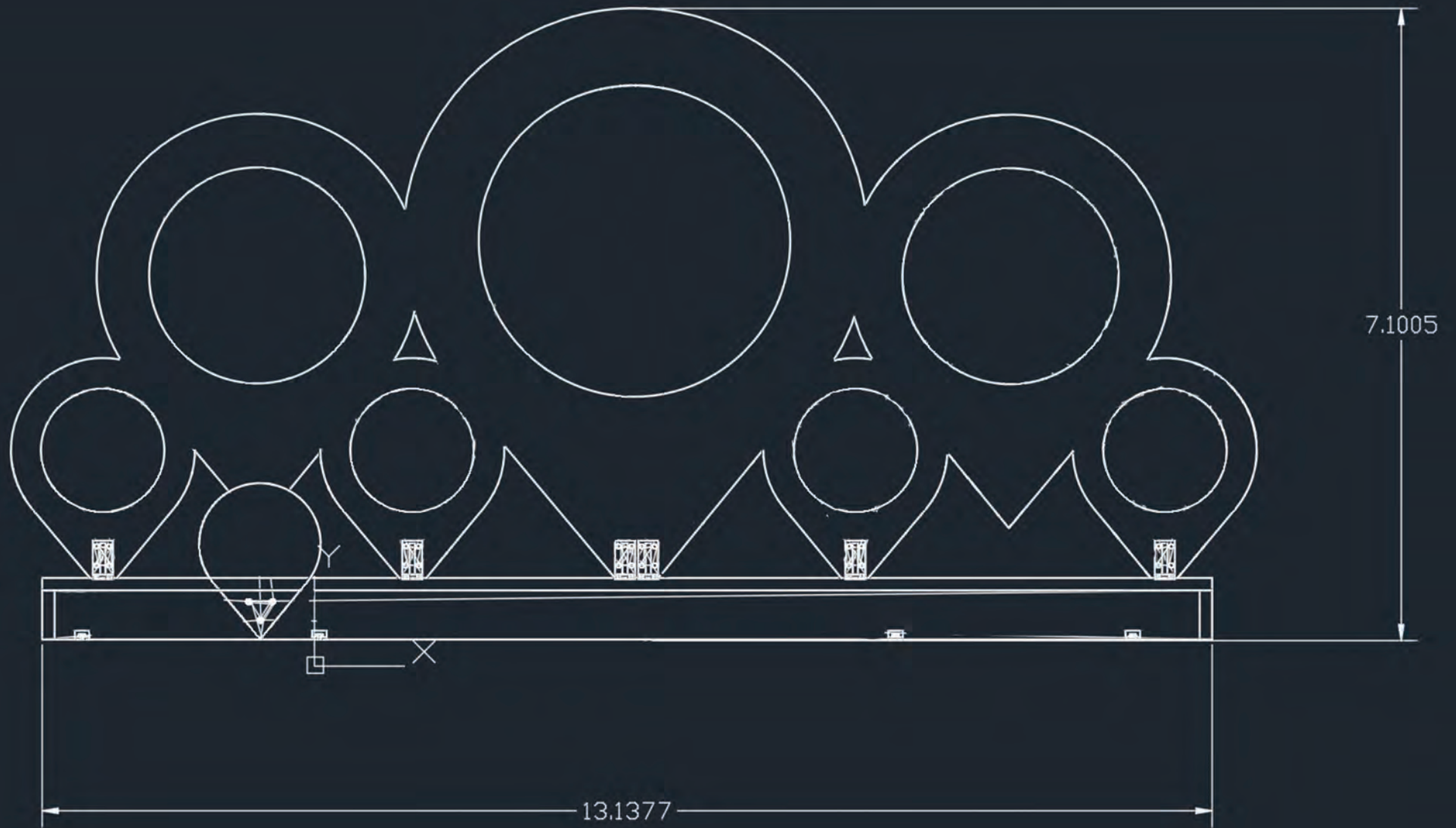
FABRICATED BRACKETS
ALUMINUM 1/4"
AND CONCRETE ANCHORS

WELDED
TO PEDESTAL

EXISTING CONCRETE



SCALE



Resolution #2-R-25
Appleton Sustainability Advisory Panel’s Emissions Reduction Recommendation

Date: February 19, 2025

Submitted By: Alderperson Hayden – District 7

Referred To: Parks & Recreation Committee

Summary: *This resolution presents the recommendation of the Appleton Sustainability Advisory Panel (ASAP) to establish the City of Appleton’s emissions reduction target, aiming to cut the City’s net emissions by half by the end of 2034.*

Whereas, Resolution #13-R-19 (2019) set a goal for the City to achieve net-zero greenhouse gas emissions by 2050 or earlier;

Whereas, the City’s December 2021 Climate Action Proposal advised adopting a resolution to establish clear timelines for reducing energy consumption and transitioning to 100% renewable energy by 2040;

Whereas, the City Council passed Resolution #9-R-22, creating the Appleton Advisory Panel on Sustainability and Climate Resilience to provide recommendations on meeting the objectives outlined in the 2021 Climate Action Proposal;

Whereas, the Appleton Advisory Panel on Sustainability & Climate Resilience serves as an advisory body to the Mayor, City Department Directors, and the Common Council, offering guidance on sustainability, climate action, and resilience initiatives;

Whereas, this panel has since adopted the name Appleton Sustainability Advisory Panel (ASAP);

Whereas, the ISO International Workshop Agreement 42:2022 on Net Zero Guidelines aligns with the Paris Agreement’s goal of limiting global warming to 1.5°C, recommending that net emissions be reduced by half every decade;

Whereas, the City of Appleton reported net emissions of 27,198 metric tons of CO₂e in 2023, as documented in ASAP’s December 2024 report to the City Council;

Therefore, be it resolved, that the City of Appleton update its emissions target, shifting from the goal of achieving net-zero greenhouse gas emissions by 2050 or sooner to a new objective of reducing net emissions by 50%—from 27,198 metric tons CO₂e to approximately 13,600 metric tons CO₂e—by 2034. Additionally, the City will maintain an aspirational stretch goal of reaching net-zero emissions by 2050, contingent upon our electrical utility supplier meeting its Scope II target.

2023-2024 City of Appleton Emission Inventory

	2023 Scope I Emissions	2023 Scope II Emissions	2024 Scope I Emissions	2024 Scope II Emissions
Natural Gas - Parks	278		254	
Natural Gas - Facilities	2,137		1,732	
Natural Gas - Parking Ramps	16		10	
Natural Gas -WWTP	532		184	
WWTP Methane Combustion & Flaring	11,791		11,445	
Electricity - Water Plant (Menasha Utilities)		2,404		2,356
Electricity - Street Lighting and other		2,370		2,318
Electricity - WWTP		4,362		4,309
Electricity - Facilities		1,823		1,670
Facilities Electricity - Parking Ramps		251		229
Electricity -Parks		406		394
Electricity - City Hall		192		183
Valley Transit	2,008		1,859	
Non-Valley Transit City Vehicles	2,922		2,682	
Total	19,683	11,809	18,165	11,460
Avoided Emissions		4,251		3,954
Total Net Emissions		27,241		25,671
Difference				-5.8%

Units = metric tons of CO₂e

WE Energies fuel mix = the total renewable sources of electrical generation shown in table:
<https://www.we-energies.com/environment/epa-greenhouse-gas-reporting>

Total GHG Emissions = Scope I + Scope II emissions

Avoided Emissions = Total Scope II emissions * WE Energies fuel mix

Net Emissions = Total Emissions - Avoided Emissions

WE Energies fuel mix factor 2023 - 36%, 2024 - 34.5%



CITY OF APPLETON

MEMORANDUM

Date: March 5, 2025
To: Dean Gazza, Director of Parks, Recreation & Facilities Management
Tom Flick, Deputy Director of Parks, Recreation & Facilities Management
From: Lily Paul, Economic Development Specialist
Subject: Creative Downtown Appleton, Inc. Selfie Sculpture Request

The Appleton Public Arts Committee met on March 5, 2025 and recommended approval of the request from Creative Downtown Appleton, Inc. to install a selfie sculpture within Houdini Plaza located at 121 W. College Avenue (Tax Id #31-2-0065-00) **as described in the attached documents and subject to the following conditions:**

1. An agreement between the applicant and the City will be prepared by the City's Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size. Any proposed signs and their placement shall be approved by the Department of Public Works.
3. The applicant shall provide the Department of Parks & Recreation with a final placement of the sculpture prior to beginning the installation.

Per the Art in Public Places Policy, the recommendation from the Appleton Public Arts Committee is forwarded to the committee of jurisdiction, in this case, the Parks and Recreation Committee. This item will also be reviewed at City Plan Commission per Wis. State Statute 62.23(5) which states that the location of any statue or other memorial shall be referred to the Plan Commission for its consideration and report before final action is taken by the Common Council. Please place this item on the agenda for the March 10, 2025 Parks and Rec Committee meeting. Their recommendation would then be forwarded to the Common Council for consideration on March 19, 2025.

The staff memo prepared for the Public Arts Committee is attached as reference.



CITY OF APPLETON

MEMORANDUM

Date: March 5, 2025
To: Public Arts Committee
From: Lily Paul, Economic Development Specialist, Community Development Dept.
Subject: Creative Downtown Appleton, Inc. Selfie Sculpture – Houdini Plaza

GENERAL INFORMATION

Applicant: Creative Downtown Appleton, Inc. -- Jennifer Stephany, Executive Director of Appleton Downtown, Inc. (ADI)

Address/Parcel Number: Houdini Plaza, 121 W. College Avenue (Parcel #31-2-0065-00)

Petitioner's Request: Applicant is requesting to install an aluminum sculpture with photo opportunities in Houdini Plaza.

Appleton Public Arts Committee Meeting Date: March 5, 2025

Parks and Recreation Committee Meeting Date: March 10, 2025

Plan Commission Meeting Date: March 12, 2025

Common Council Meeting Date: March 19, 2025

PROJECT DETAILS

Project Summary: Applicant is requesting to install a sculpture promoting Downtown Appleton within Houdini Plaza. The sculpture is being specifically designed and created to provide an interactive experience. The design is based around Appleton Downtown, Inc.'s "One Great Place" brand which features locator pins that will have cutouts perfect for photos! This sculpture is intended to be a focal point downtown.

Reason for Choosing the Proposed Location: The sculpture is proposed to be installed in Houdini Plaza which is a natural central meeting/gathering area within the downtown. This location makes sense with its intention of being a focal point. Specifically, within Houdini Plaza, the sculpture would be installed just south of the fountain, staying out of the right-of-way and far enough away from the lawn to avoid extra maintenance. This location has been pre-approved by the Parks & Recreation Department.

Description of How the Work is Installed/Anchored/Attached: The sculpture will be surface mounted to the concrete with concrete anchors.

Timeline and Duration of Installation: Once all approvals have been granted from the various committees, the fabrication of the sculpture will begin. The goal time for installation is by the 2025 NFL Draft, which is occurring in Green Bay on April 24-26.

Maintenance and Cost: City staff will have to remove snow around it, but snow removal is already performed in the right-of-way in Houdini Plaza, and this will add a small 12-foot section adjacent to the right-of-way. Also, the current method of snow removal is with a brush attachment which is effective for snow removal without having to do extra hand work.

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Chapter 14 – Downtown Plan

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

Staff Comments: A certificate of insurance from Appleton Downtown, Inc. will need to be filed if not already on file.

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed mural, located within Houdini Plaza, as described in the attached documents, **BE APPROVED** subject to the following conditions:

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 Appleton, WI 54911 FAX: 920-832-5994

Stamp date received

ARTIST / APPLICANT	
Name	* Creative Downtown Appleton Inc
Mailing Address	333 W College Ave Appleton WI 54911
Phone	920-954-9112
E-mail	Jennifer@appletondowntown.org

PROJECT AND LOCATION INFORMATION	
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Site Address/Location	Houdini Plaza
Description of proposed location for artwork within the property or facility (freestanding, attached to the building, inside building, etc.)	Freestanding metal sculpture anchored into the concrete
Project Title	One Great Place For...
Type of Artwork (mural, statue, sculpture, fountain, etc.)	Sculpture

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SIGNATURE	
2-19-25	<i>Jennifer Stuyvesant</i>
Date	Applicant/Artist Signature

OFFICE USE ONLY	
Application Complete _____	Date Filed ____/____/____

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- Colors proposed as attached.

• Site plan/location map showing location of proposed work

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- Public Art Committee – 3/5
- Park and Recreation – 3/10
- Planning Commission – 3/12
- City Council – 3/19
- Installation 4/21 – 4/22

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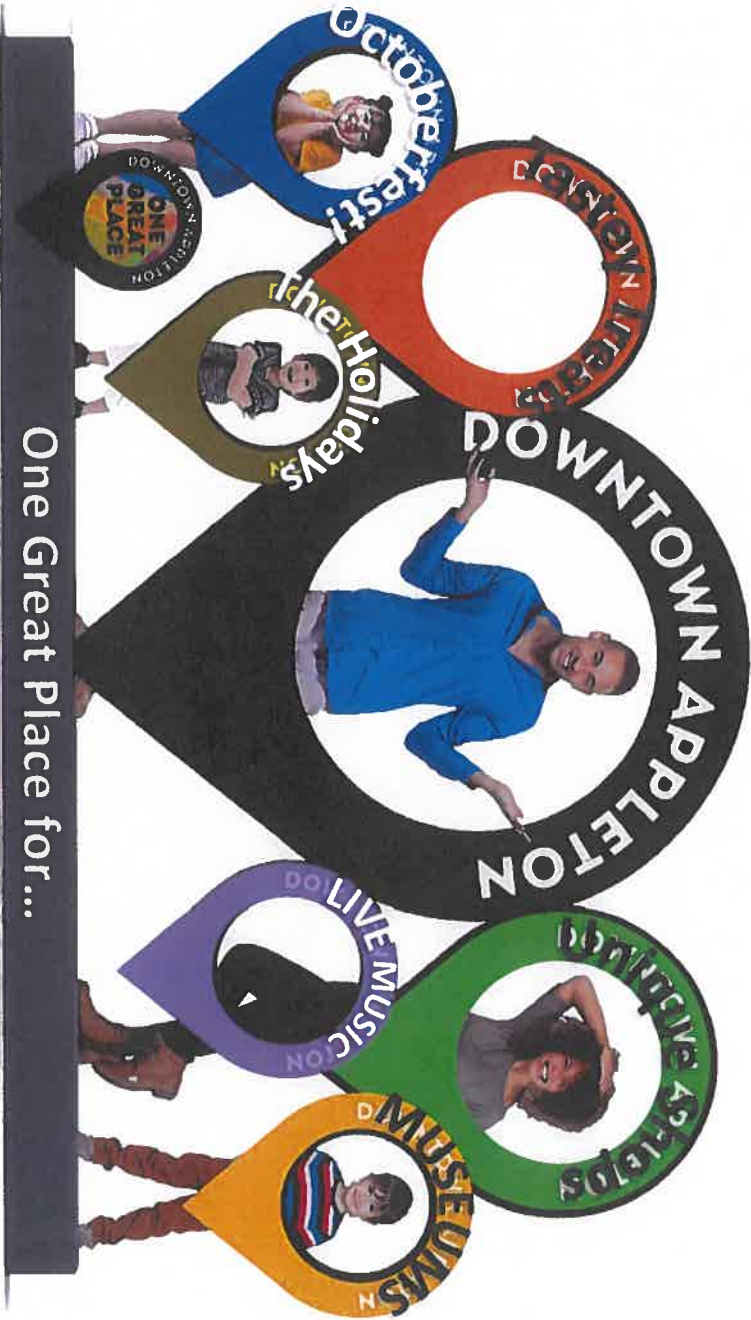
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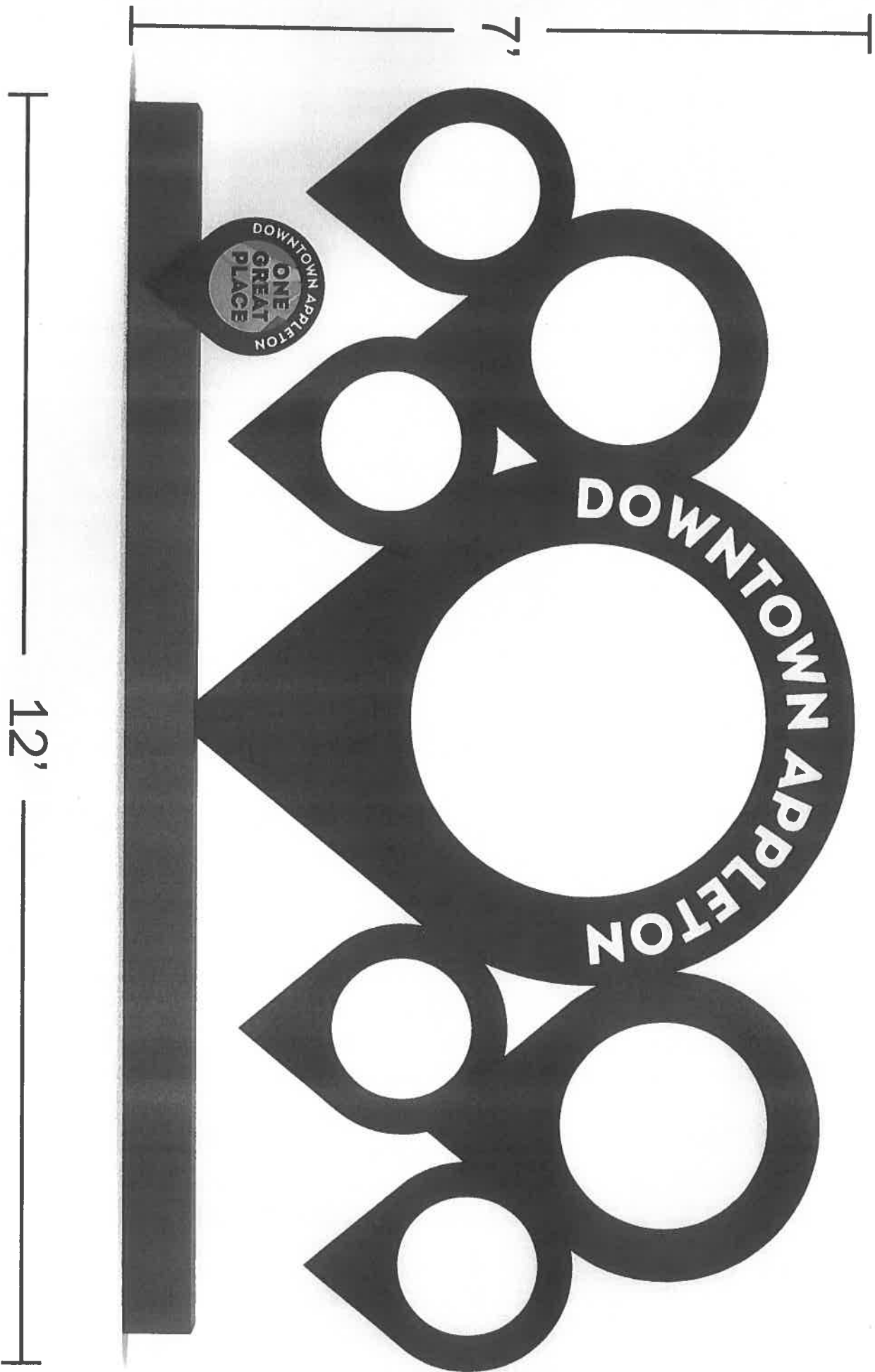
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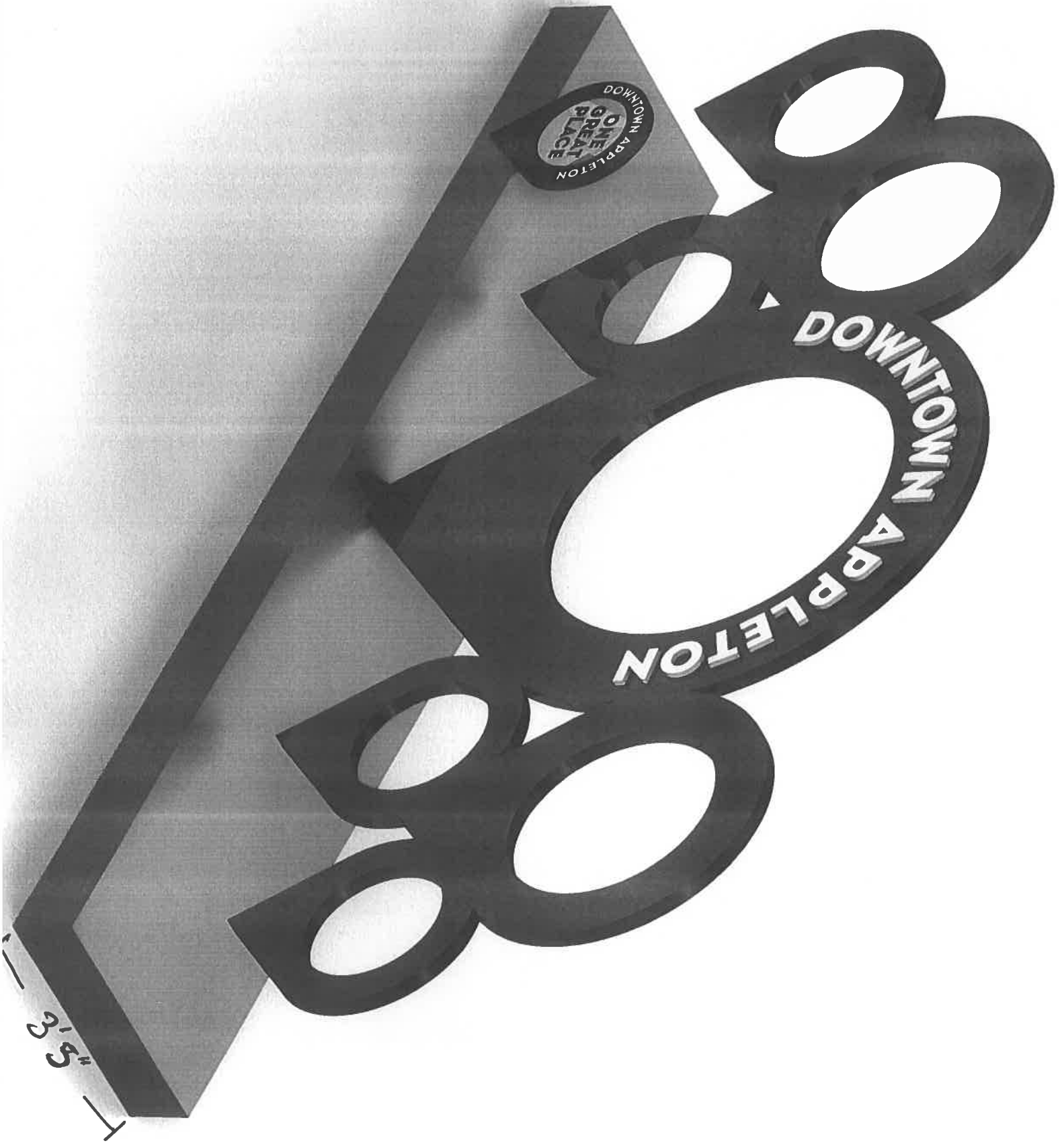




One Great Place for...

APPROXIMATE SCALE

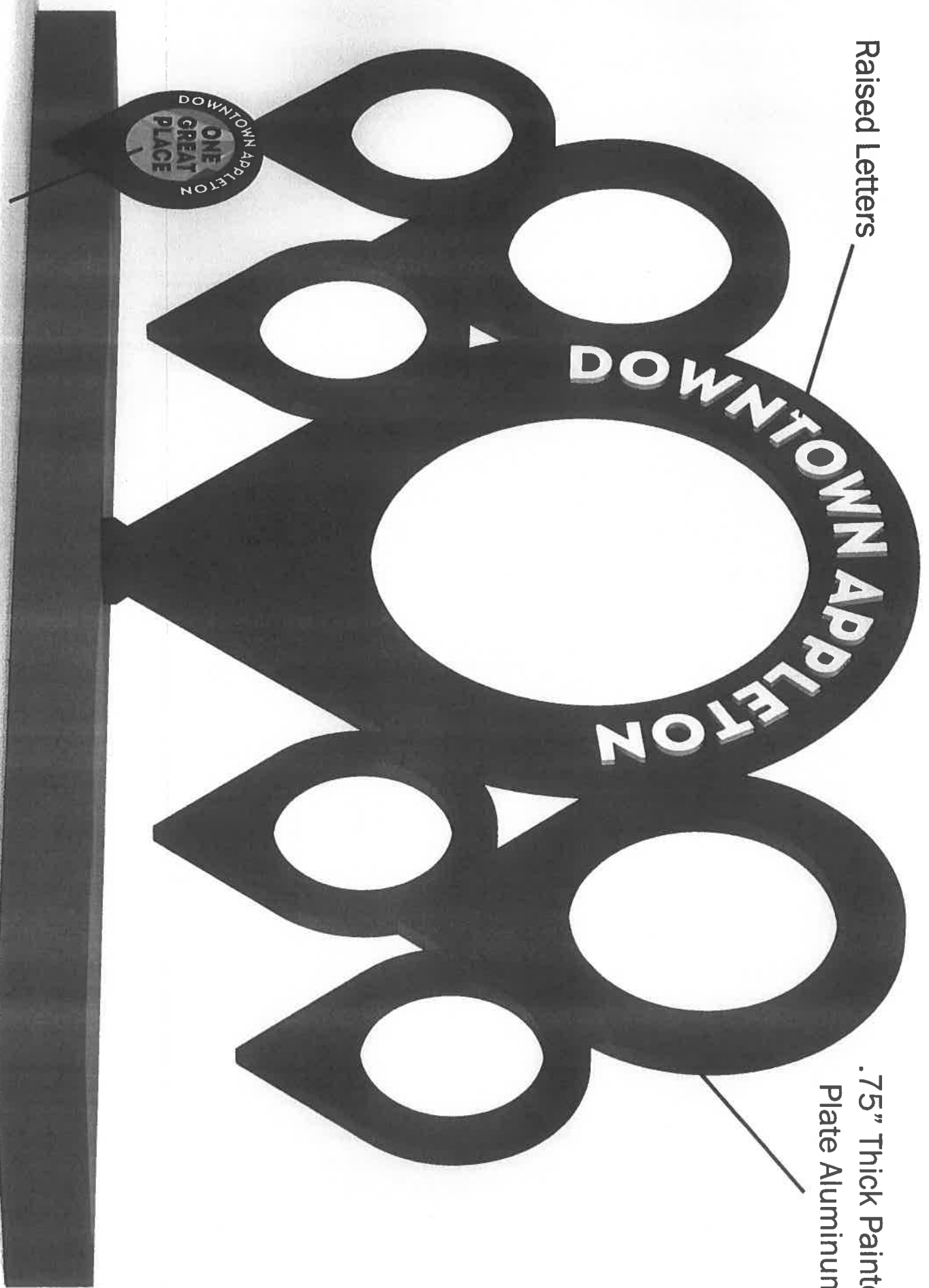




POSSIBLE MATERIAL

Raised Letters

.75" Thick Painted Plate Aluminum



Industrial Decal Atop Plate Aluminum





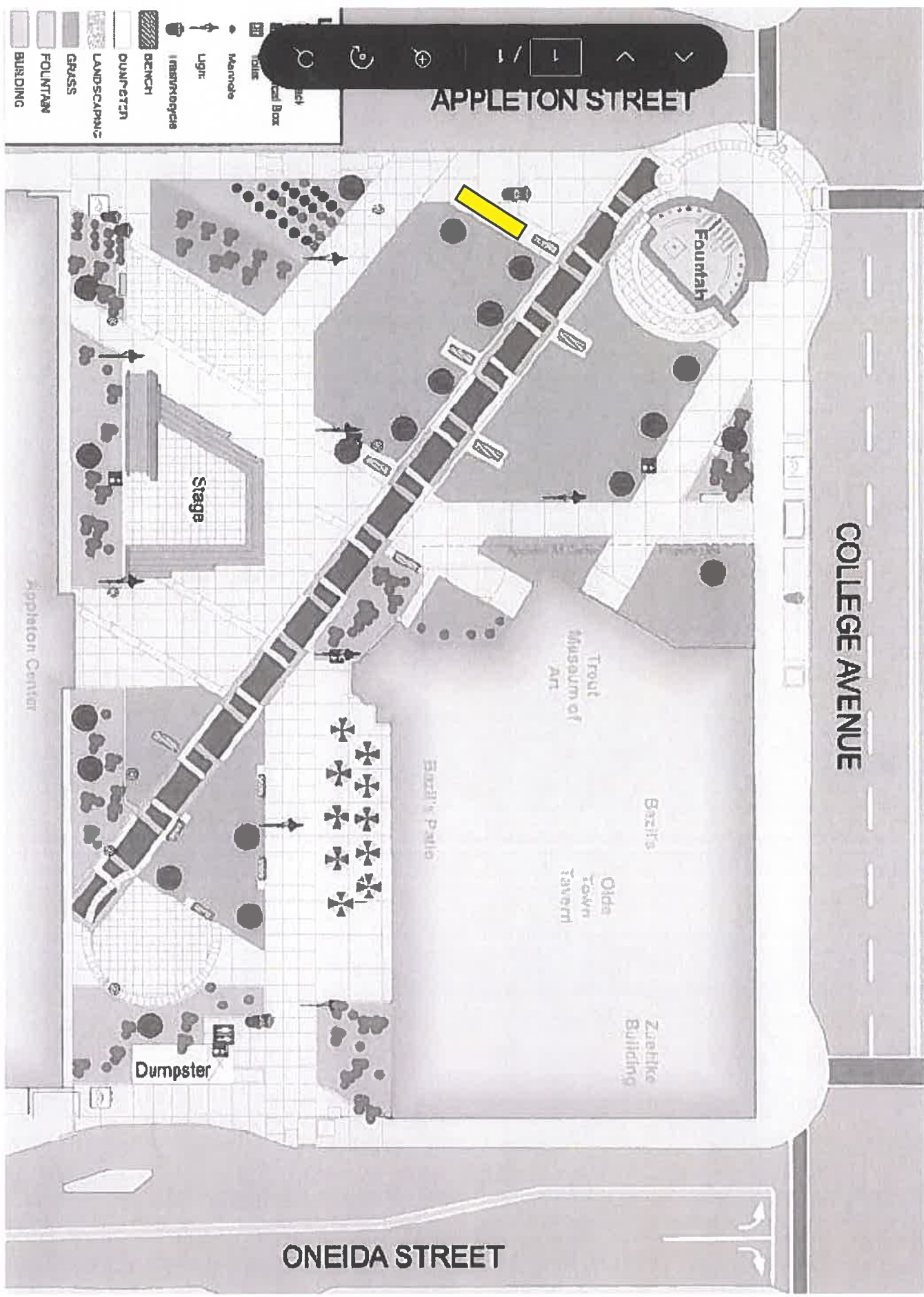
HOUDINI PLAZA



COLLEGE AVENUE

APPLETON STREET

ONEIDA STREET



Legend:

- Trash Enclosure
- Mailbox
- Manhole
- Light
- Handicapped
- BENCH
- PLANTING
- LANDSCAPE
- GRASS
- FOUNTAIN
- BUILDING

DOWNTOWN BRIGHTS COLOR PALETTE



BLUE
CMYK: 100, 20, 0, 0
RGB: 0, 149, 218



YELLOW
CMYK: 0, 20, 100, 0
RGB: 255, 203, 5



GREEN
CMYK: 50, 0, 100, 0
RGB: 141, 198, 63



DEEP TEAL
CMYK: 50, 100, 0, 0
RGB: 146, 39, 143



RED
CMYK: 0, 90, 65, 0
RGB: 239, 64, 80



ORANGE
CMYK: 0, 70, 100, 0
RGB: 243, 112, 33



MAGENTA
CMYK: 0, 90, 0, 0
RGB: 238, 61, 150



BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



RICH BLACK
CMYK: 30, 30, 30, 100
RGB: 0, 0, 0



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



GREAT FOOD

DOWNTOWN APPLETON

BEER

GREAT ART

FRIENDLY FOLKS

FAMILY FUN

MUSIC

DOWNTOWN APPLETON
ONE GREAT PLACE

I'M HERE FOR THE...



GREAT FOOD

DOWNTOWN APPLETON

BEER

MUSIC

FAMILY FUN

GREAT ART

FRIENDLY FOLKS

DOWNTOWN APPLETON
ONE GREAT PLACE

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BEER

GREAT ART

FRIENDLY FOLKS

FAMILY FUN

MUSIC

DOWNTOWN APPLETON
ONE GREAT PLACE

I'M HERE FOR THE...



EXPLODED VIEW SCULPTURE



PAINTED PLATE
ALUMINUM 1/4"

ONE PIECE PAINTED PLATE ALUMINUM 3/4"

GREAT FOOD

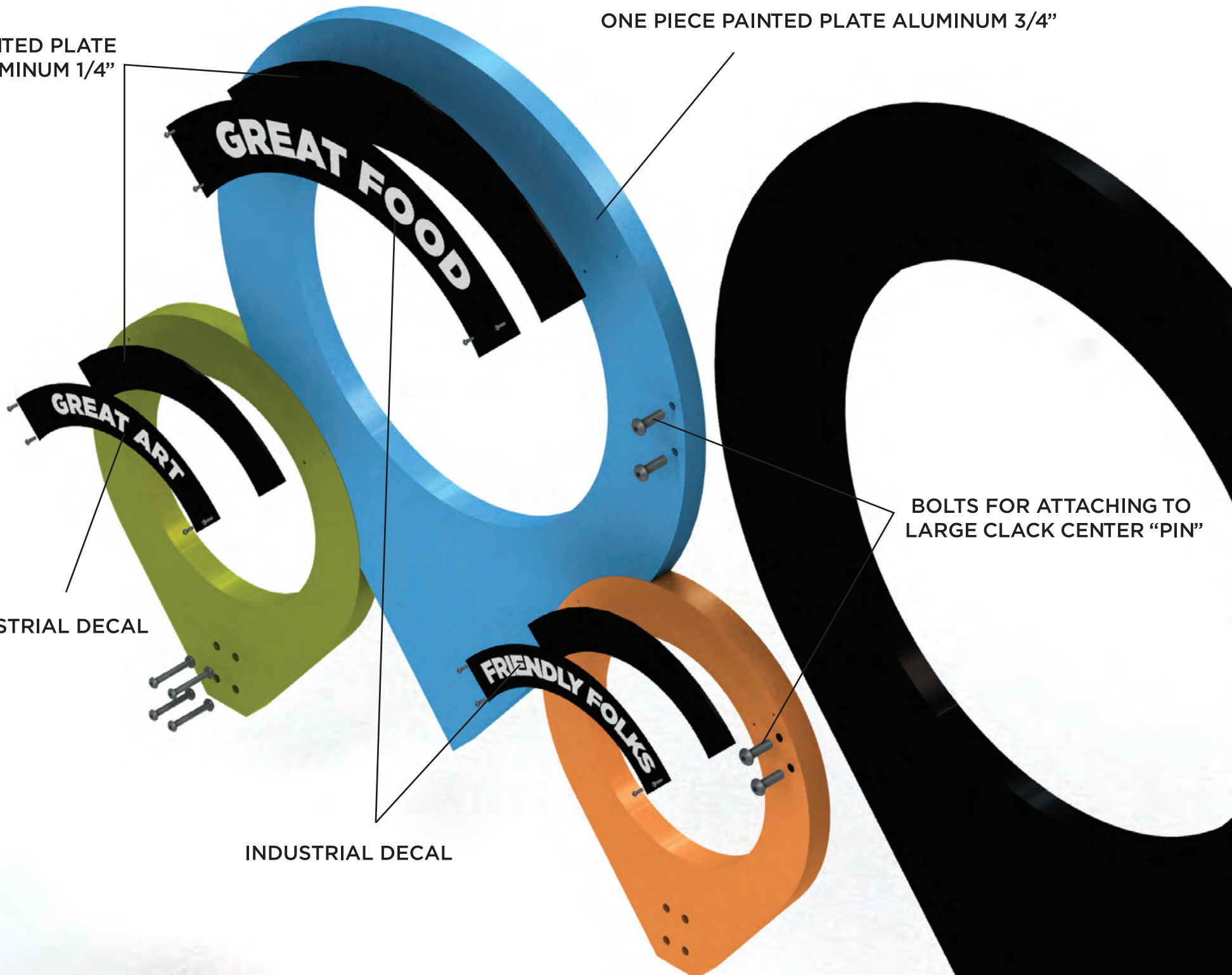
GREAT ART

FRIENDLY FOLKS

BOLTS FOR ATTACHING TO
LARGE CLACK CENTER "PIN"

INDUSTRIAL DECAL

INDUSTRIAL DECAL



INDUSTRIAL DECAL

PAINTED PLATE ALUMINUM 3/4"

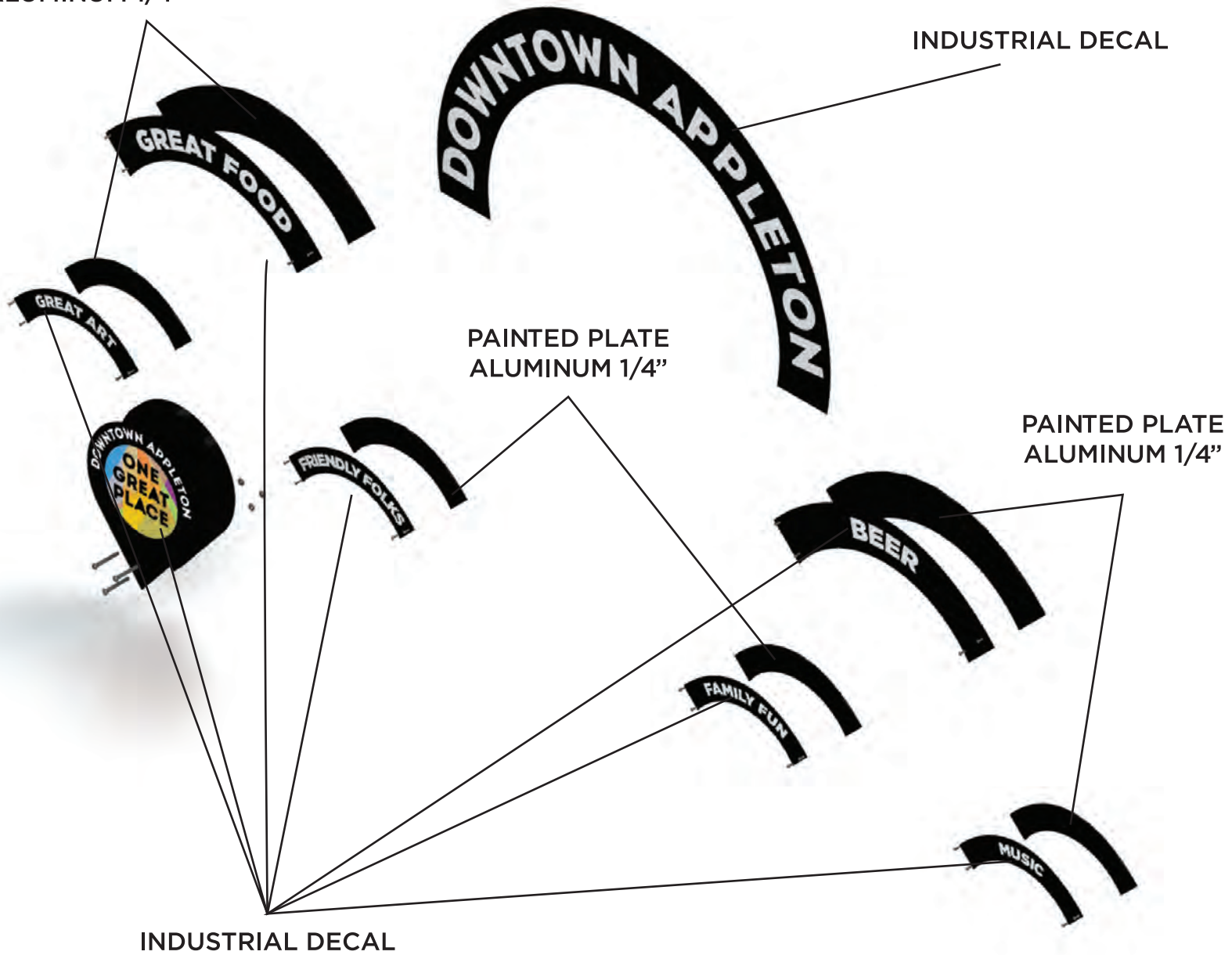


FABRICATED BRACKETS
ALUMINUM 1/4"

PAINTED PLATE ALUMINUM 1/4"

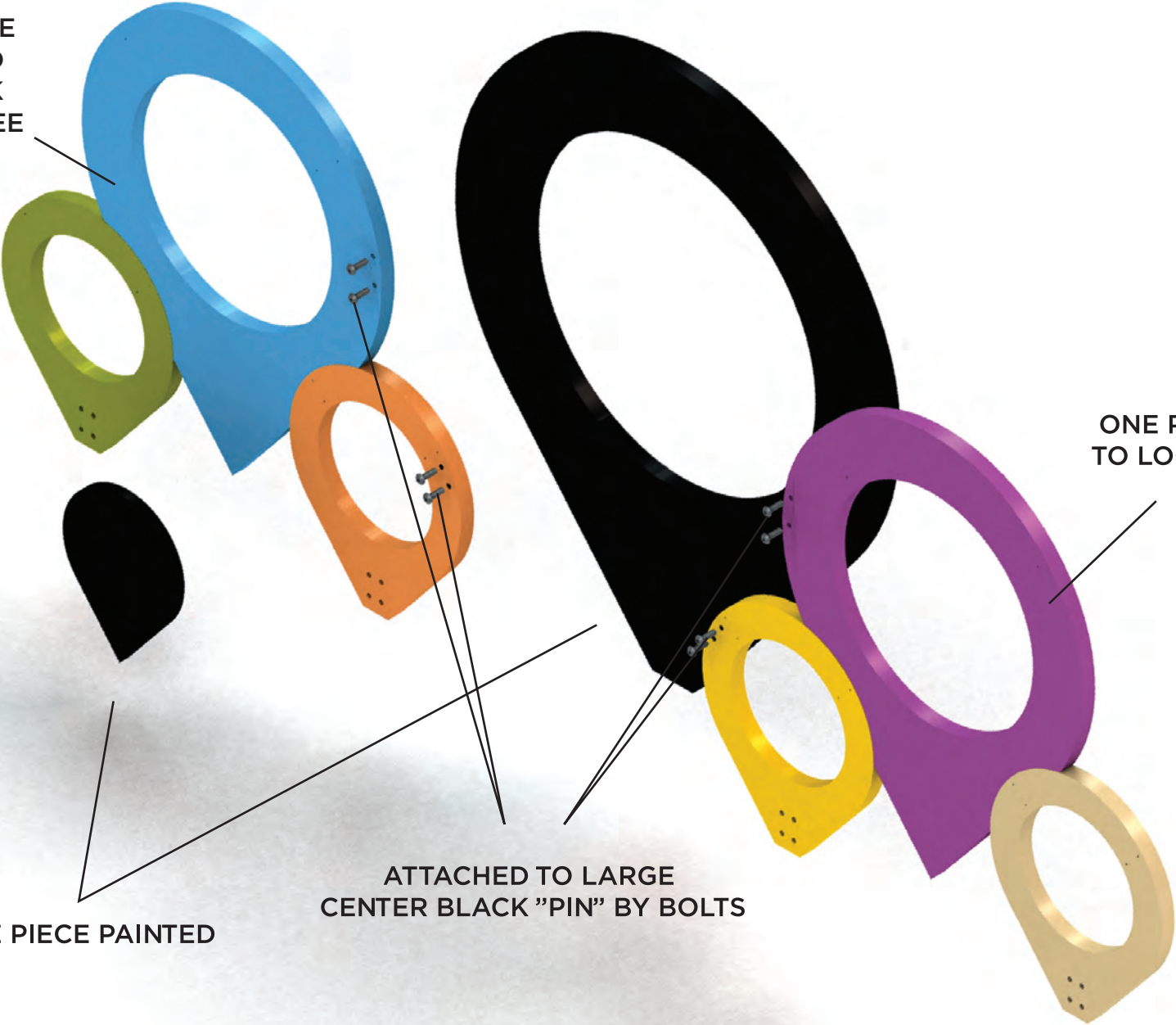
PAINTED PLATE
ALUMINUM 1/4"

INDUSTRIAL DECAL



PAINTED PLATE ALUMINUM 3/4"

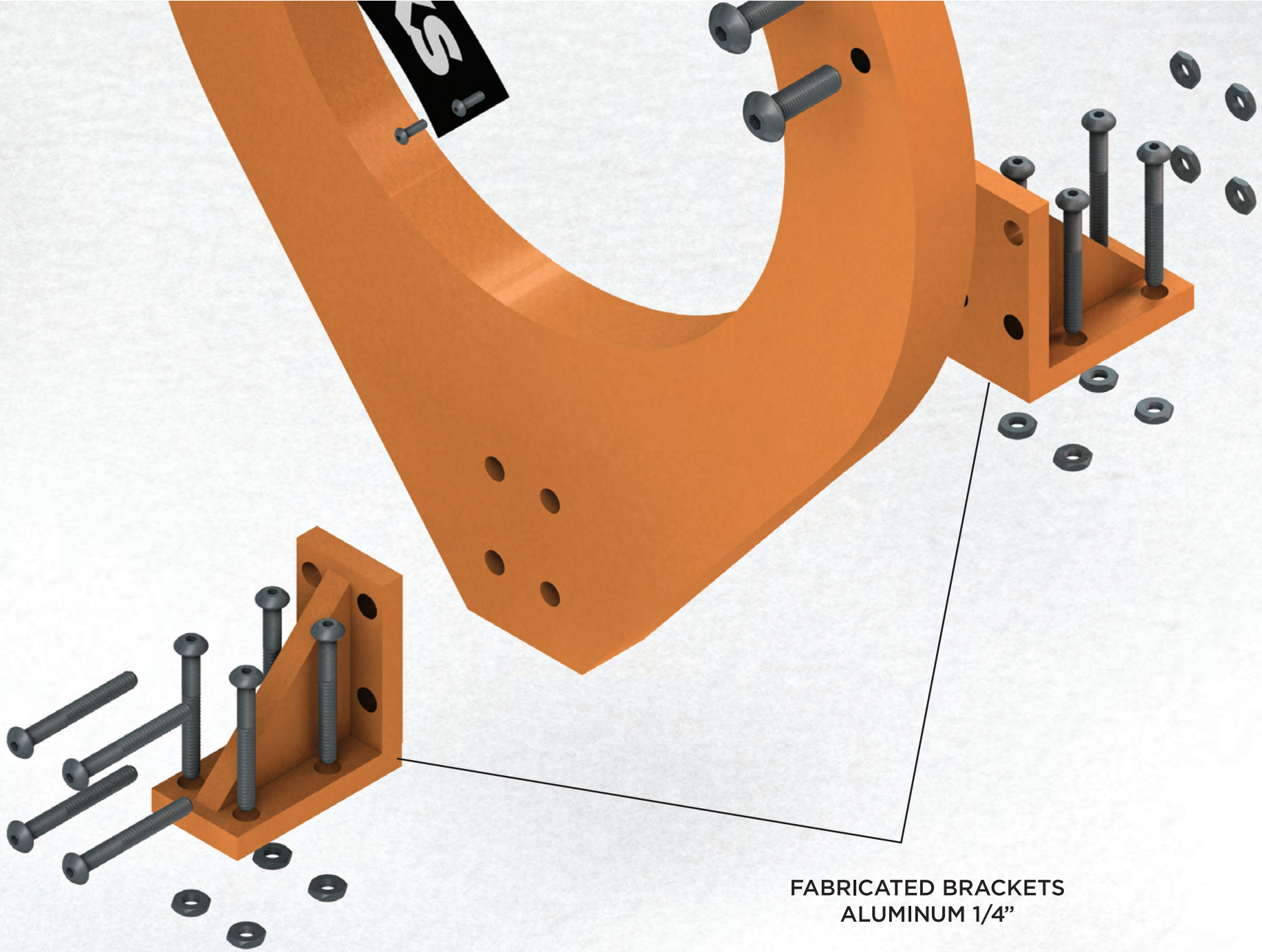
ONE PIECE
PAINTED
TO LOOK
LIKE THREE

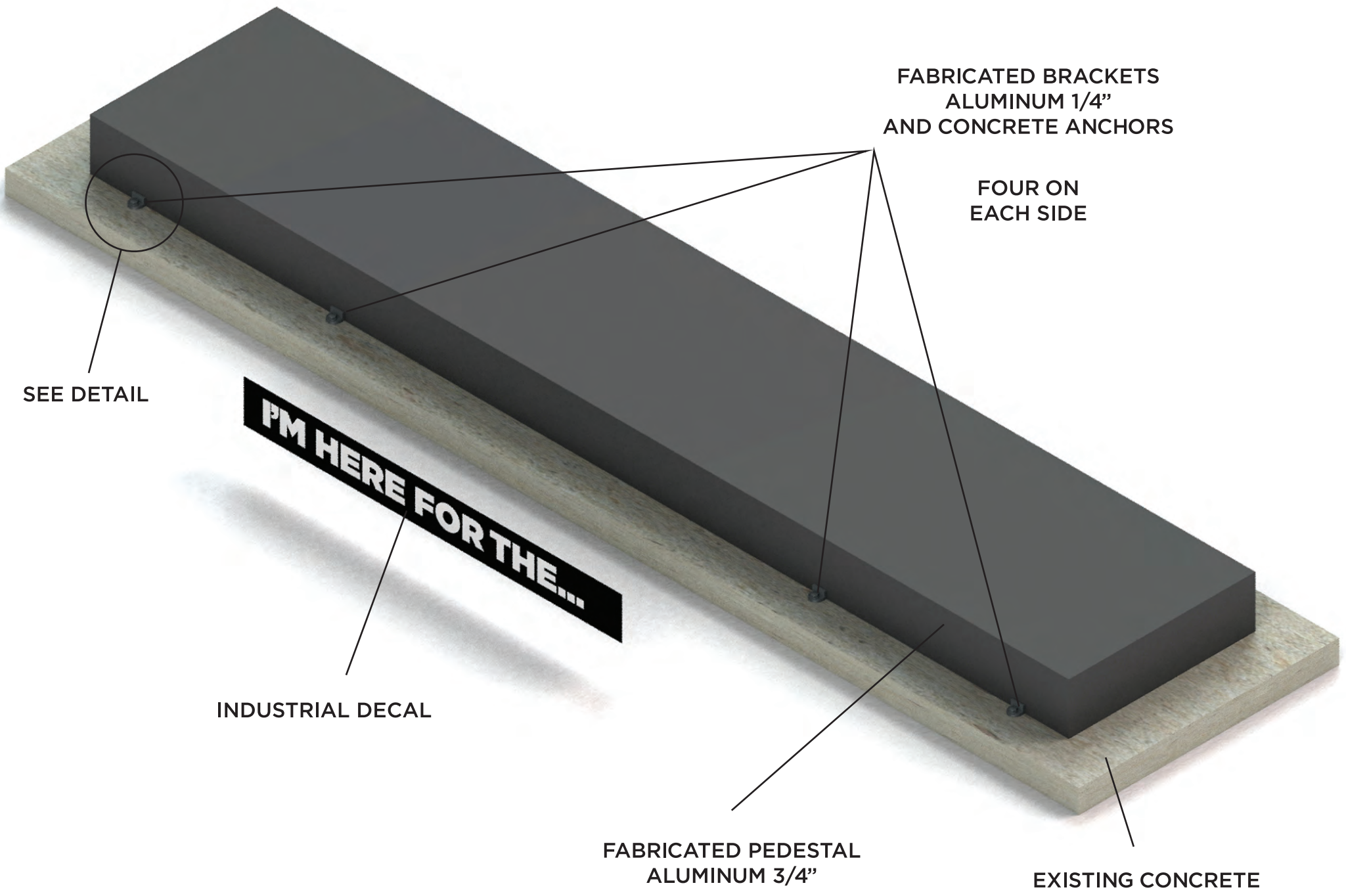


ONE PIECE PAINTED
TO LOOK LIKE THREE

ATTACHED TO LARGE
CENTER BLACK "PIN" BY BOLTS

ONE PIECE PAINTED





FABRICATED BRACKETS
ALUMINUM 1/4"
AND CONCRETE ANCHORS

FOUR ON
EACH SIDE

SEE DETAIL

I'M HERE FOR THE...

INDUSTRIAL DECAL

FABRICATED PEDESTAL
ALUMINUM 3/4"

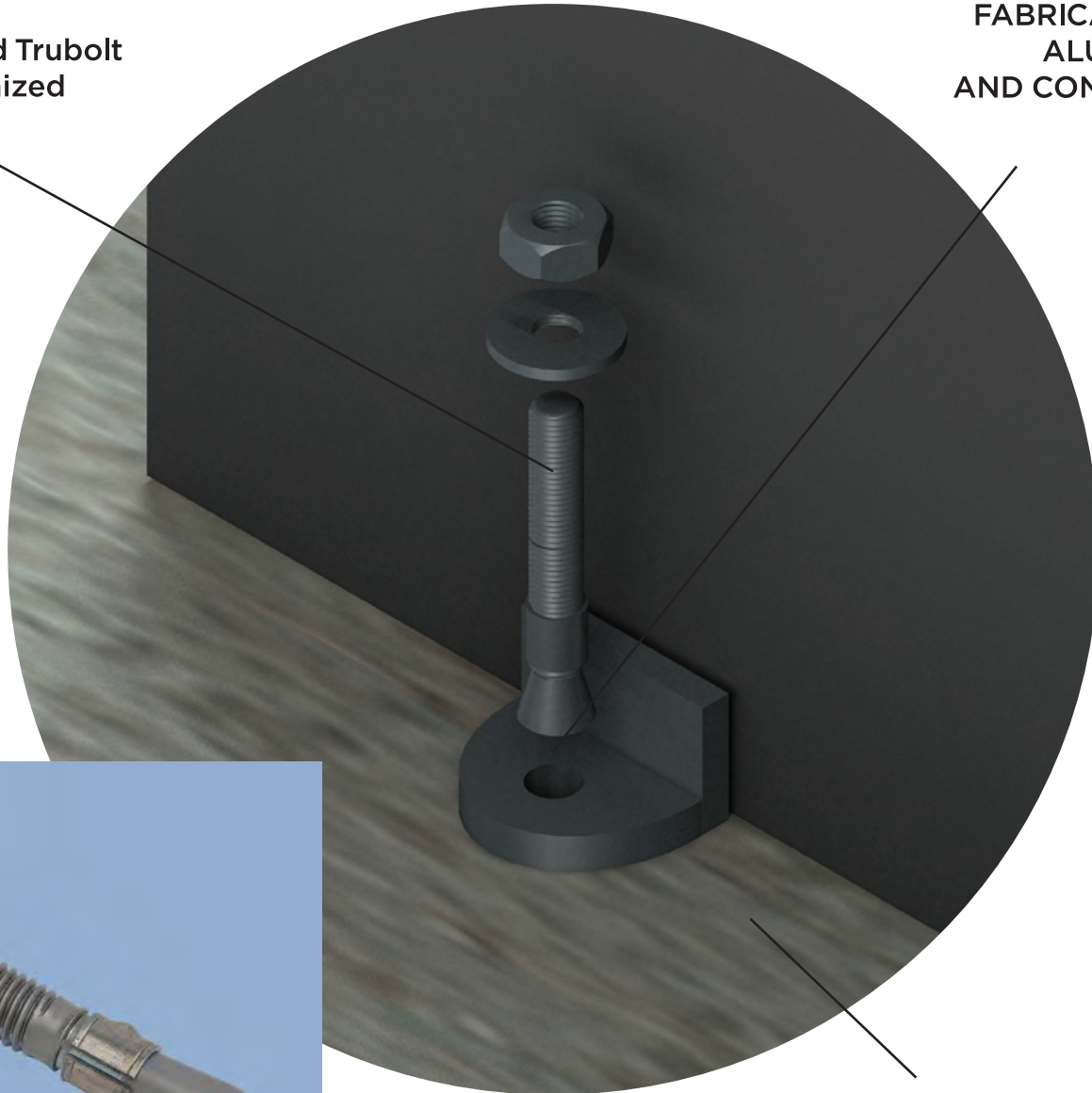
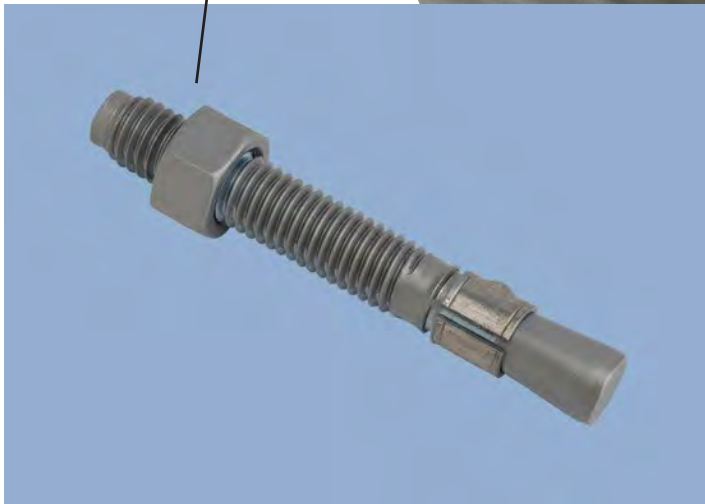
EXISTING CONCRETE

1/2" x 5-1/2" Red Head Trubolt
Hot-Dipped Galvanized

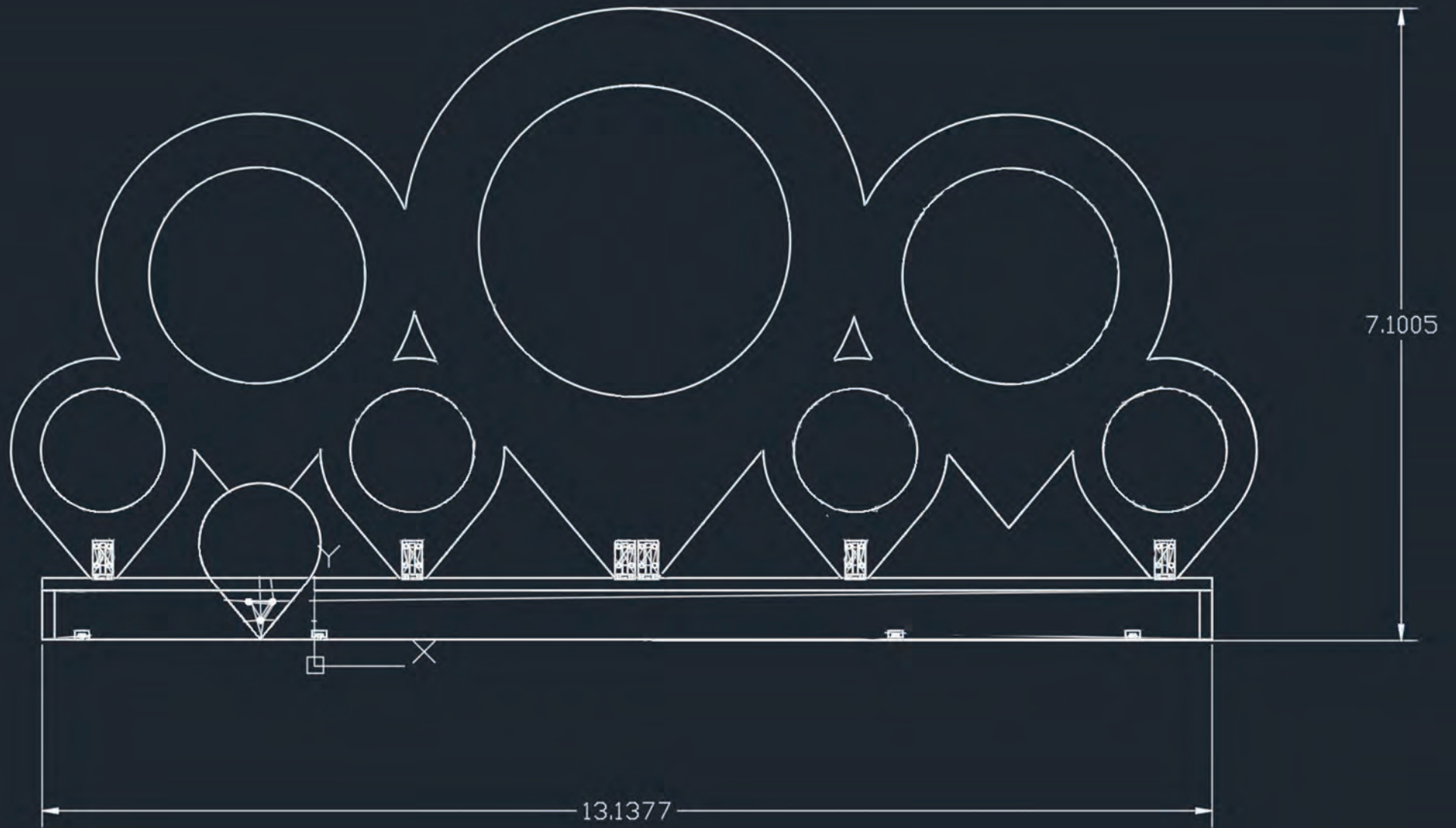
FABRICATED BRACKETS
ALUMINUM 1/4"
AND CONCRETE ANCHORS

WELDED
TO PEDESTAL

EXISTING CONCRETE



SCALE



**CITY OF APPLETON
RESOLUTION NO. 2025-01**

**Authorizing Execution of the
Department of Parks and Recreation
Bird City Designation Renewal**

TO THE CITY OF APPLETON COMMON COUNCIL

Whereas, migratory birds are among the most beautiful and easily observed wildlife in our communities, serving as symbolic harbingers of spring.

Whereas, they contribute economically by controlling insect pests and generating millions in recreational revenue statewide.

Whereas, these birds and their habitats are declining across the Americas due to increasing threats along migration routes and in both summer and winter environments.

Whereas, public awareness and active citizen engagement are essential for effective migratory bird conservation.

Whereas, since 1993, World Migratory Bird Day has highlighted nearly 350 species linking North American nesting areas with wintering grounds across the Americas, inspiring hundreds of thousands to learn, act, and celebrate.

Whereas, although WMBD is officially observed on the second Saturday in May, celebrations can extend over multiple days to align with the presence of migratory birds.

Whereas, WMBD not only fosters appreciation for wild birds but also serves as a call to action for their conservation.

NOW, THEREFORE, BE IT RESOLVED, the following resolution is presented by the City of Appleton to the City of Appleton Common Council.

NOW, THEREFORE, BE IT FURTHER RESOLVED, the City Mayor Jacob A. Woodford and City Clerk Kami Lynch are authorized by and on behalf of the Municipality to hereby renew its Bird City Designation in recognition of the vital ecological, economic, and cultural contributions of migratory birds, and in honor of its ongoing commitment to their conservation.

NOW, THEREFORE, BE IT FINALLY RESOLVED, that the City of Appleton observe World Migratory Bird Day on Saturday, July 19, 2025.

Adopted: _____, 2025.

Submitted By: City of Appleton

Signed: _____
Jacob A. Woodford, Mayor

Kami Lynch, City Clerk



CITY OF APPLETON

MEMORANDUM

Date: March 12, 2025
To: Community Development Committee
From: Kara Homan, AICP, Director of Community Development
Kurt W. Craanen, Inspections Supervisor
Subject: Reinspection Fee Increases and Updates to Sections 4-162, 4-292 and 4-418 of Municipal Code

GENERAL INFORMATION

Various sections of Chapter 4 of the Municipal Code establish a reinspection fee, or callback fee. The cost of a reinspection fee in each of these sections is \$35.00. Staff is proposing to increase this fee to \$75.00 and include the fee in the Permit and Inspection Fee Schedule.

PURPOSE OF MUNICIPAL CODE TEXT AMENDMENTS

Once a permit is issued and work commences, required inspections are called into the City and an inspection date and time are established. When the inspector arrives on site, it is expected that the work is completed. When the site is not ready to be inspected, the inspector must come back at a later date. To discourage this from happening, the inspector has the discretion to require that a reinspection fee be paid by the applicant to the City before any new inspections are scheduled.

BACKGROUND

Reinspection fees of \$35.00 are far below what other municipalities charge. A reinspection fee of \$75.00 is consistent with what other municipalities in the area charge.

PROPOSED DRAFT TEXT AMENDMENTS

The text recommended to be added is underlined. The text recommended for deletion is identified by ~~strike through~~.

Sec. 4-162. Miscellaneous fees.

(c) A callback inspection charge shall be ~~established at thirty five dollars (\$35.00) per callback for all work requiring inspection under permit requirements.~~ on file in the office of the City Clerk.

Sec. 4-292. Plumbing fees.

(c) A callback inspection charge shall be established at ~~thirty-five dollars (\$35.00)~~ per callback for all work requiring inspection under plumbing and sewer permit requirements. The callback inspection charge shall be on file in the office of the City Clerk.

Sec. 4-418. Electrical fees.

(h) **Reinspection.** A ~~thirty-five dollar (\$35.00)~~ call back inspection fee may be charged each time a reinspection is necessary due to failure to correct, faulty, defective or incomplete work identified during a prior inspection. The callback inspection charge shall be on file in the office of the City Clerk.

RECOMMENDATION

Staff recommends the proposed text amendments to Chapter 4 Buildings of the Municipal Code **BE APPROVED** for Sections 4-162(c), 4-292(c) and 4-418(h), and the reinspection fee amounts be added to the Building Permit Fee Schedule, Electrical Permit Fee Schedule, Plumbing Permit Fee Schedule, and HVAC Permit Fee Schedule, which are all on file with the City Clerk's office.



CITY OF APPLETON

MEMORANDUM

Date: March 12, 2025
To: Community Development Committee
From: Kara Homan, AICP, Director of Community Development
Kurt W. Craanen, Inspections Supervisor
Subject: Electrical Permit Fee Update

GENERAL INFORMATION

Update the existing Electrical Permit Fee Schedule.

BACKGROUND

Electrical fees were increased in the 2025 Annual Budget; however, there was an error in the fee amount for work costing \$1,001 to \$10,000. The correct fee amount in the Electrical Permit Fee Schedule should be \$85.00, not \$75.00, for work costing \$1,001 to \$10,000.

PROPOSED DRAFT TEXT AMENDMENTS

No text amendments.

RECOMMENDATION

Staff recommends the Electrical Permit Fee Schedule be updated to correct the fee amount to \$85 for work costing \$1,001 to \$10,000, which is on file with the City Clerk's office **BE APPROVED**.



CITY OF APPLETON

MEMORANDUM

Date: March 12, 2025
To: Community Development Committee
From: Kara Homan, AICP, Director of Community Development
Kurt W. Craanen, Inspections Supervisor
Subject: HVAC Updates to Sections 4-475 to 4-499 of Municipal Code

GENERAL INFORMATION

Update the Municipal Code related to heating, air conditioning and ventilation.

PURPOSE OF MUNICIPAL CODE TEXT AMENDMENTS

The intention of this text amendment is to remove all language related to the Board of Heating Examiners (which is a board that no longer meets), update language regarding what work requires a permit, and provide clear State Code adoption language.

BACKGROUND

The proposed text amendments include language that adopts the Wisconsin Administrative Code relating to mechanical systems (HVAC) and clarifies what mechanical work requires a permit.

On September 1, 2021, Council passed Ord. 66-21 which repealed Article VII. Mechanical (Board of Heating Examiners) in its entirety. However, language pertaining to the Board of Heating Examiners remains in several sections of Chapter 4. The proposed changes remove this language.

PROPOSED DRAFT TEXT AMENDMENTS

The text recommended to be added is underlined. The text recommended for deletion is identified by ~~strikethrough~~.

ARTICLE VII. ~~RESERVED~~ MECHANICAL

Sec. 4-475. Adoption of the Wisconsin State Heating, Ventilating, and Air Conditioning Code.

(a) The Wisconsin State Heating, Ventilating, and Air Conditioning Code, Wisconsin Administrative Code SPS Chs. 323 and 364, and the National Fuel Gas Code, NFPA 54, as amended from time to time, are hereby adopted and incorporated by reference as though fully set forth herein.

DIVISION 3. LICENSE

Sec. 4-476. Required.

~~— (a) **Generally.** No person shall engage in the business of installation, servicing, repairing or cleaning of heating, ventilating or air conditioning equipment without first obtaining a license therefore as required in this Division.~~

~~— (b) **Firms, partnerships and corporations.** A firm, partnership or corporation may perform or contract to perform the work described in subsection (a) of this section so long as it employs a person licensed under this Division who shall have immediate supervision of such work. If the licensee ceases to be employed by such firm, partnership or corporation, a new licensee shall be employed within sixty (60) days.~~

~~— (c) **Persons considered licensed.** A person licensed under this division and the person who employs such licensee shall be a licensed heating contractor for purposes of this article.~~

~~— (d) **Exemption for homeowners.** The owner and occupant of his own home may do the heating work described in subsection (a) of this section in such home without a license, but he must obtain a permit therefore and such work must be inspected and approved by the Inspections Division.~~

(a) **Generally.** No person shall engage in the business of installation, servicing, repairing or cleaning of heating, ventilating or air conditioning equipment without first obtaining a license therefore as required in this Division.

(b) **Firms, partnerships and corporations.** A firm, partnership or corporation may perform or contract to perform the work described in subsection (a) of this section so long as it employs a person licensed under this Division who shall have immediate supervision of such work. If the licensee ceases to be employed by such firm, partnership or corporation, a new licensee shall be employed within sixty (60) days.

(c) **Exemption for homeowners.** A residential property owner may perform the mechanical work described in subsection (a) of this section in his own dwelling, which he owns and occupies, without being a registered contractor.

Sec. 4-477. Application.

~~— Application for a heating contractor's license shall be made to the Inspection Supervisor on a form approved by the Board of Heating Examiners. Such application may contain such information as the Board deems relevant to establish the qualifications of the applicant and must state a place of business. If the applicant operates more than one (1) place of business, a separate license must be obtained for each such place of business.
(Code 1965, §18.01(2); Ord 32-92, § 1, 3-18-92; Ord 174-93, §1, 10-19-93)~~

Sec. 4-478. Fee; renewal.

~~— Each application under this Division shall be accompanied by a fee of five dollars (\$5.00) which shall cover the cost of examination. Applicants passing the examination shall be granted a first year's license upon the payment of an additional fee of fifteen dollars (\$15.00). The license shall expire on December 31. The annual fee for renewal of such license shall be five dollars (\$5.00). The license may be renewed up to September 1 upon the payment of the further sum of one dollar (\$1.00) for each month the applicant is delinquent.
(Code 1965, §18.01(3); Ord 56-09, §1, 4-28-09)~~

Sec. 4-479. Examinations.

~~—The City Clerk shall refer each application under this Division to the Board of Heating Examiners, who shall test each applicant's knowledge and experience as a heating contractor by written examination. All examination papers and the results of each examination shall be kept on file in the office of the Inspections Division.
(Code 1965, §18.01(4)(a); Ord 176-93, §1, 10-19-93; Ord 118-96, §1, 12-18-96; Ord 56-09, §1, 4-28-09)~~

Sec. 4-480. ~~Revocation; suspension.~~

~~—The Board of Heating Examiners may revoke or suspend a license under this Division for a violation of any provision of this article after notice and a public hearing according to the rules of the Board. When a license has been suspended or revoked, no license shall again be issued under this Division to such licensee until he has furnished a bond in the sum of two thousand dollars (\$2,000) for the faithful performance of all work to be performed under the license.
(Code 1965, §18.01(4)(d))~~

Secs. 4-481 – 4-495. Reserved.

DIVISION 4. PERMITS

Sec. 4-496. Required.

~~—A permit shall be required for new installations and additions and alterations to any type of heating, ventilating and air conditioning installation and any type of ductwork. (Code 1965, §18.02(4))~~

(a) *Permit required.* No person shall install within the City any furnace, boiler, air conditioner, fireplace, or woodburning stove and associated piping, or commence any other HVAC work in any structure subject to this article and/or any applicable provisions of the Wisconsin Administrative Code incorporated into this article, without first obtaining a permit for said work from the Inspection Division. In addition to any plans and specifications otherwise required under this article, the Inspection Division may require additional information consistent with their duty to review such plans prior to issuing permits under this section.

(b) *To whom issued.* Permits shall only be issued to a licensed contractor or the owner of a residential property, who resides in that property at time of application. Permit fees shall be nontransferable.

(c) *Application.* An application for an HVAC permit shall be filed with the Inspection Division on a blank form to be furnished for that purpose. The application shall include the name, phone number, and email address of the applicant and shall state that the applicant will be bound by and subject to the rules and regulations of the State of Wisconsin and the ordinances of the City of Appleton.

Sec. 4-497. Heating Permit fees.

Heating, ventilating and air conditioning permit fees shall be required as follows for the following installations:

~~—(a) *Residential heating systems.* For new one (1) and two (2) family residential heating systems, the amount of the permit fee shall be on file in the office of the City Clerk.~~

~~—(b) *Residential alterations.* For alterations to one (1) and two (2) family buildings, including equipment replacement and conversions, the amount of the permit fee shall be on file in the office of the City Clerk.~~

~~—(c) *Residential central air conditioning.* For one (1) and two (2) family residential central air conditioning systems, the amount of the permit fee shall be on file in the office of the City Clerk.~~

~~—(d) *Commercial and industrial installations.* For commercial and industrial installations, including new installations, alterations or additions to heating, ventilating, air conditioning and exhaust systems, the amount of the permit fee shall be on file in the office of the City Clerk.~~

~~—(e) **Stoves; fireplaces.** The amount of the permit fee for wood burning stoves and fireplaces shall be on file in the office of the City Clerk.~~

~~—(f) **Reinspection.** A callback inspection charge shall be established at thirty-five dollars (\$35.00) ~~(75.00)~~ per callback for all work requiring inspection under mechanical permit requirements.~~

~~—(g) **Penalty for commencing work without permit.** The fee for installation of any heating, ventilating or air conditioning unit without a permit shall be triple the permit fee prescribed in this section when a permit is obtained. Payment of any fee mentioned in this subsection shall in no way relieve any person of the penalties that may be imposed for violation of this article.~~

(a) **Where work requires a permit.** Heating, ventilation and air conditioning permit fees shall be on file in the office of the City Clerk.

(b) **Reinspection.** A reinspection charge shall be established per callback for all work requiring inspection under mechanical permit. The reinspection charge shall be on file in the office of the City Clerk.

(c) **Penalty for commencing work without permit.** The fee for installation of any heating, ventilating or air conditioning unit without a permit shall be triple the permit fee prescribed in this section when a permit is obtained. Payment of any fee mentioned in this subsection shall in no way relieve any person of the penalties that may be imposed for violation of this article.

Sec. 4-498. ~~Application; issuance.~~

~~—Article II, Division 3 of this chapter shall apply to the application for and issuance of permits to do work under this article.~~

~~(Code 1965, §18.02(1))~~

Sec. 4-499. Use of license to obtain permit for another.

No licensee under this article shall take out a permit for work to be done by another contractor. ~~Violation of this Section shall be cause for revocation of the contractor's license and the Inspections Division may refuse the work.~~
(Code 1965, §18.02(3); Ord 176-93, §1, 10-19-93; Ord 118-96, §1, 12-18-96)

Secs. 4-500 – 4-515. Reserved.

RECOMMENDATION

Staff recommends the proposed text amendments to Chapter 4 Buildings of the Municipal Code **BE APPROVED** for Sections 4-475 to 4-499.



CITY OF APPLETON

MEMORANDUM

Date: March 12, 2025
To: Community Development Committee
From: Lily Paul, Economic Development Specialist
Subject: Business/Industrial Park Land Sale Pricing

Staff completes an annual review of the selling price of land in the City's business/industrial parks to ensure competitiveness to retain or recruit business to the City. Currently, the selling price of land in the City of Appleton's Southpoint Commerce Park is \$43,000.00/acre. The City has no remaining parcels for sale in the Northeast Business Park (NEBP).

There are 3 privately held lots not developed in the Northeast Business Park subject to the City's right to repurchase and one in the Southpoint Commerce Park. Privately owned, undeveloped lots are flagged in the City's AS400 system, and notification is given on the real estate inquiry form to ensure the City's right to repurchase is triggered as appropriate.

The industrial market for lease and purchase space has been tightening up over the past few years creating a scarcity of large and small industrial space. As a result, we have seen increased activity in the Southpoint Commerce Park (both contracts and inquiries). This has generated greater interest in "speculative" building and, in turn more inquiries about optioning land. In 2020, Council approved an option fee of 2% of the purchase price per year for parcels in excess of 5 acres. The option fee for lots less than 5 acres is 1% of the purchase price per year. This helps protect the City's inventory of marketable parcels while preserving the smaller users' ability to ensure they have control of their expansion space.

Additionally, when a real estate broker has been involved in the sale of a parcel in Southpoint, the City has historically paid a commission of eight percent (8%) of the sale price to procuring broker. This is the market rate for commissions on land sales and helps attract/retain the assistance of real estate brokers.

In the Southpoint Commerce Park, there are 16 fully improved lots available, of which 1 is under contract with F Street Development. The total inventory, not under contract is approximately 51 acres.

The City has an additional approximately 100 acres in Southpoint between Coop Road and Eisenhower Drive that began infrastructure installation in the Summer of 2024 and is expected to be finished Spring 2025. This development will yield approximately 80 developable acres (12 marketable lots). All available lots in the Southpoint Commerce Park are served by regional

stormwater detention, and a wetland delineation was completed in 2020. See attached map for the available lots in Southpoint.

In order to ascertain how competitive Appleton is with the surrounding real estate market, staff prepared an Industrial Land Asking Price Comparison (Exhibit B). Data was gathered from: direct contact with sellers, CoStar (which is a commercial real estate listing and comparable data service), and the Wisconsin Department of Revenue. There are additional lots marketed as available for industrial use in the Fox Cities, but many of those could also be commercial which commands a much higher price and are not good comparables. All referenced industrial lots are broken down into one of three categories:

- 1) Municipally owned lots available for sale
- 2) Privately owned lots available for sale
- 3) Recent sales comparison

In determining the sale price of lots, staff considers several factors, including the City's investment in creating the business park, cost to develop at these locations, competitive lot pricing, and uses of the property. It should also be noted that land pricing is but one component of actual "cost" when a business is considering a purchase in a business/industrial park. Infrastructure, access, timing, availability of TIF financing and other incentives are all factored in.

Based on this analysis, staff would recommend the City maintain its current selling price of \$43,000 for business/industrial park land and option fees as outlined below. This puts Appleton in the middle range with regard to land prices.

RECOMMENDATION

The City of Appleton hold selling prices for business/industrial park land as follows:

Southpoint Commerce Park

All lots - \$43,000/Acre

The City of Appleton hold option fees to reflect 1% of the purchase price annually for lots of 5 or less acres and 2% of the purchase price annually for lots greater than 5 acres. City continue to pay a commission of eight percent (8%) of the sale price when licensed broker is procuring cause for a transaction.

Note: Land prices are for fully improved lots and include the cost of concrete pavement.

EXHIBIT B

INDUSTRIAL LAND ASKING PRICE COMPARISON

Municipally Owned Land Asking Price Comparison

<i>Municipality</i>	<i>Ask Price/Acre</i>	<i>Regional Stormwater</i>	<i>Concrete Streets</i>	<i>Utilities</i>	<i>Incentives</i>
Appleton	\$43,000	Y	Y	Y	N/A
Neenah	\$35,000	Y	Y	Y	TIF/Land grant
Kaukauna	\$34,000 to \$50,000	Y	Y	Y	Redevelopment Authority loans
Harrison	\$35,000	Y	Y	Y	N/A
Town of Clayton	\$100,000	N	N	Y	TIF, Business Park

Privately Owned Land Asking Price Comparison (Over 10 acres, per Catylist listings)

<i>Municipality of Private Property</i>	<i>Ask Price/Acre</i>	<i>Largest Contiguous Lot (In Acres)</i>	<i>Location</i>	<i>Notes</i>
Greenville	\$34,333	75.00	Cty. Rd. CB	In TIF District, Sewer and Water to Lot Line, Seller Willing to Divide
Greenville	\$65,000	24.30	STH 96	In TIF District
Greenville	\$74,956	11.35	Cty. Rd. CB	In TIF District
Greenville	\$201,465	10.92	Cty. Rd. CB	Commercial
Fox Crossing	\$30,443	20.53	Cty. Rd. BB	Price Per Acre was \$39,942 a year ago.
Fox Crossing	\$48,500	41.54	Cty. Rd. BB & Clayton Ave	Willing to Divide
De Pere	\$51,029	11.66	Cty. Rd. PP	All utilities available at the street

Sources:

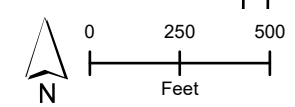
Seller Contact
Catylist
WI Dept. of Revenue

Southpoint Commerce Park

Appleton, Wisconsin



- City Limits
- For Sale (City Owned)
- Under Contract
- Not For Sale
- Park Boundary
- Privately Owned Parcels
- Dedicated to the Public





DEPARTMENT OF
**PUBLIC
WORKS**

MEMORANDUM

Date: February 28, 2025
To: Utilities Committee
From: Laura Jungwirth, Director of Public Works
Nate Loper, Deputy Director of Public Works
Subject: **Award Water Meter Test Bench Upgrade to Core & Main in the amount of \$97,079 with a 10% contingency of \$9,708 for a project total not to exceed \$106,787**

The Department of Public Works recommends award of the water meter test bench upgrade project to Core & Main in an amount not to exceed \$106,787, which is under the budgeted amount of \$140,000.

Staff requested quotes from three different companies, and all responded with favorable bids. Core & Main provided the low quote, while meeting the specifications and terms of this project.

The current water meter test bench was installed in the late 1990's and is a completely manual system. Staff utilizes manual valves to adjust the flow rate for tests, a sight glass to gauge the flow rate, and another sight glass on the tank to know when to manually shut the water off. There is sufficient opportunity for human error with this system, and it does not consider for variances such as differing heights of employees (resulting in reading the glass differently, which impacts test results). In addition, parts for this test bench are no longer available from the manufacturer.

Accurately testing meters is critical within a water utility. Over-registration could charge customers for water they never received while under-registration denies the utility of its due revenue. Variations in the accuracy of meters in a water system may yield inequitable charges to the water users or potential loss of revenue for the utility. In addition, meters that do not test within PSC standards cannot be placed back into service and necessitate replacement with a new meter.

The proposed upgraded meter test bench is an Automated Measuring System (AMS). The AMS provides the ability to start/stop tests with computer-automated valves at predetermined water levels. This system also utilizes automated scaled tanks that weigh the water to ensure extremely accurate measurements that cannot be achieved with optical, mechanical, or volumetric measuring devices. Also, a great deal of the existing test bench components are compatible with the new AMS and will remain in place, providing a significant cost savings to the utility.

Submittal of Annual Reports and Other Compliance Documents for Municipal Separate Storm Sewer System (MS4) Permits

NOTE: Missing or incomplete fields are highlighted at the bottom of each page. You may save, close and return to your draft permit as often as necessary to complete your application. After 120 days your draft is **deleted**.

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Form 3400-224(R8/2021)

Reporting Information :

Will you be completing the Annual Report or other submittal type? Annual Report Other

Project Name: 2024 Annual Report

County: Outagamie

Municipality: Appleton City

Permit Number: S050075

Facility Number: 31098

Reporting Year: 2024

Is this submittal also satisfying an Urban Nonpoint Source Grant funded deliverable? Yes No

Required Attachments and Supplemental Information

Please complete the contents of each tab to submit your MS4 permit compliance document. The information included in this checklist is necessary for a complete submittal. A complete and detailed submittal will help us review about your MS4 permit document. To help us make a decision in the shortest amount of time possible, the following information must be submitted:

Annual Report

- Review related web site and instructions for [Municipal storm water permit eReporting](#) [Exit Form]
- Complete all required fields on the annual report form and upload required attachments
- Attach the following other supporting documents as appropriate using the attachments tab above
 - Public Education and Outreach Annual Report Summary
 - Public Involvement and Participation Annual Report Summary
 - Illicit Discharge Detection and Elimination Annual Report Summary
 - Construction Site Pollution Control Annual Report Summary
 - Post-Construction Storm Water Management Annual Report Summary
 - Pollution Prevention Annual Report Summary
 - Leaf and Yard Waste Management
 - Municipal Facility (BMP) Inspection Report
 - Municipal Property SWPPP
 - Municipally Property Inspection Report
 - Winter Road Maintenance
 - Storm Sewer Map Annual Report Attachment
 - Storm Water Quality Management Annual Report Attachment

- TMDL Attachment
 - Storm Water Consortium/Group Report
 - Municipal Cooperation Attachment
 - Other Annual Report Attachment
- Attach the following permit compliance documents as appropriate using the attachments tab above
- Storm Water Management Program
 - Public Education and Outreach Program
 - Public Involvement and Participation Program
 - Illicit Discharge Detection and Elimination Program
 - Construction Site Pollutant Control Program
 - Post-Construction Storm Water Management Program
 - Pollution Prevention Program
 - Municipal Storm Water Management Facility (BMP) Inventory
 - Municipal Storm Water Management Facility (BMP) Inspection and Maintenance Plan
 - Total Maximum Daily Load documents (**If applicable, see permit for due dates.*)
 - TMDL Mapping*
 - TMDL Modeling*
 - TMDL Implementation Plan*
 - Fecal Coliform Screening Parameter *
 - Fecal Coliform Inventory and Map (*S050075-03 general permittees Appendix B B.5.2 – document due to the department by March 31, 2022*)
 - Fecal Coliform Source Elimination Plan (*S050075-03 general permittees Appendix B - document due to the department by October 31, 2023*)
- Sign and Submit form

Municipal Contact Information- Complete

Notice: Pursuant to s. NR 216.07(8), Wis. Adm. Code, an owner or operator of a Municipal Separate Storm Sewer System (MS4) is required to submit an annual report to the Department of Natural Resources (Department) by March 31 of each year to report on activities for the previous calendar year ("reporting year"). This form is being provided by the Department for the user's convenience for reporting on activities undertaken in each reporting year of the permit term. Personal information collected will be used for administrative purposes and may be provided to the extent required by Wisconsin's Open Records Law [ss. 19.31-19.39, Wis. Stats.].

Note: Compliance items must be submitted using the Attachments tab.

Municipality Information

Name of Municipality: Appleton City

Facility ID # or (FIN): 31098

Updated Information: Check to update mailing address information

Mailing Address: 100 North Appleton Street

Mailing Address 2:

City: Appleton City

State: WI

Zip Code: 54911 xxxxx or xxxxx-xxxx

Primary Municipal Contact Person (Authorized Representative for MS4 Permit)

The "Authorized Representative" or "Authorized Municipal Contact" includes the municipal official that was charged with compliance and oversight of the permit conditions, and has signature authority for submitting permit documents to the Department (i.e., Mayor, Municipal Administrator, Director of Public Works, City Engineer).

Select to **create new** primary contact

First Name: Laura

Last Name: Jungwirth

Select to **update** current contact information

Title: Pblc Wrks Director

Mailing Address: 100 N Appleton Street

Mailing Address 2: Floor 5

City: Appleton

State: WI

Zip Code: 54911 xxxxx or xxxxx-xxxx

Phone Number: 920-832-6482 Ext: xxx-xxx-xxxx

Email: laura.jungwirth@appletonwi.gov

Additional Contacts Information (Optional)

I&E Program

**Individual with responsibility for:
(Check all that apply)**

- IDDE Program
- IDDE Response Procedure Manual
- Municipal-wide Water Quality Plan
- Ordinances
- Pollution Prevention Program
- Post-Construction Program
- Winter roadway maintenance

First Name:

Last Name:

Title:

Mailing Address:

Mailing Address 2:

City:

State:

Zip Code: xxxxx or xxxxx-xxxx

Phone Number: Ext: xxx-xxx-xxxx

Email:

Municipal Billing Contact Person (Authorized Representative for MS4 Permit)

Select to **create new** Billing contact

First Name:

Last Name:

Select to **update** current contact information

Title:

Mailing Address:

Mailing Address 2:

City:

State:

Zip Code: xxxxx or xxxxx-xxxx

Phone Number: Ext: xxx-xxx-xxxx

Email:

1. Does the municipality rely on another entity to satisfy some of the permit requirements?

Yes No

Public Education and Outreach Fox Wolf Watershed Alliance and Northeast Wisconsin Stormwater Consortium

Public Involvement and Participation Fox Wolf Watershed Alliance and Northeast Wisconsin Stormwater Consortium

Illicit Discharge Detection and Elimination Westwood Professional Services

- Construction Site Pollutant Control _____
- Post-Construction Storm Water Management Brown & Caldwell and raSmith _____
- Pollution Prevention

2. Has there been any changes to the municipality's participation in group efforts towards permit compliances (i.e., the municipality has added or dropped consortium membership)?

- Yes No

Missing Information

Do not close your work until you SAVE.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7.

Form 3400-224 (R8/2021)

Minimum Control Measures- Section 1 : Complete

1. Public Education and Outreach

- a. Does MS4 conduct any educational efforts or events independently (not with a group) Yes No
- b. How many total educational events were held during the reporting year:
- c. Were any of the public education and outreach delivery mechanisms conducted during the reporting year active or interactive? Yes No
- d. Please select all storm water topics, target audiences, and delivery mechanisms used in the reporting year

Public Education and Outreach Delivery Mechanisms (Active and Passive)	
Active/Interactive Mechanisms	Passive Mechanisms
<input checked="" type="checkbox"/> Education activities (school presentations, summer camps)	<input checked="" type="checkbox"/> Passive print media (brochures at front desk, posters, etc.)
<input checked="" type="checkbox"/> Information booth at event	<input checked="" type="checkbox"/> Distribution of print media (mailings, newsletters, etc.) via mail or email.
<input checked="" type="checkbox"/> Targeted group training (contractors, consultants, etc.)	<input type="checkbox"/> Media offerings (radio and TV ads, press release, etc.)
<input type="checkbox"/> Government event (public hearing, council meeting)	<input checked="" type="checkbox"/> Social media posts
<input checked="" type="checkbox"/> Workshops	<input type="checkbox"/> Signage
<input type="checkbox"/> Tours	<input checked="" type="checkbox"/> Website
<input type="checkbox"/> Other: <input type="text"/>	<input type="checkbox"/> Other: <input type="text"/>

Topics Covered	Target Audience
<input checked="" type="checkbox"/> Illicit discharge detection and elimination	<input checked="" type="checkbox"/> General Public
<input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing	<input checked="" type="checkbox"/> Public Employees
<input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application	<input checked="" type="checkbox"/> Residents
<input checked="" type="checkbox"/> Stream and shoreline management	<input checked="" type="checkbox"/> Businesses
<input checked="" type="checkbox"/> Residential infiltration	<input checked="" type="checkbox"/> Contractors
<input checked="" type="checkbox"/> Construction sites and post-construction storm water management	<input checked="" type="checkbox"/> Developers
<input checked="" type="checkbox"/> Pollution prevention	<input type="checkbox"/> Industries
<input checked="" type="checkbox"/> Green infrastructure/low impact development	<input checked="" type="checkbox"/> Public Officials
<input type="checkbox"/> Other: <input type="text"/>	<input type="checkbox"/> Other: <input type="text"/>

- e. Will additional information/summary of these education events be attached to the annual report? Yes No

If no, please provide additional comment in the brief explanation box below. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you SAVE.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 2 : Complete

2. Public Involvement and Participation

a. Permit Activities. Select all of the following topics the Permittee did to engage public participation and involvement.

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> MS4 Annual Report <input type="checkbox"/> Storm Water Management Program <input type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input checked="" type="checkbox"/> Public Officials <input type="checkbox"/> Other	<u>11-50</u>	<input type="radio"/> Yes <input checked="" type="radio"/> No

b. Volunteer Activities. Select all of the following audiences targeted for volunteer involvement and participation related to storm water.

NA (Individual Permittee)

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
Volunteer Opportunity	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Public Officials <input type="checkbox"/> Other	<u>101 +</u>	<input checked="" type="radio"/> Yes <input type="radio"/> No

c. Brief explanation on Public Involvement and Participation reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

See Attached.

Missing Information

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Minimum Control Measures - Section 3 : Complete

3. Illicit Discharge Detection and Elimination

- a. How many total outfalls does the municipality have?
- b. How many major outfalls does the municipality have?
- c. How many outfalls did the municipality evaluate as part of their routine ongoing field screening program?
- d. From the municipality's routine screening, how many were confirmed illicit discharges?
- e. How many illicit discharge complaints did the municipality receive?
- f. From the complaints received, how many were confirmed illicit discharges?
- g. How many of the identified illicit discharges did the municipality eliminate in the reporting year (from both routine screening and complaints)?

(If the sum of 3.c. and 3.e. does not equal 3.f., please explain below.)

- h. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.

- Verbal Warning
- Written Warning (including email)
- Notice of Violation
- Civil Penalty/ Citation

Additional Information:

- i. Brief explanation on Illicit Discharge Detection and Elimination reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Ammonia at WWTP (DD-175 & CC-97) is ongoing issue from groundwater contamination. Conductivity locations likely from road salt application. Conkey Pond discharge cleared before tracking could be investigated.

Missing Information

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Minimum Control Measures - Section 4 : Complete

4. Construction Site Pollutant Control

- a. How many total construction sites with one acre or more of land disturbing construction activity were active at any point in the reporting year?
- b. How many construction sites with one acre or more of land disturbing construction activity did the municipality issue permits for in the reporting year?
- c. How many erosion control inspections did the municipality complete in the reporting year (at sites with one acre or more of land disturbing construction activity)?
-
- d. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.
- | | |
|---|---------------------------------|
| <input checked="" type="checkbox"/> Verbal Warning | <input type="text" value="43"/> |
| <input checked="" type="checkbox"/> Written Warning (including email) | <input type="text" value="17"/> |
| <input checked="" type="checkbox"/> Notice of Violation | <input type="text" value="0"/> |
| <input checked="" type="checkbox"/> Civil Penalty/ Citation | <input type="text" value="0"/> |
| <input checked="" type="checkbox"/> Stop Work Order | <input type="text" value="5"/> |
| <input checked="" type="checkbox"/> Forfeiture of Deposit | <input type="text" value="0"/> |
| <input type="checkbox"/> Other - Describe below | <input type="text"/> |
- e. Brief explanation on Construction Site Pollutant Control reporting . *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*
- Staff and procedures consistent with 2023 Report.

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 5 : Complete

5. Post-Construction Storm Water Management

- a. How many new structural storm water management Best Management Practice (BMP) have received local approval ?
- *Engineered and constructed systems that are designed to provide storm water quality control such as wet detention ponds, constructed wetlands, infiltration basins, grassed swales, permeable pavement,
- b. Does the MS4 have procedures for inspecting and maintaining private storm Yes No

water facilities?

- c. If Yes, how many privately owned storm water management facilities were inspected in the reporting year? Inspections completed by private landowners should be included in the reported number.

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- d. Does the municipality utilize privately owned storm water management BMP in its pollutant reduction analysis? Yes No
- e. Does MS4 have maintenance authority on these privately owned BMPs? Yes No

- f. What types of enforcement actions does the municipality have available to compel compliance with the regulatory mechanism? Check all that apply and enter the number of each used in the reporting year.

<input checked="" type="checkbox"/> Verbal Warning	5
<input checked="" type="checkbox"/> Written Warning (including email)	25
<input checked="" type="checkbox"/> Notice of Violation	0
<input checked="" type="checkbox"/> Civil Penalty/ Citation	0
<input type="checkbox"/> Forfeiture of Deposit	
<input checked="" type="checkbox"/> Complete Maintenance	0
<input checked="" type="checkbox"/> Bill Responsible Party	0
<input type="checkbox"/> Other - Describe below	

- g. Brief explanation on Post-Construction Storm Water Management reporting. *If marked 'Unsure' on any questions above, justify your reasoning. Limit your response to 250 characters and/or attach supplemental information on the attachments page.*

Verbal and written(email) warnings are not tracked. Reported enforcement action numbers are estimates.

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 6 : Complete

6. Pollution Prevention

Storm Water Management Best Management Practice Inspections Not Applicable

- a. Enter the total number of "municipally owned" (i.e., publicly owned BMPs) or operated (i.e., privately owned BMPs) structural storm water management best management practices.

- b. How many new municipally owned storm water management best management practices were installed in the reporting year?
- c. How many municipally owned (public) storm water management best management practices were inspected in the reporting year?
- d. What elements are looked at during inspections (250 character limit)?
- e. How many of these facilities required maintenance?
- f. Brief explanation on Storm Water Management Best Management Practice inspection reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Public Works Yards & Other Municipally Owned Properties that require a stormwater pollution prevention plan (SWPPP)* Not Applicable

- g. How many municipal properties require a SWPPP?
- h. How many inspections of municipal properties have been conducted in the reporting year?
- i. Have amendments to the SWPPPs been made?
 Yes No
- j. If yes, describe what changes have been made. Limit response to 250 characters and/or attach supplemental information on the attachment page:
- k. Brief explanation on Storm Water Pollution Prevention Plan reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

* Any municipally owned property that has the potential to generate stormwater pollution should have a SWPPP. For example, if a municipal property stores compost piles, material storage, yard wastes, etc., outside and can contaminate stormwater runoff—a SWPPP is required.

Collection Services - Street Sweeping Program Not Applicable

- l. Did the municipality conduct street sweeping during the reporting year?
 Yes No
- m. If known, how many tons of material was removed?
- n. Does the municipality have a [low hazard exemption](#) for this material? Yes No
- o. If street sweeping is identified as a storm water best management practice in the pollutant loading analysis, was street cleaning completed at the assumed frequency?
 Yes - Explain frequency Table 3-2 2021 Citywide Stormwater Management Plan
 No - Explain 25% Vacancy in Sweeping Position from 01/24-09/24

Not Applicable

Collection Services - *Catch Basin Sump Cleaning Program* Not Applicable

- p. Did the municipality conduct catch basin sump cleaning during the reporting year? Yes No
- q. How many catch basin sumps were cleaned in the reporting year?
- r. If known, how many tons of material was collected?
- s. Does the municipality have a low hazard exemption for this material? Yes No
- t. If catch basin sump cleaning is identified as a storm water best management practice in the pollutant loading analysis, was cleaning completed at the assumed frequency?
 Yes- Explain frequency Annual Inspection, Maintained Per Measure Down
 No - Explain _____
 Not Applicable

Collection Services - *Leaf Collection Program* Not Applicable

- u. Does the municipality conduct curbside leaf collection? Yes No
- v. Does the municipality notify homeowners about pickup? Yes No
- w. Where are the residents directed to store the leaves for collection?
 Pile on terrace Pile in street Bags on terrace
 Other - Describe _____
- x. What is the frequency of collection?
Every other week, 3 cycles
- y. Is collection followed by street sweeping? Yes No
- z. Brief explanation on Collection Services reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page*

Winter Road Management Not Applicable

*Note: We are requesting information that goes beyond the reporting year, answer the best you can.

- aa. How many lane-miles of roadway is the municipality responsible for doing snow and ice control? (*One mile of a two-way road equals two lane miles.*)
- ab. Provide amount of de-icing products used by month last winter season?
Solids (tons) (ex. sand, or salt-sand)

Product	Oct	Nov	Dec	Jan	Feb	Mar
<u>Salt</u>	<input type="text" value="0"/>	<input type="text" value="38"/>	<input type="text" value="764"/>	<input type="text" value="772"/>	<input type="text" value="139"/>	<input type="text" value="84"/>

Liquids (gallons) (ex. brine)

	Oct	Nov	Dec	Jan	Feb	Mar

- ac. Was salt applying machinery calibrated in the reporting year? Yes No
- ad. Have municipal personnel attended salt reduction strategy training in the reporting year? Yes No

Training Date	Training Name	# Attendance
2/16/2024	Saltwise	21

- ae. Brief explanation on Winter Road Management reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*

Program consistent with previous reporting.

Internal (Staff) Education & Communication

- af. Has the municipality provided an opportunity for internal training or education to staff implementing the municipality's procedures for each of the pollution prevention program element? Yes No

If yes, describe what training was provided (250 character limit):

See Attached.

- ag. Describe how the municipality has kept the following local officials and municipal staff aware of the municipal storm water discharge permit programs, procedures and pollution prevention program requirements.

Elected Officials

Presentations to Utilities Committee as needed throughout the reporting year.

Municipal Officials

Presentations to Utilities Committee as needed throughout the reporting year.

Appropriate Staff (such as operators, Department heads, and those that interact with public)

Monthly staff and workgroup meetings.

- ah. Brief explanation on Internal Education reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Per 2023 Report, 2024 Training Completed.

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 7 : Complete

7. Storm Sewer System Map

a.

Did the municipality update their storm sewer map this year?

Yes No

If yes, check the areas the map items that got updated or changed:

Storm water treatment facilities

Storm pipes

Vegetated swales

Outfalls

Other - Describe below

- b. Brief explanation on Storm Sewer System Map reporting. *If you marked Unsure for an question for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

All maps converted from ArcMap to ArcGIS Pro. City Limits, Industrial Permits, Private BMPs, and storm sewer system updated.

Missing Information

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

Final Evaluation - Complete

Fiscal Analysis

Complete the fiscal analysis table provided below. For municipalities that do not break out funding into permit program elements, please enter the monetary amount to your best estimate of what funding may be going towards these programs.

Annual Expenditure Reporting Year	Budget Reporting Year	Budget Upcoming Year	Source of Funds
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Element: Public Education and Outreach

13,027	8,000	8,000	<u>Storm water utility</u>
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Element: Public Involvement and Participation

1,250	5,000	5,000	<u>Storm water utility</u>
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Element: Illicit Discharge Detection and Elimination

10,737	25,000	35,000	<u>Storm water utility</u>
--------	--------	--------	----------------------------

Element: Construction Site Pollutant Control

98,060	113,698	114,510	<u>Storm water utility</u>
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Element: Post-Construction Storm Water Management

162,775	95,000	95,000	<u>Storm water utility</u>
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Element: Pollution Prevention

2,124,774	1,886,650	2,075,661	<u>Storm water utility</u>
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Other (describe)

Mapping, Annual Report, DNR Fee

15,000	15,000	15,000	<u>Storm water utility</u>
--------	--------	--------	----------------------------

Please provide a justification for a "0" entered in the Fiscal Analysis. *Limit response to 250 characters.*

"Other" is not tracked and is an estimate.

Water Quality

a: Were there any known water quality improvements in the receiving waters to which the

municipality's storm sewer system directly discharges to?

Yes No Unsure If Yes, explain below:

b: Were there any known water quality degradation in the receiving waters to which the municipality's storm sewer system directly discharges to?

Yes No Unsure If Yes, explain below:

c: Have any of the receiving waters that the municipality discharges to been added to the impaired waters list during the reporting year?

Yes No Unsure

d: Has the municipality evaluated their storm water practices to reduce the pollutants of concern?

Yes No Unsure

Storm Water Quality Management

a. Has the municipality completed or updated modeling in the reporting year (relating to developed urban area performance standards of s. NR 151.13(2)(b)1., Wis. Adm. Code)? Yes No

b. If yes, enter percent reduction in the annual average mass discharging from the entire MS4 to surface waters of the state as compared to implementing no storm water management controls:

Total suspended solids (TSS)

Total phosphorus (TP)

Additional Information

Based on the municipality's storm water program evaluation, describe any proposed changes to the municipality's storm water program. *If your response exceeds the 250 character limit, attach supplemental information on the attachments page.*

Do not close your work until you SAVE.

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Form 3400-224 (R8/2021)

Requests for Assistance on Understanding Permit Programs

Would the municipality like the Department to contact them about providing more information on understanding any of the Municipal Separate Storm Sewer Permit programs?

Please select all that apply:

- Public Education and Outreach
- Public Involvement and Participation
- Illicit Discharge Detection and Elimination
- Construction Site Pollutant Control
- Post-Construction Storm Water Management
- Pollution Prevention
- Storm Water Quality Management
- Storm Sewer System Map
- Water Quality Concerns
- Compliance Schedule Items Due
- MS4 Program Evaluation

Do not close your work until you **SAVE**.

Form 3400-224(R8/2021)

Required Attachments and Supplemental Information

Any other MS4 program information for inclusion in the Annual Report may be attached on here. Use the Add Additional Attachments to add multiple documents.

Upload Required Attachments (15 MB per file limit) - [Help reduce file size and trouble shoot file uploads](#)

*Required Item

Note: To replace an existing file, use the 'Click here to attach file ' link or press the to delete an item.

Storm Sewer System Map

 File Attachment

[2.8.1B Storm Sewer System.pdf](#)

Attach - Other Supporting Documents

AR EO

 File Attachment

[1e. 2024 I&E Completed Activities.pdf](#)

AR EO

 File Attachment

[1e. NEWS Annual Report 2024 Final reduced.pdf](#)

AR IP

 File Attachment

[2c. 2024 Public Participation completed activities.pdf](#)

AR IDDE

 File Attachment

[3i. Appleton Summary Report 2024 reduced.pdf](#)

AR PP

 File Attachment

[6f. 2024 Pond Maintenance YEAR END All.pdf](#)

AR PP

 File Attachment

[6f. 2024 HSD Inspection and Cleaning.pdf](#)

AR PP

 File Attachment

[6f. 2024 Sweeper Report.pdf](#)

AR_PP

 File Attachment

[6af. Staff training combined.pdf](#)

AR_Other

 File Attachment

[2.8.1A Streams.pdf](#)

AR_Other

 File Attachment

[2.8.2 Endagered historic Wetlands.pdf](#)

AR_Other

 File Attachment

[2.8.3MS4Outfalls.pdf](#)

AR_Other

 File Attachment

[2.8.4 WPDES.pdf](#)

AR_Other

 File Attachment

[2.8.5A Stormwater Pond 2025.pdf](#)

AR_Other

 File Attachment

[2.8.5B Private BMP.pdf](#)

AR_Other

 File Attachment

[2.8.6-2.8.8 Park Muni Streets.pdf](#)

(To remove items, use your cursor to hover over the attachment section. When the drop down arrow appears, select remove item)

Attach - Permit Compliance Documents

(To remove items, use your cursor to hover over the attachment section. When the drop down arrow appears, select remove item)

Missing Information

Draft and Share PDF Report with the permittee's governing body or delegated representatives.

Press the button below to create a PDF. The PDF will be sent to the email address associated with the WAMS ID that is signed in. After the annual report has been reviewed by the governing body or delegated representative, return to the MS4 eReporting System to

submit the final report to the DNR.

[Draft and Share PDF Report](#)

Sign and Submit Your Application

Steps to Complete the signature process

1. Read and Accept the Terms and Conditions
2. Press the Submit and Send to the DNR button

NOTE: For security purposes all email correspondence will be sent to the address you used when registering your WAMS ID. This may be a different email than that provided in the application. For information on your WAMS account click [HERE](#).

Terms and Conditions

Certification: I hereby certify that I am an authorized representative of the municipality covered under Appleton City MS4 Permit for which this annual report or other compliance document is being submitted, and that the information contained in this submittal and all attachments were gathered and prepared under my direction or supervision. Based on my inquiry of the person or persons under my direction or supervision involved in the preparation of this document, to the best of my knowledge, the information is true, accurate, and complete. I further certify that the municipality's governing body or delegated representatives have reviewed or been apprised of the contents of this annual report. I understand that Wisconsin law provides severe penalties for submitting false information.

Signee (must check current role prior to accepting terms and conditions)

- Authorized municipal contact using WAMS ID.
- Delegation of Signature Authority (Form 3400-220) for agent signing on the behalf of the authorized municipal contact.
- Agent seeking to share this item with authorized municipal contact (authorized municipal contact must get WAMS id and complete signature).

Name:

Title:

Authorized Signature.

- I accept the above terms and conditions.

After providing the final authorized signature, the system will send an email to the authorized party and any agents. This email will include a copy to the final read only version of this application.

2024 ANNUAL REPORT



NORTHEAST WISCONSIN STORMWATER CONSORTIUM



2024

ANNUAL REPORT

NEWSC Mission:

To facilitate efficient implementation of stormwater programs locally and regionally that will meet DNR and EPA regulatory requirements and maximize the benefit of stormwater activities to the watershed by:

- Fostering partnerships
- Sharing Information
- Seeking Administrative Efficiency
- Pooling Financial Resources

The Northeast Wisconsin Stormwater Consortium was formed in 2005 as a subsidiary of the Fox-Wolf Watershed Alliance. The consortium is a collaborative of members with leadership elected annually from within its membership.

NORTHEAST WISCONSIN STORMWATER CONSORTIUM

PO Box 1861
Appleton, WI 54912

NEWSC Coordinator: Alyssa Reinke
Email: Alyssa@fwwa.org
Phone: (920) 851-4336

2024 NEWSC MEMBERS

Brown County	Town of Grand Chute	University of WI – Oshkosh
Calumet County	Town of Lawrence	
Fond du Lac County	Town of Ledgeview	AECOM
Outagamie County	Town of Neenah	Ayres Associates
Winnebago County	Town of Scott	Brown & Caldwell
	Town of Taycheedah	Cedar Corporation
City of Appleton	Town of Vinland	Contech Construction
City of De Pere		County Materials
City of Fond du Lac	Village of Allouez	Davel Engineering
City of Green Bay	Village of Ashwaubenon	Mach IV Engineering & Surveying
City of Kaukauna	Village of Bellevue	Martenson & Eisele
City of Manitowoc	Village of Combined Locks	McMAHON Group
City of Marinette	Village of Eden	Mead & Hunt
City of Menasha	Village of Fox Crossing	MSA Professional Services
City of Neenah	Village of Greenville	raSmith
City of Oshkosh	Village of Harrison	Robert E. Lee Associates
City of Two Rivers	Village of Hobart	Ruekert & Mielke
	Village of Howard	Westwood Professional Services
Town of Algoma	Village of Kimberly	
Town of Black Wolf	Village of Little Chute	
Town of Buchanan	Village of N. Fond du Lac	
Town of Clayton	Village of Sherwood	
Town of Friendship	Village of Suamico	
Town of Fond du Lac		



Renew Our Waters

Every choice counts.

ANNUAL REPORT PART 2: STORMWATER PROGRAM EVALUATION - MINIMUM CONTROL MEASURES

MCM #1 PUBLIC EDUCATION & OUTREACH

Topic #1: Illicit Discharge Detection & Elimination

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media or have available to residents by printing and displayed at the office or other public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Carpet Cleaning Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Professional-Carpet-Cleaning.pdf
Carpet Cleaning Website	http://www.renewourwaters.org/carpet-cleaning-2/
Carpet Cleaning Website Updated	https://fwwa.org/2023/01/18/carpet-cleaning/
Greenhouses, Garden Centers, & Nurseries Fyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Garden-Centers.pdf
Professional Power Washing Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Power-washing-for-the-professional-washer.pdf
Power Washing Website	http://www.renewourwaters.org/power-washing/
Concrete Washout Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Concrete-Washout.pdf
Construction Site Erosion & Sediment Control	http://www.renewourwaters.org/wp-content/uploads/2019/07/Construction-BMPs-Erosion-Sediment-Control.pdf
Dumpster Management Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Dumpster-Management-bilingual-pamphlet.pdf
Dumpster Managment Poster	https://drive.google.com/file/d/1736Sg155_XWFND0kH4nHq1MQowgiuD8_/view?usp=sharing_
Parking Lot Maintenance Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Parking-Lot-BMP.pdf

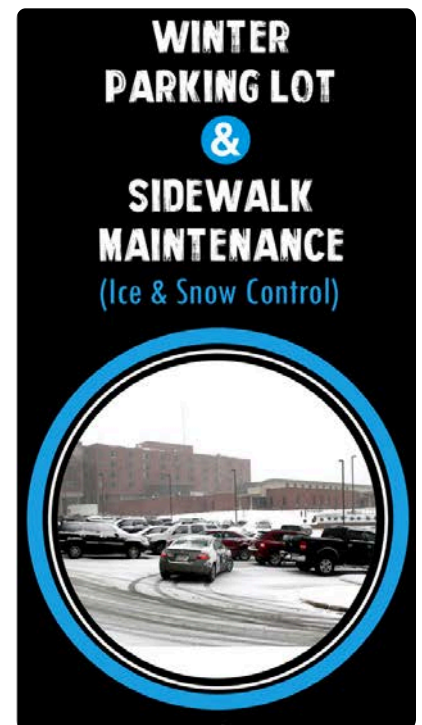
***Did you have inspectors in your community stop by any businesses this year?
Did they do illicit discharge inspections and meet with area businesses about illicit discharge?
If so, you can record those interactions as active outreach.***

MCM #1 PUBLIC EDUCATION & OUTREACH

Topic #1: Illicit Discharge Detection & Elimination

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media or have available to residents by printing and displayed at the office or other public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Parking Lot Maintenance Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Parking-Lot-BMP.pdf
Winter Parking Lot Maintenance Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/11/Parking-Lot-Maintenance-Winter-BMPs.pdf
Fish Don't Swim in Chlorine Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Pool-Spa-Discharge.pdf
Fish Don't Swim in Chlorine Website	http://www.renewourwaters.org/pools-and-spas/
Fish Don't Swim in Chlorine Website Updated	https://fwwa.org/2023/01/18/fish-dont-swim-in-chlorine-2/

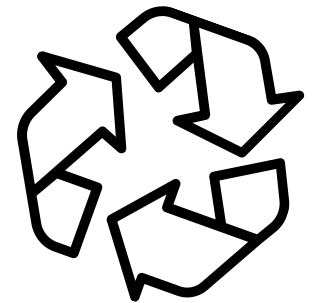
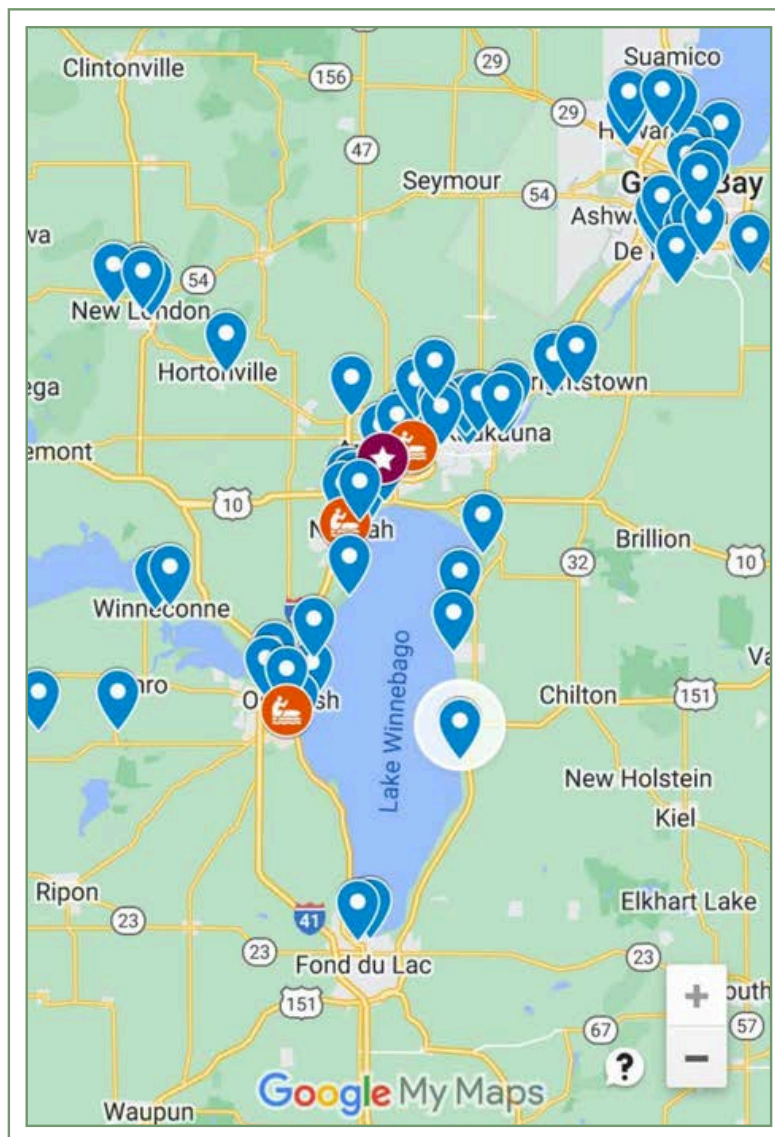


***Does your community require a permit for swimming pools?
Did someone provide in person education on maintaining and draining the pool in the permit office?
If so, you can record those interactions as active outreach.***

NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: ANNUAL WATERSHED CLEANUP - IDDE EDUCATION FOR VOLUNTEERS

Fox-Wolf Watershed Alliance hosted Northeast Wisconsin's largest volunteer trash cleanup May 4, 2024. We continue to add sites every year. Over 1,749 volunteers joined us in 2024 to clean up over 70 public sites in our watershed. Volunteers started the morning by meeting at their assigned sites, with their site leaders. They learn about trash collection and pollution (illicit discharge) in addition to how to properly retrieve, collect, and dispose of it. After the cleanup, trash weights are totaled and volunteers join us for our annual Cleanup Picnic. Fox-Wolf staff work the event to assist in the fun activities, but also to interact and educate the participants.

There are 65+ cleanup sites located along the Fox River, the Wolf River, Lake Butte des Morts, Lake Winnebago, Lake Winneconne, the East River, the bay of Green Bay, and more throughout the Fox-Wolf River Basin. If your community would like a site added for 2025, contact Sharon (CleanUp@fwwa.org). Sites should have public access. Communities are asked to provide a site leader for the 1st year.

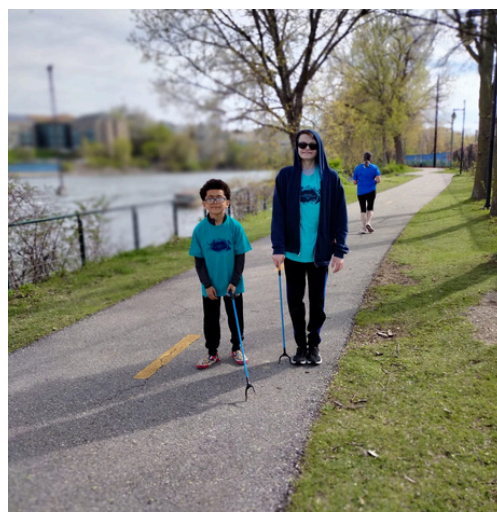


***Additional data and volunteer trash totals can be found under
MCM #2 Public Involvement and Participation (Volunteer Activities)**

NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: ANNUAL WATERSHED CLEANUP - IDDE EDUCATION FOR VOLUNTEERS CONTINUED

Total number of active education participants by community

Municipality	Number of Volunteers
Allouez	28
Appleton	247
Brown County	83
Calumet County	37
Combined Locks	35
De Pere	52
Fond du Lac	55
Fox Crossing	20
Grand Chute	12
Green Bay	107
Hortonville	59
Howard	25
Kaukauna	68
Kimberly	50
Ledgeview	25
Little Chute	61
Menasha	75
Neenah	208
New London	47
Oshkosh	180
Winnebago County	42
Winneconne	26
Wrightstown	2



NEWSG ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: 2024/2025 CHLORIDE MONITORING - IDDE EDUCATION FOR VOLUNTEERS

Chloride volunteers were trained and received active participation education. During trainings, participants learned about chlorides and their impact on our waterways, proper winter salting/maintenance practices, and Documentation numbers are below and detailed data and photos can be found on the Google Map.

<https://www.google.com/maps/d/viewer?mid=1ZhAHWpN9h-X9u77wy1HscdlSOVKNv6k&ll=44.59105053718058%2C-88.4717293&z=9>

Virtual/Online training recording:

<https://drive.google.com/file/d/1km9X-ez1StSyE5hVRooJNMIkq7hF4Qr/view?usp=sharing>

Total number of active education participants by community

Municipality	Number of Active Education Volunteers
Brown County	4
Fond du Lac County	1
Outagamie County	4
Winnebago County	4
City of Appleton	9
City of De Pere	1
City of Fond du Lac	2
City of Kaukauna	1

Municipality	Number of Active Education Volunteers
City of Menasha	6
City of Neenah	5
City of Oshkosh	5
Town of Grand Chute	3
Town of Neenah	2
Town of Taycheedah	1
Village of Fox Crossing	1
Village of Greenville	2

***Additional data and volunteer totals can be found under
MCM #2 Public Involvement and Participation (Volunteer Activities)**

Topic #2: Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media or have available to residents by printing and displayed at the office or other public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Household Hazardous Waster Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Household-Hazardous-Waste.pdf
Hazardous Waste Website	https://www.renewourwaters.com/our-pets-our-waters/
Household Hazardous Waste Website Updated	https://fwwa.org/2023/01/18/household-hazardous-waste/
Carpet Cleaning Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/carpet-cleaning.pdf
Carpet Cleaning Website	http://www.renewourwaters.org/carpet-cleaning-2/
Carpet Cleaning Website Updated	https://fwwa.org/2023/01/18/carpet-cleaning/
Kids Can Help Too Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Kids-can-help-too.pdf
Kids Can Help Too Website	http://www.renewourwaters.org/kids-can-help-too-3/
Kids Can Help Too Website Updated	https://fwwa.org/2023/01/18/kids-can-help-too/
Good Dog, Good Owner Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Good-Dog-Good-Owner.pdf
Good Dog, Good Owner Website	http://www.renewourwaters.com/our-pets-our-waters/
Good Dog, Good Owner Website Update	https://fwwa.org/2023/01/18/good-dog-good-owner/
Good Dog, Good Owner Infographic	http://www.renewourwaters.org/wp-content/uploads/2019/07/Good-Dog-Good-Owner-Web-Ready.png

***Did you exhibit or do any community presentations that hit on these topics?**

If so, you can record those interactions as active outreach.

Did you issues dog licenses? If you do and you talked with residents about proper pet waste management you can claim that interaction as active education.

Did you host a household hazardous waste collection day? If you did and you talked with residents about impacts of improper disposal, count this as active outreach.

Topic #2: Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing Continued

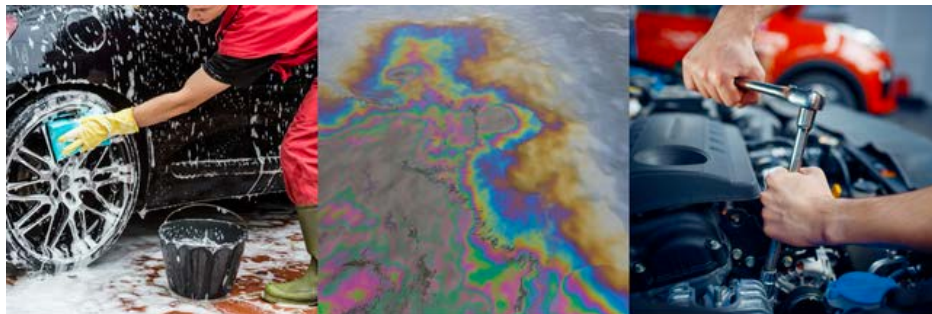
Power Washing Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Power-Washing-Home.pdf
Power Washing Website	http://www.renewourwaters.org/power-washing/
Fish Don't Swim in Chlorine Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Pool-Spa-Discharge.pdf
Fish Don't Swim in Chlorine Website	http://www.renewourwaters.org/pools-and-spas/
Fish Don't Swim in Chlorine Website Updated	https://fwwa.org/2023/01/18/fish-dont-swim-in-chlorine-2/
Vehicle Maintenance Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Vehicle-Maintenance.pdf
Vehicle Maintenance Website	http://www.renewourwaters.org/vehicle-maintenance-2/
Vehicle Maintenance Website Updated	https://fwwa.org/2023/01/18/vehicle-maintenance/
Car Washing Infographic	http://www.renewourwaters.org/wp-content/uploads/2019/07/Car-on-GrassSM.jpg

In 2023, we started to update and reformat a lot of our content. If you did not see our new website for Renew Our Waters, please check it out. There is still content being added in 2025.

<https://fwwa.org/what-we-do/renew-our-waters/>

Additionally, NEWSO educational flyers can be found through the member portal.

<https://fwwa.org/what-we-do/news/news-member-resources/>



***Did you exhibit or do any community presentations that hit on these topics?
If so, you can record those interactions as active outreach.**

Do you issue permits for pools? If you do and you talked with residents about pool or spa discharge you can claim that interaction as active education.

Topic #3: Yard Waste Management/Pesticide and Fertilizer Application

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media or have available to residents by printing and displayed at the office or other public venue. If used in the in the manner above: Delivery Mechanism would be passive.



Leave Your Leaves on Land Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Leave-Your-Leaves-on-Land.pdf
Leave Your Leaves on Land Website	http://www.renewourwaters.org/leave-your-leaves-on-land/
Leave Your Leaves on Land Website Updated	https://fwwa.org/2023/09/26/leaveyourleavesonland/
The Perfect Lawn Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/The-Perfect-Lawn.pdf
The Perfect Lawn Website	https://www.renewourwaters.org/the-perfect-lawn-3/
Perfect Landscapes Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/The-Pefect-Landscape-7.9.19.pdf
Perfect Landscapes Website	http://www.renewourwaters.org/the-perfect-landscape/
Perfect Landscapes Website Updated	https://fwwa.org/2023/01/18/the-perfect-landscape/
Kids Can Help Too Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Kids-can-help-too.pdf
Kids Can Help Too Website	http://www.renewourwaters.org/kids-can-help-too-3/
Kids Can Help Too Website Updated	https://fwwa.org/2023/01/18/kids-can-help-too/

***Did you exhibit or do any community presentations that hit on these topics?**

If so, you can record those interactions as active outreach.

Do you have a yard waste disposal site or require a permit/pass? If you do and you talked with residents about yard waste management you can claim that interaction as active education.

Topic #3: Yard Waste Management/Pesticide and Fertilizer Application Continued

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media or have available to residents by printing and displayed at the office or other public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Ice & Snow Control Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Leave-Your-Leaves-on-Land.pdf
Ice & Snow Control Website	http://www.renewourwaters.org/ice-and-snow-control-3/
Ice & Snow Control Infographic	http://www.renewourwaters.org/wp-content/uploads/2019/07/leaf-collection.jpg
Sweep Grass Clippings Infographic	http://www.renewourwaters.org/wp-content/uploads/2019/07/grassclippingsROW.jpg

***Did you exhibit or do any community presentations that hit on these topics?
If so, you can record those interactions as active outreach.**



In 2023, we started to update and reformat our content. If you did not see our new website for Renew Our Waters, please check it out. There is still content being added in 2025. Please note, the links to the previous Renew Our Waters website will become inactive in the future. If you link to the old site on any of your pages, make sure to update these in 2025.

<https://fwwa.org/what-we-do/renew-our-waters/>

Additionally, NEWSC educational flyers can be found through the member portal.

<https://fwwa.org/what-we-do/newsc/newsc-member-resources/>

Topic #4: Stream and Shoreline Management

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media or have available to residents by printing and displayed at the office or other public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Restore Your Shore Flyer	https://drive.google.com/file/d/1Qcel0qumtuyfu204Qg9kMFa1BSZjb4DA/view?usp=sharing
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***Did you meet with homeowners to educate them on streambank erosion and BMPs to reduce erosion? You can record these discussions as active outreach.**

Topic #5: Residential Infiltration

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media or have available to residents by printing and displayed at the office or other public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Rain Barrel Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/04/Rain-Barrels-Handout.pdf
Rain Barrel Website	http://www.renewourwaters.org/rain-barrels/
Rain Barrel Website Updated	https://fwwa.org/2023/01/18/rain-barrels-2/
The Perfect Lawn Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/The-Perfect-Lawn.pdf
The Perfect Lawn Website	https://www.renewourwaters.org/the-perfect-lawn-3/
Perfect Landscapes Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/The-Pefect-Landscape-7.9.19.pdf
Perfect Landscapes Website	http://www.renewourwaters.org/the-perfect-landscape/
Perfect Landscapes Website Updated	https://fwwa.org/2023/01/18/the-perfect-landscape/
Grass Clippings Infographic	http://www.renewourwaters.org/wp-content/uploads/2019/07/grassclippingsROW.jpg

***Did you host a rain barrel workshop? If so, claim active outreach for this topic.**

NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: 2024 WINTER SOW VOLUNTEERS - STREAM & SHORELINE MANAGEMENT & RESIDENTIAL INFILTRATION

Volunteers created mini greenhouses by using milk jugs to grow the native plants. Participants were able to keep what they want from the plants they grow and any extra plants were or will be used in restoration projects for the Winnebago Waterways Program at Fox-Wolf Watershed Alliance. During the event, volunteers were also educated on the benefits of native plants on shorelines, streams, and infiltration on our landscapes.

Winter Sowing Hack: Grow Native Plants and Protect Water Quality Video:
<https://www.youtube.com/watch?v=1t-PzjC9mL4>

2024 Winter Sow Workshop:
December 18, 2024
6:00 pm - 8:00 pm
JP Coughlin Center
625 E County Rd Y, Oshkosh, WI 54901



Total number of active education participants by community

Municipality	Number of Volunteers
City of Neenah	2
City of Oshkosh	10
Outagamie County	2
Village of Greenville	1
Winnebago County	4



***Additional data and volunteer totals can be found under
MCM #2 Public Involvement and Participation (Volunteer Activities)**

Topic #6: Construction Sites/Post Construction Stormwater Management

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media or have available to residents by printing and displayed at the office or other public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Stormwater & the Construction Industry Poster	http://www.renewourwaters.org/wp-content/uploads/2019/07/Construction-BMPs-Erosion-Sediment-Control.pdf
Erosion & Sediment Control Pocket Field Guide	https://drive.google.com/file/d/1TBtgl61znizXDZyLoDRVRVNHxThD40kH/view?usp=sharing

***Did you have active discussions regarding construction site erosion control? If you used these materials or other educational materials and had meetings/trainings (even 1 on 1 meetings with builders/contractors/inspectors) then you can record that interaction as an active outreach.**

This training may have included the NEWSC Excal Video below.

Excal Visual Videos on Erosion Control available for member checkout in 2025

“Ground Control” – Stormwater for Construction BMPs

This employee training kit is designed to show employees how erosion, sediments and other potential surface water pollutants are controlled at construction sites. The program focuses on Best Management Practices (BMPs) that are widely used at most construction sites including: silt fence, stabilized entrances/exits, drop inlet protectors and others. The program illustrates how these BMPs work and how they can fail. (14 minutes)

Click here to preview from Excal Visual's site:

<https://www.excalvisual.com/ground-control-extended-preview>

BMP Master List

The purpose of the Stormwater Quality Management BMP master list is to allow MS4 and Public Works managers to easily search available stormwater and erosion control BMPs based on target pollutants, WDNR Technical Standards, and keywords. The master list provides insight into the benefits and limitations of each BMP, allowing the user to have a brief understanding of each device to help guide decision making when implementing or reviewing projects. The spreadsheet can be found on the NEWSC member resources page on newsc.org and [HERE](#).

Model Ordinance Reference Guides

NEWSC's Construction Site Erosion Control Reference Guide and Post-Construction Pollution Control Reference Guide – the companion documents to NEWSC's model ordinances – have been updated and are available for member use. The documents can be found on the NEWSC member resources page on newsc.org.

TOPIC #7: POLLUTION PREVENTION

The resources below were created by NEWSC and are available for NEWSC members to print and post by time clocks for training municipal staff. If used in the manner above: Delivery Mechanism would be passive.

Fleet Maintenance	https://drive.google.com/file/d/1fIRY40S5nhHZU_7clwGTHtDfwgLt7wbu/view?usp=sharing
Land Disturbances	https://drive.google.com/file/d/1VujZccTojAWZhjVcp4e6A9HytWjVAkGu/view?usp=sharing
Materials Storage and Spill Cleanup	https://drive.google.com/file/d/1J_2_SuMYXwmOsqdpsdIINR_0kJ3qKMu/view?usp=sharing
Parks and Ground Maintenance	https://drive.google.com/file/d/14r436EKrJM44x_iPgioWXFrspmqbTVAq/view?usp=sharing
Solid Waste Operations	https://drive.google.com/file/d/1r2gimtAsRanIpxSCevFntWMJwI5Z5tMS/view?usp=sharing
Street and Drainage Maintenance	https://drive.google.com/file/d/1KtkoijMCIPVBhv5VOhYERUIrH52NFXo/view?usp=sharing

Municipal Staff PSAs

Mowing	https://drive.google.com/file/d/1h-tz-pzbTow-xMellSeG30YkN_L-uERr/view?usp=drive_link
Leaf Collection	https://drive.google.com/file/d/1ZSndB33w39XudANHWeTFRcaRjqaP144C/view?usp=sharing
Salt, Brine, & Sand	https://drive.google.com/file/d/1W8GWi9CTSsTd1Nbzfs2UQp5rxSXYea_P/view?usp=sharing

***Did you have active pollution prevention trainings? If you used these materials or other educational materials and had meetings/trainings, then you can record that interaction as an active outreach.**

These trainings may have included the NEWSC Excal Videos below.

Did you talk about any of the Municipal Staff PSAs with any employees, at a team meeting, or during a "tool box talk"?

Topic #7: Pollution Prevention Continued

Excal Visual Videos on Pollution Prevention available for member checkout in 2025

"Rain Check" - Stormwater Pollution Prevention for MS4s

Regulated municipalities and other municipal separate storm sewer system (MS4) operators must prevent pollutants from entering their storm drainage systems. One element of this requirement is preventing stormwater pollution by municipal facilities such as fleet maintenance shops, bus barns, sanitation facilities, parks and street sweeping operations. This program shows employees how to practice good housekeeping, spill response, materials management, vehicle fueling and washing and the other BMPs profiled in the "National Menu". (Program versions run between: 19 -and up to- 31 minutes)"

Click here to preview from Excal Visual's site: <https://www.excalvisual.com/swrc-extended-preview>

"Storm Warnings" - Stormwater Pollution Prevention

This training kit is designed to provide general awareness training to employees and contractors about stormwater pollution prevention. It describes Best Management Practices (BMPs) that are useful and important at a wide range of regulated facilities. It covers good housekeeping and other BMPs that help protect stormwater run-off. The kit includes a template to guide the trainer through creating site specific training to use in addition to the general training in the video. (18 minutes)

Click here to preview from Excal Visual's site: <https://www.excalvisual.com/storm-warning-extended-preview>

Training Videos Checked Out in 2024:

Name:	Organization or Municipality:
Paul Willis	Mead & Hunt (for Town of Scott)

Check out link:

https://docs.google.com/forms/d/e/1FAIpQLSdaPN7dJq4PKjNL6E6CFOJGLzRVMZPScx4Kop69nOasXOBMMA/viewform?usp=sf_link

Did you do any other Pollution Prevention trainings in 2024 with staff?

MUNICIPAL STAFF PSA: MOWING

Smart Mowing

- Mow grass as high as possible and leave the clippings on the lawn
- Mulch grass clippings
- Put mower tire on the curb with the blower pointed to the grass while mowing

Communicate

- Ask supervisors or management about proper procedures
- Bring up issues seen on site
- Ask questions about proper fertilizer application

Debris Management

- Sweep or blow clippings onto grass from paved surfaces
- Do not put debris or clippings in storm drains or waterways
- Remove debris or litter from storm drains

Did you know?
Grass clippings and leaves add excess nutrients like nitrogen and phosphorus in our local waterways. This leads to increased risk of algae blooms. Keeping grass and leaves off of paved surfaces, away from and out of stormwater systems, and out of our waters help keep the water clean and helps your community meet their water quality standards.

TOPIC #8: GREEN INFRASTRUCTURE/LOW IMPACT DEVELOPMENT

NEWSC will be gathering resources for members to use going forward in 2025.

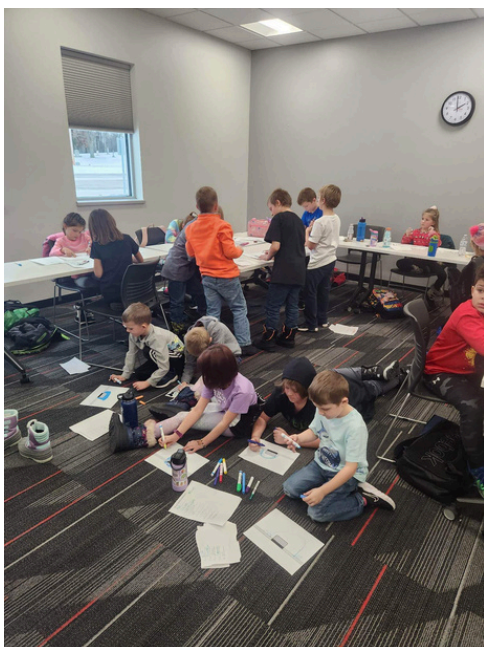
***Did you have active discussion with elected officials or developers about low impact residential design? If you had meetings/trainings or provided presentations on the topic, then you can record that interaction as an active outreach.**

ACTIVE OUTREACH THAT COVERS MULTIPLE TOPICS

The presentations and exhibiting events on the pages that follow can count towards active delivery of any of the topics identified in the table associated with the presentation.

2024 School Presentations

Stormwater Topic:	Discussed?	Stormwater Topic:	Discussed?
Illicit Discharge Detection & Elimination	YES	Residential Infiltration	YES
Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	YES	Construction Sites and Post Construction Stormwater Management	YES
Yard Waste Management/Pesticide and Fertilizer Application	YES	Pollution Prevention	YES
Stream and Shoreline Management	YES	Green Infrastructure/Low Impact Development	NO



2024 School Presentations Continued

The following presentations were provided in classrooms or virtually in NEWSC communities throughout the Fox-Wolf River Basin in 2024. These lessons covered watershed basics, how we use water, water quality, stormwater runoff pollution, floodplains, water quantity issues, green infrastructure, and tips for students and parents for reducing and preventing polluted stormwater runoff. Tools used for providing this education include: EnviroScape model, Ward's Floodplain model, stormwater find-it jars, stormwater runoff plinko, and templates for designing storm drain murals.

Name of School/School Event	Address	Date of Presentation	Number of Approximate Reach
Johnston Elementary (Appleton)	2725 E Forest St, Appleton, WI 54915	2/12/2024	60
Greenville Middle School	N1450 Fawn Ridge Dr, Greenville, WI 54942	9/23/2024	168
Freedom	N4021 Cty Rd E, Freedom, WI 54130	9/23/2024	110
Greenville Middle School	N1450 Fawn Ridge Dr, Greenville, WI 54942	9/24/2024	195
Hortonville Middle School	220 Warner St, Hortonville, WI 54944	9/24/2024	96
Xavier Middle School	2626 N Oneida St, Appleton, WI 54911	9/25/2024	100
Mount Olive Lutheran	930 E Florida Ave, Appleton, WI 54911	9/25/2024	25
St Paul Lutheran Elementary School	225 E Harris St, Appleton, WI 54911	9/25/2024	22
Janet Berry Elementary	3601 S Telulah Ave, Appleton, WI 54915	9/25/2024	70
Columbus Elementary School	913 N Oneida St, Appleton, WI 54911	9/25/2024	15



Outagamie County Conservation Field Days

- 9/23/2024; approximate reach 278
- 9/24/2024; approximate reach 291
- 9/25/2024; approximate reach 232



2024 NEWSC Exhibiting

The presentations and exhibiting events on the pages that follow can count towards active delivery of any of the topics identified in the table associated with the presentation.

Stormwater Topic:	Discussed?	Stormwater Topic:	Discussed?
Illicit Discharge Detection & Elimination	YES	Residential Infiltration	YES
Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	YES	Construction Sites and Post Construction Stormwater Management	NO
Yard Waste Management/Pesticide and Fertilizer Application	YES	Pollution Prevention	YES
Stream and Shoreline Management	YES	Green Infrastructure/Low Impact Development	NO



2024 Exhibiting



Municipality	Date	Number of Contacts
City of Appleton	1/25/2024	40
University of Wisconsin Oshkosh	1/27/2024	40
City of Oshkosh	2/1/2024	65
City of Green Bay	2/24/2024	10
University of Wisconsin Oshkosh	3/12/2024	15
City of Neenah	3/13/2024	5
Town of Ledgeview	4/2/2024	18
Town of Grand Chute	4/22/2024	112
Town of Taycheedah	4/27/2024	70
Calumet County	5/22/2024	100
City of Fond du Lac	6/8/2024	206
City of Fond du Lac	6/9/2024	347
City of Green Bay	7/11/2024	15
Brown County	8/20/2024	121
City of Appleton	8/22/2024	70
University of Wisconsin Oshkosh	8/27/2024	5
Town of Grand Chute	9/7/2024	554
City of Green Bay	10/10/2024	8
University of Wisconsin Oshkosh	11/12/2024	50
City of Neenah	12/2/2024	32

NEWSC 2025-2026 Exhibiting List

NEWSC member communities are included in an annual exhibiting plan once during the 5 year permit cycle. Communities planned for 2025 and 2026 are listed below:

2025	2026
Brown County	Calumet County
City of Appleton	City of De Pere
City of Manitowoc	City of Marinette
City of Oshkosh	Town of Algoma
Town of Fond du Lac	Town of Friendship
Town of Neenah	Town of Scott
Village of Allouez	Village of Ashwaubenon
Village of Fox Crossing	Village of Greenville
Village of Kimberly	Village of Little Chute
	Township of Empire

To ensure your space is reserved NEWSC members must:

1. **Contact the Outreach Coordinator by March 30** of the year you are scheduled with the name of the event, date of the event, and the contact information for the event organizer that you would like the Outreach Coordinator to be a part of.
2. Work with the Outreach Coordinator and the event organizer to ensure acceptance of NEWSC participation at the event. The NEWSC member must pay any exhibiting fees (if applicable) for the event. For most community events, NEWSC members are able to coordinate with the event host for a free exhibiting space, if the event chosen does not waive exhibiting fees for the community, those fees are the responsibility of the NEWSC member.

If communities do not schedule the Outreach Coordinator to participate by March 30, invitations to the Outreach Coordinator from other communities for events will be entertained and all will be accepted as time is available on a first come first serve basis. If the Outreach Coordinator is unable to exhibit in your community due to workload or date of event, NEWSC members may check out exhibiting materials from NEWSC. Promotional materials will be provided as part of the exhibiting display if NEWSC has promotional items to hand out.



ELECTED OFFICIAL EDUCATION VIDEO

NEWSC created an elected official education video. Depending on how your community utilized this resource you could mark it as passive or active education.

<https://www.youtube.com/watch?v=GSqvr7YV2mQ&t=295s>

***Did you have active discussion with elected officials or developers about low impact residential design? If you had meetings/trainings or provided presentations on the topic, then you can record that interaction as an active outreach.**

VIDEO COVERS MULTIPLE TOPICS

The presentations and exhibiting events on the pages that follow can count towards active delivery of any of the topics identified in the table associated with the presentation.

2024 Video Education

Stormwater Topic:	Discussed?	Stormwater Topic:	Discussed?
Illicit Discharge Detection & Elimination	YES	Residential Infiltration	YES
Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	YES	Construction Sites and Post Construction Stormwater Management	YES
Yard Waste Management/Pesticide and Fertilizer Application	YES	Pollution Prevention	YES
Stream and Shoreline Management	YES	Green Infrastructure/Low Impact Development	NO



PASSIVE OUTREACH THAT COVERS MULTIPLE TOPICS

NEWSC Media Continued by Topic

Topic #1: Illicit Discharge Detection & Elimination

2024 Totals

Facebook:
Likes: 578
Shares: 206
Followers: 3,112

Topic#1 Total

Facebook:
Likes: 400
Shares: 118

Date	Topic	Likes	Shares	Link
1/11/2024	Salt	5	0	https://www.facebook.com/foxwolfriver/videos/2109344372753847
1/14/2024	Salt	12	7	https://www.facebook.com/photo/?fbid=686493156998848&set=a.189201083394727
1/22/2024	Salt	51	8	https://www.facebook.com/photo/?fbid=711077137797292&set=a.581827210722286
1/24/2024	Salt	11	5	https://www.facebook.com/photo/?fbid=692028683111962&set=a.189201083394727
2/21/2024	Trash	4		https://www.facebook.com/photo/?fbid=708190061495824&set=pcb.708190131495817
2/27/2024	Generic	15	2	https://www.facebook.com/photo/?fbid=711295464518617&set=pcb.711295594518604
3/7/2024	Conference	10	1	https://www.facebook.com/photo/?fbid=716034714044692&set=pcb.716034794044684
3/11/2024	Trash	18	6	https://www.facebook.com/photo/?fbid=718099220504908&set=a.189201083394727
3/15/2024	Trash Cleanup	10	10	https://www.facebook.com/photo/?fbid=720341123614051&set=pcb.720341180280712
3/19/2024	Basin Blog - Trash	11	3	https://www.facebook.com/photo/?fbid=722489353399228&set=a.189201083394727
4/4/2024	Cleanup Promotion	8	7	https://www.facebook.com/photo/?fbid=731879809126849&set=pcb.731879849126845
5/5/2024	Cleanup Success	65	3	https://www.facebook.com/photo/?fbid=749829447331885&set=pcb.749829723998524
6/15/2024	Street Sweeping	3	4	https://www.facebook.com/photo/?fbid=774357908212372&set=a.189201083394727
6/26/2024	Firework Disposal	2	13	https://www.facebook.com/photo/?fbid=781116424203187&set=a.189201083394727
7/3/2024	Firework Disposal	0	0	https://www.facebook.com/photo/?fbid=785258997122263&set=a.189201083394727

***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media by Topic

Facebook:

Likes: 400

Shares: 118

Topic #1: Illicit Discharge Detection & Elimination Continued

Date	Topic	Likes	Shares	Link
7/14/2024	Trash	17	1	https://www.facebook.com/photo/?fbid=791492123165617&set=a.189201083394727
7/31/2024	Volunteering	10	0	https://www.facebook.com/photo/?fbid=801478855500277&set=a.189201083394727
8/5/2024	Happiest Hour	3	0	https://www.facebook.com/photo/?fbid=823808836600612&set=a.189201083394727
9/7/2024	Stormwater Exhibiting	14	2	https://www.facebook.com/photo/?fbid=825007603147402&set=a.189201066728062
9/16/2024	Stormwater Week	5	4	https://www.facebook.com/photo/?fbid=830988349215994&set=a.189201083394727
9/21/2024	Stormwater Week Edu.	8	5	https://www.facebook.com/foxwolfriver/videos/1041189674157456
9/24/2024	Salting Webinar	2	0	https://www.facebook.com/foxwolfriver/videos/1235961187601695
9/27/2024	Storm Drain PSA	4	1	https://www.facebook.com/share/p/15jhuaSh47/
10/10/2024	Happiest Hour	19	3	https://www.facebook.com/photo/?fbid=848351470813015&set=a.189201066728062
10/15/2024	Winter Workshop	4	0	https://www.facebook.com/photo/?fbid=873832111521793&set=a.581827210722286
10/19/2024	Watershed Monsters	1	0	https://www.facebook.com/foxwolfriver/videos/1115476673245343
10/22/2024	Chloride Monitoring	27	18	https://www.facebook.com/share/p/1BV8Xcm3X8/



***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media by Topic

Topic #1: Illicit Discharge Detection & Elimination Continued

Facebook:

Likes: 400

Shares: 118

Date	Topic	Likes	Shares	Link
10/26/2024	Smart Salting Workshop	2	1	https://www.facebook.com/share/p/12MpJdxA6aj/
10/29/2024	Chloride Montitoring	6	2	https://www.facebook.com/share/v/15n4Ey6Mrk/
11/5/2024	Thank you Volunteers	17	2	https://www.facebook.com/share/v/19oVGdeGkx/
11/16/2024	Storm Drains	9	2	https://www.facebook.com/share/p/1DksDtrqPA/
12/2/2024	Smart Salting Workshop	11	6	https://www.facebook.com/share/p/1DaUEPpFqg/
12/20/2024	Salting Podcast	6	1	https://www.facebook.com/share/p/15VQiqiYfz/
12/23/2024	Chloride Montitoring	6	1	https://www.facebook.com/share/p/1Gjp4Ebfks/
12/31/2024	Basin Blog	4	0	https://www.facebook.com/share/p/1QEzgrLwKA/



***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media by Topic

Topic #2: Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing

Facebook:

Likes: 13

Shares: 8

Date	Topic	Likes	Shares	Link
3/11/2024	Carpet Cleaning	1	2	https://www.facebook.com/photo/?fbid=718210637160433&set=pcb.718210670493763
6/19/2024	Pet Waste	2	2	https://www.facebook.com/photo/?fbid=776611094653720&set=a.189201083394727
7/13/2024	Vehicle Washing	7	2	https://www.facebook.com/photo/?fbid=790892793225550&set=a.189201083394727
8/4/2024	Pet Waste	3	1	https://www.facebook.com/photo/?fbid=803689328612563&set=a.189201083394727
10/25/2024	Household Waste Disposal	0	1	https://www.facebook.com/share/p/1Dx1KACpQR/

***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media by Topic
Topic #3: Yard Waste Management/Pesticide and Fertilizer Application

Facebook:

Likes: 70

Shares: 55

Date	Topic	Likes	Shares	Link
5/8/2024	Phosphorus	20	4	https://www.facebook.com/photo/?fbid=751674447147385&set=a.189201083394727
6/4/2024	Grass Clippings	31	40	https://www.facebook.com/photo/?fbid=767796502201846&set=a.189201083394727
8/8/2024	Grass Clippings	8	7	https://www.facebook.com/photo/?fbid=806233481691481&set=a.189201083394727
10/24/2024	Leaf Collection	11	4	https://www.facebook.com/photo/?fbid=858269156487913&set=a.189201083394727

NEWSC Media by Topic

Facebook:

Likes: 31

Shares: 12

Topic #4: Stream and Shoreline Management

Date	Topic	Likes	Shares	Link
2/21/2024	Shoreline plants	4	0	https://www.facebook.com/photo/?fbid=708190061495824&set=pcb.708190131495817
3/6/2024	Shoreline Mudflats	6	6	https://www.facebook.com/photo/?fbid=715569544091209&set=a.189201083394727
4/28/2024	Shoreline Planting	21	6	https://www.facebook.com/photo/?fbid=745493297765500&set=a.189201083394727

Facebook:

Likes: 64

Shares: 13

Topic #5: Residential Infiltration

Date	Topic	Likes	Shares	Link
2/21/2024	Rain	4		https://www.facebook.com/photo/?fbid=708190061495824&set=pcb.708190131495817
4/26/2024	Rain Barrels	22	3	https://www.facebook.com/photo/?fbid=744403474541149&set=pcb.744403537874476
5/24/2024	Rain Gardens	10	1	https://www.facebook.com/photo/?fbid=761490609499102&set=a.189201083394727
9/4/2024	Native Plantings	2	3	https://www.facebook.com/foxwolfriver/videos/3955539928007609
9/7/2024	Native Plantings	5	2	https://www.facebook.com/foxwolfriver/videos/1009406727351421
9/10/2024	Native Plantings	15	3	https://www.facebook.com/reel/1731651647575750/?s=single_unit
11/18/2024	Winter Sow	6	1	https://www.facebook.com/share/185gQbGMyo/

NEWSC Media/News Coverage

Estimated reach for Media/News Coverage by the following sources is 100,000+ and is a passive form of outreach/education.

Media Outlet	Topic	Publish Date	Link
WFRV Channel 5	Smart Salting	1/29/2024	https://www.wearegreenbay.com/local5live/celebrate-the-fox-river-when-you-focus-on-fox/
Maino & the Mayor	Cleanup & Shoreline Restoration	4/7/2024	Radio Segment
WHBY	Cleanup & Shoreline Restoration	6/17/2024	Radio Segment
WFRV	Watershed Education & Celebration	9/19/2024	https://www.wearegreenbay.com/news/local-news/local-5-meteorologist-ryan-kudish-honored-with-2024-impact-award-for-sustainably-speaking-series/
WFRV	Watershed Education & Celebration	10/11/2024	https://www.wearegreenbay.com/news/local-news/local-5-meteorologist-ryan-kudish-honored-with-2024-impact-award-for-sustainably-speaking-series/



Did any of your local news stations or papers do or write a story about your stormwater work?

ANNUAL REPORT PART 2: STORMWATER PROGRAM EVALUATION MINIMUM CONTROL MEASURES MCM # 2 PUBLIC INVOLVEMENT AND PARTICIPATION - VOLUNTEER ACTIVITIES

NEWSC Active Delivery on Behalf of Members:

Volunteer Event - Annual Watershed Cleanup May 4, 2024

Fox-Wolf Watershed Alliance continues to add sites every year. If your community would like a site added for 2024, contact Sharon (CleanUp@fwwa.org). Sites should have public access. Communities are asked to provide a site leader for the 1st year.

2024 Fox-Wolf Watershed Cleanup Results	
1749 volunteers	70 sites
7805 pounds of trash removed	181 bags of recyclables recovered
95 syringes	33 tires

FOX-WOLF WATERSHED ALLIANCE www.fox-wolf.org

Thank you!



2024 Annual Cleanup Volunteer Totals by Community

Municipality	Number of Volunteers
Allouez	19
Appleton	196
Brown County	71
Calumet County	48
Combined Locks	41
De Pere	42
Fond du Lac	98
Fox Crossing	20
Grand Chute	11
Green Bay	114
Hortonville	52
Howard	23
Kaukauna	76
Kimberly	63
Ledgeview	38
Little Chute	56
Menasha	76
Neenah	118
New London	35
Oshkosh	226
Winnebago County	87
Winneconne	43
Wrightstown	24



Chloride Monitoring: Fall 2024/Winter 2025

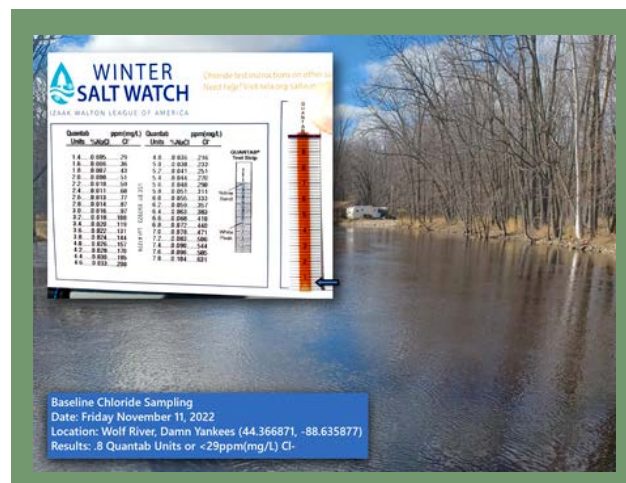
This is considered active participation. Documentation numbers are below and detailed data and photos can be found on the Google Map.

<https://www.google.com/maps/d/viewer?mid=1ZhAHWpN9h-X9u77wy1HscdlSOVKNv6k&ll=44.59105053718058%2C-88.4717293&z=9>

Data:

https://docs.google.com/spreadsheets/d/1ZKZH_Jua2xxiT9dkKXdXZ2D-eJgWL14_WVcfD_IcUZs/edit?usp=sharing

Municipality	Number of Active Education Volunteers	Municipality	Number of Active Education Volunteers
Brown County	4	City of Menasha	6
Fond du Lac County	1	City of Neenah	5
Outagamie County	4	City of Oshkosh	5
Winnebago County	4	Town of Grand Chute	3
City of Appleton	9	Town of Neenah	2
City of De Pere	1	Town of Taycheedah	1
City of Fond du Lac	2	Village of Fox Crossing	1
City of Kaukauna	1	Village of Greenville	2



NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: 2024 WINTER SOW VOLUNTEERS - STREAM & SHORELINE MANAGEMENT & RESIDENTIAL INFILTRATION

This is considered active participation of residents.

Volunteers created mini greenhouses by using milk jugs to grow the native plants. Participants were able to keep what they want from the plants they grow and any extra plants were or will be used in restoration projects for the Winnebago Waterways Program at Fox-Wolf Watershed Alliance. During the event, volunteers were also educated on the benefits of native plants on shorelines, streams, and infiltration on our landscapes.

Winter Sowing Hack: Grow Native Plants and Protect Water Quality Video:

<https://www.youtube.com/watch?v=1t-PzjC9mL4>

2024 Winter Sow Workshop:
December 18, 2024
6:00 pm - 8:00 pm
JP Coughlin Center
625 E County Rd Y, Oshkosh, WI 54901



Total number of active education participants by community

Municipality	Number of Volunteers
City of Neenah	2
City of Oshkosh	10
Outagamie County	2
Village of Greenville	1
Winnebago County	4



OTHER NEWSCLIFF EFFORTS:

Workshops and Trainings

Winter Maintenance Workshop - Smart Salting for Wisconsin Roads

Training for winter maintenance professionals who remove snow, apply roads salt or maintain snow removal equipment. Attendees learned how using the right amount of salt can save time, budget and our waters.

The training included: Best Management Practices to keep paved areas safe, guidance on how to determine the right amount of salt to use, benefits of liquids, and case studies from local applicators.

November 6, 2024

7:30 am to 12:00 pm

Menasha Municipal Building

Name	Affiliation	Organization or Municipality	Name	Affiliation	Organization or Municipality
Andrew Quella	Menasha Joint School District	City of Menasha	Joe Koffarnus	Menasha Public Works	City of Menasha
Adam Behling	Menasha Public Works	City of Menasha	Ryan McClure	Village of Greenville	Village of Greenville
Eli Leitermann	Village of Kimberly	Village of Kimberly	John Houts III	Menasha Public Works	City of Menasha
Jason Loduha	Village of Greenville	Village of Greenville	Brad Welhouse	Village of Harrison	Village of Harrison
Derek Perreault	Menasha Public Works	City of Menasha	David Kaczmarek	City of Oconto Falls	City of Oconto Falls
Ryan Koepke	Village of Harrison	Village of Harrison	Jake Kraynik	Town of Ledgeview	Town of Ledgeview
Carson Faulker	Village of Weyauwega	Village of Weyauwega	Paul Kotska	Village of Harrison	Village of Harrison
Brett Brown	Village of Greenville	Village of Greenville	Tim Van Camp	Village of Hobart	Village of Hobart
Cole Hendricks	Town of Ledgeview	Town of Ledgeview	Kevin Tadeyeske	Town of Ledgeview	Town of Ledgeview
Bryce Roberts	City of Oconto Falls	City of Oconto Falls	Vince Lazzaro	Menasha Public Works	City of Menasha
Jim Thibaudeau	City of Oconto Falls	City of Oconto Falls	Jeff Funk	Village of Harrison	Village of Harrison
Kyle Prey	Village of Weyauwega	Village of Weyauwega	Tom Becher	Greenville Public Works	Village of Greenville
Wally Remic	City of Oconto Falls	City of Oconto Falls	Jr Lacy	Town of Ledgeview	Town of Ledgeview
Brad Magnin	City of Oconto Falls	City of Oconto Falls	Anna Huber	Village of Kimberly	Village of Kimberly
Blane Shepard	Public Works	Village of Hobart	Steve Linsmeyer	Outagamie County Highway Department	Outagamie County
Daniel Vanbuskirk	City of Menasha	City of Menasha			

OTHER NEWS EFFORTS:

Workshops and Trainings Continued

Winter Maintenance Workshop - Smart Salting for Parking Lots & Sidewalks

Training for winter maintenance professionals who remove snow, apply roads salt or maintain snow removal equipment. Attendees learned how using the right amount of salt can save time, budget and our waters.

The training included: Best Management Practices to keep paved areas safe, guidance on how to determine the right amount of salt to use, benefits of liquids, and case studies from local applicators.

November 7, 2024

7:30 am to 11:00 am

University Wisconsin Oshkosh Culver Family Welcome Center

Name	Affiliation	Organization or Municipality
Jack Rentmeester	Town of Ledgeview	Town of Ledgeview
Mitch Deniswicz	City of Appleton	City of Appleton
Tim Van Alstine	City of Appleton	City of Appleton
Caleb Oberndorfer	University of Wisconsin Oshkosh	University of Wisconsin Oshkosh
Ean Wilson	University of Wisconsin Oshkosh	University of Wisconsin Oshkosh
Michale Bychinski	Hoefflers Landscaping and Snow Plowing LLC	Hoefflers Landscaping and Snow Plowing LLC
Dia Meyer	Landmark Landscaping	Landmark Landscaping
Robert Mihr	University of Wisconsin Oshkosh	University of Wisconsin Oshkosh
Sean Coveney	Hoefflers Landscaping and Snow Plowing LLC	Hoefflers Landscaping and Snow Plowing LLC
Xander Kracium	University of Wisconsin Oshkosh	University of Wisconsin Oshkosh
Chris Poeschl	Oshkosh School District	Oshkosh School District
Darren Gilgen	Chippewa Valley Technical College	Chippewa Valley Technical College
Ryan McDonough	Oshkosh School District	Oshkosh School District
Greg Weber	Chippewa Valley Technical College	Chippewa Valley Technical College
Joseph Gunderson	CVTC - Eau Claire	CVTC - Eau Claire
Rick Metz	Oshkosh Wastewater Plant	Oshkosh Wastewater Plant
Brady Baldry	Winnebago Mental Health Institution	Town of Winnebago
Kris Hockers	Outagamie County Parks Department	Outagamie County Parks Department
Connor Gehrke	Outagamie County Parks Department	Outagamie County Parks Department
Tricia Walters	Outagamie County Parks Department	Outagamie County Parks Department
David McKinney	University of Wisconsin Oshkosh	University of Wisconsin Oshkosh

OTHER NEWS EFFORTS:

Workshops and Trainings Continued

Winter Maintenance Training

Training for winter maintenance professionals who remove snow, apply roads salt or maintain snow removal equipment. Attendees learned how using the right amount of salt can save time, budget and our waters.

The training included: Best Management Practices to keep paved areas safe, guidance on how to determine the right amount of salt to use, benefits of liquids, and case studies from local applicators.

November 6, 2024

1:00 pm - 2:00 pm

Outagamie County Highway Department

Attendees: 60



Winter Maintenance Training

Training for winter maintenance professionals who remove snow, apply roads salt or maintain snow removal equipment. Attendees learned how using the right amount of salt can save time, budget and our waters.

The training included: Best Management Practices to keep paved areas safe, guidance on how to determine the right amount of salt to use, benefits of liquids, and case studies from local applicators.

November 7, 2024

2:00 pm - 3:00 pm

University of Wisconsin Oshkosh - Facilities Management and Janitorial Staff

Attendees: 40

ANNUAL REPORT PART 3: STORMWATER PROGRAM EVALUATION MINIMUM CONTROL MEASURES MCM # 4 CONSTRUCTION SITE RUNOFF CONTROL

NEWSC Model Ordinances & Reference Guides:

Construction Site Ordinance & Construction Site Reference Guide

NEWSC has an existing support model ordinance and reference guide for construction sites to support communities with MCM #4 of their MS4 permit. These are updated with changes to the permit. With the permit delay in 2024, these will be updated when the new permit comes out and will be available for use. Members should utilize the current versions of the documents until the new permit is enacted. These model ordinances and references guides are available year round through the [NEWSC member resources page](#) as well.

- [NEWSC Construction Site Model Ordinance](#)
 - [NEWSC Reference Guide Construction Site Erosion Control](#)
 - [Appendices](#)
-

ANNUAL REPORT PART 4: STORMWATER PROGRAM EVALUATION MINIMUM CONTROL MEASURES MCM # 5 CONSTRUCTION SITE RUNOFF CONTROL

NEWSC Model Ordinances & Reference Guides:

Post-Construction Ordinance & Post-Construction Reference Guide

NEWSC has an existing support model ordinance and reference guide for construction sites to support communities with MCM #5 of their MS4 permit. These are updated with changes to the permit. With the permit delay in 2024, these will be updated when the new permit comes out and will be available for use. Members should utilize the current versions of the documents until the new permit is enacted. These model ordinances and references guides are available year round through the [NEWSC member resources page](#) as well.

- [NEWSC Post-Construction Model Ordinance](#)
- [NEWSC Reference Guide Post-Construction Stormwater Management](#)
- [Appendices](#)

Thank you 2024 Leadership Council Members!

<p>Chair Brent Jalonen (2024 -2026) Calumet County</p>	<p>Vice-Chair Rich Heath (2022-2024) Town of Algoma</p>	<p>Secretary/Treasurer Kelly O'Malley (2023-2025) City of Green Bay/GEI</p>	<p>Past-Chair Heath Kummerow (2023-2025) City of De Pere</p>
<p>Municipal Committee James Rabe (2022-2024) City of Oshkosh</p>	<p>General Public Committee Andy Maracini (2022-2024) Winnebago County</p> <p>Interim Chair: Danielle Santry Calumet County</p>	<p>Building & Development Committee Brad Hartjes (2021-2024) raSmith</p>	<p>Stormwater Quality Management Committee Sue Olson (2023-2024) City of Appleton</p>
<p>Member-At-Large Dani Santry (2022-2024) Calumet County</p>	<p>Member-At-Large Paul Willis (2023-2025) Mead & Hunt</p>	<p>Member-At-Large Mark Van Der Wegen (2023-2025) Town of Grand Chute/raSmith</p>	

Thank you 2024 Committee Members!

General Public Committee	Municipal Committee	Stormwater Quality Management Committee	Building & Development Committee
<p>Andy Maracini - Winnebago County Dani Santry - Calumet County George Dearborn - Village of Fox Crossing Brian Wayner - Westwood Professional Services Chad Pelishek - Village of Harrison</p>	<p>James Rabe - City of Oshkosh h Scott Ahl - City of Two Rivers John Neumerier - City of Kaukauna Sue Olson - City of Appleton Casey Canady - City of Oshkosh Jason Tucker - Town of Grand Chute</p>	<p>Sue Olson - City of Appleton George Dearborn - Village of Fox Crossing Paul Willis - Mead & Hunt Abby Maslanka - Martenson & Eisle Justin Keen - Cedar Corporation Heather Zaubmueller - AECOM Chuck Boehm - Brown & Caldwell Brent Jalonen - Calumet County Joe Hoechst - Village of Fox Crossing Mark Van Der Wegen - raSmith</p>	<p>Brad Hartjes - raSmith Nick Waldschmidt - City of Fond du Lac Brent Jalonen - Calumet County Patrick Kuehl - Robert E Lee & Associates Claire Ebben - Outagamie County Katie Buchalski - Ruekert-Mielke</p>

Welcome New and Returning Leadership Council Members!

<p>Chair Brent Jalonen (2024 -2026) Calumet County</p>	<p>Vice-Chair Justin Gierach (2024-2026) City of Oshkosh</p>	<p>Secretary/Treasurer Kelly O'Malley (2023-2025) GEI</p>	<p>Past-Chair Heath Kummerow (2024-2026) Town of Algoma</p>
<p>Municipal Committee John Neumeier (2025-2027) City of Kaukauna</p>	<p>General Public Committee Valerie Joosten (2025 - 2027) City of Green Bay</p>	<p>Building & Development Committee Claire Ebben (2025-2027) Outagamie County</p>	<p>Stormwater Quality Management Committee Sue Olson (2023-2025) City of Appleton</p>
<p>Member-At-Large Mark Van Der Wegen (2023-2025) raSmith</p>	<p>Member-At-Large Paul Willis (2023-2025) Mead & Hunt</p>		

Topics	Year																	
	2019		2020		2021		2022		2023		2024							
	Active	Passive	Active	Passive	Active	Passive	Active	Passive	Active	Passive	Active	Passive						
1. IDDE	4	2	2	2	5	2	4	2	4	2	4	2						
2. HHH, Pets, Vehicles, etc	3	3	2	3	3	3	2	3	2	3	2	3						
3. Yard Waste, Pesticide, Fertilizer	3	3	1	3	2	3	2	3	2	3	2	3						
4. Stream and Shoreline	3	0	2	0	2	0	2	0	3	0	3	0						
5. Residential Infiltration	0	1	0	1	0	1	1	1	2	1	4	1						
6. ESC and Post Construction	4	0	4	0	4	0	4	0	4	0	4	0						
7. Pollution Prevention	0	1	0	0	0	1	1	2	3	0	1	0						
8. Green Infrastructure/Low Impact	3	0	3	0	3	0	3	0	3	0	3	0						
Totals	20	10	14	9	19	10	19	11	23	9	23	9						

January 2025

SECTION 2.2 PUBLIC INVOLVEMENT AND PARTICIPATION

ACTIVITY	2024	2024 Completed
<p>Annual Report</p> <p>Due to WDNR March 31 each year</p>	<p>Target Participants:</p> <p>General Public Elected Officials</p> <p>Delivery Mechanism:</p> <p>Committee agenda on website Utilities Committee meeting Common Council meeting</p> <p>Date: March</p>	<p>March 8, 2024 March 12, 2024 March 20, 2024</p>
<p>Stormwater Management Program</p> <p>No Program Changes in 2024</p>	<p>Target Participants:</p> <p>General Public Elected Officials</p> <p>Delivery Mechanism:</p> <p>Committee agenda on website Committee meeting Common Council meeting</p> <p>Date: Once per year</p>	<p>None</p>
<p>Ordinance Updates</p> <p>Erosion and Sediment Control</p> <p>Illicit Discharge</p> <p>Post Construction Stormwater Management</p>	<p>Target Participants:</p> <p>General Public Elected Officials Design Consultants Developers Contractors</p> <p>Delivery Mechanism:</p> <p>Committee agenda on website Utilities Committee Presentation Common Council meeting</p> <p>Date: As needed</p>	<p>There were no ordinance changes in 2024</p>
<p>Volunteer Activity</p>	<p>Target Participants:</p> <p>General Public City Staff</p> <p>Delivery Mechanism:</p> <p>Sponsor FWWA Cleanup</p> <p>Date: Spring</p>	<p>Sponsored at \$2,500 level</p> <p>May 4, 2024</p>



DEPARTMENT OF
**PUBLIC
HEALTH**

MEMORANDUM

Date: 3/4/2025

To: Board of Health and Common Council

From: Charles E Sepers, Jr, PhD, Health Officer/Director

Subject: Noise Variance Fee Schedule Proposal

Purpose and Background

The process of issuing noise variances—which temporarily suspend the noise ordinance for events exceeding the Municipal Code's noise limits, typically for live music—remains time-consuming for staff despite multiple process improvements, automations, and policy revisions. Noise variances granted to retail food establishments serving meals and taverns have led to frequent neighbor complaints, requiring technical assistance and mediation by city staff. Nevertheless, live music and special events remain vital pillars of cultural expression and entertainment, contributing significantly to Appleton's thriving tourism economy.

As part of the Appleton Common Council's Approval of the 2025 budget, a new revenue line item for noise variance fees to the Appleton Health Department was approved. After much deliberation, comparison of comparable communities, and internal and external stakeholder discussions, the noise variance fee schedule is presented to the Board of Health and Appleton Common Council for consideration.

Fee Schedule

\$75 per month for any noise variance requests covering a calendar month, (regardless of whether residential or commercial). There is no limit on the number of days that can be included within a single monthly variance. Requests spanning multiple months will require separate variances at \$75 per month.

\$50 per week for any noise variance request covering a single calendar week (regardless of whether residential or commercial). For weekly requests, there is no limit on the number of days requested within that week. Requests for multiple weeks in the same month may instead be processed as a monthly variance at \$75 per month.

\$25 per day for any noise variance request covering a single day (regardless of whether residential or commercial). If multiple dates are requested within the same calendar week (Monday–Sunday), the weekly rate of \$50 will apply.

The following entities would be exempt from the fee schedule, but would otherwise be subjected to the terms outlined in the Appleton Municipal Code:

- Non-profit entities
- Special Event License holders
- Those renting park or pavilion amenities through the Department of Parks and Recreation
- Conditional Noise Variances as approved by the Board of Health

Recommendation

We request that the Common Council, by way of the Board of Health, adopt the proposed noise variance fee schedule. The fee schedule, outlined here, will achieve the projected revenue approved by the Common Council within the 2025 Budget.

28-25

**AN ORDINANCE AMENDING SECTION 19-86 OF CHAPTER 19 OF THE MUNICIPAL CODE OF THE CITY OF APPLETON, RELATING TO PARKING RESTRICTIONS.
(Municipal Services Committee 03-19-2025)**

The Common Council of the City of Appleton does ordain as follows:

Section 1: That Section 19-86 of Chapter 19 of the Municipal Code of the City of Appleton, relating to parking restrictions, is hereby created as follows. This ordinance supersedes and repeals any conflicting ordinance regarding parking in the designated area.

Parking be prohibited on Glendale Avenue from a point 135 feet west of Meade Street to a point 160 feet east of Meade Street.

Section 2: This ordinance shall be in full force and effect from and after its passage and publication, and upon its passage and publication, the Traffic Engineer is authorized and directed to make the necessary changes in the Parking District Map in accordance with this Ordinance.