



REGULAR VILLAGE BOARD MEETING

MEETING NOTICE AND AGENDA VILLAGE OF WHITEFISH BAY 5300 North Marlborough Drive

Monday, November 21, 2016, 6:00PM

- I. Call to Order and Roll Call
- II. PUBLIC HEARING ON 2017 VILLAGE BUDGET
 1. Public Discussion
 2. Board Discussion
- III. Consent Agenda – Upon request of any Trustee, any item may be removed from the Consent Agenda for separate consideration under General Business.
 1. Minutes of regular meeting held on November 7, 2016.
 2. Investment report for October, 2016.
 3. Referral of Ordinance to Plan Commission (Ord. No. 1828 Regarding Member Composition of the Historic Preservation Commission).
 4. 2017 Whitefish Bay Business Improvement District Operating Plan.
- IV. Report of Village Officers
 1. Village Attorney
 2. Village Manager
 3. Village President
 4. Miscellaneous Trustee Reports
- V. Petitions and Communications – This is an opportunity for anyone to address the Village Board on any issue NOT on the current agenda. While the Board encourages input from residents of the Village, it may not discuss or act on any issue that is not duly noticed on the agenda.

VI. General Business

1. Presentation by North Shore Health Department Director/Health Officer Ann Christiansen (includes potential Village Board discussion).
2. Traffic Study Presentation by TADI (Silver Spring Drive and other Miscellaneous Locations) (includes potential Village Board discussion).
3. Discussion/action to adopt Resolution No. 2981 – A Resolution to Increase Local Sewer User Charges.
4. Discussion/action to adopt Resolution No. 2982 to adopt the 2017 Budget for the following utility funds:
 - Water Utility
 - Sewer Utility
 - Stormwater Utility
 - Parking Utility
5. Discussion/action to adopt Resolution No. 2983 to extend the tax levy for the year 2016 and to adopt the 2017 Budget for the following funds:
 - General Fund
 - Library Fund
 - Debt Service Fund
 - Capital Fund
 - Special Assessment Fund
 - Borrowed Money Fund
 - TID No.1 Fund
 - TID No. 2 Fund
6. Discussion/action to adopt Resolution No. 2984 authorizing the extension of assessments, special charges, and delinquencies on the 2016 tax roll for the following:
 - Streets, sidewalks, alleys and sewer improvement assessments
 - Business Improvement District assessments
 - Alley lighting charges
 - Delinquent water/sewer/stormwater user charges
 - Miscellaneous delinquent charges
7. Discussion/action on Ordinance No. 1829 to amend the Traffic Code (regarding an overnight parking permit zone in the 4800 block of Santa Monica Blvd. and a No Parking during School Days zone on Wildwood Ave.).

8. The Village Board may convene into Closed Session pursuant to Wisconsin State Statute §19.85(1)(e) deliberating or negotiating the purchase of public property, investing of public funds, conducting other specified business whenever competitive and/or bargaining reasons require a closed session – specifically regarding parking lot lease negotiations with the First Church of Christ Scientist - WFB.
9. The Village Board may reconvene to open session. The Village Board reserves the right to take action on any topic discussed in closed session.

VII. Adjourn

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. Contact Village Hall at (414) 962-6690. It is possible that members of and possibly a quorum of members of other Boards, Commissions, or Committees of the Village including in particular the Business Improvement District Board may be in attendance in the above stated meeting to gather information; no action will be taken by any other Boards, Commissions, or Committees of the Village except by the Board, Commission, or Committee noticed above. Agendas and minutes are available on the Village website (www.wfbvillage.org)

REGULAR VILLAGE BOARD MEETING

A regular meeting of the Board of Trustees of Whitefish Bay was held in the Village Board Room of Village Hall, 5300 North Marlborough Drive, November 7, 2016

Pursuant to law, written notice of this meeting was given to the press and posted on the public bulletin boards.

I. Call to Order and Roll Call

Trustee Miller called the meeting to order at 5:00 pm.

Present: Trustees Saunders, Demet, Miller, Fuda, Serebin, Davis and President Siegel (arrived at 5:03pm).

Also Present: Village Manager Steve Sheiffer
Village Attorney Chris Jaekels
Director of Public Works John Edlebeck
Library Director Nyama Marsh
Director of Building Services Joel Oestreich
Communications Specialist Jenny Heyden
Assistant Manager Paul Boening
Staff Engineer Spencer Charczuk

II. Consent Agenda

It was moved by Trustee Fuda, seconded by Trustee Demet, and unanimously carried by the Village Board to approve the following items on the consent agenda;

1. Minutes of regular meeting held on October 17, 2016.
2. Claims for October, 2016.
3. Resolution No. 2980 relating to the 2017 North Shore Fire Department Fees for Service.
4. Appointment of Election Inspectors – terms to expire on 12/31/17.

III. Petitions and Communications - None

IV. General Business

- 1. Discussion/action on Ordinance No. 1825 to amend the Plumbing Code (to allow homeowners to obtain permits for minor plumbing work).**

It was moved by Trustee Fuda, seconded by Trustee Demet, and unanimously carried by the Village Board to adopt Ordinance No. 1825 to amend the Plumbing Code (to allow homeowners to obtain permits for minor plumbing work).

- 2. Discussion/action on Ordinance No. 1826 to amend the Preface to the Building Code (to revise the approval process for small sheds, clarify the language pertaining to Air Conditioning Systems and increasing the height of playsets requiring ARC approval).**

It was moved by Trustee Fuda, seconded by Trustee Demet, and unanimously carried by the Village Board to adopt Ordinance No. 1826 to amend the Preface to the Building Code (to revise the approval process for small sheds, clarify the language pertaining to Air Conditioning Systems and increasing the height of playsets requiring ARC approval).

3. Discussion/ action on Ordinance No. 1827 to amend Section 8.01(5) of the Municipal Code to allow the use of outdoor “fire pits” subject to specific conditions.

It was moved by Trustee Saunders, seconded by Trustee Davis, and unanimously carried by the Village Board to adopt Ordinance No. 1827 to amend Section 8.01(5) of the Municipal Code to allow the use of outdoor “fire pits” subject to specific conditions subject to deletion of tobacco provision.

4. Continued discussion/action on the 2017 Village Budget.

The Board and Village Manager Steve Sheiffer continued discussion of the 2017 Village Budget.

5. Study session on Village Parks.

The Board and Village Manager Steve Sheiffer discussed the Village Parks.

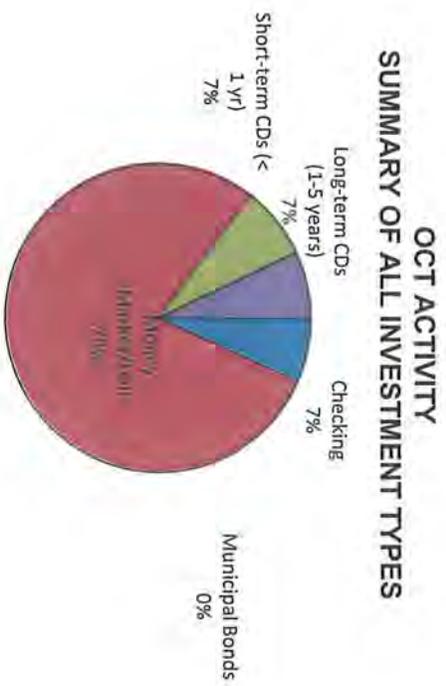
VI. Adjourn

There being no further business, it was moved by Trustee Saunders, seconded by Trustee Fuda, and unanimously carried by the Village Board to adjourn the meeting at 7:00pm.

Caren Brustmann
Deputy Clerk

Summary of Investments 10/31/2016

Cash/Investment Type	Balance End of Month
BMO Harris Checking Account	\$ 1,397,563.00
LGIP	
Interest earned	\$ 16,503,735.13
	\$ 6,350.22
General Investments	
Money Market	\$ 22,689.39
Short-term CDs (less than 1 year)	\$ 1,337,805.25
Long-term CDs (1-5 years)	\$ 1,480,249.92
Municipal Bonds	\$ -
Interest Accrued	\$ 7,511.61
General Bond Proceeds	
Money Market	\$ -
Short-term CDs (less than 1 year)	\$ 250,000.00
Long-term CDs (1-5 years)	\$ -
Municipal Bonds	\$ -
Interest Accrued	\$ 2,034.25
Total - all Sources	
Checking	\$ 1,397,563.00
Money Market/LGIP	\$ 16,526,424.52
Short-term CDs (less than 1 year)	\$ 1,587,805.25
Long-term CDs (1-5 years)	\$ 1,480,249.92
Municipal Bonds	\$ -
Interest Accrued	\$ 15,896.08





Village of Whitefish Bay
5300 N. Marlborough Drive
Whitefish Bay, Wisconsin 53217

Phone: 414-962-6690
Fax: 414-962-5651

Memorandum

To: Steven Sheiffer, Village Manager
From: Paul Boening, Assistant Village Manager
Date: November 17, 2016
Re: Referral of Ordinance to Plan Commission (Ord. No. 1828 Regarding Member Composition of the Historic Preservation Commission).

Existing Code language requires one of the members of the Historic Preservation Commission (HPC) to be a Village Trustee. That position has been vacant since May when Trustee Saunders left the HPC to become the Trustee representative on the Library Board.

HPC Chairperson Jeff Aikin would prefer to have a Trustee Representative on the Commission. However, he understands the time constraints that Village Board members face as a result of their other commitments. Rather than have a vacancy on the HPC, Mr. Aikin is comfortable with the prospect of adding an additional citizen member.

Staff prepared the attached Ordinance, which eliminates the requirement for one of the members to be a Village Trustee. The Plan Commission will need to review the Ordinance prior to Village Board action because the affected language is contained in the Village's Zoning Code (Chapter 16 of the Municipal Code).

The Ordinance will be brought back for final Village Board action after review by the Plan Commission.

STATE OF WISCONSIN MILWAUKEE COUNTY VILLAGE OF WHITEFISH BAY

ORDINANCE NO: 1828

**An Ordinance to Amend Section 16.25 of the Municipal Code
With Regard to Member Composition of the Historic Preservation Commission**

The Village Board of the Village of Whitefish Bay, Milwaukee County, Wisconsin does ordain as follows:

Section One: Section 16.25(3) of the Municipal Code is hereby amended to delete the words “one shall be a Village Trustee”.

Section Two: All ordinances or parts of ordinances conflicting with the provisions of this Ordinance are hereby and to such extent repealed.

Section Three: This ordinance shall take effect and be in force from and after its passage and posting.

PASSED AND ADOPTED by the Village Board of Trustees of the Village of Whitefish Bay this ___ day of _____, 201__.

VILLAGE OF WHITEFISH BAY

Julie Siegel, Village President

Jennifer Amerell, Village Clerk



Village of Whitefish Bay
5300 N. Marlborough Drive
Whitefish Bay, Wisconsin 53217

Phone: 414-962-6690
Fax: 414-962-5651

Memorandum

To: Steven Sheiffer, Village Manager
From: Paul Boening, Assistant Village Manager
Date: November 17, 2016
Re: Approval of the Whitefish Bay Improvement District's 2017 Operating Plan

The Whitefish Bay Business Improvement District's 2017 Operating Plan is attached for Village Board action. The BID Board reviewed the plan at its meeting on November 4th. In accordance with State Law, Attorney Jaekels reviewed the plan and issued a legal opinion regarding its compliance with statutory requirements (also attached).

In addition to the Operating Plan, the BID Board recently adopted a Strategic Plan. A copy of that plan is attached for informational purposes only (no action required).

Whitefish Bay Business Improvement District Operating Plan 2017

A. Background

In 1984, the State of Wisconsin created Section 66.1109 of the Statutes (“BID Law”) enabling municipalities to establish Business Improvement Districts upon the petition of the owner of at least one property used for commercial purposes within the proposed district. The purpose of the law is “... to allow businesses within those districts to develop, to manage, and to promote the districts and to establish an assessment method to fund these activities.” (1983 Wis. Act 184, Section 1, legislative declaration.)

In 2008, the Village of Whitefish Bay received petitions from several owners of property (Appendix A) used for commercial purposes in the Village and within the proposed district, requesting creation of a Whitefish Bay Business Improvement District (the “BID”) for the entire Village commercial area (see map, Appendix B). The Village Board for the Village of Whitefish Bay approved this request on September 2, 2008 with adoption of the 2009 Operating Plan and the BID became effective on January 1, 2009. Pursuant to BID Law, this proposed operating plan (“BID Plan”) for the proposed BID has been developed by a group of business and property owners. The following broad objectives were identified:

- Commitment to the community and commercial interests;
- Develop marketing and public relations campaigns;
- Create a champion for the street;
- Be a liaison to the Village, commercial interests, media;
- Partnership with the Village to engage in business attraction and recruitment; and
- Organize and implement special events in the district.

The formation of the BID was suggested as the best means to provide the leadership, organization, and funding to achieve these objectives.

B. Goals of the Business Improvement District

A business improvement district creates a mechanism for nonresidential property owners to levy and collect assessments to finance the achievement of common goal(s). The BID will be dedicated to increasing activity and improving the image of the BID. Staff with a professional or volunteer manager, the BID will create a link between service, retail, civic, and social activities. It is anticipated that these efforts will help increase BID sales volume, attract additional business investment, and enhance property values in the BID commercial areas.

An operating Board composed of property owners, tenant business owners, and residents interested in the BID, appointed by the Village President, will oversee its operation, as further defined in Section F, below. The Village of Whitefish Bay will collect assessments from the property owners located within the BID that will cover budget costs of carrying out the BID Plan, as further defined in Section G, below.

C. Adoption Process

The BID Law establishes a specific process for reviewing and approving proposed districts, which will be followed in relation to the BID and Village meeting schedule, including the following steps:

October – BID Board to discuss the Operating Plan for the upcoming year.

November – BID Board to adopt the Operating Plan for the upcoming year and recommend its approval to the Whitefish Bay Village Board.

November – Village Board to review and adopt the BID’s Operating Plan for the upcoming year.

January 1 – The adopted Operating Plan becomes effective.

D. Boundaries

The BID consists generally of an area bounded by Lake View Avenue on the north, Lake Drive/Danbury Road on the east, Silver Spring Drive on the south, and Lydell Avenue on the west. The exact boundaries of the BID are shown in Appendix B, which is attached hereto and incorporated herein by this reference. Nearly all commercial property within the Village of Whitefish Bay will be included in this BID.

E. Objectives and Budget of the Business Improvement District

Mission Statement: “To champion the downtown Whitefish Bay business district as an exceptional place to shop, live and conduct business.”

This BID Plan and the following budget are hereby adopted for the calendar year 2017:

2017 WFB BID Budget					
		2014	2015	2016	2017
INCOME		Actual	Actual	Estimate	Budget
	Sponsorships	\$ 1,500	\$ 12,434	\$ -	
	BID assessment	\$ 57,087	\$ 58,838	\$ 59,465	\$ 60,000
	CDA Contribution - marketing				\$ 20,000
	CDA Contribution - street beautification				\$ 8,500
	Event Sales	\$ 10,061	\$ 11,023	\$ -	\$ -
	Farmers Market			\$ 4,430	\$ 4,000
	Sidewalk Sale-a-Bration			\$ 9,975	\$ 10,000
	Sounds of Summer			\$ 8,455	\$ 9,000
	Holiday Stroll 2015			\$ 5,850	\$ 6,000
TOTAL INCOME		\$ 68,648	\$ 82,295	\$ 88,175	\$ 117,500
EXPENSES					
	Advertising	\$ 8,858	\$ 4,529	\$ 1,000	\$ 2,000
	Holiday Stroll	\$ 6,386	\$ 17,877	\$ 17,877	\$ 17,500
	Farmers Market	\$ -	\$ -	\$ 49	\$ 500
	Sidewalk Sale-a-Bration	\$ -	\$ 16,332	\$ 9,734	\$ 10,000
	Sounds of Summer	\$ 2,258	\$ 2,731	\$ 7,200	\$ 7,500
	Insurance	\$ 1,142	\$ 1,496	\$ 1,219	\$ 1,500
	Internet	\$ 826	\$ 1,680	\$ 265	\$ 500
	Office Supplies	\$ 145	\$ 508	\$ 430	\$ 500
	Professional Services	\$ 25,000	\$ 24,996	\$ 24,996	\$ 55,000
	Marketing	\$ -	\$ -	\$ -	\$ 500
	Meetings				\$ 1,000
	Survey				\$ 500
	Rent	\$ 1,300	\$ 1,375	\$ 1,500	\$ 1,500
	Retail Incentive Program	\$ 20,000	\$ 20,000		
	Street Beautification	\$ 3,231	\$ 12,652	\$ 12,652	\$ 18,500
TOTAL EXPENSES		\$ 69,146	\$ 104,176	\$ 76,922	\$ 117,000
NET INCOME		\$ 498	\$ (20,399)	\$ 11,230	\$ 500

F. Operating Board

The Village President appointed the following BID Board members confirmed by the Village Board as of the adoption of this plan:

Name	Position	Type	Term
Marty Stilling	Member	Resident	2017
Ted Balistreri	Member	Bus/Prop Owner	2017
Jessica Forston	Member	Bus/Prop Owner	2019
Jeff Commer	Chairperson	Bus/Prop Owner	2018
Bryan Schauland	Treasurer	Bus/Prop Owner	2018
Kevin Schuk	Member	Bus/Prop Owner	2019
Jonathan Niehaus	Secretary	Bus/Prop Owner	2019
Phil Aiello	Member	Resident	2018
Sherry Yusuf	Member	Bus/Prop Owner	2017

The Board's primary responsibility is to implement the BID Plan, and the Board shall have all powers necessary or convenient to implement the BID Plan. In 2009, the BID Board established committees to assist in the implementation of the Operating Plan and updated committee names during recent strategic planning efforts.

- Design Committee – Review and follow up on any design or aesthetic issues that require correction within the district including maintenance needs either public or private.
- Economic Restructuring Committee – Provides financial insight to the tools necessary for revitalization of the district including incentive programs, BID budget, donations, and other fundraising. Administer the Retail Incentive Program.
- Business Outreach Committee – Works with the members of the BID to develop programs and other initiatives to assist business and property owners with their growth within the district.
- Promotions Committee – Develop and implement marketing, advertising, special events, and other promotional programs to increase the exposure of the district and businesses.

The BID Board shall have the power to contract subject to Village Board approval for any contract exceeding 75 percent of current year undesignated fund balance. This includes the power of the Board to negotiate with providers of goods and services to carry out the BID Plan; to enter into various contracts or hire for staffing; to monitor development activity; to annually revise the BID Plan; and to ensure compliance with the provision of applicable statutes and regulations.

State Law mandates that the Board be composed of at least 5 members and that a majority of the Board be owners or occupants of property within the District (or representatives of entity owners or occupants of property within the district).

The BID Board shall be structured and operate as follows:

1. Board Size: 9 members plus one ex-officio (non-voting) member of the Village of Whitefish Bay either the Village Manager or his designee.

2. Composition: At least 7 members must be owners or occupants of property within the BID. Any non-owner or non-occupant appointed to the Board shall be a resident of the Village of Whitefish Bay or represent an entity identified with Whitefish Bay. The Village President shall designate the first Chairman of this Board.
3. Terms: Appointment to the Board shall be for a period of three years except that initially 3 members shall be appointed for a period of 3 years, 3 members shall be appointed for a period of 2 years, and 3 members shall be appointed for a period of 1 year.
4. Compensation: None.
5. Meetings: All meetings of the Board shall be open to the public and governed by the Wisconsin Open Meetings Law.
6. Record Keeping: Files, records, and other materials of the Board's affairs shall be kept pursuant to public records requirements.
7. Staffing: The BID Board may contract or hire for staffing and other services as needed to carry out the Plan subject to Village Board approval for any contract exceeding 75 percent of current year undesignated fund balance.
8. Meetings: The Board shall meet regularly, at least annually. The by-laws, attached hereto as Appendix C, are incorporated herein by reference. If necessary, the Board shall adopt rules of order to govern the conduct of its meetings not inconsistent with this Plan.
9. The initial BID Board members and members who have resigned or whose terms have expired will be appointed periodically by the Village President.

On or before April 1 of each year, the Board shall submit its recommendations for appointment to the Village President for the seats of Board Members whose terms have expired or who have resigned.

G. Payment of Expenses; Method of Assessment

All expenses to be incurred by the BID pursuant to the budget set forth in Section E, above, shall be paid as incurred out of income received by the BID. The BID's income for the upcoming calendar year shall include (a) assessment revenue from property owners within the BID, (b) grant money awarded, (c) fundraising and event income, and (d) any donations made.

The principle behind the BID assessment is that the owner of each assessable property within the BID boundaries shall pay for a proportionate share of BID expenses, based on the assessed value of the property for real estate tax purposes. The assessment method is as follows: An annual assessment will be levied against each property located within the BID boundaries, and not otherwise exempted hereunder, in the amount computed by applying a \$1.60 charge per \$1,000 of assessed value for that property for general real estate tax purposes as of the date of adoption of the BID Plan for such year, subject to a maximum payment of \$3,500 per property owner. The method of assessment is expected to remain unchanged during the first 3 years of the BID's existence, unless the governing board of the BID or the Village alters the assessment pursuant to the BID Law.

Any property that is used exclusively for residential purposes will not be assessed by the BID. However, any property that is used only in part for residential purposes shall be assessed by the

BID in the proportion that the area of the property used for nonresidential purposes bears to the total area of the property.

Property exempt from general real estate taxes has been excluded from the BID. Owners of tax exempt property adjoining the BID and expected to benefit from the BID activities will be asked to make a financial contribution to the BID on a voluntary basis. Funds collected in this manner in any given year shall be used to reduce the assessment against taxable property in the District for the following year. In addition, those exempt properties adjoining the BID which are later determined no longer to be exempt from general property taxes shall automatically become included with the BID and subject to assessment under any current operating plan without necessity to undertake any other act.

The BID assessment for each property will be calculated by the Board and will be submitted to the Village of Whitefish Bay together with an annual operating plan, prior to the time each year that tax bills are printed. The Village shall include the approved BID assessments as a separate line item on the next real estate tax bill issued for each property within the BID boundaries. The Village shall collect the assessment with the taxes as a special charge and shall turn over all monies so collected to the BID Board for distribution in accordance with the BID Plan and the BID Law. All BID assessments shall be treated as special charges and shall be shown on the tax bill as due and owing with the first installment of taxes, and if not paid when such first installment is due, shall accrue interest and penalties applicable to delinquent taxes. Any money collected by the Village of Whitefish Bay for BID assessments shall be held by the Village in a segregated account until it is released to the BID Board as provided herein.

A list of projected assessments for each property within the proposed BID boundaries and the projected total amount to be raised through assessments in 2017 is attached hereto as Appendix D. A list of projected assessments for each property within the proposed BID boundaries will be established for each subsequent year by applying this formula, and shall be available at the Village of Whitefish Bay.

The BID Board shall prepare and make available to the public and the Village an annual report generally describing the current status of the BID, including an accounting of the prior year's expenditures and revenues, prior to or at the time it submits its annual operating plan to the Village for the following year. This submission shall include an independent certified audit which shall be obtained by the Village of Whitefish Bay, and which shall be paid from the BID Budget at a cost of no greater than that shown in the BID Budget for general operations.

H. Village of Whitefish Bay's Role

The Village of Whitefish Bay is committed to helping private property owners in the BID. The Village will play a significant role in the creation of the BID and in the implementation of the BID Plan. The Village will:

1. Collect assessments and deposit them in a segregated account; disburse these monies to the BID Board along with identification of those BID assessments included in the disbursement.

2. Procure and review annual audits as required per section 66.1109.
3. Monitor and, when appropriate, apply for outside funds that could be used in support of the BID.
4. Encourage County, State, and Federal Governments to support the activities of the BID.

I. Promotion of Orderly Development of the Village

Under Wisconsin Statutes section 66.1109(1)(f)(4), this BID Plan is required to specify how the creation of the BID promotes the orderly development of the Village including the Village Comprehensive Plan and Master Plan as manifest in the Village Code, and more particularly District 11 of the Zoning Code. The BID will enhance the commercial awareness and atmosphere in the Village and, consequently, increase business activity. Increased business activity will increase sales tax revenues and property tax base in the Village.

J. Required Statements

The Business Improvement District law requires this BID Plan to include several specific statements:

1. Wisconsin Statutes section 66.1109(1)(f)(lm): The BID may contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the standard formula set forth in this BID Plan because it is assumed that they will benefit from development of the BID.
2. Wisconsin Statutes section 66.1109(1)(f)(5): A legal opinion from the Village of Whitefish Bay Attorney indicated that this BID Plan complies with all applicable provisions of state law is attached as Appendix F and incorporated herein by this reference.
3. Wisconsin Statutes section 66.1109(5)(a): Property known to be used exclusively for residential purpose will not be assessed.

K. Severability and Expansion

The BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin.

Should any court find any portion of this statute invalid or unconstitutional said decision will not invalidate or terminate the BID and this BID plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the statute to narrow or broaden the powers of a Business Improvement District so as, amongst other things, to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Whitefish Bay Village Board as needed when it conducts its annual budget approval and authorization, without necessity to undertake any other act.

All of the above is specifically authorized under Wisconsin Statutes section 66.1109(3)(b).

All expenditures of the BID shall be financed through the assessment method identified above; however, the Board is also empowered to accept and secure other gifts donations, grants, and other monies, to carry out other actions in keeping with the general goals of the BID identified herein. All expenditures shall be made in the BID, or for its benefit.

Attachments:

Appendix A – 2008 Petitions for the Formation of a Business Improvement District

Appendix B – Map Defining Boundaries of the Business Improvement District

Appendix C – Bylaws for the Business Improvement District Board

Appendix D – Projected Assessments on Properties to be included in BID

Appendix E – Wisconsin Statute 66.1109

Appendix F – Legal Opinion for BID Operating Plan

Petition for Creation of a Business Improvement District

We the undersigned owner(s) of real property used for commercial purposes located in the proposed Business Improvement District, hereby petition the Village of Whitefish Bay, Wisconsin, pursuant to the provisions of Sec. 66.1109 Stats., for the creation of a Business Improvement District for the business along and in the near vicinity of E. Silver Spring Dr. from Lydell Ave. to Lake Dr.

THOMAS STUHLMACHER
TERENCE STUHLMACHER

Name of Commercial Property Owner: JAMES KOCK

Commercial Property Address: 601-629 E. SILVER SPRING DRIVE

Signature of Commercial Property Owner: Thomas D. Stuhlmacher

Title of Commercial Property Owner: MANAGING PARTNER Date: 5/29/08

For Office Use Only:

Date Received: 5/29/08

Received by: MJG

Petition for Creation of a Business Improvement District

We the undersigned owner(s) of real property used for commercial purposes located in the proposed Business Improvement District, hereby petition the Village of Whitefish Bay, Wisconsin, pursuant to the provisions of Sec. 66.1109 Stats., for the creation of a Business Improvement District for the business along and in the near vicinity of E. Silver Spring Dr. from Lydell Ave. to Lake Dr.

Name of Commercial Property Owner: Turlano LLC

Commercial Property Address: 409 - E - Silver Spring

Signature of Commercial Property Owner: [Signature] - Mentrick

Title of Commercial Property Owner: Partner Date: 6/24/07

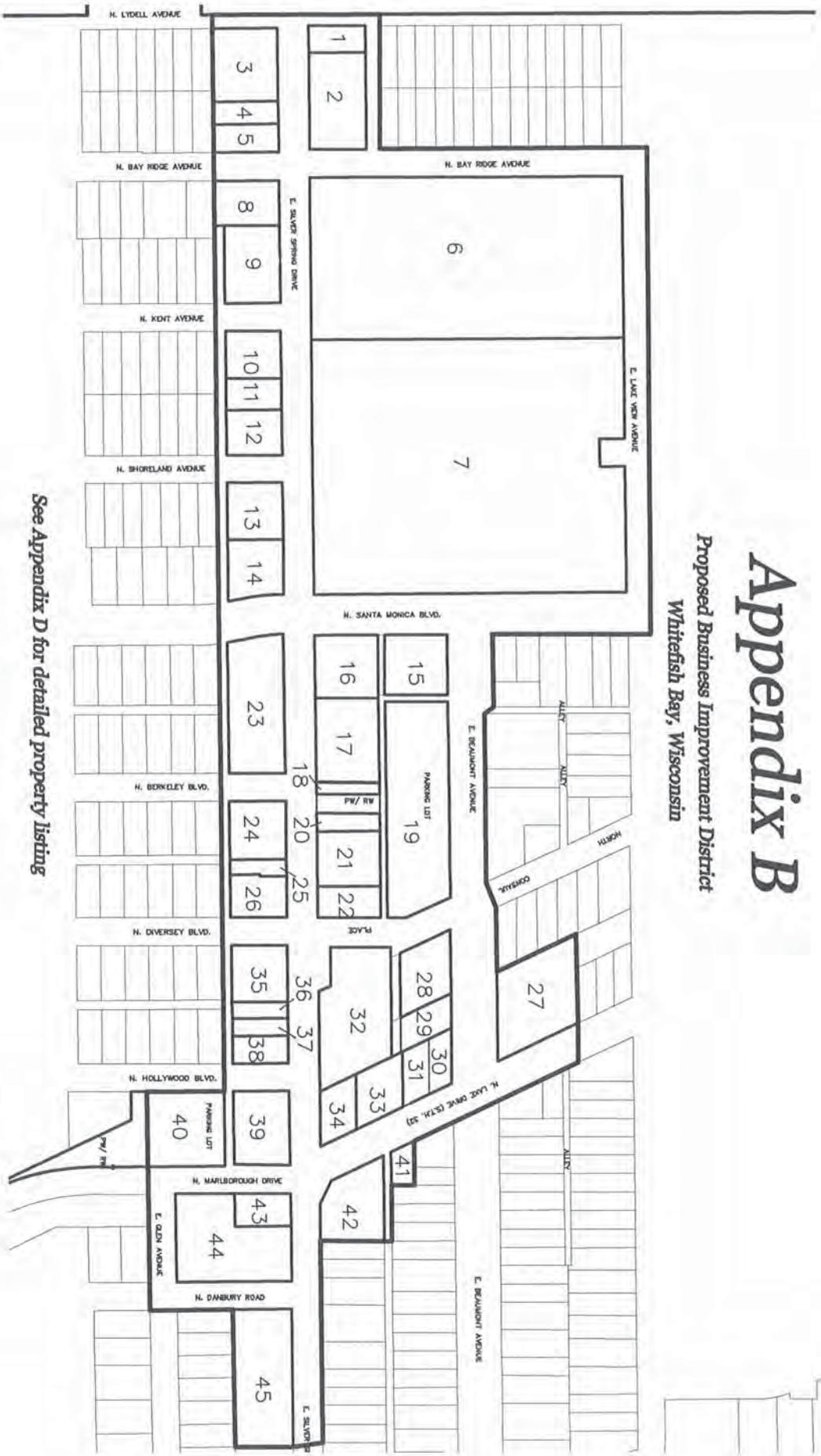
For Office Use Only:

Date Received: 6/24/08

Received by: [Signature]

Appendix B

Proposed Business Improvement District
Whitefish Bay, Wisconsin



See Appendix D for detailed property listing

Whitefish Bay Business Improvement District
By-Laws 2010

Article I
Name and Office

The name of the Business Improvement District shall be the Whitefish Bay Business Improvement District (BID). The Board of the BID (hereafter, the "Board") shall determine the location of the office for the BID. As used herein, "BID" shall refer to the organization of Members, as that term is defined below, and "District" shall refer to the property located within the physical boundaries identified in the Whitefish Bay Business Improvement District Operating Plan as amended from time to time, which is incorporated herein by this reference (hereafter, the "Plan").

Article II
Purpose and Powers

It shall be the purpose of the BID to perform all acts authorized by law for a Business Improvement District, including but not limited to redeveloping, developing, managing, and promoting the District as authorized by Wisconsin law. The BID shall work within the bounds of the law in order to retain existing business uses and attract new businesses and other uses to the District and to otherwise implement the Plan. The Board shall have all powers necessary or convenient to implement the Plan, including the power to contract subject to approval from the Village Board for contracts exceeding \$10,000.

Article III
Members

Owners and tenants of real estate in the District upon which assessments are levied by the Village of Whitefish Bay for the purpose of funding the BID's operating and program costs, shall be members of the BID, although they are not members of the Board (each such owner or occupant shall hereinafter be referred to as a "Member" and all Members shall collectively be referred to as the "Members"). Membership terminates when a Member ceases to have an interest in such real estate, whether as an owner or as a tenant. Members shall be entitled to receive information and to advise the Board, but shall have no other rights beyond those prescribed by Section 66.1109 of the Wisconsin statutes.

Article IV
Membership Meetings

General meetings of the Members shall be held at least annually, in the Village of Whitefish Bay, Wisconsin (the "Village") at a time and place to be determined by the Board. Special meetings may be called with the approval of 4 Board members. The annual meeting shall be held on the fourth Wednesday of March of each year.

Article V
BID Board

Number and Designation: The affairs of the BID shall be managed by the Board, as identified in the Plan. The existing Board, if any, shall nominate a candidate(s) to fill each vacancy in the Board to the Village President. A total of 9 individuals will serve as Board members annually; one member is to be from the community-at-large. One ex-officio (nonvoting) member will be the Village Manager or his designee of the Village.

Term of Board Member: Appointment to the Board shall be for a period of three years each, except that initially three members of the Board shall be appointed for three year terms, three members of the Board shall be appointed for two year terms, and three members of the Board will be appointed for one year terms. Each Board member will be appointed by May 1 of the specified year. A Board member shall continue to serve until the appointment of such party's successor.

Board Meetings: Board meetings shall be held at least once annually and at such times as the Board deems necessary, upon at least as much notice as is required by the Open Meetings Law. All Board members are expected to actively participate in the meetings and to notify the Chairperson or designee if unable to attend. Missing two regularly scheduled meetings without prior notification shall be grounds for removal from the Board. A quorum shall consist of 5 members of the Board. Except as otherwise provided herein, all votes of the Board shall be by simple majority of the Board members present at a meeting. Board meetings and Members meetings are public meetings and their records are public records subject to the Wisconsin Open Meetings Laws and Public Records Laws.

Resignation and Removal: A Board member may resign by filing a written resignation with the Secretary. Any Board member may be removed by an affirmative vote of two-thirds of all of the members of the Board whenever, in its judgment, the best interests of the BID would be served thereby, after notice and opportunity for a hearing are afforded the Board member in question. Upon a vacancy being created on the Board, the Board shall petition the Village President to appoint a replacement nominated by the Board.

Article VI
Officers

Officers Generally: The officers of the BID shall be Chairperson/ Vice Chairperson/Secretary/and Treasurer nominated and elected by the Board, except that at the appointment of the initial Board, the Village President shall designate one Board member as Chairman until the Board can elect its officers. The officers shall be Board members and shall be elected by the Board annually at the first regularly scheduled meeting of the Board subsequent to the appointment by the Village President and confirmation by the Village Board of new Board members. The officers shall serve at the pleasure of the Board. Term of office shall be one year, but a BID officer shall continue to serve until the appointment of such party's successor. An officer can serve in the same capacity as in the previous year if so appointed. Any officer elected or appointed by the Board may be removed by an affirmative vote of two-thirds of all of the

members of the Board whenever, in its judgment, the best interests of the BID would be served thereby.

Chairperson: The Chairperson shall preside at all meetings of the Board and of the members. The Chairperson may sign with the Secretary, or any other proper officer of the organization authorized by the Board, any deed, mortgage, bond, contract, or other instrument which the Board has authorized to be executed, except in cases where the signing and execution thereof shall be expressly delegated to some other officer or agent of the organization. In general, the Chairperson shall perform all duties incident of the office of Chairperson and such other duties that shall be prescribed by the Board from time to time.

Vice-Chairperson: In the absence of the Chairperson or in the event of the Chairperson's inability or refusal to act, the Vice-Chairperson shall perform the duties of the Chairperson, and, when so acting, shall have all the powers of and subject to, all the restrictions upon the Chairperson. The Vice-Chairperson shall perform other duties as from time to time may be assigned by the Chairperson or by the Board.

Secretary: The Secretary shall keep the permanent minutes of the meetings of the Board and of the Members in one or more books provided for that purpose; see that all notices are duly given in accordance with the provisions of these bylaws, or as required by law; be custodian of the records; keep a register of the name and address of each Member; and in general, perform all duties incident to the office of Secretary and such other duties as may be assigned from time to time by the Chairperson.

Treasurer: The Treasurer shall have charge and custody of and be responsible for all funds and securities of the BID. The Treasurer shall perform all the duties incident to the office of Treasurer and such other duties as from time to time may be assigned by the Board. The Treasurer and Chairperson shall prepare annual operating budgets showing income and expenses to be presented to the Board for approval.

Article VIII Financial

The Chairperson or the Treasurer is authorized on behalf of the BID to open such bank accounts, checking accounts, or accounts with a Village financial institution as the Board may authorize. The authorized signers of checks or withdrawal orders in connection with any such account shall be any two of the officers whose names and signatures shall have been certified to such financial institutions from time to time by the Secretary of the BID, and at least one who shall be the Chairperson or Treasurer of the BID. Any financial institution shall be fully protected in relying on any such certification by the Secretary until it shall have received written notice of change in such office or such signing authority.

The Chairperson of the BID shall approve all invoices for goods supplied or services rendered to the BID for payment and payment will be made by procedures established by the Chairperson and Treasurer.

Board members may make application to the Chairperson for reimbursement of out-of-pocket expenses incurred in connection with service to the BID up to \$100.00. Reimbursement for out-of-pocket expenses in excess of \$100.00 will require prior approval according to procedures established by the Chairperson.

Article IX
Fiscal Year

The Fiscal Year of the BID shall be the calendar year.

Article X
Non-Profit and Non-Partisan

The BID shall be non-profit, non-partisan and non-sectarian and shall take no part in or lead its influence, facilities, either directly or indirectly, to the nomination, election, or appointment of any candidate for public office in the Village, County, State or Nation.

The BID will be a quasi-governmental entity, created by the Village Board, in accordance with the Wisconsin Business Improvement Law.

Article XI
Amendment of By-Laws

These Bylaws may be amended to the extent not in conflict with Sec. 66.1109 WI Stats. or the Plan, by an amendment adopted by a simple majority of the Board members at two consecutive regular meetings of the Board.

Article XII
Board Liability

Board members shall be indemnified in accordance with Section 895.46 Wis Stats. as amended.

Article XIII
Other Organizations

The BID shall be a separate entity from any other organization.

Appendix D

Projected Assessments for Commercial Properties to be Included in the BID 2017

Index	Number	Dir.	Street	Type	Property Owner	Parcel Number	Assessed Property Value	Percentage of Property	2016 Prop. Assess.
41	5630	North	Lake	Drive	Kivley Investments, LLC	165-0284	\$ 414,400	0.88%	\$ 663
42	5600	North	Lake	Drive	Boulder Venture 12 LLC	165-0286-002	\$ 1,756,000	3.74%	\$ 2,810
30	5639	North	Lake	Drive	Sendik's Investments, LLC	165-0301	\$ 277,300	0.59%	\$ -
31	5633	North	Lake	Drive	Sendik's Investments, LLC	165-0302	\$ 282,200	0.60%	\$ -
33	5629	North	Lake	Drive	Sendik's Investments, LLC	165-0303	\$ 1,309,000	2.79%	\$ -
34	5605	North	Lake	Drive	B Bros LLC	165-0304	\$ 495,200	1.05%	\$ 792
27	5655	North	Lake	Drive	Church Christ Episcopal	165-0308-001	\$ -	0.00%	\$ -
28	517	East	Beaumont	Avenue	Silver Spring Lodge	165-0330	\$ -	0.00%	\$ -
32	530	East	Silver Spring	Drive	Sendik's Investments, LLC	165-0332-001	\$ 3,620,400	7.71%	\$ 3,500
19	401	East	Beaumont	Avenue	Beaumont Place, LLC	165-0333-005	\$ -	0.00%	\$ -
15	301	East	Beaumont	Avenue	Beaumont Place, LLC	165-0333-03	\$ -	0.00%	\$ -
16	306	East	Silver Spring	Drive	Fox Bay Building Spe, LLC	165-0336	\$ 1,726,800	3.68%	\$ -
17	316	East	Silver Spring	Drive	Fox Bay Building Spe, LLC	165-0337	\$ 2,214,400	4.71%	\$ 3,500
18	342	East	Silver Spring	Drive	Silver Fox Properties, LLC	165-0338	\$ 391,000	0.83%	\$ 626
20	400	East	Silver Spring	Drive	Ramlal, LLC	165-0340	\$ 912,500	1.94%	\$ 1,460
21	412	East	Silver Spring	Drive	East Bay Building Co.	165-0341	\$ 1,826,700	3.89%	\$ 2,923
22	430	East	Silver Spring	Drive	Associated Bank	165-0342	\$ 1,207,300	2.57%	\$ 1,932
1	106	West	Silver Spring	Drive	130, LLC	166-0270-007	\$ 1,628,300	3.47%	\$ 3,500
2	130	West	Silver Spring	Drive	130, LLC	166-0270-008	\$ 1,812,300	3.86%	\$ -
6	120	East	Silver Spring	Drive	Dominican HS Corp	166-0353-001	\$ -	0.00%	\$ -
7	5635	North	Santa Monica	Boulevard	St. Monica's Congregation	166-0357-001	\$ -	0.00%	\$ -
29	525	East	Beaumont	Avenue	Sendik's Investments, LLC	166-0360	\$ 342,500	0.73%	\$ -
8	103	East	Silver Spring	Drive	Mathie WFB Holdings LLC	166-0364	\$ 983,000	2.09%	\$ 1,573
5	105	West	Silver Spring	Drive	KKW Enterprises, LLC	166-0365	\$ 479,100	1.02%	\$ 767
4	115	West	Silver Spring	Drive	KKW Enterprises, LLC	166-0366	\$ 399,600	0.85%	\$ 639
3	131	West	Silver Spring	Drive	JBC 6 LLC	166-0367	\$ -	0.00%	\$ -
13	205	East	Silver Spring	Drive	Erastus Investments II LLC	197-0001	\$ 1,466,300	3.12%	\$ -
12	177	East	Silver Spring	Drive	M & I Bank #115	197-0014	\$ 1,724,600	3.67%	\$ 3,500
11	171	East	Silver Spring	Drive	M & I Bank #115	197-0015	\$ 377,300	0.80%	\$ -
10	153	East	Silver Spring	Drive	The Kent Building LLC	197-0016	\$ 1,504,100	3.20%	\$ 2,407
9	111	East	Silver Spring	Drive	Atid Investments, LLP	197-0040-003	\$ 2,270,900	4.83%	\$ 3,500
45	819	East	Silver Spring	Drive	United Methodist Church	198-0023	\$ -	0.00%	\$ -
44	721	East	Silver Spring	Drive	First Church of Christ Scientist	198-0037-001	\$ -	0.00%	\$ -
39	601	East	Silver Spring	Drive	Stuhlmacher Holdings LLC	198-0125	\$ 2,948,600	6.28%	\$ 3,500
40	5575	North	Marlborough	Drive	Village of Whitefish Bay	198-0126	\$ -	0.00%	\$ -
43	705	East	Silver Spring	Drive	M Y Design Partnership	198-0131	\$ 932,200	1.98%	\$ 1,492
38	527	East	Silver Spring	Drive	Austin, LLC	198-0226	\$ 892,600	1.90%	\$ 1,428
37	523	East	Silver Spring	Drive	SJMEC, LLC	198-0227	\$ 538,500	1.15%	\$ 862
36	517	East	Silver Spring	Drive	Thomas Harris	198-0228	\$ 628,300	1.34%	\$ 1,005
35	501	East	Silver Spring	Drive	Everson Revocable Trust	198-0229	\$ 1,686,400	3.59%	\$ 2,698
26	421	East	Silver Spring	Drive	AMP Holdings LLC	198-0257	\$ 1,767,000	3.76%	\$ 2,827
25	417	East	Silver Spring	Drive	Lexor, LLC	198-0258	\$ 663,300	1.41%	\$ 1,061
24	401	East	Silver Spring	Drive	TOV LANU, LLP	198-0259	\$ 2,330,800	4.96%	\$ 3,500
23	325	East	Silver Spring	Drive	BV/B2 LLC	198-0287	\$ 3,710,100	7.90%	\$ 3,500
14	219	East	Silver Spring	Drive	Erastus Investments II LLC	198-0315	\$ 1,466,300	3.12%	\$ 3,500

2016 Assessment	\$ 1.60	per \$1,000 of value	\$ 46,985,300	100.00%	\$ 59,464
2016 Maximum	\$ 3,500				

Assessed Value as of January 1, 2016

2. Designates the reinvestment neighborhood or area as of a date provided in the resolution.

3. Contains findings that the area to be designated constitutes a reinvestment neighborhood or area.

History: 1977 c. 418; 1979 c. 361 s. 112; 1985 a. 29 s. 3200 (14); 1999 a. 150 s. 479; Stats. 1999 s. 66.1107; 2001 a. 104.

66.1109 Business improvement districts. (1) In this section:

(a) "Board" means a business improvement district board appointed under sub. (3) (a).

(b) "Business improvement district" means an area within a municipality consisting of contiguous parcels and may include railroad rights-of-way, rivers, or highways continuously bounded by the parcels on at least one side, and shall include parcels that are contiguous to the district but that were not included in the original or amended boundaries of the district because the parcels were tax-exempt when the boundaries were determined and such parcels became taxable after the original or amended boundaries of the district were determined.

(c) "Chief executive officer" means a mayor, city manager, village president or town chairperson.

(d) "Local legislative body" means a common council, village board of trustees or town board of supervisors.

(e) "Municipality" means a city, village or town.

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance, operation and promotion of a business improvement district, including all of the following:

1. The special assessment method applicable to the business improvement district.

1m. Whether real property used exclusively for manufacturing purposes will be specially assessed.

2. The kind, number and location of all proposed expenditures within the business improvement district.

3. A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

4. A description of how the creation of the business improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

5. A legal opinion that subsds. 1. to 4. have been complied with.

(g) "Planning commission" means a plan commission under s. 62.23, or if none a board of public land commissioners, or if none a planning committee of the local legislative body.

(2) A municipality may create a business improvement district and adopt its operating plan if all of the following are met:

(a) An owner of real property used for commercial purposes and located in the proposed business improvement district designated under par. (b) has petitioned the municipality for creation of a business improvement district.

(b) The planning commission has designated a proposed business improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the business improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed business improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed business improvement district shall be sent by certified mail to all owners of real property within the proposed business improvement district. The notice shall state the boundaries of the proposed business improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), the owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan, or the owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed initial operating plan, have not filed a petition with the planning commission protesting the proposed business improvement district or its proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the municipality.

(3) (a) The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.

(b) The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.

(c) The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.

(d) Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.

(4) All special assessments received from a business improvement district and all other appropriations by the municipality or other moneys received for the benefit of the business improvement district shall be placed in a segregated account in the municipal treasury. No disbursements from the account may be made except to reimburse the municipality for appropriations other than special assessments, to pay the costs of audits required under sub. (3) (c) or on order of the board for the purpose of implementing the operating plan. On termination of the business improvement district by the municipality, all moneys collected by special assessment remaining in the account shall be disbursed to the owners of specially assessed property in the business improvement district, in the same proportion as the last collected special assessment.

(4m) A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

66.1109 MUNICIPAL LAW

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

(5) (a) Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed for purposes of this section.

(b) A municipality may terminate a business improvement district at any time.

(c) This section does not limit the power of a municipality under other law to regulate the use of or specially assess real property.

History: 1983 a. 184; 1989 a. 56 s. 258; 1999 a. 150 s. 539; Stats. 1999 s. 66.1109; 2001 a. 85.

66.1110 Neighborhood improvement districts. (1) In this section:

(a) "Board" means a neighborhood improvement district board elected under sub. (4) (a).

(b) "Chief executive officer" means a mayor, city manager, village president, or town chairperson.

(c) "Local legislative body" means a common council, village board of trustees, or town board of supervisors.

(d) "Municipality" means a city, village, or town.

(e) "Neighborhood improvement district" means an area within a municipality consisting of nearby but not necessarily contiguous parcels, at least some of which are used for residential purposes and are subject to general real estate taxes, and property that is acquired and owned by the board if the local legislative body approved acquisition of the property under sub. (4) (d) as part of its approval of the initial operating plan under sub. (3) (c).

(f) "Operating plan" means a plan adopted or amended under this section for the development, redevelopment, maintenance,

operation, and promotion of a neighborhood improvement district.

(g) "Owner" means the owner of real property that is located within the boundaries, or the proposed boundaries, of a neighborhood improvement district.

(h) "Planning commission" means a plan commission under s. 62.23 or, if none exists, a board of public land commissioners or, if none exists, a planning committee of the local legislative body.

(2) An operating plan shall include at least all of the following elements:

(a) The special assessment method applicable to the neighborhood improvement district.

(b) The kind, number, and location of all proposed expenditures within the neighborhood improvement district.

(c) A description of the methods of financing all estimated expenditures and the time when related costs will be incurred.

(d) A description of how the creation of the neighborhood improvement district promotes the orderly development of the municipality, including its relationship to any municipal master plan.

(e) A statement as to whether the local legislative body authorizes the board to own real property and, if so, a description of the real property to be owned, the purpose of the ownership, and a statement of to whom the real property will be transferred if the neighborhood improvement district is terminated.

(f) A legal opinion that pars. (a) to (e) have been complied with.

(3) A municipality may create a neighborhood improvement district and adopt its operating plan if all of the following conditions are met:

(a) An owner of real property subject to general real estate taxes and located in the proposed neighborhood improvement district designated under par. (b) has petitioned the municipality for creation of a neighborhood improvement district.

(b) The planning commission has designated a proposed neighborhood improvement district and adopted its proposed initial operating plan.

(c) At least 30 days before creation of the neighborhood improvement district and adoption of its initial operating plan by the municipality, the planning commission has held a public hearing on its proposed neighborhood improvement district and initial operating plan. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice, together with a copy of the proposed initial operating plan and a copy of a detail map showing the boundaries of the proposed neighborhood improvement district, shall be sent by certified mail to all owners of real property within the proposed neighborhood improvement district. The notice shall state the boundaries of the proposed neighborhood improvement district and shall indicate that copies of the proposed initial operating plan are available from the planning commission on request.

(d) Within 30 days after the hearing under par. (c), one of the following has not filed a petition with the planning commission protesting the proposed neighborhood improvement district or its proposed initial operating plan:

1. The owners of property to be assessed under the proposed initial operating plan having a valuation equal to more than 40 percent of the valuation of all property to be assessed under the proposed initial operating plan, using the method of valuation specified in the proposed initial operating plan.

2. The owners of property to be assessed under the proposed initial operating plan having an assessed valuation equal to more than 40 percent of the assessed valuation of all property to be assessed under the proposed initial operating plan.

(e) The local legislative body has voted to adopt the proposed initial operating plan for the neighborhood improvement district.

MEMORANDUM

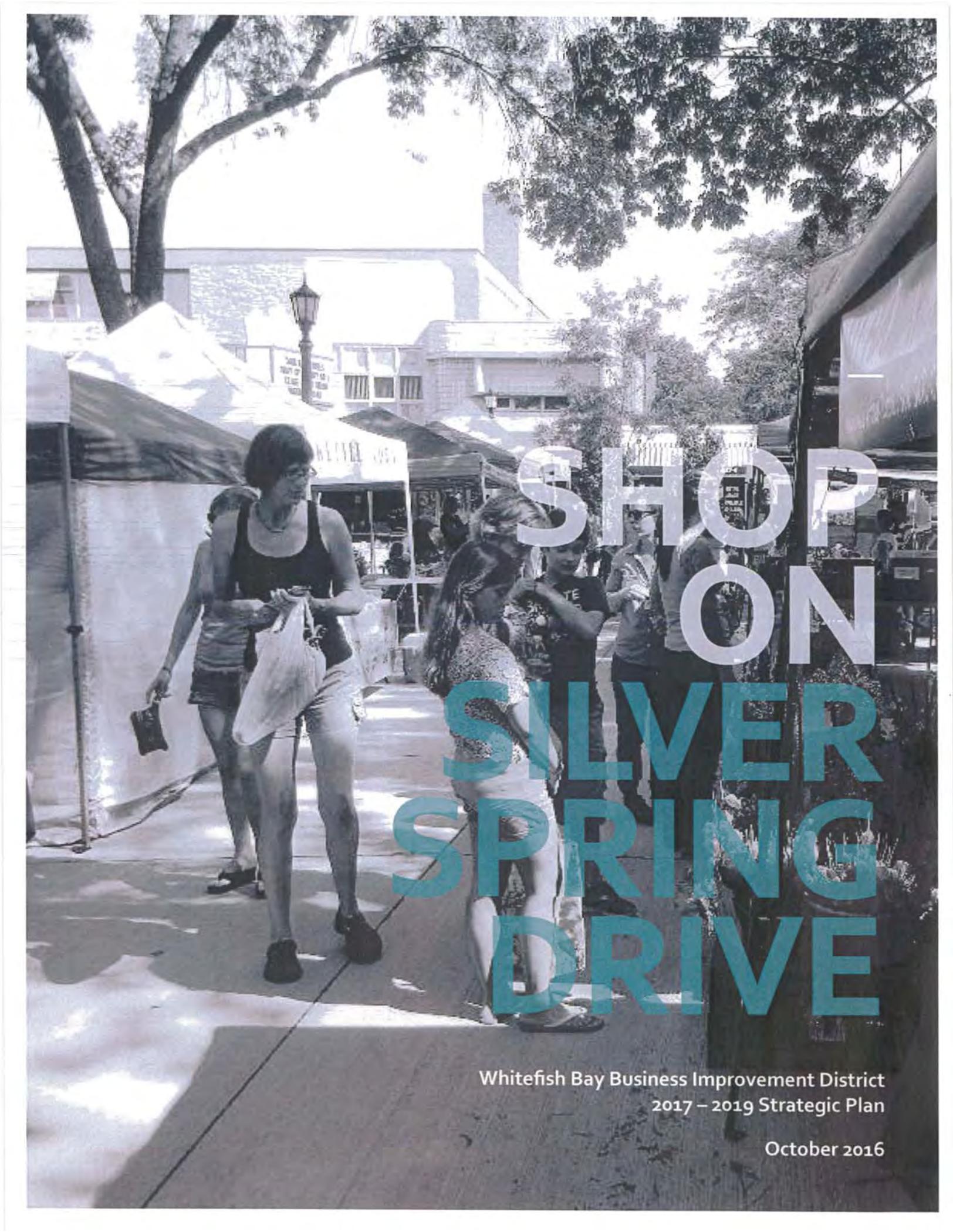
To: Whitefish Bay Business Improvement District
From: Christopher J. Jaekels, Village Attorney 
Date: November 16, 2016
Subject: Legal Opinion Regarding Silver Spring Drive Business Improvement District Operating Plan

You have asked me to review the proposed Operating Plan for 2017 for the Silver Spring Drive Business Improvement District (BID) and to provide my opinion as to whether the Operating Plan complies with Section 66.1109 Wis. Stats. The opinion is specifically required under this statute.

OPERATING PLAN

Under § 66.1109(2)(f) Wis. Stats., the Operating Plan for the District must specify (1) the special assessment method applicable to the District; (2) whether manufacturing property will be specially assessed; (3) the kind and location of proposed expenditures; (4) a description of methods of financing, estimated expenditures, and the time when costs will be incurred; and (5) a description of how the creation of the business improvement district promotes orderly development pursuant to any master plan.

I have reviewed the proposed Operating Plan and find that it satisfies the legal requirements of Wisconsin Statutes generally as set forth above.

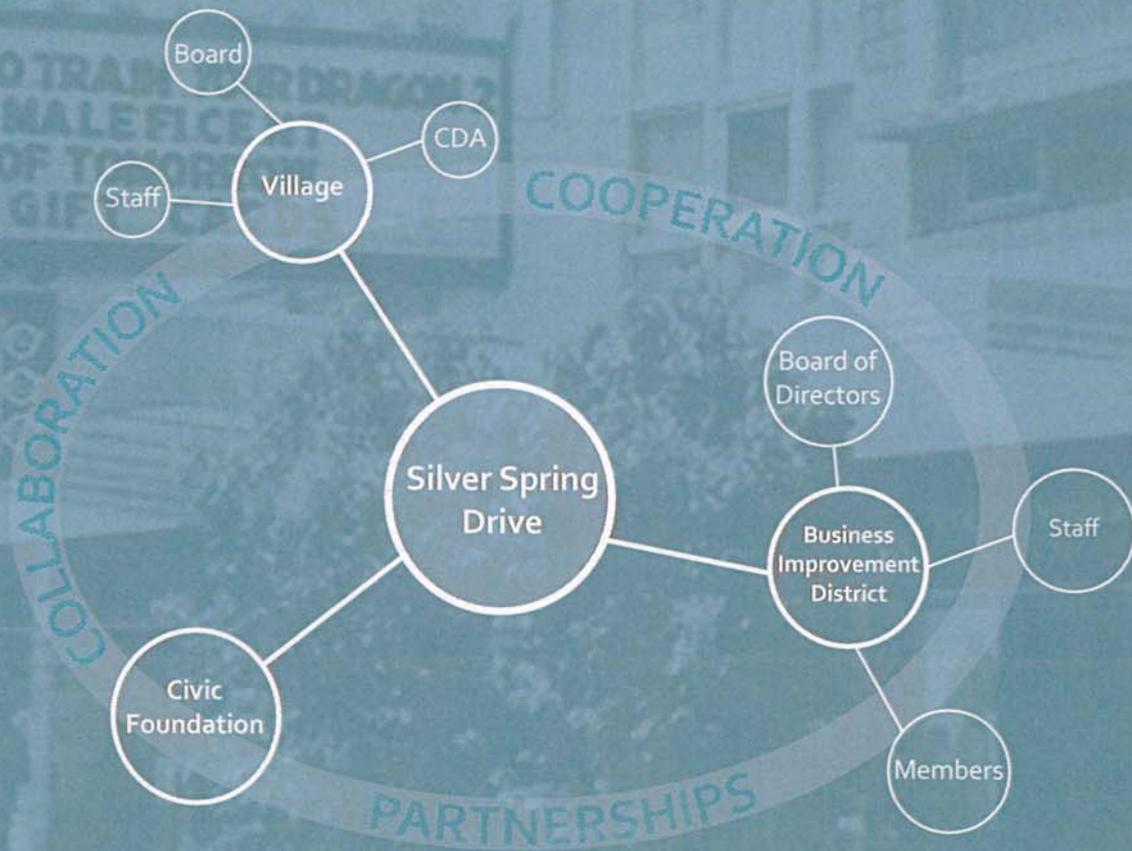


SHOP ON SILVER SPRING DRIVE

Whitefish Bay Business Improvement District
2017 – 2019 Strategic Plan

October 2016

To champion the downtown Whitefish Bay business district as an exceptional place to shop, live and conduct business – for individuals, families, and visitors.





© Whitefish Bay Historical Society

Whitefish Bay’s legacy extends back to the latter half of the 19th Century when the famed Pabst family established their resort on the bluffs overlooking Lake Michigan. In the 130 years since, the Village has transformed into a thriving community on Milwaukee’s North Shore with Silver Spring Drive at its heart. As an active commercial corridor, Silver Spring Drive extends for eight blocks through the Whitefish Bay Business Improvement District from Lydell Avenue to Lake Drive.



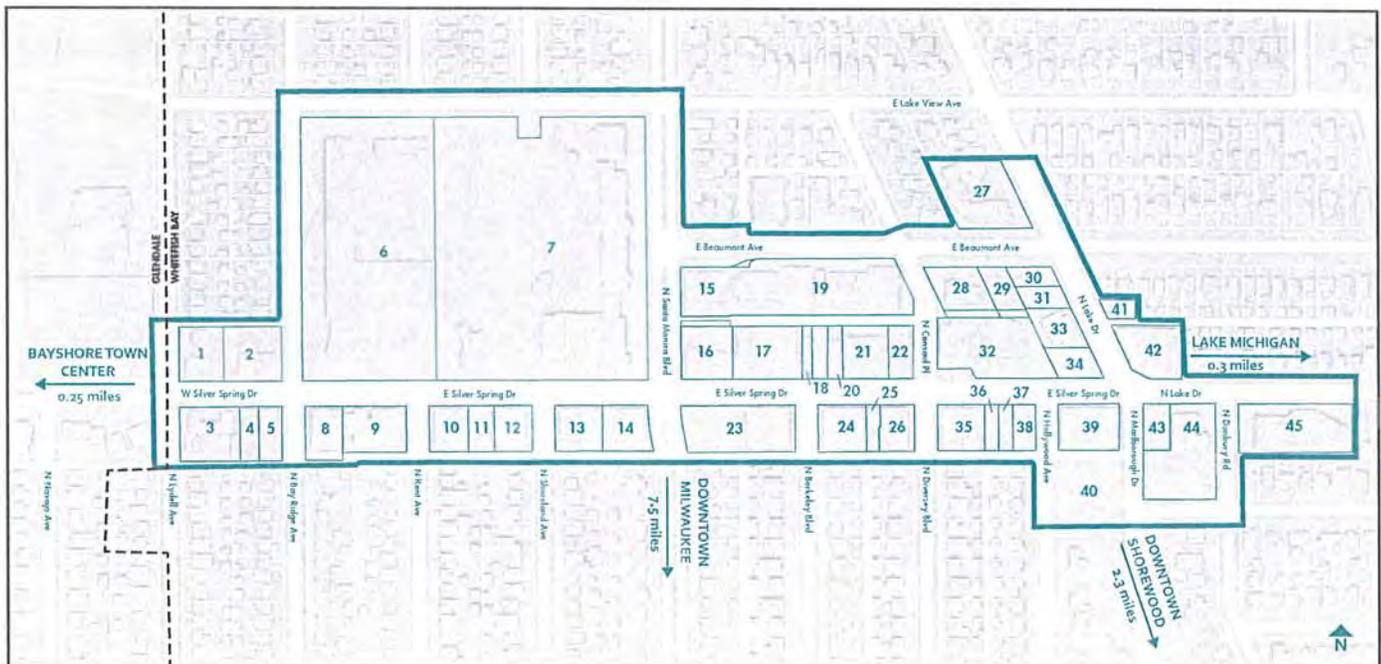
131
Businesses

- The 131 businesses within the BID boundary include boutique shops, dining, entertainment, beauty and wellness, medical and professional services, and institutional uses.
- 35 property owners contributed to the BID via a special assessment in 2015.



12,800
Cars per Day
1st of 2015, WABIDT

- Silver Spring Drive is a thriving thoroughfare with driving, biking, and walking activity. Residents from the surrounding neighborhoods frequently walk onto the Drive to shop.
- Interstate 43 and Bayshore Town Center generate large amounts of traffic that may benefit the Drive through spillover effects.





Achieve Our Goals

1

Collaboratively with other partners, the BID seeks to cultivate a diverse portfolio of businesses along Silver Spring Drive to energize day- and night-time activities and enhance the Drive's lifestyle and culture.

- A. Appeal to different ages with diverse and inclusive activities and retail offerings to expand the depth and breadth of potential customer spending.
- B. Attract and retain traditional and unique restaurant offerings, both existing and new, to encourage frequent visits and sustained interest.

2

Promote Silver Spring Drive as Whitefish Bay's key social and public place that allows residents and shoppers to gather, engage in informal discussions, and support local merchants.

- A. Emphasize Silver Spring Drive's brand as one of the region's most desirable retail destinations with boutiques and specialty shops in a pedestrian-friendly environment.
- B. Support restaurants and retailers that wish to provide visible outdoor seating with social experiences.
- C. Encourage active and engaging storefronts with products and services that entice people to run daily errands on Silver Spring Drive.

3

Attract regional customers through a select number of large-scale events that define Whitefish Bay as a boutique shopping destination.

- A. Help existing business owners showcase the character of Silver Spring Drive through each programmed event.
- B. Entice unique vendors that are non-competitive from outside the village to consider locating their business in Whitefish Bay.
- C. Leverage the activity of other events held on or near Silver Spring Drive to advertise the BID and support the existing business owners.
- D. Continue to host events during vacation and holiday periods when customers are more willing to shop and spend time with friends and family. Current events include the Sidewalk Sale-a-bration, Farmers' Market, and Holiday Stroll.

“ Whitefish Bay is a great place to live, and I want to make sure it continues to be a great place to live, not just for my kids but for many years to come.”

– Julie Siegel, Whitefish Bay Village President

Grow through Action

The success of the Whitefish Bay BID is based upon the **close collaboration and cooperation between the BID Board of Directors, BID members, the Community Development Authority, Village Board, Village staff, and the Civic Foundation.** As a collective whole, this group of individuals and entities can **leverage their existing relationships and talent** to develop the necessary capacity to continue to grow a prosperous Silver Spring Drive.

To advance the goals and actions in this Strategic Plan, the BID Board can:

- Act as a steward and resource for business activity and growth on Silver Spring Drive;
- Use the Actions as a baseline to strategically position the BID to achieve its Goals; and,
- Champion certain Actions, while collaborating with partners on others.

GOAL 1: BUSINESS PORTFOLIO

1 | Proactively attract, acquire and retain tenants for first-floor retail spaces, then attract office tenants to the second and third floors.

- A. Recruit high-activity shopping and dining establishments for ground floor uses.
- B. Promote the Retail Incentive Grant Program and actively recruit and court businesses to Silver Spring Drive by marketing specific spaces to potential tenants.

COLLABORATE with BID staff, CDA, and BID members

- Retail corridors experience turnover in tenants; project it by communicating with business owners monthly or quarterly via informal conversations or other social gatherings.
- Target businesses that appeal to the ideal customer profile.
- Engage owners and offer advice on selection of marketers and brokers as needed.

2 | Conduct a tenant census to understand the current program of uses, temporal activity levels, and the types of goods and services being provided.

- A. Use the tenant census to identify gaps and deficiencies in the businesses along Silver Spring Drive based on time of day and types of goods and services.
- B. When a vacancy may occur, target recruitment efforts at businesses that fill the gaps and deficiencies identified by the tenant census.
- C. Balance business offerings to ensure customers can enjoy the Drive during the day and at night.

ADVISE

BID staff and BID members

- Populate tenant spaces to create varied activity for day- and night-time uses.
- Conduct a business owner survey to gather detailed information about current uses.



Grow through Action

GOAL 2: PUBLIC & SOCIAL PLACES

3| Encourage specific streetscape elements that support Silver Spring Drive as an attractive, memorable place.

- A. In coordination with the Village, design an information kiosk that provides opportunities for advertising local events and business information.
- B. Dedicate funds towards a seasonal banner, holiday lighting, and/or integrated sound system.

ENGAGE with

Village staff as needed

- Work with the Village to establish priority areas for implementation and phasing of specific streetscape elements.

4| Collaborate with the Village to foster flexible public places, both large and small, that provide opportunities for public art and pedestrian/bicycle activity.

- A. Establish a program of activities and temporary plaza elements for Consaul Commons, Berkeley Boulevard, and other new plaza spaces that support the design drivers identified in the *2016 Silver Spring Drive Master Plan Update* (Flexible, Playful, Memorable).
- B. Organize a design competition for creative and appropriately styled public place amenities (e.g. bike racks, historical markers, seating, and/or art installations) that then get placed throughout the Drive.

COLLABORATE with

Village staff and BID staff

- Pursue strategic opportunities as they arise with the renovation of existing public places and the creation of new places.
- Engage local artists to participate in a design competition and develop ideas for other plaza design elements.

GOAL 3: REGIONAL REPUTATION

5| Enhance the primary three BID events to entice regional *customers* and demonstrate Silver Spring Drive's boutique shopping experience.

- A. Clearly define the BID's shopping experience and choreograph each BID event as a showcase of that experience. Consider creating a BID logo to serve as a unique identifier.
- B. Coordinate activities with North Shore communities to create symbiotic relationships and expand the BID's marketing reach. Consider a profile piece in the Milwaukee Magazine or M Magazine.
- C. Entice *customers* to attend events through the continued promotion of unique products and services.
- D. Build relationships with sponsors to offset event management costs and provide an opportunity for local businesses to receive advertising attention.

CHAMPION & SUPPORT

BID staff and BID members

- Identify event partners with the interest and resources to remain engaged and committed through 2019.
- Focus event organization to target a specific audience and use marketing resources efficiently and effectively. Be conscious of resource limitations.

6| Build the capacity of *businesses* along Silver Spring Drive to benefit from BID events and strategically position themselves to encourage repeat shoppers.

- A. Regularly meet with *small business owners* to reinforce a clear, cohesive message from the BID, understand their desires and needs, and support their prosperity and growth.
- B. Coordinate the scheduling of promotions and special events of specific *businesses* to overlap with and extend larger BID events.
- C. Use the BID's prominence and voice to market *small businesses* along Silver Spring Drive through "Spotlight" promotions in multi-media advertising.

COLLABORATE with

BID staff and BID members

- Capitalize on the existing creativity and resourcefulness of the business owners.
- Keep frequent communication to understand the needs of each business owner and how he/she can be supported.

Leverage Our Resources

| Staffing and Human Resources

Re-enact BID Board Committees

The BID's Operating Plan establishes four committees to assist the Board of Directors and Members in organizing an approach that would lead to successful implementation. These committees are a key point of leverage that the BID Board of Directors can use to capitalize on existing relationships and talent to accomplish the Goals and complete the Actions in this Strategic Plan. This increase in human resource capacity reduces the pressure on any one individual to fulfill a role while fostering collaboration and cooperation between the BID and other partners in the Village.

Design Committee

Review and follow up on any design or aesthetic issues that require correction or enhancement within the district including maintenance needs either public or private. Administer the Sandwich Board Program.

Economic Restructuring Committee

Provides financial insight to the tools necessary for revitalization of the district including incentive programs, BID budget, donations, and other fundraising. Administer the Retail Incentive Program.

Business Outreach Committee

Works with the members of the BID to develop programs and other initiatives to assist business and property owners with their growth within the district.

Promotions Committee

Develop and implement marketing, advertising, special events, and other promotional programs to increase the exposure of the district and businesses.

Increase Existing Staff Capacity

In addition to the existing Executive Director position, the BID should explore hiring a Marketing and Program Coordinator (part-time).



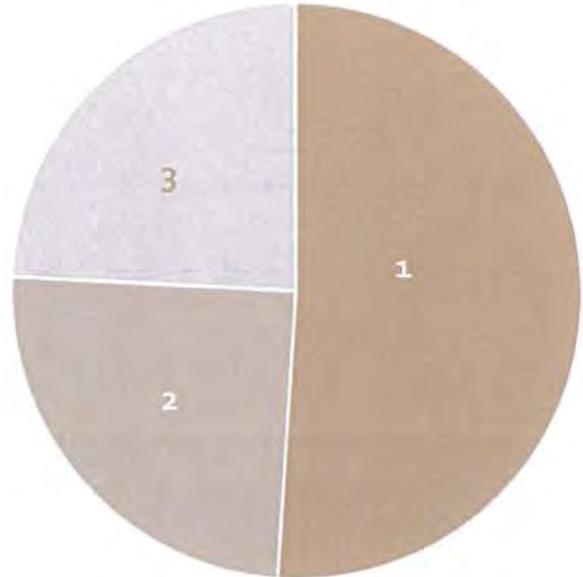
© Boutique Photographer

Leverage Our Resources

2017 – 2019 Budgeting

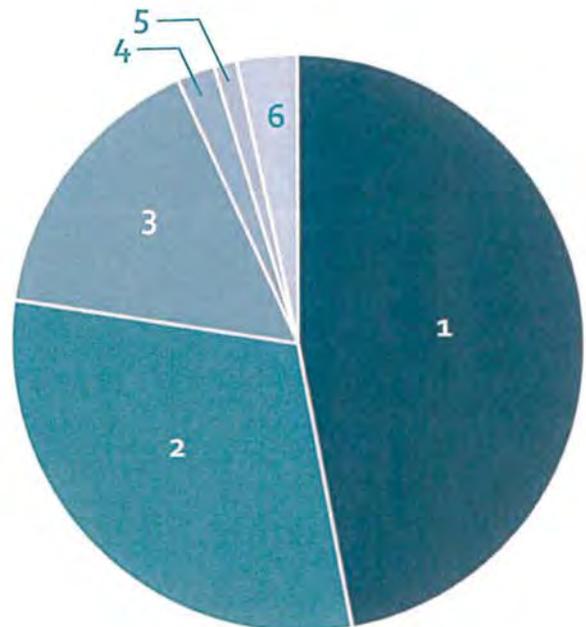
Income

1 BID Assessments	\$60,000
2 Events	\$29,000
3 Municipal Contributions	\$28,500
TOTAL	\$117,500



Expenses

1 Professional Services	\$55,000
2 Events	\$35,500
3 Street Beautification	\$18,500
4 Advertising & Marketing	\$2,500
5 Business Outreach	\$1,500
6 Other	\$4,000
TOTAL	\$117,000



The income and expenditures shown here are projected to begin in 2017, and remain relatively constant through 2019.



Whitefish Bay BID
Whitefish Bay, WI

(414) 964-1400
marketing@shopwhitefishbay.com



© The Bay

Appendix

Potential Additional Expenditures: 2017-2019

Additional Annual Expense Estimates Based Upon Actions		
BID Action	Expense Category	Cost Range Estimate
Action1: Attract tenants to vacant spaces	Meetings	\$500-\$1K
Action2: Conduct a tenant census	Survey (new line item)	\$0-\$500
Action3: Encourage specific streetscape elements	Street Beautification	\$5K-\$8K
Action4: Program activities within public places	Street Beautification	\$0-\$2K
Action5: Enhance existing BID events	Advertising	\$0-\$1K
Action6: Support individual business marketing	Marketing	\$250-\$500
	Expanded Professional Services	\$15K-\$30K
	Total	\$20,750 - \$43,000

These conceptual numbers are for discussion purposes only, and do not represent a professional financial opinion on behalf of the consultant.

Peer Comparison

BID performance assessment cannot be accomplished via equivalencies or the identification of congruencies between organizations. A reliable and valid performance assessment is dependent upon a thorough understanding of the operational context of another BID. This type of assessment will analyze: the customer experience, a BID's brand, the optimization of resources, the quality of events held, and the level of community engagement between the BID and local organizations. Performance indicators in this type of assessment will seek to identify positive outcomes that are strongly correlated to resource inputs. The following three BIDs share similar characteristics with Whitefish Bay and offer a valid and reliable comparison.

	Wauwatosa Village BID	Shorewood BID	Westtown BID #5 ²
Income			
BID Assessments	\$74,625	\$117,881	\$88,569
Municipal Contribution	\$6,500 (from City)	\$5,000 (from CDA)	\$0
Events	\$4,500	\$3,000	\$143,935
Member Dues	--	\$500	\$20,000
Total	\$86,125	\$126,381	\$254,000
Expenses			
Staff Salaries	\$54,600	\$77,693	\$96,978
Advertising	\$8,625	\$9,100	--
Events	\$4,500	\$5,300	\$103,530
Total	\$85,355	\$123,393	\$254,000
Net Income¹	\$770	\$2,988	--
Assessment	\$1.20 per \$1,000	\$1.10 per \$1,000	\$.90 per \$1,000
No. of Staff	2 (part-time)	2 (part-time)	2
No. of Assessed Properties	76	113	34

Notes: ¹The included line items are those of most interest to the WFB BID. Some items from the individual BID budgets were omitted and, as a result, the cumulative totals may not equal those indicated. ²The information for the Westtown BID #5 was developed from their 2013 proposed budget in their 2013 operating plan. It does not represent actual income and expenses.

**North Shore Health Department
Strategic Priorities, Goals, and Objectives
2016-2019**

The following outlines the NSHD's three strategic priorities, along with goals and objectives to monitor our progress in addressing those priorities. We will annually reassess our goals and objectives to determine if we are on course to meet our targets.

Strategic Priority I: Advance the quality and performance of the North Shore Health Department

Goal 1: Complete the prerequisites for national public health department accreditation

Objectives:

- * By July, 2016, complete 2016-2019 North Shore Health Department Strategic Plan;
 - * By December 2016, complete a performance management system to measure impact of NSHD Strategic Plan;
 - * By December 2017, complete North Shore Community Health Assessment; and
 - * By December 2017, complete timeline and readiness assessment to apply for national accreditation
-

Goal 2: Improve NSHD operational efficiency and effectiveness

Objectives:

- * By December 2016, develop and facilitate the passage of a new Code of Ordinance pertaining to Food, Lodging, Recreational Safety and Licensing;
 - * By December 2018, develop at least one policy and procedure for each of the Department's program and service areas; and
 - * By December 2019, consolidate health department offices into one space.
-

Goal 3: Raise the visibility of the North Shore Health Department

Objectives:

- * By December 2016, establish a communications plan to disseminate updates and public health information to the community;
 - * By December 2017, participate on at least one municipal-level committee/group in each of the North Shore communities and/or regional committees to reinforce health and health equity implications of program and policy decisions.
-

Strategic Priority II: Provide high quality public health programs and services to North Shore residents

Goal 4: Prevent and reduce communicable diseases

Objectives:

- * By December 2016, Health Department staff will conduct disease investigations for 100% of reportable diseases; and
 - * By June 2017, 25% of adults aged 65 and older living in the North Shore will have received at least one dose of a pneumococcal vaccine or are up to date on the vaccine.
-

Goal 5: Prevent and manage chronic disease

Objectives:

- * By December, 2016, the North Shore Health Department will increase the number of breastfeeding friendly workplaces;
 - * By December 2019, less than 25% of North Shore residents will report having high blood pressure;
 - * By December 2019, at least 75% of youth will get the recommended amount of physical activity each week; and
 - * By December 2019, less than 10% of North Shore residents will report having diabetes.
-

Goal 6: Prevent and control exposure to environmental health hazards

Objectives:

- * By December 2016, inspect 100% of licensed food, recreational waters, and hotels that are part of North Shore Environmental Health Consortium;
- * By December 2016, provide comprehensive follow-up with 100% of children in the North Shore with blood lead levels of $\geq 5\mu\text{g/dL}$;
- * By December 2016, at least 100 North Shore residents will test their homes for radon;
- * By December 2016, triage and respond to all complaints about human health hazards; and
- * By September 2016, monitor safe water conditions for swimming at Atwater, Klode and Doctors Park beaches during swim season.

Goal 7: Reduce intentional and unintentional injuries

Objectives:

- * By December 2016, at least 100 car seat inspections will occur by a Health Department certified child passenger safety technician;
- * By December 2016, decrease the rate of fall-related fatalities in the North Shore;
- * By December 2016, less than 5% of adults and children will report feeling sad, blue, or depressed always or nearly always in the past six months.

Goal 8: Respond to and be prepared for public health emergencies

Objectives:

- * By December 2019, maintain a recognized Public Health Emergency Response Plan for the North Shore;
- * By December 2016, conduct or participate in at least two mass clinic exercises and complete After Action report each year.

Strategic Priority III: Engage community members, leaders and stakeholders in initiatives to advance health priorities identified in the Community Health Improvement Plan

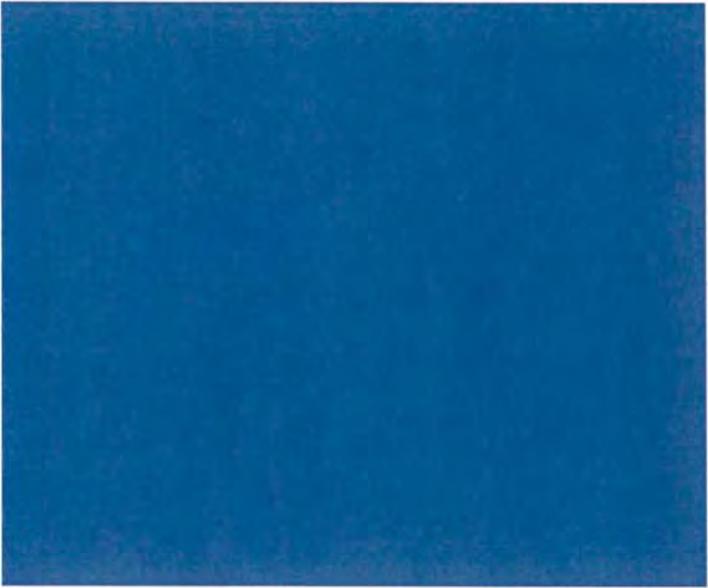
Goal 9: Create and support opportunities for community engagement with the North Shore Community Health Improvement Plan (CHIP) Priorities

Objectives:

- * By December 2017, establish area coalition/group to oversee implementation and evaluation of North Shore Community Health Improvement Plan.
- * By December 2018, support or lead at least one community coalition working to address community health priorities.

The NSHD is committed to improving our communities' health, preventing disease and injury, minimizing the health impact of emergencies, and safeguarding the environment. A robust strategic plan will help provide a guiding framework for accomplishing this, and create a performance management system that will hold us accountable to our goals and objectives. We look forward to working with all of our residents and partners on making the North Shore a healthier place to live, work, and play.





Strategic Plan 2016-2019



NORTH SHORE
HEALTH DEPARTMENT

Serving the communities of Bayside, Brown Deer, Fox Point,
Glendale, River Hills, Shorewood and Whitefish Bay, Wisconsin

August, 2016

North Shore Health Department Strategic Plan

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NORTH SHORE HEALTH DEPARTMENT

Serving the communities of Bayside, Brown Deer, Fox Point,
Glendale, River Hills, Shorewood and Whitefish Bay, Wisconsin

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

Shorewood Office
2010 E. Shorewood Blvd.
Shorewood, WI 53211

Phone: 414-371-2980
Fax: 414-371-2988
Website: www.nshealthdept.org

**NORTH SHORE
HEALTH
DEPARTMENT
VISION
STATEMENT**

The North Shore Health Department will collaborate with residents and community partners to optimize health and safety for people who live, work, and spend time in the North Shore.

August 18st, 2016

Dear North Shore Residents, Partners, and Friends,

I am pleased to present the North Shore Health Department's 2016-2019 Strategic Plan. As part of the planning process, we gathered input from the Board of Health, community partners, stakeholders, and staff to develop strategic priorities and goals that will advance our efforts to protect and promote the health and safety of residents in the North Shore.

As part of this strategic plan, we have updated the Department's vision and mission and identified core values to create a shared understanding of our purpose and the underlying principles of our organization. This was critical as the Health Department has experienced many changes over the past several years, including consolidation, leadership change, and a continually changing landscape for twenty-first century local health departments.

The North Shore Health Department's strategic plan provides an ambitious roadmap for us to work towards excellence in public health. We look forward to the challenge of implementing this plan and impacting the health and quality of life of people who live, work, and visit the North Shore. As always, if you have questions or comments about our strategic plan or would like to know more about how you can become involved, please contact me. Thank you for your support.

Sincerely,



Ann Christiansen, MPH
Health Director/Officer
North Shore Health Department

Mission

In partnership with the communities we serve, the North Shore Health Department assures, promotes, and protects the health and safety of the people in the North Shore.

Core Values

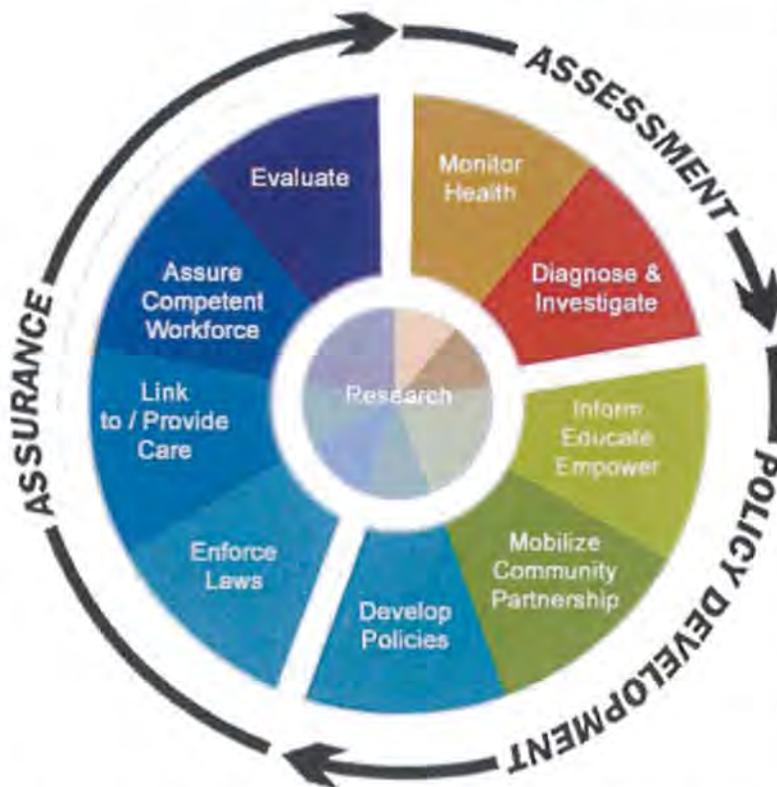
At the North Shore Health Department, we believe in:

- * **Collaboration:** We work with residents and community partners to optimize the health and safety of everyone.
- * **Team Work:** We value the skills and knowledge of all Health Department staff and strive to maintain open communication amongst ourselves and to work as a team to achieve common goals.
- * **Excellence:** We provide high-quality customer service.
- * **Responsiveness:** We efficiently and appropriately respond to the public health needs of our communities.
- * **Transparency:** We pursue open and bi-directional communications with residents and partners about emerging public health issues.
- * **Education:** We provide information for North Shore residents and leaders about emerging and ongoing public health issues to help them make informed choices about behaviors and policies.
- * **Advocacy:** We work with communities to advocate for health in all policies.
- * **Respect:** We respect the diversity and integrity of those in the communities we serve and work toward health equity for all our residents.
- * **Integrity:** We adhere to the highest level of professionalism, honesty, and ethics in our work environment and among our residents and community partners.
- * **Leadership:** We accept responsibility to provide leadership, direction, and guidance to the North Shore on issues around health and safety.
- * **Continuous Improvement:** We continually adapt programs and policies and search out best practices to improve efficiency and maximize our impact.

Background and Process

The North Shore Health Department (NSHD) provides public health services for the seven Wisconsin communities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay, with a total population of over 65,000. The NSHD has two offices, in Brown Deer and Shorewood, and residents can utilize services at either location, as well as at routinely scheduled community-based clinics. The NSHD is advised by a Board of Health with representatives from each of the seven communities in the North Shore, as well as a medical advisor who is on staff. The Village of Brown Deer serves as the fiscal and administrative agent for the NSHD. The Health Department employs a health director/officer, nurse supervisor, public health manager, administrative assistant, three public health nurses, a sanitarian, and a medical advisor, totaling 7.2 full time equivalents.

Core Public Health Functions and Essential Public Health Services



The NSHD is guided in its work by the Centers for Disease Control and Prevention's Core Functions of Public Health and the 10 Essential Public Health Services (See figure to the left). These functions and services codify the responsibilities of public health agencies in the United States to promote and protect the health of the public and to prevent disease and injury.

The Department is also guided by this strategic plan and our Community Health Improvement Plan (CHIP). The CHIP outlines the health priorities of the Department and the

residents of the North Shore. The 2014-2019 health priorities are communicable disease prevention and control, chronic disease prevention and management, physical activity, and mental health.

The NSHD provides a variety of state-mandated, grant-funded, and fee-supported public health services. The NSHD is a Level III health department, which is the highest designation in Wisconsin. A Level III department is required to provide at least 14 programs and services. The programs we provide focus on communicable disease prevention and control, chronic disease prevention and management, environmental health, injury prevention, and public health emergency preparedness.

Strategic planning is an important component of maintaining a high quality and well-functioning local health department. Additionally, a strategic plan is one of the foundational documents health departments need, in addition to a Community Health Improvement Plan and a Community Health Assessment to achieve national accreditation. Many local health departments, including the North Shore Health Department, are embarking on the journey to create their department's first strategic plan.

The purpose of the North Shore Health Department's Strategic Plan is to:

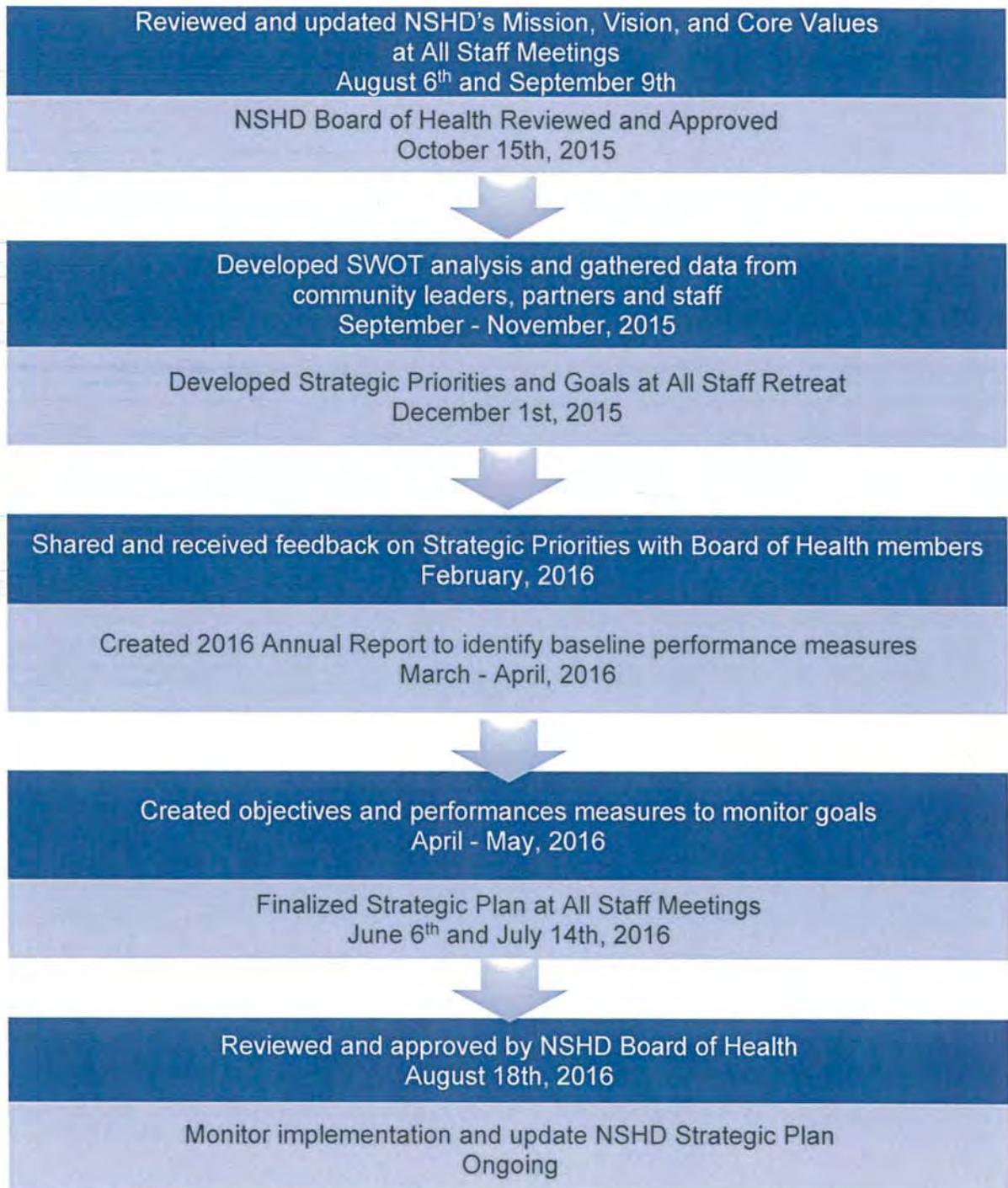
- Communicate our vision, mission and core values;
- Identify the strategic direction of the Department through our priorities and goals;
- Align our priorities, goals, objectives, and performance measures to monitor progress and impact; and
- Improve the quality of our services and maximize the health impacts we strive to achieve.

The North Shore Health Department would like to acknowledge all those involved in helping to create this strategic plan. We are grateful for the opinions and expertise of the people who supported and developed this plan.

Lori Ahrenhoerster, PhD – Program Manager	Jennifer Evertsen, MS – Bayside North Shore Board of Health representative
Ann Christiansen, MPH – Health Director/Officer	Barbara Bechtel, RN, BSN – Brown Deer North Shore Board of Health representative
Sanja Miljevic, RN – Public Health Nurse	William Warner – Fox Point North Shore Board of Health representative
Randie Parks, RN – Public Health Nurse	Debesh Mazumdar, MD – Glendale North Shore Board of Health representative
Kathleen Platt, RN – Public Health Nurse Supervisor	Claudia Altman, MD – River Hills North Shore Board of Health representative
Kimberly Schneider, RN – Public Health Nurse	Mary Jo Baisch, PhD, RN – Shorewood North Shore Board of Health representative
Brad Simerly, RS - Sanitarian	Christopher Simenz, PhD – Whitefish Bay North Shore Board of Health representative
Mary Witman – Administrative Assistant	Gary Lewis, MD – Medical Advisory/Chair

Timeline and Steps for Plan Development

The following steps were taken to help develop our strategic plan.



Strengths, Weaknesses, Opportunities, and Threats Analysis

In September 2015, the NSHD developed a survey to gather broad input on the NSHD's Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis). We asked respondents to consider the strengths and weaknesses internal to the NSHD and then to consider external circumstances that might shape or impact the future of the Department. For these external influences, we asked them their perspective on opportunities the Department could take advantage of, along with the changes in the environment that might hinder the pursuit of our goals. We received 16 responses to our SWOT survey. This included responses from staff, Board of Health members, and community stakeholders and partners. We analyzed results by each of these three groups and discussed the findings at a staff retreat. Results below are a combination of all responses.

<p>Strengths</p> <ul style="list-style-type: none"> • Staff - Hardworking and knowledgeable • Leadership – Motivated and competent • Board of Health – Supportive • Partnerships – North Shore Fire/Rescue, communities • Communication – resource for questions, community preparedness, vaccinations, monitoring health resources • Successful programs 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Funding • Lack of knowledge among communities about value of department • Little coordination with two offices • Varying local public health ordinances • Decreased and small staff, lack of surge capacity • Good coverage of youth and elderly but what about others? • Lack of visibility • Lack of local data
<p>Opportunities</p> <ul style="list-style-type: none"> • Partnerships with health care systems and schools • Communication through other avenues like social media • Consolidation to one office • National accreditation • Grant funding • Outreach and partnerships • Student internships 	<p>Threats</p> <ul style="list-style-type: none"> • Funding cuts, inadequate funding to maintain qualified staff • Disease outbreaks and emerging public health threats • Negative publicity • Local community and taxpayer support • Losing local identify • Further consolidation

Strategic Priorities, Goals, and Objectives

This section outlines the NSHD's three strategic priorities, along with goals and objectives to monitor our progress in addressing those priorities. We will annually reassess our goals and objectives to determine if we are on course to meet our targets. For those objectives that we have met, we will determine if new benchmarks should be set to continually improve health outcomes in the North Shore. The objectives below and detailed in our Performance Management System (See Appendix) outline steps to achieve this goal and demonstrate the linkage between the Strategic Plan and the Community Health Improvement Plan.

The NSHD's first strategic priority focuses on creating systems and processes to improve the structure and functioning of the NSHD. This work is rooted in quality improvement and performance management to guide the direction of these improvements. Under the first priority, Goal 1 is to complete the prerequisites necessary to apply for Public Health Department Accreditation. The prerequisites, as determined by the national Public Health Accreditation Board (PHAB) include three components. One component is a strategic plan. The second component is a Community Health Assessment (CHA), which identifies key health needs and issues through systematic, comprehensive data collection and analysis. The third is a Community Health Improvement Plan (CHIP), which is a long-term, systematic effort to address public health priorities based on the results of community health assessment. Goal 2 focuses on improving the Department's efficiencies and effectiveness. To achieve this goal, the Department will create a QI plan, allowing us to identify and improve our current systems. Goal 3--raising the visibility of the NSHD-- will allow us to share the work we do with our communities, as well as reach them with timely health information for better decision making to promote health and reduce risks for disease and injury.

Strategic Priority I: Advance the quality and performance of the North Shore Health Department

Goal 1: Complete the prerequisites for national public health department accreditation

Objectives:

- * By July, 2016, complete 2016-2019 North Shore Health Department Strategic Plan;
 - * By December 2016, complete a performance management system to measure impact of NSHD Strategic Plan;
 - * By December 2017, complete North Shore Community Health Assessment; and
 - * By December 2017, complete timeline and readiness assessment to apply for national accreditation
-

Goal 2: Improve NSHD operational efficiency and effectiveness

Objectives:

- * By December 2016, develop and facilitate the passage of a new Code of Ordinance pertaining to Food, Lodging, Recreational Safety and Licensing;
-

- * By December 2018, develop at least one policy and procedure for each of the Department's program and service areas; and
- * By December 2019, consolidate health department offices into one space.

Goal 3: Raise the visibility of the North Shore Health Department

Objectives:

- * By December 2016, establish a communications plan to disseminate updates and public health information to the community;
 - * By December 2017, participate on at least one municipal-level committee/group in each of the North Shore communities and/or regional committees to reinforce health and health equity implications of program and policy decisions.
-

The second strategic priority focuses on our core work, which is providing high quality programs and services for people in the North Shore. Each of the five goals under these priorities is a major program area within the Department. This work is driven by Wisconsin State Statute, the North Shore Community Health Improvement Plan, and additional opportunities through grant-funded initiatives.

Strategic Priority II: Provide high quality public health programs and services to North Shore residents

Goal 4: Prevent and reduce communicable diseases

Objectives:

- * By December 2016, Health Department staff will conduct disease investigations for 100% of reportable diseases; and
 - * By June 2017, 25% of adults aged 65 and older living in the North Shore will have received at least one dose of a pneumococcal vaccine or are up to date on the vaccine.
-

Goal 5: Prevent and manage chronic disease

Objectives:

- * By December, 2016, the North Shore Health Department will increase the number of breastfeeding friendly workplaces;
 - * By December 2019, less than 25% of North Shore residents will report having high blood pressure;
 - * By December 2019, at least 75% of youth will get the recommended amount of physical activity each week; and
 - * By December 2019, less than 10% of North Shore residents will report having diabetes.
-

Goal 6: Prevent and control exposure to environmental health hazards

Objectives:

- * By December 2016, inspect 100% of licensed food, recreational waters, and hotels that are part of North Shore Environmental Health Consortium;
 - * By December 2016, provide comprehensive follow-up with 100% of children in the North Shore with blood lead levels of $\geq 5\mu\text{g/dL}$;
 - * By December 2016, at least 100 North Shore residents will test their homes for radon;
-

- * By December 2016, triage and respond to all complaints about human health hazards; and
 - * By September 2016, monitor safe water conditions for swimming at Atwater, Klode and Doctors Park beaches during swim season.
-

Goal 7: Reduce intentional and unintentional injuries

Objectives:

- * By December 2016, at least 100 car seat inspections will occur by a Health Department certified child passenger safety technician;
 - * By December 2016, decrease the rate of fall-related fatalities in the North Shore;
 - * By December 2016, less than 5% of adults and children will report feeling sad, blue, or depressed always or nearly always in the past six months.
-

Goal 8: Respond to and be prepared for public health emergencies

Objectives:

- * By December 2019, maintain a recognized Public Health Emergency Response Plan for the North Shore;
 - * By December 2016, conduct or participate in at least two mass clinic exercises and complete After Action report each year.
-

The third strategic priority is increasing/expanding/incorporating the active engagement of the community in the Department. Community engagement is vital to advancing our efforts to improve the health and safety of the North Shore. Continual feedback on the strategic direction of the NSHD holds us accountable and keeps us true to our Vision and Mission.

Strategic Priority III: Engage community members, leaders and stakeholders in initiatives to advance health priorities identified in the Community Health Improvement Plan

Goal 9: Create and support opportunities for community engagement with the North Shore Community Health Improvement Plan (CHIP) Priorities

Objectives:

- * By December 2017, establish area coalition/group to oversee implementation and evaluation of North Shore Community Health Improvement Plan.
 - * By December 2018, support or lead at least one community coalition working to address community health priorities.
-

The NSHD is committed to improving our communities' health, preventing disease and injury, minimizing the health impact of emergencies, and safeguarding the environment. A robust strategic plan will help provide a guiding framework for accomplishing this, and create a performance management system that will hold us accountable to our goals and objectives. We look forward to working with all of our residents and partners on making the North Shore a healthier place to live, work, and play.



Appendix
Performance Management System
2016-2019

Strategic Priority I: Advance the quality and performance of the North Shore Health Department		
1. Goal: Complete the prerequisites for national public health department accreditation		
Objective	Process Outcomes and Activities	Performance Measures
By July 31 st , 2016, complete 2016-2019 North Shore Health Department Strategic Plan	<ul style="list-style-type: none"> -Complete revision of Mission, Vision, and Value Statements -Complete SWOT analysis -Develop goals, objectives and activities -Complete written strategic plan -Review and approval by NS Board of Health (BOH) – July, 2016 meeting 	Completed plan – Approved by NSHD BOH at July 21 st BOH meeting.
By December 2016, complete a performance management system to measure impact of strategic plan	<ul style="list-style-type: none"> -Identify performance measures for strategic plan -Link measures to Health Department Annual Report indicators -Identify data sources to monitor performance measures -Document process for analyzing measures to ensure consistency in methods from year to year. 	Completed performance management system
By December 2017, complete a North Shore Community Health Assessment	<ul style="list-style-type: none"> -Identify primary and secondary data systems that measure the health of residents in the North Shore -Identify opportunities to share data with community to discuss health priorities -Collect primary data to further identify community health needs and priorities -Summarize community health information in Community Health Assessment report -Disseminate CHW and present information to residents and leaders. 	Completed assessment – Approved by NSHD BOH
By December 2017, complete timeline and readiness assessment to apply for national accreditation	<ul style="list-style-type: none"> -Review PHAB materials -Complete Readiness assessment 	Status report to BOH on readiness to apply for accreditation

2. Goal: Improve North Shore Health Department operational efficiency and effectiveness		
Objective	Process Outcomes and Activities	Performance Measures
By December 2016, develop and facilitate the passage of a new Code of Ordinance pertaining to Food, Lodging, Recreational Safety, and Licensing.	<ul style="list-style-type: none"> -Develop revised ordinance -Review with legal counsel for feedback -Discuss ordinance with North Shore Managers -Share ordinance with municipal Boards for consideration -Pass ordinance 	Approved ordinance for Food, Lodging, Recreational Safety, and Licensing by BOH and six Village Boards.
By December 2018, develop at least one policy and procedure for each of the Department's program and services areas	<ul style="list-style-type: none"> -Develop a process to continuous review of policies and procedures -Review and update existing policies and procedures -Identify which policies and procedures need to be created, including policy around social media -Develop policies and procedures in identified program areas. 	Completed Policies and Procedures adopted by Health Department – Approved by BOH
By December 2019, identify and implement at least one quality improvement initiative each year to improve Department functions.	<ul style="list-style-type: none"> -Develop a Quality Improvement (QI) plan -Develop QI process to improve immunization inventory -Identify other QI opportunities within Department 	QI Plan approved by BOH -Staff meeting minutes documenting QI progress
By December 2019, consolidate health department offices into one space	<ul style="list-style-type: none"> -Conduct feasibility study to consolidate offices, including cost benefit analysis of direct and indirect expenses related to two offices. -Identify available spaces in North Shore -Create plan to move into one office 	Relocation plan approved by BOH
3. Goal: Raise the visibility of the North Shore Health Department		
Objective	Process Outcomes and Activities	Performance Measures
By December 2017, participate on at least one municipal-level committee/group in each of the North Shore communities and/or regional committees to reinforce health implications of program and policy decisions	<ul style="list-style-type: none"> -Work with municipalities to identify opportunities to include Health Department staff on their existing committees. -Present health-related information to municipal and other community groups 	Documented minutes of NSHD involvement with municipal and regional public policy committees and groups
By December 2016, establish a communications plan to disseminate	-Retool the Health Department's website to serve as a portal for information	-Number of NSHD Facebook followers Baseline: 5/2016 – zero

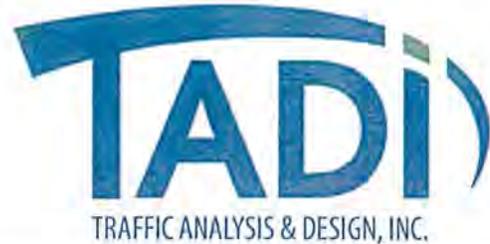
<p>updates and public health information to the community</p>	<p>-Develop Health Department's presence on various social media platforms (Facebook, Twitter). -Participate in various community events to showcase Health Department and provide health education to residents. -Develop communication protocols in anticipation of health-related emergencies and events like heat advisories, blizzards, etc.</p>	<p>-Number of new visitors to health department website. -Number of phone and online inquiries to the health department with inquiry tracking system.</p>
<p>Strategic Priority II: Provide high quality public health programs and services to North Shore Residents</p>		
<p>4. Goal: To prevent and reduce communicable diseases by monitoring, screening, and investigating disease cases.</p>		
<p>Objective</p>	<p>Process Outcomes and Activities</p>	<p>Performance Measures</p>
<p>By December, 2016 Health Department staff will conduct disease investigations for 100% of reportable diseases</p>	<p>Staff follow policy and procedures for communicable disease investigations, including EpiNet and North Shore Health Department's Food Borne Illness procedure book.</p>	<p>Process status in Wisconsin Electronic Disease Surveillance System will be reported as Final or Sent to State for all completed disease investigations Baseline: 100% of reportable diseases in the North Shore are investigated.</p>
<p>By June 2017, 25% of adults aged 65 and older living in the North Shore will have received at least one dose of PCV13 or PPSV23 (pneumococcal disease), or are up to date on their pneumococcal vaccine.</p>	<p>-Partner with long-term care facilities to offer pneumococcal vaccination education. -Partner with skilled nursing facilities to train their staff on documentation of vaccinations on the Wisconsin Immunization Registry (WIR) -Increase marketing of adult immunization clinics, focusing on pneumococcal immunizations</p>	<p>Wisconsin Immunization Registry generated report Baseline: Out of a cohort of 16,487 adults over or equal to 65 years and old living in the North Shore, 2,776 clients (17%) met all the benchmark criteria of having received the recommended doses of PCV13 and PPSV23.</p>
<p>5. Goal: To prevent and manage chronic disease by supporting and promoting healthy lifestyles for North Shore residents</p>		
<p>Objective</p>	<p>Process Outcomes and Activities</p>	<p>Performance Measures</p>

<p>By December, 2016, the North Shore Health Department will increase the number of breastfeeding friendly workplaces.</p>	<ul style="list-style-type: none"> -Collaborate with the Wisconsin Breastfeeding Coalition and utilize available resources to support breastfeeding friendly workplaces. -Engage and recruit worksite(s). -Assist worksites to complete an assessment. -Assist worksites in making improvements to policies and practices, based on assessment results. 	<p>We don't currently have data on the number of workplaces with supportive breastfeeding policies. Our initial work will focus on assessing these policies, with the objective of increasing the number of women who are able to continue breastfeeding at six months.</p>
<p>By December, 2019, less than 25% of North Shore residents will report having high blood pressure.</p>	<ul style="list-style-type: none"> -Offer at least 24 adult health and blood pressure screenings for North Shore Residents -Attend at least one event per community providing health education materials for residents -Use electronic media, library displays and other opportunities to promote chronic disease prevention 	<p>North Shore Community Health Survey Baseline: 26% of residents report having high blood pressure in 2015</p>
<p>By December, 2019, at least 75% of youth will get the recommended amount of physical activity each week.</p>	<ul style="list-style-type: none"> -Map physical activity outlets in North Shore -Identify gaps and policy opportunities to improve walkability in the North Shore -Promote physical activity and recreation opportunities in schools 	<p>North Shore Community Health Survey Baseline: 64% of children getting recommended physical activity in 2015.</p>
<p>By December 2019, less than 10% of North Shore residents will report having diabetes</p>	<ul style="list-style-type: none"> -Offer at least 24 adult health and blood pressure screenings for North Shore Residents -Attend at least one event per community providing health education materials for residents, including area farmers' markets -Use electronic media to promote chronic disease prevention 	<p>North Shore Community Health Survey Baseline: 11% of residents report having diabetes.</p>
<p>6. Goal: To prevent and control exposure to environmental health hazards</p>		
<p>By June, 2017, inspect 100% of licensed food, recreational waters, and hotels that are part of the North Shore Environmental Health Consortium</p>	<p>Environmental Health Consortium Policy and Procedure Guide</p>	<p>Healthspace tracking system Baseline: 2014-2015 License year 98% of facilities were inspected.</p>

<p>December 2016, provide comprehensive follow-up for 100% of children in the North Shore with blood leads of $\geq 5\mu\text{g/dL}$.</p>	<p>-Review lead test results from Wisconsin Department of Health Services -Contact families with elevated blood lead levels -Recommend a second (venous) test to confirm lead level -Follow-up with family on potential places of exposure (home, daycare, family member) -Offer home visit with family to further identify sources of exposure to lead</p>	<p>Wisconsin STELLAR data base Baseline: 100% of 17 cases were investigated. Home visits were made for three.</p>
<p>By December 2016, at least 100 North Shore residents will test their homes for radon</p>	<p>-Attend at least one event per community providing health education materials for residents, including area farmers' markets -Promote radon awareness through electronic media, library displays, and print communication.</p>	<p>North Shore Health Department Radon Test Results sold Baseline: 73 individual homes were tested in 2015</p>
<p>By December 2016, triage and respond to all complaints about human health hazards</p>	<p>North Shore Human Health Hazard Policy and Procedure Guide</p>	<p>North Shore Health Department Complaint/Inquiry Case Reports Baseline: 42 human health hazard and/or public health nuisances were investigated.</p>
<p>By September 2016, monitor safe water conditions for swimming at Atwater, Klode and Doctors Park beaches during swim season.</p>	<p>North Shore Beach Monitoring Procedure Guide</p>	<p>North Shore Health Department Beach Test Result Reporting System Baseline: Ninety beach water test samples collected in 2015 for elevated levels of E.coli. Two advisories were posted and no closures.</p>
<p>7. Goal: To reduce intentional and unintentional injuries in the North Shore</p>		
<p>By December 2016, at least 100 car seat inspections will occur by a health department certified child passenger safety technician.</p>	<p>-Partner with North Shore Fire/Rescue to offer car seat inspection program. -Maintain at least two Health Department staff members who are certified car seat technicians.</p>	<p>North Shore Health Department Car Seat Data Report Baseline: 104 inspections completed in 2015</p>
<p>By December 2016, reduce number of fall-related calls to North Shore Fire/Rescue By December 2019, decrease the rate of fall-related fatalities in the North Shore</p>	<p>-Support elder referral program by Health Department and North Shore Fire/Rescue -Offer Remembering When to older adults in North Shore</p>	<p>North Shore Fire/Rescue EMS Data Wisconsin Vital Records Data</p>

<p>By December 2019, less than 5% of adults and children will report feeling sad, blue or depressed always or nearly always in past six months</p>	<p>-Support of evidence-based suicide prevention strategies like Question, Persuade, and Refer -Leadership role in REDgen coalition to foster resiliency among children and teens.</p>	<p>North Shore Community Health Survey Baseline: In 2015, 5% of adults and 6% of children report feeling sad, blue, or depressed always or nearly always in the past six months.</p>
<p>8. Goal: To respond to and be prepared for public health emergencies, including emergencies related in emerging and infectious diseases, environmental health hazards, and mass causality events.</p>		
<p>By December 2019, maintain a recognized Public Health Emergency Response Plan for the North Shore</p>	<p>-Participate on local and regional teams to maintain PHERP</p>	<p>Completed review of PHERP by all municipal governments</p>
<p>By December 2016, conduct or participate in at least two mass clinic exercises and complete After Action Report each year</p>	<p>-Conduct mass flu clinic at locations around North Shore</p>	<p>Completed After Action Report</p>
<p>Strategic Priority III: Engage community members, leaders, and stakeholders in initiatives to advance the health priorities identified in the Community Health Improvement Plan</p>		
<p>9. Goal: Create and support opportunities for community engagement with North Shore Community Health Improvement Plan Priorities</p>		
<p>By December 2017, establish area coalition/group to oversee Community Health Improvement Plan implementation and evaluation.</p>	<p>-Develop opportunities like Community Cafes to discuss health-related issues with residents</p>	<p>Minutes from Community Health Plan coalition</p>
<p>By 2018, support or lead at least one community coalition working to address a community health priority area.</p>	<p>-Maintain involvement with: -REDgen (mental health) -Brown Deer Farmer's Market Board (chronic disease) -Shorewood Elder Services Advisory Board (chronic disease) -Safe Kids of Southeastern WI -Others</p>	<p>Minutes from meetings documenting Health Department participation.</p>

Executive Summary



November 10, 2016

PROVIDING TRAFFIC ENGINEERING SOLUTIONS

To: Steve Sheiffer, Whitefish Bay Village Manager and Village Board Members
cc: John Edlebeck, P.E., Whitefish Bay Director of Public Works
From: John Campbell, P.E. (Senior Traffic Engineer, TADI)
Subject: Local Roads HSIP Application

Introduction

The Village of Whitefish Bay has observed 631 reported traffic crashes in the past five years. Over the past two years, TADI has assisted the Village in quantifying crash patterns, suggesting safety improvements, and identifying potential funding sources to design and construct roadway improvements. Ultimately, this analysis resulted in three separate Highway Safety Improvement Program (HSIP) applications. The purpose of this document is to summarize the content of the "local roads" HSIP application.

Project Overview

The local roads HSIP application was submitted on August 15, 2016 and consists of a \$1,697,845 road design and construction project, that if approved, would be 90 percent funded by the Federal Government (\$1,528,060) and require a 10 percent local match (\$169,785).

The improvements primarily target pedestrian, bicycle, and angle crashes and could result in 90 less crashes over a 10 year period, which would be a seven percent reduction in crashes Village-wide.

The application includes traffic signal replacement at three locations, numerous high-visibility crosswalks, additional signing and pavement marking, and street lighting upgrades along Silver Spring Drive. In total, 19 specific locations were targeted and are shown on the map provided in Figure 1.

A description of the improvements and their anticipated cost is provided in Table A.

Project Status

The HSIP application is currently under review by WisDOT staff. Feedback thus far has been promising and we are hopeful that the full application, or a majority of the work within the application, is approved.

Roadway design would be expected to occur in 2018 and construction in 2019.



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Figure 1 - Map of Targeted Locations in Local Roads HSIP Application

Table A - Description of Proposed Improvements in Local Roads HSIP Application

Location	Proposed Improvements	Crash History (5 YR, 2011-2015)	Expected Crash Reductions (5 YR)	Expected Crash Reductions (10 YR)	Estimated Design & Construction Costs
#1 Intersection of Santa Monica Blvd & Silver Spring Dr	New traffic signals, including: countdown pedestrian timers, overhead displays for EB/WB directions, protected/permissive phasing for the NB movement, new poles and indications, pedestrian push buttons, vehicle detection, retiming of signals, retroreflective backplates, and new controller/cabinet. Also, install high-visibility continental crosswalks on all four approaches. Lastly, retime signals to enable a pedestrian lead phase.	18	-6.2	-12.4	\$364,638
#2 Intersection of Hampton Rd & Marlborough Dr	New traffic signals, including: countdown pedestrian timers, overhead displays for EB/WB directions, protected/permissive phasing for the NB movement, new poles and indications, pedestrian push buttons, vehicle detection, retiming of signals, retroreflective backplates, and new controller/cabinet. Also, install high-visibility continental crosswalks on all four approaches. Lastly, retime signals to allow a pedestrian lead phase.	7	-2.4	-4.8	\$362,639
#3 Intersection of Henry Clay St & Santa Monica Blvd	New traffic signals, including: countdown pedestrian timers, overhead displays for NB/SB directions, protected/permissive phasing for the NB movement, new poles and indications, pedestrian push buttons, vehicle detection, retiming of signals, retroreflective backplates, and new controller/cabinet. Also, install high-visibility continental crosswalks on all four approaches. Lastly, retime signals to enable a pedestrian lead phase.	8	-2.7	-5.4	\$364,770
#4 Intersection of Henry Clay St & Marlborough Dr	High-visibility crosswalks are proposed on all legs of the intersection.	6	-2.0	-4.1	\$30,370
#5 Intersection of Berkeley Blvd & Silver Spring Dr	In the fall of 2015, the Village made several pedestrian safety improvements along Silver Spring Drive. Most notably, and unsignalized crossings, "yield here to pedestrians" signs were added, but also supplemented with a "state law" plaque and a "250 fine" plaque. Landscaping in the island at Berkeley was also trimmed to a low height. The proposed improvements in this application include adding visibility to the crosswalks and providing a dynamic speed feedback sign EB to help slow traffic entering this downtown area of Whitefish Bay.	4	-0.9	-1.9	\$41,069
#6 Intersection of Silver Spring Dr & Diversey Blvd	Proposed improvements include high visibility crosswalks and "watch for bicycles" signs on the NB and SB approaches.	12	-0.1	-0.1	\$29,125
#7 Intersection of Silver Spring Dr & Hollywood Ave	Long-term solutions might involve changes in access, but for the relative short-term, high-visibility crosswalks are proposed at this location and are expected to help pedestrians cross more safely, in addition to drawing attention to the crosswalk - which is expected to help reduce the likelihood of rear-end crashes resulting from stopping for pedestrians.	6	-0.8	-1.6	\$11,989
#8 Intersection of Birch St & Santa Monica Blvd	The proposed improvements include high-visibility crosswalks, double stop signs on the EB/WB approaches with red reflective tape and new stop bars. Watch for bicycles signs are also proposed on the EB/WB approaches.	8	-4.1	-8.1	\$37,026
#9 Intersection of Cumberland Blvd & Oakland Ave	The proposed improvements are focused on increasing driver awareness of the need to stop EB/WB and that NB/SB traffic does not stop. Double stop signs on the EB/WB supplemented with red reflective tape on the posts and "Cross Traffic Does Not Stop" signs are proposed. In addition, high visibility crosswalks and new stop bars are proposed.	3	-1.7	-3.4	\$21,888

Location	Proposed Improvements	Crash History (5 YR, 2011-2015)	Expected Crash Reductions (5 YR)	Expected Crash Reductions (10 YR)	Estimated Design & Construction Costs
#10 Intersection of Hampton Rd & Woodruff Ave	The proposed improvements are focused on increasing driver awareness of the need to stop NB/SB and that EB/WB traffic does not stop. Double stop signs on the NB/SB supplemented with red reflective tape on the posts and "Cross Traffic Does Not Stop" signs are proposed. In addition, high visibility crosswalks and new stop bars are proposed.	1	-0.6	-1.1	\$29,880
#11 Intersection of Montclair Ave & Santa Monica Blvd	The proposed improvements include high-visibility crosswalks, double stop signs on the EB/WB approaches with red reflective tape and new stop bars.	3	-1.2	-2.5	\$38,304
#12 Intersection of Chateau Pl & Sheffield Ave	A high visibility crosswalk is proposed on the west leg of the intersection to increase driver awareness of pedestrians.	1	-0.4	-0.8	\$4,663
#13 Intersection of Henry Clay St & Lydell Ave	The proposed improvements include high visibility crosswalks, striping of the no-parking zone in front of the school, and a speed feedback sign for SB traffic.	2	-0.4	-0.8	\$33,632
#14 Intersection of Kimbark Pl & Lexington Blvd	High visibility crosswalks are proposed to draw awareness to pedestrians.	1	-0.4	-0.8	\$31,968
#15 Intersection of Chateau Pl & Marlborough Dr	Reinforcing the need to stop using double stop signs with "all way" plaques and red reflective tape is proposed. Additionally, high visibility crosswalks and stop bars are proposed.	1	-0.6	-1.1	\$30,637
#16 Intersection of Wilson Dr & Berkeley Blvd	The proposed improvements involve several strategies to increase pedestrian and bicycle awareness while providing a crosswalk to access the Oak Leaf Trail system. The improvements include, high visibility crosswalks on the northeast and southwest approaches, in street state law to yield to pedestrian signs, yield lines to encourage drivers to stop 30 feet from the crossing, ped and bike trail crossing signs, state law yield to pedestrian signs, and "BIKE PED XING AHEAD" pavement markings on approaches to the crosswalk.	1	-0.4	-0.8	\$44,879
#17 Intersection of Lydell & Silver Spring	Since the intersection of Lydell & Silver Spring is halfway in Glendale, Whitefish Bay's improvement options are somewhat limited. It is proposed that "Blind Person Area" signs be installed on Silver Spring just east of Lydell for EB traffic and near Hollywood for WB traffic. In addition, a high-visibility crosswalk is proposed on the east leg of the intersection.	1	-0.4	-0.8	\$7,237
#18 Silver Spring (Lydell to Marlborough)	Increase street lighting levels along Silver Spring Drive to meet recommended light levels.	31	-13.0	-26.0	\$131,544
#19 Silver Spring (Lydell to Marlborough)	Install the following pavement markings along the 0.5 mile corridor as needed. - Centerline - Edgeline - Parking Stalls - Yellow Curbs (no parking & medians) - Lane Markings (e.g., right-turn, left-turn, etc.)	140	-7.0	-14.0	\$81,589
Totals		254	-45.2 (-18%)	-90.5	\$1,697,845

Date: November 8, 2016

To: John Edlebeck, P.E.
Village of Whitefish Bay

From: John Campbell, P.E.

cc List:

Subject: Silver Spring Corridor Capacity Analysis

PART A – INTRODUCTION

The Village of Whitefish Bay hired TADI to conduct corridor capacity analysis along Silver Spring Drive from the intersection of Santa Monica Boulevard through the intersection with Hollywood Avenue. The analysis included intersection turning movement counts, capacity analysis, and traffic signal warrant analysis at two locations.

This technical memorandum has been prepared to provide the results of the analysis to the Village on the operation of Silver Spring Drive.

PART B – EXISTING ROADWAY

Silver Spring Drive is an east/west roadway that is heavily traveled, carrying 13,000 motor vehicles per day in addition to numerous pedestrians and bicyclists. It has a two-lane cross section with parking on both sides and is posted at 25 mph. An overview of the study area is shown in the aerial below.



PART C – CAPACITY ANALYSIS

Capacity analysis identifies the level-of-service (LOS) and queue lengths of intersections based on the traffic volumes and traffic control.

Exhibit 1 displays the peak hour (AM & PM) traffic volumes and queue lengths (95th percentile). Table 1 shows the LOS for each movement throughout the corridor. For the purposes of continuity, the results of the capacity analysis of Silver Spring Drive’s intersection with Lake Drive (STH 32) are also shown in Exhibit 1 and Table 1, though that analysis was completed in a separate study.

Table 1
Year 2016 Traffic Peak Hour Operating Conditions
Existing Geometrics and Traffic Control

Intersection	Traffic Control	Peak Hour	Level of Service per Movement by Approach											
			Eastbound			Westbound			Northbound			Southbound		
			LT	TH	RT	LT	TH	RT	LT	TH	RT	LT	TH	RT
Santa Monica & Silver Spring	Traffic Signal	AM	A	A	A	B	B	B	D	C	C	C	C	C
		PM	A	B	B	C	C	C	D	C	C	C	C	C
Berkeley & Silver Spring	One-Way Stop	AM		A	A		A					B		
		PM		A	A		A					B		
Diversey & Silver Spring	Two-Way Stop	AM	A	A	A	A	A	A	C	C	C	C	C	C
		PM	A	A	A	A	A	A	D	D	D	D	D	D
Hollywood & Silver Spring	Two-Way Stop	AM	A	A	A	A	A	A	C	C	C	C	C	C
		PM	A	A	A	A	A	A	D	D	D	C	C	C
Marlborough/Lake & Silver Spring	Traffic Signal	AM	C	D	D	C	B	B	C	C	C	F	C	C
		PM	D	D	D	C	B	B	C	C	C	D	C	C

The analysis was conducted using traffic count data collected during the first week of June 2016. The counts and Synchro software capacity analysis outputs are available in the Appendix.

The counts and analysis showed that volumes on Silver Spring Drive eastbound, particularly in the PM peak hour, were very heavy with nearly 800 vehicles per hour approaching Santa Monica Boulevard and approximately 700 vehicles per hour thereafter. As a result, drivers on stop-controlled side-streets such as Diversey Boulevard and Hollywood Avenue experience noticeable delay due to difficulty finding gaps. The capacity analysis showed that drivers, on average, need to wait 30 seconds to turn onto or cross Silver Spring Drive in the PM peak hour.

Another result of the heavy eastbound traffic is lengthy queuing at the Silver Spring Drive intersection with Marlborough Drive/Lake Drive. Ninety-fifth percentile queues at this intersection during the PM peak hour on the eastbound approach are 310 feet long. Traffic from this queue backs up past the Hollywood Avenue/Sendik’s Food Market intersection, which is only about 200 feet west of the Silver Spring Drive intersection with Marlborough Drive/Lake Drive.

In the AM peak hour, lengthy queues and large delays are observed for the southbound left-turn movement at the intersection of Marlborough Drive/Lake Drive & Silver Spring Drive. With the existing timings, the southbound left-turn operates with a LOS F. The operations of the southbound left-turn movement can be improved with modifications to the signal timings.

TADI

PART D – TRAFFIC SIGNAL WARRANT ANALYSIS

Included in this study were traffic signal warrant analyses at Diversey Boulevard and Hollywood Avenue intersections with Silver Spring Drive. Neither of these locations observed enough conflicting volume to warrant a traffic signal. However, both intersections were relatively close to warrant thresholds because of the amount of traffic along Silver Spring Drive. For example, if both pedestrian and vehicle volumes increase about 10 percent, the intersections would begin to meet some signal warrant thresholds.

CONCLUSIONS

Silver Spring Drive is a heavily traveled corridor and provided in this report is an analysis of the existing intersection capacity analysis.

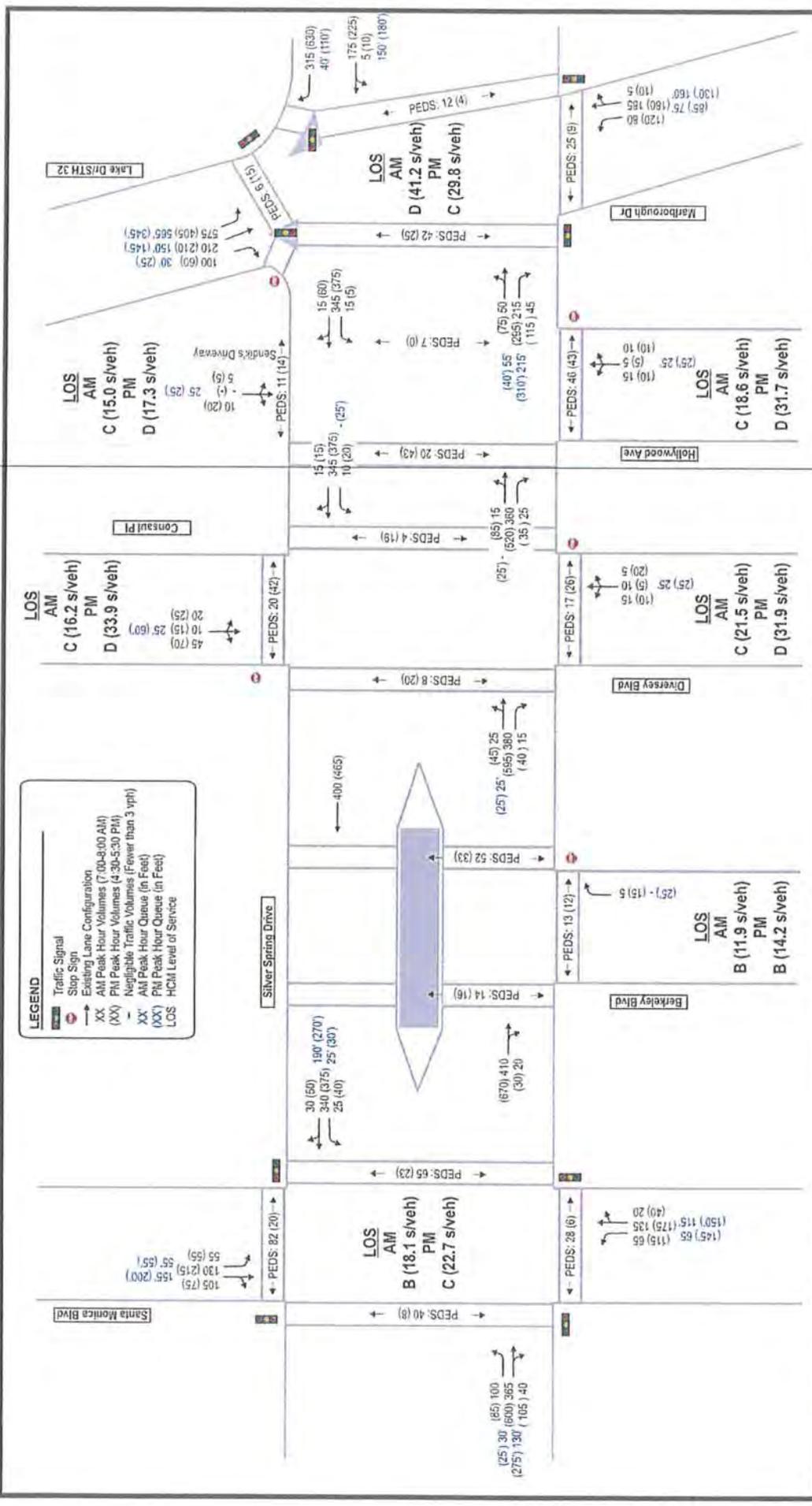
It is suggested that traffic volumes in this area be closely monitored. Potential long-term solutions could include signalizing Diversey Boulevard and/or modifying access at Hollywood Avenue, which is slightly offset from the Sendik's Food Market driveway to the north and experiences peak hour queuing from the Silver Spring Drive and Lake Drive/Marlborough Avenue intersection.

Signal and timing improvements should be considered at the signalized intersections along the corridor, particularly at the Silver Spring intersection with Marlborough Drive/Lake Drive. With new signal equipment and tweaks to the timings, it is expected that operations can be improved, particularly from a safety perspective. Further details about these recommendations are provided in the Lake Drive Study.

Should any questions or comments arise, please feel free to contact John Campbell, P.E. of TADI at 414-350-3256 or jcampbell@tadi-us.com.

LEGEND

- Traffic Signal
- Stop Sign
- Existing Lane Configuration
- XX AM Peak Hour Volumes (7:00-9:00 AM)
- (XX) PM Peak Hour Volumes (4:30-5:30 PM)
- XX Negligible Traffic Volumes (Fewer than 3 vph)
- XX' AM Peak Hour Queue (in Feet)
- (XX') PM Peak Hour Queue (in Feet)
- LOS HCM Level of Service



TADI
 TRAFFIC ANALYSIS & DESIGN, INC.
 EXHIBIT DATE: 11-06-16



Village of Whitefish Bay
5300 N. Marlborough Drive
Whitefish Bay, Wisconsin 53217

Memorandum

To: Steve Sheiffer, Village Manager
From: Jen Amerell, Finance Director/Clerk
Date: November 16, 2016
Re: Budget Summary & Budget Resolutions

JRA

Background

At the October 17th Village Board Budget Review Session, the Board reviewed the 2017 Proposed Budget and discussed impacts on the levy amount, tax rate and utility rates. Included in the Proposed Budget is a .93% tax rate increase and a 6% local sewer rate increase. There were no changes made to the 2017 Proposed Budget. A summary of the 2017 budget achievements is below:

A Recap of 2017 Budget Achievements:

- 1.75% in tax levy as a result of the increase in debt service
- .93% increase in tax rate
- 0% water rate increase
- 0% stormwater rate Increase with \$150,365 contribution from General Fund
- 6% local sewer rate Increase with \$173,424 contribution from General Fund and \$78,731 use of fund balance
- 1% increase on market basket cost for average assessed home with average utility usage
- Maintains current service levels
 - Only staff change is to police clerical hours
 - Includes employee wage Increases of 2%
 - Includes 1.5% Increase in health insurance premium costs, offset by an increased percentage of employee paid share of premium of 10.5% compared to 9% in 2016

Action Requested

Approve the 2017 Proposed Budget and adopt the following Budget resolutions:

- | | |
|----------------------|-----------------------------------------------------------------------------------------------------------------------|
| Resolution No. 2981: | A Resolution to Increase Local Sewer User Charges |
| Resolution No. 2982: | A Resolution Adopting Individual Utility Fund Operating Budgets |
| Resolution No. 2983: | A Resolution Adopting Individual Governmental Fund Budgets |
| Resolution No. 2984: | A Resolution Allowing Special Assessments, Special Charges, Delinquents and other Misc. Charges added to the Tax Roll |

STATE OF WISCONSIN : MILWAUKEE COUNTY : VILLAGE OF WHITEFISH BAY

RESOLUTION NO. 2981

A Resolution to Increase Local Sewer User Charges

BE IT RESOLVED that rate changes for the Whitefish Bay portion of the total sewer rate be increased from \$3.52 per 100 cubic feet to \$3.73 per 100 cubic feet effective January 1, 2017.

BE IT FURTHER RESOLVED that the Clerk is hereby directed to publish notice of these rate increases in the North Shore Now newspaper as a Class 1 Notice.

PASSED AND ADOPTED this 21st day of November, 2016.

Julie Siegel, President

Countersigned:

Jennifer R. Amerell, Village Clerk

STATE OF WISCONSIN : MILWAUKEE COUNTY : VILLAGE OF WHITEFISH BAY

RESOLUTION NO. 2982

WHEREAS, the Village Board did on November 21, 2016, hold a Public Hearing on the proposed utility fund operating budgets for the Village of Whitefish Bay for the calendar year 2017.

NOW, THEREFORE, BE IT RESOLVED by the Village Board of the Village of Whitefish Bay adopt the following individual utility fund operating budgets in the amounts indicated for the calendar year 2017:

<u>Fund</u>	<u>Amount</u>
Water Utility	\$ 2,174,678
Sewer Utility	\$ 2,644,282
Stormwater Utility	\$ 759,952
Parking Utility	\$ 91,906

BE IT FURTHER RESOLVED by the Village Board of the Village of Whitefish Bay, Milwaukee County, Wisconsin that the above said budgets are adopted for the calendar year 2017, and that these said budgets in detail are open to public inspection Monday through Friday, between the hours of 8:00 AM and 4:30 PM in the Finance Department at the Village Hall, 5300 North Marlborough Drive, Whitefish Bay, Wisconsin.

PASSED AND ADOPTED this 21st day of November, 2016.

Julie Siegel, President

Countersigned:

Jennifer R. Amerell, Village Clerk

STATE OF WISCONSIN : MILWAUKEE COUNTY : VILLAGE OF WHITEFISH BAY

RESOLUTION NO. 2983

WHEREAS, the Village Board did on November 21, 2016 hold a public hearing on the proposed budgets for the Village of Whitefish Bay for the calendar year 2017.

NOW, THEREFORE, BE IT RESOLVED by the Village Board that the Village of Whitefish Bay adopt the following individual fund budgets in the amounts indicated for the calendar year 2017:

<u>Fund</u>	<u>Amount</u>
General Fund	\$ 10,534,338
Library Fund	\$ 790,961
Debt Service Fund	\$ 3,292,424
Capital Fund	\$ 208,716
Special Assessment - Capital Projects Fund	\$ 141,302
Borrowed Money - Capital Projects Fund	\$ 2,285,000
TID No. 1 Fund	\$ 914,953
TID No. 2 Fund	\$ 329,038

These said budgets in detail are open to public inspection, Monday through Friday, between the hours of 8:00 AM and 4:30 PM in the Finance Department at the Village Hall, 5300 North Marlborough Drive, Whitefish Bay, Wisconsin, and:

BE IT FURTHER RESOLVED by the Village Board of the Village of Whitefish Bay, Milwaukee County, Wisconsin, that there is hereby levied upon all taxable property in said Village, to be extended upon the tax roll of said Village for the year 2016 and to be collected in and during the taxpaying period of 2016-2017 the sum of Ten Million Nine Hundred Fifty Thousand Nine Hundred and Ninety One Dollars (\$10,950,991) for the support of said Village and the payment of projected indebtedness, all as indicated in the budget hereby adopted by the Village Board on November 21, 2016 and the Clerk of said Village is hereby directed and authorized to extend said amount upon the 2016 tax roll of said Village.

PASSED AND ADOPTED this 21st day of November, 2016.

Julie Siegel, President

Countersigned:

Jennifer R. Amerell, Village Clerk

STATE OF WISCONSIN : MILWAUKEE COUNTY : VILLAGE OF WHITEFISH BAY

RESOLUTION NO. 2984

BE IT RESOLVED that the reports for assessments, delinquent accounts, and other delinquent charges on file in the office of the Village Clerk be and the same is hereby accepted and approved.

BE IT FURTHER RESOLVED that the Clerk be authorized to extend the following items against the respective lots and parcels of land as listed in said reports on file in the office of the Village Clerk, and enter the same in the tax roll for the year 2016 to be collected the same as other taxes.

- Special assessments
- Business Improvement District assessments
- Alley lighting charges
- Delinquent water/sewer/stormwater user charges
- Other delinquent charges

PASSED AND ADOPTED this 21st day of November, 2016.

Julie Siegel, President

Countersigned:

Jennifer R. Amerell, Village Clerk



November 16, 2016

To: Village President Julie Siegel and members of the Village Board
From: John Edlebeck, Director of Public Works
Re: **Recommended Parking Restriction Ordinance Changes**

There are two separate parking related ordinance revisions that Village Staff is recommending for the Monday, November 21, 2016 Village Board Meeting.

The recommended actions are:

1. Create an "overnight parking permit zone"

West side of 4800 block of Santa Monica Boulevard
From 410' to 605' north of the north curb line of Hampton Road

This additional overnight parking permit zone is limited, would help alleviate the high use of parking on Chateau Place and is expected to generate users.

2. Change unrestricted parking to "No Parking on School Days from 7:30am-8:30am"

West side of Wildwood Avenue
From 0' to 250' south of the south curblines of Chateau Place

The Chief and I met with the principal at Holy Family School and we all agree that this revised parking regulation will facilitate orderly, safe and efficient student drop off at the school.

ORDINANCE NO: 1829

An Ordinance Relating to the Traffic Code

The Village Board of the Village of Whitefish Bay, Milwaukee County, Wisconsin does ordain as follows:

Section One: Section 6.05(10)(d)(6)(p) is hereby created to read as follows:

The west side of North Santa Monica Boulevard from a point 410 feet north of the north curb line of East Hampton Road extended to a point 605 feet north of said north curb line.

Section Two: Section 6.05(7)(n)(1) is hereby created to read as follows:

- (n) No person shall park, stop or leave standing any vehicle, whether attended or unattended, between 7:30 AM and 8:30 AM on school days, except while loading or unloading passengers on the following streets:
 - 1. The west side of North Wildwood Avenue from the south curb line of Chateau Place to a point 250 feet south therefrom.

Section Three: All ordinances or parts of ordinances conflicting with the provisions of this Ordinance are hereby and to such extent repealed.

Section Four: This ordinance shall take effect and be in force from and after its passage and posting.

PASSED AND ADOPTED by the Village Board of Trustees of the Village of Whitefish Bay this 21st day of November, 2016.

VILLAGE OF WHITEFISH BAY

Julie Siegel, Village President

Jennifer Amerell, Village Clerk