



## NOTICE

**PLEASE TAKE NOTICE** that meetings of the **STANDING COMMITTEE, COMMITTEE OF THE WHOLE and REGULAR VILLAGE BOARD MEETING** will be held in the 2<sup>ND</sup> Floor of Village Hall, 3930 N. Murray Avenue, Shorewood, Wisconsin, on **Monday, June 17, 2019** at the times listed below:

**BUDGET & FINANCE COMMITTEE, 6:00 P.M. – Committee Room.**

1. 2020-2030 Long Range Plan project staging and staff resources.

**REGULAR MEETING OF THE VILLAGE BOARD, 7:30 P.M. – Board Room**

Public comments on items not on the agenda are permitted and welcome at the beginning of the Village Board meeting under “Citizens to be Heard.” Public comments on agenda items may be invited after the item has been open to discussion. Members of the Village Board will review the item and speak first. Individual speakers should raise their hand so they may be recognized by the Village President following the Board discussion and are asked to begin their comments by stating their name and address. Discussion may follow comment on non-agenda items or discussion and action may come at future meetings.

1. Call to Order
2. Roll Call
3. Statement of Public Notice
4. Special Order of Business
5. Citizens to be heard – This item is for matters not on the agenda. Discussion may follow comment on non-agenda items or discussion and action may come at future meetings.
6. Consent Agenda Items (Items under the consent agenda may be acted upon by one motion. If in the judgment of any Village Board Member, a consent agenda item needs discussion, the item can be placed in the items removed from the consent agenda.)
  - a. Accept presentation of Accounts – June 17, 2019
  - b. Consider Village Board Minutes – May 20, 2019 (deferred from June 3, 2019 Meeting)
  - c. Consider License Renewals for
    1. “Class B” Fermented Malt Beverage and Intoxicating Liquor Licenses
      - a. Harbor Shorewood Management LLC d/b/a Harborchase of Shorewood, 1111 E Capitol Drive, Shorewood, WI 53211
    2. Reserve Class “B” Fermented Malt Beverage and Intoxicating Liquor Licenses
      - a. Mega Marts LLC, d/b/a Metro Markets #6893, 4075 N Oakland Avenue, Shorewood WI 53211
    3. Secondhand Dealer/Pawnbroker Licenses
      - a. ecoATM, 10121 Barnes Canyon Rd., San Diego, CA 92121, 4075 N Oakland Ave (inside Metro Market)
      - b. Swanky Seconds, 2223 E Capitol Drive
      - c. Chattel Changers Inc., E Capitol Drive
      - d. Shorewood Coin Shop, 4409 N Oakland Avenue
      - d. CC Conrad Jewelers, 4014 N Oakland Avenue
      - e. Mixa Jewelers, 4320 N Oakland Avenue

4. Cigarettes/Tobacco
  - a. Spring East LLC d/b/a BP Pantry 41, 1604 E Capitol Drive, Shorewood
5. Cabaret License
  - a. Harry's Bar & Grill, 3549 N Oakland Ave
  - b. Hubbard Park Lodge, 3565 N Morris Blvd
  - c. Brat House Shorewood, 4022 N Oakland Ave
  - d. Three Lions Pub, 4515 N Oakland Ave
  - e. Camp Bar (Capitol), 2107 E Capitol
- d. Consider Service Agreement for Insurance Broker.
- e. Consider 2019 Committee Appointments for the Business Improvement District Board and Community Development Authority.
- f. Consider Authorization to Hire Program Assistant for the Senior Resource Center.
7. Items Removed from the Consent Agenda.
8. Public Hearing(s) – none.
9. New Business
  - a. Consider Ordinance #3001 - Prohibiting Conversion Therapy.
  - b. Consider application for “Class B” intoxicating liquor and beer for CKC Trio LLC d/b/a Gather, 3948 N. Maryland Ave., Shorewood, WI 53211.
  - c. Consider Special Event Permit, Short Term Cabaret License, Temporary Class “B”/”Class B” License for the BID and a Temporary Extension of Premise for Draft and Vessel for The Feast - September 14, 2019.
  - d. Consider sidewalk replacement program criteria (meeting #5).
  - e. Consider meter replacement program project management and communication plan (meeting #7).
  - f. Consider Resolution #2019-13 regarding the Wisconsin Department of Natural Resources NR 208 2018 Compliance Maintenance Annual Report.
10. Reports of Village Officials
  - a. Village President
    1. Proclamation – Wisconsin 19<sup>th</sup> Amendment Ratification Day
    2. Intergovernmental Relations
    3. Appoint Trustee Liaison to the Pedestrian and Bicycle Safety Committee
  - b. Village Trustees
  - c. Village Manager
    - i. 2018 WDNR Compliance Annual Reports: MS4/NR 216, Recycling, and Capacity Management Operations and Maintenance (CMOM/Sewer).
11. Items for Future Consideration
12. Closed Session – the Village Board will adjourn into closed session pursuant to 19.85(1)(c) to discuss the annual performance evaluation of the village manager.
13. Adjournment

DATED at Shorewood, Wisconsin this 13<sup>th</sup> day of June, 2019.

VILLAGE OF SHOREWOOD  
 Sara Bruckman, CMC/WCMC  
 Village Clerk

Should you have any questions or comments regarding any items on this agenda, contact the Manager's Office at 847-2702.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be

taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item:** 2020-2029 LRP Project Schedule Review (meeting #2)

**Date:** 6/17/2019

**Presenter:** Leeann Butschlick/Mark Emanuelson      **Department:** DPW/Finance

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**History** – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

For the past several years, the first formal step budget process has been the review of the Long Range Financial Plan (LRFP) and its associated project schedule. While the LRFP is used to help evaluate the infrastructure needs of the community, guide implementation planning and assist the Village Board in projecting the fiscal impacts of implementing these projects, this project schedule then also becomes the foundation for staff planning, engineering engagement and the potential bonding needs within the next budget cycle.

A preliminary 2020-2029 Long Range Plan project schedule review was held on May 13, 2019. Based upon the Village Board's discussion and direction, staff has prepared alternative schedules for the Board's consideration as outlined below.

For your reference, the current 2019-2028 Long Range Financial Plan can be viewed [here](#).

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**Agenda Item Discussion** – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

The goal of this meeting is to identify a preferred project implementation schedule.

A series of schedule alternatives are attached for your consideration. Please note that ALL of the schedules were developed based upon the following assumptions:

- The MMSD Edgewood MIS project design engineering will be complete in June 2020; sewer construction will be substantially complete in December, 2021. Changes to this schedule will almost certainly defer all phases of the SE Area Combined Sewer Improvement (SEACSI) project.
- Contracted construction management (inspection and public contact/interaction) hours will increase over that utilized currently for road, alley, water, etc. construction projects. The complexity and impact of this project will require a higher percentage of inspection to construction value than other recent projects.
- A single multi-year, multi-phase engineering contract will be awarded for all South East Area Combined Sewer Infrastructure (SEACSI) phases. This contract will be awarded in early 2020 based upon a competitive RFP/RFQ process occurring later this year. This is necessary both for the complexity of the projects and the interaction and coordination with the MMSD design and construction process.
- The reconstruction of Lake Drive will be funded by WisDOT and be completed in 2026.

Three alternative schedules are presented for your consideration as summarized below:

**Baseline Schedule**

The schedule presented at your May 13 meeting is attached as Figure 1 – Baseline Schedule. As you will recall, it follows previously stated policy of scheduling major infrastructure projects in even calendar years, allowing for planning and engineering design to be completed in the odd years. The proposed SE Area Combined Sewer Improvements are scheduled to begin in spring 2022; in addition to identified sewer work the phases also include needed road reconstruction and watermain replacement. The reconstruction of Oakland Avenue pavement, scheduled in two phases, is scheduled prior to phases 2-5 of the SEACSI.

Baseline Schedule additional assumptions:

- Current DPW staffing levels are maintained.

**Alternative A**

This schedule was developed in response to the Village Board's request that the completion of the SEACSI work be accelerated. Major projects are scheduled annually. Please note that the sequencing and order of projects differs slightly from the Baseline Schedule.

Alternative A additional assumptions:

- An additional position is funded within DPW to address increased construction coordination, management and resident communication/interaction.
- Alley reconstruction program will be deferred during this schedule period.

**Alternative B**

Alternative B "front loads" the majority of the proposed sewer improvements in the first two phases of the schedule. The remaining identified road reconstruction (not related to sewer improvements) and watermain replacement is scheduled in phases following the SEACSI construction. Lake Drive reconstruction and associated sewer work remains a 2026 project per WisDOT funding calendar.

As per current infrastructure construction policy, Alternative B schedules major projects every other year.

Alternative B additional assumptions:

- Current DPW staffing levels are maintained.

**Alternative C**

This alternative is the same as Alternative B except major projects are scheduled annually, reflecting the Board's previously stated desire to accelerate the SEACSI.

Alternative C additional assumptions:

- An additional position is funded within DPW to address increased construction coordination, management and resident communication/interaction.
- Alley reconstruction program will be deferred during this schedule period.

Handouts of these schedules will be available at your meeting.

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**Community and Business Outreach** – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes                       No

If Yes, identify how and what community groups and businesses were notified.

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**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

*Suggested motion: I move approval of Baseline Schedule/Alternative \_\_\_ for development of the 2020-2029 Long Range Financial Plan projections and DPW implementation planning.*

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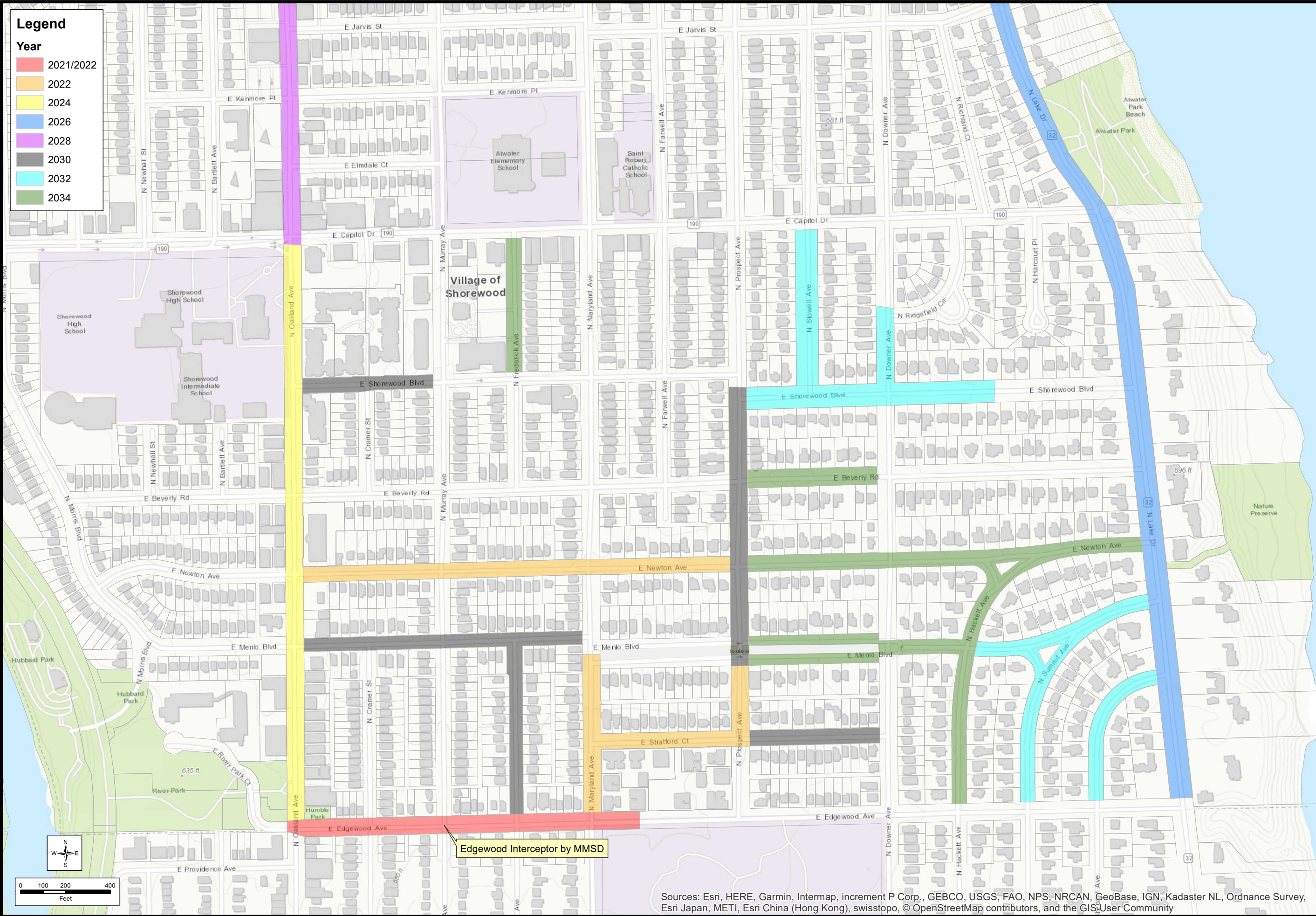
**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Figure 1 - Baseline Schedule
2. Alternative A illustration
3. Alternative B illustration
4. Alternative C illustration

**Legend**

**Year**

- 2021/2022
- 2022
- 2024
- 2026
- 2028
- 2030
- 2032
- 2034



**BASELINE SCHEDULE**  
**PROPOSED COMBINED SEWER AND ROADWAY RECONSTRUCTION PROJECTS**  
**VILLAGE OF SHOREWOOD**  
**MILWAUKEE COUNTY, WISCONSIN**

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, © OpenStreetMap contributors, and the GIS User Community

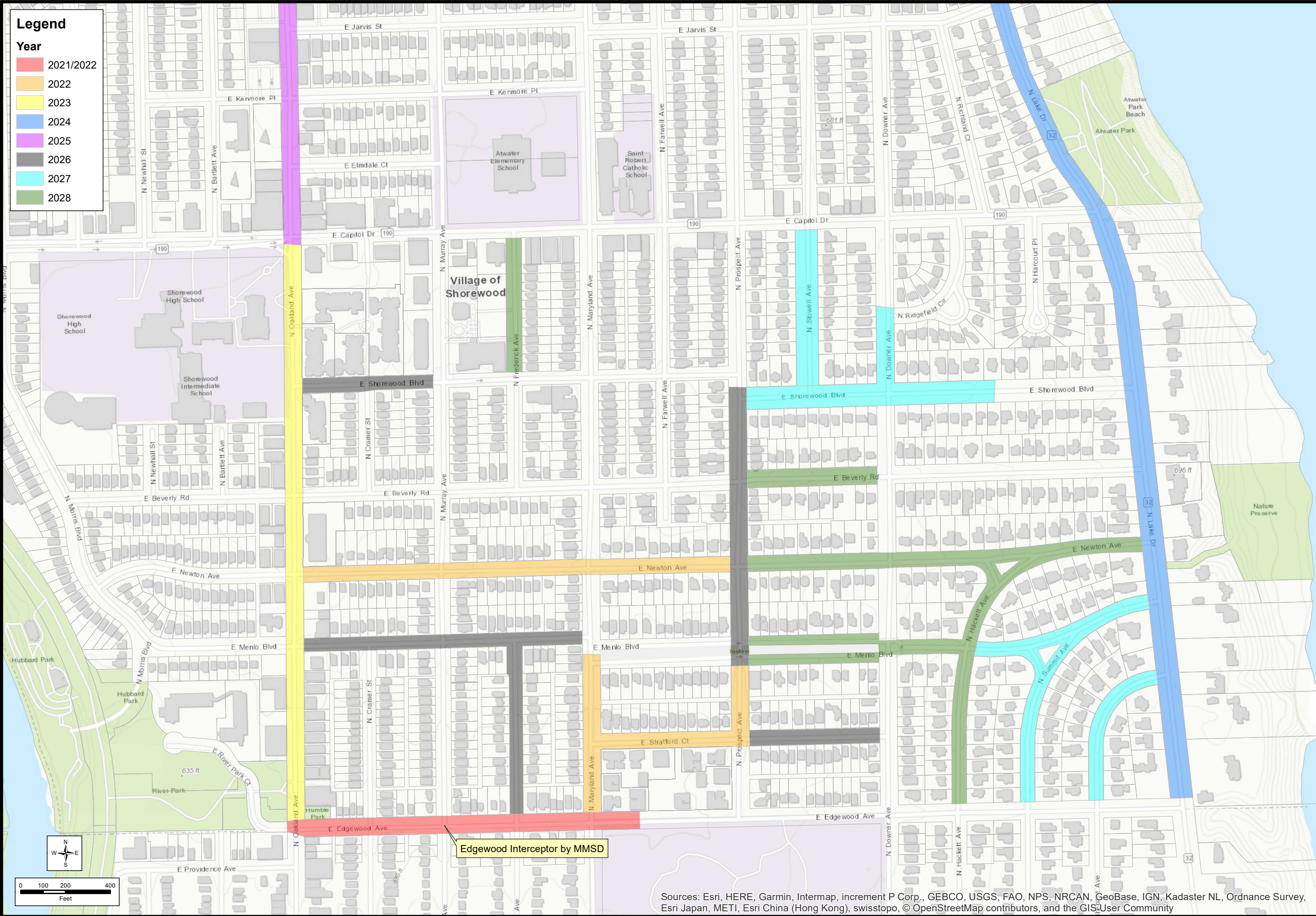


**FIGURE 1**  
**3646.011**

**Legend**

**Year**

- 2021/2022
- 2022
- 2023
- 2024
- 2025
- 2026
- 2027
- 2028



**OPTION A**

**PROPOSED COMBINED SEWER AND ROADWAY RECONSTRUCTION PROJECTS**

**VILLAGE OF SHOREWOOD**

**MILWAUKEE COUNTY, WISCONSIN**



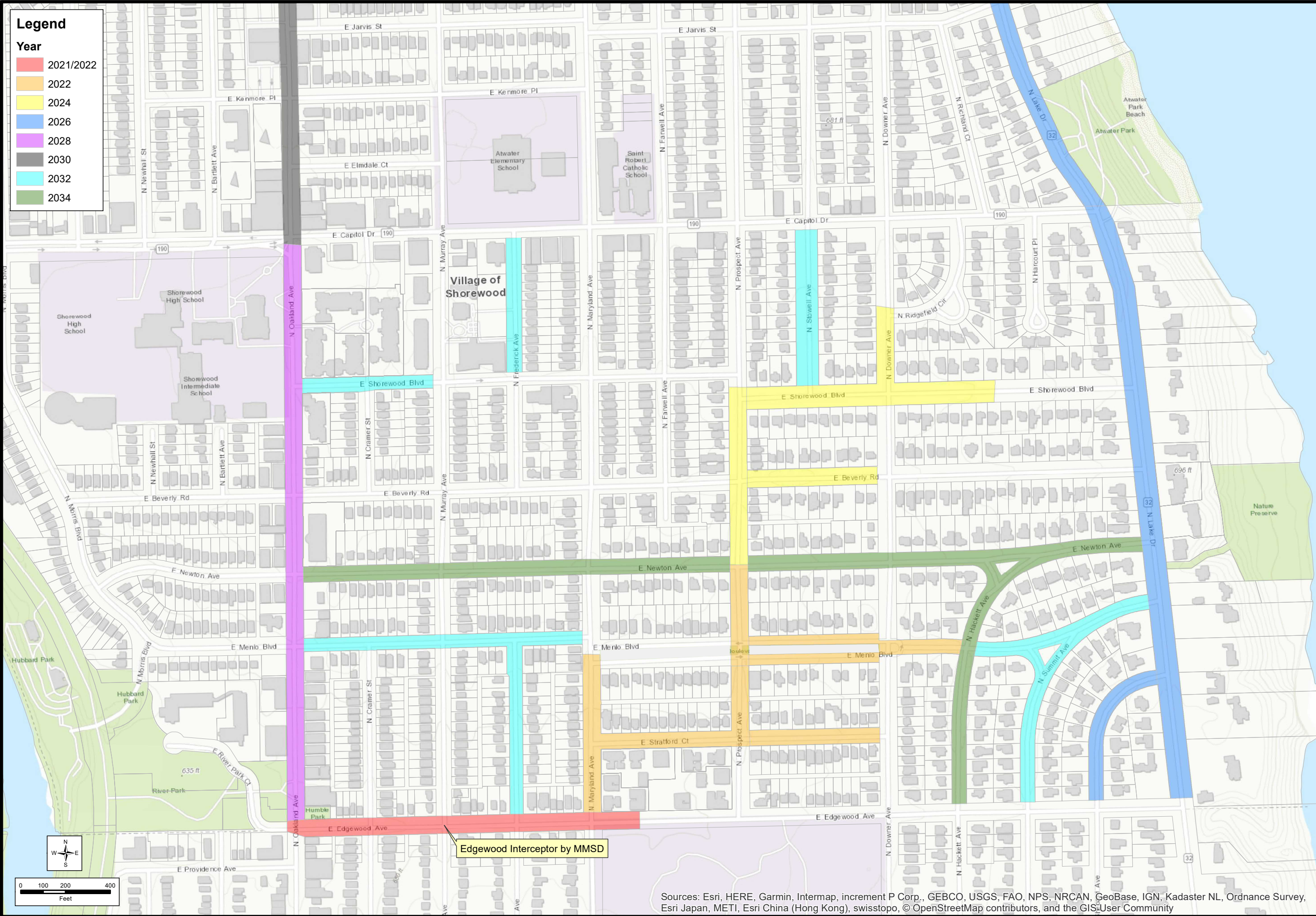
**OPTION A**  
**3646.011**

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, © OpenStreetMap contributors, and the GIS User Community

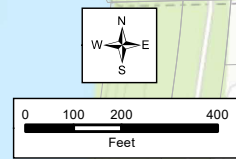
**Legend**

**Year**

- 2021/2022
- 2022
- 2024
- 2026
- 2028
- 2030
- 2032
- 2034



**OPTION B**  
**PROPOSED COMBINED SEWER AND ROADWAY RECONSTRUCTION PROJECTS**  
**VILLAGE OF SHOREWOOD**  
**MILWAUKEE COUNTY, WISCONSIN**



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, © OpenStreetMap contributors, and the GIS User Community

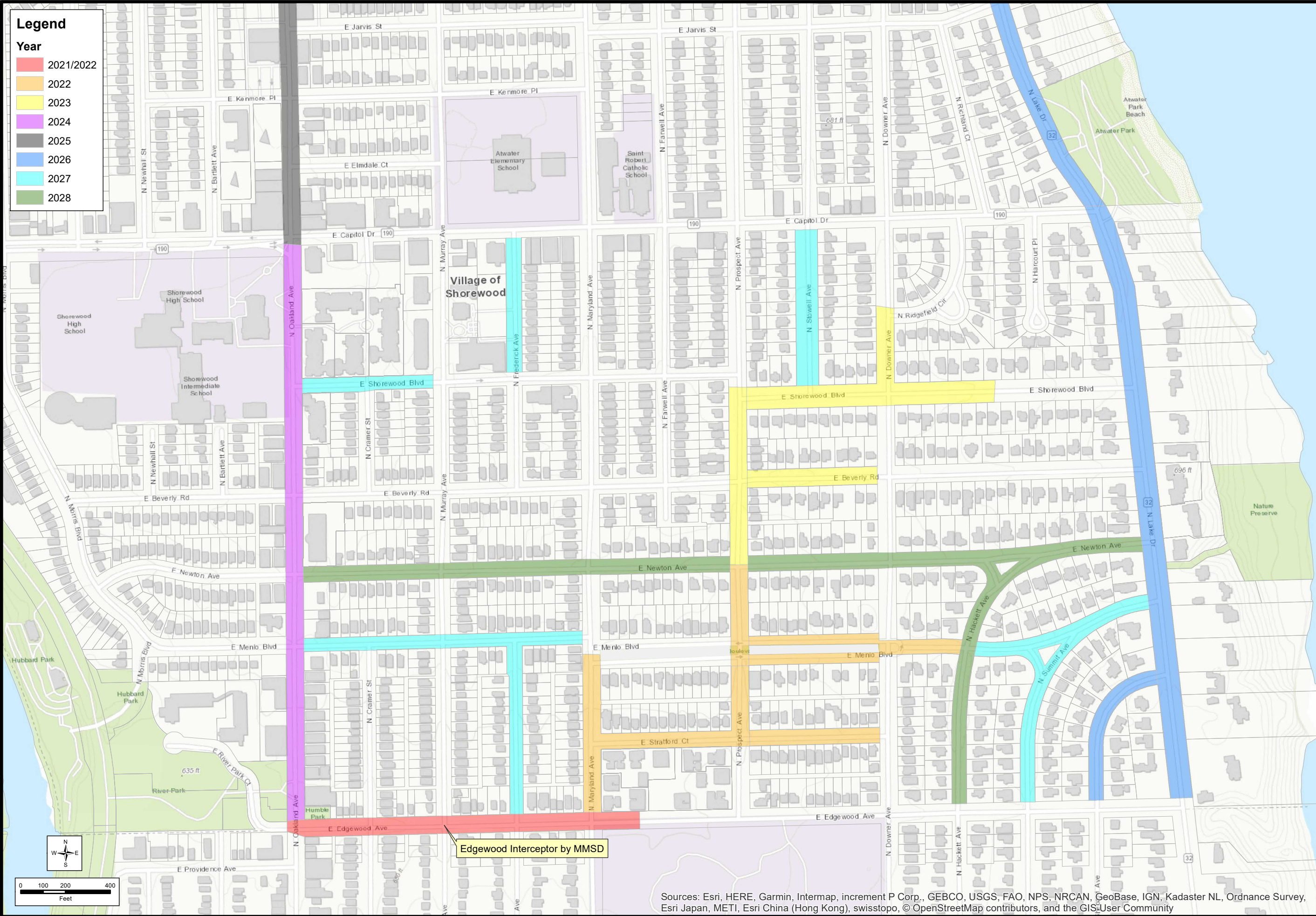


**OPTION B**  
**3646.011**

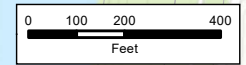
**Legend**

**Year**

- 2021/2022
- 2022
- 2023
- 2024
- 2025
- 2026
- 2027
- 2028



**OPTION C**  
**PROPOSED COMBINED SEWER AND ROADWAY RECONSTRUCTION PROJECTS**  
**VILLAGE OF SHOREWOOD**  
**MILWAUKEE COUNTY, WISCONSIN**



Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, © OpenStreetMap contributors, and the GIS User Community



**OPTION C**  
**3646.011**

# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item: Voucher Report**

**Presenter: Mark Emanuelson**

**Department: Finance**

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**Overview** – Consistent with the Village’s Policy #21, Purchasing and Accounts Payable, the attached reports have been prepared by the Finance Department for presentation to the Village Board.

In addition to providing the information required for the Village Board to maintain the general oversight of expenditures, these reports also serve to enhance the transparency of the Village’s expenditures of public funds by making these reports part of the public record.

Please feel free to contact me if there are any questions on specific items.

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**Vision 2025 Plan** – Financial Responsibility

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**Sustainability** – N/A

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**Recommended motion** – Move to accept the attached presentation of accounts reports.

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**Fiscal Note / Budget Impact** – To the best of our knowledge, these items have been processed in accordance with the Village’s purchasing policies as administered by the applicable department heads.

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**Attachments:** - Accounts Payable and Payroll Vouchers Summary  
Detailed Presentation of Accounts

**VILLAGE OF SHOREWOOD, WISCONSIN  
CLERK-TREASURER'S OFFICE  
MEMO**

**DATE:** June 17, 2019  
**TO:** Budget and Finance Committee  
**FROM:** Finance Office  
**COPY TO:** Village Board  
**RE:** Accounts Payable and Payroll Vouchers for Presentation and Approval

Presented for your approval are the following accounts payable vouchers: 05/30- 6/12

100 - General Fund	293,005.75
200 - Library	21,171.13
210 - Senior Services	680.10
230 - Shorewood Today Magazine	19,859.90
300 - Debt Service Fund	1,163.50
400 - Capital Projects Fund	30,273.89
410 - TIF #1	-
430 - TIF #3	-
440 - TIF #4	101,321.88
450 - TIF #5	-
600 - Parking Utility Fund	1,259.46
610 - Water Utility Fund	82,168.10
620 - Sewer Utility Fund	198,978.27
700 - CDA	-
800 - Property Tax Fund	1,701.57
900 - Cash Fund	
<b>Subtotal:</b>	<b>\$ 751,583.55</b>
<b>PLUS:</b> Payroll vouchers per check register dated 6/7/19	194,764.96

**Grand Total**      **\$ 946,348.51**

	Begin Ck #	End Chk #
Accounts Payable Checks:	32196	32311
Accounts Payable Electronic Checks:	2244	2255
Payroll Checks:	2808	2808
Payroll Direct Deposits:	DD17511	DD17623
Payroll Electronic Check Remittances:	EFT1082	EFT1087

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 100 General Fund							
Dept 0000							
100-0000-14000	Due from Other Gov'ts	WE ENERGIES - NSFD / P	OLD POLICE BLDG -APR	05062019	05/31/19	553.70	2252
100-0000-14000	Due from Other Gov'ts	WE ENERGIES - NSFD / P	OLD POLICE BLDG -APR	05062019	05/31/19	974.95	2252
100-0000-15210	Prepaid Postage - USPS	US POSTMASTER	POSTAGE SHOREWOOD TODAY/UTILITIES	05082019	05/31/19	5,000.00	2248
100-0000-15220	Prepaid Postage - Hassler	TOTAL FUNDS BY HASLER	POSTAGE REPLENISH FOR MACHINE-MAY	05082019	05/31/19	1,000.00	2247
100-0000-21520	ADDITIONAL CONTRIBUTIONS	WI DEPT OF EMPLOYEE TR	MONTHLY RETIREMENT PREMIUMS - APR	48004	05/31/19	500.00	2254
100-0000-21520	GENERAL CLASS	WI DEPT OF EMPLOYEE TR	MONTHLY RETIREMENT PREMIUMS - APR	48004	05/31/19	28,501.59	2254
100-0000-21520	PROTECTIVE SERVICE	WI DEPT OF EMPLOYEE TR	MONTHLY RETIREMENT PREMIUMS - APR	48004	05/31/19	26,298.76	2254
100-0000-21530	Health Insurance Payable	WCA GROUP HEALTH TRUST	HEATH INSURANCE PREMIUMS - MAY 2019	7104859 & 7104860	05/31/19	117,659.94	2249
100-0000-21531	DENTAL VILLAGE PORTION	DELTA DENTAL PLAN OF W	DENTAL PREMIUMS - MAY	1292390	05/31/19	4,947.44	2244
100-0000-21580	Garnishments Payable	WI SCTF	CHILD SUPPORT	06072019	06/12/19	2,695.59	32306
100-0000-23400	CUSTOMER CONV. FEES	PROFESSIONAL ACCOUNT	MMONTHLY PROCESSING FEES 4/1-4/30	DS0000002777	06/12/19	2,082.50	32270
100-0000-24213	Sales Tax Due State	WI DEPT OF REVENUE - S	SALES AND STADIUM TAX -APR 19	04302019	05/31/19	272.49	2255
Total For Dept 0000						190,486.96	
Dept 1200 Court							
100-1200-45120	Court Fines - Current	MILW CNTY TREASURER	COURT FINES & FEES TO THE COUNTY	MAY2019CO	06/12/19	2,848.12	32256
100-1200-45120	Court Fines - Current	STATE OF WISCONSIN	COURT FINES & FEES TO THE STATE	MAY2019ST	06/12/19	6,946.37	32288
100-1200-52910	Software Purch/Maint	TITAN PUBLIC SAFETY SO	WEB PAYMENT SERVICE	4720	06/12/19	650.00	32294
Total For Dept 1200 Court						10,444.49	
Dept 1420 Clerk / Customer Service							
100-1420-52930	Credit Card Fees	POINT N PAY	CREDIT CARD FEES-APRIL	58230419000004	05/31/19	380.82	2246
100-1420-53100	Office Supplies	JOURNAL SENTINEL	PUBLICATION FEES	MAY 2019	06/12/19	216.13	32242
100-1420-53100	Office Supplies	SHRED-IT USA LLC	SHREDDING SERVICES - APRIL 2019	8127348632	06/12/19	41.95	32286
100-1420-53100	Office Supplies	WI DEPT OF JUSTICE	70 BACKGROUND CHECKS - APRIL/MAY 20	201905	06/12/19	490.00	32304
100-1420-53500	Voting Supplies	MILW CNTY ELECTION COM	SUPPLIES FOR SPRING ELECTIONS	2019 SPRING	06/12/19	390.11	32254
100-1420-53900	Miscellaneous Expenses	DIGICORP INC	OPEN RECORDS REQUEST SEARCHES	328245	06/12/19	498.75	32223
Total For Dept 1420 Clerk / Customer Service						2,017.76	
Dept 1510 Finance							
100-1510-55120	Unemployment	DIVISION OF UNEMPLOYME	UNEMPLOYMENT-MAY 2019	05312019	06/12/19	1,040.37	32224
Total For Dept 1510 Finance						1,040.37	
Dept 1900 Other General Admin							
100-1900-52200.55-00	Electric - Village Hall	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	748.40	2250
100-1900-52200.77-00	Electric - Village Center	WE ENERGIES - LIBRARY	LIBRARY ELECTRIC USAGE-APR 19	05062019	05/31/19	1,011.05	2251
100-1900-52210.55-00	Gas - Village Hall	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	628.59	2250
100-1900-52210.77-00	Gas - Village Center	WE ENERGIES - LIBRARY	LIBRARY GAS USAGE-APR 19	05032019	05/31/19	291.30	2251
100-1900-52230.55-00	Phone / Internet - Village	AT&T	VILLAGE CENTER ALARM LINES MAY 19	414967240505-MAY	06/12/19	21.73	32203
100-1900-52230.55-00	Phone / Internet - Village	TIME WARNER ENTERTAINM	VHALL INTERNET ACCT 6501-4001 5/22-	706976501052319	06/12/19	204.50	32293
100-1900-52230.55-00	Phone / Internet - Village	TIME WARNER ENTERTAINM	PRI SERVICE ACCT 5701-9001 5/18-6/1	706845701051919	06/12/19	209.72	32293
100-1900-52230.77-00	Phone / Internet - Village	AT&T	VILLAGE CENTER ALARM LINES MAY 19	414967240505-MAY	06/12/19	5.44	32203
100-1900-52230.77-00	Phone / Internet - Village	CENTURYLINK	VILLAGE CTR ALARM LINES 89486627	1469583283	06/12/19	20.00	32214
100-1900-52230.77-00	Phone / Internet - Village	TIME WARNER ENTERTAINM	VHALL INTERNET ACCT 6501-4001 5/22-	706976501052319	06/12/19	40.90	32293
100-1900-52230.77-00	Phone / Internet - Village	TIME WARNER ENTERTAINM	PRI SERVICE ACCT 5701-9001 5/18-6/1	706845701051919	06/12/19	52.43	32293
100-1900-52330	Health Department - Abate	AMERICAN ANIMAL CONTRO	ABATEMENT SERVICES-MAY	29297	06/12/19	200.00	32201
100-1900-52900.55-00	Cleaning and Pest Control	GIBB BUILDING MAINTENA	MONTHLY JANITORIAL SERVICE-JUNE 19	14525	06/12/19	1,142.08	32227
100-1900-52900.77-00	Cleaning and Pest Control	GIBB BUILDING MAINTENA	MONTHLY JANITORIAL SERVICE-JUNE 19	14525	06/12/19	527.72	32227
100-1900-53100.55-00	Building Supplies - Villaç	GIBB BUILDING MAINTENA	SUPPLIES-MAY 19	14535	06/12/19	168.11	32227
100-1900-53100.77-00	Building Supplies - Villaç	GIBB BUILDING MAINTENA	SUPPLIES-MAY 19	14535	06/12/19	130.67	32227
Total For Dept 1900 Other General Admin						5,402.64	
Dept 2100 Police							

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 100 General Fund							
Dept 2100 Police							
100-2100-46210	SID# 29839182 (GERMANTOWN	MID-MORAIN	BAIL FOR DAVIS/J/M	C9809LVN1V	06/12/19	439.00	32252
100-2100-46210	SID# 29898755	WAUKESHA CNTY SHERIFF	BAIL FOR JONES/T/E	19-005404	06/12/19	360.00	32302
100-2100-52200	WILSON DRIVE	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	1,680.31	2250
100-2100-52210	WILSON GAS	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	625.92	2250
100-2100-52230	Phone and Internet	US CELLULAR	SQUAD 8 DATA CHARGES	0311803474	06/12/19	22.00	32296
100-2100-52230	Phone and Internet	VERIZON WIRELESS	DATA AND VOICE CHARGES FOR MAY 1-J	9831225507	06/12/19	368.37	32298
100-2100-52900	Cleaning and Pest Control	CINTAS CORP	BI-MONTHLY MAT REPLACEMENT SERVICE	184230869	06/12/19	58.18	32216
100-2100-52900	Cleaning and Pest Control	GIBB BUILDING MAINTENA	MONTHLY JANITORIAL SERVICE-JUNE 19	14525	06/12/19	1,148.73	32227
100-2100-52900	Cleaning and Pest Control	GIBB BUILDING MAINTENA	MONTHLY JANITORIAL SERVICE-JUNE 19	14525	06/12/19	385.00	32227
100-2100-52910	Software Purch/Maint	LEXISNEXIS RISK DATA M	ACCURINT CONTRACT FEE FOR MAY 2019	1317241-20190531	06/12/19	100.00	32246
100-2100-52990	1ST NOTICES	PROFESSIONAL ACCOUNT M	MONTHLY PROCESSING FEES 4/1-4/30	DS0000002777	06/12/19	141.25	32270
100-2100-52990	2ND NOTICES	PROFESSIONAL ACCOUNT M	MONTHLY PROCESSING FEES 4/1-4/30	DS0000002777	06/12/19	69.25	32270
100-2100-52990	NOTICE POSTAGE	PROFESSIONAL ACCOUNT M	MONTHLY PROCESSING FEES 4/1-4/30	DS0000002777	06/12/19	356.17	32270
100-2100-52990	AUTO CITATIONS	PROFESSIONAL ACCOUNT M	MONTHLY PROCESSING FEES 4/1-4/30	DS0000002777	06/12/19	5,883.21	32270
100-2100-52990	MANUAL CITATIONS	PROFESSIONAL ACCOUNT M	MONTHLY PROCESSING FEES 4/1-4/30	DS0000002777	06/12/19	129.74	32270
100-2100-52990	ONLINE FREE PARKING	PROFESSIONAL ACCOUNT M	MONTHLY PROCESSING FEES 4/1-4/30	DS0000002777	06/12/19	5,082.00	32270
100-2100-53100	Office Supplies	GIBB BUILDING MAINTENA	SUPPLIES-MAY 19	14535	06/12/19	70.70	32227
100-2100-53400	Vehicle Maintenance	JIMBOS CAR WASH	SQUAD WASH	13875	06/12/19	8.50	32238
100-2100-53400	Vehicle Maintenance	JIMBOS CAR WASH	SQUAD WASH	13886	06/12/19	11.09	32238
100-2100-55120	Unemployment	DIVISION OF UNEMPLOYME	UNEMPLOYMENT-MAY 2019	05312019	06/12/19	2,220.00	32224
Total For Dept 2100 Police						19,159.42	
Dept 2400 Planning and Development							
100-2400-48900	Miscellaneous Revenue	SAC WIRELESS	CU PERMIT REIMBURSEMENT	19-0760	06/12/19	125.00	32280
100-2400-52230	Phone and Internet	AT&T	WIRELESS DATA CHARGES	05252019	06/12/19	52.33	32204
100-2400-52230	Phone and Internet	US CELLULAR	WIRELESS DATA CHARGES	0312642563	06/12/19	27.47	32297
100-2400-52930	Credit Card Fees	POINT N PAY	CREDIT CARD FEES-APRIL	58230419000004	05/31/19	71.52	2246
100-2400-54620	Loan Program Expenses	REGISTER OF DEEDS	SATISFACTION OF MORTGAGE - JACOBY	10690649	06/12/19	30.00	32276
Total For Dept 2400 Planning and Development						306.32	
Dept 2900 Other Public Safety							
100-2900-51355	EMPLOYEE PENSION - FIRE	WI DEPT OF EMPLOYEE TR	MONTHLY RETIREMENT PREMIUMS - APR	48004	05/31/19	2,758.17	2254
Total For Dept 2900 Other Public Safety						2,758.17	
Dept 3100 Public Works Admin.							
100-3100-46430	Special Collection Fees	BENNETT, LAURA	REFUND - SPECIAL PICKUP	2019-06-03-SPLUP	06/12/19	50.00	32209
100-3100-46430	Special Collection Fees	PIERY, MICHAEL	REFUND - SPECIAL PICKUP	2019-06-07	06/12/19	50.00	32268
100-3100-51330	Uniform Expense	ANDERSON, ERIC	UNIFORM REIMBURSEMENT	06 04 19	06/12/19	63.06	32202
100-3100-51330	Uniform Expense	KORTE, STUART	UNIFORM REIMBURSEMENT	06 06 19	06/12/19	112.08	32243
100-3100-51330	Uniform Expense	SANCHEZ, LUIS	UNIFORM REIMBURSEMENT	5 29 19	06/12/19	244.18	32282
100-3100-51330	Uniform Expense	SHAH, TULSI	BOOT REIMBURSEMENT SUMMER HELP	W1037486711	06/12/19	25.00	32283
100-3100-52110	Professional Fees Engineer	STRAND ASSOCIATES INC	GENERAL ENGINEERING SERVICES	0149060	06/12/19	5,917.50	32289
100-3100-52230	Phone and Internet	AT&T	VILLAGE CENTER ALARM LINES MAY 19	414967240505-MAY	06/12/19	13.59	32203
100-3100-52230	Phone and Internet	TIME WARNER ENTERTAINM	VHALL INTERNET ACCT 6501-4001 5/22-	706976501052319	06/12/19	163.60	32293
100-3100-52230	PHONE	TIME WARNER ENTERTAINM	PRI SERVICE ACCT 5701-9001 5/18-6/1	706845701051919	06/12/19	131.08	32293
100-3100-52230	Phone and Internet	TIME WARNER ENTERTAINM	DPW PTP CIRCUT 6601-2001 5/22-6/21	076976601052319	06/12/19	612.00	32293
100-3100-53100	Office Supplies	SHOREWOOD PRESS	WORK LOGS	26394	06/12/19	20.00	32285
100-3100-53120	Copy & Print Costs	GREATAMERICA FINANCIAL	DPW COPIER LEASE	24909598	06/12/19	43.00	32230
100-3100-53120	Copy & Print Costs	OFFICE COPYING EQUIPME	B&W, COLOR COPIES	AR86494	06/12/19	31.51	32264
100-3100-54150	Safety Expenses	CINTAS	SUPPLIES FOR MEDICAL CABINET	5013794086	06/12/19	33.25	32215
100-3100-54450	Property Damage - reimburs	PAUL DAVIS RESTORATION	EMERGENCY SERVICES LIBRARY - 01/26/	14556	06/12/19	7,327.24	32266
Total For Dept 3100 Public Works Admin.						14,837.09	

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Fund 100 General Fund							
Dept 3230 Bldg Maint - Public Works							
100-3230-53500	Dept/Program Supplies	ADELMAN MAINTENANCE CO	YEARLY CARPET CLEANING OF ALL OFFIC	300592	06/12/19	2,875.00	32197
100-3230-53500	Dept/Program Supplies	BATZNER PEST, INC.	EXTERMINATING AT V. HALL	2677712	06/12/19	48.00	32206
100-3230-53500	Dept/Program Supplies	CTC SUPPLIES	FLANNEL RAGS FOR ALL DEPTS	0055120	06/12/19	50.00	32221
100-3230-53500	Dept/Program Supplies	CTC SUPPLIES	SWEEPING COMPOUND FOR FLOORS	0055195	06/12/19	13.70	32221
100-3230-53500	Dept/Program Supplies	GRAINGER W W INC	BATTERIES, AIR TANK FILLER	9193733111	06/12/19	59.10	32229
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	BLDG MAINT SUPPLIES LIBRARY	2044141	06/12/19	45.18	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR ATWATER BUBBLER	2054100	06/12/19	52.19	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR DPW	1012850	06/12/19	76.25	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR OUTLETS AT DPW	24657	06/12/19	117.70	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR BLDG MAINT	6192608	06/12/19	45.32	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR BLDG MAINT	581501	06/12/19	34.91	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR BLDG MAINT	5034042	06/12/19	107.10	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR DPW OUTLETS	9034645	06/12/19	23.39	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR DPW	7013921	06/12/19	382.85	32234
100-3230-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR DPW	2035575	06/12/19	28.20	32234
100-3230-53500	Dept/Program Supplies	JOHNSON CONTROLS INC	QUARTERLY BILLING TIME CLOCK	20994397	06/12/19	368.59	32241
100-3230-53500	Dept/Program Supplies	RINDERLE DOOR CO	REPAIRS TO DOOR AT FIRE DEPT	29412	06/12/19	730.30	32279
100-3230-53500	Dept/Program Supplies	SHERWIN WILLIAMS	PAINT FOR FORESTRY DEPT	7864-2	06/12/19	101.35	32284
100-3230-53500	Dept/Program Supplies	THE KOPFMAN COMPANY, I	DESK TOPS FOR FORESTRY OFFICE	191834	06/12/19	1,250.00	32292
100-3230-53500	Dept/Program Supplies	ULINE, INC.	CORK BOARD FOR FORESTRY DEPT	108890520	06/12/19	88.04	32295
Total For Dept 3230 Bldg Maint - Public Works						6,497.17	
Dept 3300 Municipal Garage							
100-3300-52200	DPW GARGAGE	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	179.89	2250
100-3300-52200	COMPACTOR	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	1,308.22	2250
100-3300-52210	DPW GAS	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	574.36	2250
100-3300-53400	Vehicle Maintenance	ADVANCE AUTO PARTS	STOCK FOR MECHANICS	2514-635771	06/12/19	26.25	32198
100-3300-53400	Vehicle Maintenance	ALSCO	TOWELS FOR MECHANICS SHOP	IMIL1450288	06/12/19	29.63	32200
100-3300-53400	Vehicle Maintenance	ELLIOTT AUTO SUPPLY CO	STOCK FOR MECHANICS	1-5958999	06/12/19	42.48	32226
100-3300-53400	Vehicle Maintenance	ELLIOTT AUTO SUPPLY CO	PARTS FOR #44 PICK UP	45-580911	06/12/19	10.34	32226
100-3300-53400	Vehicle Maintenance	ELLIOTT AUTO SUPPLY CO	PARTS FOR #44 PICK UP	45-580910	06/12/19	47.70	32226
100-3300-53400	Vehicle Maintenance	ELLIOTT AUTO SUPPLY CO	STOCK SUPPLIES FOR MECHANICS SHOP	45-581821	06/12/19	22.50	32226
100-3300-53400	Vehicle Maintenance	ELLIOTT AUTO SUPPLY CO	PARTS FOR #33 PICK UP	45-581695	06/12/19	68.05	32226
100-3300-53400	Vehicle Maintenance	HEISER FORD INC	REPAIRS/PARTS SQ 2	334619	06/12/19	346.86	32232
100-3300-53400	Vehicle Maintenance	HYDRA-SEAL INC	REPAIRS ON HYDRAULICS FOR SNOW PLOW	62496	06/12/19	886.06	32235
100-3300-53400	Vehicle Maintenance	INDUSTRIAL MARKETING	PARTS FOR #63	042747	06/12/19	562.46	32236
100-3300-53400	Vehicle Maintenance	INTERSTATE BATTERY	BATTERY STOCK	100678050	06/12/19	127.95	32237
100-3300-53400	Vehicle Maintenance	JOHN P LOCHEN CO INC	PARTS FOR #102 KUBOTA	T34448	06/12/19	479.90	32239
100-3300-53400	Vehicle Maintenance	LAKESIDE INTERNATIONAL	PARTS FOR #58 DUMP TRUCK	1280457P	06/12/19	86.69	32244
100-3300-53400	Vehicle Maintenance	MILW TRACTOR & EQUIPME	PARTS FOR #94 SKID STEER	389498	06/12/19	23.10	32258
100-3300-53400	Vehicle Maintenance	POMP'S TIRE SERVICE	SERVICE CALL FLAT REPAIR/PARTS #93	60177466	06/12/19	351.00	32269
100-3300-53400	Vehicle Maintenance	POMP'S TIRE SERVICE	MOUNT/DISMOUNT #102	60177470	06/12/19	234.36	32269
100-3300-53400	Vehicle Maintenance	POMP'S TIRE SERVICE	MOUNT SKID STEER TIRES	60177474	06/12/19	122.00	32269
100-3300-53400	Vehicle Maintenance	POMP'S TIRE SERVICE	TIRES FOR #32 BUCKET TRUCK	601784891	06/12/19	212.00	32269
100-3300-53400	Vehicle Maintenance	POMP'S TIRE SERVICE	REPAIRS TO #102	60178252	06/12/19	318.00	32269
100-3300-53400	Vehicle Maintenance	POMP'S TIRE SERVICE	TIRES FOR #88	60177422	06/12/19	212.00	32269
100-3300-53400	Vehicle Maintenance	REGISTRATION FEE TRUST	REGISTRATION OF TOWMASTER TRAILER	06 03 19	06/12/19	74.50	32277
100-3300-53400	Vehicle Maintenance	WASTEBUILT ENVIRONMENT	PARTS FOR #72 GARBAGE TRUCK	3359727	06/12/19	76.43	32301
100-3300-53400	Vehicle Maintenance	YES EQUIPMENT & SUPPLY	PARTS FOR JCB	INV00344048	06/12/19	100.55	32309
100-3300-53410	Fuel and Oil	ALM HOLDING COMPANY	DRUMS OF OIL FOR MECHANICS	SI169935	06/12/19	1,567.75	32199
100-3300-53410	Fuel and Oil	HERBST OIL INC	UNLEADED FUEL	71834	06/12/19	2,618.62	32233
100-3300-53410	Fuel and Oil	HERBST OIL INC	DIESEL FUEL	71443	06/12/19	1,243.93	32233

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Fund 100 General Fund							
Dept 3300 Municipal Garage							
Total For Dept 3300 Municipal Garage						11,953.58	
Dept 3430 Street Lights							
100-3430-52200.01-00	Electric - Street Lightinç	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	5,269.72	2250
100-3430-52200.01-00	ALLEY LIGHTING	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	1,179.58	2250
100-3430-52200.02-00	Electric - Traffic Devices	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	1,275.17	2250
100-3430-52200.02-00	FLASHERS	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	6.05	2250
100-3430-53500	Supplies - Street Lightinç	NEHER ELECTRIC SUPP	IN SUPPLIES FOR ELECTRIC DEPT	395416-00	06/12/19	232.00	32262
Total For Dept 3430 Street Lights						7,962.52	
Dept 3510 Refuse Disposal							
100-3510-52950.03-00	Disposal Contracts - Refus	WASTE MANAGEMENT OF WI	PERIOD COVERING 05/01/19 05/31/19	6361253-2275-1	06/12/19	969.91	32300
100-3510-52950.04-00	Disposal Contracts - Recyc	WASTE MANAGEMENT OF WI	SERVICE PERIOD 5-1-19 TO 5-28-19	6360374-2275-6	06/12/19	13,943.57	32300
100-3510-52950.04-00	Disposal Contracts - Recyc	WASTE MANAGEMENT OF WI	PERIOD COVERING 05/01/19 05/31/19	6361253-2275-1	06/12/19	499.92	32300
100-3510-53500	Supplies - Refuse Collecti	ULINE, INC.	TRASH CAN LINERS FOR PUBLIC CANS	109053047	06/12/19	184.57	32295
Total For Dept 3510 Refuse Disposal						15,597.97	
Dept 3610 Forestry							
100-3610-52940	Landscaping Contracts - Me	VILLANI LANDSHAPERS LA	LANDSCAPE MAINTENANCE	182071-0004	06/12/19	2,922.11	32299
100-3610-53500	Dept/Program Supplies	BRAKE AND EQUIPMENT	CABLE FOR FORESTRY DEPT	530293	06/12/19	157.36	32212
100-3610-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR HORTICULTURE AND FORES'	4013327	06/12/19	69.96	32234
100-3610-53500	Dept/Program Supplies	LEONARD, A M INC	SUPPLIES FOR HORTICULTURE AND FORES'	C119098196	06/12/19	154.13	32245
100-3610-53500	Dept/Program Supplies	MCCONN, INC	GLOVES FOR FORESTRY DEPT	084766	06/12/19	37.40	32250
Total For Dept 3610 Forestry						3,340.96	
Dept 3620 Parks and Beautification							
100-3620-52200	HUBBARD PARK	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	129.26	2250
100-3620-52200	HUMBOLDT PARK	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	25.39	2250
100-3620-52200	ATWATER BEACH	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	297.19	2250
100-3620-52200	GHOST TRAIN	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	232.43	2250
100-3620-52210	RIVER CLUB GAS	WE ENERGIES - CONSOLID	GAS/ELECTRIC USAGE-APR 19	APR 2019	05/31/19	19.14	2250
100-3620-53500	Dept/Program Supplies	CARLIN SALES CORP.	FERTILIZER	364470-00	06/12/19	20.76	32213
100-3620-53500	Dept/Program Supplies	CARLIN SALES CORP.	SUPPLIES FOR LIVE WALL	364398-00	06/12/19	177.09	32213
100-3620-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SUPPLIES FOR HORTICULTURE AND FORES'	4013327	06/12/19	54.27	32234
100-3620-53500	Dept/Program Supplies	LEONARD, A M INC	SUPPLIES FOR HORTICULTURE AND FORES'	C119098196	06/12/19	73.20	32245
100-3620-53500	Dept/Program Supplies	SITEONE LANDSCAPE SUPP	SEED STARTER MULCH	91665738-001	06/12/19	82.48	32287
100-3620-53510	Landscaping - Plantings	MINORS GARDEN CENTER I	PERENNIAL PLANTS FOR VILLAGE	0215726	06/12/19	89.12	32260
Total For Dept 3620 Parks and Beautification						1,200.33	
Total For Fund 100 General Fund						293,005.75	
Fund 200 Library							
Dept 0000							
200-0000-24213	Sales Tax Due State	WI DEPT OF REVENUE - S	SALES AND STADIUM TAX -APR 19	04302019	05/31/19	27.00	2255
Total For Dept 0000						27.00	
Dept 5110 Library							
200-5110-46710	Library Fines	MEGAN BERGHOLZ	ITEM RET REFUND MAY 2019	LIR BERGHOLZ	06/12/19	18.99	32251
200-5110-51900	Professional Education	RACHEL COLLINS	MTG & MILEAGE REIMBURSEMENT	RC REIMB MAY19	06/12/19	100.00	32274
200-5110-52200	ELECTRIC EXPENSE	WE ENERGIES - LIBRARY	LIBRARY ELECTRIC USAGE-APR 19	05062019	05/31/19	3,033.16	2251
200-5110-52210	GAS AND HEAT EXPENSE	WE ENERGIES - LIBRARY	LIBRARY GAS USAGE-APR 19	05032019	05/31/19	873.88	2251
200-5110-52230	Phone and Internet (villaç	AT&T	VILLAGE CENTER ALARM LINES MAY 19	414967240505-MAY	06/12/19	13.59	32203
200-5110-52230	PHONE	TIME WARNER ENTERTAINM	PRI SERVICE ACCT 5701-9001 5/18-6/1	706845701051919	06/12/19	131.07	32293
200-5110-52900	Cleaning and Pest Control	GIBB BUILDING MAINTENA	MONTHLY JANITORIAL SERVICE-JUNE 19	14525	06/12/19	280.00	32227

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Fund 200 Library							
Dept 5110 Library							
200-5110-52900	Cleaning and Pest Control	GIBB BUILDING MAINTENA	MONTHLY JANITORIAL SERVICE-JUNE 19	14525	06/12/19	1,583.15	32227
200-5110-52900	Cleaning and Pest Control	MAGIKIST MAT RENTAL SE	LOBBY MATS MAY 27 2019	463047	06/12/19	40.20	32248
200-5110-52990	Other Service Contracts &	OFFICE COPYING EQUIPME	HP MAINT. CONTRACT MAY 2019	AR86488	06/12/19	132.12	32264
200-5110-52990	Other Service Contracts &	OFFICE COPYING EQUIPME	SHARP COPIER CONTRACTS MAY19	AR86487	06/12/19	119.37	32264
200-5110-53100	Office Supplies	QUILL CORPORATION	TISSUES	7914213	06/12/19	179.98	32272
200-5110-53100	Office Supplies	QUILL CORPORATION	CALENDAR	7912840	06/12/19	22.79	32273
200-5110-53101	Building supplies	GIBB BUILDING MAINTENA	SUPPLIES-MAY 19	14535	06/12/19	392.01	32227
200-5110-53720	Periodicals	WT COX INFORMATION SER	ART IN AMERICA SUBSCRIPTION	3063531	06/12/19	80.86	32308
200-5110-54900	Onufrock Expenses	BAKER & TAYLOR	ONUFROCK MAY 219	COLL DEV MAY19	06/12/19	922.37	32205
200-5110-56130	Equipment/Furniture	MILW CNTY FEDERATED LI	COMPUTERS & TECH ASSIST MAY19	FL-03207	06/12/19	5,800.93	32255
200-5110-56130	Equipment/Furniture	MILW CNTY FEDERATED LI	TECH ASSIST WINDOWS INSTALL	FL-03209	06/12/19	1,917.00	32255
Total For Dept 5110 Library						15,641.47	
Dept 5111 Adult Materials							
200-5111-53730	Materials	BAKER & TAYLOR	FICTION BOOKS MAY 20198	AF MAY19	06/12/19	690.57	32205
200-5111-53730	Materials	BAKER & TAYLOR	NON FICTION BOOKS MAY 2019	ANF MAY19	06/12/19	988.20	32205
200-5111-53730	Materials	BAKER & TAYLOR	CIRC NON FICTION BOOKS MAY 2019	CIRC CONT MAY19	06/12/19	69.21	32205
200-5111-53730	Materials	BAKER & TAYLOR	LARGE PRINT MAY 2019	LRG PRT MAY19	06/12/19	161.17	32205
200-5111-53730	Materials	BAKER & TAYLOR	FRIENDS TRAVEL MAY 2019	ADLT GIFT MAY19	06/12/19	177.64	32205
200-5111-53740	DVD's	BAKER & TAYLOR	MOVIE DVDS MAY 2019	ADVD MAY19	06/12/19	449.88	32205
200-5111-53740	DVD's	BAKER & TAYLOR	FRIENDS TV SERIES MAY 2019	GIFT CDDVD MAY19	06/12/19	301.87	32205
200-5111-53750	Audiobooks	BAKER & TAYLOR	AUDIO BOOKS MAY 2019	ABKCD MAY19	06/12/19	146.85	32205
200-5111-53760	Lucky Day Materials	BAKER & TAYLOR	FRIENDS LUCKY DAY MAY19	LUCKY DAY MAY19	06/12/19	61.80	32205
200-5111-53770	Music	BAKER & TAYLOR	MUSIC CDS MAY 2019	ACD MAY19	06/12/19	575.82	32205
Total For Dept 5111 Adult Materials						3,623.01	
Dept 5112 Childrens Materials							
200-5112-53730	Materials	BAKER & TAYLOR	KIDS NON FICTION BKS MAY19	JUV CONT MAY19	06/12/19	172.47	32205
200-5112-53730	Materials	BAKER & TAYLOR	FRIENDS HOLIDAY BKS MAY19	JUV GFT MAY19	06/12/19	6.00	32205
200-5112-53730	Materials	BAKER & TAYLOR	KIDS BOOKS MAY 2019	JUV MAY19	06/12/19	1,410.49	32205
200-5112-53740	DVD's	BAKER & TAYLOR	KIDS MOVIES MAY 2019	JDVD MAY19	06/12/19	187.83	32205
Total For Dept 5112 Childrens Materials						1,776.79	
Dept 5113 Young Adult Materials							
200-5113-53730	Materials	BAKER & TAYLOR	YOUNG ADULT BOOKS MAY19	YA MAY19	06/12/19	102.86	32205
Total For Dept 5113 Young Adult Materials						102.86	
Total For Fund 200 Library						21,171.13	
Fund 210 Senior Services							
Dept 4600 Senior Services							
210-4600-52100	Professional Fees	MARIA VIALI LLC	HOLISTIC HEALTH	JUNE2019	06/12/19	75.00	32249
210-4600-53500	Dept/Program Supplies	NORTH SHORE HEALTH DEP	STEPPING ON WEIGHTS	APR-JUN2019	06/12/19	95.10	32263
210-4600-54000	Programming	WILDING, SHANNON	TECH TUTOR	4	06/12/19	60.00	32307
210-4600-54140	Shorewood Connects	SUE KELLEY CONSULTING	SHOREWOOD CONNECTS	MAY2019	06/12/19	450.00	32290
Total For Dept 4600 Senior Services						680.10	
Total For Fund 210 Senior Services						680.10	
Fund 230 Shorewood Today							
Dept 1910 Shorewood Today							
230-1910-52100	Professional Fees	BOEHM, MICHELLE	SHWTDY SUMMER 2019	060519	06/12/19	12,750.00	32210
230-1910-53120	Copy & Print Costs	BOEHM, MICHELLE	SHWTDY SUMMER 2019	060519	06/12/19	36.96	32210
230-1910-53120	Copy & Print Costs	THE FOX COMPANY INC	SHOREWOOD TODAY-SUMMER 2019	29643	06/12/19	6,645.00	32291

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Fund 230 Shorewood Today							
Dept 1910 Shorewood Today							
230-1910-53130	Postage/Mailings	GLENNCO, INC	SHWTDY SUMMER 2019	1708	06/12/19	427.94	32228
						<u>19,859.90</u>	
Total For Dept 1910 Shorewood Today						19,859.90	
Total For Fund 230 Shorewood Today						<u>19,859.90</u>	
Fund 300 Debt Service Fund							
Dept 8000 Debt Service							
300-8000-58200	Interest	JP MORGAN CHASE	2012A GO BONDS INT JUN 2019	05312019	05/31/19	74,553.13	2245
300-8000-58200	Interest	WELLS FARGO	2012B GO BONDS INT JUN 1 2019	05312019	05/31/19	26,768.75	2253
300-8000-58900	Other Finance Charges	BOND TRUST SERVICES CO	PAYING AGENT FEE-2012B BONDS	49005	06/12/19	400.00	32211
300-8000-58900	Other Finance Charges	QUARLES & BRADY	PARTIAL REDEMPTION BONDS SERIES 210	6133684	06/12/19	763.50	32271
						<u>102,485.38</u>	
Total For Dept 8000 Debt Service						102,485.38	
Dept 9000 Other Financing Sources/Uses							
300-9000-49404	Transfers from TID #4	JP MORGAN CHASE	2012A GO BONDS INT JUN 2019	05312019	05/31/19	(74,553.13)	2245
300-9000-49404	Transfers from TID #4	WELLS FARGO	2012B GO BONDS INT JUN 1 2019	05312019	05/31/19	(26,768.75)	2253
						<u>(101,321.88)</u>	
Total For Dept 9000 Other Financing Sources/Uses						(101,321.88)	
Total For Fund 300 Debt Service Fund						<u>1,163.50</u>	
Fund 400 General Capital Projects							
Dept 2100 Police							
400-2100-56400	Vehicles	BAYCOM INC	CF-33 TOUGHBOOK FOR SQUAD 10	EQUIPINV 020466	06/12/19	3,486.00	32208
						<u>3,486.00</u>	
Total For Dept 2100 Police						3,486.00	
Dept 3100 Public Works Admin.							
400-3100-56130	Equipment/Furniture	MILLER-BRADFORD & RISB	CAPITOL PURCHASE OF ROLLER	01E00694	06/12/19	21,555.00	32253
						<u>21,555.00</u>	
Total For Dept 3100 Public Works Admin.						21,555.00	
Dept 3410 Street and Alley							
400-3410-56310	STREET LIGHTING ALT ANALYS	STRAND ASSOCIATES INC	GENERAL ENGINEERING SERVICES	0149060	06/12/19	443.75	32289
						<u>443.75</u>	
Total For Dept 3410 Street and Alley						443.75	
Dept 3470 Sidewalks							
400-3470-56310	SIDEWALK	STRAND ASSOCIATES INC	GENERAL ENGINEERING SERVICES	0149060	06/12/19	2,617.50	32289
						<u>2,617.50</u>	
Total For Dept 3470 Sidewalks						2,617.50	
Dept 3620 Parks and Beautification							
400-3620-56500	TREE INVENTORY	MSA PROFESSIONAL SERVI	GIS SERVICES	15A	06/12/19	118.00	32261
						<u>118.00</u>	
Total For Dept 3620 Parks and Beautification						118.00	
Dept 3830 Storm Maintenance							
400-3830-56600.19-04	2019 PPII Lateral Lining	STRAND ASSOCIATES INC	GENERAL ENGINEERING SERVICES	0149060	06/12/19	525.00	32289
						<u>525.00</u>	
Total For Dept 3830 Storm Maintenance						525.00	
Dept 5700 Capital Related							
400-5700-56900	Anticipated Bonded Project	WE ENERGIES - NSFD / P	OLD POLICE BLDG -APR	05062019	05/31/19	553.70	2252
400-5700-56900	Anticipated Bonded Project	WE ENERGIES - NSFD / P	OLD POLICE BLDG -APR	05062019	05/31/19	974.94	2252
						<u>1,528.64</u>	
Total For Dept 5700 Capital Related						1,528.64	
Total For Fund 400 General Capital Projects						<u>30,273.89</u>	
Fund 440 TID No. 4 Capital							
Dept 9000 Other Financing Sources/Uses							
440-9000-59300	Transfers to Debt Service	JP MORGAN CHASE	2012A GO BONDS INT JUN 2019	05312019	05/31/19	74,553.13	2245

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 440 TID No. 4 Capital							
Dept 9000 Other Financing Sources/Uses							
440-9000-59300	Transfers to Debt Service	WELLS FARGO	2012B GO BONDS INT JUN 1 2019	05312019	05/31/19	26,768.75	2253
Total For Dept 9000 Other Financing Sources/Uses						101,321.88	
Total For Fund 440 TID No. 4 Capital						101,321.88	
Fund 600 Parking Utility							
Dept 0000							
600-0000-24213	Sales Tax Due State	WI DEPT OF REVENUE - S	SALES AND STADIUM TAX -APR 19	04302019	05/31/19	780.62	2255
600-0000-24213	Sales Tax Due State	AASE, DORIS	REFUND - RIVER PARK	2019-06-04	06/12/19	3.98	32196
600-0000-24213	Sales Tax Due State	CRUZ, ZACHARY	REFUND - METRO MARKET - JUNE 2019	2019-05-29	06/12/19	2.66	32220
600-0000-24213	Sales Tax Due State	PETERS, MARUE	REFUND - RIVER PARK - JUEEN 2019	2019-06-03	06/12/19	3.98	32267
Total For Dept 0000						791.24	
Dept 3900 Parking							
600-3900-46302	River Park Lot	AASE, DORIS	REFUND - RIVER PARK	2019-06-04	06/12/19	71.02	32196
600-3900-46302	River Park Lot	PETERS, MARUE	REFUND - RIVER PARK - JUEEN 2019	2019-06-03	06/12/19	71.02	32267
600-3900-46321	METRO parking lot	CRUZ, ZACHARY	REFUND - METRO MARKET - JUNE 2019	2019-05-29	06/12/19	47.34	32220
600-3900-48900	MISCELLANEOUS REVENUE (CRE	WI DEPT OF REVENUE - S	SALES AND STADIUM TAX -APR 19	04302019	05/31/19	4.49	2255
600-3900-52990	ONLINE PAID PARKING	PROFESSIONAL ACCOUNT M	MONTHLY PROCESSING FEES 4/1-4/30	DS0000002777	06/12/19	274.35	32270
Total For Dept 3900 Parking						468.22	
Total For Fund 600 Parking Utility						1,259.46	
Fund 610 Water Utility							
Dept 3710 Water Administration							
610-3710-52140	Professional Fees Technolo	MSA PROFESSIONAL SERVI	GIS SERVICES	15A	06/12/19	118.00	32261
610-3710-52140	Professional Fees Technolo	MSA PROFESSIONAL SERVI	GIS SERVICES	15A	06/12/19	118.00	32261
610-3710-52300	WATER SERVICE CHARGE	MILW WATER WORKS	WATER CHARGES - CCF MAY 2019	06032019	06/12/19	47,707.88	32259
610-3710-52300	WATER USAGE CHARGE CCF	MILW WATER WORKS	WATER CHARGES - CCF MAY 2019	06032019	06/12/19	1,064.30	32259
610-3710-52300	SHOREWOOD FIRE PROTECTION	MILW WATER WORKS	WATER CHARGES - CCF MAY 2019	06032019	06/12/19	5,573.87	32259
610-3710-52930	CREDIT CARD EXPENSE	POINT N PAY	CREDIT CARD FEES-APRIL	58230419000004	05/31/19	162.12	2246
610-3710-53100	Office Supplies	SHOREWOOD PRESS	WORK LOGS	26394	06/12/19	20.00	32285
610-3710-53120	Copy & Print Costs	GREATAMERICA FINANCIAL	DPW COPIER LEASE	24909598	06/12/19	43.00	32230
610-3710-53120	Copy & Print Costs	OFFICE COPYING EQUIPME	B&W, COLOR COPIES	AR86494	06/12/19	31.51	32264
610-3710-54150	Safety Expenses	CINTAS	SUPPLIES FOR MEDICAL CABINET	5013794086	06/12/19	33.25	32215
Total For Dept 3710 Water Administration						54,871.93	
Dept 3730 Maint Mains							
610-3730-53500	Dept/Program Supplies	RCM	CLEAN FILL	190663	06/12/19	75.00	32275
Total For Dept 3730 Maint Mains						75.00	
Dept 3740 Maint Services							
610-3740-53500	Dept/Program Supplies	ZIGNEGO READY MIX INC	SLURRY SHOREWOOD AND MARYLAND	97756	06/12/19	560.00	32310
Total For Dept 3740 Maint Services						560.00	
Dept 3750 Maint Meters							
610-3750-53500	Dept/Program Supplies	CORE & MAIN LP	METERS	K362538	06/12/19	592.00	32219
610-3750-53500	Dept/Program Supplies	CORE & MAIN LP	METERS	K564697	06/12/19	7,395.00	32219
Total For Dept 3750 Maint Meters						7,987.00	
Dept 3770 Maint Misc Plan							
610-3770-53400	Vehicle Maintenance	JOHN PAUL'S GMC	PARTS FOR #37 WATER DEPT	557163	06/12/19	311.66	32240
Total For Dept 3770 Maint Misc Plan						311.66	

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
Fund 610 Water Utility							
Dept 3790 Other Water							
610-3790-52920	Surveys/Studies & Plans	BAXTER AND WOODMAN INC	MWW RATE CASE DERVICES	0206348	06/12/19	1,381.60	32207
610-3790-52920	AMI PROJECT	CITY WATER LLC	PROFESSIONAL SERVICES	617	06/12/19	919.20	32217
610-3790-52920	Surveys/Studies & Plans	DAILY REPORTER (THE)	AMR BID	744286389	06/12/19	12.21	32222
610-3790-56600.19-02	2019 Relay project	CITY WATER LLC	PROFESSIONAL SERVICES	617	06/12/19	7,090.00	32217
610-3790-56600.19-03	Downer Avenue Meter PIT	CLARK DIETZ INC	DOWNER AVE. METER PIT	425671	06/12/19	8,959.50	32218
Total For Dept 3790 Other Water						18,362.51	
Total For Fund 610 Water Utility						82,168.10	
Fund 620 Sewer Utility							
Dept 3810 Sewer Administration							
620-3810-52140	Professional Fees Technolc	MSA PROFESSIONAL SERVI	GIS SERVICES	15A	06/12/19	354.00	32261
620-3810-52320	MMSD Sewer	MILW METRO SEWERAGE DI	USAGE CHARGE 03/01/19-05/31/19	107-19	06/12/19	185,845.68	32257
620-3810-52930	CREDIT CARD EXPENSE	POINT N PAY	CREDIT CARD FEES-APRIL	58230419000004	05/31/19	162.13	2246
620-3810-53100	Office Supplies	OFFICE COPYING EQUIPME	B&W, COLOR COPIES	AR86494	06/12/19	31.50	32264
620-3810-53100	Office Supplies	SHOREWOOD PRESS	WORK LOGS	26394	06/12/19	20.00	32285
620-3810-53500	Dept/Program Supplies	GREATAMERICA FINANCIAL	DPW COPIER LEASE	24909598	06/12/19	43.00	32230
620-3810-54150	Safety Expenses	CINTAS	SUPPLIES FOR MEDICAL CABINET	5013794086	06/12/19	33.25	32215
Total For Dept 3810 Sewer Administration						186,489.56	
Dept 3820 Sewer Maintenance							
620-3820-53500	Dept/Program Supplies	HADRONEX INC	EBOX SYSTEM FOR SMARTCOVER CONTROLS	12735	06/12/19	3,126.00	32231
620-3820-53500	Dept/Program Supplies	HOME DEPOT CREDIT SERV	SEWER DEPT SUPPLIES	9034663	06/12/19	20.96	32234
Total For Dept 3820 Sewer Maintenance						3,146.96	
Dept 3830 Storm Maintenance							
620-3830-53500	Dept/Program Supplies	DONLEVY, KAE M	SHOREWOOD WATERS PROJECT 3-1-19 TO	06 10 19	06/12/19	2,163.00	32225
620-3830-53500	Dept/Program Supplies	WI DEPT OF NATURAL RES	STORMWATER FEE	341073590-2019-1	06/12/19	500.00	32305
Total For Dept 3830 Storm Maintenance						2,663.00	
Dept 3890 Other Sewer							
620-3890-56600.19-05	2019 Sewer Lining	STRAND ASSOCIATES INC	GENERAL ENGINEERING SERVICES	0149060	06/12/19	6,678.75	32289
Total For Dept 3890 Other Sewer						6,678.75	
Total For Fund 620 Sewer Utility						198,978.27	
Fund 800 Tax Agency Fund							
Dept 0000							
800-0000-21200	Over Payments	LITTLE, VIRGINIA	2018 TAX OVERPAYMENT REFUND	238-0072-000-201	06/12/19	214.86	32247
800-0000-21200	Over Payments	PALESE, LUKE A	2018 TAX OVERPAYMENT REFUND	277-0143-000-201	06/12/19	166.74	32265
800-0000-21200	Over Payments	REV TRUST OF KURT & ME	2018 TAX OVERPAYMENT REFUND	240-0127-000-201	06/12/19	661.09	32278
800-0000-21200	Over Payments	SALUD II, ANTONIO V	2018 TAX OVERPAYMENT REFUND	237-0248-000-201	06/12/19	109.60	32281
800-0000-21200	Over Payments	WELLS, PATRICK R	2018 TAX OVERPAYMENT REFUND	236-0033-000-201	06/12/19	549.28	32303
Total For Dept 0000						1,701.57	
Total For Fund 800 Tax Agency Fund						1,701.57	

INVOICE GL DISTRIBUTION REPORT FOR VILLAGE OF SHOREWOOD  
 INVOICE DUE DATES 05/30/2019 - 06/12/2019  
 BOTH JOURNALIZED AND UNJOURNALIZED  
 PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #	
Fund Totals:								
			Fund 100 General Fund			293,005.75		
			Fund 200 Library			21,171.13		
			Fund 210 Senior Services			680.10		
			Fund 230 Shorewood Today			19,859.90		
			Fund 300 Debt Service Fund			1,163.50		
			Fund 400 General Capital Projects			30,273.89		
			Fund 440 TID No. 4 Capital			101,321.88		
			Fund 600 Parking Utility			1,259.46		
			Fund 610 Water Utility			82,168.10		
			Fund 620 Sewer Utility			198,978.27		
			Fund 800 Tax Agency Fund			1,701.57		
Total For All Funds:							<u>751,583.55</u>	
--- TOTALS BY GL DISTRIBUTION ---								
	100-0000-14000		Due from Other Gov'ts			1,528.65		
	100-0000-15210		Prepaid Postage - USPS			5,000.00		
	100-0000-15220		Prepaid Postage - Hassler (meter)			1,000.00		
	100-0000-21520		ADDITIONAL CONTRIBUTIONS			55,300.35		
	100-0000-21530		Health Insurance Payable			117,659.94		
	100-0000-21531		DENTAL VILLAGE PORTION			4,947.44		
	100-0000-21580		Garnishments Payable			2,695.59		
	100-0000-23400		CUSTOMER CONV. FEES			2,082.50		
	100-0000-24213		Sales Tax Due State			272.49		
	100-1200-45120		Court Fines - Current			9,794.49		
	100-1200-52910		Software Purch/Maint			650.00		
	100-1420-52930		Credit Card Fees			380.82		
	100-1420-53100		Office Supplies			748.08		
	100-1420-53500		Voting Supplies			390.11		
	100-1420-53900		Miscellaneous Expenses			498.75		
	100-1510-55120		Unemployment			1,040.37		
	100-1900-52200.55-00		Electric - Village Hall			748.40		
	100-1900-52200.77-00		Electric - Village Center			1,011.05		
	100-1900-52210.55-00		Gas - Village Hall			628.59		
	100-1900-52210.77-00		Gas - Village Center			291.30		
	100-1900-52230.55-00		Phone / Internet - Village Hall			435.95		
	100-1900-52230.77-00		Phone / Internet - Village Center			118.77		
	100-1900-52330		Health Department - Abatement			200.00		
	100-1900-52900.55-00		Cleaning and Pest Control - VH			1,142.08		
	100-1900-52900.77-00		Cleaning and Pest Control - VC			527.72		
	100-1900-53100.55-00		Building Supplies - Village Hall			168.11		
	100-1900-53100.77-00		Building Supplies - Village Center			130.67		
	100-2100-46210		SID# 29839182 (GERMANTOWN PD)			799.00		
	100-2100-52200		WILSON DRIVE			1,680.31		
	100-2100-52210		WILSON GAS			625.92		
	100-2100-52230		Phone and Internet			390.37		
	100-2100-52900		Cleaning and Pest Control			1,591.91		
	100-2100-52910		Software Purch/Maint			100.00		
	100-2100-52990		1ST NOTICES			11,661.62		
	100-2100-53100		Office Supplies			70.70		
	100-2100-53400		Vehicle Maintenance			19.59		
	100-2100-55120		Unemployment			2,220.00		
	100-2400-48900		Miscellaneous Revenue			125.00		
	100-2400-52230		Phone and Internet			79.80		
	100-2400-52930		Credit Card Fees			71.52		
	100-2400-54620		Loan Program Expenses			30.00		
	100-2900-51355		EMPLOYEE PENSION - FIRE			2,758.17		
	100-3100-46430		Special Collection Fees			100.00		

INVOICE GL DISTRIBUTION REPORT FOR VILLAGE OF SHOREWOOD  
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GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Due Date	Amount	check #
		100-3100-51330	Uniform Expense			444.32	
		100-3100-52110	Professional Fees Engineering - MISC			5,917.50	
		100-3100-52230	Phone and Internet			920.27	
		100-3100-53100	Office Supplies			20.00	
		100-3100-53120	Copy & Print Costs			74.51	
		100-3100-54150	Safety Expenses			33.25	
		100-3100-54450	Property Damage - reimbursable			7,327.24	
		100-3230-53500	Dept/Program Supplies			6,497.17	
		100-3300-52200	DPW GARGAGE			1,488.11	
		100-3300-52210	DPW GAS			574.36	
		100-3300-53400	Vehicle Maintenance			4,460.81	
		100-3300-53410	Fuel and Oil			5,430.30	
		100-3430-52200.01-00	Electric - Street Lighting			6,449.30	
		100-3430-52200.02-00	Electric - Traffic Devices			1,281.22	
		100-3430-53500	Supplies - Street Lighting			232.00	
		100-3510-52950.03-00	Disposal Contracts - Refuse			969.91	
		100-3510-52950.04-00	Disposal Contracts - Recycling			14,443.49	
		100-3510-53500	Supplies - Refuse Collection			184.57	
		100-3610-52940	Landscaping Contracts - Medians			2,922.11	
		100-3610-53500	Dept/Program Supplies			418.85	
		100-3620-52200	HUBBARD PARK			684.27	
		100-3620-52210	RIVER CLUB GAS			19.14	
		100-3620-53500	Dept/Program Supplies			407.80	
		100-3620-53510	Landscaping - Plantings			89.12	
		200-0000-24213	Sales Tax Due State			27.00	
		200-5110-46710	Library Fines			18.99	
		200-5110-51900	Professional Education			100.00	
		200-5110-52200	ELECTRIC EXPENSE			3,033.16	
		200-5110-52210	GAS AND HEAT EXPENSE			873.88	
		200-5110-52230	Phone and Internet (village)			144.66	
		200-5110-52900	Cleaning and Pest Control			1,903.35	
		200-5110-52990	Other Service Contracts & Fees			251.49	
		200-5110-53100	Office Supplies			202.77	
		200-5110-53101	Building supplies			392.01	
		200-5110-53720	Periodicals			80.86	
		200-5110-54900	Onufrock Expenses			922.37	
		200-5110-56130	Equipment/Furniture			7,717.93	
		200-5111-53730	Materials			2,086.79	
		200-5111-53740	DVD's			751.75	
		200-5111-53750	Audiobooks			146.85	
		200-5111-53760	Lucky Day Materials			61.80	
		200-5111-53770	Music			575.82	
		200-5112-53730	Materials			1,588.96	
		200-5112-53740	DVD's			187.83	
		200-5113-53730	Materials			102.86	
		210-4600-52100	Professional Fees			75.00	
		210-4600-53500	Dept/Program Supplies			95.10	
		210-4600-54000	Programming			60.00	
		210-4600-54140	Shorewood Connects			450.00	
		230-1910-52100	Professional Fees			12,750.00	
		230-1910-53120	Copy & Print Costs			6,681.96	
		230-1910-53130	Postage/Mailings			427.94	
		300-8000-58200	Interest			101,321.88	
		300-8000-58900	Other Finance Charges			1,163.50	
		300-9000-49404	Transfers from TID #4			(101,321.88)	
		400-2100-56400	Vehicles			3,486.00	
		400-3100-56130	Equipment/Furniture			21,555.00	
		400-3410-56310	STREET LIGHTING ALT ANALYSIS			443.75	
		400-3470-56310	SIDEWALK			2,617.50	

INVOICE GL DISTRIBUTION REPORT FOR VILLAGE OF SHOREWOOD  
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		400-3620-56500	TREE INVENTORY			118.00	
		400-3830-56600.19-04	2019 PPII Lateral Lining			525.00	
		400-5700-56900	Anticipated Bonded Projects			1,528.64	
		440-9000-59300	Transfers to Debt Service			101,321.88	
		600-0000-24213	Sales Tax Due State			791.24	
		600-3900-46302	River Park Lot			142.04	
		600-3900-46321	METRO parking lot			47.34	
		600-3900-48900	MISCELLANEOUS REVENUE (CREDIT ADJ)			4.49	
		600-3900-52990	ONLINE PAID PARKING			274.35	
		610-3710-52140	Professional Fees Technology			236.00	
		610-3710-52300	WATER SERVICE CHARGE			54,346.05	
		610-3710-52930	CREDIT CARD EXPENSE			162.12	
		610-3710-53100	Office Supplies			20.00	
		610-3710-53120	Copy & Print Costs			74.51	
		610-3710-54150	Safety Expenses			33.25	
		610-3730-53500	Dept/Program Supplies			75.00	
		610-3740-53500	Dept/Program Supplies			560.00	
		610-3750-53500	Dept/Program Supplies			7,987.00	
		610-3770-53400	Vehicle Maintenance			311.66	
		610-3790-52920	Surveys/Studies & Plans			2,313.01	
		610-3790-56600.19-02	2019 Relay project			7,090.00	
		610-3790-56600.19-03	Downer Avenue Meter PIT			8,959.50	
		620-3810-52140	Professional Fees Technology			354.00	
		620-3810-52320	MMSD Sewer			185,845.68	
		620-3810-52930	CREDIT CARD EXPENSE			162.13	
		620-3810-53100	Office Supplies			51.50	
		620-3810-53500	Dept/Program Supplies			43.00	
		620-3810-54150	Safety Expenses			33.25	
		620-3820-53500	Dept/Program Supplies			3,146.96	
		620-3830-53500	Dept/Program Supplies			2,663.00	
		620-3890-56600.19-05	2019 Sewer Lining			6,678.75	
		800-0000-21200	Over Payments			1,701.57	



**MINUTES - SHOREWOOD BOARD OF TRUSTEES**  
**Village Board Meeting**  
**May 20, 2019**

1. Call to Order

President Rozek called the meeting of the Village Board to order at 7:39 p.m. in the Court Room.

2. Roll Call

President Rozek called the roll. Present: Trustees Davida Amenta, Jessica Carpenter, Ann McKaig and Wesley Warren. Trustee Bockhorst and Maher were excused.

Others Present: Village Attorney Nathan Bayer, Village Manager Rebecca Ewald, Planning and Development Director Bart Griepentrog, Public Works Director Leeann Butschlick, Assistant Public Works Director Joel Kolste.

3. Statement of Public Notice

Clerk Bruckman stated that the meeting had been posted and noticed according to law.

4. Special Order of Business

- a. Consider Resolution 2019-12 Confirming Obligation to Contribute to North Shore Fire Department's Budget to Pay Debt Service on Bonds Issued by the Village of Whitefish Bay on Behalf of the North Shore Fire Department.

Chief Whitaker, explained the following memo:

The sale of general obligation bonds by the Village of Whitefish Bay on behalf of the North Shore Fire Department for the remodel of the Whitefish Bay Fire Station has been completed. Now that the sale is complete, Brian Lanser, the Department's Bond Counsel at Quarles and Brady, has recommended that the NSFD Board reaffirm payment of the exact amount of money since the previous resolution was an estimate before bond sale. The NSFD Board took that action at its meeting this morning.

Mr. Lanser has also recommended that each governing body of the seven member municipalities pass a resolution reaffirming its commitment to the repayment. This resolution provides sufficient documentation for the State of Wisconsin in order to exempt the debt service from the levy limits. As you will note, the updated resolution includes the amount of \$655,000, whereas the pre-sale resolution indicated the amount to be estimated at \$710,000. There are no other material changes.

The municipalities have already committed to repayment of the Village of Whitefish Bay, this action simply updates the amount of the borrowing and reaffirms that commitment.

Chief Whitaker clarified the interest rate is 3%.

Tr. Amenta moved, seconded by Tr. Warren to approve Resolution 2019-12 Confirming Obligation to Contribute to North Shore Fire Department's Budget to Pay Debt Service on Bonds Issued by the Village of Whitefish Bay on Behalf of the North Shore Fire Department. Motion carried 5 – 0 by a roll call vote.

- b. Consider pedestrian alley and concept for Shorewood Fire Station CSM.

John Mann, Mann Construction and Chief Whitaker explained the following memo:

Kuenty Architects, the firm retained by the Department for design of the remodel of the fire

station in Shorewood, has proposed converting the current alley way that runs between the village hall and the fire station to a pedestrian alley. The project team feels this concept deserves further consideration and is presenting the idea to the Village Board for feedback. The concept moves the public entrance of the fire station from the west side of the building to the south side of the building. While the public entrance moves, the exterior of the west façade will generally remain unchanged. A space, in the area of the current door near the hose tower on the south facing wall, will be converted to a public entrance.

Kueny has provided the attached visual description to provide assistance in further understanding the concept. Representatives of Kueny are in attendance at the Village Board Meeting to take feedback from the Board.

The project team has discussed placing the south lot line of the newly created lot for the fire station at the north exterior wall of the Village Hall. The lot line would extend straight to the east where it would meet the newly created east property line. The team has further discussed that the Village would convert the alley space that then turns south at the lot line and runs north and south on the east side of the Village Hall into a similar pedestrian alley space that matches what is between the two buildings.

Mr. Mann explained moving the main entrance to the side of the building allows the public to enter in the most interesting part of it by the hose tower. It also allows for the exterior of the building to be maintained besides a small addition to the back of the building.

Some Village Board members questioned if this affects the easement that was agreed on in the deal? Ms. Ewald explained no.

Mr. Mann explained there will be enough room between the two buildings for maintenance purposes.

Some Village Board members inquired what will happen to the current entrance on Murray?

Mr. Mann explained the door will stay and the monument sign will be moved and point the arrow towards the new door.

Some Village Board members questioned if moving the entrance totally changes the layout of the building? Moving the door allows for cross traffic that needs to flow. This design is restoring the building more back into its original shape.

Rosie Bredeck, 4248 N. Ardmore Ave., Shorewood 53211; thanked everyone who worked on this solution and commented it was an important part of the decision making process.

Tr. Warren moved, seconded by Tr. McKaig to approve the pedestrian alley concept, subject to approval of the alley design by Village staff and a permanent pedestrian and maintenance easement for Village Hall building and roof top access, with the southern property line for the fire station adjacent to the north elevation of Village Hall. Motion carried 5 – 0.

- c. Consider water meter infrastructure Request for Proposals document (meeting #4)  
Tom Nanning, P.E., City Water, explained that in the packet is the proposed RFP to the vendors for AMR and AMI to evaluate both come back with a recommendation to the Village Board. Mr. Nanning explained it is very clear the Village wants proposals for both AMR and AMI.

One of the Village Board members questioned section, 3.6 Best Informal Offer. The Village Board has been trying to pay a little more attention on how they go through these processes. Want to be careful that if the Village receives a proposal and then goes back to one proposer for clarification and they come back with a lower proposal what will the next step be. Mr. Nanning explained there will be an evaluation team that will read the proposals, then there will be a grading scale, there will be a selection of 2-3 vendors at most to interview. There will be no knowledge of other contractor's bids.

Some Village Board members commented it was one of the best RFP proposals.

Tr. Warren moved, seconded by Tr. Carpenter approval of the Shorewood Utilities Meter Reading Project Request for Proposals and direct staff to issue its release. Motion carried 5 – 0.

5. Citizens to be heard – This item is for matters not on the agenda. Discussion may follow comment on non-agenda items or discussion and action may come at future meetings. - None
6. Consent Agenda Items
  - a. Accept Presentation of Accounts – May 20, 2019
  - b. Consider Village Board Minutes – May 6, 2019
  - c. Consider disallowance of claim re: Estate of Jonah Marciniak v Village of Shorewood – Claim #WM000401810117 (meeting #2).
  - d. Consider board, committee and commission appointments
  - e. Consider transportation and parking analysis project management and communication plan (meeting #3).
  - f. Consider manhole rehabilitation program project management and communication plan.
  - g. Consider award of contract for 2019 manhole rehabilitation program (meeting #1)
  - h. Consider Downer meter vault project management plan (meeting #3)
  - i. Consider Application for Special Event Application and Short Term Cabaret License for Surf Rider Foundation Milwaukee for Surf at Atwater, Friday and Saturday, August 23 and 24, 2019.
  - j. Consider Temporary Extension of Premise request for Pints for Pups, June 23, 2019, Camp Bar, 4044 N. Oakland Ave., Shorewood, 53211.

Tr. Amenta moved, seconded by Tr. Warren to approve the consent agenda. Tr. Carpenter requested removing item 6b, Tr. McKaig requested removing item 6d, and Tr. Amenta requested removing item 6e off the consent agenda. Motion carried 5 – 0 with items 6b, 6d, 6e removed.

#### 7. Items Removed from the Consent Agenda

6b. Consider Village Board Minutes – May 6, 2019  
Add 2020 to the Elder Services Advisory Board funding.  
Change the word polls to poles on the second page  
Future items of consideration; discussion with Tr. Bockhorst mentioned she did not trust the review was delivered on Village Manager review wrap-up. Tr. Bockhorst brought up reviewing the appointment process for standing committee assignments and would not make a motion, so President Rozek made the motion and there was no second. Change the last sentence to say President Rozek moved to review the process for standing committee assignments, failed for lack of a second.

Tr. Amenta moved, seconded by Tr. Warren to approve the Village Board Minutes for May 6, 2019 with the noted changes. Motion carried 5 – 0.

6d. Consider board, committee and commission appointments  
President Rozek withdrew the appointments to the CDA and BID until the June 3, 2019 meeting.

Tr. Amenta provided some updates from the JP&L Committee meeting. Some ideas for next year to consider; to strongly recommend attending a meeting before applying. Some kind of event to meet the chairs of the Committees. Invite the applicants for Human Relations Commission to attend the June 13 meeting. The staff liaison shared there would not be sufficient time for that

process at the June meeting. Clerk Bruckman clarified that was the recommendation by the Judiciary, Licensing and Personnel Committee but after a discussion with the staff liaison it was suggested the chair of the Human Relations Commission, President Rozek, Tr. Amenta, and Tr. Carpenter would meet to review the applications, possibly reach out for a quick phone interview. It was noted that this process was not discussed at the JP&L meeting.

Clerk Bruckman explained the process of appointments will start earlier next year, which will include input from the staff liaison ahead of time. It's the difficulty of the timeframe this year.

Tr. McKaig moved to remove Nate Cade from the Board of Appeals. Motion fails for lack of a second.

Tr. Warren moved, seconded by Tr. Amenta to approve the slate of candidates for the Board, Committees, and Commission appointments with removing the CDA and BID appointments. Motion carried 5 – 0

Geoff Davidian, 4101 N. Prospect, Shorewood 53211; questioned if the table that was being reference for appointments was included in the packet? Yes

Tr. Warren remarked his wife April Toy is listed as one of the candidates and is it ethically acceptable for him to vote. Attorney Bayer under chapter 19.59 which is the code of ethics for local government officials, there is a prohibition on voting if a family member would have a personal or financial gain, there is no pay with a volunteer committee.

6e. Consider transportation and parking analysis project management and communication plan (meeting #3).

Good plan, concerned how do people know those opportunities are there. There is only one postcard that is being sent out; concerned the word will not get out. A press release, an article in the Northshore Now, a section in the Shorewood Library promoting. Another concern about this occurring over the summer. There is concern the Village Board will have to make a difficult vote over a controversial parking issue and have someone come and say I had no idea this study was going on.

Examples of people who should receive notification:

Anyone who requested ten or more overnight parking

Anyone who has a permit for a residential congested area or parks in a Village lot

Someone should be handing out flyers at all the summer events

With Wilson Drive, there was something tangible to look at when the project was complete; it's important to be able to say we heard your concerns.

Some Village Board members are concerned the focus groups will not be taking minutes. Mr. Griepentrog clarified the technical advisory committee meetings are open to the public and someone will be selected to take minutes. Public comments would be taken at a focus group, online comment. Mr. Griepentrog clarified Village Staff and the Consultant will be creating the communication.

It was suggested that public outreach and communication be tasked to the Public Works Committee.

Donna Pollock, 4395 N. Alpine Ave, Shorewood, 53211; flyers should be placed on cars about the comprehensive traffic study occurring.

Jennifer Vulpas, 4331 N. Alpine Ave, Shorewood, 53211; signs on the street corners.

Tr. Amenta moved, seconded by Tr. Warren to approve the transportation and parking analysis project management and communication plan and direct staff to return to the Public Works Committee for further discussion about the communication plan. Motion carried 5 – 0.

The Village Board recessed at 8:58 p.m.  
The Village Board reconvened at 9:12 p.m.

President Rozek moved, seconded by Tr. Warren to move up item 11a; Consider update on health effects of 5G Communication systems and future regulation – Tr. Amenta. Motion carried 5 – 0.

The Village Board discussed item 11a

8. Public Hearing(s) - None

9. New Business

a. Consider award of contract 2019 sidewalk program (meeting #3)

Ms. Butschlick explained the following from her memo:

Bids opened April 26, 2019 are summarized below:

Forward Contractors, LLC	\$235,530.00
DC Burbach, Inc.	\$243,825.00

The low bid as submitted by Forward Contractors, LLC, included a unit cost of \$7.60 per square foot of 5" concrete; a typical sidewalk stone in the Village is 30 SF which would equal \$228.00. As noted above, the cost of the project engineering and inspection services will be incorporated into the assessed square foot cost. Until the project area is marked and actual quantities are measured, this number can only be estimated. As of this time, we estimate the assessable engineering cost to add an approximate additional \$0.83 per square foot to the replacement cost.

As noted above, grinding is not an assessable action. This cost, along with miscellaneous curb ramp replacement and the costs related to secondary frontages will be paid by the Village.

Some of the Village Board members expressed concern it will be \$250.00 per square.

Some Village Board members expressed they would like to see sidewalk shaving to extend the life of the sidewalks. Ms. Butschlick explained that is something DPW can look at and examine how it would fit in the current infrastructure schedule.

Ms. Butschlick reminded the Village Board this is an estimated amount. Ms. Butschlick explained there is a new Village engineer who applied the criteria very strictly and absolutely, Public Works will be reexamining the sidewalks that have been marked.

Tr. Amenta moved, seconded by Tr. Warren to award a contract for the 2019 Sidewalk Replacement Program to Forward Contractors in the amount of \$235,530.00. Motion carried 5 – 0.

b. Consider Resolution 2019-11 related to the Replacement of Sidewalks and Carriage Walks in 2019. (meeting #3)

Ms. Butschlick explained the following from her memo:

The attached resolution authorizes staff to direct the replacement of any public concrete found to meet the repair criteria and assess the cost to the adjacent property owners. As you know, the replacement of public walk is currently the only infrastructure improvement for which the Village of Shorewood assesses the abutting property owner.

Some Village Board members were concerned about the amount it may cost residents to replace their sidewalks.

Ms. Butschlick remarked, state statute requires to stay in 10% of the bid, the amount that is currently marked will not meet that threshold and will have to be reevaluated.

President Rozek remarked there has been past discussion to put sidewalks on the full tax roll.

Ms. Butschlick explained this could be looked at during the next Long Range Financial Plan discussion.

Tr. McKaig moved, seconded by Tr. Carpenter to approve Resolution 2019-11 Sidewalk Assessment. Motion carried 5 – 0 by a roll call vote.

c. Discuss Public Works organizational RFP (follow-up from COW).  
This discussion concluded at the Committee of the Whole (COW)

d. Consider Trick or Treat date/time for 2019.

Ms. Ewald explained the following from her memo:

Halloween falls on Thursday, October 31 in 2019. The Ghost Train will have their annual celebration on Halloween from 6:30 p.m. – 8:30 p.m. at Corner Bakery. The BID District will not be doing a Halloween related event this year. For reference, there is a Packer Game on Sunday, October 27 at 7:20 p.m. The ICC Resolution 01-2010 establishes 2019 trick or treat on Sunday, October 27 from 1 p.m. - 4 p.m. The Village of Whitefish Bay will be following the ICC resolution date/time.

It was noted that at the last ICC meeting, members stated they do not remember this resolution being passed.

Some Village Board members expressed concern holding trick or treat on Sunday afternoon seemed discriminatory. Some Village Board members expressed holding Trick or Treat on Sunday has been a long standing tradition.

Some Village Board members express concern for children's safety trick or treating in the dark during the time people are coming home from work.

Some Village Board members express concerned that neighborhoods are holding their own trick or treating on Halloween night, which does not make the community inclusive.

Tr. Carpenter moved, seconded by President Rozek to hold Village of Shorewood 2019 Trick or Treat on Thursday, October 31, 2019 from 4:00 to 7:00 p.m. Motion fails 2 – 3 with President Rozek and Tr. Carpenter voting Aye.

Tr. McKaig moved, seconded by Tr. Amenta to hold Village of Shorewood 2019 Trick or Treat on Sunday, October 27, 2019 from 4:00 to 6:00 p.m. and refer to the Human Relations Commission for a recommendation for future holidays. No vote was taken.

Some Village Board members expressed concern with Whitefish Bay doing it from 1:00-4:00 p.m. and then Shorewood holding it from 4:00 p.m. to 6:00 p.m.

Tr. Carpenter moved to amend, seconded by President Rozek to hold trick or treating from 1:00 to 4:00 p.m. on Sunday, October 27, 2019. Amendment carries 3 – 2 with Tr. Amenta and Warren voting nay.

Motion as amended: to hold Village of Shorewood 2019 Trick or Treat on Sunday, October 27, 2019 from 1:00 to 4:00 p.m. and refer to the Human Relations Commission for a recommendation for future holidays. Motion carries 5 – 0.

e. Consider timeline for prioritization

The memo below was included in the packet for discussion:

process that concludes with the budget. The Board asked to start discussions earlier in the year to allow sufficient time. Some trustees have expressed the desire to not have special meetings.

• Monday, May 20, 5:00 p.m. (light dinner provided) – Regular Village Board Meeting - COW:  
DPW Tour, Org-Service Overview

- Last year the Board requested to review the DPW facility and do an organizational analysis. Earlier this year the Board re-directed staff to not complete an organizational analysis and have a consultant do an analysis next year on DPW. The Board further requested staff to do a DPW organization inventory and educate the Board on the existing facility, services and personnel in 2019. This meeting is in response to this request. Following the meeting staff will draft an RFP for DPW organizational analysis, an item staff intends to include in the 2020 budget. In July the Board will review a vehicle replacement policy for the Village and assist

DPW in meeting the objectives set forth by the Village Board for vehicle replacement. In August the Board will discuss next steps for evaluation the DPW facility.

- Monday, June 3 – Regular Board Meeting – Annual Audit/CAFR presentation by Sikich
- Monday, June 17 – Regular Board Meeting – COW on LRP prioritization (meeting #2).
  - This COW was requested in follow-up to the 5/20 special meeting on the LRP.
- Monday, June 24 – Special Village Board Meeting – Village Board reviews proposed VB initiatives. Last year the Board requested a special meeting to review their initiatives.
- Monday, July 1 – Regular Board Meeting – Discuss COW Equipment & Vehicle Maintenance Policy
  - This COW was requested last year by the Board in advance of the budget.
- Monday, July 8 – Special Village Board Meeting – Village Board approves initiatives. Last year the Board requested to vote on their prioritized initiatives on a different night that when the initiatives were initially discussed.
- Monday, July 15 – Regular Board Meeting – Budget & Finance Committee reviews fee schedule for 2020. Last year staff proposed annual update of the fee schedule. In 2018 this was done in the COW; however, in 2019 the initial review will be completed by the Budget & Finance Committee.
- Monday, August 6 – Regular Board Meeting – COW – Discuss options for future DPW facility.
- Monday, August 19 – NO MEETING – the second meeting is proposed for cancellation, unless needed.

Ms. Ewald explained two of the most resounding points from last year is the Village Board wanted to focus on Village Board initiatives and have time to discuss them and hold a separate meeting to take action on them.

Ms. Ewald explained she will be providing a spreadsheet with the other volunteer committees initiatives and where staff resources can take place.

Some Village Board members expressed there is definition in the Committee of the Whole minutes about statutory and non-statutory committees and being able to prioritize their initiatives.

Some Village Board members expressed that at the June 24 meeting the Village Board needs to look at not only the Board initiatives but all the initiatives; then to have a separate meeting to decide and vote.

Some Board members voiced concern on only having 3-5 minutes to discuss the Village Board initiatives.

Some Village Board members express they would like to see what was proposed in 2018 and what was accomplished, what is being proposed for 2019 and the Village Board limit to five things each Village Board member would like to move forward without all the initiatives.

Ms. Ewald explained she will provide all the initiatives along with her opinion on what staff can reasonably accomplish. It doesn't mean if something doesn't get done, it's not important.

Ms. Ewald recapped:

No meeting July 8, 2019.

June 24 is a Special Board Meeting to review proposed Village Board, staff and resident committee initiatives. There will not be a formal presentation by staff or resident committees.

July 1, 2019, Committee of the Whole will be used to review each Village Board member's five top initiatives.

#### 10. Reports of Village Officials

- a. Village President – None
- b. Village Trustees – Tr. Amenta attended Shorewood Moving Forward visiting the student union in Cedarburg
- c. Village Manager – Conversion Therapy will be coming on the June 3, 2019 Village Board agenda

#### 11. Items for future consideration –

- a. Consider update on health effects of 5G Communication systems and future regulation – Tr. Amenta.

Mr. Griepentrog reviewed the following memo:

In 2013, the State of Wisconsin enacted [66.0404](#) "Mobile tower siting regulations" via Wisconsin Act 20. Those regulations detail review procedures for mobile service facilities, defined as "the set of equipment and network components, including antennas, transmitters, receivers, base stations, power supplies, cabling, and associated equipment, that is necessary to provide mobile service to a discrete geographic area, but does not include the underlying support structure." [66.0404\(4\)](#) specifically details limitations on what a political subdivision may enforce. Of note, a political subdivision may not:

(h) Enact or enforce an ordinance related to radio frequency signal strength or the adequacy of mobile service quality.

In addition to State limitations on various aspects of local review and regulation, the Federal Communication Commissions released a *2018 Small Cell Order*, which largely went into effect on January 14, 2019 and further imposed significant limitations on a municipality's ability to regulate wireless facilities in local rights-of-way.

These regulations have been questioned and brought to the attention of various residents over recent months in response to the installation of five "small cell" mobile wireless facilities currently being installed at: 4006 N Woodburn St, 4102 N Wilson Ave, 3833 N Oakland Ave, 1513 E Capitol Dr and 4106 N Oakland Ave. As their name implies, "small cell" installations are reduced in size from their full-sized cell tower counterparts and are most often deployed in urban locations. Due to their smaller size, increased quantities are often required to provide adequate geographic coverage.

Regulations pertaining to "mobile wireless towers" are located within the Village of Shorewood's Zoning Chapter [500-30](#). Applications are reviewed and approved by the Plan Commission via a Conditional Use Permit.

Residents have voiced concern over the possible health effects this equipment may pose within their neighborhood, particularly in relation to whether or not these installations have or will deploy 5<sup>th</sup> Generation (5G) technology. Per the installer:

The technology to be deployed in Shorewood are low-power 4G deployments. The use of the small cell transistors is intended to bring that 4G technology closer to people's cell phones, and to avoid the construction of a huge cellular tower which most citizens object to because they mar the landscape.

"5G" is a term that is thrown around a lot. It is short-hand for "5th Generation," which (obviously) exceeds 4G and 3G. The term is intended by advertising execs to conjure in the mind of the consumer clearer telephone calls and faster download times. However, the non-Madison Avenue reality is that 5G is still in development and is not ready for a national roll-out in the United States.

The above notwithstanding, when 5G is ready for deployment, it will support mobile download speeds that are 100 times as fast as current technology. It's low-lag properties will enable new

applications that need a constant connection, such as self-driving cars and remote medicine applications.

Some of the Village Board members inquired if the Plan Commission approves the towers and if the Plan Commission could deny the installation? Mr. Griepentrog explained under the current zoning code, approval takes place at the Plan Commission and they would not be able to deny the application. It is a way of informing residents and allowing them to publically comment.

Some Village Board members suggested residents contact their County and State Legislature.

It was noted to include information pertaining to mobile wireless facility regulation and the health effects of 5G on the Village website.

- b. Consider review of penalties on late property tax payments and general process for notification of same – Tr. Amenta

Tr. Amenta moved, seconded by Tr. Warren to refer the Budget and Finance Committee review penalties on late property tax payments and general process for notification of same. Motion carried 5 – 0.

#### 12. Adjournment

Tr. McKaig moved and Tr. Warren seconded to adjourn at 10:35 p.m. Motion carried 5 - 0.

Respectfully submitted,

Sara Bruckman, CMC/WCMC  
Village Clerk



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item:** Consider License Renewals

**Date:** June 17, 2019

**Presenter:** Sara Bruckman, CMC/WCMC

**Department:** Clerk/Customer Service

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**History** – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

All Village business licenses expire on June 30 of each year. Each year the Village Board reviews business license applications for renewal. Renewal applications were sent to all establishments in April 2019 with a deadline of May 10, 2019 for liquor licenses and a deadline of June 3, 2019 for non-liquor licenses. The renewal applications are reviewed annually by the Village Board.

The majority of the business license applications were renewed at the June 3, 2019 meeting.

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**Agenda Item Discussion** – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

After review of the applications and appropriate background checks, the establishments listed have been approved by the appropriate departments. The licenses presented do not have any substantial changes from the previous license year.

State Statutes and Village Code indicate that licenses shall not be issued if there are any outstanding fees, taxes, and/or alcohol bills. Staff will perform a final review in this regard prior to issuance of the licenses.

The following establishments have complied with the deadline. These alcohol license renewals were published as required.

**“Class B” Fermented Malt Beverage and Intoxicating Liquor Licenses**

Harbor Shorewood Management LLC d/b/a Harborchase of Shorewood, 1111 E Capitol Drive, Shorewood, WI 53211

**Reserve Class “B” Fermented Malt Beverage and Intoxicating Liquor Licenses**

Mega Marts LLC, d/b/a Metro Markets #6893, 4075 N Oakland Avenue, Shorewood WI 53211

**Secondhand Dealer/Pawnbroker Licenses**

ecoATM, 10121 Barnes Canyon Rd., San Diego, CA 92121, 4075 N Oakland Ave (inside Metro Market)

Swanky Seconds, 2223 E Capitol Drive

Chattel Changers Inc., E Capitol Drive

Shorewood Coin Shop, 4409 N Oakland Avenue

CC Conrad Jewelers, 4014 N Oakland Avenue

Mixa Jewelers, 4320 N Oakland Avenue

**Cigarettes/Tobacco**

Spring East LLC d/b/a BP Pantry 41, 1604 E Capitol Drive

**Cabaret License**

Harry's Bar & Grill, 3549 N Oakland Ave  
Hubbard Park Lodge, 3565 N Morris Blvd  
Brat House Shorewood, 4022 N Oakland Ave  
Three Lions Pub, 4515 N Oakland Ave  
Camp Bar (Capitol), 2107 E Capitol

For your information, establishments submitting liquor or non-liquor license applications after the May 10/May 31 deadlines were considered late. They were required to pay the applicable late fee (\$100 for liquor licenses and \$50 for non-liquor related licenses). Establishments who still have not submitted their liquor or non-liquor license application will have their current license expire on June 30, 2019.

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**Community and Business Outreach** – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes                       No

If Yes, identify how and what community groups and businesses were notified.

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**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

Recommend Motion: Grant the licenses as listed in the Consent Agenda and direct the Village Clerk to issue the licenses subject to the payment of all outstanding fees, taxes, and/or alcohol bills.

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**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item:** Consider Insurance Broker Service Agreement

**Date:** June 17, 2019

**Presenter:** Tyler Burkart, Assistant Village Manager      **Department:** Village Manager's Office

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**History** – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

1. The Village used the Horton Group as an insurance broker for a number of years prior to 2019. Bob Adams with Mid State Insurance was a separate broker who only handled long-term disability insurance.
2. The JPL Committee reviewed the RFP for insurance broker services on March 18, 2019 and provided feedback ([link](#)). The request for proposals asked for all insurance broker services to fall under one broker and agreement.
3. The Village Board approved issuing an RFP for insurance broker services on April 1, 2019 ([link](#)).
4. Village received a total of 9 proposals. Based on the quality of the proposals, the Village interviewed 4 brokers: the Horton Group, R&R Insurance, Associated Benefits, and Hays.
5. After careful review and consideration, R&R Insurance is the recommended insurance broker for the JPL Committee and Village Board to consider.

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**Agenda Item Discussion** – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

The Assistant Village Manager led the insurance broker RFP process on behalf of the Village. Trustee Jessica Carpenter (as the chair of the JPL Committee), Village Manager Rebecca Ewald, and Finance Director Mark Emanuelson participated in the review and interview process. The Village received a total of 9 proposals for insurance broker services. After considering all of the criteria listed in the RFP, the Village interviewed a total of 4 brokers: the Horton Group, R&R Insurance, Associated Benefits, and Hays. Below is a summary of the costs associated with the 4 brokers considered in the final round.

<b>Broker</b>	<b>Annual initial costs</b>
Associated Benefits	\$16,500
Hays	\$25,000
R&R Insurance	\$27,000 – submitted amendment in amount of \$25,000
Horton Group	\$36,000 – submitted amendment in amount of \$30,000

The interview team was carefully considering which broker would (1) be the best in improving the wellness program, (2) provide online tools to help streamline the open enrollment process, (3) better inform employees of the two health insurance plan design options, and (4) formulate a forward-thinking strategic plan for employee benefits.

After conducting the interviews, the team unanimously agreed that R&R Insurance would provide the best delivery in the goals stated above. R&R Insurance is also the Village's broker for worker's compensation and liability insurance, which may provide some additional streamlined advantages when

it comes to coordinating safety trainings and handling disputed claims (personal vs. workers comp). The Assistant Village Manager negotiated with R&R Insurance to provide a final proposal for the Village Board to consider that would lower the annual initial cost to \$25,000, include an online employee portal (Employee Navigator) to streamline the open enrollment process, and include rights to an online benefits tool called ALEX that serves as an aid to employees when deciding a health insurance plan during open enrollment.

Village staff was very satisfied with the performance of the Horton Group but felt a new perspective, lower costs, and more support towards the wellness program were significant enough reasons to make the switch to R&R Insurance. It is important to note that the Village review team felt Associated Benefits did not have the comprehensive support that the other brokers assembled in their proposal, especially when it came to executing cost effective wellness programs. Hays would charge the Village extra for particular services (i.e. collecting wellness scorecards, online employee portal), which was requested to be in the initial proposal. Feel free to review the attached scoring rubric to see the review team's agreed upon scoring breakdown of each of the final 4 brokers.

If approved, the agreement will go into effect on July 1, 2019. The plan would be for Village staff to work with the insurance broker and Tr. Carpenter on reviewing the wellness scorecard immediately so that a proposal could go to the Village Board by September 2019.

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**Community and Business Outreach** – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes                       No

If Yes, identify how and what community groups and businesses were notified.

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**Fiscal Note** – *Please include comments on the fiscal impact of this action.*

This year and previous years, insurance broker services are paid through insurance premiums. The last three years, the Horton Group received compensation approximately between \$47,000 and \$49,000 for their services. For 2019, the Horton Group's health insurance commission was only 1.5% and not 3.09% (their traditional commission rate) based on discussions with WCA (our current health insurance provider). This is an important distinction because the Horton Group was only expected to earn just over \$26,000 in total commission for 2019 with approximately \$22,500 of those earnings coming from the health insurance premiums. Please note that health insurance commissions under the current model make up over 90% of all insurance broker services compensation. The Horton Group also received commission from dental insurance and vision insurance premiums.

Through the RFP process, the Village asked for compensation to be on a fee basis rather than a commission through the premiums. The primary reason for this change is due to the fact a commission method of compensation does not give the broker any financial incentive to negotiate the insurance premiums as low as possible. If anything, lowering the insurance premiums acts as a de-incentive for the insurance broker. A fee will be cleaner and more transparently shown in the Village budget.

The Village is proposing to remain on a commission basis for R&R Insurance starting July 1, 2019. It'll be much simpler for all involved parties to finish out 2019 on a commission basis for switching mid-year involves too many obstacles. In addition, there is minimal to no financial impact for the Village in 2019 to remain on a commission basis due to the rates WCA and the Horton Group agreed upon for 2019 in comparison to the \$25,000 proposed rate for R&R Insurance.

Then, starting in 2020, the Village will have a separate line item in the amount of \$25,000 for insurance broker services. This line item will increase to \$25,500 in 2021 and 2022. The extra \$500 is to pay for the annual cost of the online employee portal for managing the open enrollment process, which is being waived for year one along with the one time installation costs for the portal. R&R Insurance included up to a 5% increase in 2023 and 2024 to adjust for inflation.

The Village anticipates this change will result in lower premiums in health insurance throughout the Village budget due to a lower rate with R&R insurance as well as the fact the services are no longer included in the premiums. This fee will be included in the 2020 budget under the Village Manager's department budget line item: "Other Service Contracts & Fees" (100-1410-52990).

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**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

Recommend motion: "I move to authorize staff to enter into a service agreement with R&R Insurance."

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**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Insurance Broker Service Agreement
2. R&R Insurance Proposal
3. Insurance Broker Scoring Rubric
4. The Horton Group Proposal
5. Associated Benefits Proposal
6. Hays Proposal



**Service Agreement**

**R&R Insurance Services, Inc. for VILLAGE OF SHOREWOOD**

Whereas R&R Insurance Services, Inc. (referred to as “R&R”) operates insurance agencies and related businesses which procure numerous lines and types of insurance products and provide related brokerage services to its customers; and,

Whereas, VILLAGE OF SHOREWOOD (referred to as the; “Client”) wants to engage R&R to provide specified benefit services in exchange for the fees outlined in this Agreement,

Now, therefore, the parties hereto agree as follows:

1. The term of this agreement will commence on JULY 1, 2019 and shall remain in effect until DECEMBER 31, 2022 unless terminated earlier as provided herein.
2. This agreement is open to review at any time by either party. Either party can terminate this agreement with sixty (60) days advance written notice which will provide the specific date of termination. Fees will be paid through the date of termination.
3. R&R will receive standard carrier commissions for all lines of coverage effective JULY 1, 2019 through DECEMBER 31, 2019.
4. R&R will receive a monthly fee to be billed in monthly installments, effective JANUARY 1, 2020 according to the following stated fees.

PERIOD	TOTAL	MONTHLY
JULY 1, 2019 – DECEMBER 31, 2019	Standard Commissions	Standard Commissions
JANUARY 1, 2020 – DECEMBER 31, 2020	\$25,000	\$ 2,083.33
JANUARY 1, 2021 – DECEMBER 31, 2021	\$25,500	\$ 2,125.00
JANUARY 1, 2022 – DECEMBER 31, 2022	\$25,500	\$ 2,125.00
JANUARY 1, 2023 – DECEMBER 31, 2024 (Two-year renewal)	Fees not to exceed 5% increase	

5. The fixed fee is in lieu of standard agent commissions normally paid to R&R by any carriers involved for medical, dental and vision lines of coverage.
6. R&R will receive standard agent commissions for any new voluntary lines of coverage.
7. A significant change (+/- 15%) in the number of eligible employees may require a modification of the fees. This will be based off of a confirmed eligible count yet to be determined.
8. This agreement and fees cover all the listed services in the attached Scope of Services. Fees for additional services requested or required by the Client will be separately negotiated.



**Service Agreement**

**R&R Insurance Services, Inc. for VILLAGE OF SHOREWOOD**

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**VILLAGE OF SHOREWOOD**

**R&R Insurance Services, Inc.**

\_\_\_\_\_  
(Print Name)                      (Title)

\_\_\_\_\_  
(Signature)                      (Date)

\_\_\_\_\_  
(Print Name)                      (Title)

\_\_\_\_\_  
(Signature)                      (Date)



## Scope of Services for VILLAGE OF SHOREWOOD

It is the intention of R&R Insurance Services, Inc. to provide the specific services as outlined below for the Employer Sponsored employee benefits programs. This arrangement is assured over the policy term, and is sustained by the compensation arrangement previously disclosed in this Agreement. The Services in this agreement include, but are not limited to:

### Strategic Planning / Marketing

- Develop near-term and long-term benefit and health management strategies with Client leadership
- Market evaluation (all lines as needed and mutually agreed upon)
- Bidding/negotiating for employee benefit coverages and related vendor services
- Comparative proposal (all lines)
- Recommendations
- Contribution modeling

### Health Management/Wellness

- Wellness plan design
- Coordination of biometrics screening and/or other wellness program vendors
- Review of aggregate biometrics screening report/benchmarking
- Onsite visits to go over the results of biometric screening and recommend wellness strategies
- Offer support to track/manage wellness scorecard on behalf of the Village of Shorewood.

### Compliance/HR Support

- Legislative support
  - Identify and advise on basic federal notice and disclosure requirements that apply to group health plans and/or employees under various employee benefits and employment laws
  - Monthly newsletters and breaking news alerts
- Human Resource support tools
  - Access to MyWave® Connect portal, webinars, and updates
- Access to Assurex Global Partners' programs (including free monthly compliance webinars)

### Reporting

- Annual claims analysis report
- Plan design analysis and benchmarking

### Account Management /Service

- Conduct open enrollment meetings
- Assistance with employee benefits communications
- Resolutions of benefit service issues for employer and covered employees/dependents
- Telephone consultation, face-to-face meetings, office time, reports, faxes, emails, and other correspondence
- Medicare Consulting Services

### Other

- Authorized user access to *Employee Navigator* electronic enrollment platform/services. First year installation fee of \$750 is being waived. An annual maintenance fee of \$500 has been included in the fees of this Agreement for Years 2 and 3 (01/01/2021 – 12/31/2022). A separate Agreement with specific terms and conditions specific to *Employee Navigator* must be executed.
- Authorized user access to *Alex* enrollment decision support platform. Annual fee of \$20 per employee per year is being waived (\$1,700 annual savings). A separate Agreement with specific terms and conditions specific to *Alex* must be executed.



## Scope of Services for VILLAGE OF SHOREWOOD

### Other (continued)

- R&R will perform the services described herein in accordance with the standards of care, skill, and judgment which may be expected of professionals who perform similar work.
- R&R will provide proof of liability insurance and worker's compensation insurance to the Village.
- It is understood and agreed that the name of the Village and the municipal location may not be used by R&R or its agents in any promotional materials without prior approval by the Village.
- It is understood and agreed that R&R is an independent contractor for the performance of all services described within this Agreement.
- This Agreement and interests hereunder are not to be assigned to any other party without the consent of both parties.
- This Agreement shall be governed by and construed with the laws of the State of Wisconsin.
- This Agreement represents the entire listing of the terms between the parties. This Agreement may be modified only in writing by an amendment signed by both parties.
- By endorsing this Agreement, both R&R Insurance Services, Inc. and the Village of Shorewood indicate that each has the authority to bind to the terms of this Agreement.

NOTE: The stated fees do **not** contemplate the following: COBRA administrative services; Flex/Section 125 administrative services; FMLA administrative services such as *Leave Solutions*; or any special audit or actuarial services that may be required.

## Insurance Broker Scoring Rubric

**Name of Evaluators:** Trustee Jessica Carpenter, Rebecca Ewald, Tyler Burkart, Mark Emanuelson

**Instructions:** For each vendor/consultant, rank them on a scale of 1-4 for each category with 1 being the lowest performer and 4 being the highest performer in the grey shaded box. Then, weight each of the selection criteria with a percentage (cells in row B). The percentages for all the selection criteria must add up to 100%. If you did it correctly, a green box should show up on the bottom of row B. If it isn't done correctly, then a red box will appear.

Selection Criteria		R&R	Horton Group	Associated	Hays
Past record of performance	Rank (1-4)	3	4	2	1
	10%				
Quality of written proposal	Rank (1-4)	4	4	4	4
	10%				
Experience and technical competence	Rank (1-4)	4	3	2	1
	20%				
Understanding of approach	Rank (1-4)	2	3	1	4
	20%				
Ability to perform parameters	Rank (1-4)	4	3	2	1
	10%				
Cost to execute services	Rank (1-4)	3	1	4	2
	30%				
Percentages add up to 100?	100%				
<b>Total Points</b>		3.2	2.6	2.6	2.2

Tyler Burkart  
Assistant Village Manager, Village of Shorewood  
3930 N. Murray Ave.  
Shorewood, WI 53211

April 29, 2019

Dear Tyler,

Thank you for inviting R&R Insurance to provide the Village of Shorewood, a proposal to become your employee benefits broker. We appreciate the time you spent with us the other week to allow us to specifically address the Village's needs in our response. We believe that R&R Insurance offers a unique combination of the resources and experiences typically found in larger consulting firms along with the service commitment, flexibility, and personal touch of a smaller firm. We bring you talented employees with education, and provide data to allow the Village of Shorewood to make informed, evidence-based decisions in the constantly changing world of healthcare. We bring it to a level that makes sense for not only decision makers, but also for the end users of your Benefits Program.

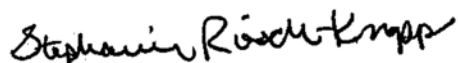
*R&R will bring:*

- A **local, face-to-face presence** with an extensive amount of knowledge, education, and data to allow the Village of Shorewood to make informed evidence-based decisions in the constantly changing world of healthcare. Being as local as we are to the Village allows for faster service and the ability to have a more enhanced communication plan to help you educate your employees on their benefits options.
- A **core team with experience** in excess of a combined 150 years in the management, negotiation, and servicing of fully-insured / self-insured clients.
- **Commitment to support employee onboarding functions and compliance** concerns to free up more time to focus on other human resource responsibilities.
- **Strategic Planning** guidance to contemplate a 3- 5 year plan to support the recruitment, acquisition and retention of new talent and key staff members.

Understanding the importance of the RFP process and the questions you are posing to our firm, we have provided responses designed to demonstrate value, not only vocabulary. However, capturing all we do and what really distinguishes us from our competition is difficult to present on paper. We thank you for the opportunity today to continue that effort face-to-face as we build a long term and mutually successful relationship. We look forward to continued discussions and the opportunity to help you realize your strategic vision.

Please let us know if you have any questions. We look forward to your response!

Sincerely,



*Stephanie Riesch-Knapp & the R&R Team*

**Transmittal Information**

**1. Consultant's name, address, telephone number and contact person.**

Stephanie Riesch-Knapp | \*1581 East Racine Ave. Waukesha, WI | 262.953.7169  
Stephanie.Riesch-Knapp@rrins.com

*\*Note: We will be moving our Waukesha headquarters to a new location in Pewaukee, WI effective May 28<sup>th</sup>. Our new address will be: **N14 W23900 Stone Ridge Drive, Waukesha, WI 53188***

**2. Consultant's confirmation of understanding of the program and commitment to provide the appropriate personnel and equipment to perform the scope of services as defined in this document.**

As part of the RFP process, we were very grateful for the opportunity to discuss with Tyler Burkart the past history of the employee benefits that are offered. Through that discussion, we gained not only a thorough understanding of the current program but more importantly the ways our organization could immediately add value. The personnel that would be assigned to this account from R&R are seasoned professionals that have the proven skills and abilities to support your organization. Specifically, below is what we learned through our discussion with Tyler which confirms our understanding of the program and our commitment to provide the qualified resources to assist:

- **Group Health Trust** - Having moved to the Group Health Trust recently on 1/1/19, you are committed to remaining with them and view this as a long-term partnership. We understand and appreciate that as we have other clients that also use the Group Health Trust and have enjoyed educating the employees on the many benefits that are available to them through that program. We have a strong working relationship with Kim and have great mutual respect for each other and our organizations.
- **Wellness** - The Wellness program does not currently include union participation or any spouses. The program has been in place for the past 3 years and has remained relatively the same. The "prevention and education" section of the wellness reporting form is valuable. The "wellness activities" section is something that you would like to revisit. Ultimately, you want to find a good balance of encouraging wellness but not making it too intrusive to the employees. You are looking for a fresh approach to evaluating the wellness program. You also encourage those that are not currently enrolled in the medical plan to participate in the wellness program. This is helpful especially if someone ends up having to join the Village medical plan during the year – they can still qualify for the reduced wellness rate. We have a health and wellness consultant on staff and provide more information on her on page six.
- **Health Savings Account** - You added a Health Savings Account plan two years ago; prior to that you just offered a traditional co-payment style plan. You have approximately 25-30% of your employees on the Health Savings Account Plan. Currently, Tyler sits down with the new hires to review their benefit options. We pride ourselves on the personalized employee benefit education we develop for our employer groups. Our philosophy is "a benefit not understood is a benefit not appreciated". As a result, our presentations focus on consumerism and helping individuals better understand their options. Things like providing our own claim examples in showcasing how a plan works, doing a side-by-side comparison of what an employee would pay if they elected one plan versus the other. Essentially

helping them make the most educated decision. We record webinars that you may have your new hires review. This insures that each person receives the same information on the plans and also frees up time from having to go through that and instead just focus on any questions they may have after reviewing the information. Having a choice in the medical plan is great – but understanding your choice is critical. We are equipped to help with that.

- **The “Value” of Benefits** - You have a number of employees that have worked for the Village a very long time and we would like them to better understand the quality of the benefits that are available to them. We would do that by showcasing benchmarking information and helping them understand just how much the Village provides to them in the way of benefits.
- **Disability Coverage** - The current disability program consists of voluntary short term disability through Aflac, and a voluntary long-term disability benefit through The Standard. Many people don’t realize just how important disability coverage is until they have a need for it. We would explore having both the voluntary short term and voluntary long term disability coverage with the same insurance carrier. We would help educate your group on what disability coverage is and why it is important. This is a benefit that sometimes does not receive enough attention in the enrollment process, so we would make sure to incorporate this as part of our benefit communication program.
- **Benefit & Enrollment System** – You currently have a paper-based enrollment system. We have a very user-friendly benefit and enrollment system that may be accessed through a mobile phone. This is something we would like to review as it also would save administrative time not having to hand out and collect paperwork. We have an analytics team that would assist in this effort.

We reviewed what we heard during our discussion with Tyler and are confident in our ability to make an immediate impact to your benefit program. In addition, R&R has been a strong partner and supporter of the League of Municipalities and remain committed to protecting the best interest of our public entity clients.

### ***Approach***

#### **1. Provide a description of the anticipated services.**

The attached R&R Service Agreement provides further detail regarding the services we are prepared to engage in. Furthermore, R&R will meet with the Village of Shorewood to review the current plan offerings and will collaborate with the Village of Shorewood to develop a *three-year strategic plan* outlining your goals as they relate to plan design, premium contribution strategies, and wellness initiatives, among other topics with the goal of projecting your year to year costs. We accomplish this through the use of multiple reports including an in-house *Loss Ratio Analysis Report* that provides you with a snap-shot of how your costs are trending. At R&R, we firmly believe that the way to control cost is to have a plan and stay proactive in this ever-changing world on employee benefits and we have seen great success with clients who have committed to this approach.

**2. Outline your proposed staffing levels and activities.**



**Stephanie Riesch-Knapp**  
Employee Benefits Consultant



**Jen Dash**  
Client Service Manager



**Patty Frett**  
Director of Client Services



**Pete Frittitta, MBA**  
Director of Compliance

**Stephanie Riesch-Knapp | Employee Benefits Consultant**

**Responsibility:** Stephanie would serve as the primary contact responsible for the planning, oversight and execution of your benefit plan offerings.

**Experience:** Stephanie has over 15 years of experience with health insurance having worked on both the property and casualty side in addition to the employee benefits.

**Tenure with R&R:** Stephanie has been with R&R for 10 years.

**Jen Dash | Client Service Manager**

**Responsibility:** Jen manages all aspects of the marketing and renewal process and recommends solutions for clients. She is responsible for account management which includes coordinating and facilitating client education of carrier products and services. Jen has an extensive background working with numerous public entities.

**Experience:** Jen brings over 13 years of knowledge in the group benefits industry.

**Education:** BS, Rehabilitation Psychology – UW Madison

**Patty Frett, MBA | Director of Client Services**

**Responsibility:** Patty’s knowledge and communication skills make her a key resource for presenting benefit options to employers and explaining implemented plans to employees.

**Experience:** Patty has over 12 years of employee benefits experience coupled with 18 years of experience working with HR/Consulting firms such as Accenture and Hewitt Associates. Patty uniquely understands the challenges employers face with choosing the right insurance plan and appreciates the value that knowledgeable broker brings to your organization.

**Education:** MBA, Finance – University of Notre Dame | BBA, Marketing – St. Norbert College

**Pete Frittitta, MBA | Manager, Client Strategic Services and Compliance**

**Responsibility:** Pete helps to manage your healthcare costs and monitor compliance.

**Experience:** Pete has more than 30 years of experience in group benefits. His value has been built on a foundation of industry experience that includes finance, operations, administration, market research, advertising, product development, and compliance. He is a past President and Board Member of the Wisconsin Association of Health Underwriters (WAHU) and is an active participant on the speaking circuit for all issues relating to Health Care Reform.

**Education:** MBA & BSBA – Marquette University



Chad Robinson, FAHM  
Director of  
Analytics & Wellness



Korina Konkol  
Health & Wellness  
Consultant



Alyssa Martner  
Client Marketing  
Coordinator



Dave Lancaster  
Executive Vice President  
Benefits Practice

**Chad Robinson, FAHM | Director of Analytics & Wellness**

**Responsibility:** Chad oversees all aspects of the analytics and wellness departments including, but not limited to, the development of new reporting/data sources and software review.

**Experience:** Chad brings over 14 years of knowledge in the group benefits industry, with a large number of those serving as an Analyst for Humana Insurance Company. His extensive background working on all aspects of medical benefits (claims processing, customer service, underwriting, etc.) affords him the advantage of knowing the financials behind the benefits.

**Education:** BS, Exercise Science – UW Oshkosh

**Korina Konkol | Health & Wellness Consultant**

**Responsibility:** Korina becomes a part of your Wellness team and assists in taking Wellness to the next level for both the District and its employees.

**Experience:** Korina brings over 6 years of knowledge in the health and wellness industry and is dedicated to the resources that will determine the needs of your district as well as defining the strategies and tactics to achieve the goals of your wellness program. As part of this experience Korina has worked extensively with clients across all industries (including education) in the development and efficiencies of on-site clinics.

**Education:** BSE, Health Promotion, Human Performance and Recreation – UW Whitewater

**Alyssa Martner | Client Marketing Coordinator**

**Responsibility:** Alyssa works in the group benefits department to create and provide effective marketing material to clients. These communications can range from informative one pagers, PowerPoint presentations, video material, etc.

**Experience:** Alyssa brings 2 years of experience in the marketing industry and helps to provide clients with materials that are unique to the client and in a way that they are best able to understand.

**Education:** BA, English Creative Writing and Marketing – UW Whitewater

**David Lancaster, CEBS, CLU | Executive Vice President Benefits Practice**

**Responsibility:** Dave oversees the Employee Benefits Practice.

**Experience:** Dave brings more than 30 years of insurance experience in managing insurance operations, agency relationships, and team development. Dave has multiple years of experience in both property & casualty and employee benefits management roles.

**Education:** BA, Risk Management – UW Madison

**3. Indicate which insurance benefits you would like to serve as a broker for the Village.**

We would like to serve as the broker for the Village for all lines of coverage as outlined on the Request for Proposal document. This includes the following lines of coverage: group health plan, dental, vision, flexible spending account, long-term disability and wellness program. We consider ourselves very fortunate to have earned the Village’s trust in our current capacity as their property & casualty broker. We recognize the synergies to be gained by having both the employee benefits and workers compensation coverage administered by the same insurance agency. Our ability to identify and strategize on issues that impact both areas allows the wellness program to be more focused and impactful.

R&R Insurance operates as a full service agency with five comprehensive, strategic business units:

- ✓ Employee Benefits
- ✓ Wealth Management
- ✓ Property & Casualty
- ✓ Personal Lines
- ✓ Bonding

Our team of nearly 200 insurance professionals has helped us grow and become the largest independent, privately-owned agency in Wisconsin, as well as one of the largest agencies serving the needs of businesses and individuals in the Midwest. Furthermore, R&R is a member of Assurex Global™ (<https://www.assurexglobal.com>), which is a consortium of 52 of the largest independent brokers across the U.S. Our partnership provides expansive local and regional market intelligence, costing information and value added programs that benefit our clients. We would like nothing more than to service all of the Village’s insurance needs under one roof, and we have the knowledge and resources to make that a reality.

## R&R Insurance – The Knowledge Brokers

**Proud Members of:**



Waukesha County  
BUSINESS ALLIANCE

Advocate Develop Network Promote



WMC



WELCOA  
WELL WORKPLACE GOLD



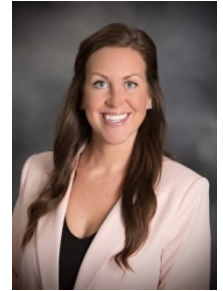
Assurex  
GLOBAL  
Exclusive Partner

- **Employee Benefits**
  - ✓ Group Health Insurance, Wellness, Individual Health, Voluntary Benefits (Life, Dental, Vision, Disability, Long Term Care), Compliance
- **Business Insurance (P&C)**
  - ✓ Property, Liability, Auto, Work Comp, Umbrella, Professional, Fiduciary, Pollution, etc.
- **Wealth Management**
  - ✓ 401K, IRA, Personal Wealth Management
- **Personal Lines**
  - ✓ Homeowners, Auto, Recreational, Umbrella, etc.
- **Bonding**
- **Financial Services**
  - ✓ Business Valuation, Estate Planning, Succession Planning, Buy-Sell Agreements, and Life Insurance


2

**4. Identify your approach working specifically with wellness programs and employee internal benefits committees.**

R&R provides clients with up to date wellness communication/services including benchmarking and surveys, vendor management, biometrics scheduling, data aggregation, and reporting. Our dedicated *Health & Wellness Consultant*, Korina Konkol, is available to assist with the creation and implementation of a wellness program.



Additionally, we offer our clients that we represent with their property & casualty and employee benefits needs, a total wellness solution called “*WellCompForLife*®.” This program provides tools to improve the quality of life and productivity of employees through proactive wellness initiatives, work place injury prevention, and post injury management. Each employee population and company culture is unique and R&R recognizes the need for customization when the developing a wellness strategy for each of our clients. R&R continues to be on the cutting edge of delivering wellness strategies to our groups. Upon our recommendation, many of our current clients have implemented multi-step wellness initiatives with measurable success in a number of areas.

We will support the Village of Shorewood in a variety of ways, including:

- Assessment of current wellness programs and making recommendations on how to expand and improve the programs to create a culture of health and productivity;
- Development of multi-year health and productivity strategies and budgets to achieve measurable health and productivity gains;
- Creation and implementation of data driven health and productivity based programs that support and enhance the Village of Shorewood’s multi-year health strategy;
- Identify health and productivity programs that will be put out to bid: conduct RFP's, select wellness partners, negotiate and outline scope of work along with pricing; and
- Assist in developing incentive programs tied to current or future health and productivity programs that will increase participation, engage employees and encourage behavior change.
- Offer support to track/manage wellness scorecard on behalf of the Village of Shorewood.
- Participate in employee internal benefit committees to provide knowledge on the wellness resources available through the insurance benefits offered, and also to share “best practices” gained through working with employer groups on their wellness goals.

We consider wellness to be a journey that starts at the top. We look forward to the opportunity to assist the Village in plotting out and planning your wellness journey. We have the experience in this area to help you reach your wellness destination.

### ***Contractor Experience***

#### **1. Professional registrations, certifications, educational degrees, etc.**

Our Employee Benefits division has developed customized training modules surrounding specific benefit topics such as COBRA, Medicare, Employer Compliance, Health Savings Accounts, Health Reimbursement Accounts, 1095-C process, Wellness Rates, etc. The training provides basic content knowledge followed by an interactive quiz. Passing the quiz allows the member to attend the hands-on training. During the training session, attendees apply what they have learned. Eleven modules have been built out several of which have been filed with the state to qualify for continuing education credits for our health insurance license. In addition, these training modules are used with clients that have a desire to learn more about any of these specific topics.

Our firm encourages employee development by covering the cost of courses that lead to specific insurance designations and then also providing an incentive bonus to those that have achieved a designation. As a result of the support we receive on this, 54% of our employee benefits team has earned a benefits related designation.

Our position as *TheKnowledgeBrokers™* is supported by the emphasis we place in continuing education and delivering the training in a manner which yields applying what has been learned.

#### **2. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope.**

**North Shore Fire Department:** North Shore Fire Department has approximately 85 active employees including retirees on their health plan. This is a client Stephanie and R&R have recently wrote however had been in discussions with them for quite some time. Our primary contact, KateLynn, had to wait for the right time to make a change and communicate that to her employees. We helped her in that process by conducting a formal client onboarding session and then provided her with a contact information sheet that she could distribute to her employees. Through the onboarding process, we assisted her with many recommendations in regards to compliance, retirees, wellness, and open enrollment/new hire support materials. This is a case where we previously wrote her workers compensation coverage. As a result, she was familiar with our service on that side of our business and she wanted to take the relationship further to receive similar resources on the benefits side that she was not receiving from her prior agent.

**City of Pewaukee:** We have a past history of working with the City of Pewaukee and Lisa Bergersen. Interestingly enough, she currently is not a client, however she is seriously considering coming back on board with Stephanie Riesch-Knapp and R&R Insurance. She will be leaving the City of Pewaukee at the end of June as she embarks on a new career as an HR Consultant. In the meantime, she is transitioning a co-worker into her current position. The difficult thing is that the individual that is transitioning into Lisa's position doesn't really have a Human Resource background. To provide some history on this group, Stephanie started working with them 6 years ago at which time they were with Willis. They worked with us for two years, then left us and went to Associated and then moved to Hays. Lisa now wants to come back to us because as she explained to me, through each of these agency changes, she has never had the customer service that she received from R&R. She also expressed how extremely grateful she was for our guidance on compliance issues and trusted our expertise. Given the individual that is transitioning into her role does not currently have a human resources background, Lisa feels the support we could provide this individual would be invaluable. We should find out for certain mid-May if she will be making the change back to us.

**Village of Greendale:** At the Village of Greendale, we were actually introduced through Greendale School District. There was opportunity for the Village to benefit from some significant savings due to the non-transparent arrangement their previous broker (Horton) had in place in addition to their contract with their insurance carrier for the medical plan. The District had also encouraged the Village to call us to see how we could assist with potentially partnering with them and sharing the already existing on-site clinic that the District has. We are working with a vendor, Aurora, to further explore the viability of this for both parties (i.e. Village of Greendale & Greendale School District). This is something that has most certainly worked in other areas of the state and is worth exploring to achieve cost savings and efficiencies.

**Milwaukee Academy of Science:** We've been working with Milwaukee Academy of Science for a number of years. We also work with this school on their property and casualty insurance. We are able to offer all of our resources because we do have all lines of insurance. This would include extensive ergonomics assistance, wellness support, and the ability to intercede when there is a difficult workers compensation or possible medical claim. Being the broker for both the business insurance **and** employee benefits allows us to communicate to both insurance companies on our client's behalf. Our service has been greatly valued at this client. We have done a tremendous amount of work with communicating wellness and high deductible plans ultimately resulting in increased employee engagement in their healthcare. It has also improved the perception of the benefits they are offering because now the employees actually understand them. Given our main audience is teachers at this client; it is especially rewarding to hear how the teachers appreciate our ability to educate them on their benefits.

*Cost – Please refer to the attached Service Agreement.*

- 1. Identify if your compensation method will be on a commission structure, flat fee structure, hourly rate structure, or a different method. Include the amounts and/or formula for each method. Specify the advantages for the Village for being on that structure.**

R&R has the flexibility to engage in all forms of compensation for our services witnessed in the marketplace today. Cases of your size typically compensate on a fee for service basis, particularly for medical coverage, and we would recommend the same to best insulate you from inflationary medical premium increases that may or may not actually require more service from the broker. Our fee for service approach to handling your account can be found at the end of this document. Additionally, we remain open to discuss and consider any other options with Triangle Distributing based on your wishes and objectives. In any instance that may require an offline fee, we will outline this upfront and clearly communicate scope, expectations, and cost prior to engagement to protect and promote full transparency.

- 2. All brokerage commissions or ancillary fees collected by the Service Provider shall be fully disclosed to the Village.**

We have no reservations in providing full disclosure as to any compensation we would receive.

- 3. Include costs for years 2019, 2020, 2021.**

We have provided a three-year proposal; please see the attached Service Agreement.

**4. If appropriate, include a proposed billing cycle/schedule.**

Please refer to the attached Service Agreement. A detailed billing cycle that will accommodate the needs of both The Village of Shorewood and R&R Insurance Services will be developed once a contract is awarded.

*Contract – Please refer to the attached Service Agreement.*

**1. Please attach a copy of your standard contract (if available) for these types of services in the proposal.**

*Insurance – Please refer to the attached Certificate of Insurance.*

**1. The proposal must include either a description of the firm’s insurance or a certificate of the insurance outlining the firm’s insurance policies which evidence compliance with the requirements noted in the Terms and Conditions section of this RFP.**

**Examples of Work**

**1. Please provide up to three different examples of programs or services you’ve performed for other municipalities or public agencies. The work should demonstrate a high quality of service.**

**School District of Greendale:** Greendale School District (GSD) received a Letter 226-J from the IRS late in 2018 stating their proposed Employer Shared Responsibility Penalty (ESRP) for 2016 related to the Affordable Care Act. R&R’s Director of Compliance analyzed the details provided by the IRS and reviewed the actual 1094/1095 reports filed by GSD for 2016. The conclusion of R&R’s analysis provided GSD with the support needed to refute 98% of the ESRP that was being proposed. Furthermore, our Director of Compliance provided the necessary comments and direction for GSD to submit a timely response to the IRS. GSD received acknowledgment from the IRS that the arguments filed by GSD were correct and accepted.

**North Shore Fire Department:** While we have only been working with North Shore Fire Department since January of this year, we strongly believe they are finding some very high quality service from many of the more “unique” things we are assisting them with. We took all their open enrollment materials and came up with a much simpler and easier way to understand them (video incorporation), personalized benefit enrollment guide. In addition, we created a one-page “recruitment” flyer that highlights the benefits and culture they offer to an applicant. They worked with our dedicated employee benefits marketing coordinator to develop this flyer which they are now actively using in their interview process. We have received very positive feedback on these resources and they are now going down the path of using our online benefit & enrollment system, Employee Navigator. We are working with them to implement this by the end of the summer prior to their open enrollment which is in November. Our main contact has made comments that she didn’t even know she could expect these type of services from her broker.

**Village of Germantown:** We’ve had this account for the past 20 years and they have been able to see our agency grow over the years and see how we have evolved with our services and resources for them. Over the years, the needs to this Village have changed, however the one thing that they would say has been outstanding is our commitment to service. That would include assisting the individuals with claims issues/resolution all the way to compliance and helping them get the proper notices out to employees. We also include in that commitment to service, our assistance with helping them get wellness off the ground and helping coordinate open enrollment meetings and materials. This client also happens to be self-funded and they find a tremendous amount of value in the quarterly reporting we share/interpret with them versus just simply sending the carrier reports to them.

***References***

- 1. Please provide references of current or previous clients you have worked with in the past.**
- 2. It is highly recommended to include at least one municipality as a reference.**

**Village of Greendale**

Todd Michaels, Village Manager | 414.423.2100  
6500 Northway  
Greendale, WI 53129

**North Shore Fire Department**

KateLynn Harrigan, Finance Director | 414.357.0113 ext. 1106  
4401 W. River Lane  
Brown Deer, WI 53223

**Milwaukee Academy of Science**

Bonny Wesson, CFO | 414.933.0302  
2000 W. Kilbourne Ave.  
Milwaukee, WI 53233

**School District of Greendale**

Todd Hajewski, Director of Business Services | 414.423.2705  
6815 Southway  
Greendale, WI 53129

**City of Pewaukee**

Lisa Bergersen, Human Resources Director | 262.691.6035  
W240N3065 Pewaukee Rd.  
Pewaukee, WI 53072



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

4/22/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> R&R Insurance Services Inc 1581 E Racine Avenue PO Box 1610 Waukesha WI 53187-1610		<b>CONTACT NAME:</b> Dawn Baker <b>PHONE (A/C, No, Ext):</b> 262-338-7879 <b>FAX (A/C, No):</b> 262-338-7879 <b>E-MAIL ADDRESS:</b> Dawn.Baker@rrins.com	
<b>INSURED</b> R&R Insurance Services Inc 1581 E Racine Ave PO Box 1610 Waukesha WI 53187-1610		<b>INSURER(S) AFFORDING COVERAGE</b> <b>INSURER A:</b> CNA Insurance Company <b>INSURER B:</b> Accident Fund Insurance Company <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>	
		<b>NAIC #</b> 20443 12304	

**COVERAGES**

CERTIFICATE NUMBER: 19/20

REVISION NUMBER:


THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			B6074582114 SB146932F (6/16) AI & WOS CNA80103XX (9/14) PNC	12/31/2018	12/31/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Employee Benefits \$ 1,000,000
A	<b>AUTOMOBILE LIABILITY</b> <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			BAU6076093483	12/31/2018	12/31/2019	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Underinsured motorist \$ 1,000,000
A	<b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE DED \$ RETENTION \$ None			B6074582128	12/31/2018	12/31/2019	EACH OCCURRENCE \$ AGGREGATE \$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	WCV6178743	12/31/2018	12/31/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 100,000 E.L. DISEASE - EA EMPLOYEE \$ 100,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

A 30 day Notice of cancellation will be endorsed to our policy if R&R Insurance Services is awarded the business.

**CERTIFICATE HOLDER****CANCELLATION**

Village of Shorewood 3930 N Murray Ave Shorewood, WI 53211	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  <b>AUTHORIZED REPRESENTATIVE</b> Julie Liebelt/DB530 
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INS025 (201401)

Request for Proposal for Insurance and Benefit Broker

# Village of Shorewood



Prepared for:



Date: 4/29/2019

Presented By:

Dan Mongoven / Vice President

[Dan.Mongoven@thehortongroup.com](mailto:Dan.Mongoven@thehortongroup.com)

Phone: 262.347.2623

Alex Beaudry, J.D. / Senior Sales Executive

[Alex.Beaudry@thehortongroup.com](mailto:Alex.Beaudry@thehortongroup.com)

Phone: 262.347.2624

**A.) Transmittal Information.**

**1. Consultant’s name, address, telephone number and contact person.**

**Dan Mongoven, Vice President / Alex Beaudry, JD, Senior Sales Executive**

N19 W24101 Riverwood Drive, Waukesha, WI 53188

262.347.2623 / 262.347.2624

Both Dan & Alex are your Lead Consultants and will be the primary point-of-contact for the Village.

**2. Consultant’s confirmation of understanding of the program and commitment to provide the appropriate personnel and equipment to perform the scope of services as defined in this document.**

The Horton Group has included our proposal as an independent benefits consultant for the Village of Shorewood. We have read and fully understand the background information, project scope, content, terms and conditions, and selection criteria detailed in the RFP and will adhere to all requirements.

**B.) Approach.**

**1. Provide a description of the anticipated services.**

**Horton’s Employee Benefit Solutions Division** applies insight and experience in the legal space to drive more value and deliver better outcomes from your benefit programs that result in improved control and program costs while still creating a competitive edge to attract and retain top talent. Our team has managed hundreds of benefit programs with a focus on keeping our clients’ costs below comparable levels experienced by other employers. We work to evaluate the impact of various plan administration and management initiatives, forecast the impact of plan changes and offer solutions to keep benefit packages attractive to current and potential new employees.

**Coverages**

- **Group Medical**
- **Life, Disability, Dental, Vision**
- **Voluntary Benefits**
- **Executive Benefits**
- **Retirement**

- **Plan Design**
- **Contribution Modeling**
- **Defined Contribution Models**
- **Private Exchange**
- **Rx Strategies**
- **Funding Arrangements**
- **Price Transparency Tools**
- **Network Design**

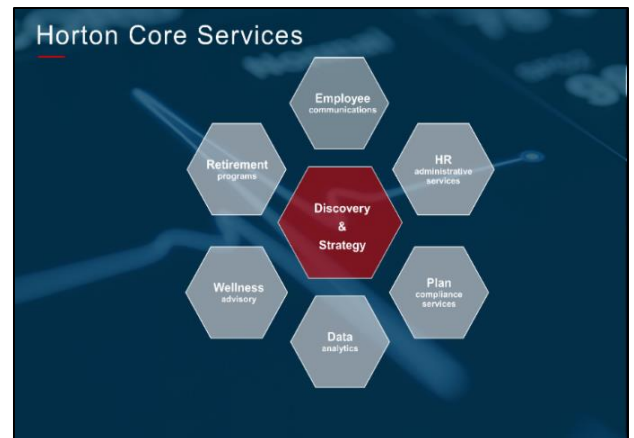
**Strategies & Tactics**

- **ACA/DOL Compliance**
- **Claim Analytics**
- **Redirection of Care Strategies - Telehealth**
- **Online Benefit/HR Admin.**
- **Well-Being Management including Financial Wellness**
- **Employee Education**

Every employer requires a unique implementation strategy. Often, this defines the success (or failure) of a broker/consultant relationship. To deliver, a successful partner must have a deep bench of talented professionals.

Upon engagement, Horton will initiate and continue its thorough discovery phase to evaluate and enhance the Village’s benefit philosophy, program history, and administrative processes. Our analysis is prepared using information obtained from initial meetings, interviews with key internal contacts, employee surveys, benchmarking analysis, and benefit plan program performance.

After calibrating with the Village, Horton then constructs a 2-3 year blueprint plan of how Horton will help the Village execute the plan. This blueprint will drive measurable improvement of plan performance, value, administrative efficiency, and employee satisfaction.



The blueprint plan addresses the following key categories:

1. **Strategy**
2. **Employee Communications**
3. **HR Administrative Support & Services**
4. **Compliance**
5. **Data Analytics**
6. **Wellness**
7. **Retirement Planning including Financial Wellness**

These areas represent the foundational components of properly servicing a modern employee benefits program.

## 2. Outline your proposed staffing levels and activities.

Rather than one or two individuals who handle every “fire-drill of the day” for managing your account, your Horton Team consists of several professionals who specialize in the wide variety of needs that arise from our clients. We have specialists in Claims Assistance Advocacy, Human Resources, Compliance, Benefit Administration Technology, Brokerage Marketing / Analytics, and Underwriting, Communication Expertise and Wellness Advisory. Your team is very responsive and capable to take care of your needs regardless if a team member is on vacation, on leave, or out-of-office during the day.



### **Dan Mongoven**

Consultant & Vice President  
262.347.2623 / Fax: 262.347.2723  
dan.mongoven@thehortongroup.com

.....  
*Develop New Opportunities / Maintain Strong Relations  
Determine Overall Program Strategy*  
**Years at Horton: 8**  
**Years of Employee Benefits Experience: 8**



### **Kelly Jagelski**

Senior Client Manager  
262.347.2610 / Fax: 263.347.2710  
kelly.jagelski@thehortongroup.com

.....  
*Day-to-Day Needs / Coverage Questions  
Billing Questions / Eligibility / Policy Changes / Open  
Enrollment*  
**Years at Horton: 10**  
**Years of Employee Benefits Experience: 30**



### **Brian Dubinski**

Marketing Analyst  
262.347.2602 / Fax: 262.347.2702  
brian.dubinski@thehortongroup.com

.....  
*Renewal Marketing Coordination and Management  
Claim Analysis / Reporting Preparation*  
**Years at Horton: 5**  
**Years of Employee Benefits Experience: 5**



### **Larry Grudzien, JD, LLM**

ERISA Legal Counsel  
708.717.9638 / Fax: 866.413.3086  
larry@larrygrudzien.com

.....  
*ERISA attorney / Compliance*  
**Years of Employee Benefits Experience: 28+**



### **Alex Beaudry, JD**

Co-Consultant / Senior Sales Executive  
262.347.2624 / Fax: 262.347.2724  
alex.beaudry@thehortongroup.com

.....  
*Develop New Opportunities / Maintain Strong Relations  
Determine Overall Program Strategy*  
**Years at Horton: 9**  
**Years of Employee Benefits Experience: 9**



### **Missy Larson**

Client Service Representative  
262.347.2621 / Fax: 262.347.2721  
missy.larson@thehortongroup.com

.....  
*Customer Service Liaison Between Client and Carrier  
Benefit Plan Implementation / Communication  
Billing & Eligibility Inquiries*  
**Years at Horton: 2**  
**Years of Employee Benefits Experience: 2**



### **Angela Zausch, CCWS, WELCOA Faculty**

Client Specialist – Wellness  
262.347.2625 / Fax: 262.347.2725  
angela.zausch@thehortongroup.com

.....  
*Assists Wisconsin HBS clients in the Development of  
Health and Wellness related Programs / Services*  
**Years at Horton: 3**  
**Years of Employee Wellness Experience: 10**

### 3. Indicate which insurance benefits you would like to serve as a broker for the Village.

We handle all types of employee benefits, including a robust portfolio of products from medical, core (employer paid), voluntary (employee paid) and retirement. As described above, your Horton Team consists of several professionals who specialize in the wide variety of needs that arise from our clients within these lines of coverage. For instance, we have specialties in Claims Assistance Advocacy, Human Resources, Compliance, Benefit Administration Technology, Brokerage Marketing / Analytics, and Underwriting, Communication Expertise and Wellness Advisory. As for your Lead Consultants and Senior Client Manager, they handle all types of benefits insurance. And they will continue to do much for the Village.

Specifically for the Village, we are currently the Agent of Record on the Medical, Dental, and Vision plans. Horton would certainly be amenable to handling the Village's STD (Aflac), FSA (DBS) account, and LTD, but only if those were the Villages wishes. To date, Horton has always helped and stepped in when issues arise with those benefits, but those instances are few and far between, given the nature and enrollment in those programs.

### 4. Identify your approach working specifically with wellness programs and employee internal benefits committees.

The Horton Group believes that the best way to control health care costs through wellness is to be "aggressive" with wellness. We have a health-contingent, outcomes-based program that is designed and implemented to offer disease management that targets and manages a population of high-risk individuals with conditions such as metabolic syndrome. While that component of our initiative focuses on those members, we also offer congruent programs based around education and awareness that encourages employees and their families who are in low-risk categories to continue to maintain their already healthy lifestyles. Since we know that not all health factors and medical claims can be managed through worksite wellness programs, our agency believes in a model of medical consumerism to provide the resources to manage appropriate levels of care for our health plan members. With our experience in working with other organizations, we know not every employer group is ready to adopt all of these wellness practices. We believe with the right planning and evaluation measures established up front; there are pieces to our model that any company would benefit from implementing.

Part of our process is to incorporate wellness initiatives into an overall benefits strategy. This allows our consultants to create a global and long-term approach to evolving needs with limited resources. By doing so, we have been able to leverage a wellness program through a newly implemented health plan that will translate into overall plan savings. This plan includes identifying a premium differential for milestones within the wellness program, managing carrier resources deployed to the group, and establishing the measurements of success including, but not limited to health plan savings.

## C.) Contractor Experience.

### 1. Professional registrations, certifications, educational degrees, etc.

**Dan Mongoven** graduated Cum Laude with a B.S. in Physiological Sciences (Anatomy, Physiology, and Neurobiology) from Marquette University. He has been at The Horton Group since 2011. Mr. Mongoven leads the client service function for many of Horton's clients—making sure that we deliver on our promises.

---

**Alex Beaudry** graduated from Marquette University with a degree in Criminology and Law Studies. He earned his *Juris Doctor* degree from Marquette University Law School while focusing on employee benefits law. Mr. Beaudry has also become the in-house expert on Healthcare Reform.

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**Kelly Jagelski** earned a Bachelor of Science Degree in Finance from Bradley University. She has served many benefit related roles since that time and has been a Client Manager with The Horton Group since 2008. Ms. Jagelski brings over 30 years of experience in day-to-day benefit operations and her analytical style in both communication and implementation of benefit programs is not often matched in the health insurance consultant industry. She maintains professional designations for **Certified Employee Benefits Specialist (CEBS), Registered Health Underwriter (RHU) and Registered Employee Benefit Consultant (REBC).**

---

**Brian Dubinski** is a Benefits Marketing Analyst in The Horton Group's Waukesha office. He graduated with a Bachelor of Science Degree in Business Management with a focus in Human Resources. He works closely with the benefits team and insurance carriers to provide top-notch service for group employee benefit programs, as well as individual client's personal life, health, dental, and disability insurance packages.

---

**Missy Larson** graduated from the University of Wisconsin-Madison with a degree in Human Development and Development studies, focusing on physical and mental health. She provides a high level of service through the marketing and servicing of new and renewal accounts. Her primary role is to serve as a customer service liaison between clients and insurance companies, coordinating benefit plan implementation and communication, employee educational seminars, policy review, billing, and eligibility inquiries and claim payment advocacy.

---

**Angela Zausch** graduated from the University of Wisconsin-Parkside with a Bachelor of Science Degree in Fitness Management. She maintains professional designations as a **Certified Worksite Wellness Specialist (CWWS) and is a member of the WELCOA Faculty**. She is a dedicated corporate wellness leader who will ensure wellness benefits, data and analytics, and communication are of the highest quality to achieve maximum results for both the organization and employees.

---

**Larry Grudzien, JD, LL.M.** is an ERISA attorney who teaches webinars and assists Horton clients with all types of compliance questions (FMLA, COBRA, Eligibility, and the ACA). He is a critical and essential resource to all of our clients on current State and Federal legislation, court decisions and other regulatory compliance issues that may impact benefit plans.

## 2. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope.

One of the strengths of The Horton Group is our involvement and knowledge in the Public Sector benefits space. Whether it's attending Wisconsin Public Sector seminars, speaking at those events, or communicating intimately with the insurance carriers that deal specifically in that space, Horton is uniquely positioned to understand the issues in your world. Because we understand those challenges, it allows us to work throughout the year to meet those unique needs (budget constraints, the timing of budget preparation, an aging workforce, retaining/attracting new talent, Village Board dynamics, insurance committee meetings, etc.).

Over the years, Horton has worked extremely hard to meet the expectations of the Village in this ever-changing and challenging insurance environment.

- Our **annual aggressive marketing exercise** has proven very fruitful over the past 5+ years
- Horton and Tyler were very successful in our **strategy to rollout a second health plan option for employees (HDHP)**—not out of desperation or budget constraints, but rather as an 'option' for employees looking for less insurance, more take-home pay, and a mechanism to save money (HSA)
- Horton has been very **involved and supportive of the Village's insurance committee, attending meetings monthly during the second half of each year**
- Horton now is **involved in the Wellness Committee meetings and has committed our wellness specialist** to lend support
- Horton has **helped the Village manage their ACA compliance needs**, and is always there to answer any questions
- When employee claim issues arise, Horton **quickly works through those, escalating those issues through the ranks of the insurance company when necessary**

### D.) Cost.

#### 1. Identify if your compensation method will be on a commission structure, flat fee structure, hourly rate structure, or a different method. Include the amounts and/or formula for each method. Specify the advantages for the Village for being on that structure.

The Horton Group wants to make the billing process as easy as possible for the Village. If you are happy with the current arrangement, the Horton Group will look to maintain that. If the Village would like to move to a flat fee agreement, we would accommodate that as well.

The advantages of being on a 'fee' are that the costs are completely transparent, and we're generally able to lock in a rate for multiple years. The disadvantage is that a 'fee' arrangement becomes a separate line item for the Village, and, the employees no longer share in paying a percentage of the consultant's compensation (as in a

commission arrangement, through employee premium share).

The percentage of premium arrangement (commissions) is straight forward but does come with the downside of your consultant earning more money when your premiums increase. Admittedly, this situation seems misaligned. However, Horton has never taken advantage of these agreements, and always works our hardest to find the best insurance pricing for our customers. For example, in the last couple of years, Horton was able to decrease the Village's premium spend, therefore decreasing our compensation.

Nonetheless, we're open to whatever compensation structure works best for the Village, and the Board.

**2. All brokerage commissions or ancillary fees collected by the Service Provider shall be fully disclosed to the Village.**

The Horton Group is completely transparent in its compensation arrangements. The Horton Group maintains our status as independent benefit consultants through our ownership structure. We do not work for any insurance company, provider network, or third party administrator. Furthermore, we are not a part of a larger firm that provides "consulting" through a subsidiary

Although the Horton Group accepts compensation both in the form of commissions and consulting fees paid directly by the client/employer, under the terms of any of our consulting contracts we DO NOT accept fees, commissions, or overrides from any vendors unless specifically agreed to by the client.

**3. Include costs for years 2019, 2020, and 2021.**

We would propose an annual fee of \$36,000, or \$3,000/mo. All lines of coverage would be written net of commission. This fee would include the services of our Wellness Specialist, Angela Zausch, as they exist in their current form today (support with Wellness Scorecard Tracking, occasional attendance and on-going support of the wellness committee meetings.).

**4. If appropriate, include a proposed billing cycle/schedule.**

Horton's compensation could be paid either quarterly or monthly—whatever is most convenient for the Village.

**E.) Contract**

**1. Please attach a copy of your standard contract (if available) for these types of services in the proposal.**

See attachment at the end of this proposal.

**F.) Insurance**

**1. The proposal must include either a description of the firm's insurance or a certificate of insurance outlining the firm's insurance policies which evidence compliance with the requirements noted in the Terms and Conditions section of this RFP.**

Horton has a \$15,000,000 Errors and Omissions primary policy with Great American Insurance and a \$15,000,000 Errors and Omissions excess policy with Allied World Surplus Lines. Copies available upon request.

## G.) Examples of Work

### 1. Please provide up to three different examples of programs or services you've performed for other municipalities or public agencies. The work should demonstrate a high quality service.

Below are three examples of strategies that the Horton team has implemented to meet the strategic objectives of our clients.

#### Example 1:

As the incumbent, we have the advantage of experience with the Village of Shorewood. As mentioned above, our team has worked tirelessly to manage the medical renewal. Since 2015, The Villages rates have increased by 4.8% for the PPO plan. The industry trend is anywhere between 6-10% on an annual basis. In 2016 and 2017, we were able to negotiate 0% increases, and in 2018 we received a 2.5% rate decrease by marketing the health plan. In 2019 we made our second carrier change in as many years to receive the best deal. While it is not ideal to continually change carriers, our marketing efforts saved the Village roughly \$30,000 in 2019 alone. The savings were much more dramatic during the 2018 renewal.

In 2018 the Village, with our assistance, rolled out a secondary plan option, the high deductible, HSA compatible plan. Horton, along with the Village, conducted educational meetings for two years before the plan was rolled out. This allowed employees to be familiar with the plan before the plan went live and we believe that it has increased enrollment in the HDHP. The Horton Team looks forward to continuing to educate employees on their plan design options to ensure that employees are enrolled in the plan that best fits their needs.

#### Example 2:

The Horton team has tremendous experience with Public Sector plans and negotiations with vendor partners. Recently, one of our Cities requested a full review of the funding mechanism in place, along with claim data analysis and demographics of their employee base to propose a strategic plan going forward to the next three to five years. Our team compiled data from the previous three years (the program had been with Security Health Plan on a fully insured basis), reviewed benefit plan utilization for each department, and assessed the premium contribution alongside the set tiers for receivables versus paid claims, premiums paid and administration to the vendor partners. We worked diligently with our vendor partner to assess the data and create benefit plans within the vendor's structure for ease of administration yet customized to meet the budgetary needs of our client.

Our team then created a strategy to introduce plan choices by adding a high deductible health plan that is qualified for a health savings account to the existing plan. The members were given the choice of four plans – two existing plans with 1) a broad network and 2) a local network and two high deductible health plans with 1) a broad network and 2) a local network.

The funding mechanism was also changed from fully insured to self-funded after reviewing the claim data from the previous three years. The client was provided with a specific stop-loss limit that we recommended ensuring their risk is not overly exposed.

Through the savings reached by the strategic plan, the client contributes to the employee's health savings account which absorbed a good portion of the deductible for both single and family contracts. The employees that did not feel comfortable changing plans were allowed to stay with the plan they have today. The client felt this was a win-win result. The City changed to WPS and has experienced no rate increases for the last three years.

#### Example 3:

One of our public sector clients wanted to create a plan which lowered the employee contributions up front, but included more cost sharing in the form of deductibles, etc. to help improve consumerism and reduce plan utilization. They introduced an HRA and an HSA plan to their employees. The Company began education on the plans several months before the effective date.






The HSA plan had a much lower contribution but had a high deductible, and although it included coverage for preventive care, all services including office visits, prescription drugs, etc. were subject to the deductible and coinsurance. If the plan has a single deductible of \$1,350 and a family deductible of \$3,300, employees with family coverage must satisfy the entire family deductible of \$3,300 before the plan begins to pay.

The HRA plan was designed with a contribution lower than the existing plan, but higher than the HSA plan. The plan had a higher deductible, but with a Health Reimbursement Arrangement that could reimburse employees for deductible expenses after they satisfied the first \$500 of their deductible. The plan had an enhanced preventive care benefit.

As a result of all of the creativity of the plans and the employee education, this employer had significant enrollment in the HRA (35%) and HSA plans (16%). Due to the consumerism introduced to employees, combined with the vendor negotiations, this client was able to introduce a budget with no changes in healthcare costs for the following two calendar years.

**H.) References**

**1. Please provide references of current or previous clients you have worked with in the past.**

<b>Shorewood School District</b>	
 <b>Shorewood</b> <small>SCHOOL DISTRICT</small>	<b>Total Employees:</b> 300+ <b>Number / Type of Plans:</b> All Employee Benefits <b>Contact:</b> Patrick Miller <b>Position:</b> Director of Business and Human Resources <b>Phone:</b> (414) 963-6911 <b>E-mail:</b> <a href="mailto:pmiller@shorewood.k12.wi.us">pmiller@shorewood.k12.wi.us</a>
<b>Grafton School District</b>	
 <b>GRAFTON SCHOOL DISTRICT</b> <small>EVERY STUDENT, EVERY DAY</small>	<b>Total Employees:</b> 293 <b>Number / Type of Plans:</b> All Employee Benefits <b>Contact:</b> Topher Adams <b>Position:</b> Business Manager <b>Phone:</b> (262) 376-5411 <b>E-mail:</b> <a href="mailto:tadams@grafton.k12.wi.us">tadams@grafton.k12.wi.us</a>
<b>Village of Caledonia</b>	
 <small>VILLAGE OF CALEDONIA</small>	<b>Total Employees:</b> 130 <b>Number / Type of Plans:</b> All Employee Benefits <b>Contact:</b> Toni Muise <b>Position:</b> Human Resources Director <b>Phone:</b> (262) 835-6415 <b>E-Mail:</b> <a href="mailto:tmuise@caledoniawi.com">tmuise@caledoniawi.com</a>
<b>Village of Brown Deer</b>	
 <small>VILLAGE OF BROWN DEER</small>	<b>Total Employees:</b> 90 <b>Number / Type of Plans:</b> All Employee Benefits <b>Contact:</b> Susan Hudson <b>Position:</b> Treasurer/Comptroller <b>Phone:</b> (414) 371-3041 <b>E-Mail:</b> <a href="mailto:shudson@browndeerwi.org">shudson@browndeerwi.org</a>
<b>Messmer Catholic Schools</b>	
 <b>MCS MESSMER</b> <small>CATHOLIC SCHOOLS</small>	<b>Total Employees:</b> 180 <b>Number / Type of Plans:</b> All Employee Benefits <b>Contact:</b> Lori Saqer <b>Position:</b> Chief Financial Officer <b>Phone:</b> 414.264.5440 x1235 <b>E-Mail:</b> <a href="mailto:lsaqer@messmerschools.org">lsaqer@messmerschools.org</a>

**2. It is highly recommended to include at least one municipality as a reference.**

See our provided references above.





**HORTON**

# Fee Agreement

This Agreement is made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, between (ABC Company) of (Address), hereinafter referred to as the "Client", and THE HORTON GROUP, INC. of 10320 Orland Parkway, Orland Park, IL 60467 hereinafter referred to as "Horton".

WHEREAS, Horton, together with its affiliated entities (its "Affiliates"), operates insurance agencies and related businesses which procure numerous lines and types of insurance products and provide various related services to accounts located throughout the areas of the United States in which Horton and such Affiliates may operate, from time to time; and

WHEREAS, the Client desires to engage Horton to provide certain benefit services in exchange for the fees as outlined in this Agreement.

NOW, THEREFORE, the parties hereto agree as follows:

1. The term of this Agreement shall commence as of September 1, 2018, and shall remain in effect until August 31, 2019, unless earlier terminated as hereinafter provided. THE TERM OF THIS AGREEMENT SHALL THEREAFTER BE AUTOMATICALLY RENEWED FOR SUCCESSIVE ONE-YEAR PERIODS UNLESS TERMINATED BY EITHER THE CLIENT OR HORTON BY GIVING WRITTEN NOTICE OF TERMINATION AT LEAST 30 DAYS IN ADVANCE OF THE RENEWAL DATE.
2. Complete fee structure by insurance policy and service category is illustrated in the attached Fee-Based Pricing Proposal (the "Fee"). The Fee shall be compensation for the services performed by Horton in the attached Fee-Based Pricing Proposal.
3. The Fee is in lieu of standard agent commissions normally paid to Horton by the (medical, executive disability, vision, HRA, dental, Life/AD&D, Voluntary Life, Employer paid LTD and voluntary LTD) insurance carrier involved.

Horton may receive additional compensation from the insurance companies or vendors, in the forms of, including but not limited to, contingent commission or bonus commission. Upon request, Horton is pleased to disclose all compensation amounts as well as any other contingent or similar agreements that may be in place.

4. It is understood that this Agreement is open to review at any time by either party. It is also understood that in the event Horton's retention is terminated by the Client within 90 days of the inception of applicable insurance policy or contract, all unearned amounts of the Fee previously paid to Horton will be refunded to the Client based on a pro rata calculation on the effective date of termination. It is also understood that in the event Horton's retention is terminated by the Client after 90 days of the inception of the applicable insurance policy or contract, the Fee outlined in this Agreement is fully earned and shall become immediately due and payable.
5. This Agreement covers only those specifically listed services above and only those operations currently insured by the insurance program to be serviced under this agreement. Any extra fees for additional services requested or required by the Client shall be separately negotiated.

# Fee Agreement

ABC Company

THE HORTON GROUP, INC.

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Its: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

The Horton Group is an Equal Employment Opportunity Employer

# Fee Agreement

## **ABC Company / THE HORTON GROUP** **Fee-Based Pricing Proposal**

Our proposed service charges are as follows:

<b>Core Services</b>	<b>Billing</b>
Benefit Consulting and Brokerage Support Benefit Plan Marketing Plan Installation Local Enrollment Meetings Document Review and Compliance Ongoing Administrative Client and Employee Customer Service	<b><i>Annual fee of \$xx,xxx to be billed equally in monthly installments of \$x,xxx per month</i></b>
<b>Financial</b>	
Mid-Year Plan Performance -Benchmark Reporting and Reviews (with standard data provided by carriers)	<b><i>Included in Core Services</i></b>
<b>Open Enrollment</b>	
Onsite Group Enrollment (major locations)	<b><i>Included in Core Services</i></b>
<b>Voluntary Supplemental Insurance Programs</b>	<b><i>Standard Commissions</i></b>

# Fee Agreement

## Scope of Services

### ABC Company

- A. Evaluation of the cost-effectiveness of health and insurance benefit plans.
- B. Evaluation of health care benefits that could be added, modified, or deleted and the estimated impact on monthly premiums.
- C. Identification of new program alternatives and plan structure (i.e. deductibles, co-pays, etc.) and the estimated impact on monthly premiums.
- D. Assist with development of insurance premium structures, where applicable.
- E. Review existing benefit plans, policies, data and other records as they pertain to employee benefits, and provide the necessary guidance to make informed benefits decisions.
- F. Assist in the development, evaluation, and selection process of health insurance related request for proposals (RFPs).
- G. Assist in coordinating outside speakers, where applicable, for educational sessions with health committee or employees.
- H. Negotiate all fees with selected vendors.
- I. Negotiate provider contracts.
- J. Provide analysis of claims data, identify trends, and communicate areas of concern.
- K. Assist in revising plan documents or insurance contracts and alert staff to changes in applicable laws or regulations.
- L. Assist in the design/development/administration of comprehensive wellness activities geared toward improving employee health and controlling costs.
- M. Assist in education and communications with employees regarding benefits developments as needed.
- N. Provide consultation and advice to Management and Committees as needed.
- O. Attend Committees and Meetings as necessary and requested.
- P. Strategic Planning –assist in planning for current and future employee benefit needs.
- Q. Assist as needed in resolving complex claim issues.
- R. Assist in preparation of materials for open enrollment and present materials to employees.
- S. Benchmarking and Reporting –provide reports and analysis, as available.
- T. Provide other related services as mutually agreed upon by both parties.

# Response to Request for Proposal



**Presented by:**

**Tom Jocz**, Senior Vice President, Employee Benefits Consultant

**April 29, 2019**



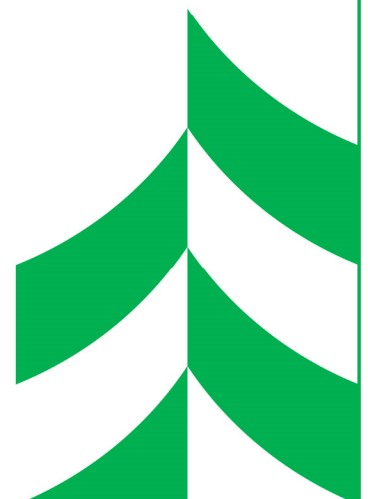
**Benefits and Risk Consulting**

100 N. Corporate Dr. #100 | Brookfield, WI 53045  
Phone: 920-731-0400 | [Thomas.Jocz@AssociatedBRC.com](mailto:Thomas.Jocz@AssociatedBRC.com)  
[info@AssociatedBRC.com](mailto:info@AssociatedBRC.com) | [AssociatedBRC.com](http://AssociatedBRC.com)

Investments, securities and insurance products:

NOT FDIC INSURED	NOT BANK GUARANTEED	MAY LOSE VALUE
NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY		NOT A DEPOSIT

*Please see Other disclosure page for important disclosure information >>*



April 29, 2019

Tyler Burkart  
Assistant Village Manager  
Village of Shorewood  
3930 N Murray Ave  
Milwaukee, WI 53211

Dear Mr. Burkart:

Thank you for the opportunity to respond to the Village of Shorewood's request for proposal for Employee Benefits and Broker Services. We are pleased to present you with Associated Benefits and Risk Consulting's response, outlining our extensive capabilities.

We understand that employers have unique needs and, in support of this, we specialize in offering customized benefits solutions, strategies, and management. We have implemented nearly every type of medical plan model with our clients and represent several of the lowest-cost plans and highest satisfaction plans in the state.

**In addition, we have over 40 customers with WCA on plans similar in nature to yours. We also manage over 150+ public sector clients inside the ABRC family, which gives a unique ability to understand the challenges the Village may be facing.**

We also have extensive experience with the other benefits that are an integral part of an employer's offering including dental, disability, life, vision, long-term care, voluntary benefits and flexible spending accounts to name a few.

When you partner with us, and work through our Blueprint process, you work with a team of experts who represent private and public-sector employers on all aspects of employee benefits consulting and human resources law. We will tackle challenges your struggling with to achieve the outcomes you wish to reach.

Through training and one-to-one consulting, our experts work with your administration, personnel committees, finance department and all key stakeholders to ensure they have a clear understanding of the rules governing the employee benefit programs.

We trust that in reviewing our capabilities and our Blueprint process, you will find that ABRC is highly qualified to perform the full range of services necessary for your employee benefit programs. We look forward to the opportunity to present our Blueprint for plan management the in-person portion of your process.

Thank you again for the opportunity to work with the Village of Shorewood.

Respectfully,



Tom Jocz, SVP  
Senior Vice President, Employee Benefits Consultant

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## Appendix

- Service Team Professional Biographies .....Appendix A
- Sample Client Service Plan .....Appendix B
- Case Studies/Whitepapers ..... Appendix C
- WCA Communication Piece ..... Appendix D
- Service Fee Table .....Appendix E
- Sample Service Agreement.....Appendix F

Note: Unless specifically otherwise provided in a written agreement created between the parties, ABRC's standard of care and legal duty to its clients to provide insurance products and services is: to follow the instructions of the insured, in good faith.

## Executive summary

Associated Benefits and Risk Consulting (ABRC) offers a great depth and breadth of products and services while providing personal attention to every client. Our consultants work to help employers understand how to best structure, fund, implement, and manage employee benefit programs by providing:

**Strategic planning:** We use a formal Blueprint strategic planning process that we facilitate to help you create a vision and course of action for both the short and long term. This is a collaborative effort designed to develop a customized benefits strategy and a Client Service Plan (CSP) that supports your overall plan.

**Specialized technology:** We support the management of your benefit plans with our specialized technology. Our proprietary tools will provide employee and employer communication, plan metrics, benchmarking, and analysis. We employ our technology to manage communication campaigns and our overall ABRC service expectations. You will gain a streamlined approach with the use of ABRC's suite of technology tools.

**Compliance:** Our on-staff HR Solutions team is the best resource to monitor emerging benefit issues and regulatory/legislative events, at both the state and federal level. Members of our HR Solutions team are licensed, employment law professionals and are an integral part of the service team you will be provided by ABRC. We will also communicate emerging legislation and trends to you through our consultants, training opportunities, Resource Library articles, eBooks, Update magazine, annual MarketPulse trends report, Frequently Asked Questions (FAQ) guide and more.

**Underwriting/actuarial services:** Our consultants have access to specialized expertise like underwriting and actuarial. Your consultant may work with our underwriter or an actuary on your behalf to incorporate an underwriting strategy or provide actuarially sound analysis in the development of your CSP.

**Vendor management:** ABRC positions itself to work with virtually all insurance companies on a local, national or international level. In order to strengthen our vendor relationships and to work effectively with our vendors for the purpose of meeting the needs of our mutual clients, we've established an evaluation process for our vendors to understand their respective strengths and weaknesses. Our evaluation process strengthens our mission of being objective third parties.

**Plan performance monitoring:** One of the areas separating ABRC from our competitors is the level of detail and customization we can provide in the area of plan analysis and reporting. We provide our clients a suite of technology at their disposal to design and manage their benefits programs or we will provide the analysis for you.

**Communications support:** We believe that the key to any benefit program is how well it is communicated to its members. As such, we have created multiple mediums of communication that support whatever method our clients want to utilize based on the needs of their employees. We can provide employee communication via: presentations, webcasts, and/or handouts/print pieces.

# PROPOSAL RESPONSE



## A.) Transmittal Information.

1. Consultant's name, address, telephone number and contact person.

**Tom Jocz, Senior Vice President, Employee Benefits Consultant**

Associated Benefits and Risk Consulting

100 N. Corporate Drive | Suite 100 | Brookfield, WI 53045

262-439-4744

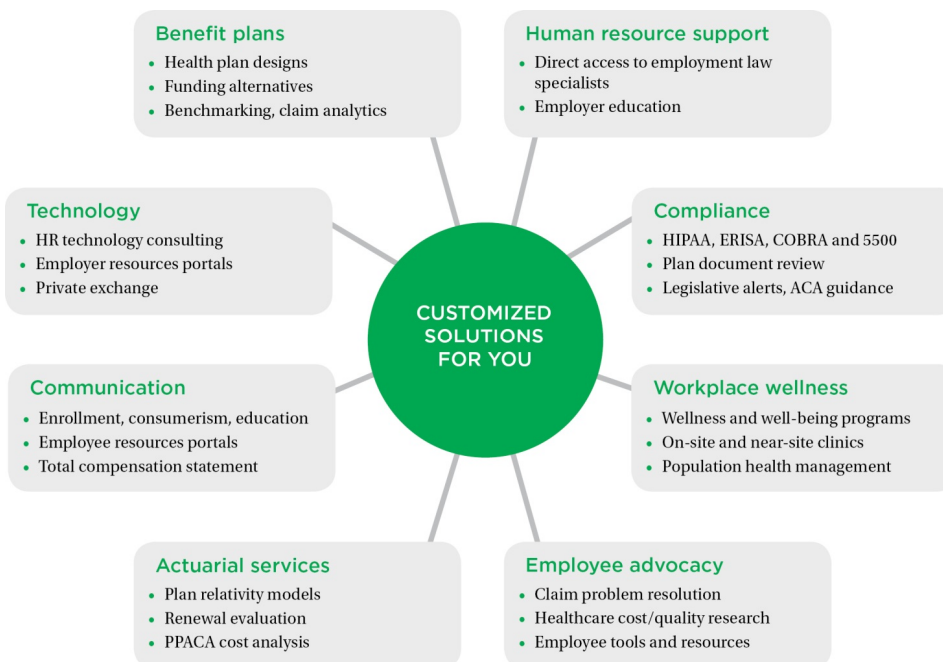
2. Consultant's confirmation of understanding of the program and commitment to provide the appropriate personnel and equipment to perform the scope of services as defined in this document.

Confirmed.

## B.) Approach.

1. Provide a description of the anticipated services.

For over a half of century, employers have trusted us to provide comprehensive employee benefits, human resources, business insurance, and risk management solutions. You can rely on a team of experts to provide comprehensive services and answers that are as unique as your people, your goals, and your organization.



## 2. Outline your proposed staffing levels and activities.

Our philosophy in assigning support staff to an account is based on the consultant, geographic location, complexity of benefits and size of the employer. Although these are criteria we consider, we value building upon the strengths of people, partnerships, processes, and technology. We are thoughtful in how we engage, communicate, and operate with these strengths. We are passionate about service excellence and work to be the ‘best’ in creating customized solutions to ensure our clients achieve their goals.

The team that you will work with directly will consist of a consultant, account manager, HR/Compliance Hotline Representatives, Health Management Consultants, and Technology Specialists.

- **Consultant** – The consultant, Tom Jocz, will provide strategic direction and leadership.
- **Account Manager** – The account manager is available to handle the day to day issues that will arise. This includes any billing and claims issues that come up.

The consultant, Tom Jocz, will meet with you in person as needed to execute the Blueprint agreed to through strategic planning. We do work as a team and communicate regularly. Should something come up that needs immediate attention we suggest sending an email addressed to each team member. This allows us the opportunity to have the available team member address your concern as soon as possible.

To provide you with a streamlined process and contacts at your fingertips, we are providing you with a list of your team and advocates to call or contact when anything is needed.

**ABRC main number**

**262-439-4700**

YOUR ABRC SERVICE TEAM	TEAM MEMBER ROLE
<p><b>Lead Employee Benefits Consultant</b></p> <p>Tom Jocz, SVP</p> <p><a href="mailto:Thomas.Jocz@AssociatedBRC.com">Thomas.Jocz@AssociatedBRC.com</a></p>	<ul style="list-style-type: none"> <li>• Team leader</li> <li>• Strategic planning</li> <li>• Committee facilitation</li> <li>• Board meeting summarization</li> <li>• Negotiating with insurance carriers</li> </ul>
<p><b>Account Manager</b></p> <p>Jessica Ealy</p> <p><a href="mailto:Jessica.Ealy@AssociatedBRC.com">Jessica.Ealy@AssociatedBRC.com</a></p>	<ul style="list-style-type: none"> <li>• Day-to-day service needs</li> <li>• Billing and premium questions</li> <li>• Coverage questions</li> <li>• Claims resolution</li> </ul>
<p><b>Actuary</b></p> <p>Anna Quady, ASA, MAAA</p> <p><a href="mailto:Anna.Quady@AssociatedBRC.com">Anna.Quady@AssociatedBRC.com</a></p>	<ul style="list-style-type: none"> <li>• Risk analysis</li> <li>• Trending and loss analysis</li> <li>• Data modeling and impact analysis</li> <li>• Reserving</li> </ul>

ABRC main number

262-439-4700

**YOUR ABRC SERVICE TEAM****TEAM MEMBER ROLE****Health Management & Wellness**

Julie Coe

Christine Melko RD, LD

Amy Richter, CHES, CWPM

Tamara Warn RN

- Strategic planning and program design
- Claim data analysis
- Vendor selection
- Case management
- Direct medical contracting
- Wellness toolkit and employee resources
- Communication

**Director of Clinical Consulting**

Anna Grossbach, DNP, RN, PHN

**Client Technology Specialist**

Amanda Jueneman

[Amanda.Jueneman@AssociatedBRC.com](mailto:Amanda.Jueneman@AssociatedBRC.com)

- Client technology project management
- Client Access
- Online enrollment
- Hidden Paycheck
- Analytics

**HR Solutions****On-staff Employment Law Consultants**

Bret McKittrick, JD

David Flotten, JD, SPHR

James Olney, JD

Janice Pintar, JD

Sarah Fowles, JD

Hannah J. Woolsey, JD

LouAnne Drenckhahn, SHRM-SCP, SPHR, CEBS

Heather Kaiser, JD

Anissa Boeckman, JD

Marybeth Herbst-Flagstadt, JD

- HR Hotline
- HR consulting services
- OPEB / Retiree planning
- Webcasts and onsite training
- State and federal compliance
- Employment practices
- Policies and procedures
- Hiring and performance evaluations
- Reducing employer litigation risks
- Recruiting and retaining talent
- Workers' compensation compliance

See Appendix A for the service team's professional biographies.

### 3. Indicate which insurance benefits you would like to serve as a broker for the Village.

We are able to serve as broker for all insurance benefits needed by the Village. Our proprietary strategic planning process (***Blueprint Plan Management***) will identify your areas of concern or a challenge to the Village and develop a customized plan, Client Service Plan (CSP), that address those concerns and works toward achieving the appropriate outcome the Village is seeking.

We developed a formal strategic planning process and different toolboxes that attack those challenges and creates a vision and course of action for your program's future. Our team will work with you through this process encompassing all aspects of your benefit program, including wellness initiatives and will set a clear direction for benefits that is consistent with your organization's mission and values.



The process is to provide you with:

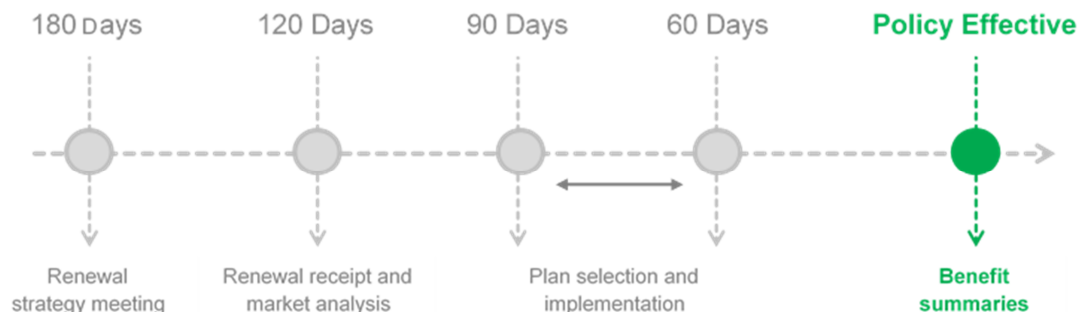
- An understanding of your overall objective and its relationship to benefits
- An understanding of your current benefit program's strengths and weaknesses
- An understanding of specific industry trends and external factors which influence your benefit plan
- An understanding of the specific benefit needs and wants of your employees and management staff
- A consensus on the specific planned future and vision
- A detailed method for moving from your current state to your preferred future

The Blueprint strategic planning process is designed to best meet YOUR needs. In some cases, this includes multiple sessions with representation from all levels of your organization or some employers have elected a more streamlined approach to the process. If you select ABRC, the focus will not be on annual enrollment needs, but instead, a focus on melding your benefit plans with your overall strategy to achieve the best results for the employer and its' employment needs throughout the year.

The Blueprint and CSP we develop with you will dictate the course of action we mutually agreed upon including the frequency of meetings, touch points, etc. We will communicate trends in the benefits industry, regulation updates, and any other servicing on an as needed basis. We also utilize the CSP to not only document the goals and objectives we agreed on, but also measure our progress in meeting those goals and objectives. In general, the CSP will govern and manage our day to day servicing of your account.

[See Appendix B for a sample CSP.](#)

Along with our Blueprint strategic planning process, we work with our specialty experts to develop a customized renewal strategy for your organization. Below is a timeline and detailed description of action items we will provide prior to renewal. Proposed timing and date ranges are customized by group size and employer preferences. This would represent a typical proposed renewal process for you based on our understanding of your current group size and potential preferences.



### 180 DAYS PRIOR TO RENEWAL

- Development of a pre-renewal strategy to better understand your objectives for the term
- Discuss the results of any changes made on the past renewal term
- Identify any issues/concerns that may have developed and discuss a strategy to address them
- Conduct an employee survey, if requested
- Prepare and discuss midterm analysis reporting
- Review year-end utilization reports with you and compare them to prior years' experience
- Review the plan design with you, and determine what, if any, changes should be made
- Collect plan design information needed to prepare a request for proposal

### 120 DAYS PRIOR TO RENEWAL

- Review initial renewal offer from current carrier(s), alternative options, and renewal calculations
- Review claims analysis reporting
- Initial development of employee communication strategy
- Negotiation with vendors to obtain the most favorable renewal
- Negotiate TPA administrative services agreement contract, stop-loss contract, network contract, and pharmaceutical benefit management contract of selected program(s)
- Finalize renewal strategy action plan

### 90 DAYS PRIOR TO RENEWAL

- Current carrier and competitive quote analysis. Select insurance carrier, third-party administrator, etc.
- Finalize employee communication strategy and media

### 60 DAYS PRIOR TO RENEWAL

- Contract(s) implementation for the next plan year
- Transfer enrollment forms and data to carrier(s) timely and accurately
- Implement communication action plan and release enrollment media to employees

#### 4. Identify your approach working specifically with wellness programs and employee internal benefits committees.

##### **Wellness Program Approach**

We believe an integrated health management and wellness program is key to providing a comprehensive benefits or risk management solution. Through the Blueprint process, our health management and wellness consulting team, in partnership with you, will design and support implementation of a plan to re-energize strategic and tactical health improvement plans to meet the needs of your employees and impact healthcare costs. It will be designed based on your needs and where you are in your journey to - improving the health and well-being of your employees. Our Blueprint strategic planning model starts with a discovery/assessment stage. Based on the assessment, we will work with your team to determine, goals, strategies, an action plan with specific measurable objectives, while assuring all legal and compliance components are in place, consistently evaluating the outcomes to determine if target objectives are being achieved.

##### **Internal Benefit Committee Approach**

We will participate in management committee meetings to assist in presenting data, benchmarking, actuarial projects, wellness conversations or suggestions, claims and financial analytics. We are also comfortable in facilitating strategic planning sessions with your group of key constituents. The participants typically include your consultants and your account executive. However, based on need and required subject matter, we will commit to including the time and talents of any of our subject matter experts including consulting actuary, HR Solutions attorneys, wellness specialists and/or client technology specialists at no additional cost.

## C.) Contractor Experience.

### 1. Professional registrations, certifications, educational degrees, etc.

Please see Appendix A for your lead consultant, Tom Jocz's, professional biography and credentials.

### 2. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope.

For many of our customers we have provided plan management suggestions that can range from simple communication campaigns to staff helping identify the lowest cost Rx, to showing where a service is cost effective based on their out of pocket cost. We have an available team of My Benefit Advocates that work on behalf of the employee as their personal service person if they should have ANY questions on your benefit plans. We also have helped many clients with year to year stability of plan costs. An example of that can be found in Appendix C with one of our white paper Case Studies, as well as, a communication piece we use on the WCA in Appendix D.

## D.) Cost.

1. Identify if your compensation method will be on a commission structure, flat fee structure, hourly rate structure, or a different method. Include the amounts and/or formula for each method. Specify the advantages for the Village for being on that structure.

We will accommodate any method of compensation desired by our clients. Some compensation options include:

We will eliminate all of the commissions from your products and simply direct bill you on a monthly basis,

We will build commissions into the products that you select and receive our compensation directly from the insurance companies/vendors that earn your business, or

A combination of the two.

Our proposed compensation for 2019 would be \$16,500\* annually preferably on a fee basis. Because this is a contract between the Village and ABRC we prefer fee basis which gives you a true view of what you are paying. By having compensation part of the insurance product, it can artificially inflate insurance rates on an annual basis. At the in person meeting we will discuss in more detail.

*\*If the My Benefits Advocate (employee call center) option is selected there is a separate fee of \$3.50/ee/mo*

Our annual compensation noted above includes the scope of services listed in Appendix E unless specifically excluded.

2. All brokerage commissions or ancillary fees collected by the Service Provider shall be fully disclosed to the Village.

As an organization we maintain complete separation of authority and duty. Contingency and override information is available only to the executive team and is not shared with consultants. Since our inception, our executives have never shared the information nor the total compensation earned from overrides with our consultants. Any future acquisitions are also subject to this arrangement. It is important to note that we do not accept supplemental commissions in lieu of contingencies.

We have taken the approach that our customers deserve full disclosure of any and all compensation being paid to our agency by their insurance carriers. This philosophy is the reason we send out an annual disclosure to our clients outlining the potential compensation being paid to us.

3. Include costs for years 2019, 2020, and 2021.

As stated above, our annual proposed compensation for 2019 is \$16,500. **We will hold this same rate for 2020** and will apply an inflation adjustment not to exceed 3% in 2021.

4. If appropriate, include a proposed billing cycle/schedule.

We will bill monthly but are open to alternative cycles upon request.

## E.) Contract

1. Please attach a copy of your standard contract (if available) for these types of services in the proposal.

A sample service agreement can be found in Appendix F.

## F.) Insurance

1. The proposal must include either a description of the firm's insurance or a certificate of insurance outlining the firm's insurance policies which evidence compliance with the requirements noted in the Terms and Conditions section of this RFP.

We hold the following insurance to protect our clients:

**Carrier:** Allied World Insurance Company

**Policy Number:** 0306-0335

**Effective Date:** 10/15/2018 – 10/15/2019

**Limit of Liability:** \$15,000,000

## G.) Examples of Work

1. Please provide up to three different examples of programs or services you've performed for other municipalities or public agencies. The work should demonstrate a high quality service.

We are uniquely qualified to manage the insurance services of the Village of Shorewood. We service hundreds of clients in the areas of public service including municipalities, public schools and social services organizations. In fact, we established a practice group based on our in depth experience in the public sector and offer services specific to that industry including a monthly webinar. It is called **Ask Associated – Public Sector** and is led by one of our esteemed HR Solutions team member, Bret McKitrick, JD.

For many of our clients, we conduct monthly or quarterly union/management meetings where members of each union and the management team work together to understand and determine the best benefits program for their needs. The goal is to work together so that employees feel that they have a voice in the discussion and receive the relevant education during the benefits planning process. By working together as a cohesive team, both the management team and the union members help to keep costs under control and maintain a quality program.

Please see attached in Appendix C, several case studies/white papers that show a variety of solutions we have implemented for our clients. We are happy to discuss these further to break down to small specifics that are easily implemented and have a large impact immediately on plan costs.

## H.) References

1. Please provide references of current or previous clients you have worked with in the past.
2. It is highly recommended to include at least one municipality as a reference.



**City of Franklin**  
9229 W Loomis Rd  
Franklin, WI 53132  
**Contact: Mark Luberda**  
Phone: 414-425-7500  
[mluberda@franklinwi.gov](mailto:mluberda@franklinwi.gov)



**City of Sheboygan**  
828 Center Ave.  
Sheboygan, WI 53081  
**Contact: Sandy Rohrick**  
Phone: 920-459-3374  
[sandy.rohrick@ci.sheboygan.wi.us](mailto:sandy.rohrick@ci.sheboygan.wi.us)



**City of Wautoma**  
210 Main Street  
Wautoma, WI 54982  
**Contact: Debbie Chamberlain**  
Phone: 920-787-4044 ext. 202  
[debchamberlain@cityofwautoma.com](mailto:debchamberlain@cityofwautoma.com)



**Pius XI Catholic High School**

**135 North 75<sup>th</sup> Street**

**Milwaukee, WI 53213**

**Contact: Beth Hackstein**

Phone: 414-290-8159

[bhackstein@piusxi.org](mailto:bhackstein@piusxi.org)

# Confidentiality, non-disclosure and applicable restrictions

In order to determine whether or not to engage in a business relationship with Associated Benefits and Risk Consulting (“ABRC”), Village of Shorewood has requested that ABRC prepare and submit an RFP. The RFP submitted by ABRC contains significant amounts of confidential and/or proprietary information. In addition to the copyright and trade secret protections that would otherwise apply to the materials and information included in ABRC’s RFP, Village of Shorewood by requesting and accepting this RFP, agrees to the following:

- (i) To hold in strict confidence all materials and information provided by ABRC as part of the RFP process (herein after “Confidential Information”);
- (ii) Not to disclose such Confidential Information to any third parties, including, and especially, to any other individuals or entities from whom Village of Shorewood may be receiving RFPs, or with whom Village of Shorewood may be considering entering into an agency or broker relationship;
- (iii) Not to use any Confidential Information for any purpose other than to evaluate whether to engage in a business relationship with ABRC;
- (iv) To immediately inform ABRC of a breach of this Agreement and take all measures necessary to prevent any further breach; and
- (v) In the event Village of Shorewood chooses not to retain ABRC as its broker, Village of Shorewood agrees not to use any of the information provided by ABRC. Village of Shorewood further agrees that it shall either: 1) promptly return to ABRC within 30 days all Confidential Information, or 2) destroy any Confidential Information in its possession to ABRC’s satisfaction, and that it will not retain any copies, extracts or other reproductions in whole or in part of such Confidential Information.

## Other disclosures

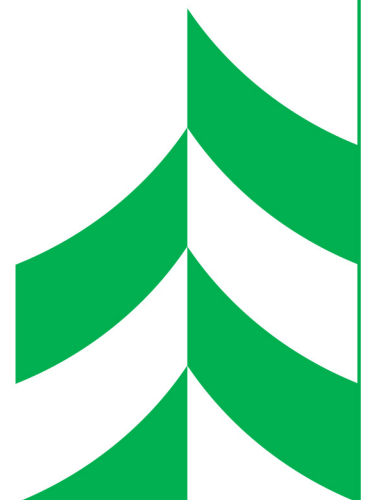
### Investments, securities and insurance products:

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Insurance products are offered by licensed agents of Associated Financial Group, LLC (d/b/a Associated BRC Insurance Solutions in California). **The financial consultants at Associated Financial Group are registered representatives with, and securities and advisory services are offered through LPL Financial “LPL”, a registered investment advisor and member FINRA/SIPC.** Associated Financial Group uses Associated Benefits and Risk Consulting (“ABRC”) as a marketing name. ABRC is a wholly-owned subsidiary of Associated Bank, N.A. (“AB”). AB is a wholly-owned subsidiary of Associated Banc-Corp (“AB-C”). LPL is NOT an affiliate of either AB or AB-C. AB-C and its subsidiaries do not provide tax, legal, or accounting advice. Please consult with your tax, legal, or accounting advisors regarding your individual situation. ABRC’s standard of care and legal duty to the insured in providing insurance products and services is to follow the instructions of the insured, in good faith.

# APPENDIX A

## Service Team Professional Biographies



# Tom Jocz | Senior Vice President, Employee Benefits Consultant



262-439-4744 **PHONE**  
Thomas.Jocz@AssociatedBRC.com

100 N. Corporate Drive | Suite 100 | Brookfield, WI 53045  
800-258-3190 **TOLL-FREE** | AssociatedBRC.com

## Tom Jocz helps shape the direction of the employee benefits segment of Associated Benefits and Risk Consulting.

Tom provides leadership and vision to maintain Associated Benefits and Risk Consulting's position as one of the largest employee benefits advisors in the United States. He works closely with insurance carriers and clients to provide consultation on the development and execution of sound benefit strategies.

He is a role model for Associated Benefits and Risk Consulting's value and service-oriented culture. Tom has extensive experience in working with large to mid-size corporations as well as self-funded groups.

Prior to joining Associated Benefits and Risk Consulting, Tom worked for a national insurance carrier in the Milwaukee area. He is a member of several insurance trade organizations and served on numerous insurance carrier advisory boards. This level of involvement has helped keep him keep up to date with the latest industry news.

### Specialties

- Employee benefits

### Professional accomplishments

- University of Minnesota-Twin Cities
- University of Wisconsin-Oshkosh



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# Jessica L Ealy | Account Manager



262-446-5402 **PHONE**  
Jessica.Ealy@AssociatedBRC.com

100 N. Corporate Drive | Suite 100 | Brookfield, WI 53045  
800-258-3190 **TOLL-FREE** | AssociatedBRC.com

Jessica Ealy deepens the client relationship by providing ongoing maintenance of benefits programs while also supporting the entire client service team.

Jessica is a dedicated Account Manager within the Employee Benefits division. Throughout her career, she has been committed to owning the client relationship and responding promptly, accurately, and with decisive resolution to all needs or issues that may arise.

Prior to joining Associated Benefits and Risk Consulting in 2018, Jessica worked for a Madison agency, focusing on large sector manufacturing clients and national accounts with unique site needs. Previous to that, Jessica worked for a third party COBRA and cafeteria/fringe vendor, specializing in crafting compliant benefit solutions to complicated, and often regulatory burdensome, state and local regulations.

### Professional accomplishments

- Business Administration & Liberal Arts, Concordia University Wisconsin, Mequon, WI
- Health and Life license Wisconsin, 2017



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# Julie Coe | Health Management Consultant



952-945-0200 **PHONE**  
Julie.Coe@AssociatedBRC.com

6000 Clearwater Drive | Minnetonka, MN 55343  
800-258-3190 **TOLL-FREE** | AssociatedBRC.com

Julie Coe uses data driven strategies to positively impact benefit design, worksite culture, healthcare utilization, program design, care coordination, cost containment and population health.

Julie's career in health and wellness began with the State of Minnesota, where she served as health risk program coordinator. Julie's involvement and passion for wellness in the community is evident through her work experience in program coordinating, consulting and educating. Julie works on a team of health and wellness consultants who identify health risks in the workplace and implement measures to mitigate risk and exposure to disease. Prior to her current role, Julie was a Worksite Health Coordinator at Hennepin County Medical Center.

Julie joined Associated Benefits and Risk Consulting in 2015 and her primary responsibilities include providing solutions to improve workplace wellness through providing education and strategy for increasing employee health.

### Specialties

- Strategic health management consulting
- Health and wellness promotion
- Public health
- Program management
- Disease management

### Professional accomplishments

- B.S. Exercise and Sport Sciences, Texas Tech University



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# Christine Melko | Health Management Consultant



952-945-0200 **PHONE**  
Christine.Melko@AssociatedBRC.com

6000 Clearwater Drive | Minnetonka, MN 55343  
800-258-3190 **TOLL-FREE** | AssociatedBRC.com

Christine Melko helps create, implement and evaluate innovative strategies for employers to impact healthcare utilization and costs, population health, and worksite culture.

Christine has been a part of the health and nutrition industry since 2001 and has experience in healthcare, school and community sectors. Throughout her career, Christine has effectively worked with clients to understand their unique needs and goals in order to identify and implement best solutions. As a strong program manager, she brings new ideas to the table and helps make ideas a reality.

Christine joined Associated Benefits and Risk Consulting in January of 2014 and her primary responsibilities include consulting with clients to develop and administer effective programs to improve employee and family health and contain costs.

### Specialties

- Strategic Planning, Implementation and Evaluation
- Health Management Consulting
- Wellness Plan Development
- Continuous Quality Improvement

### Professional accomplishments

- M.P.H. Public Health Nutrition, University of Minnesota
- B.S. Community-Medical Dietetics, Viterbo University
- Registered Dietitian
- Licensed Dietitian, MN
- Licensed health and life insurance, MN



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# Amy Richter, CHES | Health Management Consultant



920-497-5567 **PHONE**  
Amy.Richter@AssociatedBRC.com

200 N. Adams Street | Green Bay, WI 54301  
866-335-2227 **TOLL-FREE** | AssociatedBRC.com

Amy Richter is dedicated and focused on bringing out the strengths in her clients and colleagues to live longer, healthier lives.

Amy joined Associated Benefits and Risk Consulting in 2010 with a background in promoting health and wellness in both the public and private sector. Her education and work experiences have provided her with unique skill sets, including wellness project management from strategic development through implementation and evaluation. Her ability to create well-rounded, results-oriented wellness programs is complemented by her problem-solving skills and ability to think outside of the box.

### Professional accomplishments

- Health Promotion and Wellness, University of Wisconsin - Stevens Point, Stevens Point, WI
- CWPC - Certified Wellness Program Coordinator, WellCert - Chapman Institute, 2008
- CWPM - Certified Wellness Program Manager, WellCert - Chapman Institute, 2008
- CWC - Certified Wellness Coach, Health Coaches of America, 2008
- Well Workplace Certified, Wellness Council of America, 2009
- CHES - Certified Health Education Specialist, National Commission for Health Education Credentialing, 2010
- WELCOA - Well City Fox Cities - Advisory Board, 2011



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# Tamara Warn | Clinical Analytics Consultant



952-945-0200 **PHONE**  
Tamara.Warn@AssociatedBRC.com

6000 Clearwater Drive | Minnetonka, MN 55343  
800-258-3190 **TOLL-FREE** | AssociatedBRC.com

Tamara Warn focuses on using data-driven strategies to impact benefit design, workplace culture, healthcare utilization, healthcare costs and population health.

Tamara's primary responsibilities include analyzing and interpreting claims data, help identify employee health improvement opportunities and offer rationales to high cost claimants predictions. Prior to Associated Benefits and Risk Consulting, Tamara worked as a manager for both case management and utilization management at BlueCross BlueShield of Minnesota and worked at Park Nicollet in financial and data analytics.

Tamara combines her extensive knowledge of health and wellness with data analytics in order to drive health improvement initiatives at the population, employer and individual level.

### Specialties

- Claims data analysis
- Health management consulting

### Professional accomplishments

- M.B.A., University of St. Thomas, Minneapolis, MN
- B.S.N., St. Catherine University, St. Paul, MN
- RN - Registered Nurse
- PHN - Public Health Nurse



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# Anna C. Grossbach, DNP, RN | Director of Clinical Consulting



952-945-0200 **PHONE**

Anna.Grossbach@AssociatedBRC.com

6000 Clearwater Drive | Minnetonka, MN 55343

800-258-3190 **TOLL-FREE** | AssociatedBRC.com

Anna Grossbach is responsible for creating tailored, client-specific solutions supporting the overall health of employee populations.

Anna is passionate about assisting large- and mid-size employers to manage increasing plan costs, improve health outcomes and promote healthy and engaged employee populations with broad-based and state-of-the-art interventions. Anna's specialties include strategic health management consulting, care management and coordination, program management, provider relations, clinical performance improvement, promotion of health and wellness programs and population health management.

Anna's doctorate study focused on care management operations and design innovation. She began her career as a staff registered nurse at Hennepin County Medical Center, and then as a case manager at North Memorial Medical Center.

### Specialties

- Population health management
- Care systems change and integration
- Healthcare design and innovation
- Product value analysis and selection
- Analytics driven decision making

### Professional accomplishments

- Doctor of Nursing Practice (DNP), University of Minnesota, Minneapolis, MN
- Carlson School of Business and Management (CSOM) Medical Industry Leadership Specialization
- BSN in Nursing from University of Minnesota
- BA in Psychology from University of Minnesota



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# Amanda Jueneman | Client Technology Services Manager



952-945-0200 **PHONE**

Amanda.Jueneman@AssociatedBRC.com

6000 Clearwater Drive | Minnetonka, MN 55343

800-258-3190 **TOLL-FREE** | AssociatedBRC.com

## Amanda Jueneman serves as an independent human resources technology consultant.

Amanda has consulted with employers on their HR technology and employee benefits since 2000. She helps organizations use technology to transform their HR operations and drive business results. Likening herself to an event planner, Amanda partners with clients to provide critical market education, help create the RFI/RFP, and act as an extension of the clients project teams during the vendor review. Her consultative approach, coupled with her extensive network of technology solution providers, make for an effective and efficient process.

Amanda helps clients through the solution selection process that supports employees from hire to retire; talent acquisition (recruiting, applicant tracking and onboarding), core HR (payroll, HCM, online benefits enrollment and the Affordable Care Act), workforce management (time, leave and attendance tracking), talent management (compensation, performance, and learning management), and strategic HR solutions (succession planning, engagement, analytics and communications). Amanda works on product innovation, management of new technologies, and training/support.

### Professional accomplishments

- B.A. in Human Resources Management, Minnesota State University, Mankato, MN
- B.S. in Spanish, Minnesota State University, Mankato, MN
- G.B.A, Group Benefits Associate, IFEBP, 2002
- External Service Person of the Year, Associated Benefits and Risk Consulting, 2008



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# MEET OUR HR SOLUTIONS TEAM

## HR Consultants

### David Flotten, JD, SHRM-SCP, SPHR



David works with employers and the Associated Benefits and Risk Consulting team on a wide range of HR compliance and strategic issues, with a particular focus on healthcare reform and employee benefits strategic planning.

David has been advising employers on human resources and benefits for over 15 years. Prior to that, he spent three years practicing private law and two years working in the Minnesota court system. He regularly presents seminars on healthcare reform, employee benefits, leadership skills and coaching at Associated Benefits and Risk Consulting, as well as at the University of Minnesota's College of Continuing Education. David holds a law degree, magna cum laude, from the University of Minnesota Law School and a Bachelor of Arts degree from Gustavus Adolphus College, and is a member of the Society of Human Resources Managers (SHRM).

### Sarah Fowles, JD



Sarah provides employer-focused guidance on human resource matters. With an emphasis on employee benefits and the Affordable Care Act, she distills the complexity of employment laws into understandable action items that meet a client's business goals. During previous

private practice experience, Sarah handled numerous complex benefit matters, including the transition of benefit plans in large corporate acquisitions, de-risking solutions in pension plans, contested health plan claims, DOL and IRS audits and the implementation of ACA-compliant health plan solutions. Sarah graduated from University of Wisconsin Law School with a Bachelor of Arts degree from Grinnell College.

### Heather Kaiser, JD



Heather educates and advises employers on all aspects of employment law, including compliance with state and federal laws, leaves of absence, discrimination, harassment, accommodations, discipline and discharge, wage and hour obligations,

unfair competition, and other issues that arise in the workplace. Heather received her Bachelor of Science degree from Minnesota State University and her Juris Doctorate from William Mitchell College of Law in St. Paul, Minnesota. She was named a Minnesota "Rising Star" in 2015, 2016 and 2017. This is an honor only given to 2.5% of lawyers in Minnesota.

### Rebecca Kellner, JD, SHRM-SCP, SPHR, ARM



Rebecca advises employers on leave policies, accommodations, discrimination and early intervention with claims. She is a regular speaker on a variety of HR and leadership topics. While in private practice, she focused on defending workers' compensation

claims and handling Medicare-related issues arising from those claims. Previously, she interned with the Equal Employment Opportunity Commission. Rebecca received her Bachelor of Business Administration degree from the University of Wisconsin-Eau Claire, where she majored in Human Resource Management. She graduated from Marquette University Law School. She holds SPHR and SHRM-SCP designations, as well as an Associate in Risk Management (ARM) designation.

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## MEET OUR HR SOLUTIONS TEAM (CONT.)

### HR Consultants

#### Bret McKittrick, JD



Bret has practiced law exclusively in employee benefits and human resources, representing both private and public sector employers of all sizes. Through training and one-on-one counseling, Bret works with HR professionals to ensure they have a clear understanding of the rules governing all aspects of human resources. He helps management teams develop strategies to streamline HR functions and provide employee benefits that are both attractive and cost-effective. He works with employers to maintain compliance of health and wellness benefit packages under state and federal guidelines, including rules of taxation and healthcare reform. Bret holds a Bachelor of Science in Economics from the University of Pittsburgh School of Law.

#### James Olney, JD



James has extensive experience in the field of employment practices and was a plaintiff's attorney for almost a decade before coming to Associated Benefits and Risk Consulting in 1999. He provides guidance on a daily basis to employers of all sizes regarding every imaginable employment-related issue. In addition to working directly with employers, James writes articles on employment issues and regularly conducts in-depth training to both managers and HR professionals. He is a frequent speaker at trade shows and conferences and is a popular instructor at the University of Minnesota's College of Continuing Education. He also serves as an advisor and consultant for Associated Benefits and Risk Consulting's executive and risk management groups. James received his law degree from the University of Minnesota and his Bachelor of Arts degree from Washington University in St. Louis.

#### Janice Pintar, JD



Janice has extensive litigation experience in the field of employment law and was a plaintiff's attorney for nearly 13 years before joining Associated Benefits and Risk Consulting's HR Consultants in 2015. She educates and advises human resources professionals and employers on a broad range of employment issues and best practices and costly litigation compliance topics, including respectful workplace practices, unlawful harassment avoidance, wage-and-hour issues, medical leaves and accommodations, as well as federal and state discrimination and anti-retaliation issues. Born and raised in Milwaukee, Wisconsin, Janice is licensed to practice law in Wisconsin and Illinois. She received her undergraduate degree from the University of Wisconsin-Milwaukee, magna cum laude, and her law degree from the University of Wisconsin, cum laude.

#### Hannah Woolsey, JD



Hannah advises employers on leave policies, discrimination, harassment, accommodations, wage-and-hour obligations and any other issues that may arise in the workplace. In addition to providing practical solutions to employment law matters, Hannah has extensive private practice experience. Her focus included early intervention advice and solutions to employers, and presented them in the defense of administrative claims. She now works on a team dedicated to providing solutions for employment law and compliance matters for employers of all sizes. Hannah graduated from William Mitchell College of Law, after receiving a Bachelor of Arts degree from Winona State University.

*Continued >>*

## MEET OUR HR SOLUTIONS TEAM (CONT.)

### Employee Benefits Compliance Advisor

**LouAnne Drenckhahn,**  
**SHRM-SCP, SPHR, CEBS, MBA**



LouAnne’s specialty is managing special projects designed to assist clients with their benefit-related compliance responsibilities. She monitors the legislative and legal environments and the state and federal mandates that impact our clients. LouAnne is also a frequently sought-after panelist (Minnesota State Bar Association, *Business Journal*, etc.), lending her expertise on healthcare reform and the HR perspective. LouAnne has a Bachelor of Arts degree from the University of Minnesota, Minneapolis, and a masters in human resources from the University of St. Thomas, St. Paul.



Phone: **800-258-3190** | Email: **Info@AssociatedBRC.com**

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# APPENDIX B

## Sample Client Service Plan



# CLIENT SERVICE PLAN

Prepared for:

## ZZZDemo Company

SAMPLE

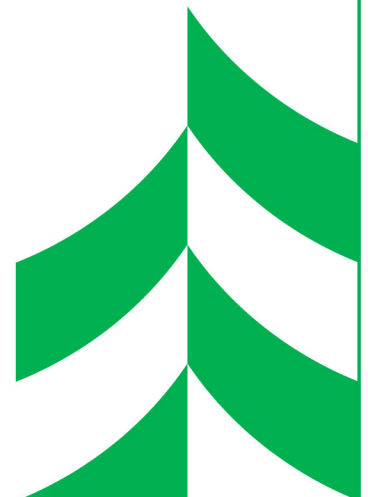


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## Client Service Plan

The purpose of this plan is to illustrate our commitment to service organization's unique benefits needs. By clarifying both parties' expectations, our desire is to promote and sustain a trusted business partnership.

### Strategy

Key initiatives for this year

- Key Initiative 1
- Key Initiative 2

Benefit planning	Time frame	Notes
Medical and Rx plan design	Second Quarter	
Virtual/concierge medical services		
Ancillary offerings		
Voluntary/worksites benefits		
Contribution strategies		
Funding arrangements		

Renewal management	Time frame	Notes
Leverage vendor relationships and expertise to accomplish best pricing	August	
Mid-term evaluation	May	
Marketing planning and execution		
Plan modeling		
Facilitate Third Party Administration Relationships (FSA/HRA/HSA, COBRA, Flex Administration)		

Reporting/analytics and tools	Time frame	Notes
Medical and Rx Claims analysis		
Benchmarking		

\* Additional cost to client for this service may apply.



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Health management and wellness	Time frame	Notes
Tools and resources		
Wellness program consulting		
Compliance review of program		
Vendor selection assistance		

Client interactions	Time frame	Notes
Meeting format and schedule		
Committee participation		

HR and compliance support	Time frame	Notes
HR Hotline and HR360*		
Affordable Care Act (ACA) compliance guidance		
ACA Play or Pay Implementation Guide		
ACA Reporting Guide		
ACA assessment and planning tools		
Insurance plan and related documents review (SPD, ASA, Certificate booklets)		
Support for 5500 processing		
Supplemental wrap document preparation		

Technology consulting	Time frame	Notes
HR management systems		
Talent management systems		
Employee self-service systems		
Employee productivity and feedback systems		
Employee wellness and lifestyle applications		
Implementation support*		

\* Additional cost to client for this service may apply.



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Benefit communication	Time frame	Notes
Conduct employee meetings		
Open enrollment/new hire materials		
Client portal (Client Access)		
Employee portal (Employee Access)		
Customized online employee education		
Health plan selection tool		
Employee consumerism toolkit		
Compensation statements		
Employee surveys		

Client education	Time frame	Notes
Publications – articles, eBooks, trend study and case studies	Ongoing	
Seminars and webinars	Quarterly	
Annual Leaders Forum	May	

Other service offerings	Time frame	Notes
Retirement plan solutions		
Business insurance		
Workers' compensation		
Risk management		
Executive benefits and advanced planning		
Personal insurance and risk management		
Financial wellness education		
Private banking		
Personal trust and estate services		
Financial planning		
Investment management services		
Commercial banking and related products		

\* Additional cost to client for this service may apply.



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**As part of creating the trusted business partnership, we ask that you agree to:**

- Assign specific representative(s) through whom Associated Benefits and Risk Consulting can conduct agency functions
- Promptly review all material submitted for review and indicate “approval” or “preferred changes”
- Be up front with Associated Benefits and Risk Consulting employees concerning any problems or concerns to promote a lasting relationship
- Make available to Associated Benefits and Risk Consulting all data and information necessary to develop factual complete reports comparisons, and recommendations
- Assist Associated Benefits and Risk Consulting with the scheduling of employee meetings

While many of Associated Benefits and Risk Consulting’s services are provided to our clients as value-added services, some services may have additional fees that apply (denoted by the \*). However, we will notify you about these services and the costs associated with them before you incur any additional obligations.

This Client Service Plan will be reviewed on an annual basis to ensure both parties’ expectations are being met and any necessary revisions are made accordingly. The parties below acknowledge we discussed this plan and future plans by signing below.

Company name: ZZZDemo Company

Plan year: 2018

Date: \_\_\_\_\_ By: \_\_\_\_\_

Date: \_\_\_\_\_ By: \_\_\_\_\_

ASSOCIATED BENEFITS AND RISK CONSULTING



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# ZZZDemo Company

Plan Year: 2018

Quarter	Month	Task
Q1	Jan	Publications – articles, eBooks, trend study and case studies
	Feb	Publications – articles, eBooks, trend study and case studies
	Mar	Publications – articles, eBooks, trend study and case studies
		Seminars and webinars
Q2	Apr	Publications – articles, eBooks, trend study and case studies
	May	Annual Leaders Forum
		Mid-term evaluation
		Publications – articles, eBooks, trend study and case studies
	Jun	Medical and Rx plan design
		Publications – articles, eBooks, trend study and case studies
		Seminars and webinars
Q3	Jul	Publications – articles, eBooks, trend study and case studies
	Aug	Leverage vendor relationships and expertise to accomplish best pricing
		Publications – articles, eBooks, trend study and case studies
	Sep	Publications – articles, eBooks, trend study and case studies
		Seminars and webinars
Q4	Oct	Publications – articles, eBooks, trend study and case studies
	Nov	Publications – articles, eBooks, trend study and case studies
	Dec	Publications – articles, eBooks, trend study and case studies
		Seminars and webinars



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# APPENDIX C

## Case Studies/Whitepapers



# HOW THE ACA FORCED HENNEPIN COUNTY TO REVAMP ITS HEALTH PLAN AND SAVE MILLIONS

“The saying, ‘If life gives you lemons, make lemonade,’ applies perfectly to Hennepin County,” says Jon Heidorn, CEBS, senior benefits consultant, SVP. “The story of the county’s health plan is dramatic and groundbreaking. A dreadful situation has turned very positive in a relatively short time, with some hard work and a solid strategy.”

Hennepin County faced a daunting challenge when the Affordable Care Act (ACA) was passed. Like many employers, the county discovered the ACA’s “Cadillac tax,” a 40% excise tax, would be assessed to its health plan in 2018.

“Our actuary showed us this would cost in the millions of dollars if the county did not make significant changes to its program,” says Hennepin County Human Resources Manager Jeremy Zajicek.

## 2018 IS A WAYS OFF — WHY NOT WAIT?

“Employers tend not to change their benefits programs quickly,” says Heidorn. “The Cadillac tax is only three more open enrollments away.”

“It might be tempting to wait,” Heidorn adds, “but those who evolve their plan designs now have more time to educate and engage their employees on these programs.”

## THE NEW PLAN

Zajicek knows that when the government or the marketplace imposes financial increases on health plans, many employers seek to shift costs to employees. Hennepin County wanted to avoid this. Rather than shifting additional costs to employees and their families, the county partnered with Heidorn to create a two-pronged approach:

1. **Keep employees healthy** and, as a result, reduce claims costs.
2. **Offer a new health plan** with a different funding mechanism that focuses on quality, coordinated care and outcomes rather than paying for each service.

“We decided that this is the best way to control our healthcare costs and premiums in the future while avoiding the excise tax,” Zajicek says. “By creating a new plan, the county could work with providers who had the same vision and desire to change the landscape of healthcare. And we could delay or completely avoid the 2018 excise tax.”

## AT A GLANCE

### Industry

- Government employer

### Business challenges

- ACA’s 40% excise tax
- High medical claims and health insurance costs
- Need to improve employee health and wellness
- Need union buy-in for health plan changes

### Solution

- Revamped health plan design
- Managed care approach that improves employee health and reduces health plan costs

### Business results

- Projected savings of \$5 million
- Avoiding ACA’s 40% excise tax
- 60% of employees enrolled in the new plan (goal was 30% and industry standard was 8%)
- Lower medical claims and health insurance costs
- Improved morale and productivity



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This new plan could include lower premiums for employees, comprehensive benefits, and have better care and outcomes. The trade-off for employees would be enrolling in a defined network where the providers could manage the care.”

Out of this idea came Hennepin County’s Advantage plan.

### DISEASE MANAGEMENT IS A KEY FEATURE

“The county is on the leading edge of employers that are working with healthcare providers to change the current system, which many believe to be broken and overpriced,” Heidorn says. “The goal of the county is to work toward an approach in which the employer, employees and the healthcare provider networks all win when financial targets are met.”

With an employee average age of 46, Hennepin County has many employees who have chronic medical conditions. With the Advantage plan, the care and management of chronic diseases will be at the clinic level, rather than at the health plan level.

“The early involvement of physicians at the clinic level is helpful in establishing a line of communication between them and health plan members,” Heidorn says. “This allows us to improve disease management, improve health and lower costs.”

Employees who are not engaged in their health can create a chain reaction. “Their poor choices increase the costs to themselves and the organization,” says Heidorn. “This behavior impacts productivity, morale and their health — which circles back to more costs and more distractions.”

Heidorn says it’s more critical than ever for employers to use the latest “tools and technology” to clarify employee obligations and decisions to increase engagement, understanding and communication among employees and their families.

“We expect our disease management program, which builds on the relationship and trust our employees have with their providers, to result in better outcomes for members and savings for the county,” says Zajicek.

### SOLVING THE PROBLEM WITH CREATIVITY AND INNOVATIVE TECHNOLOGY

The county decided on a multimedia approach to educate employees and their families about the Advantage plan. They created:

- A name and logo for the new health plan which communicated the values of the plan to their members.
- A microsite with eye-catching colors and graphics. During open enrollment, the site had over 10,400 people making over 18,000 visits and spending an average of more than two minutes on the site.
- A mailing to employees’ homes branded with the Advantage logo and information about the plan.
- Online pop-ups on their intranet, which kept the Advantage name in front of employees.

Heidorn found an advertising agency to create the microsite. “It’s quite amazing this was all created in about two months,” he says. “This is revolutionary work.”

### GOALS AND RESULTS

The goal for the new health plan in its first year was to enroll 30% of covered employees.

“Hennepin County has only ever offered one health plan, so to introduce an additional plan option in a union environment and try for 30% was a monster goal,” says Heidorn. “The results are mind-blowing.”

As of January 2014, nearly 60% of health plan members enrolled in the Advantage plan.

“We were told new plans usually have an initial enrollment of 8%, so our success has been outstanding,” Zajicek said. “While it is too soon to have hard numbers

## HOW HOW THE ACA FORCED HENNEPIN COUNTY TO REVAMP ITS HEALTH PLAN AND SAVE MILLIONS

Page 3 of 3

on the savings, we believe this change will reduce our costs by approximately 5% of the \$100 million we pay for healthcare today.”

Compared to the previous plan, the Advantage plan saves individual employees nearly \$400 per year and families nearly \$1,100 per year in premiums.

According to Heidorn, “The goal also was to get the gross cost of the plan lower and provide most of the savings back to employees to incent them to select it, such that it will avoid the Cadillac tax.”

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# Appleton School District partners with City to offer an innovative employee clinic

**AT A GLANCE**

**Industry**

- Public employer

**Employer size**

- School District: 1,700 employees
- City: 660 employees

**Business challenges**

- Rising health plan costs
- Providing quality care to employees
- Providing affordable healthcare
- Maintaining high employee productivity and morale

**Solutions**

- Near-site clinic for employees and dependents
- Employee benefit communications
- Long-range planning
- Cost containment
- Health and wellness



Until recently, employer-sponsored clinics were typically a resource for larger employers to reduce health plan costs, improve employee productivity and provide a benefit that boosted morale. The latest Kaiser “Employer Health Benefits Survey” shows that 25% of organizations with at least 1,000 employees offered employer-sponsored clinics, while only 4% of small employers invested in this valuable resource.

With the help of innovative partnerships, on-site and near-site clinics are becoming available to more employers.

“We are extremely pleased with the partnership with ThedaCare (the clinic’s healthcare provider) and the district, and the results thus far,” said Sandy Matz, the human resources director for the City of Appleton. “Our employees are seeing this as one of the best benefits they have received in some time. The service is very personalized and caring and employees feel their needs are being met.”

**How the clinic impacts costs and productivity**

The school district (which has about 1,700 employees) pays 71% of the facility’s costs while the city (with about 660 employees) pays 29%. School and city leaders evaluate costs and usage each quarter and adjust accordingly.

*Continued >>*



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Officially named the Connecting Care Clinic by employees (the district's marketing students also designed the logo), the clinic has been hugely popular since it opened in October 2016.

"Employee surveys are showing 100% satisfaction with the clinic," said Greg Biese, the benefits consultant from Associated Benefits and Risk Consulting who helped select the clinic and foster the partnership between the city and the district. "And, just as importantly, the surveys showed that health plan participants are receiving effective care for health conditions they would otherwise ignore."

The survey asked employees: "If the clinic was not here, would you have sought care for your health concern today?" While 78% of employees answered "Yes," 22% indicated they would have left their conditions untreated.

"This is common behavior, to neglect one's health because receiving care would be inconvenient and/or expensive," said Matz. "It's also very significant since that extra healthcare provides a lot of value to both our organizations as well as to employees."

How so? The answer lies in the fact that 75% of all healthcare costs are attributed to preventable conditions (Centers for Disease Control and Prevention). That 22% of employees who would not have sought help for their conditions represent an enormous cost. Without the clinic, this cost would come in the form of:

- **Financial impact for employees and the employer.** A heart attack, for example, typically costs an individual about \$8,170 just in out-of-pocket medical expenses, according to the American Heart Association, which doesn't take into account lost work days and income. And the costs for the employer can be astronomical. Therefore, an employee who's willing to make an appointment at a convenient, near-site clinic for a cholesterol check and physical — but not willing to go elsewhere — increases the value of the near-site clinic immensely.

- **Employee productivity impact.** Decreased on-the-job productivity and employee absence because of health result in significant costs to employers above and beyond medical spending. Health-related work losses are estimated to cost U.S. employers more than \$260 billion each year (National Institutes of Health). The convenience of the near-site clinic greatly increases the chance employees will seek care for medical issues before they become costly. The close proximity of the clinic helps employees miss the least amount of work as possible.

"I think we're really reaching some of those populations who maybe don't have a primary care provider identified and having been using urgent care in the past," said Julie King, human resources director for the Appleton Area School District. "We can connect them to wellness (care) and the clinic can help them navigate the health insurance networks."

The staff providing this help initially included a nurse practitioner, a registered nurse and a medical assistant. Matz said they recently added a physician's assistant, a second medical assistant, and they expanded the clinic's hours to meet increased demand.

Nurse Practitioner Jessica Griswold said: "I have heard many times from patients: 'I wouldn't have come unless the clinic was here free of charge' or 'I normally don't go to the doctor, but I knew my employer has made this clinic available.' In many of those circumstances, we have identified several underlying and potentially damaging diagnoses that otherwise would not have been found. At that point, early intervention of these health-related conditions can be addressed and carried out in order to promote better health outcomes in the future, reducing need for emergent, invasive, or potentially deadly episodes without intervening."

**Goals and results**

According to Matz, the initial objectives for the clinic were to provide:

- **Preventative care** – well child visits, sports physicals, adult physicals, immunizations, etc.
- **Disease management** – chronic condition health coaching, diabetic education, weight management and blood pressure monitoring.
- **Acute care/treatment** – cold and flu symptoms, rashes, strep throat, ear infections, bladder infections, etc.
- **Lab work and minor procedures**

For employees, they focused on:

- **Convenience** – local providers, dedicated staff, scheduled appointments and one-stop medical care.
- **Cost** – free except for complex diagnoses which require only fair market charge for HSA members.
- **Education** – chronic condition management, navigation of and through the healthcare system, and wellness and nutrition counseling.
- **Services** – preventative care, acute care, lifestyle coaching, chronic condition management and wellness and nutritional counseling.

The Connecting Care Clinic, which is operated by ThedaCare, opened in October 2016 and immediately exceeded expectations in terms of participation from employees and their dependents. In its first months of operation, 526 health plan members have used the clinic so far.

High utilization translates to cost savings for the employers and their employees. For example, employees who have labs done at the clinic save money because the clinic’s lab costs are lower than the list price. For labs alone, the clinic saved employees \$19,681 off of the list price just in the first quarter of operation:

Total number of labs	Total savings from list price	Total savings based on insurance discount (about 40%)
349	\$19,681	\$11,244

As for cost savings for the employers, a preliminary return-on-investment (ROI) study shows the city receiving an ROI of 3.03 to 1 and the district an ROI of 2.27 to 1. While both organizations expect great returns on their investment over time, they continue to focus on the short- and long-term goals they identified from the start.

Short-term goals include:

- 20% savings on utilized services vs. a traditional healthcare setting
- Have fixed fees that are less costly than fee for service offerings in a traditional healthcare setting
- Nurture relationships that help navigate the healthcare delivery service
- Gateway to influence wellness participation
- Employee steerage to lower cost care

Long-term goals include:

- Improve employee navigation through healthcare system
- Reverse/avoid high-risk situations through coaching
- Lower costs associated with disease states with focused counseling
- Decrease future medical services by improving overall health of members
- Members are better healthcare consumers due to education efforts
- Increased productivity/decreased absenteeism
- Enhance employee retention and attraction

**The employee clinic experience**

The Connecting Care Clinic is designed to provide routine care and chronic-care management. All services are free with the exception of complex diagnoses which require a nominal fair-market value assessed to members who have the high-deductible plan.

The clinic offers a different care experience. Wait times tend to be shorter than traditional clinics (hence the 100% employee approval rating), so an employee’s time off the clock is minimal. Healthcare professionals tend

to spend more time with each patient, and the clinic provides easy access to employees for health coaching on chronic conditions and wellness initiatives. The clinic’s staff will refer patients to other doctors when their condition requires specialized care.

“When there’s a referral, the staff not only assists with scheduling but helps patients get appointments much sooner for urgent or serious medical issues,” Matz said. “Without the help of the clinic staff, an employee might wait weeks to be seen for follow-up.”

**Compliance considerations**

Some federal laws affecting employee benefit plans may be relevant to employers offering an employee clinic

— often in a manner that is not obvious or intuitive. As a result, employers must understand the obligations (if any) under COBRA, ERISA and HIPAA, for example, before opening a clinic. To help you determine whether or not your clinic will have to comply with such regulations, as well as tips on how to ensure compliance, please see our eBook [“On-site clinic compliance considerations for employers.”](#)

**For more information about employee clinics and related issues, contact us at 800-258-3190 or [info@AssociatedBRC.com](mailto:info@AssociatedBRC.com).**



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# HOW ELMBROOK SCHOOL DISTRICT SPENDS LESS TO GET MORE FROM ITS EMPLOYEE BENEFITS

Elmbrook School District in Southeastern Wisconsin consistently earns accolades in many areas. Most recently, the district ranked #2 on *Niche's* "2015 Best School Districts in Wisconsin" list, which evaluated 8,738 districts. *Newsweek* recently included two of Elmbrook's schools in its list of America's Best High Schools. The *Milwaukee Journal Sentinel* named Elmbrook one of the Top 100 Workplaces in the area.

If Elmbrook was a baseball team, it would be the New York Yankees in terms of accolades and long-term success. But Assistant Superintendent Erik Kass identifies with the underdog — with the Oakland A's, rather than the Yankees. Kass compares his district's current challenge to the A's famous 2002 season when they created an outstanding team despite crippling budgetary setbacks. Like Oakland's general manager in the movie *Moneyball*, Kass and his team have devised a way to generate more value with less money.

Instead of battling the Yankees, however, Kass faces an even more formidable foe: the healthcare industry. He must squeeze as much value from his district's health plan as possible despite rising healthcare costs, healthcare reform mandates that could cripple his budget and many other powerful forces.

## TWO AMBITIOUS GOALS

"Like Oakland's GM Billy Beane, we had to think beyond traditional methodology," Kass says. "We became focused on improving the level and quality of care while finding innovative ways to control our healthcare costs. In many cases, it's like we had to make one plus one equal three."

Specifically, two of the district's major goals are to:

1. Improve the quality of healthcare services
2. Decrease costs for the employees and district

"Many school districts — and businesses across the nation — are having trouble *maintaining* the quality of healthcare and preventing cost *increases* for themselves and employees," says Senior Vice President Scott Fuller, who is one of Elmbrook's benefits consultants from Associated Financial Group. "You would think Elmbrook

## AT A GLANCE

### Industry

- Public sector

### Business challenges

- Rising health insurance costs
- Lack of healthcare consumerism among employees
- Nearly half of workers did not understand their health plan
- Healthcare reform mandates impose possible cost increases

### Solution

- Employee benefits and healthcare reform strategic planning
- Consumer-driven health plans
- Employee communication and consumerism education
- Employee healthcare clinic

### Business results

- Reduction in healthcare costs
- Superior patient care
- High employee satisfaction



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has a magic formula, but in reality they are implementing strategies and resources that are available to all employers — and they are letting go of traditional plan design.”

### ELMBROOK PIONEERS THE CDHP-ONLY PACKAGE

Elmbrook offers only consumer-driven health plans (CDHPs) to employees — centered around a health savings account (HSA) and health reimbursement arrangement (HRA) — with no traditional options, such as a health maintenance organizations (HMO) plan. This makes Elmbrook a rarity. Today, only 22% of employers offer only CDHPs to employees without any traditional plan option, according to a report by the National Business Group on Health. If you just count school districts that offer only CDHPs to employees, the number would be much smaller than 22%.

The report shows that the most frequently offered type of health insurance today remains a preferred provider organization (PPO) plan, offered by 84% of organizations. However, these plans — along with other traditional plan designs — continue to decline in popularity as consumer-driven health plans become the norm. In Minnesota, Wisconsin and Illinois, employer data from AFG’s MarketPulse shows that 45% of employers are offering an HSA or HRA this year, an increase of three percentage points from 2014.

- Elmbrook uses **HSAs** to help employees and their families save on a tax-free basis for future qualified medical and retiree healthcare costs. Contributions to HSAs can be made by the employer, the employee or both.
- **HRAs** are similar to flexible spending accounts, except that the employer may permit funds to roll over from year to year, allowing employees to accumulate funds over time. These accounts are set up by Elmbrook for its employees, and Elmbrook pays for up to 50% of the deductible toward healthcare services.

This aggressive consumer-driven approach is critical for accomplishing the two goals mentioned previously — reducing costs and providing quality healthcare services (with an employee clinic). However, this approach would fail without cooperation from employees, the community, the school board and district leadership. A great strategy alone does not guarantee success. In *Moneyball*, tactics were nearly undermined by the Oakland A’s front office and players who didn’t understand or agree with them.

### WHY COMMUNICATION WITH STAFF IS CRITICALLY IMPORTANT

It would make sense if healthcare consumerism flourished among teachers. It seems likely that educators would learn what they need to know about their health plans in order to utilize them correctly.

While educators might be more likely to read and comprehend the materials you send them, the culture of a school district typically is not conducive to healthcare consumerism.

“Prior to 2011, teachers didn’t have to deal with consumer-driven healthcare,” Kass says. “The collective bargaining agreements have typically supported traditional plan designs, so they haven’t been introduced to consumerism. Adopting it can be more of a culture shock in the public sector than in corporate America currently.”

Therefore, it’s important that communication remains a two-way street.

1. **Listening to employees.** Elmbrook conducts regular staff surveys to find out, among many topics, how well employees understand and appreciate their employee benefits. In 2014, after the consumer-driven health plans were introduced, staff responded to the prompt “I understand my health benefit plan” with:
  - Strongly agree - 7%
  - Agree - 54%
  - Disagree - 31%
  - Strongly disagree - 9%

## HOW ELMBROOK SCHOOL DISTRICT SPENDS LESS TO GET MORE FROM ITS EMPLOYEE BENEFITS

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2. **Responding to employees.** Knowing that nearly half of employees did not understand their health plan, Elmbrook quickly dedicated the necessary time and resources to educate and engage staff. Elmbrook also included a group of staff members in the early planning meetings for the new employee benefits strategy. “These employees became champions of the vision at a grassroots level,” Kass says. “They helped communicate its advantages to other employees, dispel rumors, and pave the way for a radical departure from our traditional health plan.”

This year’s staff survey has not been conducted yet, but early indications suggest that employees are engaged in their employee benefits, well informed and even enthusiastic about them. The district is offering employees a valuable new benefit in 2015 that warrants their enthusiasm.

### THE EMPLOYEE CLINIC

The employee clinic, which is called Elmbrook Schools Family Health and Wellness Center managed by QuadMed, was recently approved by the school board and will open in September 2015. The facility is in the exact center of the school district. The clinic is also the emerging centerpiece of Elmbrook’s employee benefits strategy.

“We need district employees to use the clinic to achieve our goal of reducing costs for both the district and its employees,” says Senior Benefits Consultant Al Jaeger, who established the return on investment (ROI) process that Elmbrook used to evaluate employee clinic providers. “The cost savings will depend on employee utilization, and utilization will depend on how well employees understand this resource and its advantages, which of course depends on effective communication. Every part of the employee benefits strategy is interconnected.”

- **Wellness/clinic integration.** The clinic will specialize

in comprehensive primary care that revolves around prevention, wellness, early intervention and chronic condition management. Elmbrook’s employee wellness program will be closely integrated with the clinic. The physicians will help direct employees toward the wellness components they need. They will leverage health information, technology and other process innovations to assure high-quality, accessible and efficient care.

- **Focus on screening and prevention.** Through the use of health risk assessments and biometric screenings, Elmbrook will be able to identify risk and target effective programs and services for specific population risk segments. By preventing illness and keeping existing conditions under control, they can reduce their downstream cost of healthcare.
- **Technology-enabled, evidence-based and coordinated.** The use of electronic medical records aids the sharing of secure information among specialists. By leveraging point-of-care decision support tools and practicing evidence-based medicine, the clinic will prescribe a personalized treatment plan designed to proactively address future health risks. Web and mobile applications will provide patients with convenient access to health information, educational content, secure messaging with their providers and a constant source of motivation and inspiration to drive greater engagement.
- **Help with Affordable Care Act (ACA) compliance.** Because the clinic can help employees reduce the cost of their healthcare, it can help Elmbrook avoid the high-plan-cost excise tax (Cadillac tax) scheduled to take effect in 2018. “An employee clinic specifically geared to address this high-cost population’s needs may be the best hope for keeping the cost of healthcare manageable and avoiding the Cadillac tax,” says Jaeger. The ACA also encourages the implementation of wellness and disease management programs, including an expansion of the ability to encourage

## HOW ELMBROOK SCHOOL DISTRICT SPENDS LESS TO GET MORE FROM ITS EMPLOYEE BENEFITS

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healthy behaviors with rewards. “The employee clinic is one of the most effective devices to ensure that these programs achieve their full potential, in terms of clinical outcomes and financial results,” Jaeger adds.

With the new employee clinic and other components of its strategic plan, Elmbrook projects a reduction in healthcare costs, superior patient care and high employee satisfaction.

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# How Waunakee School District achieved a 5-year rate hold on health insurance by developing an agreement of shared accountability with local provider

Often it's difficult to tie an employee wellness program to a solid return on investment, but when your commitment to health and wellness results in an unprecedented 5-year rate freeze for health insurance, the task becomes much easier.

“This is really unheard of in the education industry,” said Waunakee School District Business Manager Steve Summers. “The rate freeze represents a strong, long-term commitment to the district from our insurance company, Dean/SSM Health.”

The rate freeze means that while health insurance rates are increasing by double digits for many employers, Waunakee School District will enjoy no increase for at least five years. The estimated savings exceeds \$2 million, according to Al Jaeger, Waunakee’s benefits consultant from Associated Benefits and Risk Consulting (ABRC).

“This is much better than the usual year-to-year renewal arrangement, of course,” Summers said, “where you just hold your breath and wait to see what your renewal will be.”

## How did the district earn this commitment?

Summers and Jaeger described various tactics and strategies they employed to prove that the district deserved the rate freeze. However, Summers emphasized the importance of focusing on the big picture.

**AT A GLANCE**

**Business challenges**

- Increasing healthcare claims costs led to increases in health insurance rates not matched by overall increases in revenues for the school district

**Solutions**

- Strong, long-term partnership with health insurance company and provider
- Wellness clinic to promote wellness, consumerism and reduce confusion about healthcare
- Staff engagement at all levels, not just wellness or disease management



Waunakee Community School District

Jaeger and Summers partnered with Dean/SSM Health to share their strategy and big picture philosophy to earn such a valuable, long-term commitment.

“I see two fundamental paths when looking at healthcare benefits,” Summers said. “You can focus on health plan design changes and cost shifting or employee wellness to reduce health plan costs. While you can do both, we

*Continued >>*



Benefits and Risk Consulting

Investments, securities and insurance products:

<b>NOT FDIC INSURED</b>	<b>NOT BANK GUARANTEED</b>	<b>MAY LOSE VALUE</b>	<b>NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY</b>	<b>NOT A DEPOSIT</b>
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*Please see final page for important disclosure information >>*

chose to focus on employee well-being and stabilizing our claims experience. Our long-term strategic plan and commitment to improving employee health helped us earn the 5-year rate freeze.”

Jaeger added, “A strategic plan using tactics that stabilize healthcare costs by addressing the root cause produce long-term results. There are no quick fixes or magic bullets. Meaningful change takes time, transparency and commitment from all stakeholders — staff, board members and providers.”

In other words, focusing solely on plan design changes and cost shifting is like rearranging the deck chairs on the Titanic, as the old idiom goes, which is to say it’s a futile act in the face of impending catastrophe. Improving employee wellness and reducing medical claims, on the other hand, gets closer to the heart of the matter.

### Commitment to employee health: The wellness clinic

Waunakee School District partnered with Dean/SSM to establish a wellness clinic for their health plan members. Waunakee is currently the only school district in Dane County that has its own wellness clinic for staff and their families.

The school board approved the Dean/SSM wellness clinic proposal on a trial basis through June 30, 2019. During that time, the board’s insurance committee will review the wellness services and programs available to staff. District officials are looking at usage at the wellness clinic and how it affects the number of health insurance claims made by staff. Summers said claims will be a “huge factor” five years from now when the district goes out again for health insurance proposals. So far the numbers are looking good.

In the second quarter of this school year, 13.2% of eligible members visited the clinic. That number rose to 21% in the third quarter and spiked again to 26% in the

fourth quarter. Total visits also increased, going from 229 in the second quarter and 231 in the third quarter to 306 in quarter four.

The clinic has resulted in a cost reduction as well. The district’s gross retail savings in the fourth quarter were \$77,271, compared to \$39,812 in the second quarter and \$48,010 in the third quarter. The district also experienced an estimated \$34,772 in health plan savings, as opposed to \$21,556 in quarter three and \$18,234 in quarter two. Also, a total of \$4,680 was avoided in out-of-pocket costs.

### Other employee wellness resources

While the employee clinic is a large component of Waunakee’s plan, it is surrounded by several other resources. Many tools and resources exist to improve employee health and wellness, such as health risk assessments and biometrics, disease management programs, medical claims analysis, on-site clinics, employee education—the list goes on. The district understands the importance of utilizing resources collectively to greatly boost their value and effectiveness. When all of the “moving parts” are working, they can form a program that is greater than the sum of its parts.

- **Health risk assessments.** It’s not enough to simply offer health risk assessments. Waunakee School District also seeks to reduce touch points and streamline the assessment process in order to give employees and spouses a convenient screening experience. It can be challenging to persuade employees to fill out a risk assessment and, more important, to persuade them to use the resulting insights to become proactive about their health. A proven incentive is a reduction in employee contributions to health insurance premiums.
- **Improved accountability.** Effective healthcare requires a strong partnership between the patient

(employee), the employer (school district), the healthcare provider and insurance company. Therefore, accountability is key. Waunakee School District uses a benchmarking tool or “scorecard” that assigns and keeps track of the various responsibilities and “moving parts.”

- **Biometrics.** The multi-year agreement with Dean/SSM Health includes biometric screenings. “Our approach is not just to tell health plan members we’re doing biometrics,” Summers said. “Our goal is to really engage them and make the screenings meaningful — to connect staff members to medical professionals in a real, concrete manner and look at their numbers.”

Biometrics top the list of wellness tools that employers use today, according to MetLife’s “U.S. Employee Benefit Trends Study.” There are a range of possible plan design options. For example, the employer can choose which biometrics to measure as well as the targets that must be achieved to earn the incentive. Commonly measured biometrics include tobacco use, body Mass Index (BMI), cholesterol, glucose and blood pressure.

- **Nurse liaison.** This person is a key resource for health plan participants to help them understand and use the health services available to them. The liaison is also responsible for a variety of health communications for the district that engage plan members.
- **Employee wellness committee.** This committee leads many wellness initiatives including a very successful steps program. This team is also a critical component of the communication plan and members serve as wellness champions.

**The importance of engaging employees**

The district’s insurance committee surveyed employees in December of 2017 to find out what they valued, and to ensure the district’s employee benefits and wellness

programs would continue to satisfy those needs. The success of this employee-centered approach was evident in subsequent participation rates as well as both formal and informal feedback from employees. For example, the wellness clinic survey shows that satisfaction is high and increasing over time:



Specifically, employees offered many positive comments such as:

- “Great people, great care.”
- “The service was swift, friendly and simple.”
- “I truly hope this office thrives = what a great concept.”

Summers said that such positive engagement not only helps the district’s employee benefits and wellness programs succeed, but also helps the district ultimately provide quality education to its students.

“There’s a real impact on teaching,” Summers said. “For example, consider a first grade teacher who has a three-year-old child with an ear infection. She knows she has access to a nurse practitioner after work hours, so she doesn’t need to miss class to bring her child in. This reduces her stress level about having to miss instruction and increases her effectiveness as a teacher — not to mention her job satisfaction and morale. There’s a

**CASE STUDY**

**How Waunakee School District achieved a 5-year rate hold on health insurance by developing an agreement of shared accountability with local provider | Page 4 of 4**

domino effect that ultimately improves our culture. Our commitment to health and wellness is about much more than reducing costs — it’s about helping to achieve many of our district’s other top goals as well.”

**For more information, contact us at 800-258-3190 or [info@AssociatedBRC.com](mailto:info@AssociatedBRC.com).**



Benefits and Risk Consulting

Phone: **800-258-3190** | Email: [Info@AssociatedBRC.com](mailto:Info@AssociatedBRC.com)

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Insurance products are offered by licensed agents of Associated Financial Group, LLC (d/b/a Associated BRC Insurance Solutions in California). **The financial consultants at Associated Financial Group are registered representatives with, and securities and advisory services are offered through LPL Financial “LPL”, a registered investment advisor and member FINRA/SIPC.** Associated Financial Group uses Associated Benefits and Risk Consulting (“ABRC”) as a marketing name. ABRC is a wholly-owned subsidiary of Associated Bank, N.A. (“AB”). AB is a wholly-owned subsidiary of Associated Banc-Corp (“AB-C”). LPL is NOT an affiliate of either AB or AB-C. AB-C and its subsidiaries do not provide tax, legal, or accounting advice. Please consult with your tax, legal, or accounting advisors regarding your individual situation. ABRC’s standard of care and legal duty to the insured in providing insurance products and services is to follow the instructions of the insured, in good faith.

# APPENDIX D

## WCA Communication Piece



For billing questions, provider questions or questions about your EOB's please contact UMR at 1-800-826-9781 or [www.umar.com](http://www.umar.com)

For questions about WCA offers or if you have not received resolution after contacting UMR please contact WCA/Kim Hurtz at 1-800-236-6885 or [Kim@aegis-wi.com](mailto:Kim@aegis-wi.com)



Billing errors: If you find an error on your doctor bill contact WCA and you could be eligible to receive money for discovering the billing error.



WCA health insurance offers one free vision exam per year! Simply present your UMR insurance card at the time of the visit.



WCA offers reimbursement if you belong to a health club! Simply submit the reimbursement form along with your receipts from your membership to receive \$120 for single membership or \$240 for family membership.



CA offers a \$50 Visa gift card to employees and spouses for having an annual physical exam done each year. Simply submit the reimbursement form along with your EOB (explanation of benefits) to receive the gift card.



UMR will cover a 3D mammogram at no additional cost!



Smart Choice MRI: An average MRI costs \$2,600. A simple cost effective solution is Smart Choice, every MRI is \$600 or less. WCA offers a \$50 Visa gift card when you have your MRI exam done at Smart Choice!



myHealthcare Cost Estimator (myHCE) - this is an online tool that combines info from your health plan with health care costs in your area. It also shows cost estimates based on the doctors and medical facilities you choose. Visit [www.umar.com](http://www.umar.com) log into your member site. The link to the tool will be under the myHealthCenter or myCareManagement tab.



UMR offers new mother's reimbursements up to \$400 for nursing items. Simply purchase your item and send the receipt to WCA - Attn: Kim Hurtz and she will process the reimbursement with UMR.



Did you know you can find the premium designation rating for a doctor? This rating can be found on both the UMR app and on the UMR website under the providers section.

# APPENDIX E

## Service Fee Table



<b>Basics</b>	<b>Included</b>	<b>Not included</b>
Create and maintain a strategic plan	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Manage RFP process and negotiate best pricing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Perform risk assessments	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Facilitate day-to-day work-flow between your organization and the insurance carriers (paperwork, billing questions, claim questions, etc.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Support you and your employees' questions	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Employee communication</b>	<b>Included</b>	<b>Not included</b>
Customized employee summaries and packets	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Onsite employee meetings	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Web-based employee presentations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Health Plan Selector tool	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Consumer Toolkit	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Employee Access website	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Online Enrollment technology	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Total compensation statements	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Employee surveys	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Analytics</b>	<b>Included</b>	<b>Not included</b>
Benchmarking	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Claims data software – reporting package	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Decision support software	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Healthcare Reform</b>	<b>Included</b>	<b>Not included</b>
Impact studies	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HCR Implementation Guide	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ACA Reporting Guide	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Documents	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Updates	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Compliance</b>	<b>Included</b>	<b>Not included</b>
HR Hotline – 15 months	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HR360 – 15 months	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5500 filings document assembly	<input checked="" type="checkbox"/>	<input type="checkbox"/>
ERISA, HIPAA, Medicare Part D, etc.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Management training – coaching, employee reviews, discipline and discharge, conflict resolution, etc.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Document review/development – handbook development, affirmative action plans, job descriptions, etc.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Harassment/workplace investigation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Wellness</b>	<b>Included</b>	<b>Not included</b>
Customized solution	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Biometric strategic planning and implementation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Wellness campaigns, newsletters & posters	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Biometric testing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Population Health Management Clinician Team	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Other</b>	<b>Included</b>	<b>Not included</b>
My Benefits Advocate (Employee call center) –point of contact for your employees regarding employee benefits.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HR and Technology Consulting services	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Telemedicine (doctor hotline for employees)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Dependent audits	<input type="checkbox"/>	<input checked="" type="checkbox"/>

# APPENDIX F

## Sample Service Agreement



## SERVICE FEE AGREEMENT

This Agreement is entered into on the \_\_\_\_ day of \_\_\_\_, 20\_\_, by and between \_\_\_\_\_ (hereinafter "Client"), and Associated Financial Group, LLC, using the marketing name Associated Benefits and Risk Consulting (hereinafter "ABRC").

- A. ABRC is primarily engaged in the insurance brokerage business.
- B. ABRC routinely helps its clients assess their insurance risks and needs, designs plans of insurance, and obtains cost quotes based on these plans, and places insurance with insurance carriers.
- C. ABRC is typically compensated for its efforts through the commissions it receives in brokering the sale of insurance to its clients.
- D. ABRC has been discussing insurance risks and needs with Client.
  - Consulting Fee Relationship:** Client has designated ABRC to be its official Agent of Record, and has completed (or will complete) any forms necessary to do so.
  - Marketing Fee Relationship:** Although there is no formal business / insurance agency relationship between them, Client has asked ABRC to evaluate its insurance risk areas, compare and recommend insurance coverage options, design a plan of insurance (based upon discussions between the parties), obtain quotes for said plan, and procure or attempt to procure insurance suitable to Client's needs.

**NOW, THEREFORE**, in consideration of the above recitals and the mutual promises and conditions contained in this Agreement, the Parties agree as follows:

1. **Client's Performance:** Client will provide ABRC with, and give ABRC full access to whatever information ABRC determines is necessary to enable ABRC to perform fully and effectively under this Agreement.
2. **ABRC's Performance:** ABRC will evaluate Client's insurance risk areas, compare and recommend insurance coverage options, design a plan of insurance (based upon discussions between the parties), obtain quotes for said plan, and procure or attempt to procure insurance suitable to Client's needs. ABRC will provide Client with a separate Client Service Plan detailing the service commitments it will make to Client in connection with this Agreement.
3. **Acknowledgement:** Client acknowledges that ABRC's promises, as set forth above, represent a significant investment of time, effort, and expense on the part of ABRC, and are services for which ABRC is normally compensated through the commissions it receives as a result of entering into a business/insurance agency relationship with its clients.
4. **Compensation:** Client acknowledges that ABRC shall be entitled to compensation for the efforts it makes pursuant to this agreement, according to the following terms:

**Fees.** For the services described herein, Client shall pay ABRC fees in an annualized amount equal to \$\_\_\_\_. The fees set forth in the previous sentence shall be paid by Client according to the following payment plan: **1) annually, 2) quarterly, or 3) monthly** (*please circle one- will be monthly if no other option is selected*) for services rendered.



**Contingency Compensation.** Some carriers, vendors, or third parties may pay contingency compensation for business that ABRC may place with them. Such contingency compensation does not alter or increase the cost of the services that ABRC is brokering or performing on behalf of Client, and thus does not increase the costs that Client pays for the provision of such services. Therefore, in addition to any fees described above, ABRC shall be entitled to any contingency compensation resulting from its work on behalf of Client irrespective of any other provisions elected under this Agreement.

**Commissions.** Some carriers, vendors, or third parties may pay commissions for the types of services provided by ABRC. Any commissions paid by such entities are often already factored into the cost of the services (e.g. rates) that ABRC is brokering or performing on behalf of Client, and thus often do not increase the costs that client pays for the provision of such services. Therefore, in addition to any fees or contingency compensation described above, ABRC shall be entitled to any commissions resulting from its work on behalf of Client, unless Client and ABRC shall specifically agree to some other arrangement in writing, or unless Client checks the following box:

- Client does not want ABRC to receive commissions for **some** or **any (circle one)** of the services ABRC may provide or broker under this Agreement, regardless of whether such commissions increase the cost of the services provided or brokered. If for some only, please indicate the specific limitations for accepting commissions below:

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5. **Payment:** Client shall pay any fee(s) assessed by ABRC in connection with ABRC's performance under this Agreement prior to ABRC performing any work for the invoiced period. Client shall pay any fees invoiced by ABRC no later than 30 days after receiving an invoice from ABRC. Client can make payment of fees by either of the two following methods (Client should indicate which payment option it prefers):

- Direct Wire Transfer\*  
 Traditional Invoicing

*\* (While ABRC prefers that Client pay via Direct Wire Transfer, Client may select whichever option it prefers. Clients choosing the Direct Wire Transfer option will be provided with a payment confirmation each time a transfer is made.)*

6. **Agreement Term and Termination:** The compensation provided for in this Agreement shall be deemed fully earned as of the time this Agreement is signed by the Parties, irrespective of when it is actually invoiced or paid. This Agreement will automatically renew on an annualized basis from the date Client signs the Agreement, and any compensation for any renewal periods shall be deemed fully earned for that renewal period as of the date of renewal. Unless agreed upon in writing by the Parties, the terms of this Agreement shall remain the same upon automatic renewal, except that the fees described above shall increase by 3% annually. Either Party may seek to terminate this Agreement in the event of a material breach of this Agreement. However, before doing so, the Party seeking to terminate the Agreement must provide the other Party with at least thirty (30) days notice in writing of the material breach. Upon receipt of such written notice of material breach, the responding Party shall have thirty (30) days to cure the material breach.

7. **Confidentiality:** All information and advice exchanged between the Parties (including their agents and employees) shall be treated as confidential, and shall not be disclosed to third parties except: 1) as agreed upon in writing, 2) where necessary to accomplish the purposes of this Agreement, or 3) as required by law. In addition, each party agrees promptly to advise the other party in writing of any unauthorized misappropriation, disclosure or use by any person of Confidential Information which may come to its attention, and to take all reasonable steps to limit, stop or otherwise remedy such misappropriation, disclosure or use. The confidentiality provisions contained herein shall continue and stay in effect even after the expiration of this Agreement.
8. **Final Agreement:** This Agreement is an independent document that contains all of the covenants and agreements between the parties, and supersedes any and all other Agreements, whether oral or in writing, between the parties hereto.
9. **Disclaimer.** While knowledge of the legal, tax, and financial issues related to the products, services, and advice offered by ABRC is an important part of our expertise, the products, services, and advice themselves do not constitute, and should not be construed as providing, legal, tax, or financial advice. Client agrees that it will use the products, services, or advice offered under this Agreement at its own risk, and takes full responsibility for any use it may make of the products, services, or advice offered under this Agreement. Client acknowledges that, in providing products, services, or advice under this Agreement, ABRC is not acting in the capacity of a fiduciary, and Client hereby waives any rights it may have to pursue any type of fiduciary claim against ABRC.  
  
Client is seeking ABRC's expertise and recommendations with respect to the products, services, and advice offered by ABRC under this Agreement. However, ABRC cannot control the manner in which Client may interpret or utilize the products, services, and advice offered by ABRC under this Agreement. Therefore, Client hereby agrees that any claims it may have against ABRC as a result of products, services, or advice provided under this Agreement will be limited to the amounts actually paid by Client to ABRC pursuant to this Agreement.
10. **Modifications:** Any modification of this Agreement shall be effective only if it is in writing, signed and dated by all parties hereto.
11. **Jurisdiction:** This Agreement is to be construed pursuant to Laws of the State of \_\_\_\_\_. Jurisdiction and venue for any claim arising out of this Agreement shall be made in the State of \_\_\_\_\_.

By signing this Agreement, the Parties agree to the terms as set forth above.

**Company Name**

**Associated Benefits and Risk Consulting**

By: \_\_\_\_\_  
*Print Name/Title*

By: \_\_\_\_\_  
*Print Name/Title*

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**For Office Use Only:**

Sales Manager \_\_\_\_\_





Response to Request for Proposal Health & Welfare Benefits  
Brokerage/Consulting Services

Prepared by, Hays Companies of Wisconsin  
*April 29, 2019*



All. Together. Certain.

**A. Transmittal Information**

**1. Consultant's name, address, telephone number and contact person.**



**Kerry Klecic, Business Development**  
Direct: 414.290.3578  
[kklecic@hayscompanies.com](mailto:kklecic@hayscompanies.com)

**Hays Companies of Wisconsin**  
1200 N. Mayfair Road, Suite 100  
Milwaukee, WI 53226

**2. Consultant's confirmation of understanding of the program and commitment to provide the appropriate personnel and equipment to perform the scope of services as defined in this document.**

On behalf of the entire consulting team at Hays Companies, we want to thank you for the opportunity to offer our proposal to assist you in the management of the Village of Shorewood's health and welfare benefit program.

We fully understand the current program and can provide all the capabilities the Village needs to drive recruitment and retention while ensuring the best possible financial outcome. Now more than ever, it's important to partner with an innovative firm with the depth of resources to navigate the ever-changing landscape of health care. Hays Companies is proud to partner with many Wisconsin public entities, and we look forward to bringing the Village the same exceptional results we have achieved for your peers.

The intention of our proposal is to outline ways we will help the Village obtain a measurable cost containment strategy, increase value perception among employees, and strengthen its health and wellness efforts. We are also well equipped to be an extension of the Village's human resources department with a number of specialty services and resources.

There are no simple solutions or quick fixes to the challenges organizations face in the trusted role of health care sponsors for valued employees. In the following pages, we hope to demonstrate why we are the right team to develop creative and innovative solutions, execute a multi-year strategic plan and deliver measurable results for the Village of Shorewood. Our comprehensive, service model allows us the ability to provide tangible and transparent consulting services that will exceed your expectations. As such, we encourage you to contact our references.

We want to thank the Village of Shorewood team for meeting with us previously to discuss your wants and needs surrounding the health & welfare benefits program. We have tailored our response based on our discussion. If you have questions about any of the material contained in this response, please do not hesitate to contact us.

**B. Approach**

**1. Provide a description of the anticipated services.**

Hays Companies is a premier full-service brokerage firm in Wisconsin that brings a comprehensive service model to our clients. Ultimately, what we strive for is becoming your outsourced HR and benefits consultant. While we take pride in using our marketplace leverage to achieve the most competitive premium rates, we will also bring innovative ideas, strategies and resources to the Village.

Please see the attached consulting agreement (pgs. 12-20) for a full listing of our proposed services and below for the pillars of our Service Delivery Model.



**2. Outline your proposed staffing levels and activities.**

The Village of Shorewood's service team is outlined below. Hays Companies has a unique service model in that our consultants have no new business development responsibilities. This means the Village can be confident their service team is 100% focused on developing strategies and working proactively to drive success. This is different than other brokers.

The proposed service team for the Village of Shorewood is our Middle Market team. This team focuses exclusively on consulting groups sized between 50 and 200 employees. With this extraordinary team, you can expect full service consulting and day-to-day support to ensure

your benefits programs will always be favorably positioned strategically within your community and in the insurance marketplace.

We have included biographies, professional backgrounds, and educational backgrounds of your day-to-day team later in this proposal.

**Day-to-Day Service Team**



**Wisconsin Benefits Practice Leader**  
Dan Robinson



**Relationship Manager**  
Kerry Klecic



**Middle Market Practice Leader Benefits Consultant**  
Andrew Williamson



**Benefits Analyst**  
Tom West

**Specialty Resources:**

**Pharmacy**



**Frank Bacon**  
National Pharmacy Consultant

**Communications**



**Becca DeMatthew**  
Communications Specialist

**Compliance**



**Ben Graves**  
Director of Research & Compliance

**Actuarial**



**Dave Ross**  
Director of Underwriting & Actuarial Services

**Health & Wellness**



**Amy Vitale**  
Health & Wellness Strategies Consultant

**International**



**Rich Scherer**  
Director of International Benefits



**Krista Erickson**  
Communications Administrator



**Nick Karls**  
Associate Director of Compliance



**Karl Kvoool**  
PlanIt Analytics Practice Leader



**Melissa Tobler**  
National Health Strategies Consultant



**Amy Peterson**  
International Benefits Consultant

**3. Indicate which insurance benefits you would like to serve as a broker for the Village.**

Our proposal is to broker all of Village of Shorewood’s benefits offerings, including: Medical, Dental, Vision, Disability, Group life, and any other additional benefits the Village chooses to implement going forward. As previously mentioned, Hays Companies is a full-service consulting firm. Our model is to provide service across all areas of benefits management, so our clients have a single-source consultant.

**4. Identify your approach working specifically with wellness programs and employee internal benefits committees.**

Hays offers our clients support from our Health Strategies Consultant in areas such as disease management and wellness:



**Amy Vitale, Health Strategies Consultant**

As the Health Strategies consultant, Amy helps in supporting the wellness and health management consulting needs of Hays consultants and clients. Amy provides strategic consultation at management level, helps to evaluate current and future health programs, and supports clients' wellness and disease management initiatives, including wellness committees. In addition, she also creates a variety of client specific programming such as walking programs and weight maintenance programs.

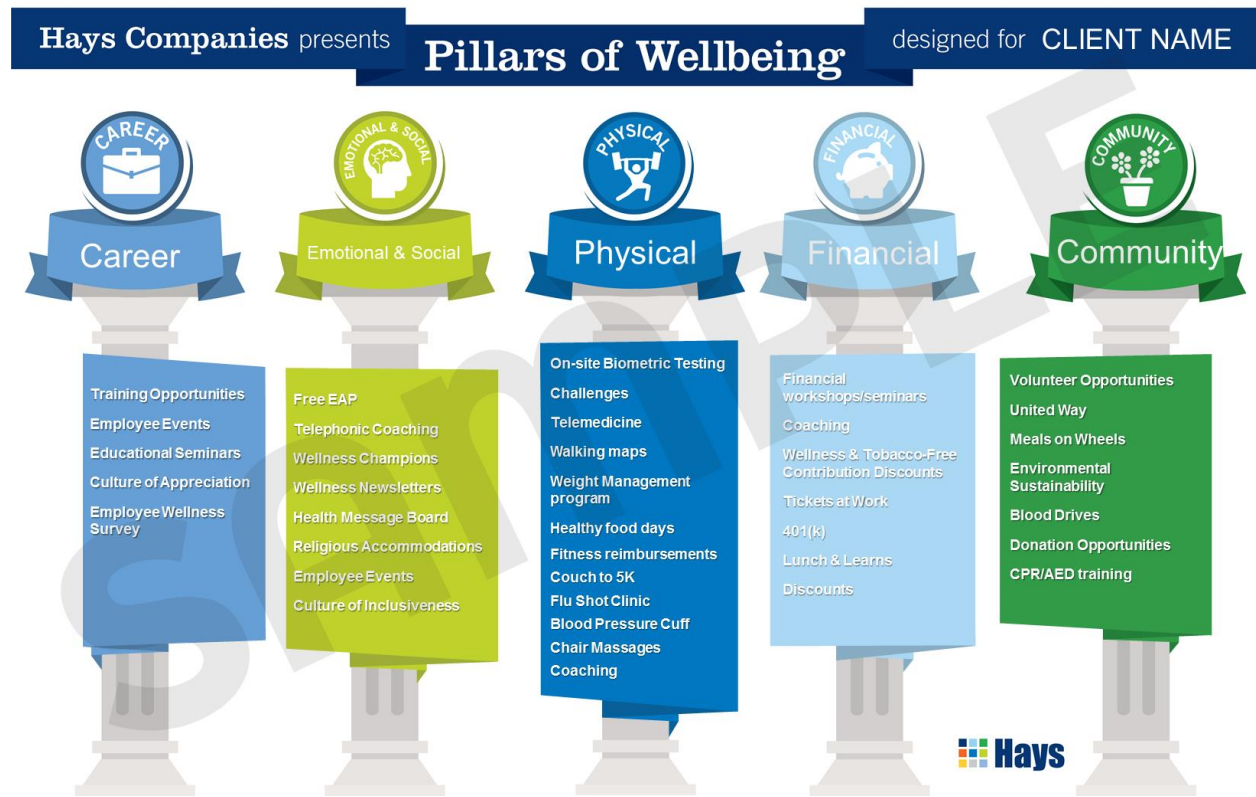
By consistently applying market intelligence and best practice processes, Amy has been very successful in generating results for her clients.

Amy is excited to assist the Village of Shorewood with the development of its wellness program. We provide this service to clients of all sizes and in all industries, allowing us to offer you a broad perspective on current wellness trends and activity. Amy will meet with you to fully understand the scope and current state of your program and your philosophy toward wellness in general. These early discussions will help identify best practices and areas of opportunity. If interested, Amy will also conduct surveys within your population to gather feedback on the programs.

As we collaborate with you on future planning, we may utilize our HealthPlan Intelligence data, cultural audits, interest surveys, a review and analysis of metrics, benefit and incentive design, engagement rates, carrier and vendor solutions and more. We will work with you to regularly assess the progression of your program toward goals and make necessary adjustments as the needs of your population shift. Below is a sampling of what services you can expect from your Health Strategies Team:

- Strategic consultation at the management level
- Assistance in developing short and long-term health management strategies
- Evaluation of current and future health programs
- Vendor evaluation (Disease Management, Wellness, Case Management etc.)
- Assistance with development of Outcome Metrics
- Quarterly Client Roundtables- Hays Companies facilitated idea sharing
- Ongoing learning opportunities
- Data analysis and interpretation
- Additional planning tools, templates and communications to support your program

Below is a sample of our “Pillars of Wellbeing” placemat we would like to create for the Village.



### Wellness Scorecard

The Hays Health Strategies Team reviewed the Village of Shorewood’s provided scorecard and would make a few strategic recommendations. Most notably, it would suggest condensing some of the options to obtain points and also look at alternative incentive structures. It is our understanding that the Village pays an additional fee to the current broker to manage the scorecard. For an almost identical cost, Hays can provide a technology tracking solution that will be both interactive and engaging for the Village’s employees. On top of that, Hays Companies is willing to share in the cost – or even fund – the cost, meaning the Village will see immediate savings toward the management of its wellness program.

### C. Contractor Experience.

#### 1. Professional registrations, certifications, educational degrees, etc.



**Dan Robinson, JD, CEBS** Executive Vice President / Employee Benefits Practice Leader

Dan joined Hays Companies of Wisconsin in 2008. He has primary operational responsibilities for the Employee Benefits Practice of Hays Companies of Wisconsin, including oversight of Hays Companies’ client service teams in the development and delivery of comprehensive brokerage and consulting

services.

Dan's responsibilities include staff recruitment and development, new business initiatives, branding and marketing, and management of strategic partnerships encompassing the scope of services Hays provides to customers.

He has worked in employee benefit consulting since 2001 and has extensive experience with design and delivery of self-funded health plans. He is a frequent guest speaker on employee benefit trends at business schools including University of Wisconsin-Madison and St. John's University. Dan's comments on health care issues have been featured in national publications including Employee Benefit News and Employee Benefit Advisor. He serves on the Board of Directors of the Wisconsin Association of Free and Charitable Clinics, as well as on various national insurer advisory councils.

**Education:** Dan holds a law degree from Marquette University Law School and is admitted to practice law in the state of Wisconsin. He is a graduate of the University of Wisconsin – Madison's School of Business with a BBA in Risk Management and Insurance. He earned his CEBS designation in 2003 and has held a Fellowship with the International Society of Certified Employee Benefit Specialists.



**Andrew Williamson** *Vice President / Middle Market Practice Leader*

Andrew joined Hays Benefits Group of Wisconsin in June of 2018. Andrew's responsibilities include team leader for our Middle Market Practice, which uniquely caters to strategically and proactively managing clients in the mid-sized employer arena. In his role, he is tasked with overseeing and continually enhancing the Hays service delivery model. He is also responsible for establishing and maintaining strategic relationships that support the employee benefit services delivered to said clients within this segment.

Andrew has over 15+ years of experience in all lines of employee benefits, with a primary focus on health benefits cost control, administration, implementation, advocacy, communication, education and compliance.

**Education:** Andrew is a graduate of University of Wisconsin-Madison with a Bachelor of Arts Degree in Economics. Andrew also maintains a Wisconsin Resident Intermediary License for Accident and Health plans and Life plans.



**Kerry Klecic CLCS** *Business Development*

Kerry joined Hays Companies of Wisconsin in August of 2016 as part of the business development team. At Hays Companies, Kerry is responsible for establishing and maintaining new business relationships in the property and casualty and employee benefits areas.

Before Hays, Kerry worked in a similar role at Bouchard Insurance in Clearwater, Fla. He started his professional career as a news reporter for WTVT FOX 13 in Tampa.

**Education:** Kerry holds a BS in Broadcast Communications from the University of South Florida.



**Thomas West** *Benefits Analyst*

Tom joined Hays Benefits Group of Wisconsin in August of 2014. As a Benefit Analyst, Tom provides strategic and analytical support for the Middle Market Practice. In his role, Tom is responsible for financial analysis of client renewals, creating client deliverables, and serves as the day-to-day contact for middle market clients.

In his previous role as a Financial Account Manager, Tom supported the Benefits Consulting staff and prepared monthly financial reports with analysis of activity and large claim detail for their clients. He also assisted in generating financial projections as well as specific stop loss analyses.

**Education:** Prior to working at Hays Companies, Tom attended Marquette University. Tom graduated from Marquette University in May of 2014 with bachelor's degrees in Finance and Marketing. He also maintains a Wisconsin Resident Intermediary License for Accident, Health, and Life insurance.

**2. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope.**

Hays Companies is a leader in providing benefits strategy and services to public employers in Wisconsin. Current clients include but are not limited to: Kenosha Unified School District, Racine Unified School District, Milwaukee Public Schools, the City of Wauwatosa, the City of Waukesha, Waukesha County, Village of Whitefish Bay, Whitefish Bay School District, Waushara County and Dodge County.

The Village of Shorewood can be confident it's getting the best of both worlds: A consulting firm that has a depth of experience in the public entity space and a dedicated team that understands the market at its group size.

**D. Cost.**

- 1. Identify if your compensation method will be on a commission structure, flat fee structure, hourly rate structure, or a different method. Include the amounts and/or formula for each method. Specify the advantages for the Village for being on that structure.**

Exhibit 1 (pg. 20) of the Hays consulting agreement outlines our proposed compensation structure. Hays Companies proposes a flat annual fee of \$25,000, which will remain fixed for three years. If desired, Hays Companies will off-set the annual fee from commissions received through insurance placements, as to avoid another line item in the Village's budget.

- 2. All brokerage commissions or ancillary fees collected by the Service Provider shall be fully disclosed to the Village.**

All Hays Benefits Group of WI, LLC commissions and fees will be fully disclosed on an annual basis or upon request.

**3. *Include costs for years 2019, 2020, and 2021.***

Per the Hays consulting agreement, the proposed annual fee is set the same for three years: \$25,000 annually for 2019, 2020, and 2021.

**4. *If appropriate, include a proposed billing cycle/schedule.***

As mentioned above, Hays Companies can off-set monthly commissions capped at \$25,000 annually, meaning there would be no requirement for additional billing. However, if the Village elects a flat fee option, Hays will bill directly on a monthly or quarterly basis.

**E. *Contract***

- 1. *Please attach a copy of your standard contract (if available) for these types of services in the proposal.***

Please see exhibit 2, pg. 12, for a copy of our Hays consulting agreement.

**F. *Insurance***

- 1. *The proposal must include either a description of the firm's insurance or a certificate of insurance outlining the firm's insurance policies which evidence compliance with the requirements noted in the Terms and Conditions section of this RFP.***

Please see exhibit 1, pg. 11, for a copy of our certificate of insurance coverage.

**G. *Examples of Work***

- 1. *Please provide up to three different examples of programs or services you've performed for other municipalities or public agencies. The work should demonstrate a high-quality service.***

### **Health Strategies & Wellness**

87% of eligible employees participated in an outcomes-based wellness program, completing a health assessment, biometric screening, and if applicable, a Reasonable Alternative Standard.

**Highlights:**

- 36% of participants lost weight
- 8% lost more than 10 pounds
- 3% lost more than 20 pounds
- 88.8% of those with zero high risks held steady.
- Of those who started with two risk factors, 37.9% reduced their risk count while 0% regressed.
- Of those who started with more than two risk factors, more than six times (42.9%) lowered their number of risks than regressed (7.1%)
- **Medical trend (with the exception of Rx) was negative over the previous 4 years**

Although this client had financial goals for their program, they also recognize the importance of building a culture of health and are working with their Hays team to implement initiatives to facilitate this process.

## On-Site Clinic

Hays Companies has recently helped a neighboring public entity with the implementation of an on-site clinic, and this organization is actively looking for clinic partners. We believe exploring this option with the Village of Shorewood would not only enhance value perception in the benefits program, but also provide an opportunity to lower the Village's costs. The goal is always to provide excellent care at a manageable cost. We look forward to discussing and exploring this health strategy together in the future. Not only has this been an excellent success case study for our current client but could also be a great success story in the future for the Village of Shorewood.

## Direct Contracts & Cost Reduction

Hays Companies engaged with a public entity in Wisconsin that, at the time, was fully insured. Through our partnership, the group moved to self-funding and engaged in direct negotiation with area health care providers and networks. It also implemented an on-site clinic. By superseding "traditional" arrangements and implementing direct contracts with local providers, the group saw a significant cost reduction. The strategy helped employees identify lower cost, higher quality providers, as well as lighten the burden of their own deductible obligations. The ending result was a great experience for employees and the employer – as well as a single year cost reduction of 37%.

### H. References

1. *Please provide references of current or previous clients you have worked with in the past.*
2. *It is highly recommended to include at least one municipality as a reference.*



**Paul Boening**, Village Manager

**Village of Whitefish Bay**  
5300 N Marlborough Dr.  
Whitefish Bay, WI 53217

Ph: 414.962.6690 x116  
Email: [P.boening@wfbvillage.org](mailto:P.boening@wfbvillage.org)



**Elizabeth Bohren**, PHR, SHRM-C, Health & Productivity Coordinator

**City of Wauwatosa**  
7725 W. North Avenue  
Wauwatosa, WI 53213

Ph: 414.479.8956  
Email: [ebohren@wauwatosa.net](mailto:ebohren@wauwatosa.net)



**Allison Swanson**, Village Manager

**Village of Ashwaubenon**  
2155 Holmgren Way  
Ashwaubenon, WI 54304-4605

Ph: 920.593.4403  
Email: [aswanson@ashwaubenon.com](mailto:aswanson@ashwaubenon.com)

## Exhibit 1: Errors and Omissions Certificate



### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
8/14/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Hays Companies 80 South 8th Street Suite #700 Minneapolis MN 55402	<b>CONTACT NAME:</b> Andrew Long <b>PHONE (A/C No. Ext):</b> (612) 333-3323 <b>FAX (A/C No.):</b> <b>E-MAIL ADDRESS:</b> _____ _____														
<b>INSURED</b> Hays Companies 80 South 8th Street Minneapolis MN 55402	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 80%;">INSURER(S) AFFORDING COVERAGE</th> <th style="width: 20%;">NAIC #</th> </tr> <tr> <td>INSURER A: AIG Specialty Insurance</td> <td></td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: AIG Specialty Insurance		INSURER B:		INSURER C:		INSURER D:		INSURER E:		INSURER F:	
INSURER(S) AFFORDING COVERAGE	NAIC #														
INSURER A: AIG Specialty Insurance															
INSURER B:															
INSURER C:															
INSURER D:															
INSURER E:															
INSURER F:															

**COVERAGES**      **CERTIFICATE NUMBER:** CL1881465603      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADOL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER: _____						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMPIOP AGG \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS  <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE  DED    RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	Professional Liability E&O			01-815-72-53	8/15/2018	8/15/2019	Limit \$5,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

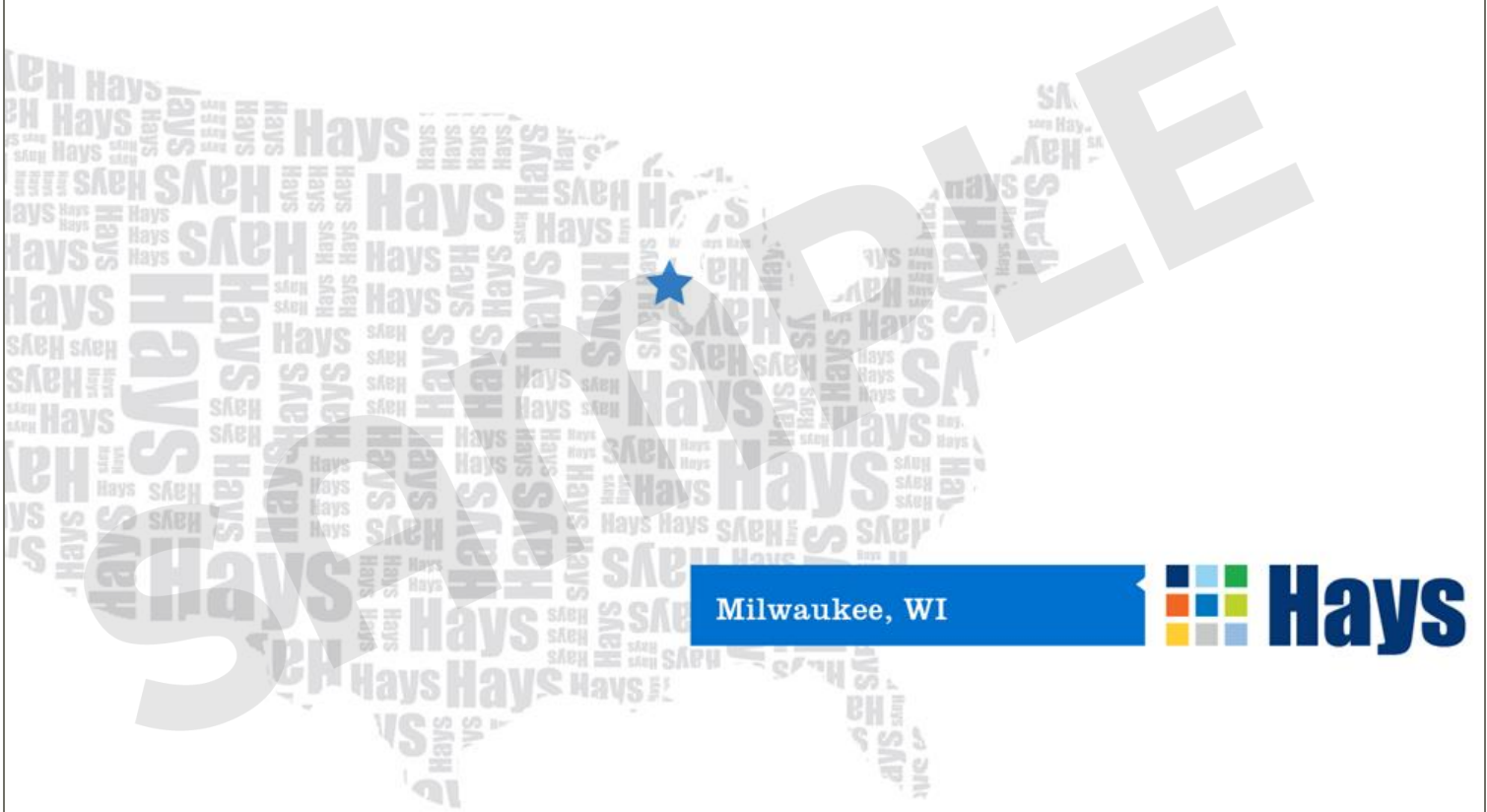
<b>CERTIFICATE HOLDER</b>  EVIDENCE OF INSURANCE	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE  James Hays / ALONG
--------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

ACORD 25 (2014/01)  
INS025 (2014/01)

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**Exhibit 2: Service Agreement**



**Village of Shorewood  
Consulting Service Agreement  
April 2019**



**All. Together. Certain.**

**Hays Benefits Group of WI, LLC**

1200 N Mayfair Road

Suite 100

Milwaukee, WI 53226

## CONSULTING SERVICES AGREEMENT

Dated This Twenty Ninth Day of April 2019

Between:

Village of Shorewood  
3930 N. Murray Avenue  
Shorewood, WI 53211  
("The Customer")

AND

Hays Benefits Group of WI, LLC  
1200 N Mayfair Road Suite 100  
Milwaukee, Wisconsin, 53226  
(The "Service Provider")

### BACKGROUND

1. The Customer is of the opinion that the Service Provider has the necessary qualifications, experience and abilities to provide services in connection with the business of the Customer.
2. The Service Provider is agreeable to providing such services to the Customer, on the terms and conditions as set out in this Agreement.

**IN CONSIDERATION OF** the matters described above and of the mutual benefits and obligations set forth in this Agreement, the receipt and sufficiency of which consideration is hereby acknowledged, the parties to this Agreement agree as follows:

#### Engagement

1. The Customer hereby agrees to engage the Service Provider to provide the Customer with services consisting of employee benefits brokerage and consulting services as detailed in Attachment I of this agreement, and such other services as the Customer and the Service Provider may agree upon from time to time (the "Services"), and the Service Provider hereby agrees to provide the Services to the Customer.

#### Term of Agreement

2. The term of this Agreement will begin on the date of this Agreement and will remain in full force and effect until December 31st, 2021(the "Initial Contract Term"). Thereafter this Agreement shall automatically renew for subsequent one (1) year terms (defined as January 1 – December 31) (the "Renewal Term").

#### Performance

3. Both parties agree to do everything necessary to ensure that the terms of this Agreement take effect

#### Compensation

4. For the Services provided by the Service Provider under this Agreement, the Customer agrees that the Service Provider is entitled to receive commission payments and fees as detailed in

Attachment II of this agreement. The Customer is entitled to deduct from the Service Provider's compensation any applicable deductions and remittances as required by law.

**Additional Compensation**

5. Service Provider may receive compensation in the form of fees and/or commissions for the insurance brokerage services, risk management services, consulting, employee benefits and financial services planning provided to clients. Service Provider may also receive additional compensation from certain insurers, wholesalers, and insurance markets with whom it places business and to whom it provides services. This additional compensation may be based on or computed according to a variety of factors, including but not limited to, the overall volume of business placed, size of placements, growth, business retention, and/or profitability. Customer understands that Hays' receipt of any additional compensation as described above does not impact customer's rates, fees, premiums, or insurance or administrative costs. Any compensation received through these arrangements is not considered in the annual fees quoted in Attachment II.

**Expenses**

6. The Service Provider will be reimbursed for the following expenses incurred by the Service Provider in connection with providing the Services hereunder: Service Provider may request to be reimbursed for any expenses that fall outside of the services listed in Attachment I. The Service Provider will furnish statements and vouchers to the Customer for all such expenses.

**Confidentiality**

7. The Service Provider acknowledges that a material term of the Agreement with the Customer is to keep all confidential information belonging to the Customer absolutely confidential and protect its release to the public. The Service Provider agrees not to divulge, reveal, report or use, for any purpose, any confidential information which the Service Provider has obtained or which was disclosed to the Service Provider by the Customer. If the Service Provider has a confidentiality breach of significance the Customer may terminate this Agreement immediately. The Service Provider shall also indemnify Customer for any liabilities related to this breach.
8. The obligation to protect the confidentiality of the Customer's confidential information will survive the termination of this Agreement and will continue for a period of 2 years from the date of such termination.
9. The Service Provider may disclose any of the confidential information:
  - a. To a third party where the Customer has consented in writing to such disclosure; and
  - b. To the extent required by law or by the request or requirement of any judicial, legislative, administrative or other governmental body. However, the Service Provider will first have given prompt notice to the Customer of any possible or prospective order (or proceeding pursuant to which any order may result), and the Customer will have been afforded a reasonable opportunity to prevent or limit any disclosure.

**Assignment**

10. This Agreement is a personal one, being entered into in reliance upon and in consideration of the personal skill and qualifications of the Service Provider. The Service Provider will not voluntarily or by operation of law assign or otherwise transfer the obligations incurred pursuant to the terms of this Agreement without the prior written consent of the Customer.

**Capacity/Independent Contractor**

11. It is expressly agreed that the Service Provider is acting as an independent contractor and not as an employee in providing the Services hereunder. The Service Provider and the Customer acknowledge that this Agreement does not create a partnership or joint venture between them.

### **Modification of Agreement**

12. Any amendment or modification of this Agreement or additional obligation assumed by either party in connection with this Agreement will only be binding if evidenced in writing signed by each party or an authorized representative of each party. If the Customer has a single event (such as an acquisition) that increases/decreases total headcount greater than 10% Service Provider reserves to right to renegotiate quoted fees in good faith.

### **Time of the Essence**

13. Time will be of the essence of this Agreement and of every part hereof. No extension or variation of this Agreement will operate as a waiver of this provision.

### **Entire Agreement**

14. It is agreed that there is no representation, warranty, collateral agreement or condition affecting this Agreement except as expressed in it.

### **Severability**

15. In the event that any of the provisions of this Agreement are held to be invalid or unenforceable in whole or in part, all other provisions will nevertheless continue to be valid and enforceable with the invalid or unenforceable parts severed from the remainder of this Agreement.

### **Indemnification**

16. Each party will indemnify, hold harmless and defend the other party to this Agreement from and against any and all claims, losses, liabilities, costs and other expenses incurred as a result of, or arising directly or indirectly out of or in connection with : (i) any misrepresentation, breach of warranty or partial-fulfillment or non-fulfillment of any undertaking on the part of the party under this Agreement; and (ii) any claims, demands, awards, judgments, actions and proceedings made by any person or organization arising out of or in any way connection with the party's performance under this Agreement.

### **Currency**

17. Unless otherwise provided for, all monetary amounts referred to herein will be paid in US dollars

### **Termination of Agreement**

18. This Agreement shall automatically renew for subsequent one (1) year terms (defined as January 1 – December 31) unless either party provides written notice of non-renewal to the other party no less than sixty (60) days prior to the expiration of the Initial Contract Term or any applicable Renewal Term. If written notice of non-renewal is received less than 60 days prior to the expiration of the Initial Contract Term or any applicable Renewal Term, the Agreement shall automatically renew and termination shall be effective the January 1 following the expiration of the forthcoming Renewal Term. Termination of services can commence prior to the expiration of the Agreement, but compensation will be required through the end of the Term as stated in Attachment II.

Except for its confidentiality obligations, the obligations of the Service Provider, as well as any and all specialty resources engaged by the Service Provider on behalf of the Customer or to support services provided by the Service Provider directly to the Customer, under this Agreement will terminate upon termination of this Agreement by the Customer or the Service Provider.

**Governing Law**

19. It is the intention of the parties to this Agreement that this Agreement and the performance under this Agreement, and all suits and special proceedings under this Agreement, be construed in accordance with and governed, to the exclusion of the law of any other forum, by the laws of the State of Wisconsin, without regard to the jurisdiction in which any action or special proceeding may be instituted.

**IN WITNESS WHERE OF** the parties have duly executed this Service Agreement this Twenty Ninth Day of April, 2019

**Accepted and Agreed by:**

**Village of Shorewood**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

**Hays Benefits Group of WI, LLC**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Daniel G. Robinson  
Print Name

Senior Vice President  
Title

## ATTACHMENT I

### Services to be provided:

#### 1. Strategic Planning

- Facilitation of the objective setting process relative to employee benefits. Assist in setting “Mission Statement” for employee benefit program
- Participate in Senior Executive Strategy Review Sessions. Assist in aligning employee benefits goals and objectives to overall corporate goals and objectives
- Development and monitoring of strategic action plans and associated timelines
- Coordination of The Customer, Service Provider and external service provider resources during strategy development and implementation
- Design, distribute, assimilate, and deliver results pertaining to an “executive survey” facilitating consensus among executive team as to primary objectives and guiding principles pertaining to employee benefit design and delivery

#### 2. Financial Health Plan Management

- Plan Cost Projections - medical, prescription drug, dental and fixed cost pricing projections conducted as necessary based on The Customer specifications. Examples include plan year, fiscal year, accrual needs, and cost projections by division, etc.
- Annual Determination of Premium Equivalency (funding) Rates including financial modeling to ensure appropriate alignment between tiers and plan choices
- Actuarial Development of Employee Contribution recommendations, including migration expectations
- Annual Incurred But Not Reported (IBNR) calculations, as needed
- Development of internal pooling thresholds as necessary to support internal costing allocations for health plan costs back to divisions/business units
- Monitor large claim data to expedite stop loss reimbursements and provide short/long term risk analysis
- Analyze year-end accounting
- Comprehensive benchmarking of health plan utilization rates and unit costs versus other employer norms
- Monthly/Quarterly financial tracking of claims and fixed costs by division as compared to budget (funding) expectations
- Cost modeling under PPACA, including considerations for potential impact of recommended benefit design changes and “Cadillac Tax” impact
- Contribution and plan design analysis pursuant to potential penalties and/or adverse selection risk related to PPACA and the establishment of Health Care Exchanges

#### 3. Benefit Design Consulting

- Provide analysis of existing plans, offer modifications, structure new plan, provide cost estimates and support recommendations to management
- Perform managed care vendor evaluations and provider accessibility studies. When necessary, market plans to insurance companies, administrators or other employee benefit vendors. Marketing process would be inclusive of customer-specific RFP development, detailed analysis of all proposals including network accessibility/viability and fixed cost criteria, thorough analysis of all submitted proposals and a report with our recommendations
- Provide information on benefit trends, regulatory updates, and governmental requirements
- Specialty consulting resources provided in managed care, consumer driven health plans, wellness, population health management and on-site clinics

- Provide market analysis to compare relative industry options for insurance and/or other employee benefit vendors, including a thorough analysis of all submitted proposals and a report with recommendations
  - Assist in the implementation of new programs and make any necessary changes to existing programs
  - Calculation of premium equivalent rates (COBRA rates)
  - Approximation of ACA compliance, exposure, tax/fee liability, and applicable calculations as required for reporting and cost projection purposes
- 4. Comprehensive Data Warehousing Solution-Health Plan Intelligence (HPI)**
- Accept annual medical and pharmacy data feeds
  - Annual Health Plan Intelligence (HPI) package including presentation, interpretation, and recommendations, if data is given by carriers
  - Integration of prescription drug and medical information to identify disease management opportunities and costs related to unhealthy behaviors
  - Comprehensive benchmarking of health plan utilization rates and unit costs versus other employer norms, if data is given by carriers
- 5. Renewal Negotiations**
- Request all renewals to be received by Service Provider at least 90 days prior to renewal dates
  - Evaluate initial renewal proposals from insurance carriers
  - Analyze premium levels, claims, reserves, retention, pooling levels and margins
  - Develop plan alternatives and pricing for Customer consideration
  - Utilize claims experience and financial reports to assist in analyzing and negotiating renewals
  - Provide a review of alternative funding contract options and offer recommendations
  - Negotiate the appropriate renewal action with the insurance carriers and providers as directed by the Customer
  - When necessary, market plans to insurance companies, administrators or other employee benefit vendors. This would include a thorough analysis of all submitted proposals and a report with our recommendations
- 6. Contract and Legislative Compliance Support**
- Review contracts/policies, summary plan descriptions, contracts and policy amendments
  - Review and validate that employee communications match policy/plan provisions.
  - Provide ERISA, DOL, HIPAA, IRC, Section 125 updates and guidance
  - Prepare signature-ready annual 5500 for health & welfare plans
- 7. Clinical Consulting Services**
- Strategic consultation at the corporate or program level
  - Assistance in developing short and long term health management strategies
  - Evaluation of current and future health programs
  - Vendor evaluation (Disease Management, Case Management, Wellness etc.)
  - Assistance with development of outcome metrics

## **8. International Benefits Consulting Services**

- Global Benefits Needs Analysis
- Country Analysis
- Benefits Adequacy Review
- Benefits Exposure Reporting
- Compliance Reviews
- Business Travel Accident Coverage
- Pooling Strategies

## **9. Communication Services**

- Development and monitoring of strategic communication plans
- Creation of Mobile Benefits App to be updated annually
- Development of customized employee communication campaigns with access to hundreds of employee communication templates created by Corporate Communication team
- Monthly health and wellness newsletters and affiliated announcements
- Creation of Benefit booklet template to be updated annually
- Creation of annual benefits enrollment video via “Brainshark.”

## **10. Miscellaneous Services**

- Establish standards and monitor performance of benefit service providers
- Manage both contract and vendor relationships acting as first point of contact for vendor inquiries, as desired
- Provide ongoing advice and assistance to risk management and company benefits staff relative to plan interpretation, claim problems, employee communications, competitive market practices, etc.
- Provide periodic updates on state and national benefit issues
- Provide benchmark data as requested by the Customer

## ATTACHMENT II

### **FEE ARRANGEMENT:**

Hays Benefits Group of WI, LLC will provide the Scope of Services outlined above for an annual fee of \$25,000. If desired, Hays Benefits Group of WI, LLC will off-set the annual fee from commissions received through insurance placements as appropriate. Hays Benefits Group of WI, LLC reserves the right to accept standard commissions on any additional lines of insurance coverage placed subsequent to the effective date of this agreement. All Hays Benefits Group of WI, LLC commissions and fees will be fully disclosed on an annual basis or upon request.



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item:** Consider 2019 Committee Appointments for Business Improvement District and Community Development Authority

**Date:** June 17, 2019

**Presenter:** Sara Bruckman, CMC/WCMC

**Department:** Clerk/Customer Service

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**History** – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.

1. March 13, 2019 – Clerk Bruckman, President Rozek and Tr. Carpenter Judiciary, Personnel and Licensing (JP&L) Standing Committee Chair, have been working to clearly document the Village’s list of committee appointments. Consistent with last year’s approach, appointments made before May 1, 2019 will serve for two terms (plus a partial term if applicable) members appointed after May 1, 2018 will serve for two terms and provide an outline that simplifies this annual process. It is anticipated that committee members will serve for two terms or two terms and a partial term, allowing the opportunity for others to serve to serve. Each Board, Committee and Commission will appoint their officer(s) at their first meeting in June, unless otherwise statutorily directed. Unless the Board, Committee, or Commission needs a vacancy to fulfill quorum, partial terms will not be filled midterm moving forward.
2. March 19, 2019 – President Rozek, Trustee Carpenter and Clerk Bruckman met to determine and discuss the members of the Boards, Committees and Commission who have expiring terms.
3. March 19, 2019 – President Rozek, Manager Ewald, BID Director Ericka Lang, BID Board President Mike O’Brien, and Clerk Bruckman met to determine and discuss the members of the BID Board who have expiring terms.
4. May 1, 2019 – deadline for volunteer committee applications.
5. May 2, 2019 – Applications were compiled and forward via email to the JP&L Committee
6. May 6, 2019 – Discuss and consider Volunteer Committee appointments was deferred to a Special JP&L Committee Meeting.
7. May 12, 2019 – Village Attorney provided clarification on the appointment process:  
*As a preliminary matter, I think the policy that has generated some confusion is Village Policy 30. More specifically, its description of how the JP&L sub-committee interacts with the Village President as part of the appointment process. To use a concrete example, I refer to Village Code §16-2, which addresses the organization of the Plan Commission. It notes that “the [citizen] membership of said Commission... shall be appointed by the Village President and confirmed by the Village Board.”*  
*With respect to citizen members of the Plan Commission (as opposed to the Village Board member), the Village President may, at his or her discretion, utilize JP&L to assist in screening candidates for the various positions. However, the ordinance makes clear that ultimately the President has the discretion on who to appoint. The Board then essentially votes “up” or “down” on the candidate put forth by the President. If the Board votes “no,” it does not have the power to then move to appoint someone else of its choosing. All it can do is continue to vote on any further candidates put forth by the President. By analogy, this is somewhat similar to the appointment process with respect to judges at the federal level.*

*This same process holds true with respect to any board or committee appointment with that similar language “shall be appointed by the Village President and confirmed by the Village Board.” Where there seems to be some confusion is that Policy 30 could be read to suggest that the President must accept the recommendation of JP&L. The policy includes this language “the Village Board must confirm the recommended appointment from the JPL Committee through an official Village Board action during an open, public meeting.” The central point being conveyed is that Village Board action is needed at an open meeting. However, it also could be read to suggest that the Board is compelled to accept the recommendation of JP&L, which is not true. That would usurp the plain language of the Code.*

*Village Policy 30 provides a suggested framework that may be utilized by a Village President, at his or her discretion, to assist in the candidate screening and selection process. However, the Village Code gives the President the discretion to advance a citizen candidate at odds with the recommendation of JP&L if they see fit.*

*I also note that careful scrutiny of the language of each Code section relating to each individual board or committee is important. For example, Article I of Chapter 16, which addresses the Plan Commission, has a different selection process for the Village Board Member that serves a one-year term on the Commission. Section 16-2 notes simply that “The Trustee member shall be elected by a majority vote of the Village Board.” There is no mention here of an appointment followed by confirmation, just a “majority vote.”*

8. May 13, 2019 –JP&L reviewed applications for volunteer committees in the column titled *Village President Request Assistance* with appointment.

<b>JP&amp;L Screens &amp; Recommends, Appointed by the Village President with Confirmation of the Village Board</b>	<b>Re-Appointments</b>	<b>New Appointments</b>	<b>Village President Requests Assistance with New Appointment</b>	<b>Reappointment</b>	<b>Expired/Resignation</b>
Conservation Committee	2	2	1	Meenal Atre & Elisabeth Witt	Sue Murphy-Yerkes & Roland Schroeder
Design Review Board (DRB)	2	1	1	Mike Skauge & Mary Wright	Robert Gosse
Elder Services Advisory Board (ESAB)	1	1	1	Katy Rollins	Vacant
Human Relations Commission (HRC)	1	1	1	Gladys Mitchell-Walthour	Shavonda Sisson
Pedestrian and Bicycle Safety Committee	1	1	1	Jennifer Baynes-Picciolo	Matt Peaslee
Parks Commission	0	2	1	N/A	Jamie Jacoby & Ellen Eckman
Public Art Committee	2	0	0	Eleanor Rabinowitz & Eve Sappenfield	N/A
Recreation and Community Services Advisory Committee	1	1	1	Lisa Even	April Toy
North Shore Fire Commission	1	0	0	Renee Gratz	N/A

<b>Village President Recommends/VB Confirms</b>	<b>Re-Appoint</b>	<b>New Openings</b>
Board of Appeals (BOA)	2	2
Board of Review (BOR)	0	1
Community and Development Authority (CDA)	1	1
Library Board	2	0
Plan Commission	2	0
Business Improvement District (BID)	2	6

The following is the outcome from the JP&L Meeting  
Conservation Committee – Chair Josh Liberatore will review four applications and provide two names for the Village President to consider.

Design Review Board – Judiciary, Personnel and Licensing referred one application to the Village President for appointment.

Elder Services Advisory Board – Senior Resource Director Elizabeth Price will review 10 applications and provide three names for the Village President to consider.

Human Relations Commission – Will be appointed at the June 3, 2019 Meeting.

Pedestrian and Bicycle Safety Committee – Chair Rachel Ellerman will review five applications and provide two names for the Village President to consider.

Parks Commission – Judiciary, Personnel and Licensing referred five applications for the President to consider.

Recreation Advisory Committee - Judiciary, Personnel and Licensing referred one application to the Village President for appointment.

9. May 20, 2019 – Village Board approved appointments for Board of Appeals, Board of Review, Conservation Committee, Design Review Board, Elder Service Advisory Board, Library Board, North Shore Fire Commission, Parks Commission, Plan Commission, Police Commission, Public Art and Recreation Advisory Committee submitted by the Village President for confirmation or denial. Approval for the Business Improvement District Board and Community Development Authority was deferred until the June 3, 2019 meeting
10. May 24, 2019 - Clerk Bruckman was notified by Lisa Even that she is moving out of the Village and is unable to accept a reappointment for a second term to the Recreation Advisory Committee.
11. May 30, 2019, 6:00 p.m. - annual Committee training with handbook within 30 days of their appointment. Appointments made after this date will be able to view the video tape.
12. June 3, 2019 – Village Board approved appointments for Business Improvement District Board and Community Development Authority, Pedestrian and Bicycle Safety Committee, and Recreation Advisory Committee submitted by the Village President. Deferral of two Gene Webb and Desty Lorino to supply applications for the June 17, 2019 Village Board meeting.

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**Agenda Item Discussion** – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

Applications for Gene Webb and Desty Lorino were placed in your Dropbox on June 12, 2019 for review.

Consider 2019 appointments to the Business Improvement District and Community Development Authority as submitted by the Village President for confirmation or denial.

---

**Community and Business Outreach** – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes

No

If Yes, identify how and what community groups and businesses were notified.

---

**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

“I move to approve the slated 2019 appointments and reappointments as provided for Business Improvement District Board and Community Development Authority Committee submitted by the Village President.

---

**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. 2019 Appointments and Reappointments for BID and CDA

Resident Committee	Permanent or Alternative Member	2019 <u>New</u> Appointment Nomination	2019 <u>Re-</u> Appointment	Associated Term Expiration	Committee Term Length
Business Improvement District	Permanent	Gene Weber	X	5/31/2022	3 Years
Community Development Authority	Permanent	Lorino, Desty	X	5/31/2023	4 years



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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### Agenda Item: Authorization to Hire Senior Resource Center Program Assistant

**Date:** June 6, 2019

**Presenter:** Tyler Burkart

**Department:** Senior Resource Center

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**Overview** – Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues.

Ms. Allison Schwark has tendered her resignation effective June 19, 2019. SRC staff requests authorization to replace the program position immediately.

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**Vision 2025 Plan** – If this item is addressed in the [Vision 2025 Plan](#), please include in what ways. If not applicable, N/A should be entered in this space.

The SRC Program Assistant is an essential component of the Senior Resource Center which supports our vision for vibrant community attracting people of all ages.

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**Sustainability** – If this item is addressed in the [Sustainability Action Plan](#) or has long-term sustainability impacts, please include and describe how it will impact the natural environment. If not applicable, N/A should be entered in this space.

N/A

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**Action Required / Recommended** – Please include the recommended motion or required action for this agenda item.

#### **Suggested Motion**

“I move to authorize staff to hire a program assistant within the Senior Resource Center.”

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**Fiscal Note / Budget Impact** – Please include the budget impact for this agenda item.  
The pay range is \$13.25 – \$15.25.

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**Attachments** – Please list the following attachments and supporting documents for this agenda item.

SRC Program Assistant Job Description 2019



## Job Description

Title:	Program Assistant	Department:	Senior Resource Center
Reports to:	Senior Resource Center Coordinator	Location:	Village Center
FLSA:	Hourly	Pay Range:	\$13.25-\$15.25 per hour
Shift:	Day with some weekends and evenings	Status:	Part-Time (up to 19 hours)
Bargaining Unit:	None	Date:	June 2019

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### Job Summary

There are two main components of this position: programs/special events and office support. The Program Assistant will assist the SRC Coordinator in planning and implementing programs and special events. This position will also complete SRC office functions and projects as needed. Customer service and the ability to work well with older adults is a strong focus. The Program Assistant works under the supervision of the Senior Resource Center Coordinator and in cooperation with Village of Shorewood staff and Senior Resource Center volunteers.

### Essential Duties and Responsibilities:

*This list of duties and responsibilities is not all inclusive and may be expanded to include other duties and responsibilities.*

### Responsibilities and Duties

The program assistant will be knowledgeable of Senior Resource Center programs, activities and operational functions and will provide support with luncheons, programs, special events and office functions.

### Luncheons, Programs and Special Events Duties:

- Create a safe, clean and welcoming environment for participants and guests
- Room set-up - Set up tables, chairs and supplies to fit the program format
- Ensure guests are signed in and/or registered

- Set up audio-visual equipment including laptop, projector, microphones, slide projector DVD, CD with related remotes
- This position will work with volunteers to develop menus, identify caterers and will place and follow-up catering orders
- Serve food using State of Wisconsin Safe Serve sanitary guidelines; prepare and refill refreshments as needed
- Coordinate & supervise volunteers to assist with set-up, serving and clean-up
- Clean up serving table and kitchen following the meal; Wrap to-go plates
- Set up room for next SRC program or if no SRC program follows, leave room as defined in the Village Center room set-up policy or as otherwise directed
- Maintain clean kitchen
- Organize and staff special events as needed
- Inventory supplies and provide written list of supplies needed to Coordinator

#### SRC Office Duties:

- Be welcoming and responsive.
- Greet visitors, answer telephone
- Track and record in log book name and contact information of visitor/caller and matter discussed including actions that were taken or need to be taken.
- Assist walk-in visitors and callers with program registration and information assistance
- Complete weekly deposit
- Order & manage supplies
- Create documents as assigned such as such as program check-in lists, monthly quiz.
- Document Community Development Block Grant forms
- Assist SRC Coordinator in tracking attendance
- Track volunteer hours
- Update SRC webpages on Village website
- Compose press releases, flyers and displays that promote SRC events and initiatives
- Other duties as assigned may include but are not limited to: data entry, calling people or businesses to gather information or relay information, monitoring public posting board, running errands, maintaining social media communications and assisting the Coordinator with duties as assigned.

#### Supervision:

The Program Assistant works under the direct supervision of the Senior Resource Center Coordinator and in cooperation with Village of Shorewood staff and Senior Resource Center volunteers.

#### Qualifications:

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

#### Education and Experience:

- The position requires a high school diploma or GED equivalent

- At least one year experience working with older adults in an employment setting
- Catering/food service experience
- A valid Wisconsin driver's license
- Any equivalent combination of education, experience and training that provides required knowledge, skills and abilities will be considered

#### Language Skills

- Ability to work effectively with older adults, staff and the public
- Ability to negotiate with a variety of people with differing interests
- Ability to relate to and communicate effectively with others
- Ability to establish good working relationships with all levels of staff and citizenry, and provide facilitation skills in sensitive, emotional, or hostile situations
- Ability to effectively communicate and promote both verbally and in writing

#### Other Qualifications

- Proficiency with Microsoft Office software, Microsoft Office Access preferable
- Capable and willing to learn appropriate software applications
- Experience working with Facebook, Twitter and other social media platforms
- Must be able to maintain confidentiality
- Ability to work in an office and community center environment and organize and complete a multitude of tasks independently and in a team environment

#### Physical Demands:

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.*

- While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to walk; use hands to finger, handle, or operate objects, tools, or controls; and reach with hands and arms.
- Specific vision abilities required by this job include close vision, ability to adjust focus, and the ability to sustain prolonged visual concentration.
- Requires the ability to operate, maneuver and or provide simple but continuous adjustment on equipment, machinery and tools such as computer and other office machines, and or materials used in performing essential functions.
- Ability to coordinate eye, hands, feet and limbs in performing slightly skilled movements such as typing and to operate various pieces of office equipment.
- Ability to recognize and identify degrees of similarities and differences between characteristics of colors, shapes and textures associated with job-related objects, materials and tasks.
- The employee must exert physical effort, daily lifting, carrying, pushing, pulling, crouching, crawling, kneeling, stooping and/or moving up to 50 pounds.

#### **Work Environment**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.*

- The noise level in the work environment is moderately quiet. Work is typically performed in an office or community meeting room
- Ability to work under generally safe and comfortable conditions where exposure to environmental factors such as repetitive computer keyboard use, irate individuals and intimidation may cause discomfort and poses limited risk of injury.

### **Selection Guidelines**

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item: Consider ordinance prohibiting conversion therapy (meeting #7).**

**Date:** June 17, 2019

**Presenter:** Rebecca Ewald, Village Manager

**Department:** Village Manager's Office

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**History** – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

1. On April 16, 2018 – the Public Safety Committee recommended the Village Board pass a resolution opposing conversion therapy see packet p. 130 of the [packet](#).
2. On May 7, 2018 – the Village Board considered a resolution on conversion therapy located on p.63 of the [packet](#). The Village Board passed the resolution and requested the Village Manager and Village Attorney investigate the potential of drafting an ordinance and return in three to four months with the scope feasibility, see [minutes](#).
3. The Human Relations Commission (HRC) was formed in late summer 2018. Members were selected and have been diligently working on establishing their subcommittees for work over the last 6 months. It was previously discussed that this group maybe requested to provide a recommendation to the Village Board on an ordinance. As of January 2019 the HRC now has the following subcommittees: a) Education, Programming, and Outreach, b) Process, Policy, and Legislative Review c) Data Analytics, Documentation, and Reporting.
4. On [February 4, 2019](#) – the Village Board as [updated](#) that the Village Manager and Village Attorney conferred to investigate the potential of drafting an ordinance. It was their understanding that the ordinance may possibly be referred to the Human Relations Commission for assessment and discussion. Without knowing what type of regulatory framework the Commission might be recommending to the Board for consideration, it is difficult to render any specific legal opinion on its enforceability or whether it exceeds the scope of powers granted to a municipality. The North Shore Health Department reached out to a national group to seek additional advisement on how other municipalities around the state enforce ordinances prohibiting conversation therapy. A response was not received in time for the February 4<sup>th</sup> meeting, but was noted to be forthcoming at a future date. A summary of four municipal ordinances from the State of Wisconsin were provided to the Board. There was consensus among the Board that conversion therapy should not be practiced in the Village. The Board directed the matter be referred to the Community and Business Relations Committee for further review and evaluation.
5. On April 1, 2019 – the Community and Business Relations Committee received information (p.57 of the [meeting packet](#)) from the North Shore Health Department on enforcement issues related to conversion therapy. Chairperson Bockhorst volunteered to gather information on a possible ordinance and provide it to the Committee for further review.
6. On April 15, 2019 – the Community and Business Relations Committee discussed the City of Milwaukee ordinance found in [Chapter 75, Miscellaneous Health Provisions](#), Section 75-19. The ordinance specifies that It is unlawful for any person to practice conversion therapy with anyone under 18 years of age. The Health Department determines violations and issues the violations. Response to this matter is on a complaint basis only.

The Committee requested the Village Attorney to draft an ordinance similar to the City of Milwaukee, but without the Health Department as the enforcement agent, requesting the Village Attorney to advise on which section of Village ordinance this prohibition should be inserted into (p.4 of the [meeting packet](#)).

7. June 3, 2019 – the Community & Business Relations met to discuss the practicality of enforcement at a local level, see pg.167 of the [packet](#). It was the recommendation of the Committee to refer any reported violations to the State for further action. An ordinance reflecting this recommendation will be forth coming at a future meeting.
8. Trustees were requested on 6/4 to provide the Deputy Village Clerk with all previous emails from interested parties (for or against) and advocacy groups that have emailed trustees on this matter. Any email received by the Deputy Clerk will be included in the packet materials when the ordinance is provided to the full board for consideration.

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**Agenda Item Discussion** – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

See attached ordinance.

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**Community and Business Outreach** – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes                       No

If Yes, identify how and what community groups and businesses were notified.

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**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

Recommended motion: “I moved to approve ordinance #XXXX against conversion therapy.”

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**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Ordinance
2. Public Comments
3. Community and Business Relations Standing Committee Notes 6/3/19

# **ORDINANCE NO. 3001**

## **AN ORDINANCE CREATING SECTION 319-12 OF THE SHOREWOOD MUNICIPAL CODE TO PROHIBIT THE PRACTICE OF CONVERSION THERAPY**

**WHEREAS**, conversion therapy, also known as reparative therapy, is the practice of trying to change a person’s sexual orientation or gender identity; and

**WHEREAS**, science recognizes that being lesbian, gay, bisexual, or transgender is part of the natural spectrum of human identity and is not a disease, disorder, or illness; and

**WHEREAS**, the practice of conversion therapy is based on scientifically unfounded approaches not subject to peer review and is often conducted in a violent and damaging manner; and

**WHEREAS**, numerous credible behavioral health organizations have disavowed the practice, including but not limited to the American Psychiatric Association, American Counseling Association, American Medical Association, and the American Academy of Pediatrics; and

**WHEREAS**, further, the American Psychological Association issued a report in 2009 that concluded that conversion therapy can pose critical health risks to lesbian, gay, and bisexual people including depression, suicidality, substance abuse, stress, and disconnection with family and friends; and

**WHEREAS**, in 2015, the White House Office of Communications released a document critical of the therapy titled “Why Conversion Therapy Hurts All of Us”;

**WHEREAS**, numerous states and municipalities have since banned the practice given the possible health risks posed by this damaging pseudoscience;

**NOW THEREFORE**, at a regular meeting of the Village Board of the Village of Shorewood, Milwaukee County, Wisconsin, held on the \_\_\_ day of \_\_\_\_\_, 2019, by a favorable vote of the members being present and therefore, said Board does ordain as follows:

### **SECTION 1**

Section 319-12, “Conversion therapy Prohibited,” of Article II, General Regulations, of the Municipal Code of the Village of Shorewood is hereby created as follows:

**§319-12. - Conversion Therapy Prohibited.**

- A. *Definitions.* In this section:
  - (1) “Person” means any natural person, individual, corporation, unincorporated association, proprietorship, firm, partnership, joint venture, joint stock association, or other entity or business organization.
  - (2) “Conversion therapy” means any practices or treatments offered or rendered to consumers for a fee, including psychological counseling, that seeks to change a person’s sexual orientation or gender identity, including efforts to change behaviors or gender expressions or to eliminate or reduce sexual or romantic attractions or feelings toward individuals of the same gender. This definition does not include counseling that provides assistance to a person undergoing gender transition, or counseling that provides acceptance, support, and understanding of a person or facilitates a person’s coping, social support, and identity exploration and development, including sexual-orientation-neutral interventions to prevent or address unlawful conduct or unsafe sexual practices, as long as such counseling does not seek to change an individual’s sexual orientation or gender identity.
  
- B. *Unlawful.* It is unlawful for any person to practice conversion therapy with anyone under 18 years of age.
  
- C. *Referral of Practice to State Regulatory Agency.* Any person practicing “conversion therapy” in Shorewood as defined herein shall be referred to the State of Wisconsin Department of Safety and Professional Services, which regulates therapy services and professional counseling.

**SECTION 2**

All Ordinances or parts of Ordinances conflicting with the provisions of this Ordinance are hereby to such extent repealed.

**SECTION 3**

This Ordinance shall take effect and be in force from and after its passage and posting.

PASSED AND ADOPTED by the Village Board of the Village of Shorewood, Milwaukee County, Wisconsin, this \_\_\_\_ day of \_\_\_\_\_, 2019.

\_\_\_\_\_  
Allison Rozek, Village President

Countersigned:

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Sara Bruckman, Village Clerk

**From:** [Trustee Maher](#)  
**To:** [Diane DeWindt-Hall](#)  
**Subject:** Fw: Conversion therapy ordinance  
**Date:** Wednesday, June 05, 2019 9:59:24 PM

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**From:** Lori Salinsky <lsalinsky@att.net>  
**Sent:** Monday, May 20, 2019 4:25 PM  
**To:** Trustee Maher  
**Subject:** Conversion therapy ordinance

Hello Trustee Maher - I am a resident of Shorewood and am begging you to please protect the youth of Shorewood from the damaging and discredited practices of conversion therapy by voting in favor of the ordinance.  
Thank you, Lori Salinsky

**From:** [Trustee Maher](#)  
**To:** [Diane DeWindt-Hall](#)  
**Subject:** Fw: NO conversion therapy ban.  
**Date:** Wednesday, June 05, 2019 9:31:14 PM

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**From:** Trustee Maher  
**Sent:** Wednesday, June 5, 2019 9:21 PM  
**To:** Rebecca Ewald  
**Subject:** Fw: NO conversion therapy ban.

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**From:** Margaret Gould <gould4@hotmail.com>  
**Sent:** Saturday, June 1, 2019 10:46 AM  
**To:** Trustee Amenta; Trustee Maher; Trustee McCullough McKaig; Trustee Bockhorst; President Rozek  
**Cc:** Trustee Warren  
**Subject:** Re: NO conversion therapy ban.

Two more articles illustrating that a legislative ban is:

Ineffective

<https://rewire.news/article/2019/01/28/colorados-ban-on-conversion-therapy-wont-stop-the-catholic-church/>

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## Colorado's Ban on 'Conversion Therapy' Won't Stop the Catholic Church - Rewire.News

rewire.news

The Archdiocese of Denver just launched a "conversion therapy" program that will skirt a law that would outlaw the practice.

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Will draw out legal challenges

<https://www.christianpost.com/news/ex-gay-counselor-files-lawsuit-against-marylands-gay-conversion-therapy-ban-minors.html>



Ex-gay counselor files lawsuit against Maryland's gay conversion therapy ban for minors - The Christian Post

www.christianpost.com

An ex-gay psychotherapist had filed a lawsuit against Maryland over its state ban on sexual orientation change efforts therapy for minors.

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Margaret Gould

Get [Outlook for Android](#)

From: Margaret Gould

Sent: Tuesday, April 16, 6:11 PM

Subject: Conversion therapy - once again!

To: TrusteeAmenta@villageofshorewood.org, trusteeamaher@villageofshorewood.org, trusteeemckaig@villageofshorewood.org, Trusteebockhorst@villageofshorewood.org, presidentrozek@villageofshorewood.org

Cc: trusteewarren@villageofshorewood.org

[Twitter Email](#) Menu Comment

Promotional material for "Voices of the Silenced: experts, evidences and ideology" by Core Issues Trust, with documentary to be released on February 8, 2018. | YouTube/"Voices of the Silenced"

Bills like Maine's LD1025 that ban so-called "conversion therapy" discriminate against those of us who find ourselves with the LGBT experience but do not believe allegiance to that culture is consistent with our faith.

There are many of us who have "come out" who understand our experience through the lens of personal history. Applying our faith, we have uncovered brokenness, past abuse or even simply misperceptions about ourselves. Far from destructive, our journeys away from embracing LGBT in our lives—sometimes partnered with counseling—have been fulfilling. When surrounded by loving and supportive family and community the decision to walk away from LGBT culture has been life-giving. For many it has been a pathway into wholeness.

Blocking LGBT-identified people who seek to live according to their personal convictions

from professional counseling is cruel and controlling. There are many paths to fulfillment when one experiences LGBT, but bills like LD1025 seek to narrow our choices to only one that a relatively small number of people believe is ideal.

Not every child who experiences LGBT identities should leave their family's faith tradition in order to follow our culture's new normal. Many of us regret the lonely and isolated path we were forced to take as we questioned our sexual identities. We desire a world where parents know their children well enough that no child questions alone. It's one where we are not ashamed of sexuality so that neither family nor community are pressured to respond out of fear. It's a world where we could explore every possibility for self-understanding before giving ourselves to LGBT culture and expectations. Today there is more information regarding brain science, neuroplasticity, new info on the effects of trauma on the body, and more effective talk therapy techniques than ever before that could help us better understand ourselves.

America is creating avenues that some say will save lives by forcing people (children) to embrace a still marginalized sexual identity. But there is no proof that it will resolve the always existent inner struggles involved with the life experiences of same-sex attracted and trans-identifying people.

Everyone deserves the right to pursue counseling options that align with their personal convictions. Choices in a free society and marketplace will resolve problems of fraud. Meanwhile, as long as we exist (that is, those like CHANGED who have effectively left LGBT identity behind) Americans must surely question the efficacy of the wholesale embrace of ONE PATH that bans certain options for same sex attracted and trans-identifying people.

Elizabeth Woning is the cofounder of [CHANGED](#), a fellowship of men and women who have come out of LGBT.

<https://www.christianpost.com/voice/blocking-lgbt-identified-people-from-seeking-counseling-reparative-therapy-is-cruel.html?fbclid=IwAR2Ar4tBGPvf3ugdBHCwpW6wxrLU1qCzoJugHueoE0mYAhaCdMQWixT140M>

Get [Outlook for Android](#)

**From:** Margaret Gould <gould4@hotmail.com>

**Sent:** Tuesday, February 5, 2019 2:37:25 PM

**To:** TrusteeAmenta@villageofshorewood.org; trusteeamaher@villageofshorewood.org; trusteeemckaig@villageofshorewood.org; Trusteebockhorst@villageofshorewood.org; presidentrozek@villageofshorewood.org

**Cc:** trusteewarren@villageofshorewood.org

**Subject:** Re: Conversion therapy bans rendered unconstitutional again!

I don't know if you actually voted on a local Shorewood ban, but I don't think that it is a

wise move at this point.  
Margaret Gould

[https://www.washingtonpost.com/religion/2019/02/02/judge-says-tampa-conversion-therapy-ban-violates-first-amendment-free-speech-rights/?utm\\_term=.9adb8dbecd51](https://www.washingtonpost.com/religion/2019/02/02/judge-says-tampa-conversion-therapy-ban-violates-first-amendment-free-speech-rights/?utm_term=.9adb8dbecd51)

### [Acts of Faith](#)

#### **Judge says Tampa conversion therapy ban violates First Amendment free-speech rights**

Opponents of a California bill to declare gay conversion therapy a fraudulent practice gather at a rally in Sacramento in June 2018. (AP Photo/Sophia Bollag)

By [Samantha Schmidt](#)

February 1

A federal magistrate judge this week recommended that a ban on conversion therapy in Tampa be partially blocked, arguing it violates therapists' free-speech rights under the First Amendment.

A pair of licensed marriage and family therapists, along with a Christian ministry organization, sued the city of Tampa over an ordinance adopted in April 2017 that barred mental health professionals from subjecting minors to conversion therapy, a highly controversial practice that attempts to change a person's sexual orientation or gender identity.

The therapists, represented by the conservative Christian legal advocacy group Liberty Counsel, argued that the ordinance was unconstitutional because it prohibited them from taking part in "speech" through their counseling, simply because city officials disagree with the content of that speech.

Amanda Arnold Sansone, a magistrate judge in Tampa, [said in an opinion](#) Wednesday that the plaintiffs — Robert Vazzo, David Pickup and New Hearts Outreach — sufficiently demonstrated a likelihood of success with their arguments that the ordinance violates their free-speech rights. The judge also said the city presented no evidence of minors being harmed by conversion therapy counseling within city limits.

Arnold Sansone recommended a limited injunction against enforcing the ban on "non-coercive" sexual orientation conversion efforts that consist entirely of "talk therapy." Under her recommendation, conversion-therapy techniques that are "aversive," such as electroshock therapy, would still be banned. Her report will be sent to a federal district judge, who will issue a ruling.

The magistrate judge's opinion, constitutional law experts say, is unusual because it runs contrary to two circuit court opinions that have upheld conversion-therapy bans in California and New Jersey. Her position implies that speech by medical professionals should fall under the same First Amendment protections as any other speech.

"The problem usually is that ... licensed professionals can't just say anything they want," said Claudia Haupt, an associate law professor at Northeastern University School of Law. "If you're acting in your professional capacity, there are consequences to giving bad advice, so speech can be sanctioned." A prime example of those consequences? Medical malpractice, Haupt said.

Conversion therapy has been condemned by dozens of mental health, medical and LGBT rights groups. A task force from the American Psychological Association concluded that efforts to change sexual orientation are harmful and unlikely to be successful. Since California passed the first ban on conversion therapy for minors in 2012, 14 other states and the District of Columbia have barred the practice.

The Supreme Court has twice upheld California's 2012 ban on conversion therapy for minors. But a recent Supreme Court ruling, which Arnold Sansone cited in her opinion, has [given renewed hope](#) to some conservative advocacy groups seeking to overturn bans on conversion therapy.

In [National Institute of Family & Life Advocates v. Becerra](#), a divided Supreme Court ruled last June that crisis pregnancy centers, which aim to persuade women to continue their pregnancies, cannot be required to tell their patients about the availability of state-offered services, including abortion.

The crisis pregnancy centers had argued that a California law violated their First Amendment free-speech rights, and in a 5-to-4 decision, the Supreme Court agreed. Justice Clarence Thomas wrote that speech "is not unprotected merely because it is uttered by professionals." In a concurring opinion, Justice Anthony M. Kennedy wrote the law was "a paradigmatic example of the serious threat presented when government seeks to impose its own message in the place of individual speech, thought, and expression." The recommendation in the Tampa case provides an example of how the *NIFLA* ruling is working in favor of groups that support conversion therapy, constitutional law experts say. "Now it will be interesting to see whether this case in particular might be a vehicle to test the framework that *NIFLA* provided," Haupt said.

Steven H. Shiffrin, a professor of law emeritus at Cornell Law School, said the judge's ruling shows what can happen when the courts provide conflicting guidance on laws that are "content-based" — in other words, laws that apply to a particular type of speech because of the idea expressed — in this case, the idea that a person's sexual orientation can and should be converted.

If a district judge upholds the Tampa opinion, Shiffrin said he could foresee other judges using it to decide similar cases across the country, particularly with the number of conservative judges recently appointed by President Trump.

Mat Staver, founder and chairman of Liberty Counsel, celebrated the judge's opinion, saying in [a statement](#) that it "underscores the serious First Amendment violations of laws that dictate what a counselor and client may discuss in the privacy of their counseling session."

"The government has no business eavesdropping inside the counseling session between a counselor and client," Staver said.

**From:** Margaret Gould <gould4@hotmail.com>

**Sent:** Monday, July 9, 2018 5:02 PM

**To:** TrusteeAmenta@villageofshorewood.org; trusteeamaher@villageofshorewood.org; trusteeemckaig@villageofshorewood.org; Trusteebockhorst@villageofshorewood.org; presidentrozek@villageofshorewood.org

**Cc:** trusteewarren@villageofshorewood.org

**Subject:** Conversion therapy bans rendered unconstitutional!

Dear Village Board,

<http://www.ruthinstitute.org/ruth-speaks-out/nifla-v-becerra-is-even-better-than-you-think>  
NIFLA v. Becerra is even better than you think.

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[www.ruthinstitute.org](http://www.ruthinstitute.org)

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Thanks,  
Margaret Gould

**From:** [Trustee Maher](#)  
**To:** [Diane DeWindt-Hall](#)  
**Subject:** Fw: Tonight's Agenda  
**Date:** Wednesday, June 05, 2019 9:52:30 PM

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**From:** Susan Richheimer <susanrichheimer@gmail.com>  
**Sent:** Monday, May 20, 2019 4:23 PM  
**To:** Trustee Maher  
**Subject:** Tonight's Agenda

Dear Mr. Maher,

We are residents of Shorewood and are begging you to please protect the youth of Shorewood from the damaging and discredited practices of conversion therapy by voting in favor of the ordinance.

Thank you very much—  
Todd and Susan Richheimer

:-) Susan

**Village of Shorewood**  
**Community and Business Relations Committee**  
**June 3, 2019**

**Call to Order:** Chairperson Tr. McKaig called the meeting to order at 6:48 p.m. at the Village Hall.

**Members Present:** Tr. Tammy Bockhorst, Tr. Ann McKaig, Tr. Wesley Warren

**Members Absent:** None

**Others present:** President Allison Rozek, Village Manager Rebecca Ewald, Village Attorney Nathan Bayer, Planning & Development Director Bart Griepentrog

**1. Consider ordinance on prohibiting conversion therapy. (meeting #6)**

1. Discussion Points

- a. Chair McKaig discussed that the Committee had previously looked at replicating Milwaukee's ordinance, but utilizing the Police Department as opposed to the Health Department as the enforcement mechanism. The Village Attorney was requested to draft up the ordinance.
- b. Chair McKaig noted that Attorney Bayer had reviewed the ordinance, but had concerns about its enforceability.
- c. Based on enforceability questions, Chair McKaig decided to bring it back to Committee for discussion.
- d. It was also noted that the Village has been discussing a "welcoming" ordinance, and it was questioned if these two items related, but it was ultimately decided to take that up separately.
- e. Chair McKaig remarked that the ban would relate to credentialed practitioners and paid services, not parents or spiritual advisors.
- f. Chair McKaig noted that the ordinance could potentially be enforced upon complaint through the State licensing body for investigation and enforcement, which would alleviate local concerns of authority.
- g. Tr. Warren noted his support for the proposed ordinance, but had procedural questions about whether the discussion was expected to focus on lobbying, as stated in the suggested motion, or enforceability of the ordinance.
- h. Attorney Bayer indicated that the committee could discuss and motion what they wanted.
- i. Chair McKaig clarified that when she met with President Rozek, Attorney Bayer and Village Manager Ewald that lobbying through the ICC or League of Municipalities was discussed as an option. She also stated that the community has called for more than just lobbying.
- j. Tr. Bockhorst added that the Committee had already asked to advance the ordinance to the Board, but was glad that it came back for discussion rather than being transferred to another group to lobby.
- k. Attorney Bayer noted that it is his role to determine whether or not the proposed ban is enforceable, and if not, is it practical to ban such behavior. He noted that this would not be a criminal offense and the Village would not have any ability to conduct an investigation or subpoena patient records. He mentioned that the City of Milwaukee placed enforcement in the Health Department, but upon discussion it was still unclear how they would interpret or enforce the ban. He noted that at the State level there are boards that have the ability to bring a practitioner in front of them for review and subpoena records and conduct an investigation.
- l. Attorney Bayer also cautioned that we would be open to legal challenges if we enforce the ordinance, similar to challenges that have gone to the 9<sup>th</sup> and 3<sup>rd</sup> circuits. Both of those courts have upheld bans on conversion therapy for minors; however, a recent US Supreme Court case has brought those decisions into question under free speech concerns.
- m. Tr. Warren questioned if a hybrid solution for local complaints to be referred up to the State for enforcement would work.
- n. Chair McKaig also questioned of placing it back in the Health Department's responsibility would take away concerns for municipal prosecution.

- o. Attorney Bayer noted that anyone can make the complaint and that if the practice was banned at the State level, the State could make the practitioner answer questions, but at the local level we don't have that power.
- p. President Rozek noted that she did not think it made sense to have local officials define enforcement mechanisms, but wanted the appropriate staff to tell them what they're capable of doing. She also suggested that the best thing to do would be to get the ICC to lobby the State as the appropriate level of enforcement to ban the practice, regardless of whether or not there is a local ordinance. She stated that she is in favor of a law, but wants to make sure that law can be enforced. She noted that the Health Department and Police Department would be helpful to have in the conversation.
- q. Tr. Bockhorst mentioned that the Committee had decided that they were comfortable with taking the risk of not having an enforcement agency. She noted that there was power in numbers and desired to have other municipalities join. She did not have objections for the ICC, League of Municipalities or ACLU to take up the conversation.
- r. Chair McKaig opened up the conversation to the audience.
  - i. Shelly Gregory of FORGE voiced support for the ban and suggested the ban relates to conduct not speech. She provided a handout from the National Center on Lesbian Rights that included four points of advice on creating ordinances. She also offered that penalties are most often civil, not criminal, and suggested mandatory referrals based on complaints to a licensing board as an enforcement solution.
    - 1. Attorney Bayer confirmed that the suggestion was to enforce the ban through the State licensing board. Shelly Forge confirmed and referenced the State of New York as an example.
  - ii. Tony Snell of Milwaukee's Equal Rights Commission and former Executive Director of the Milwaukee LGBT Community Center voiced support for the ban and noted that common ground can be found in protecting our children. He also supports getting other municipalities and the State behind the effort. He requested to work with President Rozek on those larger efforts.
  - iii. Sarah McInerney, 2616 E. Jarvis St., read a text from her 19-year old son, which noted a negative impact of no action.
  - iv. Jen Murray, 4325 N. Farwell Ave., read testimony from her wife supporting the potential ban and displeasure that it may be placed on the backburner.
  - v. Dr. Ken Poll noted that if the ban is not passed it could send a message to others in the village and nation to show caution in similar actions.
- s. Tr. Bockhorst made a motion to refer the conversion therapy ban ordinance to the full Board for consideration with referral to the State licensing board as the enforcement mechanism as discussed at committee; seconded by Tr. Warren. Chair McKaig called the question. Vote 3-0.

## 2. Follow Up-Items

- a. Village Board consideration of the proposed Ban on Conversion Therapy Ordinance.

**Motion to adjourn.** Carried at 7:34 p.m.

Respectfully submitted,

Bart Griepentrog, AICP  
Planning and Development Director



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO THE VILLAGE BOARD

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### **Agenda Item: Consider Application for “Class B” License for CKC Trio LLC dba Gather, 3948 N Maryland Ave., Shorewood WI 53211**

**Date:** June 17, 2019

**Presenter:** Sara Bruckman, CMC/WCMC, Village Clerk **Department:** Clerk/Customer Service

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**History** – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

On April 9, 2019, Chuck Parshall, Jr., Member/Agent for the applicant, CKC TRIO, LLC, dba Gather, 3948 N Maryland Ave., Shorewood WI 53211, submitted an application for a “Class B” intoxicating liquor and fermented malt beverage license (“Class B”) to sell beer and wine (Attachment 1). The applicant paid the fees for background checks and publication in the newspaper. This application was submitted after several conversations with Clerk Bruckman regarding Gather’s business plan and the owners desire to only serve wine. Similar to Thief Wine Shop & Bar (a current “Class B” license holder), the Gather is not eligible for a Class C Wine license because it is not a restaurant—food will not be served/prepared.

As per State statute, the application must be published in the newspaper at least 15 days prior to being considered by the Village Board. On May 21, 2019, the background checks were completed. This application was published in the 05/29/2019 edition of the North Shore Now newspaper.

The total number of “Class B” intoxicating liquor and fermented malt beverage licenses (on-premises consumption) available for issue by the Village of Shorewood is 14. The Village currently has one (1) full “Class B” license available. If the “Class B” license is granted to Gather, the Village will have no more regular “Class B” licenses available. (See Attachment 2 -Current “Class B” license holders.)

The total number of Reserve “Class B” intoxicating liquor and fermented malt beverage licenses available for issue by the Village of Shorewood is eight (8). The Village currently has one (1) Reserve “Class B” license available.

June 3, 2019 - The Judiciary, Personnel and Licensing Committee was asked to review the application and make a recommendation to the Village Board. As part of the deliberation, the JPL Committee was to “consider, without limitation by enumeration, each of the following when evaluating, on a case by case basis, applications for initial **retail Class A and B licenses:**

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- a. the total number of **Class A and B** licenses presently issued and, if an additional license is requested, the public need, desirability and purpose therefore;
- b. the relevant experience and background of an individual applicant; if a partnership, the relevant experience and background of the partners; and if a corporation, the relevant experience and background of the directors, officers and agent;
- c. whether the granting of a license is necessary for the financial success of a proposed business;
- d. the effect of granting the license on local traffic and parking;

- e. the proximity of the location at which the license is proposed to be used to, among other, schools, churches, residential neighborhoods and/or any other Class A or **Class B** establishments licenses by the Village; (See Map - Attachment 3)
- f. past experience of the applicant or other license holders at the location at which the license is proposed to be used; and
- g. the overall effect on the Shorewood community of the use of the license at the proposed location.

The JP&L Committee also discussed the proposed plans and other specifics with the representatives of CKC Trio LLC, Charles Parshall and \_\_\_\_\_. After discussion, the Judiciary, Personnel and Licensing Committee directed the Village Clerk to confirm with legal counsel and the Department of Revenue if Gather met the food requirement to apply for a Class “B” Beer and “Class C” Wine license. CKC Trio LLC was asked to provide more details on their plan, particularly the outdoor operation, the patio.

**Agenda Item Discussion** – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

The Judiciary, Personnel and Licensing Committee agreed to move this item to the Village Board for consideration at the June 17, 2019 meeting, with no recommendation. If the Village Board approves the “Class B” license for CKC Trio LLC d/b/a Gather, the applicant will work with Planning and Development to ensure occupancy approval.

**Community and Business Outreach** – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes                       No

If Yes, identify how and what community groups and businesses were notified.

**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

Suggested Motion: I moved to approve the application for “Class B” License for CKC Trio LLC dba Gather, 3948 N Maryland Ave., Shorewood WI 53211 and direct the Clerk to issue the license upon approval of occupancy with Planning and Development.

Suggested Motion: I move to deny the application for “Class B” License for CKC Trio LLC dba Gather, 3948 N Maryland Ave., Shorewood WI 53211.

**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment*

*following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Attachment 1 – Application – CKC Trio, LLC
2. Attachment 2 - List of current “Class B” intoxicating liquor and fermented malt beverage license holders.
3. Attachment 3 - Map - indicating proximity to schools, churches, residential neighborhoods and other similar license holder’s businesses.
4. Gather Business Plan Summary and inside concepts

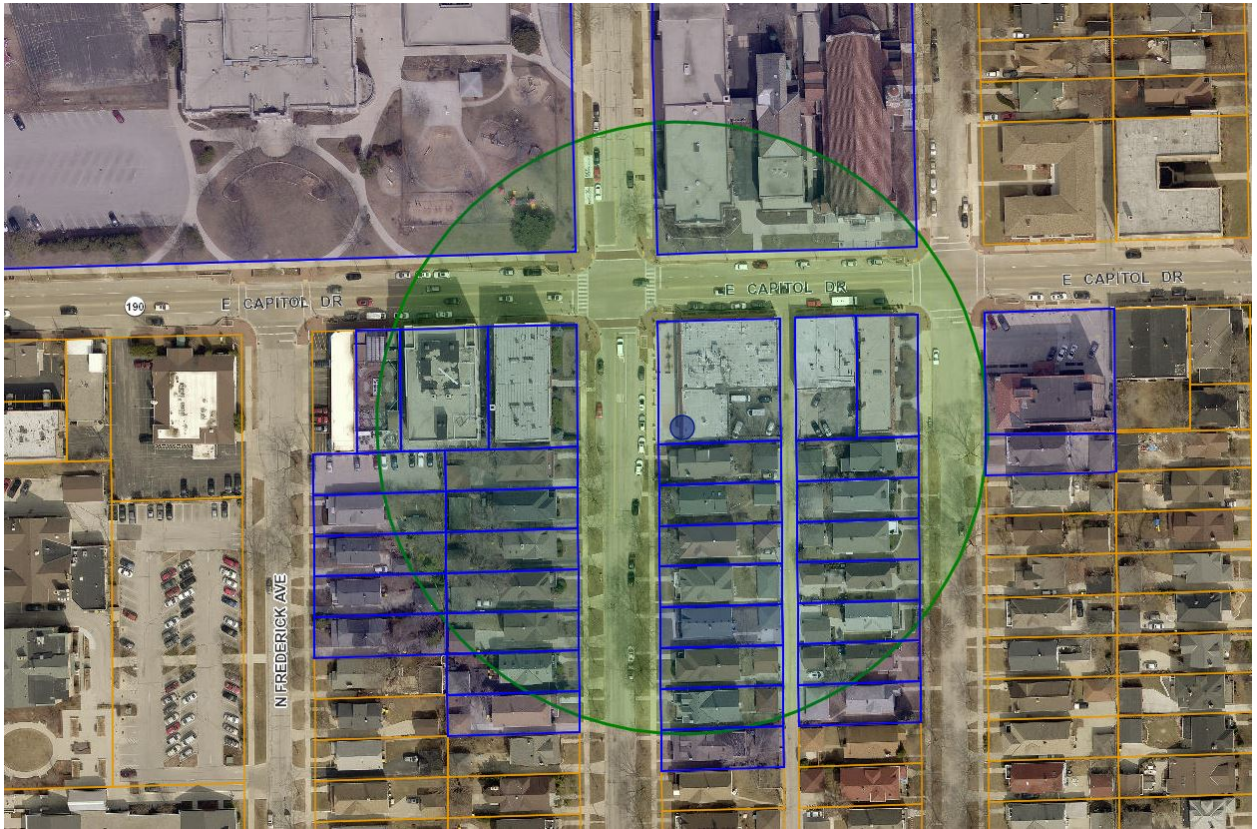
## ATTACHMENT 2

### CURRENT "CLASS B" LICENSE HOLDERS

1	DRAFT & VESSEL	4417 N OAKLAND AVE	5/1/2019	Paid
2	WILLIAM HO'S RESTAURANT	3524 N OAKLAND AVE	4/16/2019	Paid
3	HARBORCHASE OF SHOREWOOD	1111 E Capitol DR		*
4	HARRY'S BAR & GRILL	3549 N OAKLAND AVE	5/3/2019	Paid
5	HUBBARD PARK LODGE	3565 N MORRIS BLVD	5/1/2019	Paid
6	BRAT HOUSE SHOREWOOD	4022 N OAKLAND AVE	5/9/2019	Paid
7	THIEF WINE SHOP & BAR	4512 N OAKLAND AVE	5/8/2019	Paid
8	EAST GARDEN	3600 N OAKLAND AVE	5/8/2019	Paid
9	NORTH STAR AMERICAN BISTRO	4518 N OAKLAND AVE	5/10/2019	Paid
10	FALBO BROS. PIZZERIA	2213 E CAPITOL DR	5/8/2019	Paid
11	THREE LIONS PUB	4515 N OAKLAND AVE	5/10/2019	Paid
12	CITY MARKET	2205 E CAPITOL DR	5/8/2019	Paid
13	NORTH SHORE POST 331	4121 N WILSON DR	Sold	*

\*Current license will expire 6/30/2019. Renewal application not yet received.

**ATTACHMENT 3**



# ***Gather - Summary Business Plan***

## ***Presented by CKC Trio, LLC***

### **CKC Trio, LLC**

CKC Trio, LLC is a partnership formed earlier this year for the express purpose of opening a business like Gather. The three partners have a professional relationship which goes back over 12 years with a combined experience in business of over 75 years. The partners include:

**1) Catherine Choppa** – Partner, COO (Sales, People, & Operations management)

Catherine has 15 years related experience in the food/beverage industry as a partner; Years of experience as Director, Operations in a professional retail business environment.

<https://www.linkedin.com/in/cathychoppa/>

**2) Karl Theile** - Partner, CFO (Finance, Business, & Operations Strategy)

Currently CFO at Cannella Media. Formerly worked with, Software One, Monster.com and Time Warner Cable in executive finance roles.

<https://www.linkedin.com/in/karl-theile/>

**3) Chuck Parshall** - Partner, CMO (Marketing, Sales, and Strategy)

Currently self-employed at Perinex Business Support, LLC. Former executive roles in ops, sales, and marketing at Time Warner and Frontier Communications. Some limited background in restaurant and bar operations.

<https://www.linkedin.com/in/chuckparshall/>

### **Problem Worth Solving**

Over the course of the last 15 years, young people have grown up in the world of the coffeehouse. These range anywhere from single local spots to national chains. In general, they represent an informal, comfortable spot where individuals, couples, and groups and can gather to socialize, work, and meet others.

Now these folks have become adults with careers and families. They've also matured in their interests and tastes, which still includes socializing and gathering, but with expanded adult beverage preferences and tastes.

What's less evident in the marketplace today are an availability of these comfortable, informal, intimate gathering spots, like the traditional coffeehouse, but with adult beverage offerings and gathering experiences that reflect their maturing tastes. While there are innumerable "bars" where alcoholic options exist, they don't convey the same informal relaxed intimacy and comfort many have taken pleasure in for years. Further, most specialty wine bars are designed as more bar/restaurant, wine bar/store or club-like night spots.

There's an opportunity to fill this void by combining the informal coffeehouse theme that millennials have enjoyed for years with the current popularity of the wine bar for the after-lunch and after-dinner dessert crowd.

## **Our Solution**

**An entertaining and sophisticated wine and dessert location presented in the relaxed, quirky, and warm vibe of the traditional coffeehouse. Gather** is designed to present this vision in several ways:

1. **Design:** An informal, comfortable, but sophisticated design orientation which reflects more refined taste than a local boot-strapped coffeehouse. "Informal" in this case is represented by design conscious construction, high-quality sophisticated unique case goods and furnishings with a relaxed look and feel, unique serving experiences in light fare/dessert menu, and warm ambient lighting with industrial and Edison style fixtures.
2. **Location:** The location is based on demographic opportunities defined by business and market assessment. The initially identified location is Capital Drive at Maryland next to CityMarket. This location is pending completion of lease negotiations. The assignment of a liquor license will trigger the finalization of the lease. In the event the lease cannot be closed favorably at this location, other secondary Shorewood locations will be pursued.
3. **Menu:** Gather is not a restaurant and will not offer any items requiring preparation in a vented kitchen environment (stoves, ovens, friers). A carefully managed menu will feature a broad range of wines, a small selection of specialty hors d'oeuvres, patisserie and locally sourced desserts, along with select coffees and sodas. Specifics include:
  - a. A selection of approx. 30-40 domestic and imported wines in reds, whites, and blends, with a small selection of locally produced wine as well.
  - b. A smaller selection of high-quality beers, coffees and sodas, those which best represent the 'Gather' experience brand to beverage drinkers desiring these alternatives. 'Gather' would prefer to partner with high quality local area brands known for specialty items when available and appropriate. An example is to work with CityMarket for select baked goods options, and local/state craft beer makers for select beverage brands.
  - c. Hor D'oeuvres and dessert menu distinguished by high quality, locally furnished offerings. The core of the dessert menu will be based on French inspired patisserie desserts, expanded with select cakes and several local dessert "favorites" provided by local bakeries. The hor D'oeuvres menu will be limited in scope, featuring hot and cold small serving options popular for evening snacking.
  - d. Gather will also promote relationships with Shorewood area restaurants, permitting food delivery and carry in (without beverages). Partnerships may be established whereby orders for select local restaurants could be taken at Gather and delivered there as well. This promotes local dining, extends the reach of Gather, and creates cross promotion opportunities for businesses.

4. **Atmosphere:** In the broadest terms, our goal is to provide a space and environment in which customers feel comfortable regardless of the time of day or size of group. Those who visit for remote work will be as comfortable as those stopping for drinks and dessert after an event or night out. Because the design will incorporate a variety of seating and gathering spaces, Gather will be able to accommodate a range of gathering options.
5. **Hours:** Operating hours will tentatively be Tuesday through Thursday - 2:00 pm to 10:00 am; Friday/Saturday - 2:00 pm to 12:00 am, Sunday - 2:00 pm to 10:00, closed Mondays.
6. **Pricing/Positioning:** Gather is designed to offer a high-quality yet comfortable experience for those in the 25-54 age group. As a specialty venue, the positioning is focused on;
  - a. Groups wishing to continue their visit in a sophisticated but relaxed atmosphere after a lunch or evening out with friends;
  - b. Daytime workers or customers searching for alternatives to typical coffee houses frequented by minors;
  - c. Adults wishing to socialize with a glass of wine and/or dessert without a typical barroom or party atmosphere.

Pricing will reflect the current market and will also feature select offerings in both beverage and food that help promote the product brands, marketing and branding priorities of Gather, and other factors like seasonality, topicality, and special events.

Gather avoids the trap of “all thing to all people’ by narrowly focusing on an offering which promotes the experience of gathering. Others may focus on the best food, or the biggest wine selection, or the largest wine club; or try to be all of these. By comparison, Gather will take just a small slice from each of these to create the best overall gathering experience - people coming together or alone to enjoy a relaxed but sophisticated gathering environment. This is the unique value proposition.

## Market Size & Segments

There are currently approx. 15 wine bars in the metro Milwaukee area, serving Milwaukee, Wauwatosa, Waukesha, Mequon, Bayview, Cedarburg and Shorewood. Most of these locations are traditional in design, meaning they adopt the style of a nightspot, or restaurant in theme and design. The wine bar in our area is still a comparatively underserved market overall with a limited differentiation in offerings. Most locations work to differentiate themselves with the food menu or through their range of wine offerings. Gather will differentiate itself through the best experience for people to gather in a sophisticated and high quality, yet informal and inviting environment. We believe that to achieve the best overall experience, these other elements must be in place and be executed more effectively than other options.

The key target demographic includes 25-64 yr. old adults. This demographic in metro Milwaukee represents 837,000 people. If gather captures just 2% (16,740) of this core demographic annually for just one visit, it represents annual revenues of \$535,700 at an average ticket of \$32 per person. Should the company build repeat business against just 25% of this base with 3 additional visits per year (once per quarter), annual revenues jump to \$1.1M.

Defining the target demographic more specifically, **Gather** is aligned with the following target groups within the 25-64 demo:

- a. Likely have professional careers with moderate disposable incomes
- b. Are generally active, with a circle of social friends and acquaintances
- c. Enjoy getting out for dinner, movies, and events with friends and family
- d. Are single and enjoy a more intimate and relaxed social environment for meeting with others
- e. Have an option to work remotely when desired as flexibility allows
- f. Prefer the option of a relaxed but sophisticated social environment as opposed to either a “dressier” nightspot or less sophisticated "barroom" destination.

AhCupella

Design

# Interior Mood







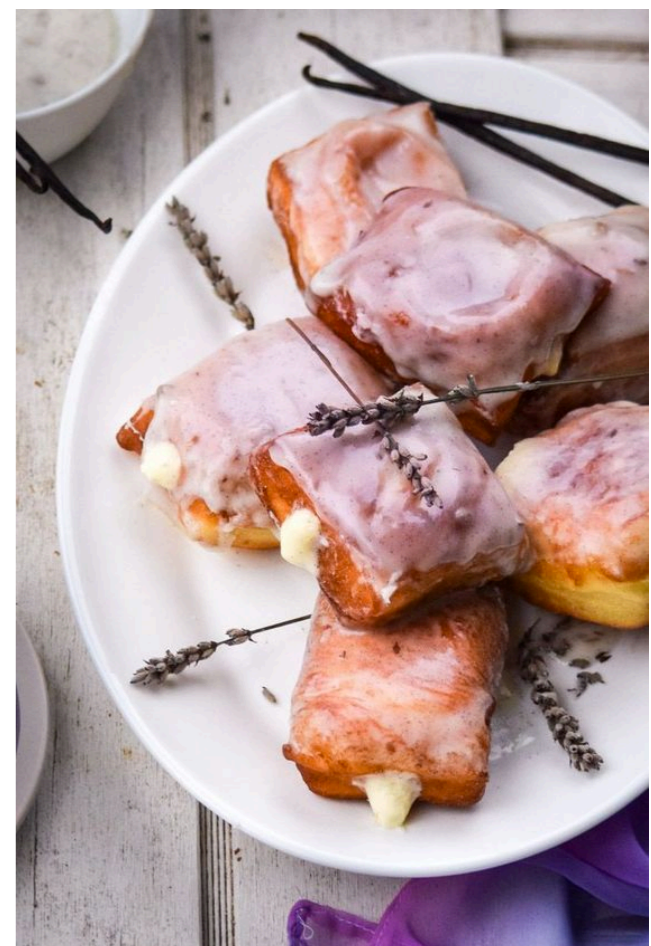
# Lighting



# Presentation



# Desserts



# Details





# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item:** Special Event Permit, Short Term Cabaret Application, Temporary Class “B”/”Class B” License for the BID and a Temporary Extension of Premise for Draft and Vessel for The Feast, September 14, 2019

**Date:** June 17, 2019

**Presenter:** Sara Bruckman, CMC/WCMC

**Department:** Clerk/Customer Service

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**History** – *Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.*

November 2018 – Ericka Lang, Business Improvement District Executive Director, introduced the concept of The Feast via the [BID’s operating plan](#) (page 327 of the packet ) which was approved by the Village Board.

May 2019 - Village staff met with BID staff Ericka Lang and Katie Ragan to discuss the logistics of the proposed event and recommended some modifications.

June 4, 2019 - Village staff met with Ericka Lang and Katie Ragan to review the final proposed plan for The Feast event. Staff reviewed the updated site plan and road closures and determined appropriate signage, security requirements, set up needs and communication plan and final adjustments to the plans—barricade locations, signage. It was determined that the Police Department will provide two (2) officers and Public Works offered to provide staff to assist with set-up of barricades, set out garbage receptacles, and any other help for approximately seven (7) hours, 7 a.m. to 2 p.m.

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**Agenda Item Discussion** – *Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.*

This agenda includes consideration of a Special Event Permit, Short Term Cabaret License, Temporary Class “B”/”Class B” License for the BID and a Temporary Extension of Premise for Draft and Vessel for The Feast, September 14, 2019. This is a new event.

Village staff reviewed the submitted applications and recommends the following:

Police Department will provide two (2) officers to patrol the event. The BID understands that they may be invoiced for these services.

Public Works offered to provide staff for setting up barricades and garbage receptacles and to provide other assistance as needed the day of the event for approximately seven (7) hours from 7 a.m. to 2 p.m. (See fiscal note.)

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**Community and Business Outreach** – *If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes                       No

The BID staff has already notified the Shorewood businesses. Item O of the attached BID memo outlines their communication plan.

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**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

Recommend motion: I move to approve the Special Event Permit, Short Term Cabaret Application, Temporary Class “B”/”Class B” License for the BID and a Temporary Extension of Premise for Draft and Vessel for The Feast, September 14, 2019

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**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Memo from Shorewood Business Improvement District Executive Director and the Special Event Permit, Short Term Cabaret Permit and Temporary Class “B”/”Class B” License applications and site plan for the BID and a Temporary Extension of Premise for Draft and Vessel for The Feast, September 14, 2019
2. Fiscal note

June 12, 2019



**MEMORANDUM**

FROM: Business Improvement District Executive Director Ericka Lang

TO: Shorewood Village Board of Trustees

Cc: Village Manager Becky Ewald  
Public Works Director Leeann Butschlick  
Police Chief Peter Nimmer

**RE: Approval of September 14, 2019 Shorewood Feast Special Event Application, Cabaret and Temporary Class “B” Licenses**

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**A. EVENT DESCRIPTION**

The BID is planning an inaugural street festival called Shorewood Feast. This one-day event is a reimagined street festival focusing on activities, entertainment, music, culture, great food, and a celebration of Shorewood. It also includes a dinner in the middle of the street, showcasing local chefs that will incorporate sustainable practices.

The time of year was chosen to round out BID events per season. The date was chosen to: decrease the number of other competing street festival events occurring around Metro Milwaukee; when the weather is predictable and still on the warmer side; and it is right after school starts and routines are established.

**When:** Saturday September 14, 2019  
**Time:** 11 AM – 9 PM  
**Street Closures:** 7 AM  
**Tear Down:** 9 PM – Midnight (last item torn down is stage)  
**Area:** 4200 Oakland & Olive – 4533 Oakland

Referring to the Site Plan **EXH A**, components of the event:

- a) Harvest Dinner, under tent. Family-style seating @ 5 PM, 5-Course seating @ 7 PM
- b) Cheese Tent
- c) Music Stages: 1 large, 1 small
- d) 2 beer tents: 1- BID, 1-Draft & Vessel. Third Space Brewing is creating a special Feast beer for event.
- e) Vendors: priority placed on local businesses, artists and vendors.
- f) Half-court Basketball Tournament- estimate 11 a.m. to 3 p.m., inviting North Shore 3-on-3 teams
- g) Kid Activity Zone: Rock climbing; games; crafts; fire trucks
- h) Adult Activity Zone: cornhole tournaments; large Jenga and Yatzee;]
- i) Numerous long tables for communal gathering surrounding kid zone
- j) Food Truck zone by adult activities

## **A. FEAST COMMITTEE**

The Feast Committee:

1. Ericka Lang & Katie Ragan, BID staff
2. Arthur Ircink, BID board and Wisconsin Foodie
3. Nat Davauer & Eric Gutbrod, Draft & Vessel
4. Ann LePlae- BID board, Alliance Francaise
5. Lisa Castagnozzi, BID board, Just Goods
6. Doug DeNicola, Shorewood enthusiast

## **B. CABARET APPLICATIONS**

A cabaret application is included for the two music stages.

## **C. OUTSIDE BEER/WINE SALES. TEMPORARY CLASS "B" LICENSE**

There will be two 10' x 20' beer tents with a limited beer selection. The BID will operate one tent and Draft & Vessel the other. The BID tent will provide all beverages in cans and Draft & vessel will have all tap beer. The BID tent will mirror most of the tapped offerings.

Blue's Egg is providing the beer and wine for the Harvest Dinners. Those beverages will originate/poured out of their restaurant.

North Shore Boulangerie is the only other business with a liquor license that could participate in outside alcohol sales. The business is participating in the Harvest Dinner so it is unknown at this time if they will have outside beer/wine sales. If the business decides to do so, an extension of premise application will be submitted at a later time.

## **D. HARVEST DINNERS/TENT**

Wisconsin Foodie Owner and BID Board Member Arthur Ircink and Blue's Egg owners are orchestrating dinner in the street, which was the original idea for the Feast Event. In the 4200 Oakland block there will be a dozen 8-foot rectangle tables in the middle of the street seating 100 people for a 5:00 pm family style dinner and a 7:00 pm 5-course dinner. There will be a large tent over the tables and it will not be anchored in the road.

Blue's Egg volunteered their kitchen for the dinners and local chefs will be preparing the majority of the courses. There will be numerous 10 x 10 ft tents on Olive Street next to Blue's Egg that will have supplies and refrigeration.

## **E. SETUP**

The day before the event we anticipate some deliveries and will obtain Obstruct Permits as those items are identified.

FRIDAY 9/13: Expected deliveries:

- Portable bathrooms
- Dumpster

We anticipate setup the day of the event to begin no later than 7 AM. DPW will set up barricades and garbage receptacles beginning at 7 AM. DPW director noted a possibility a team could assist for a while.

## **F. TEAR DOWN**

Vendors and general clean up will take up to two hours. In speaking with event production companies, stage teardown is the last to happen and takes up to 3 hours. The main music stage at 4427 Oakland will be the last item to address before opening up the Oakland barricades.

Volunteers will remove the barricades on the side streets as soon as the 4200 and 4300 blocks are cleared and barricades can be shifted to Lake Bluff on Oakland until the main stage is cleared. Barricades on south Oakland before Marion will remain to say "Road Closed Ahead" and the northern barricade will remain the whole time.

The BID board will perform a secondary review of the event site the day after the event to see if anything was missed.

## **G. POWER**

The BID is hiring an outside company to provide stage, sound, lighting and power, working with Shorewood's own Sound by Design. One generator is needed for the music stages and possibly a portable distribution panel for the dinner tent lights and beer tent. Any required permits will be handled by the company.

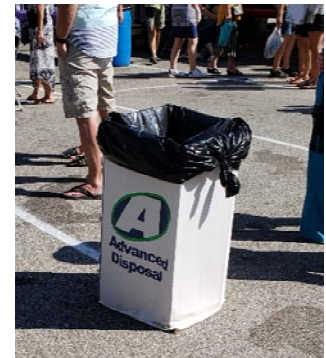
We may request to use power from a light pole for the lights and microphone system for the harvest dinner tent.

## **H. VOLUNTEERS & CLEANUP**

This event will involve over a hundred volunteers and for cleanup including help with the harvest dinners. The BID will start recruiting as soon as the event is approved.

## **I. TRASH RECEPTACLES**

Per discussion with DPW director, the DPW can provide garbage receptacles for the event. The BID will provide a small dumpster for event cleanup, location not yet determined. We will have recycling options and encourage festival goers to recycle.



## **J. VENDOR PARKING**

The BID will work with area businesses for onsite parking options and will utilize one side of Oakland Ave in the 4400 block for designated parking.

## **K. SECURITY**

Per discussion with the police chief:

- the intent is to have two officers present during the event.
- The BID will place large vehicles on Oakland Avenue at the northern and southern ends of the event.

## **L. BARRICADES & TRAFFIC**

Refer to the site map for barricade locations, **EXH B**:

- outer barricades will be signed "Road closed to through traffic"
- Wood Place, southern barricade
  - No parking on either side of Wood Pl
  - Designate it EASTBOUND traffic flow only

### **M. 4433-4500 OAKLAND AVE AREA, outside of event boundary**

This area is north of the event boundary, but within the barricaded zone. Refer to **EXH C**. General practice requires barricades located at intersections so that vehicles do not enter a street and then forced to turn around; therefore, vehicles may not enter into this area to patronize these businesses.

The reasons for 4433 Oakland designated the northern event boundary and not the full block:

1. Event must be anchored at Blue's Egg for harvest dinners
2. Any larger of an event area would not be manageable by BID staff
3. Best practice for inaugural events is to keep a smaller footprint. If do not have a critical mass of people the first year, it can be detrimental for future years.

Within this area, uses are (**EXH C**):

- Total 11 apartment/condo/mixed use buildings
- All but 1 residential building has full vehicle access to the building.
- All but 1 commercial building has easy access into the building, from the rear
- There will be full alley access on both sides of Oakland
- Total 9 businesses
  - Eastside Oakland- no or very little impact on businesses that day
    - Kensington Liquor
    - Cloud Red
    - American Family Insurance- closed Saturday
  - Westside Oakland
    - Metropolitan Medical office- closed Saturday
    - Stowell Staffing- closed Saturday
    - Brian Houston salon- unknown if schedule Saturday appointments
    - BK Yun blackbelt Academy- Classes done by 10:00, however, it is unknown what the Fall schedule is
    - Nino's Southern Sides- hours 11-8. May be participating in harvest dinner
    - Curve's- closes at noon
    - Office buildings- 4447 & 4465- assumed closed to public on Saturday
    - Just Goods- is participating in event
    - Office/wellness building: unknown if smaller businesses in building have Saturday hours. Forever Young does not nor does Shorewood Family Chiropractic

### **N. TEMPORARY NO PARKING SIGNS**

Refer to the site map, **EXH B**. The following points were reviewed at the village staff meeting 6/11/19:

1. "Temporary No Parking 9/14 7 AM – Midnight" along route and some side street areas.
2. All side streets within barricade area will only allow 1-sided parking. All east of Oakland are already one-side parking
3. Overnight permit holders will be given notice from the deputy clerk of what time vehicles need to be off Oakland

**O. NOTICE TO NEIGHBORS**

- a) Notice has already been provided to Shorewood businesses via email
- b) A letter will be mailed to all businesses and property owners within the event boundaries and impacted by the event by July 15<sup>th</sup>. This will include the site map and barricade map.
- c) 3 weeks before the event, letters will be sent to residents and businesses within and surrounding the event.
- d) Businesses will be given multiple emailed notices
- e) Information will be in the September Shorewood Today Magazine.

**P. OVER-THE-ROAD BANNER**

The BID is seeking approval at a later time for an approximate 3 ft x 20 ft banner over Oakland Avenue at 4000 Oakland Avenue, above the traffic light equipment. The BID has tentative approvals by the two commercial building owners and the BID is working with an established sign company for cost and logistics. The BID will work with the Village Staff to determine appropriate approvals at a later date.

**Q. LIABILITY**

The BID attached a Certificate of Liability naming the Village as a Certificate Holder. The power provider and company the BID hires for sound and stage will also provide liability insurance that the BID will pass along to the Village.

**R. NEXT STEPS**

Upon Village approval, the BID intends to provide detailed monthly reports to the Village to ensure the Village is aware of progress. If there are any essential changes, the BID will confer with the Village Manager to determine whether approval is needed by the Village Board.

**Attachments:**

- A. BID Special Event Application
- B. BID Cabaret Application
- C. Temporary Class B Beer Retail Application for BID
- D. BID Certificate of Liability naming Village of Shorewood as additional insured
- E. Site Plan, illustrated and over aerial, Exhibit A
- F. Barricade Map, Exhibit B
- G. 4400 Oakland Block -uses, Exhibit C
- H. Extension of Premise by Draft & Vessel for beer tent

Application and all accompanying materials should be submitted to:  
Village of Shorewood, Village Clerk, 3930 N Murray Ave, Shorewood WI 53211

## Special Event Permit Application – Fee (\$100)

### SUMMARY OF EVENT

---

Event Title: \_\_\_\_\_ Date(s) of Event: \_\_\_\_\_

Event Location: \_\_\_\_\_

Nature of Event:  Street Festival  Parade (March, Procession, Bike Race/Ride, Foot Race/Ride)

**Site Plan Requirement:** All applicants are required to submit a detailed Site Plan/Map. Site plans/maps must include location, any street closures, barricades, race/parade routes, stages, alcohol sale location, tents, etc.

**Certificate of Insurance,** naming the Village of Shorewood as an additional insured party, must be attached before permit can be issued.

Description of Event: Describe what you are planning so that reviewing officials can determine whether city services will be needed.

Anticipated Attendance (participants, staff, vendors, crowd, etc.): \_\_\_\_\_

Is this a multi-day event?  Yes  No If so, how many days? \_\_\_\_\_

Start Date: \_\_\_\_\_

End Date: \_\_\_\_\_

### EVENT ORGANIZER INFORMATION

---

Applicant Name: \_\_\_\_\_

Group Represented: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Person In Charge of Event: \_\_\_\_\_

On-Site Contact: \_\_\_\_\_ On-Site Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## DETAILED EVENT INFORMATION

Event Set Up Date: \_\_\_\_\_ Time: \_\_\_\_\_

Start Time For Event: \_\_\_\_\_ a.m./p.m. End Time For Event: \_\_\_\_\_ a.m./p.m.

Alcohol Being Served\*?  Yes  No Licensed Agent: \_\_\_\_\_

\*An application for a Temporary Class "B"/"Class B" Retailer's License must be submitted and approved to serve alcohol.

Barricades Needed?  Yes  No Amount Needed & Locations: \_\_\_\_\_

Will A Temporary Structure or Tent Be On-Site?  Yes  No Does the Tent have Sidewalls?  Yes  No

Police Services Requested?  Yes  No Hours & Dates Police Services Needed: \_\_\_\_\_

Trash Receptacles Needed?  Yes  No Amount Needed & Locations \_\_\_\_\_

Applicant(s) have agreed to take responsibility for the setup of any barrels/barricades and cleanup of the event.  Yes  No

Person(s) Responsible for Setup before & Clean Up after the Event: \_\_\_\_\_

Picnic Tables Needed?  Yes  No Amount Needed & Locations \_\_\_\_\_

Will Your Event Involve Live Performances, Loud Speakers or a DJ\*?  Yes  No

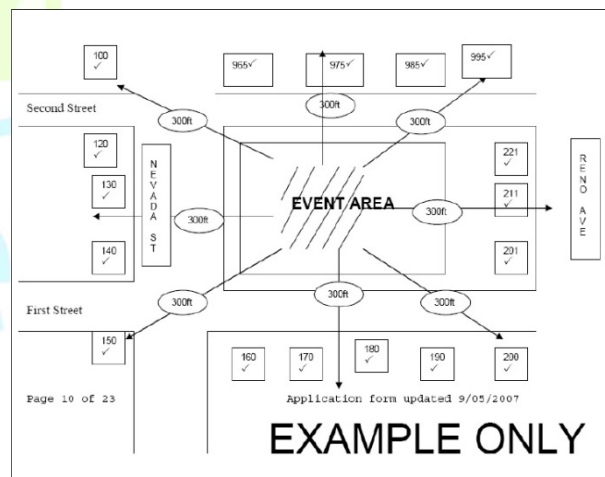
\*An application for a 3-day Cabaret license must be submitted and approved.

## IMPACTED NEIGHBOR NOTIFICATION

The Event Organizer shall notify all residences and businesses within any street closure or lane restriction area of the upcoming event.

Notification shall include the following information:

- Event name
- Dates and times of event
- A brief description of the event
- Any closure areas
- Where attendees will be parking



**AFFIDAVIT OF APPLICANT**

I, the undersigned applicant, or authorized agent thereof, swear or affirm that the matters stated in the foregoing application are true and correct upon my personal knowledge and information for the purpose of requesting the Village of Shorewood to approve the Special Event and other permits herein applied for, that I am qualified and eligible to obtain the permit applied for and agree to pay all fees, to meet all requirements and any additional regulations, conditions, or restrictions set forth in the permit and to comply with the laws of the Village of Shorewood in the conduct of the Special Event described herein.

*Erica Jang*

5/24/19

Signature of Applicant

Date of Signature

I/We, the undersigned, agree to abide by all Village Ordinances and the rules and regulations which are made part of this permit application and hereby release, discharge, hold harmless and agree to defend the Village of Shorewood, its officers, agents, and employees from and against any and all loss that may arise out of or result from, in any way, in whole or in part, the scheduled event, the conduct or actions of any individual participating in or attending the scheduled event, the issuance of the Road Closing Permit or the closing of any road (whether or not a Permit has been issued) for the scheduled event.

*Erica Jang*

Signature of Applicant

Date of Signature

5/24/19

**VILLAGE OF SHOREWOOD STAFF USE ONLY**

**POLICE DEPARTMENT REVIEW**

Approval Recommended:  YES  NO

**VILLAGE MANAGER REVIEW**

Approval Recommended:  YES  NO

**PUBLIC WORKS DEPARTMENT REVIEW**

Approval Recommended:  YES  NO

**VILLAGE CLERK REVIEW**

Approval Recommended:  YES  NO

**PLANNING DEPARTMENT REVIEW**

Approval Recommended:  YES  NO

**VILLAGE BOARD CONSIDERATION**

Village Board Meeting Date: \_\_\_\_\_

Village Board Approval Date: \_\_\_\_\_

Permit Number: \_\_\_\_\_

Notes: \_\_\_\_\_



AT THE EDGE OF THE CITY AND  
THE HEART OF EVERYTHING

Village of Shorewood  
3930 N Murray Ave.  
Shorewood WI 53211  
Telephone (414) 847-2601

## APPLICATION FOR SHORT-TERM CABARET LICENSE

**License Fee: \$40**

**Please answer the following questions fully and completely:**

Date(s) of Event (up to three consecutive days):	Start time of event (if multiple days, list times for each day):	End time of event (if multiple days, list times for each day):
Name and Description of Event:		
Applicant First Name:	Applicant Last Name:	Applicant Middle Initial:
Business Name:	Business Address:	
Business Telephone Number:	Business E-mail Address:	
Mailing Address, if different, including City, State, and Zip:		
Premises Owner Name:	Premises Owner Address:	
Do you intent to provide dancing facilities for your customers? Yes <input type="checkbox"/> No <input type="checkbox"/>	Provide the name of the group performing and describe the type of music:	
Have you had previous experience in operating a restaurant and/or bar that provided instrumental music and dancing? Yes <input type="checkbox"/> No <input type="checkbox"/>	If yes, please list location and dates:	
Do you presently hold or have an application on file for any other license in the Village of Shorewood? Yes <input type="checkbox"/> No <input type="checkbox"/>	If yes, please indicate type:	
Have you ever been convicted of any felony or of violating any Federal Law, State Law, or Local Ordinance? Yes <input type="checkbox"/> No <input type="checkbox"/>	If yes, provide the date and the nature of the offense:	

To the Village Board of the Village of Shorewood, Wisconsin: I hereby make application for a Short-Term Cabaret License in the Village of Shorewood, Wisconsin, subject to the provisions and limitations of Wisconsin Statutes and Section 232 of the Village of Shorewood Municipal Code, and hereby agree to comply with all laws, resolutions, ordinances and regulations, affecting said activity, if a license be granted me.

**READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, I certify that the aforementioned information is correct to the best of my knowledge and I agree to operate this business according to law and that the rights and responsibilities conferred by the license, if granted, will not be assigned to another.**

Applicant's Signature

Date

# Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ \_\_\_\_\_

Application Date: 5/25/2019

Town  Village  City of \_\_\_\_\_

County of Milwaukee

The named organization applies for: (check appropriate box(es).)

A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 9/14/19 11 AM and ending 9/14/19 9 PM and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →  Bona fide Club  Church  Lodge/Society

Chamber of Commerce or similar Civic or Trade Organization

Veteran's Organization  Fair Association

(a) Name Shorewood Business Improvement District

(b) Address 3930 N. Murray Ave, Shorewood WI 53211  
(Street)  Town  Village  City

(c) Date organized 1999

(d) If corporation, give date of incorporation 8/21/2001

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box:

(f) Names and addresses of all officers:

President Mike O'Brien

Vice President Caroline Kreitlow

Secretary NA

Treasurer Rebecca Reinhardt

(g) Name and address of manager or person in charge of affair: Ericka Lang, BID Executive Director  
4230 N. Oakland Ave #295, Shorewood WI 53211

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number 4200 to 4533 N. Oakland Avenue

(b) Lot NA -w/in PROW Block NA- w/in PROW

(c) Do premises occupy all or part of building? No

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover:

3. Name of Event

(a) List name of the event Shorewood Feast

(b) Dates of event 9/14/2019

## DECLARATION

The Officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

Officer  5/28/19  
(Signature/date)

Officer  5.24.19  
(Signature/date)

\_\_\_\_\_  
(Name of Organization)

Officer  REBECCA REINHARDT 5/24/19  
(Signature/date)

Officer \_\_\_\_\_  
(Signature/date)

Date Filed with Clerk \_\_\_\_\_

Date Reported to Council or Board \_\_\_\_\_

Date Granted by Council \_\_\_\_\_

License No. \_\_\_\_\_



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/13/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement.

PRODUCER: Robertson Ryan - Milwaukee
INSURED: Shorewood Business Improvement District Inc
CONTACT NAME: Michele Soehnlein
PHONE: (414) 271-1566 566
FAX: (414) 271-3012
E-MAIL ADDRESS: msoehnlein@robertsonryan.com

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES.

Table with columns: INSR LTR, TYPE OF INSURANCE, ADDL INSD, SUBR WVD, POLICY NUMBER, POLICY EFF (MM/DD/YYYY), POLICY EXP (MM/DD/YYYY), LIMITS. Includes Commercial General Liability, Automobile Liability, Umbrella Liab, Excess Liab, Workers Compensation.

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Village of Shorewood is included as additional insured.

CERTIFICATE HOLDER CANCELLATION

CERTIFICATE HOLDER: Village of Shorewood
CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
AUTHORIZED REPRESENTATIVE: Dennis Kuhnke



APPLICATION FOR TEMPORARY EXTENSION REQUEST CLASS "B" OR "C" PREMISES

AT THE EDGE OF THE CITY AND THE HEART OF EVERYTHING
Village of Shorewood
3930 N Murray Ave.
Shorewood WI 53211
Telephone (414) 847-2601

Issued only to current Class "B" or Class "C" license holders
Requested area(s) must be contiguous with current licensed premises

Please answer the following questions fully and completely:

Form with fields for Date(s) of Event (9/14/19), Start time (11am), End time (11pm), Name and Description of Event (Shorewood Feast), Applicant Name (Nathaniel Davauer), Business Name (Draft & Vessel), Business Address (4417 n. Oakland Ave), Business Telephone (414-364-3370), Business E-mail (info@draftandvessel.com), Describe specific area(s) (Street in front of storefront), Do you own/lease the area(s)? (No), Will you be erecting a temporary structure/tent/stage? (Yes), Have you ever been convicted of any felony or of violating any Federal Law, State Law, or Local Ordinance? (No).

To the Village Board of the Village of Shorewood, Wisconsin: I hereby make application for a Temporary Extension of Premises in the Village of Shorewood, Wisconsin, subject to the provisions and limitations of Wisconsin Statutes and Section 335-9C of the Village of Shorewood Municipal Code, and hereby agree to comply with all laws, resolutions, ordinances and regulations, affecting said activity, if a license be granted me.

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, I certify that the aforementioned information is correct to the best of my knowledge and I agree to operate this business according to law and that the rights and responsibilities conferred by the license, if granted, will not be assigned to another.

Applicant's Signature (Handwritten signature)

5/27/19
Date

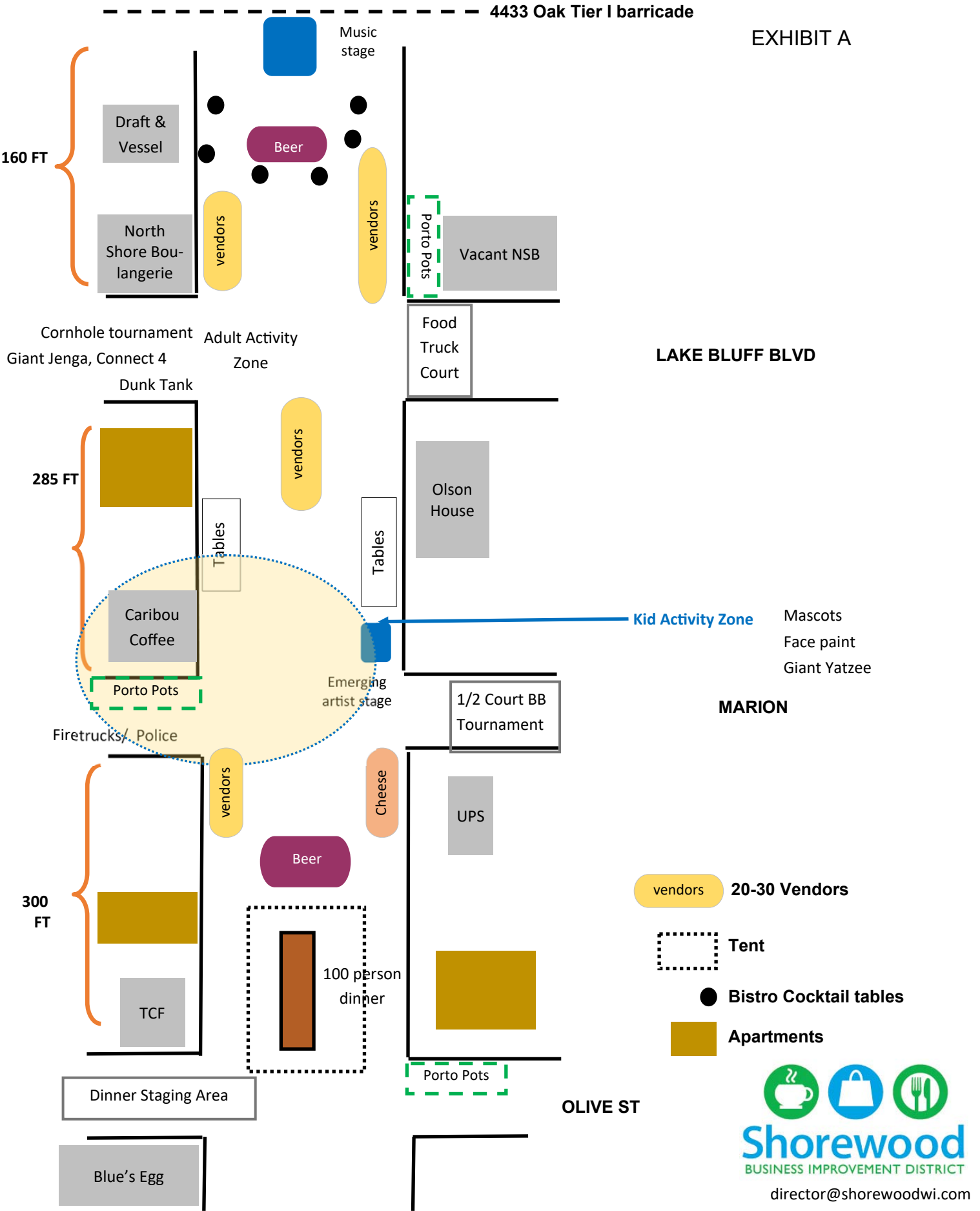


Subscribed and Sworn before me this 28th day of May, 2019.
Notary Public, State of Wisconsin
My Commission Expires 11-28-2019

**FEAST SITE MAP CONCEPT Sept 14, 2019 11 AM—9 PM**

**NOT TO SCALE**

**EXHIBIT A**



**LAKE BLUFF BLVD**

**MARION**

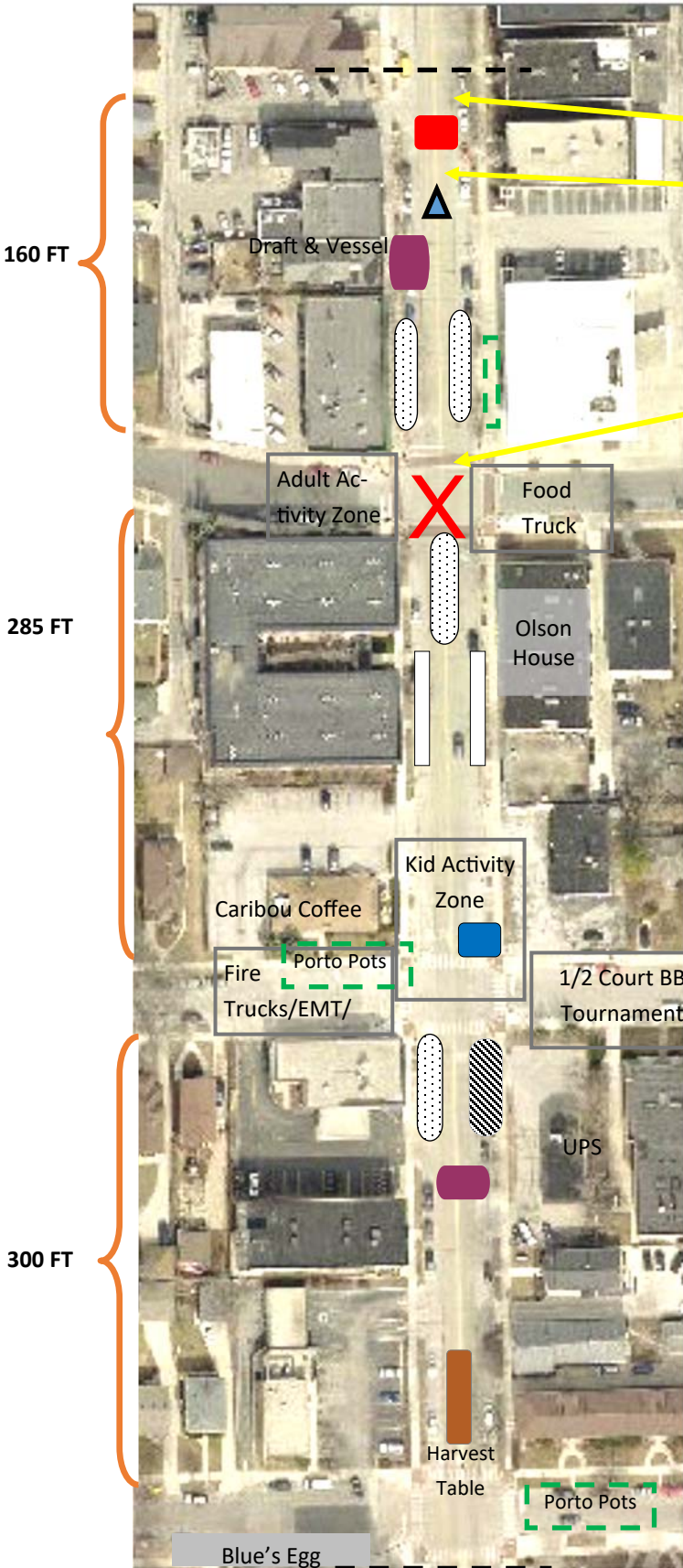
**OLIVE ST**

- 20-30 Vendors**
- Tent**
- Bistro Cocktail tables**
- Apartments**



director@shorewoodwi.com  
marketing@shorewoodwi.com











**POWER INFO**



**GENERATOR**  
**TRUSSES WITH STRING LIGHT IN FRONT OF STAGE**

**CENTER POLE RADIATING STRING LIGHTS TO 4 CORNER CURBS**

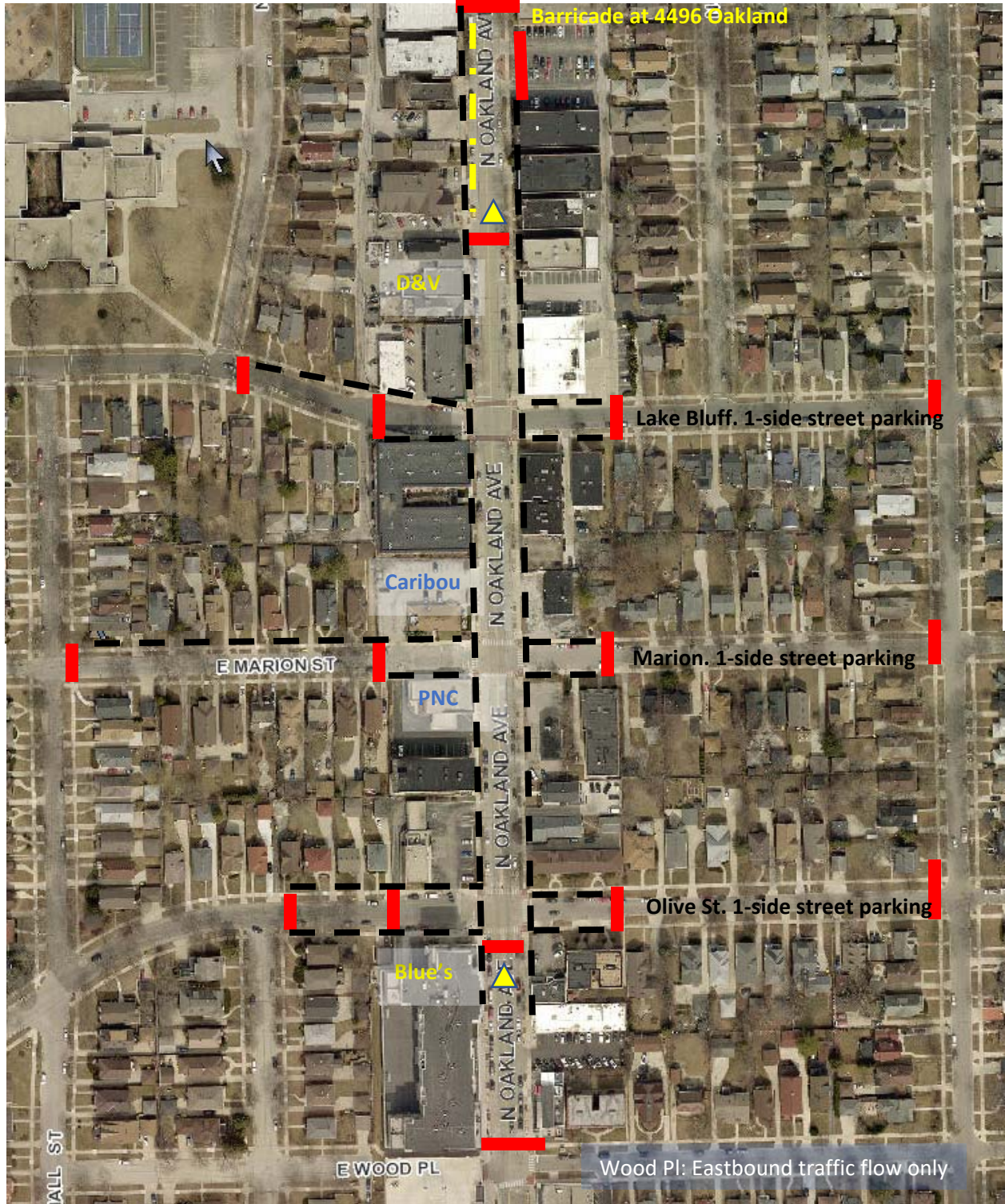
**LAKE BLUFF BLVD**


- AV BOOTH** 
- Large Music 
- Small Music Stage 
- MARION ST**
- Event Boundary 
- Beer/Wine Tent 
- Cheese Tent 
- Vendor Booths 
- Tables/Seating 
- Harvest Table, 100 seating 
- Portable Bathrooms 
- OLIVE ST**





director@shorewoodwi.com  
 marketing@shorewoodwi.com


Shorewood Feast Barricade & Temp No Parking Signs



 Barrier vehicles

 8-foot barricade that allows vehicles in/out easily with sign "Road Closed Ahead". Provided by DPW

 No Parking Signs

 Vendors designated parking along west side of Oakland, 4433 - 4485

# EXHIBIT C

## 4433-4499 Oakland Ave, area barricaded at Kensington

Total businesses: 9

Total apartment buildings/mixed use: 11

There will be full access to the alley on both sides of Oakland for businesses and residents during the event. All apartments parking is accessible except the condo's at 4442 Oakland.

Condo's--rear/side access

Medical Clinic--rear access  
CLOSED SAT

Stowell Staffing --rear access  
CLOSED SAT

This building has rear parking but no customer access:  
uses--hair salon, BK Yun (CLOSES 10:30 AM), Nino's, Curve's (CLOSES NOON)

4465--Office building-- rear access. CLOSED SAT

4459--Apartments-- no parking onsite

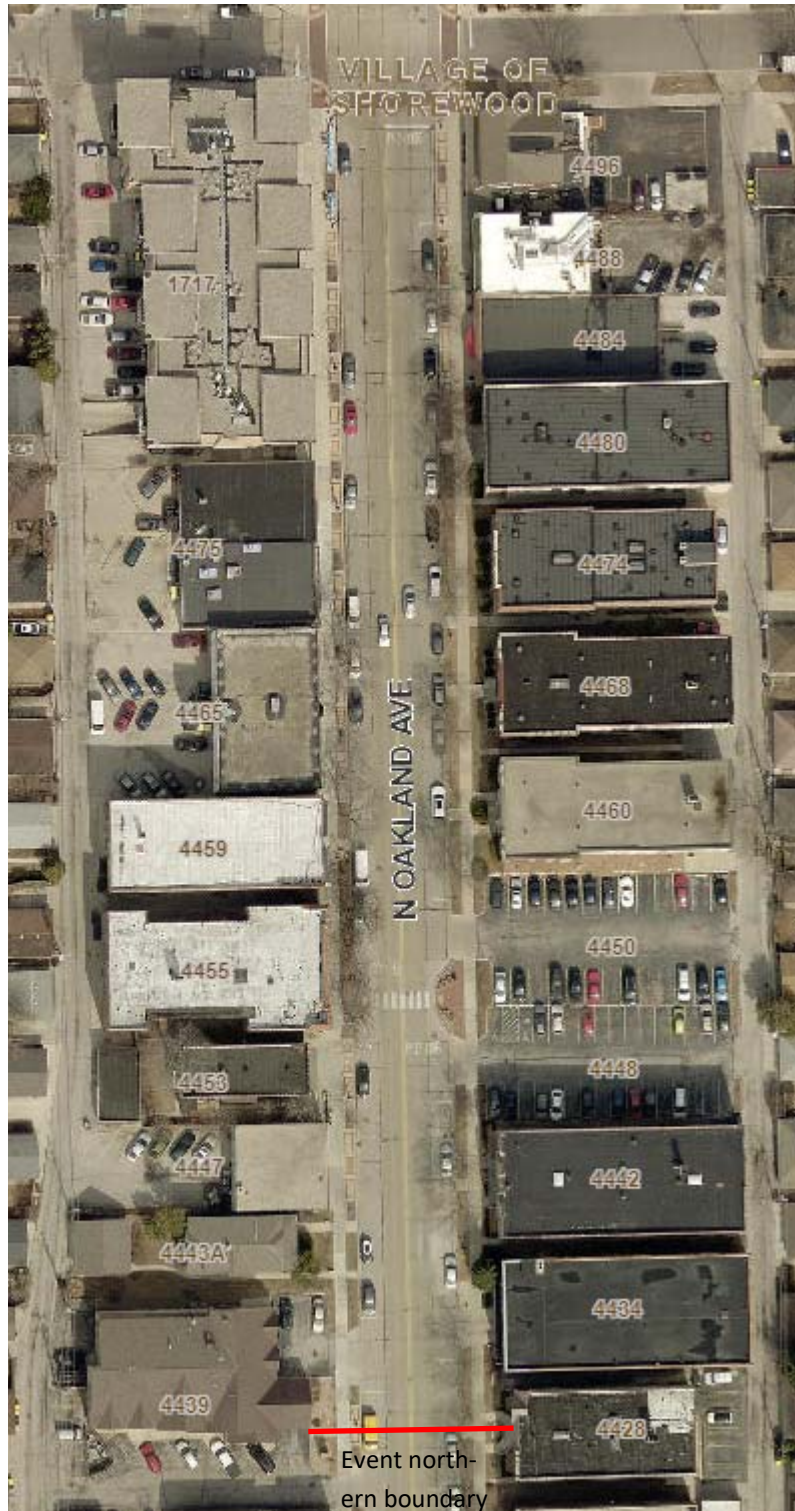
4455--Apartments--no parking onsite

4453--Apartment/ Just Goods--rear garage

4447 Office building-- rear access  
CLOSED SAT

Duplex-- rear garage/access

Office building-- rear access  
CLOSED SAT



Kensington Liquor-- rear access

Cloud Red-- rear access

American Family--rear access  
CLOSED SAT

Apartments

Apartments

Apartments

Apartments

Public parking lot

Apartments

Condo's (parking access restricted)

Apartments

**Agenda Item:** Shorewood BID - The Feast - September 14, 2019  
**Fiscal Note Attachment**

<b>Budget / Dept.</b>	<b>Item</b>	<b>Account Number</b>	<b>Budget Estimate</b>	<b>Actual Village Costs</b>	<b>Outside Funding</b>	<b>Est. Total Costs</b>
Other Public Safety	The Feast		\$1,000		\$0	\$1,000
Public Works	The Feast		\$360-\$840		\$0	\$360-\$840
						\$1360-\$1840

**Additional Notes**

*Please add notes, as applicable, in regards to current balance of account(s), anticipated future expenses, any relevant revenue sources, staff review of additional ways to carry out service, and other significant fiscal details to note.*

- 1
- 2
- 3
- 4



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item:** Consider sidewalk replacement program criteria (meeting #5)

**Date:** 6/17/2019

**Presenter:** Leeann Butschlick, Public Works Director

---

**History** – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is not relevant history, N/A should be entered in this space.

- There are approximately 60 miles of public sidewalk pavement within the Village of Shorewood. To ensure these walks remain in good condition, the Department of Public Works administers a biennial sidewalk replacement program in each of five defined areas of the Village on a rotating cycle ([map](#)). All public sidewalks and carriage walks in the target area are reviewed and identified for removal and replacement or grinding.
- Sidewalk replacement is funded through special assessment to the abutting property. Costs related to grinding are not assessable and will be funded by the Village.
- Inspection for this program is provided by the Village Engineer (Strand Associates) under the general engineering contract. Inspections costs are incorporated into the square foot replacement costs as assessed to the abutting property owner.
- 2019 program Village Board actions to date:
  - 12/3/2018 VB approved [Project Management and Communication Plan](#)
  - 4/1/2019 VB approves [revised sidewalk replacement criteria](#) to incorporate grinding option
  - 5/20/2019 VB approved 2019 sidewalk replacement contract
  - 6/3/2019 VB directs staff to revise sidewalk replacement criteria for re-consideration

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**Agenda Item Discussion** – Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.

Please recall that at our June 3 meeting, staff reported that the sidewalk program measured quantities totaled approximately 60,000 square feet, an amount significantly greater than the estimated 27,000 square feet quantity in the contract awarded to Forward Contractors. Staff presented four possible options to proceed for the Board's consideration; the Board directed staff to proceed with Alternative 3:

- ALTERNATIVE 3: Modify the existing criteria with the intent of relaxing the standards, thereby reducing the amount of sidewalk to be replaced to conform with the estimated contract quantities.

Attached, please find proposed criteria revisions. As discussed on 6/3, staff's objective in drafting the revisions for your consideration was twofold:

- Outline criteria which address existing and potential hazards to sustain and improve safety and walkability in the Village of Shorewood.
- Outline criteria consistent with past practices and applications in order to provide consistency of program implementation (replacement) with past project areas.

Also attached, please find several photo examples of existing conditions addressed in the criteria.

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**Community and Business Outreach** – *If applicable, did you notify the community groups and business that are directly impacted by this agenda item. Please specify in the attached communication plan how community groups and businesses will be informed of action after Village Board consideration.*

Yes                       No

*If yes, identify and what community groups and businesses were notified.*  
As outlined in the approved project management and communication plan,

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**Action Required / Recommended** – *Please include the recommended motion of possible actions for this agenda item.*

*Suggested motion: I move approval of the sidewalk replacement criteria revisions.*

An updated Project Management and Communication Plan is attached for your reference. This version incorporates adjusted key project date revisions.

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**Fiscal Note** – *Please include comments on the fiscal impact of this action.*

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**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. proposed sidewalk replacement criteria revision
2. photo examples of criteria conditions
3. updated Sidewalk Project Management and Communication Plan



Policy No. 36	Page: 1	Page 1 of 1
Authority: Shorewood Village Board		
Date of Issue: May 15, 1995; amended April 1, 2019 <u>modified June 17, 2019</u>	Effective Date: April 1, 2019	

The Village Board has adopted Policy No. 36 for the purposes of establishing criteria related to concrete replacement to mitigate trip hazards on public sidewalks. Sidewalk locations with ponding are only addressed by the Village's Sidewalk Replacement Program if adjacent sidewalk slabs require replacement based upon the criteria below. Sidewalk slabs that do not meet the criteria below will not be replaced to correct ponding issues unless requested by the property owner at the property owner's expense. An amendment approved April 1, 2019 establishes criteria related to concrete grinding to address public sidewalk trip hazards.

### CONCRETE REPLACEMENT CRITERIA

All concrete surface, for public sidewalks, carriage walks, ~~service walks, driveway approaches, parking slabs, driveways and private sidewalks and curb ramps~~ will be considered defective if one or more of the following applicable conditions exist for the various categories:

1. Sidewalks with pieces that are loose or missing at or near control joints, within the center four feet of a ~~walkway. Sidewalk possessing dimensions of at least nine (9) inches by three (3) inches measured at the longest and widest points and a depth of at least ½ inch.~~
2. Sidewalks with two or more pits or pockets possessing ~~one dimension~~ of at least three (3) inches and a depth of at least ½ inches ~~or pocket of sufficient size to pose a hazard~~ that is located in the center four feet of a walkway.
3. All concrete which has single or multiple cracks in a slab (excluding control joints) that have opened to a width of ¼ inch for one or two cracks or greater than 1/8 inches for three or more cracks and extend the width of the slab allowing displacement of the underlying base as well as ice formation and resultant heaving.
4. All concrete slabs that have cracks (including control joints) with differential settlement of greater than ~~½~~ ¾ inch which may cause tripping.
5. Concrete slabs that have ~~a spalling and/or crumbling~~ or deteriorating conditions over at least one square foot of the surface.
- ~~6. Concrete slabs that have a ponding condition due to improper drainage and misaligned slabs that cannot be remedied by mudjacking.~~
- ~~7.6.~~ Individual concrete slabs that are fractured into several pieces.
- ~~8.7.~~ Carriage walks constructed of M materials other than concrete are used on an approach or private garage floor which meet the above criteria.
- ~~9.8.~~ Concrete slab is eligible for grinding to correct a trip hazard(s) if the following conditions (a – f) are met. Prior to grinding, the Village will notify the adjacent property owner of the intent

to grind and provide the option for replacement at owner's cost according to assessment policy.

- a. The concrete slab must NOT meet any of the criteria 1-97 identified above.
- b. The concrete slab must ~~not have been previously repaired~~ be structurally sound as determined by the Village.
- c. The existing concrete slab must be at least 4 inches thick.
- d. The vertical displacement (trip hazard) shall be between  $\frac{1}{4}$  and  $1\frac{1}{2}$  inches thick.
- e. The spacing width between adjacent panels shall not exceed  $\frac{1}{2}$  inch.
- f. The grinded surface shall not exceed 12 horizontal: 1 vertical slope.

Note: Americans with Disabilities Act (ADA) standards for new construction require the change in level for ground surfaces to be  $\frac{1}{4}$  inch or less (Section 3.03.2). This criterion does not require replacement of all concrete sidewalk that does not meet ADA requirements for change in level of  $\frac{1}{4}$  inch due to the significant amount of sidewalk replacement which would be required to meet these criteria.



**Village of Shorewood  
Example Photos of Sidewalk Defects  
June 2019**



**Criteria 1 - Defect at Control Joint  
Approximately 9-inches by 3-inches**



**Criteria 2 - Example Mudjacking Hole that is not Sealed.**



**Criteria 3 - 1/4-inch Crack in the Slab**



**Criteria 4 - 3/4-inch Differential Settlement**



**Criteria 5 - Crumbing Surface**



**Criteria 6 - Fractured into Several Pieces**

**\*REVISED\* Sidewalk Replacement Program  
Communication and Project Management Plan**

Activity	Staff	Committee	2018	2019												
			Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
VB consider project management and communication plan	LB	Village Board	3													
VB consider suggested revisions to concrete replacement criteria								1								
bid doc prep by Village Engineer	JK, LB															
field evaluation by Village Engineer (grind vs. replace)	JK, LB															
publish construction official notice	LB							12, 19								
bid open	JK, LB							26								
Village Board award construction contract	LB	Village Board							20							
assessment resolution	LB	Village Board							20							
field evaluation/marketing by Village Engineer	JK, LB									complete by 6/26						
notification via Manager's Memo and Facebook	TB, LB															
update project web page; create Notify Me	LB								1							
issue Notices of Assessment (20 days prior to construction )	LB, MM										week 7/2					
construction (anticipated; contractor schedule)	JK															



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item:** Consider water meter infrastructure preliminary project management and communication plan (water meter replacement program meeting #7)

**Date:** June 17, 2019

**Presenter:** Leeann Butschlick

**Department:** Public Works/Water Utility

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**History** – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.

1995	Most recent residential water meter replacement program implementation date
6/19/2013	<a href="#">PSC notice of water loss non-compliance</a>
9/13/2013	<a href="#">PSC first notice of meter schedule non-compliance</a>
8/15/2014	<a href="#">PSC order to reduce Non-Revenue Water (NRW)</a>
2014	<a href="#">NRW Phase I Study approved</a> with City Water ( <a href="#">scope of services</a> )
5/4/2015	<a href="#">Phase I NRW Study</a> presented to Village Board ( <a href="#">presentation slides</a> )
5/4/2015	<a href="#">Phase II NRW Study contract approved</a> , includes meter study recommendation ( <a href="#">scope of services</a> )
12/21/2015	Public Works Committee metering system discussion
1/19/2016	<a href="#">Water meter infrastructure RFP deferred</a>
3/7/2018	<a href="#">DNR Sanitary Survey</a> noting meter and cross connection deficiencies
4/19/2018	<a href="#">Village response</a> to Sanitary Survey noting anticipated meter replacement schedule
1/7/2019	" <a href="#">Metering System Infrastructure 101</a> " presentation to Village Board
<a href="#">2/4/19</a>	Village Board directs staff to prepare RFP document for both AMI and AMR systems
<a href="#">2/19/2019</a>	Village Board approves project management contract with City Water
5/20/2019	Village Board approves <a href="#">meter reading project RFP</a>
6/3/2019	Village Board considers <a href="#">meter setting ordinance</a> update

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**Agenda Item Discussion** – Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.

Attached please find a preliminary project management and communication plan for the water meter replacement project. The PMCP is being presented at this time to review and discuss proposed pre-installation communication/outreach activities and policy actions related to the meter project (as highlighted in red). You will note the installation project management activities have been listed, but no dates assigned. The PMCP will be updated upon vendor selection and presented at that time for your final approval.

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**Fiscal Note** – Please include the budget impact for this agenda item.

Attached.

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**Community and Business Outreach** – If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.

\_\_\_\_\_ Yes                      \_\_\_\_\_ No  
Extensive outreach is included in attached plan.

---

**Action Required / Recommended** – *Please include the recommended motion or possible actions for this agenda item.*

*I move to approve the preliminary Water Meter Replacement Program project management and communication plan.*

Project milestones through end of 2019 (anticipated schedule):

- 6/20/2019     Vendor submission deadline
- 7/22/2019     Vendor interviews (week)
- 9/3/2019      Village Board approve vendor selection; authorize negotiation to best and final offer
- 10/7/2019     Village Board approve final metering system infrastructure contract

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**Attachments** – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

1. Preliminary project management and communication plan
2. Fiscal note

AMI Communication and Project Management Plan

Activity	Staff	Committee	2019												2020							
			Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
<b>Update Village Board on AMI Project</b>																						
<b>PSC Application</b>																						
Complete Certificate of Authority (CA) checklist	PE		■																			
Submit CA Application to PSC	PE			■																		
<b>Request for Proposals</b>																						
Update RFP from 2015	PE			■	■	■																
Village review and approve RFP		VB			■																	
Update Project Cost Estimate	PE			■	■																	
RFP advertisement	LB				■	■																
RFP issued	PE, PB				■																	
<b>Bidding</b>																						
Answer bidding questions	PE				■	■	■															
RFP responses due	PE	PT				■																
<b>Evaluation RFP's</b>																						
Develop AMI/R Project Team	LB				■																	
Review vendor proposals		PT				■	■															
Clarify evaluation questions		PT					■															
Vendor short-list		PT					■															
Schedule Interviews	LB						■															
Conduct Interviews		PT						■														
Follow-up clarifications		PT							■													
Final ranking of proposals		PT								■												
Best and final offer		PT									■											
Final evaluation		PT										■										
Recommendation of contract award		PT											■									
Village Board contract consideration		VB												■								
Contract negotiation		PT													■	■						
<b>Pre-Installation Communication to Customers</b>																						
Develop project web page	LB						■	■														
Develop FAQ's	PE, WU						■	■														
Develop handout for plumbing permit applicants	LB							■	■													
Develop Information Video	WU							■	■													
Assign Shorewood Today article	TB								■													
Village-wide mailing - project announcement and plumbing standards	LB, MM								■													
VH lobby info display	LB									■	■	■	■	■	■	■	■	■	■	■	■	■
Village Center display	LB										■	■	■	■	■	■	■	■	■	■	■	■
Utility bill messaging	LB, ME											■				■					■	
Promote Informational Open House 11/14/2019 (mailing, social media, WM memo, etc.)	LB, TB												■	■	■	■	■	■	■	■	■	■
Project Open House mailing	LB, MM																					
Project Open House informational event	WU, PE																					
Develop/Distribute Installation Video	WU																					
<b>Policy Updates</b>																						
meter setting code revisions	LB					■																
opt-out policy (AMI)	LB, VA																					
water shut-off policy per PSC	LB, VA																					

**AMI Communication and Project Management Plan**

Activity	Staff	Committee	2019										2020									
			Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
<b>Project Management</b>																						
Initial Implementation																						
Kick-off meeting & project meetings																						
Internal staff role																						
Current process re-designs																						
Data acquisition procedures																						
Equipment testing procedures																						
Project phases																						
Vendor communication with residents																						
mailings - vehicles																						
Installation Management																						
Confirm Installation Process																						
Verify data in transferring over																						
Respond to Installation problems - return to Utility																						
Shut-off water process																						
Verify installed quantities																						
Verify monthly pay requests																						
Project testing and training																						
AMI hardware																						
AMI software																						
Billing software integration																						
Substantial completion																						
Final completion																						
Evaluation of project																						

PE = project engineer  
 VB = Village Board  
 PT = Project Team  
     Trustee Maher, PW Committee Chair  
     Rebecca Ewald, Village Manager  
     Leeann Butschlick, PW Director  
     Joel Kolste, PW Assistant Director  
     Dave Kunze, Utility Foreman  
     Mark Emanuelson, Finance Director  
 WU = Water Utility staff  
 VA = Village Attorney  
 MM = Monica Merke, DPW Admin

**Agenda Item: Consider RFP Structure for AMR or AMI Implementation  
Fiscal Note Attachment**

**Meter reading system software upgrade costs - 20 year costs**

	<u>Current</u>	<u>AMR</u>	<u>AMI</u>
Install new software / equipment	\$ -	\$ 30,000	\$ 80,000
Annual cost (over 20 year life)	\$ -	\$ 1,500	\$ 4,000
Annual maintenance fees *	\$ 1,750	\$ 4,000	\$ 17,000
Annual allocation for equipment replacement	\$ 3,500	\$ 1,000	\$ -
Annual meter reading / billing costs	\$ 40,800	\$ 22,400	\$ 19,200
<u>Annual customer service costs **</u>	<u>\$ 1,600</u>	<u>\$ 1,600</u>	<u>\$ 12,000</u>
<b>Total annual costs</b>	<b>\$ 47,650</b>	<b>\$ 30,500</b>	<b>\$ 52,200</b>
<u>Est. % paid by residential customers</u>	<u>80%</u>	<u>80%</u>	<u>80%</u>
<b>Annual total residential portion</b>	<b>\$ 38,120</b>	<b>\$ 24,400</b>	<b>\$ 41,760</b>
<u>Number of residential households served</u>	<u>4,120</u>	<u>4,120</u>	<u>4,120</u>
<b>Annual meter system cost per household</b>	<b>\$ 9.25</b>	<b>\$ 5.92</b>	<b>\$ 10.14</b>
<b><u>Annual change from current process</u></b>	<b>\$ -</b>	<b>\$ (3.33)</b>	<b>\$ 0.88</b>

\*AMI Annual maintenance fees may not include all fees related to implementing a customer portal. These system costs and base functionality can vary by manufacturer.

\*\* Customer service costs relate to the staff time spent on customer interactions for things like High / Low usage, system monitoring, and other non-billing customer inquiries.

Increased AMI customer service costs are due to increase customer services provided.

If a customer portal is implemented staff estimates that an additional \$4,800 of staff time (10 hours per month) may be needed to respond to customer inquiries.



# VILLAGE OF SHOREWOOD

## REPORTS AND PRESENTATIONS TO VILLAGE BOARD

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**Agenda Item:** Compliance Maintenance Annual Report

**Date:** 6/17/2019

**Presenter:** Leeann Butschlick, Public Works/Sewer Utility

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**History** – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.

Wisconsin Administrative Code NR 208 requires that a Compliance Maintenance Annual Report (CMAR) be filed with the Department of Natural Resources.

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**Agenda Item Discussion** – Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.

A copy of the 2018 report is attached.

Also attached please find a resolution authorizing any actions necessary to correct problems or deficiencies found in the wastewater treatment or collection system. As you will note, no deficiencies are reported and therefore no corrective action is required.

---

**Community and Business Outreach** – If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.

Yes                       No

If Yes, identify how and what community groups and businesses were notified.

---

**Action Required / Recommended** – Please include the recommended motion or possible actions for this agenda item.

*Suggested motion: I move approval of Resolution 2019-13, a resolution regarding the Wisconsin Department of Natural Resources NR 208 2017 Compliance Maintenance Annual Report.*

Upon Village Board approval of Resolution 2019-13, the report will be filed with WDNR.

---

**Attachments** – Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.

1. 2018 CMAR report
2. Resolution 2019-13

# Compliance Maintenance Annual Report

Shorewood Village

Last Updated: Reporting For:  
6/7/2019 **2018**

## Financial Management

<p>1. Provider of Financial Information</p> <p>Name: <input style="width: 300px;" type="text" value="Mark Emanuelson"/></p> <p>Telephone: <input style="width: 150px;" type="text" value="414-847-2607"/> (XXX) XXX-XXXX</p> <p>E-Mail Address (optional): <input style="width: 300px;" type="text" value="memmanuelson@villageofshorewood.org"/></p>													
<p>2. Treatment Works Operating Revenues</p> <p>2.1 Are User Charges or other revenues sufficient to cover O&amp;M expenses for your wastewater treatment plant AND/OR collection system ?</p> <p>● Yes (0 points) <input type="checkbox"/><input type="checkbox"/></p> <p>○ No (40 points)</p> <p>If No, please explain:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>2.2 When was the User Charge System or other revenue source(s) last reviewed and/or revised? Year: <input style="width: 100px;" type="text" value="2018"/></p> <p>● 0-2 years ago (0 points) <input type="checkbox"/><input type="checkbox"/></p> <p>○ 3 or more years ago (20 points) <input type="checkbox"/><input type="checkbox"/></p> <p>○ N/A (private facility)</p> <p>2.3 Did you have a special account (e.g., CWFPP required segregated Replacement Fund, etc.) or financial resources available for repairing or replacing equipment for your wastewater treatment plant and/or collection system?</p> <p>● Yes (0 points)</p> <p>○ No (40 points)</p>	0												
<p>REPLACEMENT FUNDS [PUBLIC MUNICIPAL FACILITIES SHALL COMPLETE QUESTION 3]</p>													
<p>3. Equipment Replacement Funds</p> <p>3.1 When was the Equipment Replacement Fund last reviewed and/or revised? Year: <input style="width: 100px;" type="text" value="2018"/></p> <p>● 1-2 years ago (0 points) <input type="checkbox"/><input type="checkbox"/></p> <p>○ 3 or more years ago (20 points) <input type="checkbox"/><input type="checkbox"/></p> <p>○ N/A</p> <p>If N/A, please explain:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div>													
<p>3.2 Equipment Replacement Fund Activity</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;"><b>3.2.1 Ending Balance Reported on Last Year's CMAR</b></td> <td style="width: 5%; text-align: right;">\$</td> <td style="width: 35%; text-align: right;"><input style="width: 150px;" type="text" value="479,465.00"/></td> </tr> <tr> <td>3.2.2 Adjustments - if necessary (e.g. earned interest, audit correction, withdrawal of excess funds, increase making up previous shortfall, etc.)</td> <td style="text-align: right;">\$</td> <td style="text-align: right;"><input style="width: 150px;" type="text" value="0.00"/></td> </tr> <tr> <td>3.2.3 Adjusted January 1st Beginning Balance</td> <td style="text-align: right;">\$</td> <td style="text-align: right;"><input style="width: 150px;" type="text" value="479,465.00"/></td> </tr> <tr> <td>3.2.4 Additions to Fund (e.g. portion of User Fee, earned interest, etc.)</td> <td style="text-align: right;">\$</td> <td style="text-align: right;"><input style="width: 150px;" type="text" value="0.00"/></td> </tr> </table>	<b>3.2.1 Ending Balance Reported on Last Year's CMAR</b>	\$	<input style="width: 150px;" type="text" value="479,465.00"/>	3.2.2 Adjustments - if necessary (e.g. earned interest, audit correction, withdrawal of excess funds, increase making up previous shortfall, etc.)	\$	<input style="width: 150px;" type="text" value="0.00"/>	3.2.3 Adjusted January 1st Beginning Balance	\$	<input style="width: 150px;" type="text" value="479,465.00"/>	3.2.4 Additions to Fund (e.g. portion of User Fee, earned interest, etc.)	\$	<input style="width: 150px;" type="text" value="0.00"/>	
<b>3.2.1 Ending Balance Reported on Last Year's CMAR</b>	\$	<input style="width: 150px;" type="text" value="479,465.00"/>											
3.2.2 Adjustments - if necessary (e.g. earned interest, audit correction, withdrawal of excess funds, increase making up previous shortfall, etc.)	\$	<input style="width: 150px;" type="text" value="0.00"/>											
3.2.3 Adjusted January 1st Beginning Balance	\$	<input style="width: 150px;" type="text" value="479,465.00"/>											
3.2.4 Additions to Fund (e.g. portion of User Fee, earned interest, etc.)	\$	<input style="width: 150px;" type="text" value="0.00"/>											

# Compliance Maintenance Annual Report

Shorewood Village

Last Updated: Reporting For:  
6/7/2019 **2018**

3.2.5 Subtractions from Fund (e.g., equipment replacement, major repairs - use description box 3.2.6.1 below\*)

- \$ 0.00

3.2.6 Ending Balance as of December 31st for CMAR Reporting Year

\$ 479,465.00

All Sources: This ending balance should include all Equipment Replacement Funds whether held in a bank account(s), certificate(s) of deposit, etc.

3.2.6.1 Indicate adjustments, equipment purchases, and/or major repairs from 3.2.5 above.

3.3 What amount should be in your Replacement Fund? \$ 304,987.00

0

Please note: If you had a CWFP loan, this amount was originally based on the Financial Assistance Agreement (FAA) and should be regularly updated as needed. Further calculation instructions and an example can be found by clicking the SectionInstructions link under Info header in the left-side menu.

3.3.1 Is the December 31 Ending Balance in your Replacement Fund above, (#3.2.6) equal to, or greater than the amount that should be in it (#3.3)?

- Yes
- No

If No, please explain.

## 4. Future Planning

4.1 During the next ten years, will you be involved in formal planning for upgrading, rehabilitating, or new construction of your treatment facility or collection system?

- Yes - If Yes, please provide major project information, if not already listed below.
- No

Project #	Project Description	Estimated Cost	Approximate Construction Year
1	Southeast Combined Sewer Service Area improvements include upsizing and relief sewers. The estimated cost of all phases is \$5-20 million beginning in 2022 with completion projected in 2034 or earlier.	20,000,000	2022

## 5. Financial Management General Comments

### ENERGY EFFICIENCY AND USE

## 6. Collection System

### 6.1 Energy Usage

6.1.1 Enter the monthly energy usage from the different energy sources:

#### **COLLECTION SYSTEM PUMPAGE: Total Power Consumed**

Number of Municipally Owned Pump/Lift Stations:

# Compliance Maintenance Annual Report

Shorewood Village

Last Updated: Reporting For:  
6/7/2019 **2018**

	Electricity Consumed (kWh)	Natural Gas Consumed (therms)
January	0	0
February	0	0
March	0	0
April	0	0
May	0	0
June	0	0
July	0	0
August	0	0
September	0	0
October	0	0
November	0	0
December	0	0
<b>Total</b>	<b>0</b>	<b>0</b>
<b>Average</b>	<b>0</b>	<b>0</b>

## 6.1.2 Comments:

The Village of Shorewood does not operate a treatment plant but is a member community of the Metropolitan Milwaukee Sewerage District.

## 6.2 Energy Related Processes and Equipment

6.2.1 Indicate equipment and practices utilized at your pump/lift stations (Check all that apply):

- Comminution or Screening
- Extended Shaft Pumps
- Flow Metering and Recording
- Pneumatic Pumping
- SCADA System
- Self-Priming Pumps
- Submersible Pumps
- Variable Speed Drives
- Other:

No lift or pump stations.

## 6.2.2 Comments:

## 6.3 Has an Energy Study been performed for your pump/lift stations?

No

Yes

Year:

By Whom:

Describe and Comment:

# Compliance Maintenance Annual Report

Shorewood Village

Last Updated: Reporting For:  
6/7/2019 **2018**

## 6.4 Future Energy Related Equipment

6.4.1 What energy efficient equipment or practices do you have planned for the future for your pump/lift stations?

No lift or pump stations.

<b>Total Points Generated</b>	0
<b>Score (100 - Total Points Generated)</b>	100
<b>Section Grade</b>	<b>A</b>

# Compliance Maintenance Annual Report

Shorewood Village

Last Updated: Reporting For:  
6/7/2019 2018

## Sanitary Sewer Collection Systems

### 1. Capacity, Management, Operation, and Maintenance (CMOM) Program

#### 1.1 Do you have a CMOM program that is being implemented?

- Yes
- No

If No, explain:

#### 1.2 Do you have a CMOM program that contains all the applicable components and items according to Wisc. Adm Code NR 210.23 (4)?

- Yes
- No (30 points)
- N/A

If No or N/A, explain:

#### 1.3 Does your CMOM program contain the following components and items? (check the components and items that apply)

- Goals [NR 210.23 (4)(a)]

Describe the major goals you had for your collection system last year:

1. Comply with the WPDES permit.
2. Minimize the occurrence of problematic overflows.
3. Improve or maintain system reliability.
4. Maintain asset cost effectively through a rehabilitation and replacement program based upon condition assessment.
5. Provide first class customer service.
6. Reduce the potential threat to human health from sewer overflows.
7. Provide adequate capacity to convey peak flows.
8. Manage infiltration and inflow.
9. Protect collection system worker health and safety.
10. Operate a continuous CMOM program.
11. Maintain annual cleaning and inspection programs.
12. Continue cost efficient operation of the sewer utility.

Did you accomplish them?

- Yes
- No

If No, explain:

- Organization [NR 210.23 (4) (b)]

Does this chapter of your CMOM include:

- Organizational structure and positions (eg. organizational chart and position descriptions)
- Internal and external lines of communication responsibilities
- Person(s) responsible for reporting overflow events to the department and the public

- Legal Authority [NR 210.23 (4) (c)]

What is the legally binding document that regulates the use of your sewer system?

Village Code Ch 415 & 514

If you have a Sewer Use Ordinance or other similar document, when was it last reviewed and revised? (MM/DD/YYYY) 1995-01-16

Does your sewer use ordinance or other legally binding document address the following:

- Private property inflow and infiltration
- New sewer and building sewer design, construction, installation, testing and inspection

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- Rehabilitated sewer and lift station installation, testing and inspection
- Sewage flows satellite system and large private users are monitored and controlled, as necessary

- Fat, oil and grease control
- Enforcement procedures for sewer use non-compliance

Operation and Maintenance [NR 210.23 (4) (d)]

Does your operation and maintenance program and equipment include the following:

- Equipment and replacement part inventories
- Up-to-date sewer system map
- A management system (computer database and/or file system) for collection system information for O&M activities, investigation and rehabilitation
- A description of routine operation and maintenance activities (see question 2 below)
- Capacity assessment program
- Basement back assessment and correction
- Regular O&M training

Design and Performance Provisions [NR 210.23 (4) (e)]

What standards and procedures are established for the design, construction, and inspection of the sewer collection system, including building sewers and interceptor sewers on private property?

- State Plumbing Code, DNR NR 110 Standards and/or local Municipal Code Requirements
- Construction, Inspection, and Testing
- Others:

0

Overflow Emergency Response Plan [NR 210.23 (4) (f)]

Does your emergency response capability include:

- Responsible personnel communication procedures
- Response order, timing and clean-up
- Public notification protocols
- Training
- Emergency operation protocols and implementation procedures

Annual Self-Auditing of your CMOM Program [NR 210.23 (5)]

Special Studies Last Year (check only those that apply):

- Infiltration/Inflow (I/I) Analysis
- Sewer System Evaluation Survey (SSES)
- Sewer Evaluation and Capacity Management Plan (SECAP)
- Lift Station Evaluation Report
- Others:

## 2. Operation and Maintenance

2.1 Did your sanitary sewer collection system maintenance program include the following maintenance activities? Complete all that apply and indicate the amount maintained.

Cleaning	19	% of system/year
Root removal	19	% of system/year
Flow monitoring	65	% of system/year
Smoke testing	0	% of system/year
Sewer line televising	19	% of system/year

Manhole inspections

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Lift station O&M	<input type="text" value="24"/>	% of system/year
	<input type="text" value="0"/>	# per L.S./year
Manhole rehabilitation	<input type="text" value="2"/>	% of manholes rehabbed
Mainline rehabilitation	<input type="text" value="0"/>	% of sewer lines rehabbed
Private sewer inspections	<input type="text" value="1"/>	% of system/year
Private sewer I/I removal	<input type="text" value="1"/>	% of private services
River or water crossings	<input type="text" value="0"/>	% of pipe crossings evaluated or maintained
Please include additional comments about your sanitary sewer collection system below:		
<input type="text" value="In addition to 12.55 miles of separate sanitary sewer system reported above, the utility also maintains 18.41 miles of combined sewer."/>		

### 3. Performance Indicators

3.1 Provide the following collection system and flow information for the past year.

<input type="text" value="45.08"/>	Total actual amount of precipitation last year in inches
<input type="text" value="34.76"/>	Annual average precipitation (for your location)
<input type="text" value="12.55"/>	Miles of sanitary sewer
<input type="text" value="0"/>	Number of lift stations
<input type="text" value="0"/>	Number of lift station failures
<input type="text" value="0"/>	Number of sewer pipe failures
<input type="text" value="5"/>	Number of basement backup occurrences
<input type="text" value="5"/>	Number of complaints
<input type="text"/>	Average daily flow in MGD (if available)
<input type="text"/>	Peak monthly flow in MGD (if available)
<input type="text"/>	Peak hourly flow in MGD (if available)

3.2 Performance ratios for the past year:

<input type="text" value="NaN"/>	Lift station failures (failures/year)
<input type="text" value="0.00"/>	Sewer pipe failures (pipe failures/sewer mile/yr)
<input type="text" value="0.00"/>	Sanitary sewer overflows (number/sewer mile/yr)
<input type="text" value="0.40"/>	Basement backups (number/sewer mile)
<input type="text" value="0.40"/>	Complaints (number/sewer mile)
<input type="text"/>	Peaking factor ratio (Peak Monthly:Annual Daily Avg)
<input type="text"/>	Peaking factor ratio (Peak Hourly:Annual Daily Avg)

### 4. Overflows

LIST OF SANITARY SEWER (SSO) AND TREATMENT FACILITY (TFO) OFERFLOWS REPORTED **			
Date	Location	Cause	Estimated Volume (MG)
None reported			

\*\* If there were any SSOs or TFOs that are not listed above, please contact the DNR and stop work on this section until corrected.

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## 5. Infiltration / Inflow (I/I)

5.1 Was infiltration/inflow (I/I) significant in your community last year?

Yes

No

If Yes, please describe:

5.2 Has infiltration/inflow and resultant high flows affected performance or created problems in your collection system, lift stations, or treatment plant at any time in the past year?

Yes

No

If Yes, please describe:

5.3 Explain any infiltration/inflow (I/I) changes this year from previous years:

27 private laterals (43,740 LF) were rehabilitated with CIPP methods.

5.4 What is being done to address infiltration/inflow in your collection system?

Funds are budgeted annually for mainline lining/manhole rehabilitation. The Village is in year 8 of a 10 year PPII reduction/lateral rehabilitation program. To date, 284 private laterals have been rehabilitated through this program.

<b>Total Points Generated</b>	0
<b>Score (100 - Total Points Generated)</b>	100
<b>Section Grade</b>	<b>A</b>

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## Grading Summary

WPDES No: 0047341

SECTIONS	LETTER GRADE	GRADE POINTS	WEIGHTING FACTORS	SECTION POINTS
Financial	A	4	1	4
Collection	A	4	3	12
<b>TOTALS</b>			<b>4</b>	<b>16</b>
<b>GRADE POINT AVERAGE (GPA) = 4.00</b>				

Notes:

- A = Voluntary Range (Response Optional)
- B = Voluntary Range (Response Optional)
- C = Recommendation Range (Response Required)
- D = Action Range (Response Required)
- F = Action Range (Response Required)

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## Resolution or Owner's Statement

Name of Governing  
Body or Owner:

Village of Shorewood

Date of Resolution or  
Action Taken:

2019-06-17

Resolution Number:

2019-13

Date of Submittal:

### **ACTIONS SET FORTH BY THE GOVERNING BODY OR OWNER RELATING TO SPECIFIC CMAR SECTIONS (Optional for grade A or B. Required for grade C, D, or F):**

Financial Management: Grade = A

Collection Systems: Grade = A

(Regardless of grade, response required for Collection Systems if SSOs were reported)

### **ACTIONS SET FORTH BY THE GOVERNING BODY OR OWNER RELATING TO THE OVERALL GRADE POINT AVERAGE AND ANY GENERAL COMMENTS**

(Optional for G.P.A. greater than or equal to 3.00, required for G.P.A. less than 3.00)

**G.P.A. = 4.00**

STATE OF WISCONSIN : MILWAUKEE COUNTY : VILLAGE OF SHOREWOOD

RESOLUTION NO. 2019 - 13

**RESOLUTION REGARDING THE WISCONSIN  
DEPARTMENT OF NATURAL RESOURCES NR 208,  
2018 COMPLIANCE MAINTENANCE ANNUAL REPORT**

**WHEREAS**, it is a requirement under a Wisconsin Pollutant Discharge Elimination system (WPDES) permit issued by the Wisconsin Department of Natural Resources to file a Compliance Maintenance Annual Report (CMAR) for its wastewater treatment/wastewater collection system under Wisconsin Administration Code NR 208; and

**WHEREAS**, it is necessary to acknowledge that the governing body has reviewed the Compliance Maintenance Annual Report (CMAR); and

**WHEREAS**, it is necessary to provide recommendations or an action response plan for all individual CMAR section grades (of "C" or less) and/or an overall grade point average (<3.00); and

**WHEREAS**, the Village of Shorewood scored a grade of A on the Financial Management section and a grade of A on the Sanitary Sewer Collection Systems section for an overall grade of "A";

**NOW, THEREFORE, BE IT RESOLVED** that the Village Board of the Village of Shorewood requires that the following recommendations or actions will be taken to address or correct problems/deficiencies of the wastewater treatment or collection system as identified in the Compliance Maintenance Annual Report (CMAR):

1. None.

**PASSED and ADOPTED** by the Shorewood Village Board, Milwaukee County, Wisconsin this 17th day of June, 2019.

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Allison Rozek, Village President

Countersigned:

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Sara Bruckman, CMC/WCMC Village Clerk

# PROCLAMATION

**WHEREAS**, Wisconsin has a long history of fighting for women's right to vote, including hosting national speakers such as Elizabeth Cady Stanton and Susan B. Anthony; forming suffrage organizations in Fond du Lac, Baraboo and other Wisconsin cities; and the formation of the Wisconsin Woman Suffrage Association; and

**WHEREAS**, after a hard-fought series of political and social battles by multiple states and national women's groups; and

**WHEREAS**, on June 4, 1919, the United States Congress passed the 19<sup>th</sup> Amendment which granted women the right to vote; and

**WHEREAS**, on June 10, 1919, the State of Wisconsin became the first state to ratify the 19<sup>th</sup> Amendment; and

**WHEREAS**, on August 18, 1920, the State of Tennessee became the 36<sup>th</sup> state to ratify the 19<sup>th</sup> Amendment; and

**WHEREAS**, on August 26, 1920, the 19<sup>th</sup> Amendment took effect throughout the United States and Wisconsin women over the age of 21 were finally allowed to vote in all elections; and


**WHEREAS**, in the midst of the 19<sup>th</sup> Amendment's state-by-state ratification, the National American Woman Suffrage Association officially became the League of Women Voters, an organization that's still active today;

**NOW, THEREFORE, I**, Allison J. Rozek, President of the Village of Shorewood, Wisconsin, do hereby recognize

**June 10, 2019**

**as the Wisconsin 19<sup>th</sup> Amendment Ratification Day  
in the Village of Shorewood.**

**Dated this 10<sup>th</sup> day of June, 2019.**

  
Allison L. Rozek, President  
Village of Shorewood