



VILLAGE OF JOHNSON CREEK
 MEETING NOTICE
 125 Depot Street, Johnson Creek, WI

Agenda

VILLAGE BOARD MEETING
Village Hall
July 23, 2012
5:30 p.m.

1. Call to Order; Roll Call
2. Pledge of Allegiance
3. Statement of Public Notice
4. Approve Finance Report- *pgs 1-2*
5. Approve Village Board minutes July 9, 2012 - *pgs 3-6*
6. Notices and Discussion - *pgs 7-15*
7. Public Comment (limited to two minutes per person)
8. Discussion and Action - Letter from Steve Wollin - Farmer's Market - *pgs 16-17*
9. Discussion and Action - Fire Chief Memorandum - Sale of Turnout Gear - *pg 18*
10. Report from Kevin Lord, MSA GIS Pre-Inventory report
11. Resolution 67-12 Amended Room Tax Allocation - Johnson Creek Chamber of Commerce - *pgs 19-21*
12. Resolution 69-12 Cabaret License - Crossroads Cruz-In - *pgs 22-24*
13. Resolution 70-12 Additional Operators Licenses 2012-2013 - *pg 25-26*
14. Closed Session
 (Pursuant to Wisconsin Statutes §§19.85(1)(e) deliberating or negotiating the investing of public funds, or conducting other specified business, whenever competitive or bargaining reasons require closed session with respect to *Zoning Code Order250-127-0112-530 and possible litigation against Stoney Creek Condominiums of Johnson Creek, LLC with respect to illegal fill placed on Parcel # 141-0714-1234-000*) - *pgs 27-31*
15. Reconvene into Open Session
16. Action from Closed Session
17. Next Village Board Meeting - Monday - August 13, 2012
18. Adjourn

N/A Not adopt/approve
 A Adopt/approve

N.B. Page numbers relate to Board/Committee members packets

NOTICE: It is possible that members of, and possibly a quorum of, other governmental bodies of the Village may be in attendance at the meeting above to gather information. No action will be taken by any governmental body at the meetings above other than by the governmental body specifically referred to in the above notice.

Requests from persons with hearing or sight disabilities who need assistance to participate in this meeting should be made to the Village Clerk's Office at (920) 699-2296 with as much advance notice as possible.

Agenda Posting Information	
Date	
Time	am/pm
Initials	

Check Register Report

Date: 07/17/2012

Time: 1:56 PM

Page: 1

Village of Johnson Creek

BANK:

Check Number	Check Date	Status	Vendor Number	Vendor Name	Check Description	Amount
Checks						
31424	07/10/2012	Printed	JC POST OF	JOHNSON CREEK POST OFFICE	POSTAGE FOR W/S BILLS	322.56
31425	07/11/2012	Printed	IMPACT	IMPACT AQUISITIONS, LLC	ANNUAL COPIES AGREEMENT	324.00
31426	07/11/2012	Printed	DANIELSONS	BRIAN DANIELSON	TOWER INSTALLATION-VH	813.00
31427	07/17/2012	Printed	AFLAC	AFLAC	PAYDATE 6/22/2012	43.20
31428	07/17/2012	Printed	AIRGAS	AIRGAS NORTH CENTRAL INC	OXYGEN RENTAL-EMS	71.94
31429	07/17/2012	Printed	AXA EQUITA	AXA EQUITABLE	PAYDATES 7/6, 7/20/2012	100.00
31430	07/17/2012	Printed	AZTALAN SC	AZTALAN SCREEN PRINTING &	EMS/FD SHIRTS	300.00
31431	07/17/2012	Printed	CRAMER, MU	CRAMER, MULTHAUF & HAMMES, LLP	STONEY CREEK,FD, MEETINGS	4,690.00
31432	07/17/2012	Printed	CULLIGAN	CULLIGAN WATER CONDITIONING	LAB GRADE WATER- WWTP	20.00
31433	07/17/2012	Printed	EMER. MED.	EMERGENCY MEDICAL PRODUCTS	EMS SUPPLIES	407.61
31434	07/17/2012	Printed	ENVIRO SPE	ENVIRONMENTAL SPECIALISTS LLC	LIFT STATION CLEANING	450.00
31435	07/17/2012	Printed	GOR FLESCH	GORDON FLESCH CO, INC	JUNE COPIES/JULY LEASE	85.83
31436	07/17/2012	Printed	GORDON FLE	GORDON FLESCH CO., INC.	AUGUST PD AND HALL COPIER LEASE	493.32
31437	07/17/2012	Printed	ITU, INC	ITU, INC	FD HAND TOWELS/MATS	68.28
31438	07/17/2012	Printed				0.00
31439	07/17/2012	Printed	JC WATER/S	JC WATER AND SEWER	VH, PD, FD, DPW, WWTP, PARKS	706.97
31440	07/17/2012	Printed	JEFF SHERI	JEFFERSON COUNTY SHERIFF'S DEP	ARREST BOOKING CHARGE	10.00
31441	07/17/2012	Printed	JEFF TREAS	JEFFERSON CTY TREASURERS OFFIC	JUNE COURT REPORT	220.00
31442	07/17/2012	Printed	JOHNS FIRE	JOHN'S FIRE PROTECTION, LLC	PD RECHARGE FIRE EXTING	59.57
31443	07/17/2012	Printed	JOHNSON BL	JOHNSON BLOCK COMPANY, INC	SERVICES FOR PERIOD 6/30/2012	6,950.00
31444	07/17/2012	Printed	JONAS OFFI	JONAS OFFICE EQUIPMENT	OFICE SUPPLIES-VH	37.65
31445	07/17/2012	Printed	JWR INC	JWR, INC	SCBA CABINET- FD	45.50
31446	07/17/2012	Printed	KAESTNER	KAESTNER AUTO ELECTRIC CO	FLAGS FOR STREETS	282.00
31447	07/17/2012	Printed	KWIK TRIP	KWIKTRIP-KWIK STAR STORES	JUNE FIRE/EMS FUEL PURCHASES	181.02
31448	07/17/2012	Printed	LINMAR BP	LINMAR BP	JUNE FUEL PURCHASES-PD,DPW,WW	3,537.85
31449	07/17/2012	Printed	MARTELLE	MARTELLE WATER TREATMENT INC.	WELL # 2 CHLORINE	153.25
31450	07/17/2012	Printed	MENARDS	MENARDS	SCBA CABINET- FD	343.92
31451	07/17/2012	Printed	MID-STATE	MID-STATE EQUIPMENT	BOBCAT WINDOW-DPW	391.61
31452	07/17/2012	Printed	ORVAL	MATTHEW ORVAL	208 CHAPEL-BOND REFUND	1,425.00
31453	07/17/2012	Printed	PITNEY	PITNEY BOWES	POSTAGE MACHINE QTRLY RENTAL	198.00
31454	07/17/2012	Printed	SCHAEFER	SCHAEFER SOFT WATER	SOFTNER REPAIR/SALT-FD	172.15
31455	07/17/2012	Printed	STAFFORD	STAFFORD ROSENBAUM, LLP	AUDIT RESPONSE AMC THEATRES	203.50
31457	07/17/2012	Printed	THEDER	THEDER LAWN SERVICE	JUNE LAWN SERVICE- FD	165.00
31458	07/17/2012	Printed	TOMMY	TOMMY TUCKER	PARK,VH, FD SUPPLIES	570.21
31459	07/17/2012	Printed	UNEMPLOY	UNEMPLOYMENT INSURANCE	LIBRARY UNEMPLOYMENT	476.00
31460	07/17/2012	Printed	USA BLUEBK	USA BLUEBOOK	LAB SUPPLIES- WWTP	863.31
31461	07/17/2012	Printed	UW HEALTH	UW HEALTH PARTNERS	IMMUNIZATIONS	54.70
31462	07/17/2012	Printed	WATER ACE	WATERTOWN ACE HARDWARE	KEYS- DPW, SUPPLIES-WWTP	14.49
31463	07/17/2012	Printed	WI - SCTF1	WI SCTF	CHILD SUPPORT 8/3/2012	197.47
31464	07/17/2012	Printed	WI ARBORIS	WISCONSIN ARBORIST ASSOCIATION	CONFERENCE REGISTRATION-TRUMPF	70.00
31465	07/17/2012	Printed	WI COURT F	WISCONSIN COURT FINES & ASSESM	JUNE COURT REPORT	613.10
				41	Checks Total (excluding void checks):	33,542.91
36	07/17/2012	Printed	DEPT EMPL		AUGUST HEALTH INS	18,149.30
				41	Grand Total (excluding void checks):	51,692.21

Water	\$4,464.36
Sewer	\$13,215.28
Tiff#2	\$1,816.69
Tiff#3	\$2,963.19
Library	\$2,010.45
Fire	\$2,040.32
Room Tax	\$813.00
EMS	\$1,284.73
General	\$23,084.19
Total	\$51,692.21

Approved By: _____
P & F Chair

Approved By: _____
P & F Member

RESTRICTED & CASH ON HAND (BUDGET & DEBT PMT) 7/17/12

	Restricted	Cash for Budget/Debt
GENERAL FUND		
Checking , Payroll , Money Market (Remaining Expenditures: \$1,399,828.04)		\$1,046,383.10
EMS -FAP Funds (Restricted Use)	\$17,313.58	
G.O. Bond Proceeds	\$118,292.35	
Restricted Account	\$225,641.78	
Tax Account (Temp Acct to Hold Tax Collections)		\$0.00
Tree Fee Account	\$10,425.98	
Impact Fee Account (Parks Share and Public Works Share)	\$81,068.80	
West Side Street & Utility Improvement Fees	\$7,489.69	
	\$460,232.18	\$1,046,383.10
WATER FUND		
Checking, Money Market (Remaining Expenditures: \$495,218.10)		\$336,474.56
Water Revenue Bond Proceeds (Water Portion Well 4)	\$69,973.30	
Depreciation Equipment (deposits monthly, can't use for debt)	\$183,860.16	
Bond Reserve & Redemption (deposits monthly - Min. for '10 \$631K)	\$879,695.98	
Impact Fee Account (Water Share)	\$35,752.98	
	\$1,169,282.42	\$336,474.56
SEWER FUND		
Checking, Money Market (Remaining Expenditures: \$386,819.23)		\$384,863.49
Depreciation Equipment (deposits monthly, can't use for debt.)	\$654,560.13	
Bond Redemption (deposits monthly - Min. for '10 \$595K)	\$265,375.86	
Bond Reserve	\$268,364.76	
Impact Fee Account (Sewer Share)	\$49,890.28	
	\$1,238,191.03	\$384,863.49
TIF 2		
Checking, Money Market (Remaining Expenditures \$739,889.66)		\$811,519.44
Water Revenue Bond Proceeds (TIF 2 portion Well 4)	\$694,295.91	
Bond Reserve/Redemption (held by Associated Trust - not in Village Account)	\$759,519.61	
	\$1,453,815.52	\$811,519.44
TIF 3		
Checking, Money Market (Remaining Expenditures: \$873,318.01)		\$893,084.87
Water Revenue Bond Proceeds (TIF 3 portion Well 4)	\$518,342.13	
Bond Reserve/Redemption (held by Associated Trust - not in Village Account)	\$958,118.10	
	\$1,476,460.23	\$893,084.87
LIBRARY		
Checking (Remaining Expenditures: \$107,761.91)		\$62,357.70
Restricted & Trust Account	\$27,091.50	
	\$27,091.50	\$62,357.70
ROOM TAX		
Checking (Remaining Expenditures: \$35,762.81)	\$38,218.68	Cash for Budget
FIRE FUND		
Checking, Money Market (Remaining Expenditures: \$718,346.82)		\$204,798.55
GO Note Proceeds (Borrowed for Equipment)	\$19,810.84	
GO Bond Proceeds (Borrowed for property purchase)	\$427,586.84	
Impact Fee Account (Fire-EMS Share)	\$139,875.95	
	\$587,273.63	\$204,798.55
RESTRICTED & CASH ON HAND (BUDGET & DEBT PMT) 7/17/12	Restricted	Cash for Budget/Debt
	\$6,450,565.19	\$3,739,481.71
BANK TOTALS		
Premier Bank (Checking, Money Market)		\$2,101,501.83
Badger Bank (Checking, Money Market)		\$1,267,790.59
Local Government Investment Pool (LGIP)*		\$0.00
Bank of Lake Mills (Money Market)		\$1,858,434.83
Landmark Credit Union (Money Market)		\$648,907.58
Summit Credit Union (Money Market)		\$648,765.18
Fort Community Credit Union (Money Market)		\$651,317.95
American National Bank (CD)		\$0.00
Town and Country Bank (CD)		\$646,215.11
Greewoods State Bank (Money Market)		\$649,476.12
M&I Bank (Money Market)		\$0.00
Associated Trust (Bond Reserve)		\$1,717,637.71



David Blend Chair of Personnel and Finance called the Village Board meeting to order at 5:30 p.m. in the excused absence of President Kaltenberg. The Pledge of Allegiance was recited.

In attendance: Trustees: Fred Albertz, David Blend, Rory Holland, Greg Schopp and Tim Semo. Absent and excused President Michelle Kaltenberg, and absent Trustee Tom Kupsche. Also in attendance: Administrator Mark Johnsrud, Library Director Luci Bledsoe, Street Superintendent Lee Trumpf, Fire Chief Dave Peterson, Police Chief Gary Bleecker, Attorney James Hammes and Clerk-Treasurer Joan Dykstra.

Statement of Public Notice – This meeting was posted and noticed according to law.

Approve Finance Report

An Albertz/Schopp motion carried on a 5-0 roll call vote to approve claims totaling \$164,619.83.

An Albertz/Holland motion carried 4-0-1 with Schopp abstaining to approve Trustee Schopp sign the check register in the absence of the other Personnel & Finance members.

Reports from: Fire-EMS, Ambulance, Police and Building Inspector – *information only*

Approve Village Board minutes June 25, 2012

A Semo/Holland motion carried on a 5-0 roll call vote to approve June 25th Village Board minutes.

Notices and Discussion

Trustee Schopp said the Thundercats tournament was a success with Comfort Suites and Days Inn both selling out. Thanks go out to the department of public works for all their help.

Holland questioned the status of Trustee Tom Kupsche. Attorney Hammes stated Kupsche sent an email to President Kaltenberg and Village Administrator resigning from the Village Board but the statutes require the resignation be in writing and delivered to the Village President. Once the resignation is received it will be put on the agenda to set the procedure to fill the vacancy.

Public Comment

Steve Wollin – 109 Villa Court – thanked the Village Board for granting permission for the farmers market for the 2012 season. For 2013, he would like to change the time to Saturday mornings. He said he will again coordinate the farmers market. He distributed a Real Food Group Farm Fresh Atlas for Southern Wisconsin book that he would be interested in putting our farmers market dates in, requested waiving of the fees for one more year, having a permanent sign at Veterans Park and receive money for signs or banners to advertise. It was recommended to send the requests to Improvement and Services and then recommendation would be forwarded to Village Board. Albertz requested the information received from Steve Wollin be included in the next Village Board packet.

Cheryl, manager of the Jefferson Farmers Market, said this was the first year for their farmers market and supports Johnson Creeks farmers market. She said with no grocery store in the Village this is a great opportunity to purchase local grown produce etc. from the vendors and is a great asset to the community. Her email address is farmersmarket@jeffersonwis.com

2011 Audit Presentation by Johnson Block and Company

Tara Bast and Kevin Krysinski with Johnson Block and Company gave an overview of the 2011 audit for the Village. Kevin stated this is an independent auditors report which is unqualified. The fund financial statements contains financial statements on individual funds. The difference in fund types: Governmental Funds – measure resources available for current use. Funds include major funds: General Fund, TIF #2, TIF #3 and non major funds. The Business type funds – accounted for similar to business, includes water and sewer funds. The major differences in accounting – debt (proceed and expenditure in governmental funds) and capital assets (long-term asset vs. expenditure) depreciation on utilities.

Other reports include the water utility public service commission (PSC) annual report which is a prescribed report by PSC containing statistical and financial information. Water rates are regulated by the PSC. The rate of return on rate base was -4.81%. The Department of Revenue municipal financial report is used to determine state shared revenues and state transportation aids and encompassed all funds of the Village. The TIF districts annual reports are also filed yearly.

The management letter includes material weaknesses which include the Village relying on the knowledge of the auditors to prepare its annual financial statements. Most other municipalities have this same statement due to the ever changing and numerous reporting requirements associated with preparing financial statements and is more cost advantageous to rely on the expertise of its outside auditors to assist in the preparation of its financial statements. In addition, other matters were noted involving the internal accounting controls and its operation. This is due to the small size of the Village and does not have a complex structure. The small size of the Village's office staff sometimes limits the extent of separation of duties. The Village has implemented a number of compensation controls, but there is overlap within the utility billing and utility cash receipts.

The Village currently has a general fund unassigned fund balance of \$837,545 and a total fund balance of \$2,522,469. This is currently a healthy fund balance but recommend reviewing 2012 and 2013 budget projections to ensure the Village has a financial plan to ensure continued adequate fund reserves.

The Water and Sewer Utility have reported operating losses in 2011 and 2010 and recommend that the Village review water and sewer rates.

The Village's general fund has advances receivable from the TIF Districts and recommends the Village formalize the terms of the advance including interest. Given the level of debt service with the Village's TIF Districts, any payments on the advance would most likely need to be deferred.

Schopp questioned the temporary sewer rate reduction a couple years ago. It was recommended to do a rate study for water and sewer.

If the Board has any questions for the auditors regarding the audit, please forward them to the Village Hall.

Committee Reports

Semo, chair of Improvement and Services said at their meeting they discussed enforcing parking regulations by crosswalks, discussed the five year capital budget, the change of duties for the committee and discussed a tiered costs for a conditional use for signs for small businesses.

Blend, chair of Personnel and Finance said they discussed and recommended a portion of the Village Room Tax support the part time Chamber Executive Director position, discussed at length a PTO for the Village employees and convened into closed session regarding property purchase with Crossroads Church.

VILLAGE BOARD MEETING
July 9, 2012

Holland, acting chair of Protection and Welfare recommended sending out an RFP for the installation of video surveillance systems within Centennial, Firemens and Veterans parks.

Improvement & Services

Discussion and Action - Enforcement of Chapter 221-3 Parking Regulations - Crosswalks

Attorney Hammes stated in a letter that the Village code does not allow parking within 15 feet of crosswalks and Section 221-1 incorporates by reference Wis. Stats. Chapters 340-348 §346.53(5) prohibits parking within 15 feet of a crosswalk. This would eliminate street parking stalls within the Central Business District.

A Semo/Schopp motion carried on a 4-0-1 roll call vote with Holland abstaining to approve enforcing the State Statutes and remove the white parking stall lines and mark the yellow curb where necessary within fifteen feet of all crosswalks.

Personnel and Finance

Resolution 67-12 Room Tax Allocation - Johnson Creek Chamber of Commerce

Johnsrud said he is on the board of directors with the Chamber of Commerce and they are in the process of hiring an executive director. The job position for the executive director has included visitor/convention component to the description to attract meetings, conventions, activities and visitors to generate overnight stays within the Village lodging establishment. The Village collects 35% of room tax to be used for tourism. This resolution would approve a minimum annual allocation of \$21,120 to support the funding of the Executive Director position from the 35% of the Villages room tax.

Schopp said we have not previously received any financial information from the Chamber on how they are spending their share of room tax. Johnsrud said they would not be able to afford the position without help from the room tax. Twelve applications have been received and this position would compliment the hotel and promote tourism and the Village. This position would not be a Village position but a Chamber employee.

Recommendations to amend the resolution included: 1) present the annual budget to the Village, 2) accountability where the room tax funds are being spent and 3) room tax would not be given to the Chamber until the director has been hired.

An Albertz/Semo motion carried on a 6-0 roll call vote to refer the Resolution with amendments to the next Village Board meeting.

Discussion and Action – Village Board and Standing Committee meeting times

Discussion of leaving the committee meetings the first week of each month, eliminate the first Village Board meeting, the second week will be no meetings, the third week is Plan Commission and then have one Village Board meeting on the fourth Monday. Albertz questioned if we want to hold a Committee Of the Whole (COW) meeting? Johnsrud said to make any changes we would need to change the Village Code within Chapter 8 Board, Village by ordinance.

Protection & Welfare

Resolution 66-12 Request for Proposal – Video Surveillance – Parks

A Holland/Albertz motion carried on a 3-2 roll call vote with Schopp and Semo opposed to approve soliciting of a request for proposal for the installation of video surveillance systems in Centennial, Firemens and Veterans Parks.

VILLAGE BOARD MEETING
July 9, 2012

Resolution 65-12 Scope of Service Contract – TID Amendment – Vierbicher

An Albertz/Holland motion carried on a 5-0 roll call vote to approve the scope of service contract with Vierbicher in the amount not to exceed \$9,300 to complete TID amendments to TID #2 and TID #3.

Resolution 68-12 Additional Operators Licenses 2012-2013

A Holland/Semo motion carried on a 5-0 roll call vote to approve operator's licenses for Rebecca L. Schave, Osbelia Rebollar, Erica J. Meske and Tom J. Oestreicher for 2012/2013.

Next Village Board Meeting – Monday – July 23, 2012

Adjourn

A Schopp/Semo motion carried to adjourn at 7:53 p.m.

Joan Dykstra
Village Clerk - Treasurer

Disclaimer: These minutes are uncorrected; any corrections made thereto will be so noted in the proceedings at which these minutes are approved.

JEM Grant Branding Presentation

By The Communication Team
and Janie M. Krohmer Consulting
July 11, 2012

WHAT IS DESTINATION BRANDING?

- › Great destination brands are unique
- › Give visitors something compelling, different and a BETTER experience.
- › Narrowly focused, but offer other experiences
- › Image comes alive in your mind
- › Ability to develop extensions
- › Helps make destination attractive to residents too

SUMMARY OF DEFINITION

A Destination Brand Must:

- › Promise something
- › Be unique within its market area
- › Be relevant to a market area large enough to use the brand and keep it going
- › Create consumer awareness
- › Become popular and in demand.

TOURISM BRANDING PROCESS

Main elements in the process are:

- › *Assessment* - what is the brand's place in the world?
- › *Analysis and Advantage* - what will Jefferson County be known for?
- › *Alignment* - what are the brand's relationships?

TOURISM BRANDING PROCESS

- *Articulate* – how can it be expressed visually and verbally?
- *Activation* – how will it “come to life?”
- *Adoption and Attitude* – how can key stakeholders support the brand?
- *Action* – How can it be kept fresh and relevant?

MARKET RESEARCH RESULTS

Input from 61 Key Stakeholder and Industry interviews and 783 Consumer Surveys

Resulted in Eight Consolidated Assets/Attributes:

Entertainment	Small Communities and Downtowns
Rural Landscape	Location
Recreation	Cultural Heritage
Shopping	The Arts

DEFINITIONS OF ASSETS

- ▶ *Entertainment* – festivals, fairs, dining, attractions, evening entertainment, music events
- ▶ *Rural Landscape* – farms, rural countryside, rustic roads, green, flowers, nature
- ▶ *Recreation* – parks, hunting, fishing, biking, horse trails, dog park, ice skating, hiking, camping, golf, soccer, rivers, lakes, paddling

DEFINITIONS OF ASSETS

- ▶ *Shopping* – great shops, cute stores, outlet mall, Farmer's Markets, specialized stores,
- ▶ *Small Communities and Downtowns* – charming, quaint, lovely, historic, friendly, patriotic, small town living
- ▶ *Location* – perfect and central! Small town living between two major cities, close to Chicago, easy access for work and other things.

DEFINITIONS OF ASSETS

- ▶ *Cultural Heritage/History* - historical landmarks, museums, cultural heritage of the county residents, special historical events
- ▶ *The Arts* - art venues, pottery shops, art and craft fairs, fine art studios and galleries, performing arts, book festivals and author readings,

FOCUS GROUPS

Three focus groups were presented tourism branding and consolidated asset information.

1. Jefferson County Tourism Council
2. Watertown Tourism Council
3. Ten Dane County residents

SUMMARY OF FOCUS GROUP RESPONSES

Total responses from residents and non-resident focus groups re: most important assets:

Recreation = 27	Rural Land.= 18
Small Commun. = 21	Shopping = 12
Entertainment = 21	The Arts = 12
Location = 20	Cultural/Hist. = 9

BRAND FOCUS RESULTS

‣ Each respondent also asked to rank Top 5 Assets from tourist perspective, with #1 being most important.

Total of #1 Rankings

Recreation = 12.5	Rural Landscape = 3
Entertainment = 6	Shopping = 1.5
Location = 4	Cultural/History = 0
Small Communities = 4	The Arts = 0

NEW BRAND FOR JEFFERSON COUNTY

RECREATION (Outdoor Recreation)

ADDITIONAL BRAND ATTRIBUTES

The Outdoor Recreation Brand will include the main attributes of:

- › Entertainment
- › Location
- › Small communities/downtowns
- › Rural Landscape

Others – Shopping, The Arts, Cultural/History will also be woven in to promotional efforts.

OUR NEXT STEPS

- ▶ Create the Marketing Plan and deliver to Dept. of Tourism in early Aug.
- ▶ Plan will include: local and regional marketing strategies and tactics, target audiences, our budget to implement the Plan for one-year.
- ▶ Deliver a Marketing Plan presentation outlining key elements to you by mid-August.

JCEDC NEXT STEPS

- ▶ Decide if you want to promote the county internally and externally to expand economic development – (i.e. create new jobs, new businesses, increase tax base for county programs/services, land values.)
- ▶ Decide if you want to establish a public/private organization to focus on tourism and provide funding to it.
- ▶ Establish an advisory group of key stakeholders from various communities to provide direction.

JCEDC NEXT STEPS

- ▶ Begin to develop a fund-raising strategy.
- ▶ Retain assistance to help create the strategic fund-raising plan and materials.
- ▶ Retain assistance to begin implementing elements of the marketing plan by early fall 2012.
- ▶ Retain assistance to apply for 2nd Year grant through Dept. of Tourism by next April, 2013.

THANK YOU

QUESTIONS?

July 16, 2012

The JC Village Board

Johnson Creek, WI 53xxx

Dear JC Village Board members

In 2012, I started the farmers market in the village of Johnson Creek. This last summer these weekly events were attended by retirees, moms with kids and some working adults while on their lunch breaks or when traveling between their work and home. In the first year we did not charge vendors in order to draw more businesses/growers. Overall the event was a success and through my discussions with residents and JC business owners, we are eager to make improvements to grow the event larger in 2013. Our objective is to make the JC farmers market a community event that will draw residents into the center of our village to meet one another, share some conversation and support our local farmers and small businesses.

Growing demand across the US for locally grown and organically grown produce has lead to a ***% increase in farmers markets nationwide. In addition, the movement toward supporting local businesses has encouraged consumers to look to area producers of all kinds of products. And, young moms are increasingly staying at home and are looking for opportunities to connect with other moms and kids on a local basis. All of these trends will positively impact the growth of the JC Farmers Markets.

Our vision for the Johnson Creek Farmers Markets is to grow the number of vendors. As in 2012, we recommend vendors be allowed to participate without paying a fee—we are recommending we continue with this in 2013 in order to attract as many new growers and businesses as possible.

We would also like to move the markets to Saturdays so more residents are able to attend and to make the Farmers Markets a weekly community event that builds the spirit of community among the residents, business owners and local home based business owners. The Chamber of Commerce is on board to support the events and we think the community will benefit greatly from the positive impact it creates.

There are a number of issues and items that I would like to present and discuss with the JC Village Board. I understand that some of the issues can be discussed over the next several months, but there are a couple of items that need to be addressed in the short term. They are:

1. If the Village Board agrees to continue to support the JC Farmers Market, we are asking for approval to move the events to Saturdays (7AM to 1PM) starting the first Saturday in June and ending the second Saturday in October. I need to have approval on this issue by August 15, 2012 in order to make the publishing deadline of the *Farm Fresh Atlas of Southeastern Wisconsin*. This annual publication is distributed free (80,000 copies) and provides consumers with a listing and map of all Farmers Markets in the area and also promotes local sustainable

businesses, local farms, and Wisconsin farm products. A listing in this publication is important to the success of our markets.

I will need approval of the following details for the listing; Dates (Saturday June through October), Time (7AM to 1PM), Fees (Free to vendors)

2. We are also proposing a “Community Event Sign” be permanently placed in the park. In addition to the JC Farmers Market, this sign could be used by groups like the Fire Department and others to promote local events to the residents of the village. To accomplish the placement of this type of sign, we would like to start discussion with the board on this topic.
3. In addition, we are also proposing the placement of two JC Farmers Market signs in two locations, beginning 30 days before the first farmers market in June through the last farmer’s market date in October. We are asking the cost of the sign permits be paid through the Village Tourism money.

Other longer term issues I would like to discuss with the board are:

1. Creation of a Director of the JC Farmers’ Market. I am willing to continue to develop these events in this position.
2. More business participation. Example; Pernat’s could sell burgers, or sample products, we would like to have a coffee vendor, possible tie-in with the JC Library summer reading program—kids in the parks, reading together, we could have local musicians there for entertainment, and plan special event Saturdays where there could be cooking demonstrations or gardening experts offering help for residents to start their own gardens. The possibilities are many and the benefits to the JC residents are great.
3. Use the JC Farmers Markets to launch other events like the Run for the Parks.

Thank you for your time and consideration. I look forward to discussing these issues with the JC Village Board.

Sincerely,

Steve Wollin



Johnson Creek Fire & EMS Department
120 South Watertown Street
Johnson Creek, Wisconsin 53038
Phone at 920.699.3456 and Email at davep@johnsoncreekwi.org

July 18, 2012

Dear Johnson Creek Village Board,

Recently, a firefighter by the name of Ray Madison resigned from our department. Ray has since requested that he purchase his firefighter turnout coat, pants, and boots. This is a reasonable request because his clothing was purchased to his measurements so they fit well. Consequently, if we used them again they would not fit anyone else as well. I set a price of \$800.00 for Ray's turnout coat and pants and \$150.00 for his boots. This is based on 10-year depreciation from the original costs of \$1,600 and \$250, respectively. He would like to purchase these items at this cost because they were custom fitted, are in excellent condition, and he would continue to use them as the fire chief in Helenville.

Please contact me if you have any questions or concerns. Thank you!

Respectfully submitted,

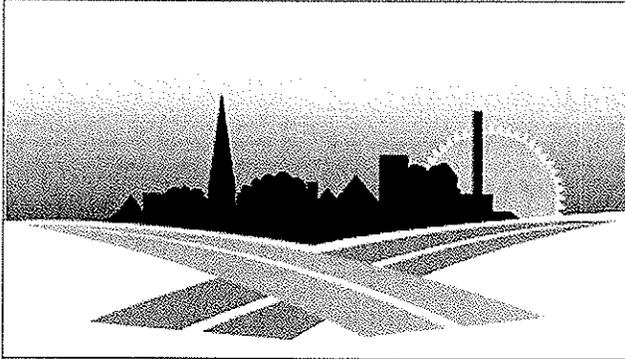
David F. Peterson

Fire Chief

Desire to Serve

Village of Johnson Creek

Crossroads With A Future



**AMENDED
RESOLUTION 67-12**

**ROOM TAX ALLOCATION
JOHNSON CREEK CHAMBER OF COMMERCE**

Village Board 7-9-12 *refer to next meeting 5-0*

Requested by: Personnel and Finance Committee

Introduced by: Village President Michelle Kaltenberg

**AMENDED
RESOLUTION 67-12**

**ROOM TAX ALLOCATION
JOHNSON CREEK CHAMBER OF COMMERCE**

THE VILLAGE BOARD OF THE VILLAGE OF JOHNSON CREEK, JEFFERSON COUNTY, WISCONSIN, DOES RESOLVE AS FOLLOWS:

WHEREAS, the Village collects room tax from the Comfort Suites at 725 Paradise Lane, and

WHEREAS, room tax revenue is used to promote the community through tourism and encourage multi-night stays at the Comfort Suites, and

WHEREAS, the Johnson Creek Chamber of Commerce currently receives thirty-five percent (35%) of all room tax revenue on an annual basis to support tourism and visitor and conventions services to encourage multi-night stays at the Comfort Suites, and

WHEREAS, the balance of annual room tax revenues is used to support park infrastructure at thirty percent (30%) and the remaining balance thirty-five percent (35%) being used to support other tourism related expenditure including community signage, and

WHEREAS, the JC Chamber is seeking to fill the Executive Director position whose duties and responsibilities include the promotion of tourism and support of the Comfort Suites in garnering convention business, and

NOW THEREFORE BE IT RESOLVED, that the Village Board of Trustees of the Village of Johnson Creek approve the current allocation of thirty-five percent (35%) of annual room tax collections, with a minimum annual allocation of \$21,120 to support the funding of the Executive Director position of the JC Chamber of Commerce in the promotion of visitor and convention activities which will support multi-night stays at the Comfort Suites, subject to:

1) The Village Administrator, as the Village Representative, serves as a voting member, on the JC Chamber Executive Board and

2) The Executive Director of the Johnson Creek Chamber shall submit quarterly financial statements of all expenditures paid with revenue from room tax and shall submit an annual budget of all proposed room tax expenditures for the next year by October 1st to the Personnel and Finance Committee, and

BE IT FURTHER RESOLVED, that any room tax payments shall be deferred until the Johnson Creek Chamber of Commerce has hired the Executive Director and the Village Administrator and Village Clerk/Treasurer has the authority to effectuate this resolution.

ADOPTED AND PASSED, by the Village Board of Trustees this 23rd day of July, 2012.

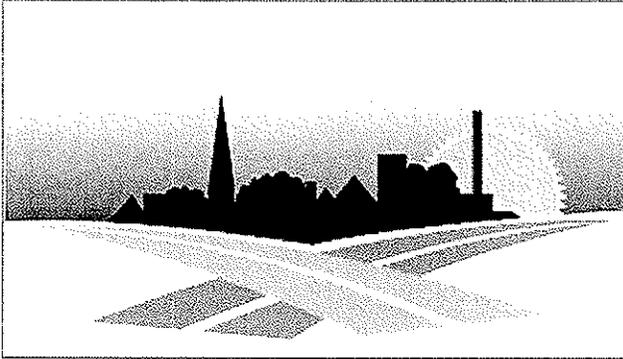
Michelle Kaltenberg, Village President

ATTEST:

Joan Dykstra, Clerk-Treasurer

Resolution 69-12

Cabaret License - Crossroads Cruz-In



RESOLUTION 69-12

CABARET LICENSE - CROSSROADS CRUZ-IN

Village Board 7-23-12

Requested by: Crossroads Cruz-In

Introduced by: Village President Michelle Kaltenberg

RESOLUTION 69-12

CABARET LICENSE
CENTENNIAL PARK - CROSSROADS CRUZ-IN

THE VILLAGE BOARD OF THE VILLAGE OF JOHNSON CREEK, JEFFERSON COUNTY, WISCONSIN, DOES RESOLVE AS FOLLOWS:

WHEREAS, Crossroads Cruz-In has requested a Cabaret License for July 28, 2012 to allow an outdoor live band in Centennial Park, and

WHEREAS, a Cabaret License is permitted under Section 115-7 Short-Term Cabaret License of the Code of Ordinances of the Village of Johnson Creek, and

NOW THEREFORE BE IT RESOLVED, the Village Board hereby approves a Cabaret License and waives the fees to allow live music and the use of Centennial Park for Crossroads Cruz-In subject to the following restrictions:

- 1) Stage will be separated from other activities
- 2) Security will be provided by the applicant and stationed at all times during the event.
- 3) The event must end by Midnight on July 28th, 2012

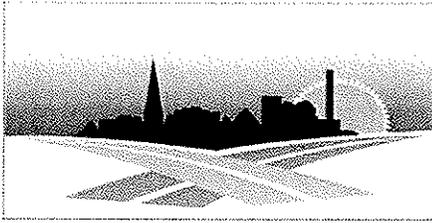
BE IT FURTHER RESOLVED, that Crossroads Cruz-In must provide a liability insurance policy in an amount not less than \$1,000,000 and that Village Administrator and Village Clerk have the authority to issue this license

PASSED AND ADOPTED by the Village Board of Trustees this 23rd day of July, 2012.

Michelle Kaltenberg, Village President

ATTEST:

Joan Dykstra, Clerk – Treasurer



Johnson Creek Area Chamber of Commerce

P.O. Box 527, Johnson Creek, WI 53038
(920) 699-4949 • www.johnsoncreekchamber.com

July 12, 2012

Village of Johnson Creek
125 Depot Street
Johnson Creek, WI 53038

Dear Village board,

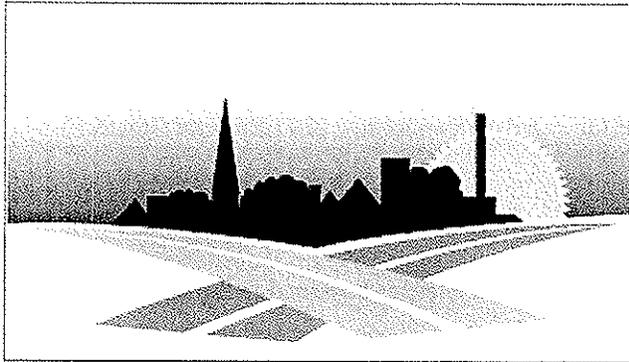
On behalf of the Johnson Creek Area Chamber of Commerce and the 2012 Cruz In Committee we would like to ask to have the Cabaret fee waived due to our tight budget. The Cruz In did not have to pay a fee last year and was not aware of this so it wasn't put in this year's budget.

Also, we are still in need of volunteers and donations to help the success of continuing this event. If you would be willing to participate, we need help to sell tickets at the ticket booth and bartend.

Thanking you in advance for helping make this community event a success.

Sincerely,

Connie Oestreich
Interim Executive Director
Johnson Creek Area Chamber of Commerce



RESOLUTION 70-12

ADDITIONAL OPERATORS LICENSES FOR 2012/2013

Village Board 7-23-12

Requested by: Village Clerk-Treasurer

Introduced by: Village Trustee David Blend

RESOLUTION 70-12

ADDITIONAL OPERATORS LICENSES FOR 2012/2013

THE VILLAGE BOARD OF THE VILLAGE OF JOHNSON CREEK, JEFFERSON COUNTY, WISCONSIN, DOES RESOLVE AS FOLLOWS:

Whereas, applications have been received and filed with the Village Clerk for operator’s licenses,

NOW THEREFORE BE IT RESOLVED, that operators licenses be issued to the following individuals for the year ending June 30, 2013:

OPERATORS LICENSE:

Linmar BP

David Ulsberger

Tappers

Amy Ebbert
Amanda L. Keeser

PASSED AND ADOPTED, by the Village Board of Trustees this 23rd day of July 2012.

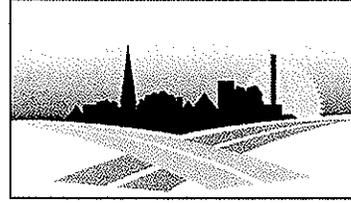
Michelle Kaltenberg, Village President

ATTEST:

Joan Dykstra, Clerk-Treasurer

Village of Johnson Creek

125 Depot Street
P.O. Box 238
Johnson Creek, WI 53038
Phone (920) 699-2296
Fax (920) 699-2292



Crossroads with a Future

Zoning Code Order #250-127-0112-530

May 30, 2012

Stoney Creek Condominiums of Johnson Creek, LLC
N21W23350 Ridgeview Parkway
Waukesha, WI 53188

Re: Zoning Code Violation Parcel # 141-0714-1234-000

Dear Sirs,

Village Zoning Code 250-127 (E) Initiation of land use or development activity prohibits the placement of fill on any land greater than 2500 square feet or 50 cubic yards without the approval of the Plan Commission. Parcel #141-0714-1234-000 owned by Stoney Creek Condominiums of Johnson Creek, LLC is not in compliance with Village Code 250-127 (E). Fill placed on the site was placed without the approval of the Village Plan Commission and now includes concrete, building materials, scrap metal and wood waste. The Fill area has not been seeded and instead has become choked with noxious weeds in violation of Village Ordinance 108-1 Control of Noxious Weeds.

A site plan application must be submitted to the Village by June 29th, 2012 at 2:00 p.m. The site plan must include the removal of all non-fill items to include, but not limited to, building materials, scrap metal, wood waste, and garbage on the site, smooth grading of the site and seeding to allow the fill area to be annually maintained to control noxious weeds. The site plan shall be submitted to the Village Plan Commission on July 19th, 2012 at 5:30 p.m. for approval.

If a site plan and the corresponding application is not submitted by June 29th, 2012 at 2:00 p.m. municipal citations will be issued to Stoney Creek Condominiums of Johnson Creek, LLC, and its principals, for the violation of Village Zoning Code 250-127 (E) and Village Code 108-1.

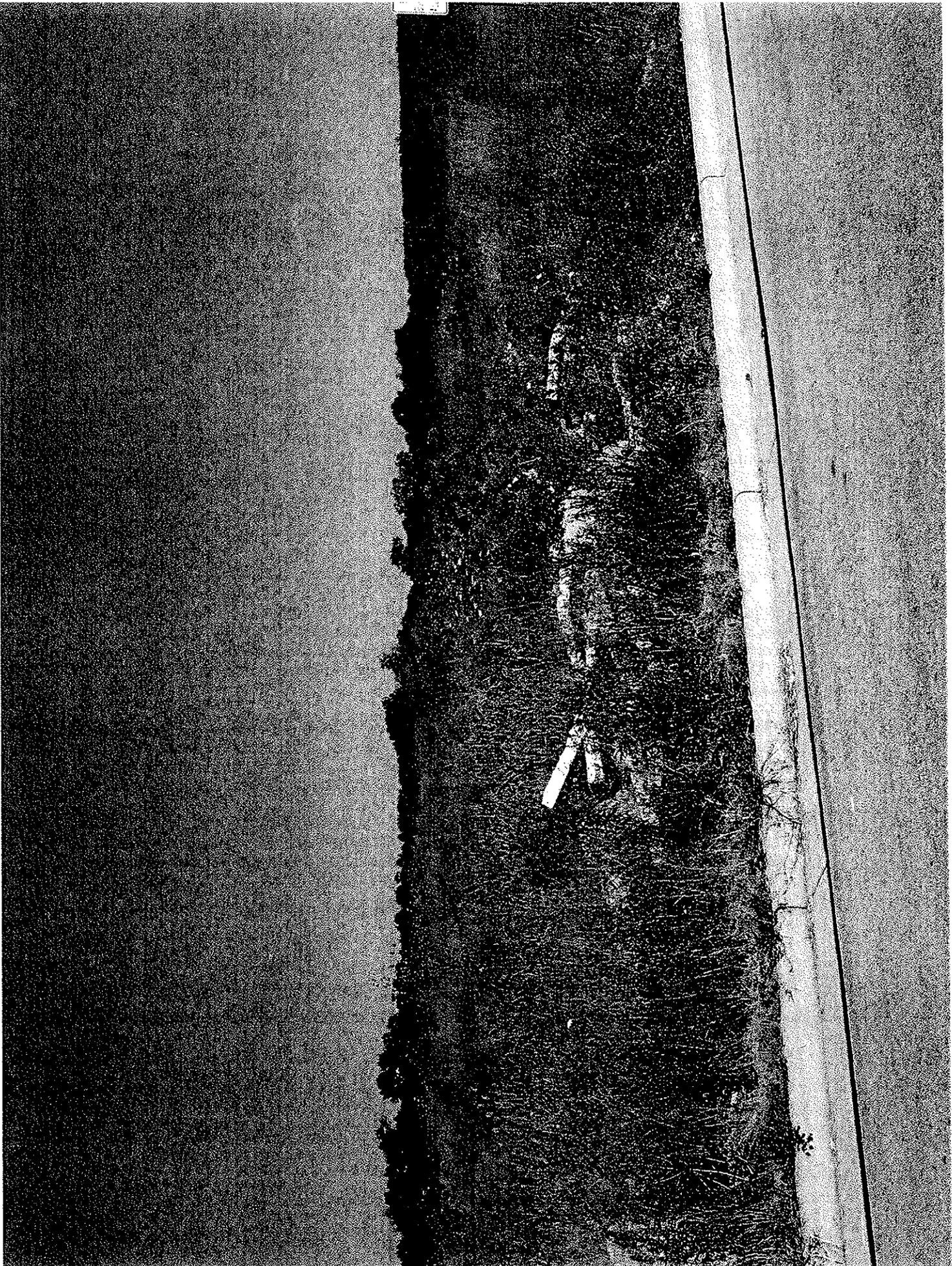
Thank you for your cooperation in this matter.

Respectfully,

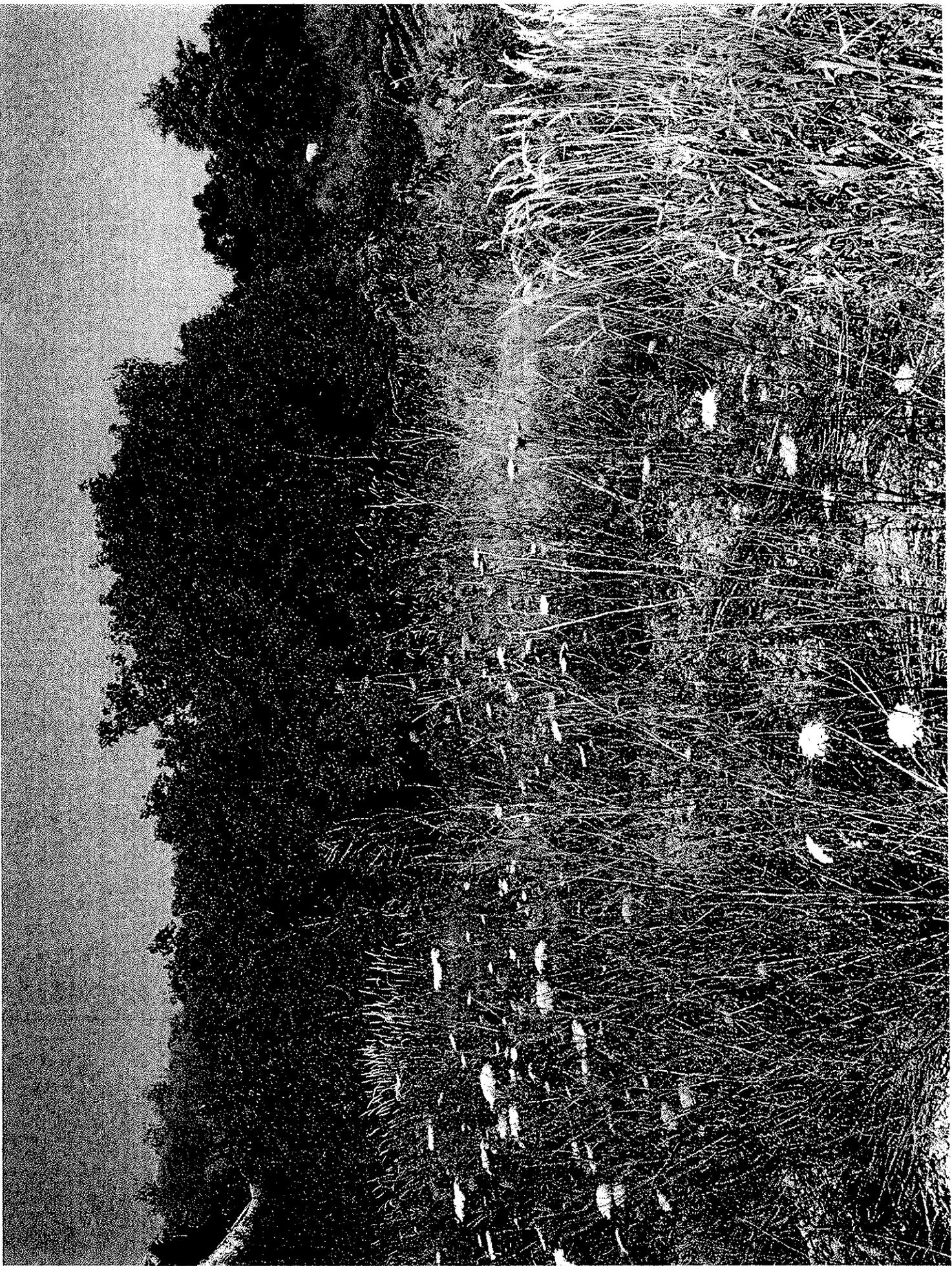
Mark Johnsrud
Village Administrator

cc/
Jim Hartung
JJB Real Estate Development
353 Forest Grove Drive – Suite 105
Pewaukee, WI 53072

James Hammes
Cramer, Multhauf and Hammes, LLP
P.O. Box 558
Waukesha, WI 53187







**STONEY CREEK CONDOMINIUMS
OF JOHNSON CREEK LLC**
353 Forest Grove Drive
Suite 105
Pewaukee, WI 53072

JUN 27 2012

June 28, 2012

Mr. Mark Johnsrud
Village Administrator
Village of Johnson Creek
123 Depot Street
Johnson Creek, WI 53038

Re: Notice dated May 30, 2012

Dear Mark:

In response to your Notice dated May 30, 2012, it is Stoney Creek Condominiums of Johnson Creek LLC's position that the fill placed on the parcels you reference was placed by our neighbor to the east, Kaerek Homes, with the permission of the Village of Johnson Creek several years ago when Kaerek developed their most recent phase. We have not authorized the placement of any fill onto that parcel since that time. If fill was placed there it was done illegally by others without our knowledge or consent. Please identify and locate the noxious weeds that you state are present on the site so we may determine and understand the extent of the weed growth.

Sincerely,

STONEY CREEK CONDOMINIUM HOMES
OF JOHNSON CREEK LLC

