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*Green Bay photos used throughout this program: Thanks to the Greater Green Bay Convention & Visitors Bureau for the photos.*
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Hello once again, local government leaders!

Welcome to the 121st Annual Conference of the League of Wisconsin Municipalities. We have an amazing lineup of workshops, deep dives, and exhibits at this year’s conference. I hope you brought an extra bag and notebook to fill with the new ideas you will pick up.

It still humbles me to think that this event has been informing local officials for over a century. Even more amazing is the fact that our guiding principle has not changed. The Annual Conference is our way of helping you do your job. We help you by putting you in front of the leading experts on the most important municipal topics of the day. We also make it easy for you to connect with one another; because the best ideas are those you learn from one another.

So, let’s dive in, ask questions, and spur conversations! Have a great conference.

Jerry Deschane, Executive Director
League of Wisconsin Municipalities
GENERAL CONFERENCE INFORMATION

NAME BADGES
Your name badge is your entry pass to all conference events and activities. Please wear your name badge. If you lose it, please stop by registration to have a new one made.

WI-FI
Wi-Fi access is complimentary throughout the KI Center. The password is lwm2019.

ONLINE MATERIALS
Visit www.lwm-info.org to access the online version of the Conference Agenda and any supporting workshop materials supplied by presenters. Under the “Conference” tab, choose “Annual Conference.”

SOCIAL MEDIA
Follow the 2019 Conference on social media: #LeagueWI2019
Facebook: League of Wisconsin Municipalities
Twitter: @LeagueWIIMunis

SAVE THE DATE
The 2020 League Annual Conference
La Crosse Center/Radisson, La Crosse
October 7-9, 2020

FOOD AT THE CONFERENCE

Wednesday Breakfast, 8:00-9:00 a.m.
Protein, fruit, coffee

Wednesday Light Lunch, 12:00 noon
Light lunch buffet at various stations in the Exhibit Hall

Wednesday President’s Reception, 4:30-6:00 p.m.
Appetizers and hosted beer, wine, and soda at various stations in the Exhibit Hall

Wednesday Table for Ten, 6:30 p.m.
Sign up at registration to reserve your space. The League has arranged tables to seat 10 people at a variety of area restaurants. Each person pays their own way and is responsible for their own transportation. Be sure to sign up by 4:00 p.m. to ensure availability.

Thursday Breakfast, 8:00-9:00 a.m.
Protein, fruit, coffee

Thursday Lunch, 11:45 a.m.-1:00 p.m.

Thursday Networking Reception, 5:00 p.m.
Appetizers, hosted beer, wine, and soda at various stations in the Exhibit Hall

Friday Breakfast, 7:30-9:00 a.m.
Scrambled Eggs & Politics
GUESTS AT THE CONFERENCE
We’re always happy to meet your guests. There is no structured guest program, but the hotel front desk or concierge will have many suggestions for attractions in the Green Bay area.

Guest registration fees cover the following activities and food at the conference:

**Wednesday Exhibit Hall Admission:** 10:00 a.m.–6:00 p.m.

**Wednesday President’s Reception:** 4:30–6:00 p.m.
Appetizers and hosted beer, wine, and soda in the Exhibit Hall

**Wednesday Table for Ten:** 6:30 p.m.
Meet your peers and join your friends at this small-group networking dinner. Each person pays his/her own tab and is responsible for his/her own transportation to off-site restaurants. Choose your restaurant by signing up at the Registration Booth. Please make your choice by 4:00 p.m.

**Thursday WEA Trust/League Walk/Run:** 7:00 a.m.
Starts at Adams Street entrance and T-shirts available for participants

**Thursday Networking Reception:** 4:30–6:00 p.m.
Appetizers and hosted drinks in Riverview

#LeagueWI2019 SELFIE CONTEST
*Note the new hashtag!*

Enter the #LeagueWI2019 Selfie Contest. Post to the League’s Facebook page or tweet your selfie using #LeagueWI2019, our conference hashtag, and we’ll share it out to our social media. WIN! Two entries will be drawn for bragging rights, plus a complete set of League handbooks (a $205 value).

Snap yourself for a solo post, or scrunch together and post your pals. Bonus points for including a location or item that lets people know you’re at the League’s 2019 Annual Conference!

**Camera shy? No problem!** You can still enter the drawing by completing a short entry form at the registration table. Drawing will occur at the close of the conference. You do not need to be present to win. We’ll ship the handbook set to you.

THANK YOU FOR HELPING PROMOTE THE LEAGUE ANNUAL CONFERENCE!
Heartwarming adventures. We didn’t shovel the driveway before dawn. Or rearrange the car about 12 times to make sure everything fit. But with the crude oil we transport, we did help create the winter items that make the season exhilarating. When the energy you invest in life meets the energy we fuel it with, winter fun happens.
The Engineering & Public Works Institute (EPWI) is a track of the Annual Conference designed to meet the continuing education requirements of staff in municipal public works departments. Anyone is welcome to attend the EPWI workshops. Documentation will be available in the workshop for use in proving Professional Development Hours. For a complete description of each workshop, please see the full agenda.

2019 ENGINEERING & PUBLIC WORKS COMMITTEE

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1st Vice Chairman
Josh Radomski, Director of Public Works, New Berlin

2nd Vice Chairman
Dan Koski, Director of Public Infrastructure, Manitowoc

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Tom Pinion, Director of Public Works, Baraboo
Roger Strohm, Director of Public Works, Fredonia
Greg Lee, Director of Public Works, Dodgeville
Rob Vanden Noven, Director of Public Works, Port Washington

WEDNESDAY, OCTOBER 23
3:30-4:45 p.m.
Engineering & Public Works Roundtable
Grand H

THURSDAY, OCTOBER 24
9:00-10:15 a.m.
The Importance of Sanitary Sewer Management Programs
Grand A

10:30-11:45 a.m.
Storm Water Mitigation Utilizing Suspended Pavement
Grand A

1:30-2:30 p.m.
Compact Roundabouts/EVPs/Traffic Calming Ideas
Grand A

2:45-4:15 p.m.
Rethinking GIS: Informed Planning, Deeper Insights
Grand A

FRIDAY, OCTOBER 25
9:00-9:45 a.m.
Lessons Learned about Phosphorus Compliance Options
Grand B

10:00-11:00 a.m.
Hidden Traps in Codes of Ethics
Grand B
AGENDA
WEDNESDAY, OCTOBER 23

8:00 A.M.  REGISTRATION OPENS!
Lobby South Counter

8:30 A.M.  MINI BAR: A NEW ROUND OF FUNDAMENTALS FOR MUNICIPAL ATTORNEYS (4.5 hours, includes continental breakfast and lunch)
Grand H

This is a dedicated 4-credit CLE opportunity. Although all are welcome to attend, the program is aimed at attorneys. The below topics are important for all municipal attorneys, and this year’s Mini Bar will be particularly beneficial for municipal attorneys in the early stages of their careers.

• Public Construction and Competitive Bidding, Brian Sajdak, Attorney, Wesolowski, Reidenbach & Sajdak, SC
• Takings, Kail Decker, City Attorney, City of West Allis
• Municipal Liability/Immunity, Remzy Bitar, Attorney, Municipal Law & Litigation Group SC
• Tips for Good Drafting, Claire Silverman, Legal Counsel, Maria Davis, Assistant Legal Counsel, League of Wisconsin Municipalities

9:00 A.M.  DEEP DIVES (2-hour workshops)

Deep Dive 1: Bus Tour - Northern Renewal, Tour of Green Bay and Ashwaubenon
Meet at Elm Street entrance of hotel

The City of Green Bay welcomes our municipal visitors! Over the last decade, Green Bay has seen major investments along its waterfront and in its neighborhoods. Green Bay is improving infrastructure, housing stock, and commercial areas, and actively seeking out collaborations, such as with Green Bay Area Public Schools, that provide unique opportunities for residents. Written materials will accompany the tour and stops will include:

• Development projects in Green Bay including Downtown, Shipyard, Railyard, Whitney Park, and Bay Beach
• Development projects in Ashwaubenon, mainly the Titletown District
• Infrastructure projects including Webster Avenue complete street
• Navarino Neighborhood
• Education-OAK School in the Wildlife Sanctuary

Deep Dive 2: Human Resources 101
Lisa Bergersen, Principal Attorney, EngageHR Law, Of Counsel, Buelow Vetter
Grand G

This session will provide an overview of human resources basics, compliance and best practices, and is aimed at municipalities without an in-house HR department. The topics include:

• Overview of State and Federal Employment Laws
• Equal Employment Opportunity
• Recruiting, Interviewing & Hiring
• Documentation, Discipline & Discharge
• Best Practices in HR Management
9:00 A.M.  
**DEEP DIVES CONT’D**

**Deep Dive 3: Innovative Housing Solutions**
Kurt Paulsen, Department of Planning and Landscape Architecture, UW-Madison  
Grand F

In this deep dive you will learn about the most recent research on the housing shortage in Wisconsin, possible causes of the shortage, and policies and strategies that communities have employed to create more affordable housing options.

10:00 A.M.

**EXHIBIT HALL OPENS!**
Exhibit Hall A-C

**NOON**

**LIGHT LUNCH BUFFET IN THE EXHIBIT HALL**

1:00 P.M.

**LEAGUE ANNUAL BUSINESS MEETING**
Karen Freeman-Wilson, Mayor, Gary, Indiana and President, National League of Cities  
Grand D

Mayor Karen Freeman-Wilson is the mayor of Gary, Indiana, and the president of the National League of Cities (NLC), the nation’s largest organization representing cities and their leaders. As president of the NLC, Freeman-Wilson is leading the organization to focus on four priority areas: helping municipal leaders tackle the housing crisis; uplifting legacy cities; creating communities for all generations; and, encouraging civic engagement.
AGENDA
WEDNESDAY, OCTOBER 23

1:30 P.M.  RUNNING AN EFFECTIVE MEETING (MOCK MEETING)
Mark Thorsby and Daniel McLaughlin, FrontWheel Consulting
Grand D
How many times have you wished there was a referee at your meeting who could stand up and say, “Okay, stop. Let’s look at what just happened here?” Now’s your chance. Consultant Mark Thorsby is an expert in the art of governance. Daniel McLaughlin is the former mayor of Orland Park, Illinois. Using an interactive and unrehearsed process where everyone in the room plays a role, you will learn tips for getting things done in a democracy. During this amusing exercise, you will: examine good and bad examples of behavior in a meeting; explore techniques for changing behaviors; understand governance concepts that discourage bad behavior; and identify behavior patterns that lead to bad governance.

3:30 P.M.  ENGINEERING & PUBLIC WORKS ROUNDTABLE
Moderator: Rob Vanden Noven, Director of Public Works, City of Port Washington
Grand H

4:30 P.M.  PRESIDENT’S RECEPTION
Appetizers and hosted beer, wine and soda in the Exhibit Hall

5:30 P.M.  RAFFLE DRAWINGS FOR EXHIBIT HALL GIFT BASKETS
Exhibit Hall

6:30 P.M.  TABLE FOR 10 NETWORKING DINNER
Meet your peers and join your friends at this small-group networking dinner. Each person pays his/her own tab and is responsible for his/her own transportation to off-site restaurants. Choose your restaurant by signing up at the Registration Booth. Please make your choice by 4:00 p.m.

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Truck Equipment Inc.
(Snowplow)
HitchDoc
(Snow Removal)

Servpro
(Disaster Recovery)

Wednesday Food
Light Lunch @ Noon
Presidents Reception 4:30-6:00 pm
Raffle Drawing 5:30 pm

Booth | Organization
--- | ---
1 | Vierbicher (SILVER SPONSOR!)
2 | Exhibitor
3 | The Tribute Companies
4 | Point of Beginning, Inc. - POB
5 | WPNC
6, 7, 22 & 23 | League Mutual Insurance (EVENT SPONSOR!)
8 | KerberRose Certified Public Accountants (SILVER SPONSOR!)
9 | radSmith
10 | Investors Community Bank
11 | Investors Community Bank
12 | Baxter & Woodman, Inc.
13 | WHEDA
14 | IWE, P.C.
15 | MWR Playground
16 | Zimmerman Architectural Studios, Inc.
17 | ETNA Supply Company
18 | PMA Financial Network
19 | CGI Communications Inc
20 | Cedar Corporation
21 | Ehlers (GOLD SPONSOR!)
22 | Commercial Recreation Specialists
23 | Commercial Recreation Specialists
24 | Sterning Lighting
25 | Exhibitor
26 | Mead & Hunt
27 | Quarles & Brady LLP
28 | Architectural Design Consultants, Inc.
29 | RDG Planning & Design
30 | Focus on Energy
31 | KLM Engineering, Inc.
32 | ATC (GOLD SPONSOR!)
33 | McMAHON (SILVER SPONSOR!)
34 | Fancher ASPHALT SEALERS LLC
35 | FEN Design
36 | EMC Insurance Companies
37 | US Cellular
38 | Eagle Point Solar
39 | Construction Business Group
40 | Community Insurance Corporation
41 | DigCOPY
42 | Commerce State Bank
43 | American Fidelity
44 | MSA Professional Services
45 | IPR (SILVER SPONSOR!)
46 | Van Professional Solutions
47 | TAPCO
48 | GRG Playscapes
49 | Burtch Aquatics, Inc.
50 | Enterprise Lighting & Control
51 | Wisconsin Concrete Pipe Association
52 | Ubique
53 | Rettert Corporation
54 | Community Collaboration
55 | GovHR USA
56 | Ayres Associates
57 | Tractor and Associates, Inc. (SILVER SPONSOR!)
58 | Retail Strategies
59 | The Concord Group
60 | WI DOA – Division of Energy, Housing and Community Resources
61 | Nielsen Communications
62 | SEH
63 | Cities and Villages Mutual Insurance Co.
64 | WICMA (Wisconsin City/County Management Association)
65 | Robinson Engineering
66 | GovDeals, Inc.
67 | Keller, Inc. (SILVER SPONSOR!)
68 | Embry (GOLD SPONSOR!)
69 | Delta 3 Engineering, Inc.
70 | InspectAlfa
71 | Britexpan
72 | Britexpan
73 | FGMI Architects
74 | Wisconsin Surplus Online Auction
75 | Lee Recreation, LLC
76 | Market & Johnson, Inc.
77 | WEA Trust – Neugen
78 | The American Deposit Management Co.
79 | Johnson Controls
80 | Baird (SILVER SPONSOR!)
81 | ConvergeOne (EVENT SPONSOR!)
82 | Kunkel Engineering Group (SILVER SPONSOR!)
83 | TC Networks, Inc.
84 | TWA-CREIT Turbo Financing, Inc.
85 | Womeld
86 | Servpro
87 | Strand Associates, Inc.
88 | Water Well Solutions - Suez
89 | Insight Public Sector Inc
90 | Kapor & Associates
91 | Coblentz Hotels
93 | Holophane
94 | RENEW Wisconsin
95 | Cottingham & Butler (EVENT SPONSOR!)
96 | Exhibitor
97 | Rukert & Milka
98 | Visu-Sewer
99 | Boland Recreation
WEDNESDAY EXHIBITORS
ALPHABETICAL LISTING

BOOTH 45
American Fidelity
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Oklahoma City, OK 73114
www.americanfidelity.com
Contact: Scott Adkins, District Manager
scott.adkins@americanfidelity.com
Phone: 800-654-8489, Ext.2535
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www.atcllc.com
Contact: Lee Meyerhofer, Local Relations Consultant
lmeyerhofer@atcllc.com
Phone: 920-338-6572
American Transmission Co. owns and operates high-voltage electric transmission systems that provide the pathway for power into communities.

BOOTH 30
Architectural Design Consultants, Inc.
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Contact: Bill Ryan, Executive Vice President/COO
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Phone: 608-254-6181
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bviegut@rwbaird.com
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sahles@baxterwoodman.com
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baae@centurytel.net
Phone: 608-348-3262
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Contact: Wendy Sander, Director of Municipal Services
wendy.sander@cedarcorp.com
Phone: 715-235-9081
Fax: 715-235-2727
Founded in 1975, Cedar Corporation provides engineering, architectural, planning and economic development, environmental, land surveying, and landscape architecture services to public and private clients all over the state of Wisconsin.

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Contact: Pallin Allen, Manager of Member Services and Risk Management
pea@cvmic.com
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www.cobblestonefranchising.com
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Contact: Karen Flynn, SVP, Underwriting
kflynn@aegis-wi.com
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www.delta3eng.biz
Contact: Bart Nies, P.E., Owner/Vice President
bart@delta3eng.biz
Phone: 608-348-5355
Fax: 608-348-5455
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BOOTH 63
Department of Administration - Division of Energy, Housing and Community Resources
101 E. Wilson Street
Madison, WI 53707
https://doa.wi.gov
Contact: David Pawlisch, Bureau Director
david.pawlisch@wisconsin.gov
Phone: 608-271-7538
The Division of Energy, Housing and Community Resources (DEHCR) develops housing policy and offers a broad range of program assistance and funds to address homelessness and support affordable housing, public infrastructure, and economic development opportunities.

BOOTH 40
Eagle Point Solar
2400 Kerper Boulevard, Suite A20
Dubuque, IA 52001
eaglepointsolar.com
Contact: Heidi Black, Business Development Consultant
hblack@eaglepointsolar.com
Phone: 563-582-4044
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www.Edvest.com
Contact: Catherine Burdick, Sr. Marketing Manager
cburdick@tiaa.org
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Contact: Gregg Baum, Architect
greggb@fehdesign.com
Phone: 262-968-2055
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andrewm@fgmarchitects.com
Phone: 414-346-7282
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Contact: Ryan Earp, Public Affairs
Phone: 715-395-1400
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Contact: Tom Dragotta, Lead Energy Advisor
AgSGapps@focusonenergy.com
Phone: 888-947-7828
Focus on Energy, Wisconsin’s statewide program, provides expertise, educational opportunities, and financial incentives to help Wisconsin residents and businesses implement energy savings and renewable energy projects.

BOOTH 69
GovDeals, Inc.
100 Capitol Commerce Boulevard
Montgomery, AL 36117
https://www.govdeals.com
Contact: Andrew Joosten, Midwest Representative
ajoosten@govdeals.com
Phone: 708-714-2600
GovDeals.com is the leading provider in online government surplus auctions. All state and local governments are welcome to use our services to auction surplus in the smartest, most efficient way possible!

BOOTH 57
GovHR USA
630 Dundee Road, Suite 130
Northbrook, IL 60062
www.GovHRusa.com
Contact: Lee Szymborski
Phone: 847-380-3240
GovHR USA and GovTempsUSA provide executive recruiting and interim staffing solutions, management and human resource consulting to local government and nonprofit clients across the country. A team of seasoned experts provide the highest level of services available in the industry.

Booth 97
Holophane Lighting
1369 North Port Washington Road #348
Grafton, WI 53024
www.Holophane.com
Contact: Steve Cotey, Factory Representative
Steve.Cotey@Holophane.com
Phone: 262-783-4100
Lighting and streetscape products manufacturer for the last 110 years. We make premium lighting and controls products with the lowest cost of ownership and highest efficiency and quality. We have the technical and design expertise to work with you and your consultants to make your project a success!

BOOTH 14
IIW, P.C.
4155 Pennsylvania Avenue
Dubuque, IA 52002-2628
www.iiwengr.com
Phone: 800-556-4491
Since 1982 Together we provide solutions. IIW is a relationship-driven firm focused on providing complete solutions with teams of specialists in engineering, architecture, and surveying.

Booth 93
Insight Public Sector, Inc
6820 S. Harl Avenue
Tempe, AZ 85283
Contact: Kevin Sardenson, Account Executive
Phone: 920-360-2102
IT hardware, software, and services available on Wisconsin state and national competitive contracts.

BOOTH 73
InspectWiz Building Inspection Software
726 E. Highway 12, Suite 105
Hudson, WI 54016
inspectwiz.com
Contact: Craig Hofland, Sales & Support
inspectwiz@gmail.com
Phone: 715-690-5656
Municipality building permit management software solutions.

SILVER SPONSOR - BOOTH 47
Integrated Public Resources (IPR)
1445 McMahon Drive
Neenah, WI 54956
www.ipr-p3.com
Contact: TJ Lamers, Program Manager
tlamers@mcmgrp.com
Phone: 920-751-4200
Fax: 920-751-4284
Integrated Public Resources, LLC (IPR) assists small to medium-sized communities in bringing a vast array of projects to fruition utilizing Public/Private Partnerships (P3s). IPR also offers municipal administrator, parks and recreation, and operations services to local governments on an as-needed basis.
WEDNESDAY EXHIBITORS ALPHABETICAL LISTING

BOOTH 82
Johnson Controls
12000 W. Wirth Street, #102
Wauwatosa, WI 53222
www.johnsoncontrols.com
Contact: Jeff Van Ess, Program Manager - WI Efficiency Solutions
jeff.vaness@jci.com
Phone: 414-259-2800
Creating safer, smarter, connected, resilient communities. Municipal leaders are under increasing pressure to address aging infrastructure, enhance safety, create operational efficiencies, and reduce energy consumption. Johnson Controls helps communities meet these goals with innovative funding models.

BOOTH 94
Kapur & Associates
7711 N. Port Washington Road
Milwaukee, WI 53217
www.kapurengineers.com
Contact: Aaron Groh, Senior Associate/Project Manager
mfeltes@kapurinc.com
Phone: 414-751-7200
Engineering services, electrical, GIS, environmental, landscape architect, municipal, transportation, survey, power and energy, structural, planning, site design, water services, 3D data modeling.

SILVER SPONSOR - BOOTH 70
Keller, Inc.
N216 State Road 55
Kaukauna, WI 54130
www.kellerbuilds.com
Contact: Emily Foley, Marketing Associate
Phone: 920-766-5795
Keller, Inc. has on-staff construction managers, architects, and interior designers who are ready to assist with preliminary planning, a needs assessment, conceptual estimating, facility evaluations, budgeting, design, and construction oversight. We offer our services statewide.

SILVER SPONSOR - BOOTH 8
KerberRose Certified Public Accountants
487 Riverwood Lane
Green Bay, WI 54313
www.kerberrose.com
Phone: 920-434-7310
KerberRose is a Wisconsin certified public accounting firm dedicated to serving the people and businesses of Northeast Wisconsin. We combine the expertise of a leading regional firm with the convenience, familiarity, and passion of a local provider.

BOOTH 33
KLM Engineering, Inc.
1500 Tacoma Beach Road, Unit 5-1
Sturgeon Bay, WI 54235
www.klmengineering.com
Contact: Michael Olesen, WI Sales Manager
info@klmengineering.com
Phone: 651-773-5111
Fax: 651-773-5222
Your water tower specialist! KLM Engineering is a structural engineering and inspection consulting firm headquartered in Minnesota, with regional offices in Wisconsin and Kansas. Founded 1995, they have since grown into a nationwide leader in the water storage tank industry with clients in municipalities, private companies, government agencies, and more.

SILVER SPONSOR - BOOTH 86
Kunkel Engineering Group
107 Parallel Street
Beaver Dam, WI 53916
www.kunkelengineering.com
Contact: Don Neitzel, General Manager
dneitzel@kunkelengineering.com
Phone: 920-356-9447
Fax: 920-356-9454
Kunkel Engineering Group provides consulting, engineering, architectural, surveying, construction management, building inspection, cross connection inspection, and funding procurement services exclusively to municipal clients.

GOLD SPONSOR & EVENT SPONSOR - BOOTH 6, 7, 22 & 23
League of Wisconsin Municipalities Mutual Insurance
402 Gammon Place, Suite 225
Madison, WI 53719
www.lwmmi.org
Contact: Matt Becker, Deputy CEO, matt@lwmmi.org
Dennis Tweedale, CEO, dennis@lwmmi.org
Phone: 608-833-9595
Fax: 608-833-8088
LWMMI has provided workers’ compensation, auto, police, general, and most important, public official liability insurance coverage to League cities, villages, and special districts. 445 municipal policyholders place their trust in LWMMI. The excellent coverages and service result in a 99% renewal rate each year.

BOOTH 79
Market & Johnson
2350 Galloway Street, PO BOX 630
Eau Claire, WI 54702
www.market-johnson.com
Contact: James Hanke, Business Development
jhanke@market-johnson.com
Phone: 715-834-1213
Since 1948, Market & Johnson has provided construction management and general contracting solutions to clients throughout western Wisconsin. With over $400 million in annual construction volume, our team of dedicated professionals adheres to the philosophy of Adding Value to Everything We Do.
SILVER SPONSOR - BOOTH 35
McMahon Associates, Inc.
1445 McMahon Drive
Neenah, WI 54956
www.mcmgrp.com
Contact: Brad Werner, Vice President/Senior Municipal Engineer
Phone: 920-751-4200
Fax: 920-751-4284
A full-service engineering & architectural firm with professional engineers, architects, surveyors, technicians, field personnel, and support staff. We offer a broad spectrum of service disciplines to meet the unique needs of our municipal clients.

EVENT SPONSOR - BOOTHS 83 & 98
Miron Construction Co., Inc.
1471 McMahon Drive
Neenah, WI 54956
www.miron-construction.com
Contact: Paul LaPree, Vice President Business Development, Northern Region
Phone: 715-841-4032
Miron specializes in providing innovative pre-construction, construction management, design-build, general construction, and industrial services to multiple markets. From elementary schools to office buildings to casinos and clinics, we work side-by-side with our clients to bring their dreams to life.

Booth 15
MN WI Playground
5101 Highway 55, Suite 6000
Golden Valley, MN 55422
www.mnwiplay.com
Contact: Harlan Lehman, President
info@mnwiplay.com
Phone: 763-546-7787
Fax: 763-546-5050
MN WI Playground offers a wide array of park products to provide turnkey solutions. In addition to GameTime commercial park equipment, we provide shelters, shade, site furnishings, surfacing, adult fitness, obstacle courses, splash pad, dog parks, outdoor musical instruments, and more!

BOOTH 46
MSA Professional Services
1702 Pankratz Street
Madison, WI 53704
www.msa-ps.com
Contact: Randy Herwig, Client Services Manager
rherwig@msa-ps.com
Phone: 608-224-9479
Architecture, municipal, potable, storm & wastewater engineering, GIS, funding, planning, parks & recreation, waterfront development, harbors, ag services, environmental engineering, survey, airports, transportation engineering including traffic studies, roundabout design, bridge design & construction.

BOOTH 64
Nielson Communications
645 Mike McCarthy Way
Green Bay, WI 54304
www.nielsoncom.com
Contact: Steve Nielson, President
sales@nielsoncom.com
Phone: 920-494-1828
Two-way radio communications sales, service & installation

BOOTH 4
Point of Beginning, Inc.
4941 Kirschling Court
Stevens Point, WI 54481
pobinc.com
Contact: Scott Groholski, Owner | President
info@pobinc.com
Phone: 715-344-9999
Fax: 715-344-9922
Point of Beginning, Inc. is a multi-faceted civil engineering, land surveying, landscape architecture & material testing firm based in Stevens Point, Green Bay, and Sun Prairie, Wisconsin.

BOOTH 29
Quarles & Brady LLP
411 East Wisconsin Avenue, Suite 2400
Milwaukee, WI 53202
www.quarles.com
Contact: Rebecca Speckhard, Partner, National Chair of the Public Finance Practice Group
rebecca.speckhard@quarles.com
Phone: 414-277-5761
The Quarles & Brady Public Finance Group has served as bond counsel, disclosure counsel, underwriter’s counsel, issuer’s counsel, and development agreement and TIF counsel on state and local government financings throughout the state of Wisconsin and the Midwest for more than 70 years.
BOOTH 9
raSmith
16745 W. Bluemound Road
Brookfield, WI 53005
http://www.rasmith.com
Contact: Jeff Mazanec, PE, Sr. Consultant
Jeff.Mazanec@rasmith.com
Phone: 920-843-5734
raSmith serves local communities with solutions for transportation systems, structures, water/wastewater systems, parks, open spaces, and public safety facilities. We serve as trusted advisors from planning through construction, and as the engineer of record for several Wisconsin local units of government.

BOOTH 31
RDG Planning & Design
301 Grand Avenue
Des Moines, IA 50309
www.rdgusa.com
Contact: Justin Platts, Landscape Architect/Principal
jplatts@rdgusa.com
Phone: 515-288-3141
Fax: 515-288-8631
Diverse in knowledge and experience, we are united in the pursuit of meaning for our clients and ourselves. Services include: architecture, engineering, graphic design & multimedia, interior design, landscape architecture, lighting design, planning, public art, and sustainability.

BOOTH 99
RENEW Wisconsin
214 N. Hamilton Street, Suite 300
Madison, WI 53703
renewwisconsin.org
Contact: Heather Allen, Program Director
heather@renewwisconsin.org
Phone: 608-255-4044, Ext. 7
Local governments can reduce utility costs by installing renewable energy or generate new revenues by hosting wind and solar farms. RENEW Wisconsin provides valuable information about solar, wind, geothermal, biogas and electric vehicles in Wisconsin. Improve your budget with renewable energy.

BOOTH 61
Retail Strategies
2200 Magnolia Avenue S., Suite 100
Birmingham, AL 35205
www.retailstrategies.com
Contact: Justin Lindsey, Business Developer
jlindsey@retailstrategies.com
Phone: 256-683-4099
Retail Strategies is the most trusted partner for communities when recruiting businesses. We go beyond market data by offering unmatched retailer access and real estate expertise.

BOOTH 55
Rettler Corporation
3317 Business Park Drive
Stevens Point, WI 54482
www.rettler.com
Contact: Chase Rettler, Civil Engineer
hneidermann@rettler.com
Phone: 715-341-2633
With 30 years of experience, Rettler Corporation is a multi-disciplinary firm specializing in site design and development. Our services include landscape architecture, civil engineering, construction management, and land surveying.

BOOTH 96
1250 Centennial Centre Boulevard
Hobart, WI 54155
www.releeinc.com
Contact: Jared Schmidt, V.P., P.E., Vice President, Civil Engineering Manager
jschmidt@releeinc.com
Phone: 920-662-9641
Founded in 1956, Robert E. Lee & Associates, Inc., has a rich history assisting municipalities throughout Wisconsin with professional expertise in civil and environmental engineering, land surveying, and natural resources.

BOOTH 68
Robinson Engineering
222 Main Street, Suite 101
Racine, WI 53403
www.reltd.com
Contact: Steven Godfrey, Wisconsin Regional Client Manager
sgodfrey@reltd.com
Phone: 262-812-7247
Robinson Engineering offers a full range of municipal engineering services including transportation, water/wastewater, storm water management, GIS/mapping, and infrastructure planning. Specialty services include coating and corrosion inspections and water/wastewater facility operational assistance.

BOOTH 48
Roth Professional Solutions
121 W. Cook Street
Portage, WI 53901
www.rpsprofessionalssolutions.com
Contact: Robert J. Roth, President
robert@rpsprofessionalssolutions.com
Phone: 608-697-5857
Full Municipal Engineering Consulting Firm Including wastewater, water distribution, drainage, dams, inspections, structural engineering, zoning administration, and permitting services throughout Wisconsin.
BOOTH 102  
Ruekert & Mielke, Inc.  
W233 N2080 Ridgeview Parkway  
Waukesha, WI 53188  
www.ruekertmielke.com  
Contact: Ryan Amtmann, Vice President  
Phone: 262-542-5733  
Ruekert & Mielke, Inc. (R/M) is a civil engineering firm that partners with communities and businesses to help them overcome infrastructure challenges. R/M’s engineers, environmental specialists, and support staff work together with clients to provide planning, design, construction management, and GIS services.

BOOTH 90  
Servpro  
5959 Haase Road  
DeForest, WI 53532  
www.servpro.com  
Contact: Tammy Wilkinson, Business Development  
Businessdev@servproofmadison.com  
Phone: 608-221-1818  
Servpro is a full-service Emergency Response and Restoration company providing a full range of services to reduce the impact of an unplanned event leading to real property or personal property damage.  
Fire & Water Cleanup & Restoration

BOOTH 65  
Short Elliott Hendrickson Inc. (SEH)  
329 Jay Street, Suite 301  
La Crosse, WI 54601  
www.sehinc.com  
Contact: Brea Grace, AICP, Senior Community Development Specialist  
bgrace@sehinc.com  
Phone: 800-732-4362  
Fax: 888-908-8166  
Since 1927, SEH has provided professional consulting services to communities across Wisconsin with a focus on Building a Better World for All of USA®️. More than 800 engineers, architects, planners, and scientists help build infrastructure, improve mobility, engineer clean water, and design and build better places.

BOOTH 26  
Sternberg Lighting  
555 Lawrence Avenue  
Roselle, IL 60172  
www.sternberglighting.com  
Contact: Drew Tedford, Regional Manager  
dtedford@sternberglighting.com  
Phone: 847-230-3471  
Decorative Street Lighting

BOOTH 91  
Strand Associates, Inc.  
910 West Wingra Drive  
Madison, WI 53715  
www.strand.com  
Contact: Steve Everts, P.E., Professional Engineer  
marketing@strand.com  
Phone: 608-251-4843  
Fax: 608-251-8655  
Consulting engineering services for municipal, water supply, wastewater, transportation, structural, mechanical, and electrical engineering.

BOOTH 49  
TAPCO  
5100 West Brown Deer Road  
Brown Deer, WI 53223  
www.tapconet.com  
Contact: Aaron Guilbault, Senior Account Executive  
aaron@tapconet.com  
Phone: 800-236-0112  
TAPCO manufactures, services, and distributes a wide portfolio of traffic and parking safety solutions. Since 1956, we have set the standard for delivering reliable, cutting-edge traffic safety enhancements with safety at the heart of all our innovations.

BOOTH 87  
TC Networks, Inc  
788 Main Street, Suite 110  
Dubuque, IA 52001  
www.tcnetworks.com  
Contact: Rick Haber, Business Development  
sales@tcnetworks.com  
Phone: 877-897-6626, Ext. 5104  
Fax: 563-259-6255  
We specialize in security cameras, door access controls, wireless indoor/outdoor, and network engineering.

BOOTH 81  
The American Deposit Management Co.  
W220N3451 Springdale Road  
Pewaukee, WI 53072  
americandeposits.com  
Contact: John Major, Director, National Sales  
info@americandeposits.com  
Phone: 800-407-5150  
The American Deposit Management Co. is a treasury management and financial services company specializing in providing full deposit insurance with the highest rates in the U.S. The American Deposit Management Co. is also an MSRB registered Municipal Advisor and has offices in Wisconsin, Texas, and Arizona.
BOOTH 62
The Concord Group
1000 North Water Street, Suite 1550
Milwaukee, WI 53202
www.concord-cc.com
Contact: Jim Joehnk, Vice President
jjoehnk@concord-cc.com
Phone: 414-225-5305
The Concord Group is an independent construction consultant that provides owner's representative services to our municipal clients. We provide project management, cost estimating, construction cost management, and TIF advisory services as our core services on municipal building and infrastructure projects.

BOOTH 3
The Tribute Companies
352 Cottonwood Avenue, Suite D
Hartland, WI 53029
www.tributeinc.com
Contact: Christine A. Hentges, President, CEO
mail@tributeinc.com
Phone: 262-367-9991
The Tribute Companies owns, manages, and assists cemeteries with sales, section development, planning, and structural design-build. Tribute Precast supplies mausoleum crypts, columbaria, lawn crypts, and vaults. Tribute Design offers architectural services for cemetery and funeral home design.

SILVER SPONSOR - BOOTHS 59 & 60
Trotter and Associates, Inc.
700 Geneva Parkway N, Suite B
Lake Geneva, WI 53147
www.trotter-inc.com
Contact: Robert Benson, North Regional Manager
b.benson@trotter-inc.com
Phone: 262-729-4350
Trotter and Associates, Inc. (TAI) is a full-service civil engineering firm specializing in municipal infrastructure development and rehabilitation. TAI provides planning, design, and construction engineering services to municipal, institutional, and other government agencies.

BOOTH 39
U.S. Cellular
2500 N. Lyndale Drive, Suite A
Appleton, WI 54914
www.uscellular.com/business
Contact: Pam Koski, Business Area Sales Manager
Pam.Koski@uscellular.com
U.S. Cellular has established itself as a competitive wireless carrier by relentlessly focusing on the customer experience, delivering industry-leading innovations that attract and retain customers along with maintaining an award-winning, high-quality network with national coverage.

BOOTH 54
Ubicquia
1009 Beechwood Road
Buffalo Grove, IL 60089
www.ubicquia.com
Contact: Tom Frank, Central Area Sales Manager
tfrank@ubicquia.com
Ubicquia offers municipalities, utilities, and network operators a cost-effective, modular, and expandable platform for deploying broadband and smart city services. Ubicquia’s Ubicell and Ubimetro products provide a scalable path to smart lighting, sensor connectivity, and 5G small cell densification.

SILVER SPONSOR - BOOTH 1
Vierbicher
400 Viking Drive
Reedsburg, WI 53959
https://www.vierbicher.com/
Contact: Kurt R. Muchow, Principal
kmuc@vierbicher.com
Phone: 608-524-6468, Ext. 6378
Fax: 608-524-8218
Vierbicher helps municipalities grow, develop, and revitalize. Our integrated services include planning, design, funding, and implementation of projects. Technical expertise includes: municipal engineering, planning, community development, urban design, landscape architecture, water resources, surveying, and GIS.

BOOTH 103
Visu-Sewer, Inc.
W230 N4855 Betker Drive
Pewaukee, WI 53072
www.visu-sewer.com
Contact: Randy Belanger, Sales Manager
rbelanger@visu-sewer.com
Phone: 262-695-2340
Fax: 262-695-2359
Visu-Sewer, Inc. is a second-generation family business dedicated to full-service trenchless sewer inspection, rehabilitation, and maintenance in the Midwest. Visu-Sewer provides all of the services necessary to keep underground infrastructure operating at optimum flow and performance.

BOOTH 92
Water Well Solutions - Suez
N87 W36051 Mapleton Street
Oconomowoc, WI 53066
www.wwssg.com
Contact: Laura Kerschner, Project Engineer
Phone: 888-769-9009
BOOTH 53
Wisconsin Concrete Pipe Association
6954 W. Tesch Avenue
Milwaukee, WI 53220
www.wcpa.com
Contact: Clark Wantoch, Executive Director
clark4concretepipe@wcpa.com
Phone: 414-327-5272
WCPA represents reinforced concrete pipe producers and is available to answer any questions you may have relative to storm and sanitary sewer needs.

BOOTH 77
Wisconsin Surplus Online Auction
2600 Highway 78 South
Mount Horeb, WI 53572-0113
www.wisconsinsurplus.com
Contact: William Faltz, Manager
wrf@wisconsinsurplus.com
Phone: 608-437-2001, Ext. 1106
Fax: 608-437-9593
We are an internet-based auctions service specializing in the disposal of municipal surplus and unused equipment. We do this by using our website wisconsinsurplus.com, which will give your items world-wide exposure. Give us a call and see how we can help you.

BOOTH 16
Zimmerman Architectural Studios
2122 West Mt. Vernon Avenue
Milwaukee, WI 53233
www.zastudios.com
Contact: Jack T. Blume, AIA, CDT, Vice President | Principal
jack.blume@zastudios.com
Phone: 414-476-9500, Ext. 1857
Fax: 414-476-8582
We are Milwaukee’s oldest and largest full-service architectural and engineering firm. Our business is formed around 3 basic principles: provide a high level of customer service; generate thoughtful and proactive design that stands the test of time and; maintain and grow our business for future generations!
For 33 years, the League of Wisconsin Municipalities Insurance Program has responded to the coverage needs of local cities and villages, saving them substantial amounts of money in the process.

Protecting The Communities We Live In.

608.833.9595 | www.LWMMI.org
A Mutual Company Owned by Member Cities and Villages.
**THURSDAY INFORMATIONAL KIOSKS**

Informational Kiosks will be set up in the Grand Pre-Function Area between 8:30 a.m. and 3:00 p.m. on Thursday.

Organizations that have information about services and programs to benefit your municipality will have brochures about their programs. Staff members will be on hand to answer your questions.

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**UniverCity Year Program, UW-Madison**
Gavin Luter, Managing Director
UCY is a three-year partnership between the university and a local government, during which UW courses collaborate with the locality to solve local issues.

https://univercity.wisc.edu/
Gavin@cwms.org or 608-261-1141

---

**Wisconsin Rural Partners, Inc.**
Jerry Wehrle and Bob Borremans, President and Secretary/Treasurer
WRP is the rural development council for the State of Wisconsin focused on rural community development.

www.wiruralpartners.org
rtb3629@gmail.com or 608-751-8604

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**Wisconsin Municipal Clerks Association**
Faith A. Elford, Executive Director
The premier source for the personal empowerment of municipal clerks in Wisconsin through education and professional development.

www.wiscclerks.org
ExecDirector@wisclerks.org or 920-568-9278

---

**Wisconsin Department of Natural Resources - Green Tier Legacy Communities**
Will Erikson, Program and Policy Analyst
Green Tier Legacy Communities exists to help municipalities and counties move further, faster toward their sustainability goals.

https://dnr.wi.gov/topic/GreenTier/Participants/CharterPages/LegacyCommunities.html
William.Erikson@Wisconsin.gov or 608-267-3763

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**Wisconsin City/County Management Association**
Caitlin Steine, Vice President/Treasurer
WCMA exists to strengthen the quality of local government through professional management.

www.wcma-wi.org
wcma@niu.edu or 815-753-5230

---

**Wisconsin Department of Revenue**
Valeah Foy and Lorraine Krueger, Acting Deputy Division Administrator DOR
The agency administers Wisconsin’s tax system to provide revenue to fund state and local government services.

www.revenue.wi.gov

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**Wisconsin Department of Natural Resources (DNR) Environmental Loans**
Kay Christensen, Natural Resources Program Specialist
The Environmental Loans programs provide affordable financial assistance to communities within Wisconsin for water infrastructure projects.

dnr.wi.gov/Aid/ELF.html
Kay.Christensen@wisconsin.gov or 608-266-3163

---

**USDA Rural Development**
Jennifer Engel, USDA Specialist
Rural Development provides financial assistance to communities in need of infrastructure improvements to their water and sewer systems.

https://www.rd.usda.gov/wi
RD.BCP.SOf@wi.usda.gov or 715-345-7635

---

**Arts Wisconsin**
Anne Katz, Executive Director
Wisconsin's community cultural development organization, growing Wisconsin creatively through advocacy, service, development, and connections.

www.artswisconsin.org
akatz@artswisconsin.org or 608-255-8316

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**Toward One Wisconsin Conference (WIPPS)**
Eric Giordano and Dave Anderson, Founding Director WIPPS and Retired Assistant Deputy Secretary DWD
The Toward One Wisconsin Conference on Inclusivity, April 28-29 in Green Bay, will address building communities of equity and opportunity in Wisconsin.

inclusivity-wi.org
egiordano@uw.edu or 715-261-6105
AGENDA
THURSDAY, OCTOBER 24

7:00 A.M. - 7th ANNUAL WEA TRUST/LEAGUE WALK/RUN

The inaugural walk/run was in Green Bay in 2013. We started with about 20 people and it has grown every year since then. George Peterson, Rothschild Village President, crafts walking sticks and donates them to participants on a first come, first served basis. Both the walk and the run start and finish at the Adams Street entrance of KI Center. We’ll have you back by 8:15 a.m.

Green Bay Mayor Eric Genrich and Chief of Staff Celestine Jeffreys will lead the walk and act as tour guides, stopping along the route to tell us about Green Bay.

Curt Witynski, Deputy Executive Director, League of Wisconsin Municipalities, leads the run (no stops to see the sights).

8:00 A.M.
REGISTRATION CONTINUES
Grand Pre-Function Area

BREAKFAST
Grand D

9:00 A.M.

CONCURRENT WORKSHOPS:

PRACTICAL STRATEGIES FOR DEALING WITH MORE FREQUENT SEVERE RAIN AND FLOODING EVENTS
Dr. Shane Hubbard, Associate Researcher, University of Wisconsin-Madison; Janet Schmidt, Principal Engineer-Stormwater, City of Madison
Grand F

Dr. Hubbard will report on the science and data showing what is happening in Wisconsin and perhaps nationwide regarding storms and flooding and will address some practical (i.e., affordable) ways communities can adapt or adjust to this new reality that is likely to continue. Janet Schmidt will speak about what adaptations the City of Madison has implemented or is planning to implement to deal with higher stormwater volumes and related issues.

LEVY LIMIT STRATEGIES
Greg Johnson, Senior Municipal Advisor, and Brian Roemer, Municipal Advisor, Ehlers, Inc.
Grand G

This workshop will cover a general review of levy limits: net new construction and TIF closures, carryforward, most common debt service adjustment (Adjustment E), referendums, intergovernmental agreement cost shifts, joint fire departments, transfer of services, covered services negative adjustment, and other available adjustments.

NOT WITH MY TAX DOLLARS! ETHICS OF BUDGETING
Dr. Michael Gillette, Ethics Expert
Grand B

This highly interactive session will provide a detailed analysis of ethical issues in the budget process. We will begin with a review of the concepts of fairness and justice as they apply to the distribution of limited resources, examine a pragmatic tool for making allocation decisions on the program level, translate that information regarding micro-allocation into an algorithm for making macro-allocation decisions, and demonstrate how all of this material can be operationalized in the broader effort of budget development.
Liquor Licensing
Adam Stephens, Milwaukee Deputy City Attorney
Grand C

Interested in municipal authority regarding alcohol licensing and regulation and some common issues that confront municipalities? Milwaukee Deputy City Attorney Adam Stephens has many years of experience working in this area on behalf of the City of Milwaukee and its Alcohol License Review Committee. Stephens will cover a variety of topics including license conditions, entity reorganizations/straw parties, bait and switch applications, defensible liquor license denials, and problem bars and options for handling them.

The Importance of Sanitary Sewer Management Programs
Taryn Nall, Project Manager, Ruekert-Mielke
Moderator: Josh Radomski
Grand A

The sewer management programs started by the City of Menasha in 2002 were successful in reducing infiltration and inflow (I&I) and extending the service life of the sanitary sewer system which is a major objective of the Capacity, Management, Operation, and Maintenance (CMOM) program. This program provided opportunities for public education and participation for a common goal of controlling sewer rates. This session will include a review of all planning, design, and construction elements of the sewer management programs.
10:15 A.M.  
**BREAK**

10:30 A.M.  
**CONCURRENT WORKSHOPS**

**PFAS 101**  
*Paul Kent, Stafford Rosenbaum, LLP, and Lawrie Kobza, Boardman & Clark, LLP*

**Grand F**

PFAS, a man-made chemical, has been in the news lately as it has been discovered in ground water and drinking water in several Wisconsin communities. The Department of Natural Resources is proposing new PFAS water quality standards. Attend this workshop and learn: What is PFAS? Where has it been found? What is the state proposing to do about it? How will proposed regulations impact municipalities? What are local government groups doing about the proposed regulations?

**BUILDING A STRONG SYSTEM OF INTERNAL CONTROLS TO PREVENT FRAUD**  
*Mary O’Connor, Partner, Sikich LLP*

**Grand G**


**STORMWATER MITIGATION UTILIZING SUSPENDED PAVEMENT**  
*Pat Greeley, Director of Technical Services, DeepRoot*

**Moderator: Greg Lee, Engineer/Director of Public Works, City of Dodgeville**

**Grand A**

The term “suspended pavement” refers to a category of tree stormwater construction methods and products which are shoring systems that allow for a volume of noncompacted soil beneath pavements. Many municipalities are adopting the technology and should take full advantage of the stormwater mitigation potential of urban trees and soils in their highly urban downtowns. Urban revitalization efforts at the Toronto Waterfront and Uptown Normal, IL are indicative of the research at North Carolina State University and Ryerson University, among others, which shows improved plant response and the stormwater management potential of these systems.

**CURRENT ISSUES IN LAND USE REGULATION**  
*Brian Ohm, Professor, Urban & Regional Planning, University of Wisconsin-Madison, and Joe Wirth, Partner, Piper, Schmidt & Wirth*

**Grand C**

This session includes: guidance on complying with the new conditional use permitting process under 2017 Act 67; the new housing regulation and fee reporting requirements municipalities over 10,000 in population must comply with; a recent fence law court decision involving Watertown; and other land use case law of interest to municipal officials.

**NOT WITH MY TAX DOLLARS! ETHICS OF BUDGETING (REPEAT SESSION)**  
*Dr. Michael Gillette, Ethics Expert*

**Grand B**

This highly interactive session will provide a detailed analysis of ethical issues in the budget process. We will begin with a review of the concepts of fairness and justice as they apply to the distribution of limited resources, examine a pragmatic tool for making allocation decisions on the program level, translate that information regarding micro-allocation into an algorithm for making macro-allocation decisions, and demonstrate how all of this material can be operationalized in the broader effort of budget development.
The municipal attorney’s role is not simply appearing for night meetings, handling public records and open meetings issues, drafting ordinances based on input from staff and officials, and giving legal opinions to the governing body, commissions, or departments. Working with and utilizing municipal attorneys can be vital to avoiding risks and liabilities and to successful implementation of local goals, responsibilities, and operations, such as: advising on the limits of power to regulate under statutes or the constitution, including land use and other statutory procedures to exercise certain powers; reviewing, editing, and negotiating contracts; counseling and investigating personnel matters including discipline, termination, and even developing positions; creating or updating codes, policies, and training; and many other issues where early legal assistance can save problems and costs down the road.
1:30 P.M. WORKSHOPS CONT’D

RETHINKING SPECIAL ASSESSMENTS: NEW WAYS TO PAY FOR STREET IMPROVEMENTS
James Walsh, City Attorney, City of Appleton; James Godlewski, City Attorney, City of Neenah; Lynn Lorenson, City Attorney, City of Oshkosh
Grand G

While special assessments are the standard way communities typically pay for all or part of the cost of street projects, some cities are exploring other options as resistance to special assessments grow. Attend this workshop and learn more about replacing special assessments with local vehicle registration fees and/or transportation utility fees.

HOW NOT TO BE AN ETHICS CASE STUDY
Dr. Michael Gillette, Ethics Expert
Grand B

This highly interactive, case-based discussion will consider a series of ethical issues that arise in the provision of services in the public sector. We will employ a pragmatic approach to careful ethical analysis in considering these complex issues. Topics may include a) managing conflicting expectations from elected officials, staff members, citizens, and other stakeholders, b) maintaining appropriate professional boundaries, and c) whistleblowing. Case studies will be drawn from all departments and areas of public service.

PUBLIC RECORDS
Claire Silverman, Legal Counsel, and Maria Davis, Assistant Legal Counsel, League of Wisconsin Municipalities
Grand C

Learn about the Wisconsin Public Records law’s requirements in a fun, interactive session taught by League attorneys. This presentation will explain the policy underlying the law, what constitutes a record under the law, and how to handle records requests, procedurally and analytically. Along with discussing the importance of responding to requests, we will explain how the law is enforced and possible penalties for violating it.

COMPACT ROUNDABOUTS / EVPS / TRAFFIC CALMING IDEAS
Ben Wilkinson, PE Team Leader, and Chad Wagner, Project Engineer, MSA Professional Services
Moderator: Matt Lindstrom, Public Works Operations Manager, City of Elkhorn
Grand A

Compact Roundabouts – A Cheaper Alternative. Research demonstrates that roundabouts enhance intersection safety. This presentation will highlight some typical locations where mini-roundabouts could be considered, and look at some pilot installations and the cost savings associated with their installation. Traffic Calming Techniques – This portion of the presentation will highlight some of the more common existing traffic calming techniques, as well as touch on a few new promising ideas that are starting to be implemented in communities around the country.

Emergency Vehicle Preemption (EVP) can be a valuable safety improvement for any community. This final segment of the presentation will provide more details on EVP, including different types available on the market and the infrastructure associated with each to make operational.

2:30 P.M.

BREAK

2:45 P.M.

CONCURRENT WORKSHOPS

SMALL COMMUNITY ROUNDTABLE
Moderator: Jerry Deschane, Executive Director, League of Wisconsin Municipalities
Riverview 1

LARGE COMMUNITY ROUNDTABLE
Moderator: Zach Vruwink, Mayor, City of Wisconsin Rapids
Grand G
NEW LEGISLATION AFFECTING MUNICIPALITIES
Curt Witynski, Deputy Executive Director, League of Wisconsin Municipalities
Grand B

Learn more about new legislation limiting or taking away municipal powers as well as the League’s efforts to pass helpful legislation and the status of other items on our proactive legislative agenda.

TIF: THE “BUT FOR” TEST - PROVE IT!
Frank Roman, Economic Development Advisor, and Jonathan Schatz, Financial Specialist, Ehlers, Inc.
Grand C

This workshop will provide a basic orientation around the concepts involved with evaluating a developer’s project proforma including: The “But For” test - then and now. This session will cover ways municipalities can evaluate the developer, identify gaps, and what go-to resources are available. Also discussed will be return metrics and evaluating the deal down the road.

RETHINKING GIS: INFORMED PLANNING, DEEPER INSIGHTS
Ryan Eckdale-Dudley, GIS Team Leader, Symbiont and Alex Sukupcak, GIS Analyst, Symbiont; Eric Hackert, Water Recycling Center Superintendent, City of Cedarburg
Moderator: Rick Schmidt, Director of Public Works, City of Nekoosa
Grand A

Attendees will gain a greater understanding of strategies and factors to consider while implementing GIS from the ground up, as well as making better use of existing systems. There is a lot to learn from looking at how municipalities, like the City of Cedarburg Water Recycling Center, took their GIS to the next level. From system review and project visioning to maintaining and building out apps to build full-feature GIS systems, we will explore the latest trends and technology in GIS which are streamlining operations. Regardless of your current GIS functionality, it’s time to rethink how GIS can create new efficiencies and opportunities for you.

4:15 P.M. BREAK

4:30 P.M. WEA TRUST LOCAL SPARK AWARDS AND ARTS WISCONSIN “ARTS IN THE COMMUNITY” AWARDS PRESENTATION Both co-sponsored by the League
Riverview & Pre-Function Area

Congratulations to the 2019 Local Spark Winners!

WEA Trust and the League of Wisconsin Municipalities hosted the 6th Annual Local Spark Award this summer. Cities and villages across Wisconsin submitted project proposals that would brighten up and create a “spark” in their community. Thanks to everyone who champions Local Spark in Wisconsin, and congratulations to this year’s winners.

Village of Osceola—Let’s PLAY Program

The “Let’s PLAY Program” (Promoting Livability All Year) addresses livability and quality of life in the Village of Osceola. The program’s goals are to create activated social gathering places for people of all ages, generating a space where people love to connect and live.

In partnership with the Main Street Organization, the Osceola Public Library, Osceola High School, and the Osceola Senior Group, the 2019 Local Spark Award will support intergenerational activities by funding art supplies, games, signs, equipment, and more.

“The Let’s PLAY program will bring more playfulness, joy, and delight to Osceola to promote social interaction among different generations and community groups year-round,” wrote Germaine Ross in her proposal.
**City of Rice Lake—Painted Crosswalks**

The Local Spark Award will go toward enhancing Main Street in Rice Lake by not only increasing pedestrian safety but also helping to beautify the community through painted crosswalks. With the goal of creating a community-based project and having classrooms of students help design and paint the crosswalks, painted crosswalks that describe the nearby business such as the library and game store will create a fun and vibrant scene in Rice Lake.

Kianna Lindh wrote in her proposal, “This will brighten the vision of our community through colorful art on Main Street.”

**City of West Allis—Fall Prevention**

The vision of the West Allis Fire Department is to create the safest community in the nation through the strategic use of preventive measures, community outreach, and emergency mitigation. To achieve this goal, the fire department looks to address the leading cause of injury-related deaths among persons aged 65 years and older – falls.

The Local Spark Award will help fund fall prevention hardware in the homes of at-risk populations, with the hope of reducing the number of people who fall in their homes.

West Allis Fire Chief, Mason Pooler, wrote in his proposal, “By assisting people in creating a safer home environment, our community will brighten by having a safe and healthier population, less reliant on 9 1 1 services to stay at home.”

**Congratulations to the 2019 Arts in the Community Award Winners!**

Wisconsin’s statewide community cultural development organization, is pleased to present the 11th annual *Arts in the Community Awards*, in partnership with the League. The awards honor civic leaders as champions and communities focused on creativity as integral to economic, educational, and community vitality and sustainability.

**Altoona Mayor Brendan Pratt** throughout his tenure with the city has been an enthusiastic champion of the arts as a means for civic engagement and placemaking. Among his accomplishments:

- Mayor Pratt has played an integral role in the success of River Prairie, largely due to his continuing advocacy for artful design and his commitment to showcasing the arts within the park’s public space.
- The mayor advocated and raised money for free quality entertainment in the park, through the “Rockin’ on the River,” “Kickin’ it Country,” and “Fusion Music” concerts.
- He continues to support arts integration in the park, through such projects as a city partnership with the school district art and shop programs to create toad, fairy houses, and sculptural bird houses in the gardens. [http://riverprairiecenter.com/](http://riverprairiecenter.com/)

**Waupaca Cultural Plan, a Community-Based Public-Private Partnership.** In 2016, Waupaca Mayor Brian Smith, former City Adm. Henry Veleker, the Waupaca Area Chamber of Commerce, and the Waupaca Community Arts Board, presented an Arts Summit that began a cultural planning process focused on:

- Historic and heritage celebration and preservation
- Collaboration and connectedness through the arts and community
- Creativity and vision for the city’s future
- Improving quality of life through the arts

The summit led to a cultural planning process, made possible with investments of time and funding by the city, involvement and ideas of dedicated community members, and facilitation by Arts Wisconsin. The process resulted in the first-ever Waupaca Comprehensive Cultural Plan, a collaborative public-private partnership to intentionally grow and build capacity for a strong arts presence in the everyday lives of all residents. The Cultural Plan was unanimously approved by the City Council in 2018.

[https://www.cityofwaupaca.org/waupaca-area-arts-culture/](https://www.cityofwaupaca.org/waupaca-area-arts-culture/)

**Thanks to the League for the enduring partnership and the sponsors of the 2019 awards: Heid Music, Redevelopment Resources, Vierbicher, and the Wisconsin Downtown Action Council.**
7:30 A.M. | SCRAMbled Eggs & Politics
Grand D

8:00 A.M. | Registration Continues
Grand Pre-Function Area

9:00 A.M. | Concurrent Workshops

Panel: Inclusivity in Small and Large Communities
Tim Hanna, Mayor, City of Appleton; Karen Nelson, Diversity & Inclusion Coordinator, City of Appleton; Eric Giordano, Director, Wisconsin Institute for Public Policy and Service
Grand A

Wisconsin communities large and small are struggling to attract and maintain tomorrow’s workforce and are looking for that key ingredient that makes their city a “unique and thriving place.” Activating, engaging, welcoming, and developing diverse populations are critical skills for 21st century municipalities. Experts from municipal government and academia will talk about Wisconsin’s unique opportunities and challenges in the arena of inclusion and will share practical ideas that will grow your community’s reputation as a welcoming city.

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¹Source: Ipreo MuniAnalytics March 1, 2014-June 30, 2019 based on number of issues. Does not include private placements or notes.

9:00 A.M.  
WORKSHOPS CONT’D

PANEL: DOWNTOWN REDEVELOPMENT  
Mary McPhetridge, Executive Director, Ashland Area Chamber of Commerce; Bill Ryan, Center for Community & Economic Development; Victoria Solomon, Center for Community & Economic Development  
Moderator: Errin Welty, Downtown Development Program Manager, Wisconsin Economic Development Corporation  
Grand C

Many communities are facing the challenge of declining or defunct business districts, leaving local officials asking questions like “how do we create a culture that fosters, appreciates, and supports its business district’s revitalization?” and “how do we do this with little available funding?” These questions are complicated by the fact that Wisconsin’s downtown businesses, both big and small, continue to experience significant change in their customers, competition, and technology use. Businesses are seeking creative ways to reach existing and new customers. Join us for a discussion on successful community-led approaches to downtown revitalization.

LESSONS LEARNED ABOUT PHOSPHOROUS COMPLIANCE OPTIONS  
John Butt, Project Manager/Engineer/Developer, Symbiont  
Moderator: Amber Thomas, Director of Public Works/Engineer, Village of Grafton  
Grand B

The Village of Grafton recently completed a four-year planning process for achieving compliance with new Water Quality Based Effluent Limits (WQBEL) for phosphorus. The planning activities taken by Grafton are a model example of how one can address new phosphorus effluent limits. This presentation will provide a review of the four alternatives that were evaluated by the Village:

- Improvements at the wastewater treatment plant.
- Nutrient trading.
- Adaptive management.
- Multi-discharger variance.

The final alternative selected by the Village was Adaptive Management. This presentation will conclude with a summary of the final alternative selected by the Village, adaptive management, why this alternative was selected, and how this alternative can work for other communities.

9:45 A.M.  
BREAK

10:00 A.M.  
CONCURRENT WORKSHOPS

MAKE YOUR COMMUNITY A RECREATION DESTINATION  
Raine Gardner, PE, Senior Project Engineer/Parks & Recreation Practice Leader, MSA Professionals; Daniel Borchardt, PE, Project Engineer, MSA Professionals; Zach Vruwink, Mayor, City of Wisconsin Rapids  
Grand A

The City of Wisconsin Rapids is a popular water and birding destination in the heart of cranberry country; its park and recreational facilities serve a broad region of small cities, towns, and villages – nearly 50,000 residents. On a mission to revitalize, diversify, and enhance its offerings, the City embarked upon a recreation destination overhaul, doing so with unparalleled community support and an ambitious timeline. Now, the City is tackling the creation of an impressive regional aquatic center, funded in large part by the grassroots support of community businesses, donors, and residents. How have they done it? Find out in this conversation with Wisconsin Rapids Mayor Zachary Vruwink.

MUNICIPAL UTILITY OVERSIGHT: GOVERNING BODY OPTIONS AND RESPONSIBILITIES  
Mike May, City Attorney, City of Madison  
Grand C

This workshop focuses on city council and village board responsibilities with respect to water, sewer, and electric utility oversight; both when a utility commission is present and when it is not. Learn what a
governing body can and cannot do with regard to utility rate increases, utility PILOT payments, lead water service laterals, and addressing aging infrastructure.

**HIDDEN TRAPS IN CODES OF ETHICS**
Josh Levy, Partner, Husch Blackwell’s Real Estate, Development & Construction Team
Moderator: Amber Thomas, Director of Public Works/Engineer, Village of Grafton
Grand B

This course will review the standard of care licensed professionals owe to their clients and the general public in light of a variety of ethical codes. Construction professionals have duties created by State licensing bodies, but often overlook hidden standards included in the bylaws and codes of ethics created by trade groups or other professional associations. The primary objective of this program is to educate attendees to understand State standards as well as potential standards created beyond licensing boards. Attendees should gain an awareness of these “traps” and an appreciation for the principles behind association ethical codes.

11:00 A.M.

**BREAK**

**11:15 A.M. - CLOSING KEYNOTE ADDRESS**
Green Bay Packers Great LeRoy Butler

Grand D

Stay after the address for a chance to win a jersey or football autographed by LeRoy Butler.
GET INVOLVED IN THE LEAGUE

STAY INFORMED & SIGN UP FOR THE LEAGUE’S E-NEWSLETTERS

- The **LEGISLATIVE BULLETIN** provides updates on the state legislature and bills the League is lobbying. It is sent on Mondays during legislative session.

- The **CAPITOL BUZZ** is sent when there is breaking legislative news. If you sign up for the Buzz, you’ll get three or four emails a month.

- The **LEAGUE-EL** provides plain language updates on legal actions impacting municipalities.

- The **E-MUNI** is the supplement to the League’s monthly print magazine, *The Municipality*, providing resources electronically for easy access.

- The **LEAGUE LETTER** is sent once a month to keep you informed of grants, training, and opportunities for input.


JOIN THE LOBBY TEAM

The League’s Lobby Team advocates for Wisconsin’s cities and villages. You can join the Lobby Team and attend Capitol Lobby Days in Madison. (The League reimburses mileage plus more for those traveling more than 400 miles round trip.) Team members are automatically signed up for our legislative e-newsletters so that you are always kept up to date on what is happening at the state level.

**Questions?** Contact Gail Sumi at 608-267-4477 or gsumi@lwm-info.org

**Sign up here:** [http://bit.ly/WILeagueLobbyTeam](http://bit.ly/WILeagueLobbyTeam)

USE OUR RESOURCES

**[www.lwm-info.org](http://www.lwm-info.org):** The website is a 24/7 resource. Search the League’s information on state legislation, our extensive legal FAQs and general resources, plus find information on upcoming workshops and conferences.

**The League’s Magazine: *The Municipality*** is our monthly publication. As an elected official or staff from a League member city or village, your subscription is free as part of your municipality’s membership.

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**Can’t find what you are looking for - contact us!** Do you have a general legal question or a question about state legislation? Are you looking for examples of ordinances on a certain topic, or are you hiring? Email us at league@lwm-info.org or call 800-991-5502. The League office is open weekdays from 8:00 a.m. to 4:45 p.m.
**WEDNESDAY, OCTOBER 23**

8:00 A.M.
Registration Opens! Lobby South Counter

8:30 A.M.
Mini Bar: A New Round of FUNdamentals for Municipal Attorneys, Grand H
- Public Construction and Competitive Bidding
- Takings
- Municipal Liability/Immunity
- Tips for Good Drafting

9:00 A.M.
Deep Dives (2-hour workshops)
- Deep Dive 1: Northern Renewal Bus Tour - of Green Bay and Ashwaubenon, Elm Street
- Deep Dive 2: Human Resources 101, Grand G
- Deep Dive 3: Innovative Housing Solutions, Grand F

10:00 A.M.
Exhibit Hall Opens! Exhibit Hall A-C

NOON
Light Lunch Buffet in the Exhibit Hall

1:00 P.M.
League Annual Business Meeting, Grand D

1:30 P.M.
Running an Effective Meeting, Grand D (Mock Meeting)

3:30 P.M.
EPW TRACK: Engineering & Public Works Roundtable, Grand H

4:30 P.M.
President’s Reception Appetizers and hosted beer, wine and soda in the Exhibit Hall

5:30 P.M.
Raffle Drawings for Exhibit Hall Gift Baskets, Exhibit Hall A-C

6:30 P.M.
Table for 10 Networking Dinner (each person pays his/her own dinner tab; sign up at registration)

**THURSDAY, OCTOBER 24**

7:00 A.M.
7th Annual WEA Trust/League Walk/Run Meet at Adams Street entrance

8:00 A.M. Breakfast, Grand D

8:00 A.M.
Registration Continues, Grand Pre-Function Area

9:00 A.M.
Concurrent Workshops:
- Practical Strategies for Dealing with More Frequent Severe Rain and Flooding Events, Grand F
- Levy Limit Strategies, Grand G
- Not With My Tax Dollars! Ethics of Budgeting, Grand B
- Liquor Licensing, Grand C

10:15 A.M. Break

10:30 A.M.
Concurrent Workshops:
- PFAs 101, Grand F
- Building a Strong System of Internal Controls to Prevent Fraud, Grand G
- Not With My Tax Dollars! Ethics of Budgeting (repeat session), Grand B
- Current Issues in Land Use Regulation, Grand C

11:45 A.M. Lunch, Grand D

1:30 P.M.
Concurrent Workshops:
- Working With and Utilizing Your Municipal Attorney, Grand F
- Rethinking Special Assessments: New Ways to Pay for Street Improvements, Grand G
- How Not to Be an Ethics Case Study, Grand B
- Public Records, Grand C

2:30 P.M. Break

**FRIDAY, OCTOBER 25**

7:30 A.M. Scrambled Eggs & Politics, Grand D

8 A.M.
Registration Continues, Grand Pre-Function Area

9:00 A.M.
Concurrent Workshops:
- Panel: Inclusivity in Small and Large Communities, Grand A
- Panel: Downtown Redevelopment, Grand C
- EPW TRACK: Lessons Learned About Phosphorous Compliance Options, Grand B

9:45 A.M. Break

10:00 A.M.
Concurrent Workshops:
- Make Your Community a Recreation Destination, Grand A
- Municipal Utility Oversight: Governing Body Options and Responsibilities, Grand C
- EPW TRACK: Hidden Traps in Codes of Ethics, Grand B

9:45 A.M. Break

11:00 A.M.
Closing Keynote Address, Green Bay Packers Great LeRoy Butler, Grand D
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