



Virtual Meeting
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of the City Administrator

SPECIAL PUBLIC WELFARE COMMITTEE

Tuesday, September 1, 2020

6:00 PM

Virtual Meeting

Agenda

ELECTRONIC MEETING NOTICE: Pursuant to the current recommendation of the CDC limiting the size of public gatherings and the various federal and state orders implementing that recommendation, and to help protect our community from the Coronavirus (COVID-19) pandemic, this meeting will be held virtually through the GoToMeeting platform with each member accessing the meeting remotely. Citizens may also join the meeting online or by phone. Please go to <https://www.gotomeet.me/Mequon/pwelfare> to join the meeting online or call into the meeting by dialing 1-866-899-4679 and enter access code 978-522-373.

WRITTEN PUBLIC COMMENTS may be made in writing in advance of the meeting. Written comments should be directed to the Administration Department at least 2 hours prior to the meeting by email at jschoenemann@ci.mequon.wi.us addressed to the intended committee. Written public comment may also be deposited in the drop box at City Hall on 11333 N. Cedarburg Road, Mequon at least 2 hours prior to the meeting. Comments received timely will be forwarded to all members of the body for their consideration.

VERBAL PUBLIC COMMENTS will be accepted only from members of the public who register in advance. Registration shall be made by sending an email to Assistant City Administrator, Justin Schoenemann at jschoenemann@ci.mequon.wi.us or by leaving a message at 262-236-2942 no later than 2 hours prior to the meeting.

- 1) Call to Order, Roll Call
- 2) Discussion Items
 - Action requested: discuss and take action as needed**
 - a. Community Outreach Initiatives Workshop

- 3) Adjourn

Dated: September 1, 2020

/s/ Dale Mayr, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



11333 N. Cedarburg Road
Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.ci.mequon.wi.us

Office of Administration

TO: Public Welfare Committee
FROM: Justin Schoenemann, Assistant City Administrator
DATE: August 27, 2020
SUBJECT: Community Outreach Initiatives Workshop

Background

At its August meeting, the Public Welfare Committee continued its conversation about enhancing community outreach initiatives through the creation of a new committee. Tonight's workshop style meeting is a continuation of the Public Welfare Committee's discussions to further its deliberations about establishing a new committee and defining the purpose of the new committee.

To assist, staff has included a copy of the August 12 agenda packet materials related to this topic.

Attachments:

8 12 20 Staff Memo (PDF)
Alderman Bushee's Email (PDF)
Committee Ordinances (PDF)



TO: Public Welfare Committee
FROM: Justin Schoenemann, Assistant City Administrator
DATE: June 22, 2020
SUBJECT: Community Outreach Initiatives

Background

At its July meeting, the Public Welfare Committee began exploring communication outreach initiatives centering around the establishment of a new Community Outreach Committee. Following the discussions, it was determined that the next steps would include Members of the Public Welfare Committee sending ideas for the new Committee to staff for compiling and that Assistant City Administrator Schoenemann would do some additional research on the topic. Attached is an email from Alderman Bushee detailing a proposed purpose and structure for a Community Outreach Committee, as well as a copy of some existing committee ordinances.

Analysis

Last month, the Public Welfare Committee's discussion indicated the general intent behind a Community Outreach Committee is to promote events and share positive information about the diverse and unique characteristics of the Mequon community. With that in mind, staff reviewed information from other municipalities in the region to find committees with a similar purpose as to the new Committee under consideration. That research found indicates while other organizations don't have a committee dedicated to community outreach initiatives, many have elements of what the proposed Committee entails. For instance, some communities, such as the [City of Cedarburg](#), have a Public Arts Commission that facilitates art in public spaces with the purpose of fostering cultural tourism and economic development. Other communities, such as the [City of West Bend](#) and the [Village of Germantown](#), have committees that focus on promoting aspects of their community through tourism commissions with the goal benefiting their respective economies. While some communities, like the [Village of Glencoe](#) or the [City of Wauwatosa](#), have committees that focus on promoting and encouraging mutual respect and understanding between all people who live or desire to live, work, visit or do business in their community. The committees in these cases provide recommendations to their community's council for implementation.

Outside of committees, many municipalities have recreation departments or other organizations that promote events of all types and share information about their communities. For instance, the City of Cedarburg has a recreation Department that publishes an [activity guide](#) listing events, classes, services, and places to go for individuals of all ages in their community. At the same time, the [City of Port Washington](#) has a Tourism Council, a nonprofit, and a Chamber of Commerce that join forces to promote the community events and information about Port Washington. Additionally, many communities have an active Chamber of Commerce organization that publishes information about public events and information about their communities. Much of the information shared from Chambers of Commerce is derived from the businesses within their communities. For example, the Mequon-Thiensville Chamber of Commerce has a [community events calendar](#) that lists events ranging from drive-in movie nights to the 2nd annual Jewish Food Festival Drive Through event.

It should be noted that another model used by many communities is employing a full-time communications director or public information officer. Communities with this type of model include City of Marshfield, City of Janesville, City of Oak Creek, and City of Oshkosh. Communications staff can focus on both internal and external communications initiatives.

In summary, the research completed to date illustrates that there are many ways to structure community outreach initiatives, and every community does it in a little different way. What is clear is that successful initiatives have resources to ensure long-term success, consistent messaging, and quality results.

Discussion Questions

Staff proposes the committee review Alderman Bushee's vision for the Community Outreach Committee and continue the dialogue about expanding outreach initiatives. Some of the questions the Committee could consider during its discussion about a new committee could include:

1. What model of community outreach fits the City's needs?
2. What purpose will the Community Outreach Committee be addressing?
3. How does the Community Outreach Committee relate to other existing Committees?
4. How does the Community Outreach Committee relate to the Public Welfare Committee?
5. What resources are needed for a Community Outreach Committee to support its work, avoid membership burnout, and provide long-term sustainability?
6. How does the Community Outreach Committee relate to the long-term vision of the City?
7. Who will be accountable for the Community Outreach Committee projects or initiatives?
8. Will projects or new initiatives of the Community Outreach Committee go to the Common Council for approval?

Recommendation

Staff will be in attendance to gather the Public Welfare Committee's feedback and assist with the next steps.

Attachments:

- Alderman Bushee's Email (PDF)
 Committee Ordinances (PDF)

From: [Glenn Bushee](#)
To: [Dale Mayr](#)
Cc: [Robert Strzelczyk](#); [Justin Schoenemann](#); [Lina Prosser](#)
Subject: Submission of Ordinance Draft and Motivation statement for Community Outreach Committee for August 12 Public Welfare agenda
Date: Tuesday, August 04, 2020 1:41:26 PM

First, please note that this is a post-only email and not meant to generate email discussion prior to the Wednesday meeting next week.

Chairman Mayr,

I reviewed the ordinances from several existing committees and ran into a little wall when reading the purpose line from the Festivals Committee:

The committee shall create, plan, promote and coordinate special events within the city, including **gatherings that bring together residents, community groups and businesses to promote neighborliness, civic spirit and a sense of community**. The committee shall emphasize use of the city hall/town center civic plaza.

I added the bolding to the part that essentially says exactly what I was thinking. However, I learned that the Festivals committee was established in 2013 to also utilize the newer town center area and Cedarburg road for events. This has resulted in two major annual events: Taste of Mequon and Winter Festival.

So, I'm kind of thinking that the Community Outreach committee will be similarly defined, but in areas exclusive of what the Festivals committee does. I have an overall description for the motivation of this new committee below, followed by my version of an ordinance.

Motivation

The main intent of this committee is to help establish bridges across the many different demographics within Mequon that reach out and positively impact segments within Mequon or as a whole. This can be in the form of age, religion, race, education, and more. Examples could include:

- Senior/ K-5 gatherings for reading, learning, plays
- Coordination across or within religious faiths for larger city events (ex: food drive for Thanksgiving, not a dialogue group, those already exist)
- Highlight race/ethnicity backgrounds somewhat like the spin-offs of Summerfest (eg: Italianfest, etc.) but not to be in competition with a Taste of Mequon, perhaps geared more towards cultural backgrounds and other unique abilities/knowledge brought to Mequon.

Mentorship programs since we have a high level of post-high school graduates to interact with younger groups concerning various career options and assistance in networking.

My intent here is to be inclusive in a positive way to the benefit of Mequon residents.

Ordinance

Creation:

The city shall have a committee known as the “City of Mequon Community Outreach Committee.”

Purpose:

The committee shall coordinate across various demographics within Mequon to create and promote improved communication and events that bring groups and businesses together to enhance the lives and sense of community in areas not addressed by the Festivals Committee.

Membership:

The committee membership shall:

- (a) Consist of eight citizen members nominated by each alderman representative and one citizen member nominated by the mayor.
- (b) Act as working members to carry out the decisions of the committee.

Chair and vice-chair:

The committee shall elect a chair and vice-chair from among its members in [Month of first full membership] of each year.

Powers and duties:

- a. The committee shall:
 1. Establish a community calendar of special events related to demographic groups that may impact or include a larger segment of the Mequon population.
 2. Coordinate among different groups to enhance efficiency and scale of events to include, but not limited to, blood drives and food drives.
 3. Special events will require a majority vote of the committee members to move forward.
 4. Establish relationships with local businesses and resources to host special events, with no group being pressured to join any specific initiative.
 5. Encourage fund raising opportunities to support events and/or to donations to 401(c) 3 community organizations that benefit others.
 6. Recruit a volunteer base to assist with event coordination and information gathering.
 7. Display calendar on city website to assist residents in seeking opportunities to

learn, assist, and promote events and to assist organizations and businesses to be aware of potential conflicts when planning meetings and events.

- b. The committee may recruit and appoint people other than committee members to the committee's subcommittees to assist in fulfilling its duties.

Deviation from general provisions:

- a. Section 2-424(c) shall not apply to the committee. The appointment of the chair and vice chair shall expire at the October monthly meeting in the year following their election.
- b. Section 2-427(a) shall not apply to the committee. Agendas shall be subject to section 2-427(c).

- Glenn Bushee
Alderman, Mequon District 2
Cell: 414-412-3857

DIVISION 6. - ECONOMIC DEVELOPMENT BOARD

Sec. 2-521. - Creation.

The city shall have a board known as the "City of Mequon Economic Development Board."

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-522. - Purpose.

The board shall stimulate and encourage economic development.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-523. - Membership.

(a) The board shall consist of the following nine voting members:

- (1) Eight citizen members nominated by the mayor; and
- (2) One aldermanic representative.

(b) The citizen members should generally have recognized experience and qualifications in business, development, finance, marketing or other professional fields which will be an asset to the administration of the city's economic development program.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-524. - Chair and vice-chair.

The mayor shall, at each common council organizational meeting, appoint a chair and vice-chair from among the board's members.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-525. - Powers and duties.

Serving in an advisory role to the planning commission and common council, the board shall:

- (1) Recommend and annually review and modify an economic development program for the city.

- (2) Recommend action on short- and long-range elements of the economic development program.
- (3) Recommend a budget for its activities and programs.
- (4) Make recommendations regarding the revolving loan fund.
- (5) Make recommendations regarding the city's economic development projects (business park development, town center plan, etc.) and the possible use of economic development tools.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Secs. 2-526—2-540. - Reserved.

DIVISION 8. - FESTIVALS COMMITTEE

Sec. 2-561. - Creation.

The city shall have a committee known as the "City of Mequon Festivals Committee."

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-562. - Purpose.

The committee shall create, plan, promote and coordinate special events within the city, including gatherings that bring together residents, community groups and businesses to promote neighborliness, civic spirit and a sense of community. The committee shall emphasize use of the city hall/town center civic plaza.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-563. - Membership.

The committee shall consist of not fewer than seven and not more than 11 citizen members, as determined and nominated by the mayor. Owners and management of businesses located in the city who do not reside in the city are eligible to serve on the committee as citizen members.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-564. - Chair and vice-chair.

The commission shall elect a chair and vice-chair from among its members in October of each year.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-565. - Powers and duties.

- (a) The committee shall:
- (1) Identify, plan and promote community events with a goal of holding at least three events per year, including events in the Town Center.
 - (2) Advise and make recommendations to the common council on future and existing special events of community-wide celebration.
 - (3) Actively sponsor, coordinate, plan and work cooperatively with community-based organizations on special events of community-wide interest by promoting public celebration activities.
 - (4) Develop a financial plan to help underwrite the expense of such events.
 - (5) Recruit and maintain a volunteer base to help coordinate events.
 - (6) Create and maintain an event policies and procedures resource manual designed to help ensure safe and quality events.
- (b) The committee may recruit and appoint people other than committee members to the committee's subcommittees to assist the committee in fulfilling its duties.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-566. - Deviation from general provisions.

- (a) Section 2-424(c) shall not apply to the committee. The appointment of the chair and vice chair shall expire at the October monthly meeting in the year following their election.
- (b) Section 2-427(a) shall not apply to the committee. Agendas shall be subject to section 2-427(c).

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Secs. 2-567—2-580. - Reserved.

DIVISION 11. - JOINT MEQUON-THIENSVILLE BIKE AND PEDESTRIAN WAY COMMISSION

Sec. 2-621. - Creation.

During such time as the Village of Thiensville maintains an ordinance or resolution consistent with this ordinance authorizing a joint bike and pedestrian way commission with the city, the city shall, as described below, appoint members of the "Joint Mequon-Thiensville Bike and Pedestrian Way Commission."

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-622. - Purpose.

The commission shall advise the common council and the Thiensville Village Board regarding the creation of, revisions to and implementation of a city- and village-wide master plan for bike and pedestrian ways and trails accessible to bicyclists, pedestrians and participants in other silent sports.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-623. - Membership.

- (a) The commission shall consist of seven voting members.
- (b) The mayor shall nominate four of the members as citizen members.
- (c) The Village of Thiensville shall appoint three other members pursuant to its own rules.
- (d) Each community may also appoint non-voting members. The mayor shall appoint such non-voting members on behalf of the city as the mayor deems appropriate, and such non-voting members will serve at the mayor's pleasure.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-624. - Chair and vice-chair.

The commission shall elect a chair and vice-chair from among its members at its first meeting each year following the common council organizational meeting.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-625. - Powers and duties.

The commission shall have the following powers and duties:

- (1) Advise the common council and Thiensville Village Board regarding creation, revisions to and implementation of a city- and village-wide master plan for bike and pedestrian ways and ancillary services throughout the city and the Village of Thiensville.
- (2) Set priorities for new bike and pedestrian ways or enhancements of existing routes in the master plan.
- (3) Identify and prioritize critical gaps in bike and pedestrian ways.
- (4) Develop and encourage education programs for bicyclists and walkers/runners.
- (5) Assist and encourage enforcement of safety measures for users of bike and pedestrian ways and for shared use with other silent sports such as roller-blading and roller-skiing.
- (6) Develop and distribute information about bicycling, walking and running-related activities and bikeways.
- (7) Identify and recommend the availability of development grants.
- (8) Submit an annual report concerning commission activities to the common council and Thiensville Village Board.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-626. - Deviation from general provisions.

In addition to the quorum requirements of section 2-425(a), at least one of the four members present must be an appointee of the Village of Thiensville.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Secs. 2-627—2-640. - Reserved.

DIVISION 15. - PARK AND OPEN SPACE BOARD

Sec. 2-701. - Creation.

The city shall have a board known as the "City of Mequon Park and Open Space Board."

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-702. - Purpose.

The board shall promote and provide active and passive recreational activities, land and water preservation and restoration, and environmental education for the city's residents.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-703. - Membership.

- (a) The board shall consist of the following nine voting members:
 - (1) Eight citizen members nominated by the mayor; and
 - (2) One aldermanic representative.
- (b) The board replaces the city's park board and open space preservation commission. Each member of such bodies who is serving as of the date of the enactment of this ordinance and whose term has not expired may, at his or her option, be a voting citizen member of the board until the expiration of his or her term. A member desiring to so serve shall notify the clerk of the exercise of such option in writing within 30 days of the enactment of this ordinance; otherwise, he or she shall not be a member of the board. The number of the board's voting citizen members shall be temporarily increased for the balance of such opting members' terms existing as of the date of the enactment of this ordinance and shall decrease upon the expiration of such terms.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-704. - Chair and vice-chair.

The mayor shall, at each common council organizational meeting, appoint a chair and vice-chair from among the board's members.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-705. - Powers and duties.

- (a) As used in this division, "parks and open spaces" means (1) city-owned parks, parkways, boulevards, nature preserves, natural areas and similar

open spaces and (2) real property controlled by contract or easement by the city for the public use or benefit in a manner similar to other real property described in this definition. Public cemeteries and the Mequon Nature Preserve are excluded from the foregoing definition of parks and open spaces.

- (b) Subject to approval of the common council, the board shall:
- (1) Manage and administer the city's land preservation program and recommend short- and long-range elements of the program.
 - (2) Oversee the planning, development, acquisition, expansion, disposition, maintenance, use and application of all parks and open spaces, park buildings and facilities, playgrounds, swimming pools, ice rinks and similar city-owned public property, for the broadest community benefit in keeping with sound environmental and ecological goals and the goals of the city's park and open space plan.
 - (3) Act to sustain, enhance and preserve the city's parks and open spaces for the benefit of current and future residents.
 - (4) Solicit preservation grants and aids from non-local sources.
 - (5) Govern, control, improve and care for all parks and open spaces, including those located partly within and partly outside the corporate limits of the city, and secure the quiet, orderly and suitable use and enjoyment of such properties by the people; also, to adopt rules and regulations to promote those purposes.
 - (6) Recommend new park buildings and structures. All development plans and proposed conditional uses will be subject to review and approval of the planning commission.
 - (7) Approve park landscaping, lighting and signage in all city-owned parks and open spaces.
 - (8) Confer at least annually with the tree board on the forestry needs in parks and open spaces.
 - (9) Acquire parks and open spaces in the name of the city, by gift, devise, bequest or condemnation, either absolutely or in trust, money, real or personal property or any incorporeal right or privilege; provided however that such acquisitions shall be accepted only after recommendation by the board to the common council and approval by the common council through resolution. The board may

execute every trust imposed upon the use of property or property rights by the deed, testament or other conveyance transferring title of such property to the city to be held as parks and open spaces.

- (10) Recommend that the common council buy or lease lands in the name of the city for parks and open spaces, and recommend that the common council sell or exchange property no longer required for its purposes.
- (11) Acquire by condemnation in the name of the city such lands within its corporate boundaries as may be needed for parks and open spaces.
- (12) Change or improve parks and open spaces, at the expense of the real estate to be benefited, in accordance with Wis. Stats., § 27.10(4).
- (13) Work with land trusts and other appropriate agencies to coordinate land preservation efforts.
- (14) Submit an annual report to the common council.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-706. - Administration.

- (a) The director of parks and operations will act as staff liaison to the board. The director is responsible for implementing the comprehensive park, recreation and open spaces plan, policy development, planning and park development, land acquisition, scheduling and permitting, preparing the annual budget and forecasting long-range goals and budget needs. In addition, the director will maintain an ongoing public relations program, serve as spokesperson for parks and open spaces to community services organizations and the public, inform the public regarding the rules and regulations governing the use of park facilities, work with individual park stewardship and special interest community groups and maintain public relations and outreach programs.
- (b) The director shall submit to the board, for its review, fee schedules and permit regulations as deemed necessary to defray/offset the cost of providing recreational activities and other use opportunities within parks and open spaces.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-707. - Board contracts.

Except upon approval of the common council, the board shall not enter into any contract that would create any liability on the part of the city.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Sec. 2-708. - Programming.

The board shall hear and decide upon requests from residents, groups of residents, community groups, athletic associations and other such parties as may request approval to use parks and open spaces for organized or other recreational pursuits where such use, by its character, may require regulation and limitation as determined by the board. The board shall offer leadership in coordinating and correlating all recreational pursuits in parks and open spaces to the maximum benefit of the citizens of the city and shall coordinate the building of the total community recreation and parks and open spaces system with other public and private organizations concerned with public welfare, education and family relations. The board shall not discriminate in its policies, recommendations, regulations and decisions based on race, color, sex, religion, handicap, age or national origin.

(Ord. No. 2017-1505, § II(Exh. A), 10-10-2017)

Secs. 2-709—2-720. - Reserved.