



**CITY OF TWO RIVERS
CITY COUNCIL AGENDA
Monday, January 4, 2021
Council Chambers – City Hall – 6:00PM
Regular Meeting**

NOTICE: TO BETTER ACCOMMODATE PUBLIC INPUT DURING THE GOVERNOR'S EMERGENCY MASK ORDER, CITIZENS MAY CALL 920-793-5534 WHEN THE COUNCIL PRESIDENT REQUESTS PUBLIC INPUT (MEETING CAN BE VIEWED ON CITY WEBSITE, [HTTPS://TWO-RIVERS.ORG](https://two-rivers.org), ON TWO RIVERS CITY HALL FACE BOOK PAGE OR SPECTRUM TWO RIVERS CABLE CHANNEL 993

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. INTRODUCTION OF NEWLY-APPOINTED COUNCIL MEMBER KAY KOACH/ROLL CALL BY CITY CLERK**
- 4. CONSIDERATION OF ANY COUNCIL MEMBER REQUESTS TO PARTICIPATE IN THIS MEETING FROM A REMOTE LOCATION**
- 5. PUBLIC HEARING**
- 6. INPUT FROM THE PUBLIC**
- 7. COUNCIL COMMUNICATIONS**
Letters and other communications from citizens
- 8. COUNCIL REPORTS FROM BOARDS/COMMISSIONS/COMMITTEES**
- 9. CITY MANAGER'S REPORT**
 - A. Invited Guests
 - B. Status/Update Reports
 1. Closing on Property Sale to Rogers Street Fishing Village
 2. Closing on Property Sale to Carron Net
 3. Christmas Eve Dimming of the Lights in Downtown

4. Fleet Leasing Program
5. LED Street Lighting Conversion
6. Christmas Tree Pickup, Week of January 4
7. Christmas Tree Lights Recycling at County Recycling Center, Ongoing
8. Public Works Committee Meets on Wednesday, January 6, 5:15 PM; Agenda Includes a Discussion of Solid Waste and Recycling with Fred Radant of Manitowoc Disposal
9. Environmental Advisory Board Meets on Tuesday, January 12, 6:00PM; Agenda Includes a Presentation/Discussion Regarding Storm Water Management Issues With Nick VandeHey of McMahon Associates
10. City Hall Lobby and Customer Service Office Have Resumed Normal Business Hours of 8:00 AM to 4:30 PM as of Monday, January 4
11. Personnel Updates
12. New Interpretive Signage for South Breakwater Trail
13. Reminder of Ordinance Requirement to Keep Sidewalks Clear of Snow and Ice
14. \$25,000 State Forestry Grant for Catastrophic Storm Damage Expenses Incurred in July 2019
15. Other

C. Legislative/Intergovernmental Update

10. CONSENT AGENDA

A. Presentation of Minutes

1. City Council - Regular Meeting December 21, 2020 and Work Session December 28, 2020

Recommended Action:

Motion to waive reading and adopt the minutes.

RECOMMENDED ACTION FOR CONSENT AGENDA

Motion to approve the Consent Agenda with the various actions recommended

11. CITY COUNCIL - FORMAL ITEMS

A. Resolution Upon Retirement, City Clerk/Human Resources Director Kim Graves

Recommended Action:

Motion to read and adopt the resolution.

B. Resolution Upon Retirement, Electric Utility Director Ken Kozak

Recommended Action:

Motion to read and adopt the resolution.

C. Status Report on 2020 Goals and Objectives

Recommended Action:

Motion to approve the report, as reviewed at the December 28, 2020 City Council Work Session, and to Direct that Highlights from the Report be Included in the City Manager's State of the City Report to be Presented at the January 18, 2021 Council Meeting.

D. Set Special Meeting With Plan Commission and BIDC/CDA to Discuss Redevelopment Options for the Paragon Property

Recommended Action:

Motion to dedicate the January 25 work session to this topic, and schedule as a joint meeting, both in person and via Zoom, with the Plan Commission and BIDC/CDA

E. Set a Public Hearing on Monday, January 18, 2021 at 6:00 PM, to Present Information and Receive Public Comment on Proposed CDBG-CV Funded Project at the Senior Center: Installation of a Drive-Up Facility for Providing Contactless Services

Recommended Action:

Motion to set the hearing for Monday, January 18, 2021 at 6:00 PM.

12. FOR INFORMATION ONLY

A. City Council Meeting, Monday, January 18, 2021, 6:00 PM

B. City Council Work Session, Monday, January 25, 2021, 6:00 PM

13. CLOSED SESSION

The City Council reserves the right to enter into Closed Session, per Wisc. Stats 1985(1)(e) deliberating or negotiating the purchasing of public properties, the investment of public funds, or conducting other specified public business, whenever competitive or bargaining reason require a closed session

- Discuss Possible City Assistance to Economic Development Projects
- Discuss Status of Negotiations Regarding Former Hamilton Property
- Discuss Contractual Relationship with Progress Lakeshore
- Discussion of Development Agreement with Abbey Ridge, LLC, Abbey Ridge II, LLC, Abbey Ridge III, LLC, John Lukas and Dr. Scott Behringer, Related to Washington Highlands/TID No. 8

14. RECONVENE IN OPEN SESSION

To consider possible actions in follow-up to closed session discussions

15. ADJOURNMENT

Motion to dispense with the reading of the minutes of the meeting and adjourn

Please note, upon reasonable notice, efforts will be made to accommodate the needs to disabled individuals through appropriate aids and services. For additional information or to request this service, please contact the Office of the City Manager by calling 793-5532.

It is possible that members of and possibly a quorum of governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**CITY OF TWO RIVERS
COUNCIL PROCEEDINGS
REGULAR MEETING
Monday, December 21, 2020 – 6:00 PM
Council Chambers – City Hall
MINUTES**

1. **CALL TO ORDER** by President Curt Andrews at 6:00 PM.
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL BY CITY CLERK**

Attendee Name	Title	Status	Arrived
Adam Wachowski	Councilmember	Present	
Bill LeClair	Councilmember	Present	
Bonnie Shimulunas	Councilmember	Present	
Curt Andrews	President	Present	
Darla LeClair	Vice-President	Present	
Jack Powalisz	Councilmember	Resigned	
Jay Remiker	Councilmember	Present	
John Casavant	Councilmember	Present	
Mark Bittner	Councilmember	Present	

Also present were Jeff Dawson, Lester Library Director; Jim McDonald, Public Works Director; Dave Murack, Assistant Fire Chief; Brian Kohlmeier, Police Chief; Dave Buss, Finance Director; Elizabeth Runge, Economic Development Director/City Planner; Terri Vosters, Park & Recreation Director; Brian Delleman, Electric Utility Director; Rick Powell, IT Supervisor; Jack Bruce, City Attorney; and Greg Buckley, City Manager.

4. **CONSIDERATION OF ANY COUNCIL MEMBER REQUESTS TO PARTICIPATE IN THIS MEETING FROM A REMOTE LOCATION**

None.

5. **PUBLIC HEARING**
6. **INPUT FROM THE PUBLIC**

Pamela Stephens, 3411 Parkway Boulevard, addressed the Council promoting the American Legion Auxiliary membership drive. Also in attendance with Ms Stephens was Post Commander Tristan Ertman. Membership in the American Legion is open to any Veterans, spouses and children.

7. **COUNCIL COMMUNICATIONS**
Letters and other communications from citizens

8. COUNCIL REPORTS FROM BOARDS/COMMISSIONS/COMMITTEES

Councilmember Bittner stated that the Personnel & Finance Committee is working on a Summary of accomplishments from the 2020 Strategic Goals and Objectives, which will be reviewed at the Council Work Session Meeting on Monday, December 28, 2020.

9. CITY MANAGER'S REPORT

A. Invited Guests

1. Katherine Dahlke, requested that the City create a local arts council and look at other methods for increased citizen engagement in furtherance of other strategic goals of the City. She stated that by creating this committee, it would get more people in the City interested and she is willing to participate on such a committee.

Ms Dahlke also presented an outline to create a Civic Internship Program throughout City Departments. She further stated that civic education should help young people acquire and learn to use the skills, knowledge, and attitudes that will prepare them to be responsible citizens throughout their lives. She would be willing to spearhead this program for the city.

2. Introduction of Full-Time Police Officer Amanda Verhelst. Police Chief Kohlmeier gave a brief background to Officer Verhelst's training and current duties.
3. Bryan Grunewald, Clifton, Larsen and Allen, CPA's, to present 2019 Annual Financial Statements

Receive and file the 2019 Annual Financial Statements as presented.

RESULT:	APPROVED WITH VOICE VOTE [UNANIMOUS]
MOVER:	Mark Bittner, Councilmember
SECONDER:	Bonnie Shimulunas, Councilmember
AYES:	Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, Jay Remiker, John Casavant, Mark Bittner
ABSENT:	Jack Powalisz

B. Status/Update Reports

1. Congratulations to the Two Rivers Fire Department and area Sponsors on a successful first ever Christmas at the Beach, December 12, 2020.
2. Placement of Wisconsin State Historic Marker at the Memorial Drive Wayside, Recounting the History of Memorial Drive's Official Dedication as American Legion Memorial Drive in 1928—Great work by Two Rivers American Legion Post No. 165

Mr. Buckley thanked the Two Rivers American Legion Post No. 165 for placing the historic marker at the Memorial Drive Wayside. Per Pamela Stephens, there will be a ribbon cutting ceremony planned in 2021.

3. Update on Proposed Commercial Development in the Area of Washington and 12th Streets

Mr. Buckley reported that the City has received an application for TIF funding assistance of \$415,000 for a \$3.2 million project. Plan Commission reviewed Draft Amendment to TID 12 to assist this project on December 14, 2020. A draft Development Agreement is in process.

4. Update on Fleet Leasing Proposal Approved by City Council on December 7, 2020.

Mr. Buckley stated that staff reviewed the Master Lease and Maintenance Agreement with Enterprise on December 10, 2020 to identify changes desired by City. The lease documents were signed on December 16, 2020 with the first vehicle, a Chevy Equinox to be used by Utilities Meter Reader was delivered on December 21, 2020. All other vehicles will be factory ordered, for arrival in spring.

5. Community Development Authority Selection of Realtor to Market City-Owned Property at 2023 Washington Street for Redevelopment

Mr. Buckley stated the CDA chose Berkshire Hathaway to market the property at 2023 Washington Street. He stated staff issued a request for proposals and sent to 15 area realtors; one response was received from Amy Townsend of Berkshire Hathaway, who currently has the listing for the Sandy Bay subdivision.

6. Reminder: Trash and Recyclables Collection during the Christmas and New Year's Holidays.

Mr. Buckley stated that If your trash and recyclables collection is normally on Friday, it will be picked up on Thursday of that week.

7. Free Christmas Light Recycling Offered at Manitowoc County Recycling Center, 3000 Basswood Road in Manitowoc.

Mr. Buckley stated the Manitowoc Recycling Center is accepting unwanted Christmas lights for free. Bring them to the Recycling Center Office at 3000 Basswood Road, Monday through Friday, 7AM to 4PM.

8. Christmas Tree Pickup After the Holidays.

Mr. Buckley stated the Christmas Tree collection will take place the week of January 4 and will coincide with regular trash collection days.

9. City Personnel Updates

Mr. Buckley reported the following new hires:

Marla Krizek, Customer Service Cashier; Kim Luebke, Customer Service Collections; Accountant Dierdra "Dee Dee" Dirkmann; Police Officer Amanda Verhelst. He further stated Parks and Recreation has been recruiting for a new Recreation Supervisor with a top candidate identified, background check is in process and recently announced retirement, recruiting for a Park Maintenance Lead Worker.

10. City Hall Customer Service Office to Resume Normal Hours – 8:00AM to 4:30PM, Monday thru Friday, starting Monday, January 4, 2021.

11. Library Drive Up Window Project.

Mr. Buckley state the work began last week and on target for completion by year end. Cost of \$9,000 being funded through Routes to Recovery monies.

12. Routes to Recovery Funding

Mr. Buckley stated the City received its third and final reimbursement for COVID-related costs incurred between March 1 and November 17 of this year. The total amount submitted and received was \$202,577.02. Major costs/projects that were funded include: Overtime and Sick leave costs, Tablets for City Council, Meeting Software, Library Drive Through Window, Laptops for various departments and tables for use in Two Rivers Schools

13. Pay Kiosks at Vets Park and Harbor Park

Mr. Buckley reported the DNR grant payments of \$11,512 were received for these Kiosks. They will be operational in the Spring of 2021

14. Shop with a Cop

Mr. Buckley called upon Police Chief Kohlmeier for an update. Chief Kohlmeier stated that with COVID this year, the officers will be shopping and dropping the gifts off at their residences with some extra goodies. The children's names are given to the Police Department through the school district and the number of participation is based on the donations the Police Department receives.

15. Holiday Closings and Modified hours for various City Departments

Mr. Buckley stated City Hall is closed December 24, 25 and January 1, 2021; Library is closed December 24, 25 and January 1, 2021; Recreation Dept Office Hours December 21-23, December 28-31 10:00AM to 2:00PM; Community House is open normal hours during the holiday weeks from 5:30AM to 3:30PM Christmas Eve and New Year's Eve but closed Christmas and New Year's Day. Two Rivers Senior Center is open normal hours, but closed Christmas and New Year's Day.

16. City Room Tax Revenues on Pace to Set a Record in 2020.

Mr. Buckley reported that collections through November 30 are \$131,045 compared to total 2019 collections of \$116,372.00.

17. Upcoming Events – Mr. Buckley reminded citizens to go to

www.exploretworivers.com for information on upcoming events

18. Other

1. Mr. Buckley stated that enforcement of the Winter Parking Ban is still being delayed pending snowfall
2. City received notification from WI Dept of Administration that the City qualifies for the funding of \$88,000 for the drive through window at the Two Rivers Senior Center pending submittal of full application to CDBG-CV COVID grant.

C. Legislative/Intergovernmental Update

None.

10. CONSENT AGENDA

RESULT: APPROVED WITH VOICE VOTE [UNANIMOUS]
MOVER: Jay Remiker, Councilmember
SECONDER: Bill LeClair, Councilmember
AYES: Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, Jay Remiker, John Casavant, Mark Bittner
ABSENT: One vacancy on the Council

A. Presentation of Minutes

1. Regular City Council Minutes-December 7, 2020

Recommended Action:

Motion to waive reading and adopt the minutes

B. Reports

1. Minutes of Meetings

- a. Library Board, November 10, 2020
- b. Committee on Aging, October 5, 2020
- c. Advisory Recreation, July 14, 2020
- d. Environmental Advisory Bord, December 8, 2020
- e. Personnel & Finance, September 30, 2020
- f. Personnel & Finance, October 7, 2020
- g. Personnel & Finance, October 14, 2020
- h. Personnel & Finance, October 28, 2020
- i. Personnel & Finance, November 4, 2020
- j. Personnel & Finance December 9, 2020
- k. Personnel & Finance, December 16, 2020
- l. Plan Commission, December 14, 2020
- m. Business Industrial Development Committee/Community Development Authority, October 27, 2020

Recommended Action:

Motion to receive and place on file

2. Department Reports for November 2020

- a. City Clerk
- b. Economic Development
- c. Electric
- d. Fire
- e. Inspections
- f. Library
- g. Parks & Recreation
- h. Police
- i. Public Works

- j. Safety Program
- k. Water

Recommended Action:
Motion to receive and place on file

RECOMMENDED ACTION FOR CONSENT AGENDA

Motion to approve the Consent Agenda with the various actions recommended

11. CITY COUNCIL - FORMAL ITEMS

- A. Amendment to Development Agreement for Washington Highlands/TID No. 8

Recommended Action:
Motion to authorize City Manager and City Clerk to sign the amendment on behalf of the City and to authorize the City Manager to release the City’s mortgage on the three condominium sites currently under construction, if required as a condition for construction financing by the Developers bank

RESULT: APPROVED WITH ROLL CALL (8 to 0)
MOVER: Bill LeClair, Councilmember
SECONDER: Bonnie Shimulunas, Councilmember
AYES: Jay Remiker, Bonnie Shimulunas, Adam Wachowski, Curt Andrews, Mark Bittner, John Casavant, Darla LeClair, Bill LeClair
ABSENT: One vacancy on the Council

- B. Resolution Authorizing Adjustments to Non-Union Employee Wage Scales to Implement a Two Percent Wage increase as Provided in 2021 Budget. Mr. Buckley noted this does not include his position.

Recommended Action:
Motion to waive reading and adopt the Resolution, as budgeted and recommended by the Personnel and Finance Committee

RESULT: APPROVED WITH ROLL CALL [7 TO 1]
MOVER: Darla LeClair, Vice-President
SECONDER: Mark Bittner, Councilmember
AYES: Bonnie Shimulunas, Curt Andrews, Mark Bittner, John Casavant, Darla LeClair, Bill LeClair, Jay Remiker
NAYS: Adam Wachowski
ABSENT: One vacancy on the Council

- C. Appointment of Seven Citizen Members to Splash Pad and Ice Rink Planning Committee

Recommended Action:
Motion to approve appointments as recommended by City Manager

Attachment: 12-21-2020 minutes (3177 : City Council - Regular Meeting)

RESULT: APPROVED WITH VOICE VOTE [UNANIMOUS]
MOVER: Jay Remiker, Councilmember
SECONDER: Adam Wachowski, Councilmember
AYES: Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, John Casavant, Mark Bittner, Adam Wachowski, Jay Remiker
NAYS: None
ABSENT: One vacancy on the Council

- D. Appointment of Two Council Members to Splash Pad and Ice Rink Planning Committee
 President Andrews asked the Councilmembers who were interested in being appointed to this Committee. Adam Wachowski and Jay Remiker stated they were interested.

Councilmember Bittner nominated Adam Wachowski and Jay Remiker to serve on the Splash Pad and Ice Rink Planning Committee.

Recommended Action:

Motion to cast unanimous ballot for Adam Wachowski and Jay Remiker

RESULT: APPROVED WITH VOICE VOTE [UNANIMOUS]
MOVER: Bill LeClair, Councilmember
SECONDER: Mark Bittner, Councilmember
AYES: Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, Jay Remiker, John Casavant, Mark Bittner
ABSENT: One vacancy on the Council

- E. Consideration of Actions Relative to the Council Vacancy Created by the December 7, 2020 Resignation of Jack Powalisz

1. Options for Filling the Seat (Term Expires April 2021):

--Leave Vacant

--Appoint a Replacement for Balance of the Term

2. Vacancies on Boards, Committees on Which Council Member Powalisz served.

Discussion took place with the consensus to fill the vacancy. Councilmember Remiker suggested to ask prior Councilmembers if they are interested to fill this vacancy. He suggested David England, Erin Gonnerman, Kay Koach. President Andrews stated he saw and talked with Ms Gonnerman and her work schedule doesn't allow for her to fill this vacancy. Councilmember Bittner suggested a new person and to ask the citizens their input on how to fill this vacancy.

A motion was made by Adam Wachowski, seconded by Darla LeClair, to ask David England or Kay Koach if they would be interested in filling this vacancy and if they both say no, then leave it vacant.

RESULT: APPROVED WITH VOICE VOTE [7 to 1]
MOVER: Adam Wachowski, Councilmember
SECONDER: Darla LeClair, Vice-President
AYES: Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, Jay Remiker, John Casavant
NOES: Mark Bittner
ABSENT: One vacancy on the Council

President Andrews asked the Council who was interested in serving on the Personnel and Finance Committee to replace Mr. Powalysz. Councilmember Bill LeClair stated he would be interested in serving on this Committee. President Andrews appointed Councilmember Bill LeClair to the Personnel and Finance Committee.

- F. Authorize Turning Off Street Lights Along Downtown Washington Street (12th Street to 22nd Street) from 6:00PM to 10:00PM on Christmas Eve, to Return to a Two Rivers Christmas Tradition

Recommended Action:

Motion to authorize this action understanding that City staff will make efforts to make the community aware through social media posts and a press release, and temporary traffic warning signs will be placed at each end of the street

RESULT: APPROVED WITH ROLL CALL [UNANIMOUS]
MOVER: Jay Remiker, Councilmember
SECONDER: Adam Wachowski, Councilmember
AYES: Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, Jay Remiker, John Casavant, Mark Bittner
ABSENT: One vacancy on the Council

12. FOR INFORMATION ONLY

- A. City Hall Closed for Holidays on December 24 & 25, 2020 and January 1, 2021
 B. Lester Library Closed for Holidays on December 24 & 25, 2020 and December 31, 2020 and January 1, 2021
 C. City Council Work Session, December 28, 2020, 6:00 PM
 D. City Council Regular Meeting Monday, January 4, 2021 at 6:00 PM

13. CLOSED SESSION

Mr. Buckley stated there was no need for the CLOSED SESSION that was listed on the Agenda.

RESULT: APPROVED [UNANIMOUS]
MOVER: Jay Remiker, Councilmember
SECONDER: Bill LeClair, Councilmember
AYES: Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, Jay Remiker, John Casavant, Mark Bittner
ABSENT: One vacancy on the Council

14. ADJOURNMENT

At 8:30 p.m., a motion to dispense with the reading of the minutes of the meeting and adjourn.

Kim M. Graves
City Clerk

**CITY OF TWO RIVERS
COUNCIL PROCEEDINGS
WORK SESSION
Monday, December 28, 2020 – 6:00 PM
Council Chambers – City Hall
MINUTES**

1. Call to Order by President Curt Andrews at 6:00 PM.
2. Roll Call

Attendee Name	Title	Status	Arrived
Curt Andrews	President	Present	
Mark Bittner	Councilmember	Present	
John Casavant	Councilmember	Present	
Darla LeClair	Vice-President	Present	
William LeClair	Councilmember	Present	
Jay Remiker	Councilmember	Present	
Bonnie Shimulunas	Councilmember	Present	
Adam Wachowski	Councilmember	Present	
One Vacancy			

Also present were Jim McDonald, Public Works Director; Ross Blaha, Water Utility Director; Brian Dellemann, Electric Utility Associate Director; Elizabeth Runge, Economic Development Director and Greg Buckley, City Manager.

3. Discussion Items

- A. Review of Progress on 2020 City Goals

The Council reviewed the progress of the 2020 Strategic Goals and Objectives that were adopted by the City Council on June 1, 2020.

After discussion, the consensus of the Council would like to see a Summary of accomplished goals and the goals that are ongoing and will be added to the 2021 list of Goals. Mr. Buckley will prepare such a Summary for the City Council meeting on Monday, January 4, 2021.

4. Action Items

- A. Consideration of an Appointment to Fill the Council Vacancy Created by the Recent Resignation of Jack Powalisz

Mr. Buckley stated he has reached out to the following past Councilmembers:

David England, he stated that he was not interested.

Erin Gonnerman, she stated that she was not interested.

David Van Ginkel, he stated that he was not interested.

The two who are interested are Kay Koach and Brad Yaggie.

Vote for either Kay Koach or Brad Yaggie to fill the vacancy.

RESULT: APPROVED ROLL CALL [7 to 1]
MOVER: Bill LeClair, Councilmember
SECONDER: Jay Remiker, Councilmember
AYES: Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Jay Remiker, John Casavant, Darla LeClair, Curt Andrews,
ABSTAINED: Mark Bittner

Council President Andrews asked for a vote for Kay Koach: 7 Votes were cast for Kay Koach; Council President Andrews asked for a vote for Brad Yaggie: 0 Votes were cast for Brad Yaggie; Kay Koach was appointed to fill the vacancy on the City Council until April 2021.

5. Closed Executive Session

At 8:55 PM, a motion to enter into closed session, per Wisc. Stats.19.85(1)(e) deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reason require a closed session. Possible assistance to economic development projects. Possible property purchase. Development Agreement with Abbey Ridge, LLC, Abbey Ridge III, LLC, John Lukas and Scott Behringer

And per Wisc. Stats. 19.85(1)(c), Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility. Discussion of City Manager's performance as it relates to progress on the City's 2020 Goals; discussion of possible compensation adjustment for City Manager

RESULT: APPROVED ROLL CALL [UNANIMOUS]
MOVER: Darla LeClair, Vice-President
SECONDER: John Casavant, Councilmember
AYES: Mark Bittner, John Casavant, Darla LeClair, Bill LeClair, Jay Remiker, Bonnie Shimulunas, Adam Wachowski, Curt Andrews
ABSENT: One vacancy on the Council

City Manager left the room at 9:38 PM, to allow Councilmembers the opportunity to discuss matters pertaining to his performance and possible compensation adjustment.

Mr. Buckley returned to the closed session at 9:58 PM

6. Reconvene in Open Session

At 9:58 PM, a motion to reconvene in open session and to consider possible actions in follow-up to closed session discussions.

RESULT: APPROVED VOICE VOTE [UNANIMOUS]
MOVER: Darla LeClair, Vice-President
SECONDER: Adam Wachowski, Councilmember
AYES: Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, Jay Remiker, John Casavant, Mark Bittner
NOES: None
ABSENT: One vacancy on the Council

Motion to authorize a 2 percent increase for the City Manager, from funding provided in the 2021 adopted Budget.

RESULT: APPROVED VOICE VOTE [5 to 3]
MOVER: Mark Bittner, Councilmember
SECONDER: Bill LeClair, Councilmember
AYES: Curt Andrews, Mark Bittner, John Casavant, Darla LeClair, Bonnie Shimulunas
NOES: Bill LeClair, Jay Remiker, Adam Wachowski
ABSENT: One vacancy on the Council

Mr. Buckley stated that if any Councilmembers had concerns regarding his job performance, he would expect to hear such concerns from them. A discussion followed, during which Council President Andrews stated that, based on the conversation among Council members when Mr. Buckley was out of the room, he could report that all Council members were satisfied with Mr. Buckley's job performance. President Andrews further state that the three "no" votes on the pay increase reflected those Council members' concerns with the City Manager's level of compensation, not his job performance.

7. Adjournment

At 10:10 PM a motion to dispense with the reading of the minutes of the meeting and adjourn.

RESULT: APPROVED VOICE VOTE [UNANIMOUS]
MOVER: Jay Remiker, Councilmember
SECONDER: John Casavant, Councilmember
AYES: Adam Wachowski, Bill LeClair, Bonnie Shimulunas, Curt Andrews, Darla LeClair, Jay Remiker, John Casavant, Mark Bittner
NOES: None
ABSENT: One vacancy on the Council

Kim M. Graves
City Clerk



RESOLUTION UPON RETIREMENT

WHEREAS, Mr. Ken Kozak began his employment with the City of Two Rivers at the Two Rivers Water and Light Department on January 5, 2016; and

WHEREAS, he was appointed to lead the City of Two Rivers Electric Utility as Electric Director; and

WHEREAS, Mr. Kozak brought a wealth of knowledge and insight from his previous work career in the private sector; and

WHEREAS, Ken Kozak maintained a high level of service at the Electric Utility for both the residential customers and businesses. Mr. Kozak effectively promoted energy efficiency, renewable energy programs, and cost saving options; and

WHEREAS, he served as the City Safety Director from 2016 and was an Advocate to MEUW Safety Program until his retirement, maintaining the City of Two Rivers dedication to a safe work culture ; and

WHEREAS, he served on the Board of Directors of WPPI Energy until his retirement, promoting reliable, affordable and responsible power for the City of Two Rivers ownership share; and

WHEREAS, Mr. Kozak oversaw the overhead and underground power line construction, decommissioning of two 5KV substations, and numerous upgrades throughout the city. Ken was a key member to the conversion from HPS streetlights to more modern LED lighting resulting in annual savings. Ken also worked hard to continue the Utility’s direction of updating to AMR metering; and

WHEREAS, Ken Kozak served the City with distinction for 5 years as an employee, until his retirement on January 7, 2021;

NOW, THEREFORE BE IT RESOLVED, that the City Council of the City of Two Rivers does hereby express its appreciation to Ken Kozak for his distinguished service to our community; and

BE IT FURTHER RESOLVED, that a copy of this resolution be shared with Mr. Kozak along with best wishes for a happy retirement.

Dated this 4th day of January 2021

Attachment: Kozak Retirement Resolution 2021 (2) (3191 : Retirement Resolution - Ken Kozak)

Status Report on 2020 City Goals
 Prepared by City Manager's Office
 December 11, 2020
 Updated December 30, 2020

Redlined language reflects additions/changes from
 discussion at City Council work session on December 28, 2020

Goals or objectives identified as "ongoing" are recommended for inclusion in 2021 Goals and Objectives

Objectives identified as "New for 2021" were identified during December 28, 2020 review of progress on 2020 Goal and Objectives and recommended for adding in 2021; not intended to be a comprehensive listing of new 2021 objectives.

City of Two Rivers Strategic Goals and Objectives (Adopted by City Council June 1, 2020)

The following goals and objectives are presented for discussion and adoption by the Two Rivers City Council to provide clear direction for the City through 2020 and into 2021.

The City Council is for not only responsible for adopting these goals and objectives, but for monitoring the City's progress in pursuit of these goals and supporting the City Manager and staff as they development and implement policies, programmatic initiatives and capital investment in support of these goals and objectives.

The City Manager, as appointed Chief Executive Officer for the City, is responsible for coordinating city government's actions and leading City staff in pursuit of these goals and objectives; he is accountable to the City Council for success in achieving these goals and objectives.

Every City department must be aware of these goals and objectives and is expected to contribute to their pursuit and attainment. City staff will review these goals and objectives with the various citizen boards and committees of the City, seeking members' objective feedback and support for these efforts.

The City Council and City Manager recognize that the effective pursuit of these goals and objectives requires not only the support, hard work and cooperation of the City Council, City Manager, Department Heads and staff, but also requires the cooperation and support of many community partners.

After all WE ARE TWO RIVERS!

2020 Strategic Goals & Objectives

I. Focus relentlessly on fiscal new revenue streams and operational sustainability. (Ongoing)

A. Encourage and facilitate projects that will increase City tax base—both new construction and increase in market value of existing properties (Ongoing)

- City actively supported expansion of Riverside Foods' Two Rivers plant, with a \$400,000 TID 8 grant (to be paid out over 5 years) and a \$300,000 Economic Development Loan (to be repaid over three years). Also worked with the company on an application for New Load Market Pricing next three years. which assures Riverside of reduced electric rates for at least the next three years. \$8 million project, 30 jobs, completed Fall 2020.
- Development and marketing of the Sandy Bay Subdivision by the City and its realtor resulted in five residential lot sales in 2020. \$129,834 in revenue from sales. Construction of new homes on those lots should add at least \$1.5 million in tax base. (Ongoing)
- City has continued to work with John Lukas/Abbey Ridge III, LLC to build additional condo units at Washington Highlands. Development Agreement amended Fall 2020; construction now underway for three new duplex condo structures. Construction of these units projected to add \$1.2 million in tax base. While the City allowed the developer some relief regarding a penalty clause in the Development Agreement, developer will be subject to a payment of \$12,000 to \$24,000 in 2021, related to the delay in building these units.
- City played a pivotal role in development of the new Cobblestone Hotel on the downtown waterfront, including land assembly, funding assistance through a newly-created TIF District (\$750,000 TID 12 grant) and funding assistance through a \$250,000 WEDC grant. Project completed and opened August 2020, creating 55 new hotel rooms on the waterfront in a formerly blighted area. Estimated \$2.8 million in new tax base.
- City made \$100,000 available for small business COVID grants, through cost-cutting and amendment to the 2020 Budget. \$89,816.23 awarded to 35 of Two Rivers' small businesses.
- City created TID No. 13 in early 2020. While the impetus for creating this new TID was to assist a Culver's development at the SW corner of Washington and 22nd--a project cancelled by the developer in July due to COVID-related issues-- this new TID can be a tool for encouraging private investment in the north end of the City's downtown business district. (Ongoing)
- City Manager and Community Development Director have met with several prospective developers over the course of 2020, regarding several key redevelopment sites and greenfield sites in the city, including:
 - Former Hansen the Florist site
 - Former Eggers West plant

- Former Emmanuel Methodist Church
- Former Eggers East site
- Former Paragon site
- Former Jehovah’s Witness’ Kingdom Hall
- Former Shed Bar
- Various properties on Washington Street
- NE corner of Monroe and 16th Streets (former Ginny’s Resale)
- SW corner of Washington and 22nd Streets
- Former M & M Restaurant
- Sites in the Columbus and Woodland Industrial Parks

(Ongoing)

- Community Development Office has taken the lead in developing new digital and print marketing materials for several of the priority redevelopment sites, both privately-owned and City-owned (Ongoing)
- After declining 15 percent from 2009 to 2018, the equalized valuation of properties in Two Rivers increased by 6 percent in 2019 and 4 percent in 2020, according to analysis by the WI Department of Revenue. The values of existing homes increased by 5 percent in 2019 and 4 percent in 2020.

Similar positive results are expected for 2021, based on a robust local housing market; new residential construction that will hit the tax rolls in 2022 should provide a further boost.

While growth in equalized value does not necessarily mean more property tax revenue for the City—only growth due to new construction results in new revenues—growth in equalized valuation is a major indicator of local economic health.

Also of note: Maintaining many outdoor activities during the Spring/Summer/Fall months, combined with many contractors in the area working on the two major solar projects at Point Beach in 2020, combined to help support area lodging and food/drink businesses. One indicator: Room tax revenues for 2020 have been running about 15 percent ahead of 2019, even during the COVID-19 pandemic.

- B. Recruit businesses that can take advantage of available water and wastewater treatment capacity, to help stabilize or reduce rates for those utilities (Ongoing)

Need to develop a targeted strategy for marketing these assets: high quality water and available water and sewer capacity (2 mgd water, at least 0.5 mgd sewer). This additional capacity can be utilized with no increase in fixed costs, very small In variable costs.

New business development like Riverside Foods expansion and new hotel in 2020 have helped expand the utilities’ revenue base.

- C. Increase the General Fund’s Unrestricted Fund Balance to \$2 million—improve by at least \$250,000 per year (Ongoing)

- 2020 Budget projections call for year-end operating surplus of just over \$200,000.
 - Have made effective use of Routes to Recovery from State of WI to offset costs incurred by City for COVID-related activities, helping contribute to projected operating budget surplus and funding capital improvements that will benefit the City both now and post-COVID.
 - Reductions in other funds' deficits will serve to increase General Fund **unrestricted** fund balance, as well. Such deficits are projected to be reduced by more than \$1 million over the course of 2020, both due to inter-fund loans to cover utility cash deficits and due to improved operating results for the utilities.
 - General Fund Unrestricted Fund Balance projected to improve from negative \$1,270,662 at 2019 year-end to a negative number less than \$200,000 at 2020 year-end.
- D. Eliminate Water Utility deficit—reduce by at least \$180,000 per year (NOTE: Water Utility Deficit Balance was \$1,913,413 at 2019 year-end) **(Ongoing)**
- Water Utility operations for 2020 are projected to reduce deficit by \$348,000, or 18 percent.
 - Water Utility cash deficit was reduced by \$500,000 in 2020 through an inter-fund loan from TID 7, to be repaid over six years.
 - 2021 Water operating budget conservatively reflects a deficit reduction of \$65,742 from operations.
- (NOTE: Water Utility annual debt service payments will drop by about \$300,000 in 2024—this, combined with continued positive operating results, should allow the utility to erase its deficit and be “in the black” by 2026)
- Reduction in Water Utility deficit is being accomplished while continuing to invest in the intake, treatment and distribution systems, including investment to eliminate lead service laterals (LSL's) **(Ongoing)**
- E. Capitalize on sale/development of City-owned properties—short-term revenue from sales; long-term property tax and utility revenue from redevelopment **(Ongoing)**
- See earlier comment on Sandy Bay Subdivision lot sales. **(Ongoing)**
 - Community Development office and City Manager have engaged with several prospects showing interest in residential development on the City-owned former Eggers East site. **(Ongoing)**
 - City has been engaged in efforts to market/redevelop the former Paragon Electric property since taking ownership through foreclosure in October 2019. Several parties have toured the facility; the City has entertained several offers to

purchase and did enter into a purchase agreement with an interested manufacturer, who ultimately withdrew their offer.

Staff has spent considerable time researching funding opportunities to assist in redevelopment of this property, for either private use or continued public ownership (i.e. as a multi-tenant incubator.

Redevelopment of this property will continue to be a major focus in 2021. (Ongoing)

- City acquired the former gas station/convenience store at 2023 Washington Street for redevelopment in May 2020, through assignment of tax foreclosure rights by Manitowoc County—required securing approval for a Sec 75.106 Agreement with WI DNR. Language has been included in project plans for TID’s 8 and 13 for possible funding assistance for redevelopment.

Several parties have toured the facility; City has consulted with WDNR about approvals required for redevelopment of the property. Realtor RFP issued November 2020; listing agreement to be presented to Community Development Authority on December 15. (Ongoing)

- **New for 2021: Pursue acquisition for redevelopment of the vacant parcel fronting on south side of 12th Street, between Adams and Monroe Streets.**

F. Educate City Council and community on the fiscal constraints placed on cities by Wisconsin’s statutory and institutional framework for financing local government; work through the WI League of Municipalities and other state-level organizations to bring about changes in the system for financing local services. (Ongoing)

- Addressed through Legislative/Intergovernmental update at regular Council meetings. (Ongoing)
- Plan to address through informational videos on City Government. (Ongoing)
- Pursue re-engineering/reinvigorating Two Rivers’ Citizen Academy—a program started in the Police Department in the 1980’s. The City of Two Rivers was a national pioneer in the development of Citizen Academy. Evaluate virtual academy options, to either replace or supplement traditional classroom and hands-on approach to Citizen Academy. (Ongoing)
- Highlight cost containment and efficiency measures achieved by the City. (Ongoing) Examples:

2020 General Fund Budget is only 10 percent higher than 10 years ago.

City is modernizing its aged vehicle fleet in a cost-effective manner though capital leasing with Enterprise.

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Outstanding cost containment on employee health care costs, with total cost to City (health premium plus HSA contribution) up less than 5 percent in ten years.

II. Deliver outstanding city services & innovations for both sustainability and to support future growth. (Ongoing)

A. Develop, implement and act upon feedback mechanisms for local residents and businesses (Ongoing)

- Current initiative: On-line community survey on Comprehensive Plan.
- Recent New Opportunities for Citizen Engagement: Re-activating the Environmental Advisory Board (EAB) and appointing citizen members, making the Branding Committee a permanent City committee, with several new citizen appointees; creating a special citizen committee for planning a splash pad/ice rink project.
- Need to consider regularly-scheduled community forums, with participation by City Council, City Manager and Department Heads. (Ongoing)
- Resume “Coffee With a Cop” at local coffee shop, post-COVID. Consider similar initiatives by other City departments. (Ongoing)
- Add for 2021: Enhance opportunities for citizen outreach to City Council, City Manager and Department Heads through messaging via the City’s website.
- Add for 2021: Create a mechanism for citizens to provide “Input from the Public” in advance of City Council meetings, via the City’s website.

B. Invest in technology to drive delivery of quality services and to achieve economies (Ongoing)

- Recent investment in Granicus software for Council meetings and other public meetings will be a significant enhancement for the public to access what goes on at public meetings. (Ongoing)
- “Explore Two Rivers” website was launched in Summer 2020, providing a single source for information on City-organized and community events. Major effort by City Manager’s Office, Community Development Office and Lester Library, working with consultants and the City’s Branding and Marketing Committee. Goal of this new site is to build user friendly experiences for both area residents and visitors. (Ongoing)
- Other digital and social media initiatives, currently in process, include a “Made in Two Rivers” website, aimed at providing resources to local companies who want to leverage City branding resources and assist the City in communicating its brand story, and recently-established Instagram and Twitter accounts. (Ongoing)

- LED street lighting conversion, now about 90 percent complete, has reduced annual budget for street lighting from \$230,000 in 2017 to \$165,000 today. (Ongoing)
 - Economies from automated utility meter reading initiatives, currently underway. (About .25 FTE reduction in part-time meter reader hours worked/paid; Customer Service staff time freed up for other duties.) (Ongoing)
 - Investment in process optimization for corrosion control in water distribution system helps assure optimal customer protection from lead in public and private water systems, will help minimize chemical and operating costs. (Ongoing)
 - Library on-line services and implementation of drive-through service have allowed a continued high level of service despite COVID restrictions; will enable improved service delivery into the post-pandemic future. (Ongoing)
 - Police Department technology upgrades continue to improve service delivery; examples include latest generation of body cameras and budgeted purchase of new software for editing/redacting video and audio records to respond to records requests. (Ongoing)
 - Addition of 0.5 FTE Police support staff and investment in software related to efficiently and properly responding to Police Department public records requests—an improvement related to both transparency and customer service.
 - Recent security system upgrades at City Hall—not only replacement of the building’s outdated security system, but improvements that will enhance employee and customer safety (ability to remotely and instantly “lock down” the building, for example) and facilitate after hours use by community groups without additional staff costs.
 - Cameras in parks to enhance public safety, deter vandalism and pursue ordinance violations when they occur (vandalism, illegal dumping, other offenses) (Ongoing) New for 2021: Add signage about presence of cameras, as an advisory to the public and deterrent to criminal activity.
 - Temporary cameras available through Police Department to help businesses and residents address possible criminal activity.
- C. Develop and implement a strategy for better informing the public about city services and infrastructure and their contribution to economic development and community quality of life (Ongoing)

- Presentations to community groups and service clubs by City Manager and Department Heads are ongoing (Ongoing)
- Plan to work with new Communications Coordinator to implement short informational videos on various City services. (Ongoing)

III. Drive strategic community development. (Ongoing)

A. Develop and implement programs to encourage reinvestment in existing housing stock (Ongoing)

Community Development Director has started work on a proposal for a new housing rehab program, possibly using resources from existing Housing RLF, TIF affordable housing setasides, regional housing loan fund and City TIF districts. Such a program could be “target” resources to designated areas, to have a meaningful impact on those areas of the city where the greatest need for housing improvements exist. Consider recommendations from 2019 housing study by Rawley Point Consultants in developing this program. (Ongoing)

B. Emphasize continued redevelopment in the City’s downtown and downtown waterfront areas (Ongoing)

- Summer 2020 saw completion and opening of new downtown hotel, a project in which the City played a big role. \$6.3 million investment in a formerly blighted block. (See related com(Ongoing)ments under Goal I).
- Ongoing Efforts to secure a new Culver’s restaurant; proposed location at Washington and 22nd Streets did not go forward, due to COVID issues impacting franchisee/developer. There was considerable investment of City time and resources in creating a new TIF district, crafting a Development Agreement, completing zoning and site plan review, etc.
- City is still working bring a Culver’s to Two Rivers and is optimistic about the likelihood for success in 2021. TID 13 is in place, and can aid with other redevelopment activities in the north end of downtown. (Ongoing)
- City is working with a developer who proposes a commercial at the NW corner of Washington and 12th Streets, on the former M&M Lunch site and an adjacent parcel owned by Twin Cities Marina. An amendment to TID No. 12 is in process, as is a development agreement providing for TIF grant assistance to an estimate \$3.6 million project. (Ongoing)
- Ongoing Efforts to secure the former Hamilton property for redevelopment (Ongoing)
- Ongoing Efforts to redevelop a portion of the former Eggers East property—that portion not being used for storm water management facilities. (Ongoing)

- Completed South Breakwater Trail Project, with installation of pavement markings, directional and interpretive signage. \$120,000 project, assisted with \$48,000 Coastal Management Grant and \$30,000 West Foundation Grant. Currently in process of closing out grant, seeking official designation of the trail as a spur off the Ice Age Trail.

Friends of Mariners Trail has expressed an interest in helping fund “Phase 2” of this project—a trail segment south along the shoreline, behind DWP and back out to Mariners Trail just north of the Lighthouse Inn property.
(Ongoing)

- 2021 Budget provides funding for:
 - Downtown façade and sign grants, \$22,000 to supplement to Main Street funds (Ongoing)
 - Planning and preliminary design for proposed downtown splash pad and ice skating rink (Ongoing)
- City Council rep and City Manager actively participate as members of the Main Street Board: 2021 projects initiatives include expanded façade/sign grant program in cooperation with City; grant program for start-up businesses; new hanging planters downtown and informational kiosks at Neshotah Beach and Memorial Drive Wayside. (Ongoing)

City reps have met with Main Street’s Board President and Director to address these priority projects and the need to work together with City to assure success of these and other initiatives related to downtown.

Add for 2021: Goal specifically addressing development of new, market-rate housing (rental or condo) on the downtown waterfront to aid in revitalizing downtown.

C. Emphasize redevelopment investment along Memorial Drive (Ongoing)

- Transfers of State and County-owned lands along Memorial Drive to City of Two Rivers were finalized in January 2020.
- City took over maintenance of these areas and facilities, Spring 2020.
- Designed and installed new signage for Spirit of the Rivers Monument and Wayside; installed September 2020
- Deferred action on implementing a safe crossing location to Mariners Trail at 12th, Madison or Columbus Street; needs to be pursued in 2021.
(Ongoing)
- Implemented a resurfacing project on 1.5 mile of Mariners Trail, assisted by a \$67,000 WDNR Trails Grant and \$10,000 from Friends of Mariners Trail.

Phase 1 of this \$137,000 project was completed in Fall 2020; Phase 2 will be completed in Spring. (Ongoing)

- Deferred action on improvements between Washington Street bridge and Jefferson Street (East Gateway Corridor), which included an improved, off-street trail; this \$100,000 improvement needs to be completed in 2021. (Ongoing)
- Need to more aggressively pursue acquisition of CN Railroad right-of-way to aid in redevelopment in this corridor. (Ongoing)

D. Invest in critical infrastructure, leveraging available funding from non-City sources to maximize investment (Ongoing)

- Street/utility reconstruction projects budgeted for 2021 total approximately **\$4,250,000**. Of that amount:
 - \$251,325** of public sewer infrastructure will be funded through Clean Water Fund Program principal forgiveness
 - \$348,800** of public water infrastructure will be funded through Safe Drinking Water Fund principal forgiveness
 - \$250,000** of private water lateral costs will be funded through Safe Drinking Water Fund principal forgiveness

Anticipate TID No. 8 funding for **\$1,200,000** out of total borrowing of \$1,650,000 for public water and sewer infrastructure

These funding sources account for \$2,050,152, or about 48 percent of project costs.

(Ongoing)

- City has leveraged \$850,000 for lead water lateral replacement, 2017-19; was invited to participate on panels as part of DNR's roll-out of its new private side LSL replacement grant program.
- Recent preliminary application (ITA) for CDBG grant for drive-up window at Senior Center; seeking \$88,000 in grant funding to cover 100 percent of project costs. (Ongoing).

E. Complete update of 2010 Comprehensive Plan and related City plans; emphasize community development and redevelopment needs and priorities in new Comp Plan (Ongoing)

- Process underway; City has secured funding for 50 percent of project through WI Coastal Zone Management Program, has contracted for work with Bay-Lake Regional planning Commission. On-line Community Survey is underway.

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F. In pursuit of all the above goals, make strategic use of development incentives (Ongoing)

- City is making strategic use of TIF for housing initiative cited above and for 2021 infrastructure work cited above. Will be reviewing opportunities for additional activities to be funded by TID 7 (Old Hospital), such as neighborhood infrastructure and Neshotah Park improvements. This TIF should have the ability to fund up to \$1 million in additional neighborhood investment. (Ongoing)
- City staff continues to stay on top of State and Federal funding programs that may assist with local development, including Community Development Block Grant funding and various funding programs offered through the WEDC (Idle Sites, Community Development Investment Grants, etc.), any special COVID relief funding. (Ongoing)

IV. Continue to grow a vibrant, sustainable, safe & connected community while respecting our traditions & history to attract new residents, visitors & new businesses. (Ongoing)

A. Develop design standards and incentives for investment in historic properties (Ongoing)

This goal has been a subject of discussion at several meetings of the TR Main Street Design Committee, including consultation with representatives of the State Historical Society. A current topic with that committee.

B. Develop design standards and incentives for new development and redevelopment in the downtown and downtown waterfront areas. (Ongoing)

In process.in tandem with A above. Incentives include City and Main Street façade and sign grants, possible TIF assistance.

C. Develop and adopt a local historic preservation ordinance including creation of a City Historical Commission. (Ongoing)

In process in tandem with A and B above.

D. Update and continue implementation of 2013 Bike/Ped Facilities Plan (Ongoing)

No action to date. Want this activity to be coordinated with Comprehensive Plan Update during 2021.

E. Foster development of the local arts community as an integral component of community quality of life and economic development (Ongoing)

Need more dialogue on this subject. City is working with TR Main Street on possible downtown mural projects. (Ongoing)

New for 2021: New music festival, expanded street banner art, downtown mural(s)— initiatives under the umbrella of the Two Rivers Main Street Program, with the cooperation of the City.

V. Encourage employees’ personal and professional development, invest in employees to deliver the highest quality services for our community today and tomorrow while being a preferred city for career opportunities. (Ongoing)

- A. Recruit and retain employees whose professional and educational backgrounds and interests are consistent with the City’s goals (Ongoing)

Successfully recruited and hired two new department heads: Parks and Recreation Director and City Clerk. New Police Chief and Assistant Chief promoted from within, first quarter 2020.

- B. Retain good employees by encouraging ongoing professional development, supported by City budgeted resources and through active pursuit of grant funding(Ongoing).

~~No specific activities/initiatives to report.~~ Ongoing emphasis on staff development. New for 2021: Highlight professional development activities through periodic reports at City Council meetings.

- C. Recruit and retain good employees by maintaining competitive, market-based pay scales (Ongoing)

2021 budget provides for base wage adjustments of 3 percent per Police and Fire union contracts, 2 percent for non-union, maintains competitive benefits. Also completes investment in additional wage lift for Police lieutenants, to address wage compression issue.

New for 2021: Lay groundwork to implement performance appraisal process and merit pay adjustments at department head level in 2022.

- D. Develop and maintain succession plans for positions of City Manager, department heads and other key positions (Ongoing)

- Police Department succession planning benefitted the City in February 2020, as Assistant Chief Brian Kohlmeier was promoted to Chief upon the retirement of Chief Joe Collins; in April, Lieutenant Ben Meinnert was promoted to Assistant Chief.
- Implemented succession plan, begun in 2018, for Electric Utility Director. New director, formerly Head Lineworker, has been designated as Assistant Director since mid-year 2020; takes over direction of the utility in January

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2021. (This succession also results in the reduction of 1 FTE at that utility, reducing the operating budget by more than \$11,000.)

- More work is needed in the area of employee succession, for other key management positions. **Emphasis in 2021: Succession planning for City Manager position.**

VI. Enhance and promote the City’s identity and brand story throughout the region.
(Ongoing)

A. Tell Two Rivers’ story through effective implementation of branding strategy, using the most effective communication channels, digital and traditional
(Ongoing)

1. Branding Committee and City Staff developed and implemented a cost-effective implementation plan for initial introduction of the City’s brand identity; that plan is being updated to identify 2021 activities to further promote the City’s brand (Ongoing)
2. Introduced the community to the brand story at “Celebrate Two Rivers” event in August—event was well-attended and generated positive feedback. Second annual Celebrate Two Rivers being planned for 2021 (Ongoing)
3. Purchased and installed downtown banners featuring new logo.
4. Created, recruited for and filled new, half-time contract position of Communications Coordinator mid-2020. Funded position through an amendment to the 2020 Budget; included in 2021 Budget.

This position has already been integral to roll-out of the City’s branding campaign, has assisted in development of digital marketing materials for various applications and is involved in developing strategies for more effective use of social media for economic, residential and tourism development.

5. Committee members and staff have worked together to place logo wear in local retail outlets on a consignment basis, to promote the brand and generate net revenue to support City branding activities and special events. Consignment sales authorized by Council action in September 2020.
(Ongoing)
6. Have completed the necessary filings for trademark protection of logo and artwork associated with the Two Rivers brand.

B. Target message to drive economic development, new residential growth, and tourism. (Ongoing)

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Committee Chair and Community Development Director have met with several local businesses about leveraging branding materials to benefit their businesses, and about the “Made in Two Rivers” component of the brand implementation plan, to highlight and celebrate products made in Two Rivers.

Several local companies are moving forward with use of “Made in Two Rivers” logo on their products and/or packaging: Riverside Foods, Renee’s Chocolates, VT Industries Eggers Division. (Ongoing)

“Made in Two Rivers” website is being developed by City staff. (Ongoing)

C. Leverage community and regional resources to help promote Two Rivers’ brand story, including:

- TRBA—City Manager has provided updates on branding project
- Two Rivers Main Street—City continues partnership with funding assistance to Main Street, development and promotion of special events.
- Two Rivers Historical Society
- Hamilton Wood Type and Printing Museum—participation in Special Branding Committee; coordination on design matters.
- Woodland Dunes Nature Center
- Local Arts Community
- Area Realtors—need to set up event in early 2021
- Local Employers—meetings about “Made in Two Rivers” by Brand Ambassadors
- Progress Lakeshore—upcoming presentation by Branding Committee Chair
- Manitowoc Area Visitor and Convention Bureau—New Ad for Visitor Guide featuring new logo; city cooperation with TR Main Street on new pull-out ad/map of TR for Visitor Guide.
- Chamber of Manitowoc County

(Ongoing)

Brand message, combined with maintaining a nearly full schedule of City- and community-organized outdoor events in 2020, despite the COVID pandemic, has enhanced Two Rivers’ image as a community offering diverse outdoor recreational activities and special events.

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