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CITY MANAGER'S REPORT

**City Council Meeting
April 18, 2022**



**TWO
RIVERS**
WISCONSIN

9. City Manager's Report, April 18, 2022

B. Status/Update Reports

1. 3000 Forest Avenue Apartments—Development To be Assisted with TID No. 15 Funding

- Awaiting final word from Developer on two matters requiring resolution;
- Expect to have on May 2 agenda for Council action on Development Agreement and Related City borrowing from State Trust Fund

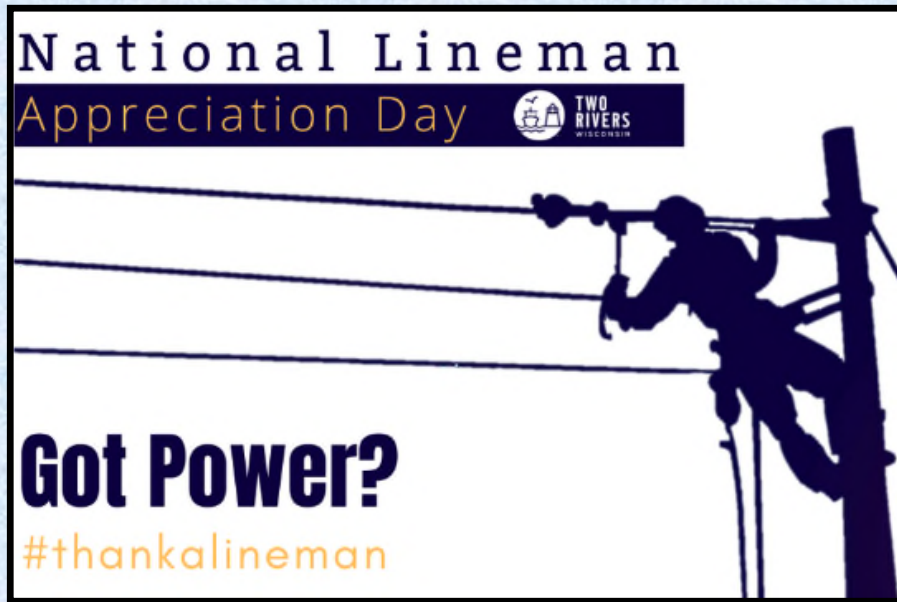


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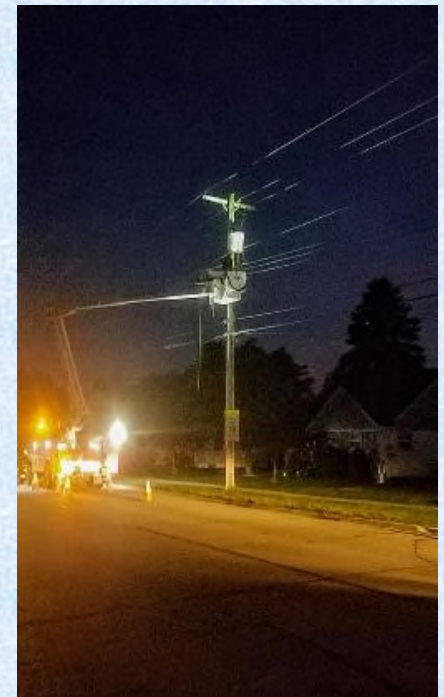
9. City Manager's Report, April 18, 2022

B. Status/Update Reports

2. April 18 is Lineworker Appreciation Day



THANK YOU to our outstanding Two Rivers Electric Utility lineworkers, who “keep the lights on” for our city, often under tough working conditions



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3. Canine Officer Xanti Plush toys Available; Proceeds Support the TRPD's Canine Program

--Available for purchase at TRPD

--\$20 each



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4. Department of Public Works Crack Sealing Program

Vitally important to maintaining our concrete streets from damage associated with multiple freeze/thaw cycles each Wisconsin Winter



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4a. Other DPW Activities

--Clearing Sand from Memorial Drive Landscaped Islands, Madison Street to 12th Street



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4a. Other DPW Activities

- 5. Winter road salt being delivered last week
--500 tons total annual order; salt sheds
are full for next Winter**



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5. Staffing Updates

New Hires/Tranfers:

Senior Center Supervisor: Heather Ihlenfeld, starts 4/25
Water Operator: Dalton Schmidt (from DPW), starting 4/18
Water Operator: Tim Elchlepp, starting 4/18

Ongoing Recruitments:

Parks & Recreation Director-top candidate identified

New Recruitments:

Public Works Maintenance Worker-Full time
Senior Center Volunteer & Nutrition Coordinator

NOW HIRING
Full-time
**PUBLIC WORKS
MAINTENANCE WORKER**

STARTING PAY: \$23.30 - \$24.72 PER HOUR

Full-Time Benefits Include:

- Health Insurance
- Vision Insurance
- Dental Insurance
- Life Insurance
- Paid Vacation
- Paid Holidays
- Paid Sick Leave
- Paid Personal Days
- Health insurance opt-out incentive up to \$5,000 annually
- Free family fitness membership at J.E. Hamilton Community House
- 6.5% matching contribution to Wisconsin Retirement System

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8. Central Park West 365 Fund-Raising Update

**Thank you, Fox
Communities
Credit
Union!**



**\$25,000 Naming Gift for Picnic Island:
Fox Communities Credit Union**



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8. Central Park West 365 Fund-Raising Update

Since the last Council meeting, total donations committed to the project have increased to just over **\$510,000**; that's 64% of the goal of \$800,000



Central Park West 365: "Downtown...Year-Round"

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7. Upcoming Events:

a. Marketing 3-4-5 Workshop Main Street & TRBA Members attend FREE



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DIY Guide to Effective Marketing in 15-Minutes or Less: A Workshop for Busy Business Owners

Create A Marketing Plan for Your Business based on:
Marketing fundamentals every business owner should know plus *secrets* to rank on Google, get more out of social media, and easy ways to set your business apart from the rest.

This program will NOT turn you into a marketing expert, ninja, guru, or superstar - it will make you effective in a 2-hour workshop
"A future attendee should expect to learn how to effectively, authentically and easily market their business online and in-person!" - Mieke Madrid, Evanston Wyoming Main Street

Workshop incorporates Locable's *Marketing 3-4-5* Framework and simple step-by-step guidance with proven real-world examples to make you more effective at marketing.

- The 3 reasons you should do marketing
- The 4 Reasons people work with you
- The 5 Ways they find you

- ✓ Quickly create content without creativity or writing skills
- ✓ Efficiently distribute content that grows SEO, social media impact, incorporates Express Email Newsletters™, drives word-of-mouth, and conversion

This workshop will transform how you approach marketing
"Being able to work on marketing concepts for my own business right there was helpful. It was nice that it's all in a workbook for me to refer back to."

Reserve Your Spot Today – only \$75
Main Street & TRBA members attend FREE!

Limited Seating

Wednesday, April 20, 7:30 – 9:30 AM
 Behringer Room – Hamilton Community House – Two Rivers
 E-mail office@tworiversmainstreet.com or call 920.794.1462 to register
 Presented by the Two Rivers Business Association & Two Rivers Main Street

 **LOCABLE** A Web Platform for Local Marketing, Cross-Promotion, and Collaboration
 Create your free account at www.locable.com/gc

EXPLORETWORIVERS.COM

#TrueToTwo    

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7. Upcoming Events:

b. Movie: The Goonies—Wednesday, April 20, Rocheleau Gym, Hamilton Community House

Dress as your favorite character or in '80s apparel to watch this classic! \$2 if you [purchase in advance](#); \$3 at the door. Popcorn, soda, water and candy available for purchase. Doors open at 5:45; movie starts at 6:30.



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9. City Manager's Report B. Status/Update Reports

7. Upcoming Events:

c. Spring Used Book Sale, Lester Public Library

A promotional poster for a Spring Book Sale. The title "SPRING BOOK SALE" is in large, orange, outlined letters. Below it, the dates "Thursday, April 21 - Saturday, April 23" are in black. The details for each day are: Thursday: Books and music CDs are 50¢; audiobooks, DVDs, and magazine bundles are \$1. Friday: BOGO! Saturday: Fill a bag! For \$1, you get a paper sack to fill with all the items that fit. For \$2, you get a reusable book bag to fill! The bottom of the poster features a decorative border with pink and yellow flowers, blue butterflies, and a paper sack. The text "Sale held during regular library hours down by the fireplace." is written in a cursive font.

SPRING BOOK SALE
Thursday, April 21 - Saturday, April 23

Thursday: Books and music CDs are 50¢; audiobooks, DVDs, and magazine bundles are \$1. **Friday:** BOGO! **Saturday:** Fill a bag! For \$1, you get a paper sack to fill with all the items that fit. For \$2, you get a reusable book bag to fill!


Sale held during regular library hours down by the fireplace.



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B. Status/Update Reports

7. Upcoming Events:

- d. **Heart-a-Rama 2022**
HAR's 50th Anniversary
Show, deferred for
Two Years Due to COVID

April 28-30 and May 5-7
Community House



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8. Other

CONGRATULATIONS, EMILEE RYSTICKEN!

Recently named by Insight Publications today as one of eight "**Women of Influence**" in Wisconsin's New North Region.

This young TR entrepreneur is founder of Screamin' Conuts and will soon be opening the High Lift coffee shop--right here in Two Rivers.



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C. Legislative/Intergovernmental Update

1. Based on a Pre-Application Submitted in February, the City Was Invited to Apply for a **Save Our Great Lakes** Grant to Address City-Owned Lake Michigan Shoreline Along Memorial Drive. Proposed activities include:

- Plantings for Shoreline Stabilization
- Pollinator-Friendly Plantings
- Invasive Species Abatement and Control
- Green Infrastructure
- Environmental Restoration



Application was submitted on April 15



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C. Legislative/Intergovernmental Update

2. WEDC Idle Sites Grant Program Funding Application

--Application for \$250,000 to assist Trivers, LLC with planned improvements to the former Paragon Electric property, was submitted back in March

--As authorized at a special City Council meeting on April 14, City and Trivers LLC have each executed a proposed Development Agreement related to the City's role as a "pass-through" for this funding; that DA was forwarded to WEDC on April 15

--WEDC decision the application is expected by April month-end



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