

**CITY COUNCIL MEETING AGENDA
CITY OF FOND DU LAC, WISCONSIN**

October 9, 2013
6:00 P.M.

Legislative Chambers
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

REGULAR AGENDA

- 1. CALL TO ORDER**
 - A. Roll Call
 - B. Declaration A Quorum Is Present
- 2. PLEDGE OF ALLEGIANCE AND REFLECTION**
 - A. Pledge of Allegiance
 - B. A Moment of Silence
- 3. COUNCIL PRESIDENT PRESENTATIONS**
- 4. PUBLIC HEARINGS**

"The City of Fond du Lac provides equal opportunities and services to all individuals, including those individuals with disabilities"

"Assistive Listening Devices Are Available From The City Clerk For Use During Council Proceedings"

CONSENT AGENDA

5. CONSENT AGENDA

(A Motion Adopting The Consent Agenda Finalizes The Proposed Action Cited For The Matter)

A. APPROVAL OF MINUTES

September 20, 2013 Special City Council Meeting

September 25, 2013 Regular City Council Meeting

September 25, 2013 Closed Session

B. REPORTS OF OFFICERS

C. RESOLUTIONS

REGULAR AGENDA

6. AUDIENCE COMMENTS

The presiding officer shall limit comments to items noticed on the agenda.

7. PUBLIC COMMENT

8. ORAL PRESENTATIONS

9. REPORTS OF OFFICERS

- A. Director Of Administration, Dated October 2, 2013
Subject: List Of Claims - Items Paid By The City

(Proposed Action: **Receive And File**)

- B. Chief Of Police, Dated October 2, 2013
Subject: Operational Response Change To Gas Drive Off Complaints

(Proposed Action: **Receive And File**)

- C. City Clerk, Dated October 3, 2013
Subject: Class "B" Fermented Malt Beverage License Application
And "Class C" Wine

Limited Liability: Commonwealth Coffee Company, LLC
Agent: Jason Leffel
Agent Address: 54 East 1st Street
Fond du Lac, WI 54935
d/b/a: Commonwealth Coffee Company & Deli
Location: 57 North Macy Street
(Alcohol Licensing Committee Recommendation: **Approve**)

10. REPORTS OF COMMITTEES

11. PETITIONS OR COMMUNICATIONS

12. RESOLUTIONS

- A. Introduction Community Development Director
Resolution No. 8428
Subject: A Resolution Approving The 2014 Business Improvement
District Operating Plan And Budget

(Effect: Approve 2014 Budget And Work Plan)
(Initiator: Community Development Director)

B. Introduction City Manager

Resolution No. 8429

Subject: A Resolution Confirming Appointment To The Historic
Preservation Commission

(Effect: Confirm Appointment Of Tom Meiklejohn III To The
Historic Preservation Commission)

(Initiator: City Manager)

C. Introduction City Manager

Resolution No. 8430

Subject: A Resolution Appointing Interim City Council Members
To Serve On City Boards And Commissions

(Effect: Appoint Interim City Council Members To Serve On City Boards
And Commissions)

(Initiator: City Manager)

D. Introduction City Manager

Resolution No. 8431

Subject: A Resolution Regarding City Council Salaries

(Effect: Decide On A Salary For Future City Council Members)

(Initiator: City Council)

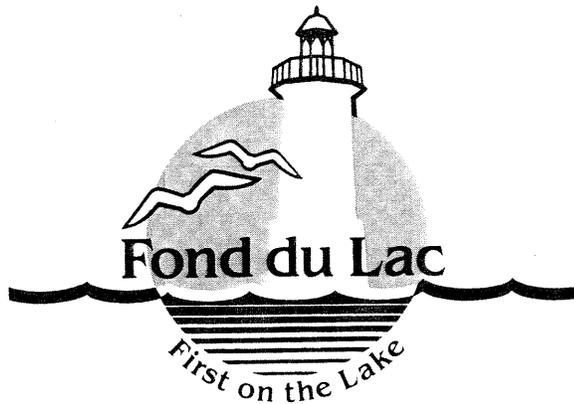
13. ORDINANCES

14. MISCELLANEOUS

Items In This Category Must Be Noticed On The Agenda.

15. SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW

16. ADJOURN



Fond du Lac City Council Meeting Agenda

ORDER OF BUSINESS

1. Call to Order
2. Pledge of Allegiance & Reflection
3. Council President Presentations
4. Public Hearings
5. Consent Agenda
6. Audience Comments
7. Public Comments
8. Oral Presentations
9. Reports of Officers
10. Reports of Committees
11. Petitions or Communications
12. Resolutions
13. Ordinances
14. Miscellaneous
15. Such Other Matters As Are Authorized By Law
16. Adjournment

6:00 pm

Oct. 9, 2013



The motions or points listed below, 1 through 9, are in order of precedence. In other words:

A. When any one of them is pending, you cannot introduce one that is listed BELOW it.

B. You can introduce one that is listed above it.

YOU WANT TO:	YOU SAY:	May speaker Be Interrupted To Make This Motion?	Is second Required?	Is Motion Debatable?	Can This Motion Be Amended?	Is Vote Re-quired? What % Required?
1 Adjourn	I move we adjourn	No interruption permitted	A second is necessary	Not debatable	Not amendable	Majority vote Required
2 Recess	I move we recess until . . .	No interruption permitted	A second is necessary	Not debatable	Amendable	Majority vote Required
3 Register a complaint	Point of privilege, Mr. Chairman . . .	Yes, you may interrupt	No second necessary	Not debatable (any RESULTING motion IS debatable.)	Not amendable	No vote required (Chair decides)
4 Suspend further consideration of a matter (To Table)	I move we table this matter	No interruption permitted	A second is necessary	Not debatable	Not amendable	Majority vote required
5 End discussion or further debating of matter	I move the previous question	No interruption permitted	A second is necessary	Not debatable	Not amendable	Two-thirds vote required
6 Postpone consideration of a matter	I move we postpone this matter until . . .	No interruption permitted	A second is necessary	Debatable	Amendable	Majority required
7 Have further study on a matter	I move we refer this matter to a committee	No interruption permitted	A second is necessary	Debatable	Amendable	Majority vote required
8 Amend a motion	I move this motion be amended to read . . .	No interruption of speaker permitted	A second is necessary	Debatable	Amendable	Majority vote required
9 Introduce a matter of business (A primary motion)	I move that . . .	Cannot interrupt speaker	A second is necessary	Debatable	Amendable	Majority vote required

THESE ARE GENERAL POINTS, PROPOSALS AND MOTIONS AND HAVE NO ORDER OF PROCEDURE OVER ONE ANOTHER. YOU MAY INTRODUCE ANY ONE OF THEM AT ANY TIME, EXCEPT:

A. When Motion To Adjourn Is Pending

B. When Motion To Recess Is Pending

C. Point Of Privilege Is Pending

YOU WANT TO:	YOU SAY:	May speaker Be Interrupted To Make This Motion?	Is second Required?	Is Motion Debatable?	Can This Motion Be Amended?	Is Vote Re-quired? What % Required?
1 Object to error in procedure or to a personal affront	Point of Order	May interrupt speaker	No second	Not debatable	Not amendable	No vote required, Chair decides
2 Request for information	Point of information	If urgent and to the point	No second	Not debatable	Not amendable	No vote required
3 Verify voice vote by taking actual count	I call for a division of the house	No interruption permitted BUT division must be called by Chairman before new motion can be made.	No second	Not debatable	Not amendable	No vote required UNLESS someone objects, THEN majority required
4 Object to consideration of a matter you consider improper or undiplomatic	I object to consideration of this question	May interrupt speaker	No second required	Not debatable	Not amendable	Two-thirds vote required against consideration
5 Take up a matter which has been previously tabled	I move we take from the table	May not interrupt the speaker	Must be seconded	Not debatable	Not amendable	Majority required
6 Reconsider something already disposed of	I move we reconsider our action relative to . . .	May interrupt the speaker for record only (Business at hand takes precedence)	Must be seconded	Debatable IF original motion was debatable	Not amendable	Majority required
7 Consider something out of its scheduled order	I move we suspend the rules and consider . . .	May not interrupt the speaker	Must be seconded	Not debatable	Not amendable	Two-thirds vote required
8 Vote on a ruling of the chair	I appeal the chair's decision	May interrupt speaker	Must be seconded	Debatable IF original motion was debatable	Not amendable	Majority vote required

**CITY COUNCIL
SPECIAL MEETING
CITY OF FOND DU LAC, WISCONSIN**

September 20, 2013
3:00 P.M.

City Manager Conference Room
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

REGULAR AGENDA

CALL TO ORDER

ROLL CALL: Present: - Catherine Block
Dan Manning
Karyn Merkel
Sam Meyer

Absent: - Lee Ann Lorrigan (excused)
Gary Miller (excused)

Administrative Staff: - Joe Moore, City Manager
Deb Hoffman, City Attorney
Chad Wade, Assistant City Attorney

City Council President Meyer declared a quorum present.

**NOVUS AGENDA TRAINING-POSSIBLE DELIBERATION ABOUT THE FORMAT OF
COUNCIL AGENDAS**

General discussion ensued on above topic. No formal action
was taken at this meeting.

ADJOURN

Motion made by Councilperson Manning to adjourn.
Seconded by Councilperson Block.

ROLL CALL VOTE: Aye - Manning, Meyer, Block,
Merkel

Nay - None

Carried.

Meeting adjourned at 4:08 p.m.

MARGARET HEFTER
DEPUTY CITY CLERK

**CITY COUNCIL MEETING MINUTES
CITY OF FOND DU LAC, WISCONSIN**

September 25, 2013
6:00 P.M.

Legislative Chambers
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

REGULAR AGENDA

CALL TO ORDER

ROLL CALL: Present - Catherine Block
Brian Foster
Lee Ann Lorrigan
Dan Manning
Karyn Merkel
Sam Meyer
Gary Miller

Absent - None

Administrative Staff - Joe Moore, City Manager
Wayne Rollin, Dir of Comm Devel
Hal Wortman, Dir of Administration
Tracy Salter, Dpty Comptroller/
Treasurer
Eileen Baus, Sr Acct Purch
Coordinator
Tricia Davi, Sr Acct Risk
Coordinator
Deb Hoffmann, City Attorney
Chad Wade, Assistant City Attorney
Jordan Skiff, Dir of Public Works
Paul De Vries, City Engineer
Jon Mark Bolthouse, Library Dir
Steve Klein, Asst. Police Chief of
Operations
Steve Thiry, Asst. Police Chief of
Administration
Dave Zittlow, IT Service Manager
Randy Cunzenheim, Asst. Fire Chief
Of Training
Troy Haase, Division Chief of Fire
Prevention

Council President Meyer declared a quorum present.

CITY COUNCIL MINUTES

September 25, 2013

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Deputy City Clerk Margaret Hefter administered oath of office to appointed Council Member Brian Foster.

PLEDGE OF ALLEGIANCE AND REFLECTION

Pledge of Allegiance was recited.

A moment of silence was observed.

COUNCIL PRESIDENT PRESENTATIONS

City Council President Meyer presented a proclamation to Assistant Fire Chief of Training, Randy Cunzenheim, Division Chief of Fire Prevention, Troy Haase, Engineer, Kevin Doll, Fire Lieutenant, Rick Gerritson, EMS, Laura Ketelhut, EMS, Joe Goldapske and EMS, Brian Vahsholtz in support of National Fire Prevention Week.

PUBLIC HEARINGS

Proposed 2014 City Of Fond du Lac Budget And 2014 - 2018 Capital Improvement Plan

2014 Transit Operating And Capital Budget

Council President Meyer declared the Public Hearing open.

Spoke in Regards of the Proposed 2014 City of Fond du Lac Budget:

Resident:

Mel Kolstad, 464 Mary Lee Dr., Fond du Lac

With no further appearances being made, Council President Meyer declared the Public Hearing closed.

CONSENT AGENDA

CONSENT AGENDA

(A motion adopting the consent agenda finalizes the proposed action cited for the matter)

APPROVAL OF MINUTES

September 6, 2013 Special City Council Meeting

September 9, 2013 Special City Council Meeting

September 11, 2013 Regular City Council Meeting

September 11, 2013 Closed Session

CITY OF FOND DU LAC - Memorandum

Department of Administration

Date: October 2, 2013

To: City Council

From: Hal Wortman, Director of Administration



Re: List of Claims

The list of claims for goods and services for the payment periods September 14, 2013 through September 27, 2013 for all funds total \$806,600.73. Wisconsin statute 66.0609 (2) requires the comptroller to file, at least monthly with the City Council, a list of approved claims paid.

Suggested Motion: Receive and File

Fond du Lac Police Department

MEMO



To: City Manager Joe Moore
From: Chief Lamb
RE: Operational Response Change to Gas Drive Off Complaints
Date: 10-02-13

In the Fond du Lac Police Department's continued approach to Problem Oriented/District Policing, the Department has examined ways in which we can increase our efficiency and effectiveness in providing the best law enforcement services to our Community. Through our problem solving analysis, the Department has identified a frequent "call for service" that can be 100% preventable – gas drive off incidents.

Gas drive off complaints originate from convenience stores and gas stations where a customer pumps gas in their vehicle and leaves without making payment. Often times the person driving off without paying has done so unintentionally, due to a faulty credit card reader, an attempted transaction that failed, an honest mistake, etc.

As part of our research the following data and observations were gathered:

2011 - 206 gas drive off incidents reported to our department

2012 - 204 gas drive off incidents...

2013 (Year to Date)- 166 gas drive off incidents...

- Many gas drive off reports contain incorrect license numbers and very little or vague suspect or vehicle descriptions, which makes effective law enforcement follow up and investigation very difficult
- Oftentimes station operators believe that incidents are unintentional and therefore decline to press charges
- In many instances where a driver is located, the matter is settled by the subject paying the bill
- As you can tell from the aforementioned data, our police officers expend significant time and resources investigating cases that almost never result in charges

Our department has discussed this matter with a number of station owners to gauge the severity of the problem and alternate solutions for dealing with it. The majority of station owners agreed that a pre-pay policy was the only sure way to prevent these losses. However, many indicate that they are reluctant to institute such a policy on their own. A number of other communities in North East Wisconsin have considered pre-pay or pay at the pump ordinances but were not able to generate community

support for the ordinances. In response, a number of agencies including Oshkosh PD, Appleton PD, and Green Bay PD, have adopted the following response to gas drive offs which has proven to be very effective for them.

This involves a limited law enforcement approach in which gas stations and convenience stores must meet a certain criteria which has been set out by law enforcement prior to reporting a gas drive off incident to police. The Criteria includes:

- Determine that the incident is intentional (i.e. no attempt to swipe card or come inside to pay, gas pump left on ground, person fled when asked to stop)
- Obtain the license plate number of the suspect vehicle and driver description (If they are unable to obtain a license plate # or suspect description a report likely will not be taken)
- Complete the gas drive off report
- Obtain D.O.T. registration information request, either online or by mail (<http://www.dot.state.wi.us/drivers/forms/mv2896.pdf>)
- Send a letter to the owner's last known address requesting payment. Allow 2 weeks for a response. The retailer may also, at their discretion, request restitution for the license check fee. (Include a copy with your report)
- Include a copy of any surveillance video or photos (if available)
- Agree to produce the employee who witnessed the incident in the event the matter is contested in court

The agencies mentioned above have indicated that this approach to gas drive off complaints has significantly reduced the number of police responses for these complaints. As you know, the Department has been working on identifying ways to mitigate certain calls for service so our Officers can spend additional time working on the more serious crime or disorder issues in their respective districts. To that end, this is a type of call for service that places a significant strain on our resources but is 100% preventable. As such, we have determined that this is a policy change that is necessary for the greater good of our community - the most effective use of police resources.

As a part of implementing this new policy, the Department worked with gas station and convenience store owners. A letter was sent out to all station/store owners or managers advising them of the impending policy changes, providing a summary of the process, and inviting them to one of two meetings held to explain the new process, and to provide them an opportunity to ask questions, provide other solutions or thoughts, etc. The first meeting session only four stores (Kwik Trip) were in attendance and did not express any concerns other than they were opposed to a pre-pay ordinance or requirement. No store representatives attended the second meeting session. The stores were advised that this policy change would be taking effect in October, 2013.

The letters regarding the changes were sent out approximately five weeks ago and, as previously indicated, we've held the two informational meetings since that time. As of October 02, 2013, the Police Department has not received a single message regarding opposition to this policy change. As such, the Police Department is now prepared to make this policy change in the coming weeks. We will, of course, work closely with the retailers to provide direction, assistance, and answers to questions during the transitional period.

GAS DRIVE-OFF FORM

INSTRUCTIONS FOR STATION EMPLOYEES

Was this Gas-Drive-Off an intentional act?

- No Credit Card swipe attempted on properly working Credit Card reader at pump (verified).
- Gas hose set on the ground to avoid detection / license plate removed from vehicle, etc.
- Person(s) told to stop, and did not / ran from the store / vehicle sped away, etc..

(An unintentional Gas Drive-Off is a Civil Matter and cannot be handled by Police)

TO BE COMPLETED BY EMPLOYEE FOR EACH INTENTIONAL INCIDENT

Date: _____ Time of Incident: _____ AM / PM

Vehicle Description: _____ / _____ / _____
License Plate State Approx. Year Make Model 2DR / 4DR / SUV / TRK Color

Driver Description: _____
Male / Female Race Height / Weight Hair length - color Facial hair Glasses Clothing

Gasoline: _____ / _____ / _____ / _____ Payment attempt: _____
\$ Amount Gallons Type Pump # Swiped card / Other purchases - \$ Amount

Incident Description (If intentional act; detail reasons): _____

***Save any Security Video and Receipt for the Gasoline**

Employee signature: _____ Date _____
Required in Criminal Prosecution / Employee will Testify in Court if necessary

If there is no obvious Criminal Intent, this is a Civil Matter:

- **Vehicle owner information cannot be given to you by Law Enforcement.**
- To legally obtain the vehicle's Registered Owner Information, you must complete the **MV2896**, Available from WiDOT (<http://www.dot.state.wi.us/drivers/forms/mv2896.pdf>).
- Mail the **MV2896** to the Wisconsin D.O.T. at the address on the form along with the \$5 fee. Law Enforcement has no legal authority to collect money or order payment in any Civil Matter. The Business may correspond with the registered owner of the vehicle in an attempt to collect payment for the Gasoline or pursue Civil Action.

Reporting Procedure for Gas Drive Offs - Quick Reference

Before the police will investigate a gas drive off you must:

- Determine that the incident is intentional

- Obtain the license plate number of the suspect vehicle and driver description (If you are unable to obtain a license plate # no report will be taken)

- Complete the gas drive off report

- Obtain D.O.T. registration information request, either online or by mail
(<http://www.dot.state.wi.us/drivers/forms/mv2896.pdf>)

- Send a letter to the owner's last known address requesting reimbursement. Allow 2 weeks for a response. (Include a copy with your report)

- Include a copy of any surveillance video or photos (if available)

- Agree to produce the employee who witnessed the incident in the event the matter is contested in court

Once these criteria are met, call the Fond du Lac Police Department at 920-906-5555 and request a police officer to be dispatched. The officer will review the report and determine if the above criteria have been met. If so, the officer will investigate the case and take the appropriate action. Officers are not allowed to share the registered owner's vehicle information with civilians.

CITY OF FOND DU LAC - Memorandum

City Clerk's Office

Date: October 3, 2013
To: City Council
From: Sue Strands, City Clerk
Re: 2013-2014 Class "B" Fermented Malt Beverage and
"Class C" Wine

CLASS "B" FERMENTED MALT BEVERAGE & "CLASS C" WINE

Limited Liability: Commonwealth Coffee Company, LLC
Agent: Jason Leffel
Address: 54 E 1st Street
Fond du Lac, WI 54935
d/b/a: Commonwealth Coffee Company & Deli
Location of Premises: 57 N Macy Street

**ALCOHOL LICENSING COMMITTEE MINUTES
CITY OF FOND DU LAC, WISCONSIN**

September 30, 2013
4:00 P.M.

Meeting Rooms D&E
City-County Government Center

160 South Macy Street
Fond du Lac, Wisconsin

OPENING CEREMONIES

ROLL CALL: Present: - Shawn Anhalt
J. Geoffrey Bares
David Hopper
Ray Lapierre

Absent: - Paul Osterholm (excused)
Kerry Ann Strupp (excused)
Lee Ann Lorrigan (excused)

Administrative Staff: - Steve Thiry, Asst. Police Chief
of Administration

Vice-Chairperson Bares declared a quorum present.

* * * * * Other Business * * * * *

REPORTS OF OFFICERS

**REVIEW DELIBERATE AND MAKE RECOMMENDATIONS ON APPLICATION FOR
NEW CLASS "B" FERMENTED MALT AND "CLASS C" WINE LICENSE**

Limited Liability Co: Commonwealth Coffee Company, LLC
Agent: Jason Leffel
Home Address: 54 E 1st Street
Fond du Lac, WI 54935
d/b/a: Commonwealth Coffee Company & Deli
Location of Premises: 57 N Macy Street
City Council Meet Date: October 9, 2013

Appeared in Support and to Ask/Answer Questions:
Jason Leffel, 54 E 1st St., Fond du Lac

Motion made by Lapierre to recommend to City Council approval of New Class "B" Fermented Malt and "Class C" Wine License d/b/a Commonwealth Coffee Company & Deli, 57 N Macy Street.

Fond du Lac Police Department

MEMO



To: City Manager Joe Moore
From: Chief Lamb
RE: Proposed Class "B" Beer and Class C Wine license request for Commonwealth Coffee Co. LLC, 57 N Macy St.
Date: 09-24-13

On September 24, 2013, Assistant Chief Klein, Community Development Director Wayne Rollin, Fire Department Division Chief Troy Hasse, Amy Hansen from the DFP and Association of Commerce C.E.O Joe Reitemeier met with Jason Leffel from Commonwealth Coffee Company LLC to discuss their application for the proposed restaurant/coffee shop located at 57 N. Macy Street.

Commonwealth Coffee plans on operating a coffee shop and deli service within their Riverside Apartment Development at the corner of N. Macy Street and Merrill Avenue. The coffee and deli shop is a 1,500 sq. foot facility that will offer various coffees as well as sandwiches from their full service deli, including breakfast sandwiches. Hours of operation for the business would be from 6:30 a.m. to 7 p.m. and they would be open seven days a week. The proposed license request would allow those dining customers who chose to, to purchase a select assortment of bottled beers or a glass of wine for on site consumption with their meal. The licensed area would include a small fenced in patio area off the northwest side of the business. The applicants anticipate a November 6 opening date.

Mr. Leffel is the proposed licensed agent for this establishment and will serve as the Operations Manager. He brings experience with him from operations at Trinity Restaurant. Background checks conducted on Mr. Leffel and the officers of the LLC, both in-house and NCIC/CIB, indicate no prior criminal history that would preclude them from obtaining the requested license. The Police Department has no objections to the approval of the proposed license request.

SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town
 Village of Fond du Lac County of Fond du Lac
 City

The undersigned duly authorized officer(s)/members/managers of Commonwealth Coffee Company, LLC
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as Commonwealth Coffee Company & Deli
(trade name)

located at 57 North Macy, Fond du Lac, WI 54935

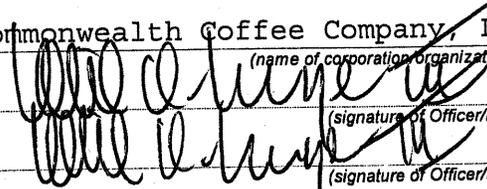
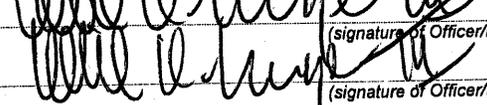
appoints Jason Leffel
(name of appointed agent)
54 East First Street, Fond du Lac, WI 54935
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

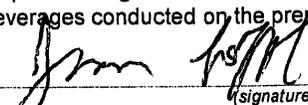
Is applicant agent subject to completion of the responsible beverage server training course? Yes No
How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 1 month

Place of residence last year North Aurora, IL

For: Commonwealth Coffee Company, LLC
(name of corporation/organization/limited liability company)
By: 
(signature of Officer/Member/Manager)
And: 
(signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, Jason Leffel, hereby accept this appointment as agent for the
(print/type agent's name)
corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

 7-31-13
(signature of agent) (date)
54 East First Street, Fond du Lac, WI 54935 Agent's age
(home address of agent) Date of birth

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY
(Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on 09/24/13 by Steven J. Kle Title ASSISTANT CHIEF OF POLICE
(date) (signature of proper local official) (town chair, village president, police chief)

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning July 1 20 13 ;
 ending June 30 20 14

TO THE GOVERNING BODY of the: Town of } Fond du Lac
 Village of }
 City of }

County of Fond du Lac Aldermanic Dist. No. _____ (if required by ordinance)

Applicant's Wisconsin Seller's Permit Number: <u>45610228169400R</u>	
Federal Employer Identification Number (FEIN): <u>61-1717535</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ 100
<input checked="" type="checkbox"/> Class C wine	\$ 100
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
Publication fee	\$ 55
TOTAL FEE	\$ 255

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ Commonwealth Coffee Company, LLC. Member: Louie Lange III.

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	Member	Louie Lange	N5232 Summit Court FDL, WI 54935
Vice President/Member			
Secretary/Member			
Treasurer/Member			
Agent	Operations Manager	Jason Leffel	54 East First St., FDL, WI 54935
Directors/Managers			

3. Trade Name ▶ Commonwealth Coffee Company & Deli Business Phone Number NA
 4. Address of Premises ▶ 57 North Macy FDL, WI Post Office & Zip Code ▶ 54935

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
 6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
 7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
 8. (a) **Corporate/limited liability company applicants only:** Insert state Wisconsin and date 06/07/13 of registration.
 (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
 (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
 (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) Location will have window cooler to display bev.

10. Legal description (omit if street address is given above): NA
 11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
 (b) If yes, under what name was license issued?
 12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
 13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] Yes No
 14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 31 day of July, 20 13

Cheryl M. Shettle
 (Clerk/Notary Public)

[Signature]
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
[Signature]
 (Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 8/9/15

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>9.9.13</u>	Date reported to council/board <u>10.9.13</u>	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)	(middle name)	
LEFFEL		JASON	DONALD	
Home Address (street/route)	Post Office	City	State	Zip Code
54 EAST FIRST STREET		FOND DU LAC	WI	54935
Home Phone Number	Age	Date of Birth	Place of Birth	
920-517-2905				

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an **individual**.
- A member of a **partnership** which is making application for an alcohol beverage license.
- Agent** of **Commonwealth Coffee Company, LLC**
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
 which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

- How long have you continuously resided in Wisconsin prior to this date? 90 days
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
 If yes, identify. (Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
 If yes, identify. (Name of Wholesale Licensee or Permittee) (Address By City and County)

6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Commonwealth Companies	54 East First Street, Fond du Lac, WI	07/01/2013	08/05/2013
Employer's Name	Employer's Address	Employed From	To
ARAMARK	2300 Warrenville, Downers Grove, IL	07/26/2006	06/30/2013

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 7 day of August 2013
Cheryl M. Smolke
(Clerk/Notary Public)

[Signature]
(Signature of Named Individual)

My commission expires 8/19/15



AUXILIARY QUESTIONNAIRE ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)		(middle name)	
LANGE		LOUIE			
Home Address (street/route)		Post Office		City	
54 EAST FIRST STREET				FOND DU LAC	
Home Phone Number		Age		Date of Birth	
920-922-8170		[REDACTED]			
				State	
				WI	
				Zip Code	
				54935	
				Place of Birth	

The above named individual provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an **individual**.
- A member of a **partnership** which is making application for an alcohol beverage license.
- Member** of **Commonwealth Coffee Company, LLC**
(Officer/Director/Member/Manager/Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)

which is making application for an alcohol beverage license.

The above named individual provides the following information to the licensing authority:

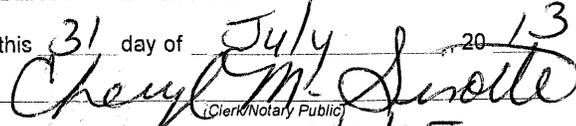
- How long have you continuously resided in Wisconsin prior to this date? 15 Years
- Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of any other states or ordinances of any county or municipality? Yes No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
 If yes, describe status of charges pending.
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
 If yes, identify. (Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
 If yes, identify. (Name of Wholesale Licensee or Permittee) (Address By City and County)

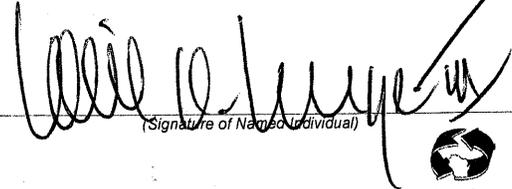
6. Named individual must list in chronological order last two employers.

Employer's Name	Employer's Address	Employed From	To
Commonwealth Construction	54 East First Street, FDL, WI 54935	07/01/2001	07/26/2013
Sunstarr Real Estate Group	848 South Main Street, FDL, WI 54935	08/15/1998	06/30/2001

The undersigned, being first duly sworn on oath, deposes and says that he/she is the person named in the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application.

Subscribed and sworn to before me

this 31 day of July, 2013

(Clerk/Notary Public)
 My commission expires 8/9/15


(Signature of Named Individual)



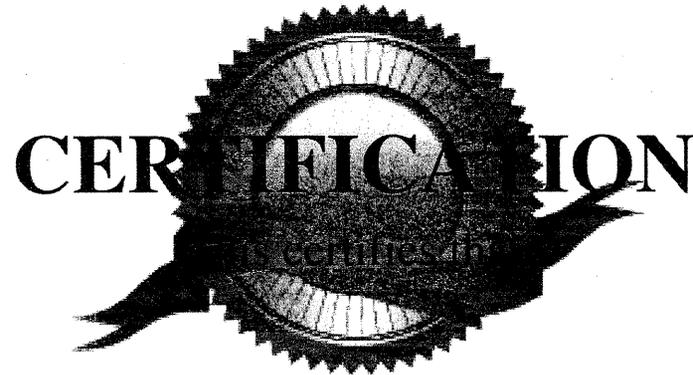


VALIDATE ONLINE AT SERVINGALCOHOL.COM

CODE: 8GD4VNVH1K

ONLINE TRAINING

SERVING ALCOHOL INC
UNITED STATES OF AMERICA
team@servingalcohol.com



jason leffel

has completed the Serving Alcohol Inc. approved course

Wisconsin Alcohol Seller-Server

July 31, 2013

APPROVED BY THE STATE OF WISCONSIN SS-125.04

PROVIDER TRAINING IN COMPLIANCE WITH SS-134.66

STUDENT ACKNOWLEDGED UNDERSTANDING OF SS-134.88:

Restrictions on sale or gift of cigarettes or tobacco products; that state law prohibits selling tobacco products to any person under the age of 18; and failure to comply with these restrictions may result in a citation.

PERSONS COMPLETING THIS COURSE HAVE AGREED TO EXECUTE THE FOLLOWING POLICIES TO THE BEST OF THEIR ABILITIES:

- * CARD ANY PERSON 35 YEARS OF AGE OR YOUNGER
- * OBSERVE AND REPORT ANY CUSTOMER SHOWING SIGNS OF POSSIBLE IMPAIRED BEHAVIOR
- * RESPOND IMMEDIATELY TO ANY POSSIBLE PROBLEM SITUATIONS
- * DETERMINE THAT PEOPLE ENTERING THE PREMISES TO CONSUME ALCOHOL ARE OF LEGAL ALCOHOL DRINKING AGE AND RECARD THEM IF THERE IS ANY QUESTION AS TO THEIR AGE
- * ENSURE A PERSON MATCHES THEIR VALID LEGAL IDENTIFICATION

Property Description

Commonwealth Coffee Company & Deli will be located at 57 North Macy Street in Fond du Lac. The location will be at the corner of Merrill St. and Macy St., located in the first level of the Riverside Apartment Development. The location will have counter service and seating areas located in the 1,500 square foot location space.

The following areas indicate where alcohol will be served, stored, or sold.

Served: Via counter service, and consumed either at the interior tables' settings or the exterior patio.

Stored: Product will be stored in a refrigerated cooler behind the main counter. Additional storage will be in closed refrigerators behind the counter. Red wine or non-refrigerated product will be stored in the dry storage area.

Sold: Items will only be sold via counter service, and for dine in patrons only. No carryout or delivery of alcohol.



Business Plan: Commonwealth Coffee Company & Deli

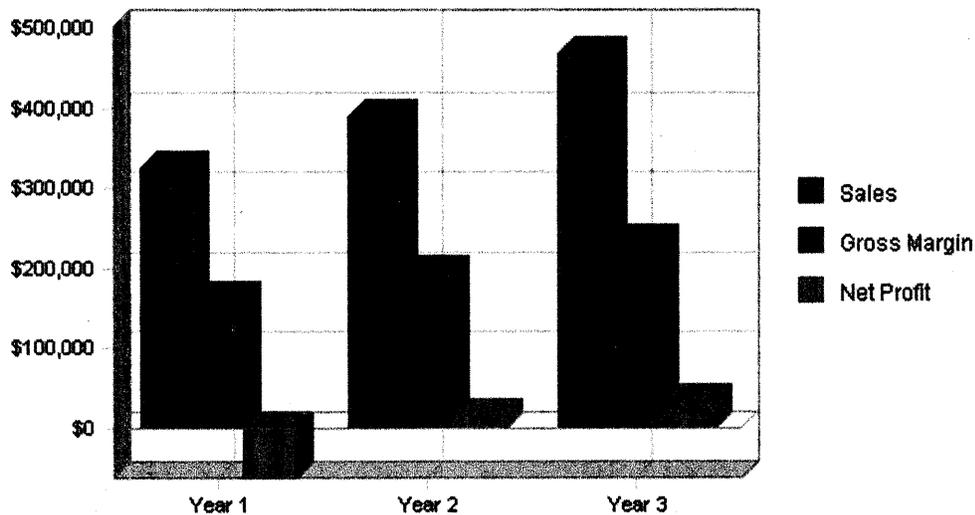
Executive Summary

The Commonwealth Coffee Company & Deli (CCC) is a start-up retail store in Fond du Lac, WI that provides premium Boarshead sandwiches, along with fantastic coffee, salads, and smoothies. Financing will come from the private investments. The restaurant will be open for business on November 1st, 2013.

CCC will be incorporated as an LLC corporation. The investors will be treated as shareholders and therefore will not be liable for more than their personal investments. With an aggressive marketing plan CCC expects to experience steady growth as it becomes more familiar to the general public.

With the financing in place CCC will be able to successfully open and maintain operations through year one. The large capital investments of the owners will provide the public with a unique and innovative store that will cater to the needs of those looking for a great location for a premium deli sandwich, coffee, or a casual beer or wine beverage. The successful operation of CCC will provide a customer base that will allow it to be self-sufficient.

Highlights



Objectives

1. To provide a wide range of premium food products and beverages at reasonable prices.
2. To achieve a healthy profit margin within the first year.
3. To achieve a modest net profit by year two.
4. To be an active and vocal member of the community, and provide continual re-investment through participation in community activities and financial contributions.

Mission

Dedicated to customer service CCC will give its patrons the kind of service that is respectful and prompt. Our food and beverage products will be the best in the area, and attract customers to the unique product. We'll offer variety so that all customers will find what they desire. Employees of CCC will also be treated in a professional manner with a rewarding work environment and fair compensation. CCC wants each customer to feel as though he/she has gotten Fifth Avenue treatment at a great price.

Keys to Success

To succeed in this business we must:

- Sell a broad range of products.
- Provide for the satisfaction of 100% of our customers.
- Be an active member of the community.
- Encourage customer input

Company Summary

CCC sells products and provides excellent customer service for the general public. We have leased a retail store which we use to market our products. It is located at 57 North Macy St. The company was incorporated on July 7th, 2013.

Company Ownership

CCC will be a limited liability corporation.

Start-up Summary

The building will be leased at \$700 per month over a 15 year lease.

Start-up costs will be financed through a combination of owner investment and short-term borrowing. Other miscellaneous expenses include:

- Marketing/advertising consultancy fees for assistance in designing our grand-opening ads and brochures.
- Legal fees for corporate organization filings.
- Retail merchandising/designing fees for store layout and minor renovations.

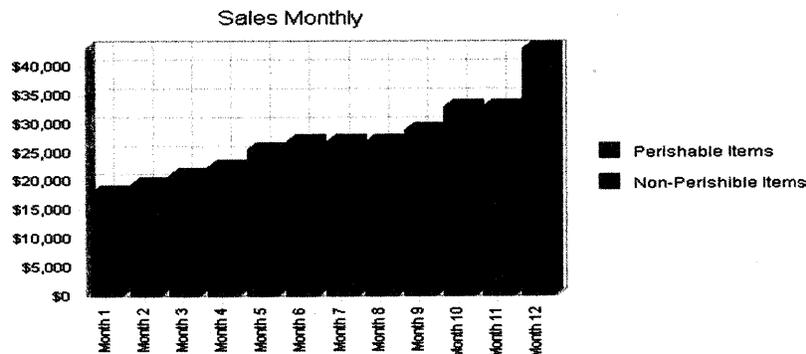
Products

CCC will largely sell both food and beverage items. Both items will be available as grab and go (except alcohol). Food items will be made fresh to order as well. A full service deli counter will be available for purchases that would be consumed in the home.

Sales Forecast

The following table and chart give a run-down on forecasted sales. We expect sales to increase at a rate of 10% by April. We would like to see another increase of 10% by August.

We expect to experience a steady growth throughout our first year even though we are a new business enterprise. As we become more familiar to the public we expect to gain more market share and would like to see progressive growth as we head into the following year.



RESOLUTION NO. 8428

**A RESOLUTION APPROVING THE 2014 BUSINESS
IMPROVEMENT DISTRICT OPERATING PLAN AND BUDGET**

WHEREAS, the Fond du Lac Business Improvement District (BID) has submitted its 2014 BID Operating Plan and Budget, and

WHEREAS, this plan and budget must be approved by the City Council to take effect.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Fond du Lac that the 2014 BID Operating Plan and Budget is hereby approved, calling for a tax rate of \$2.60 per thousand dollars of valuation, with no minimum tax and a maximum tax of \$3000.

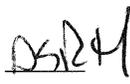
ADOPTED:

Samuel Meyer, President
Fond du Lac City Council

Attest:

City Attorney:

Sue L. Strands, City Clerk

Reviewed 

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: October 1, 2013

To: Joe Moore, City Manager

From: Wayne Rollin, Community Development Director

Re: Proposed 2014 BID Operating Plan and Budget

The Downtown Fond du Lac Partnership (DFP) is funded in part through a Business Improvement District (BID), as authorized under state law. Most of the activities of the BID are funded through a special tax paid only by downtown property owners. In order to levy the tax in the downtown to fund the BID, the City Council must review and approve the 2014 BID Operating Plan and Budget for the upcoming year.

The DFP is requesting an increase in the tax rate of 50 cents, from \$2.10 per thousand of assessed value to \$2.60 per thousand. They also request that the minimum tax of \$150 be dropped, and that the maximum be raised from \$1900 to \$3000. This would be only the second increase in the BID tax since it was created in 1999.

Approval at this stage by the City Council sets the BID tax rate for the downtown. It does not set the amount of the DFP subsidy provided by the City through the annual budget. That amount will be set by the City Council in the 2014 budget to be adopted later.

The BID has operated successfully for fourteen years in Fond du Lac and continues to do very good work, benefiting the downtown and the entire community.

Should you or any members of Council have any questions regarding this matter, please contact me. Thank you.

To: Fond du Lac City Council

From: The Downtown Fond du Lac Partnership Board of Directors

Date: October 9, 2013

Re: 2014 Business Improvement District Tax Assessment

On October 9, 2013 you will be voting to approve the 2014 Business Improvement District (BID) assessment. The BID assessment is levied on all properties within the boundaries of the downtown district. Churches, schools, non-profits, residential and government owned properties are exempt from this assessment.

The BID assessment is a self-imposed fee downtown property owners have agreed to pay in order to work on the revitalization of the downtown district in an effort to preserve their property values. This type of funding mechanism is common in downtown districts. In Fond du Lac, this structure has been in place since 1999.

As of 2006, the assessment rate is \$2.10 per every \$1,000 in assessed value, with a minimum assessment of \$150 per property and a maximum of \$1,900 per property.

The Downtown Fond du Lac Partnership Board of Directors is looking to establish the BID assessment at \$2.60 per \$1,000, with no minimum and a maximum of \$3,000.

The additional revenue created by this increase would be \$35,000. These funds would be placed in a segregated Downtown Development Fund, and would only be used for the purposes of the programs identified in Exhibit A. If the funds are not exhausted in a given year, the monies will stay in the fund to be granted out in subsequent years.

The assessment is collected by the City of Fond du Lac annually and provided to the Downtown Fond du Lac Partnership.

Exhibit A

The Downtown Development Fund would be a segregated account to be used only for the purposes of these or other newly formed business development programs. Unused monies will stay in the fund to be granted out in subsequent years.

1. Façade Grant Program – (Existing Program)

Description: The program currently exists, but the maximum grant was lowered to \$1000 in 2013 due to reduced funding. Ideally the grant maximum would be raised back to \$2000. This program is a matching grant to be used for improvements to property exteriors including doors, windows, siding, carpentry, etc. A design plan is required.

Program success to date: \$130,000 has been awarded to 110 property owners in Downtown Fond du Lac. The Façade Grant Program has leveraged approximately \$1,000,000 in property improvement projects. A complete list of grants awarded can be found at <http://www.downtownfdl.com/dfp/publications.html>.

2. Business Expansion Grant – (New Program)

Description: A \$2000 reimbursable grant for businesses opening an additional location of an already proven business. Businesses would be given a \$2000 incentive to assist with startup costs. Business plan required. 3 year signed lease or purchase of property would be required.

Need for program: Many of the existing grant programs that currently exist are focused on new businesses, which are a greater risk than established businesses. This program would incentivize existing businesses that are ready to expand into a new community.

3. Residential Design & Feasibility Program – (New Program)

Description: A grant up to \$3000 for architectural design services in conjunction with cost analysis. The plan would equate to a feasibility study to determine if it is cost effective to rehabilitate upper floors in commercial buildings.

Need for program: There are many properties that have the opportunity to develop upper floor residential. All existing residential loan and grant programs are tied to low and moderate income tenants, including our residential rehab loan. There is demand for market rate apartments, and it is also a desirable customer base to support surrounding businesses. There are numerous property owners that make their properties cash flow through the rental units on the upper levels, and an opportunity for many more.

4. Jumpstart Marketing Grant – (New Program)

Description: A \$1,000 reimbursable grant given to new businesses or existing businesses that want to reinvent their marketing plan. A marketing and branding plan would be required and approved by a team of marketing professionals. The goal is to set launch successful marketing campaigns that reach the desired target market and adequate funding has been earmarked for marketing.

Need for program: As a cost saving measure, many new and existing businesses sacrifice their marketing budget. This program is designed to help subsidize marketing costs, while working with the DFP Marketing Committee on a complete comprehensive marketing strategy.

Downtown Fond du Lac Partnership
2014 Budget and Operating Plan

	2013 PROJECTED	2014 BUDGET
REVENUES		
GENERAL FUNDING		
BID Assessment	112,000	140,000
City Contribution	38,800	50,000
Interest Income	0	0
In Kind Donations	44,500	44,500
TOTAL GENERAL FUNDING	195,300	234,500
EVENTS		
Fund Raising - Fondue Fest	18,000	22,000
Fund Raising - Farmer's Market	22,000	16,250
Fund Raising - Sidewalk Sale	3,200	3,200
Fund Raising - Home for the Holidays	3,450	1,450
Fund Raising - Lunchtime Live!	2,400	2,400
TOTAL EVENTS	49,050	45,300
TOTAL REVENUES	244,350	279,800
EXPENSES		
GENERAL OPERATIONS		
Administration & Benefits	116,000	116,000
Equipment & Tech Services	1,200	2,000
Office Supplies	2,500	2,500
Copies	450	250
Postage	400	400
Quick Books	633	633
Accounting Service	0	5,000
Rent and Utilities (\$18000 in kind)	18,000	18,000
Memberships	1,938	1,700
Subscriptions	200	200
Business Insurance	4,200	4,000
Travel Expenses	800	800
Conferences/Training	4,000	3,000
Annual Meeting, Report & Awards	1,326	1,350
TOTAL	151,647	155,833
BUSINESS DEVELOPMENT FUND		
Business Attraction	4,000	4,000
Downtown Development Fund	4,000	43,000
TOTAL	8,000	47,000
MARKETING FUND		
Website & Technology	2,711	4,000
Marketing Campaign	5,300	4,000
TOTAL	8,011	8,000
STREETSCAPE FUND		
Holiday Decorations (\$5000 in kind)	6,600	6,600
Banners	0	2,500
TOTAL	6,600	9,100
EVENTS		
Fondue Fest (\$21500 in kind)	35,000	40,000
Farmer's Market	20,000	12,600
Sidewalk Sale	1,450	3,000
Home for the Holidays	3,371	1,400
Lunchtime Live!	2,227	2,400
Misc - 2012 Expenses	1,211	0
TOTAL	59,821	59,400
TOTAL EXPENSES	234,079	279,333
NET INCOME/(LOSS)	10,271	467

2014 Downtown Fond du Lac Partnership Operating Plan (as defined by the 2012-2017 Strategic Plan)

Goal 1: Maximize the Utilization of Downtown Fond du Lac Properties

Objective 1: Create and implement a plan to recruit and retain desirable businesses, developers and other mission enhancing enterprises

Strategy 1: Create and implement a business recruitment campaign focusing on development opportunities aimed at existing businesses looking to expand into a new market, and development firms

- Continue and expand the Façade Grant Program
- Develop a new grant program - Business Expansion Grant - for businesses that have a proven track record and ready for expansion
- Continue partnership with FCEDC to create an entrepreneur's development system.
- Biz Swap - a cooperative agreement between fellow Wisconsin cities to share information related to business expansion opportunities
- Assist new business prospects with location/purchase assistance, financial program assistance and business plans
- Work with local banks to form a Downtown Revolving Loan Fund
- Assist property owners with marketing/selling properties - continue to list available properties on DFP website
- Solicit potential new businesses mailings, phone calls or personal visits

Strategy 2: Create and implement a business retention program

- Weekly radio program on KFIZ featuring a downtown business
- Initiate a Retailer's Roundtable - a roundtable to bring small business retailers together to form joint venture partnerships. A networking roundtable designed to bring people with common issues together
- Continue the Downtown Dollars promotion
- Investigate the interest of businesses to begin a Downtown Gift Card program
- Assist business in marketing during the holiday season through the Home for the Holidays campaign
- Facebook - marketing of downtown businesses, cross promotions
- Assist businesses in dispute remediation
- Assist property owners on financial incentive programs
- Business Marketing Assistance - helping businesses with marketing plan, explaining the variety of opportunities to work with the DFP to market their businesses, partnering businesses for joint promotions, website education
- Maintain kiosk in Main Street Plaza to advertise business events
- Form a Responsible Hospitality Committee containing members of the taverns and restaurants
- Create Marketing Plan 101, a partnership with UW Oshkosh to write and/or implement basic to advanced marketing plans for new and existing businesses
- Initiate business development, marketing, social media classes and training in partnership with UW Oshkosh

Strategy 3: Create and implement a plan for residential development

- Develop an Interior Design & Feasibility Grant to assist property owners in the utilization of upper floor development

Strategy 4: Educate and keep relationships with realtors, lenders and property owners on financial programs and benefits of doing business downtown

- Continue to administer a "Downtown Welcome Wagon" program to new home owners in the Fond du Lac area

Goal 2: Position Downtown Fond du Lac a Premier Destination

Objective 1: Develop and implement a strategy to attract and retain arts & entertainment related businesses

Strategy 1: Develop and implement a marketing and recruiting plan to attract new businesses in the Arts & Entertainment District

- Continue to specifically market available properties and attract businesses in the Arts & Entertainment District

Strategy 2: Develop incentive programs specifically available to arts & entertainment related businesses

Objective 2: Develop and implement a marketing & branding initiative specifically for the Arts & Entertainment District

Strategy 1: Define the public perception of downtown. Determine what we want to be known for

- Implement a public campaign, Rediscover Downtown Fond du Lac, to encourage residents within a 5 miles radius to rediscover the shops, restaurants and professional services

Strategy 2: Create and implement a plan to attract an audience with disposable income

- Downtown Business Directories - update, print and distribute
- Promote The Wedding Collection, a niche market campaign
- Pursue funding sources for public art
- Investigate the feasibility of a weekly "Get Downtown" video or monthly magazine

Strategy 3: Create a unified alignment of other organizations' visions for downtown

- Implement new way finding system including Welcome to Downtown signs, new banners, pedestrian maps and kiosk redesign

Strategy 4: Create and market special events that will be a regional tourist draw and will bring high economic impact to the area

- Saturday Farmer's Market, Wednesday Farmers Market, Fondue Fest, Sidewalk Sale, and Monster March
- Promote all events happening in the downtown district such as bike race, parades, live concerts
- Publish bi-monthly "Downtown Events" calendar

Goal 3: Improve the Aesthetic/Visual Appeal of Downtown Fond du Lac

Objective 1: Assist with property improvements

Strategy 1: Continue financial assistance programs such as: Façade Grant Program, Façade Design Grant, and Commercial Rehabilitation Loan Program

- Continue to promote the Downtown Fund for charitable giving

Strategy 2: Continue to support the Downtown Design Guidelines

Objective 2: Assist with maintaining a downtown environment that is clean, safe, comfortable and welcoming

Strategy 1: Be a part of the streetscape design process, including amenities that are visually consistent and cohesive in design with the rest of the downtown district

- Work with the City of Fond du Lac to maintain planters in Main Street Plaza

Strategy 2: Invest in amenities that would add to the overall appeal of the area that may include banners, flower planters, trash receptacles, bike racks, and signage

- Continue the Adopt a Planter Program
- Continue Holiday Decorations - lights and garlands on light poles, lights in Veteran's Park
- Purchase and install new banners, "Welcome to Downtown" signs and pedestrian maps

Strategy 3: Work with the City of Fond du Lac to ensure a clean and safe environment

- Utilize the "Downtown Crew" for regular maintenance and landscaping
- Partner with service groups and businesses to maintain pocket parks

Additional Initiatives

Raise the profile of the organization through memberships with key organizations to gain community support

- Noon Rotary, Elks, Thelma Sadoff Center for the Arts, Noon Kiwanis, Volunteer Center of FdL County

Staff Development and continually seek out new initiatives to educate and bring in new ideas

- Continue involvement with Wisconsin Downtown Action Council, working for change in legislation to improve the vitality, health and investment feasibility in Wisconsin downtowns
- Member of the National Trust for Historic Preservation, Wisconsin Main Street, Wisconsin Economic Development Association, International Economic Development Council
- Staff Training including attendance at the Wisconsin Governors Conference on Tourism, National Main Street Conference, Quad State Main Street Conference

Organizational Communications

- Publish annual report and host annual meeting
- Continue to work with the City of Fond du Lac in relaying emergency notifications to property and business owners
- Publish monthly newsletter
- Grow community awareness by speaking to community groups

RESOLUTION NO. 8429

**A RESOLUTION CONFIRMING APPOINTMENT
TO THE HISTORIC PRESERVATION COMMISSION**

BE IT RESOLVED by the City Council of the City of Fond du Lac that the following appointment by the City Manager to the Historic Preservation Commission is hereby confirmed:

<u>Historic Preservation Commission</u>	<u>Beginning</u>	<u>Ending</u>
Tom Meiklejohn III	10/10/2013	4/30/2016

ADOPTED:

Samuel Meyer, President
Fond du Lac City Council

Attest:

City Attorney:

Sue L. Strands, City Clerk

Reviewed DSM

**CITY OF FOND DU LAC APPLICATION
FOR APPOINTMENT TO
CITY BOARDS, COMMISSIONS, AND COMMITTEES**

Historic Preservation Commission September 19, 2013
Name of Board, Commission or Committee Date

Tom W. Meiklejohn, III [REDACTED]
Full Name Address

Architect Self-Employed
Occupation Employer

18 Years of Age or Older? Yes No Home Phone _____ Business Phone [REDACTED]

E-Mail Address: TWM3ARCH@SBCGLOBAL.NET Cellular Phone [REDACTED]

Are you currently a resident of Fond du Lac? Yes No No. of Years: 50 +/-

Education: UW-Milwaukee -1982 BS of Architectural Studies

List potential conflicts of interest: _____

List City boards, commissions or committees on which you have served:	Yrs	List other civic, church or club committees on which you have served:	Yrs
Downtown Architectural Review Board	1	WI Main Street Board – Madison, WI	6
Board of Appeals	10		
DFP – Design Review Board, General Board, Economic Committee, etc.	12		

I have read the information sheet outlining the desired qualifications for this board. My background and interests meet these desired qualifications as follows:

Architect- Understand and have designed several projects in the FDL area; Understand and have worked with historic guidelines in several communities

If selected, I would like to work towards bettering the community through my service in the following ways:

Will continue with the vision of DFP, Arts District and Historic Preservation. Representation of proper building types, styles within proper historic context that will enhance the entire downtown as well as the entire community.

Please note: By filing this application with the City of Fond du Lac, applicant acknowledges that personal information on this form may be published in the annual Fond du Lac Boards and Commissions Directory and distributed to members, staff and the public.

RESOLUTION NO. 8430

**A RESOLUTION APPOINTING INTERIM CITY COUNCIL
MEMBERS TO SERVE ON
CITY BOARDS AND COMMISSIONS**

BE IT RESOLVED by the City Council of the City of Fond du Lac that the following appointments by the majority of the City Council members is:

<u>Historic Preservation Commission</u>	<u>Beginning</u>	<u>Expiring</u>
_____	10/10/2013	04/16/2014
<u>SRO Advisory Board</u>	<u>Beginning</u>	<u>Expiring</u>
_____	10/10/2013	04/16/2014
_____	<u>Beginning</u>	<u>Expiring</u>
_____	10/10/2013	

ADOPTED:

Samuel Meyer, President
Fond du Lac City Council

Attest:

City Attorney:

Sue L. Strands, City Clerk

Reviewed CTW

RESOLUTION NO. 8431

**A RESOLUTION REGARDING
CITY COUNCIL SALARIES**

WHEREAS, the City established a salary, originally, for elected officials by ordinance, however, any subsequent changes can be done by motion with a simple majority vote under Section 1.07 of the Code of Ordinances of the City of Fond du Lac, and

WHEREAS, in 1984, the salary was set at \$1,800, with an additional \$300 to be paid to the Council President, and

WHEREAS, the only increase to the Common Council salary was made in 1997 to the level of \$3,000, and

WHEREAS, the Common Council salary was reduced last year to the level of \$2,500, and

WHEREAS, the Common Council salary has not kept pace with inflation and Council would like to raise salaries to \$5,000 over the next five years, and

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Fond du Lac that Common Council salary levels be raised in \$500 increments over the next five years so that all council salaries will be \$5,000 annually in 2018, with the increases becoming effective for Council members as their terms end.

ADOPTED:

Samuel Meyer, President
Fond du Lac City Council

Attest:

City Attorney:

Sue L. Strands, City Clerk

Reviewed *DSM*

CITY OF FOND DU LAC - Memorandum

City Attorney/Human Resources Department

Date: October 3, 2013

To: City Council

From: Deborah Hoffmann, City Attorney/Director – Human Resources

Re: Council Salary Information

I looked back into the City Attorney office files and found some memos from 1997.

It appears in 1984, the salary was set at \$1,800, with an additional \$300 to be paid to the Council President. If that salary amount were adjusted for inflation, it would be \$4,046.90.

The salary was adjusted in 1997 to \$3,000. If that amount were adjusted for inflation, it would be \$4,366.28.

I used the Bureau of Labor Statistics Inflation calculator to adjust for inflation. Here's the link.

http://www.bls.gov/data/inflation_calculator.htm

It would appear that the current City Council salary amount has not kept up with the rate of inflation. The job duties of Council have not been reduced at all during this time.

<u>Name</u>	<u>Position</u>	<u>Term</u>	<u>Current Salary</u>	<u>2014(+500)</u>	<u>2015(+500)</u>	<u>2016(+500)</u>	<u>2017(+500)</u>	<u>2018(+500)</u>
Samuel Meyer	President	2015	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 4,300.00	\$ 4,300.00	\$ 5,300.00
Catherine Block	Council Member	2015	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 4,000.00	\$ 4,000.00	\$ 5,000.00
Dan Manning	Council Member	2015	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 4,000.00	\$ 4,000.00	\$ 5,000.00
Gary Miller	Council Member	2014	\$ 3,000.00	\$ 3,000.00	\$ 4,000.00	\$ 4,000.00	\$ 5,000.00	\$ 5,000.00
Lee Ann Lorrigan	Council Member	2014	\$ 3,000.00	\$ 3,000.00	\$ 4,000.00	\$ 4,000.00	\$ 5,000.00	\$ 5,000.00
Karyn Merkel	Council Member	2014	\$ 2,500.00	\$ 2,500.00	\$ 4,000.00	\$ 4,000.00	\$ 5,000.00	\$ 5,000.00
Brian Foster	Council Member	2014	\$ 2,500.00	\$ 2,500.00	\$ 4,000.00	\$ 4,000.00	\$ 5,000.00	\$ 5,000.00

(This assumes all Council Members are re-elected)