



VILLAGE OF WILLIAMS BAY

250 Williams Street | PO Box 580 | Williams Bay | WI | 53191 | williamsbay.org

Phone: 262-245-2700

NOTICE

FINANCE & PERSONNEL (F&P) COMMITTEE MEETING WEDNESDAY, AUGUST 24, 2022 AT 4:00 PM VILLAGE HALL COUNCIL ROOM

AGENDA

The following agenda items may be considered for Discussion, Consideration, or Action

- I. Call to Order
- II. Roll Call
- III. R-26-2022 Resolution to Exceed Levy Limit and Approve Referendum Question
- IV. Marketing Proposal from Cindy Rowe Marketing
- V. Lions Park and Baywood Heights Playground Proposals
- VI. Outfield Fence- Theatre Road
- VII. Adjourn

Lowell Wright

Finance & Personnel Chair

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the Village Clerk's office in advance so the appropriate accommodations can be made.

Posted: 08/23/2022 2:00 PM

RESOLUTION NO. 2022-26
RESOLUTION TO EXCEED WIS. STAT. SEC. 66.0602 (2)
LEVY LIMIT AND APPROVE REFERENDUM QUESTION

WHEREAS, pursuant to Wis. Stat. Sec. 66.0602 (2), the levy increase for the Village of Williams Bay in 2023 is limited to 1.674%; and

WHEREAS, the Village Board of the Village of Williams Bay finds that it is in the best interests of the residents of the village, their invitees and visitors to the village to provide 24-hour emergency medical services within the village; and

WHEREAS, the Village Board of the Village of Williams Bay finds that the village is unable to fund the cost of providing efficient 24-hour emergency medical services within the village by increasing the levy, due to the limitations imposed by Wis. Stat. Sec. 66.0602 (2); and

WHEREAS, the Village Board of the Village of Williams Bay finds that it is appropriate to submit to the electorate a referendum to request authority to increase the levy limit by 31.120% on an ongoing basis to provide the funding for the provision of 24-hour emergency medical services within the village.

NOW, THEREFORE, the Village Board of the Village of Williams Bay do resolve as follows:

1. That for the next fiscal year, 2023, for the purpose of funding the provision of 24-hour emergency medical services within the Village, the levy be increased 31.120%, resulting in a levy of \$3,910,373 and that the increase of \$928,077 be included for each fiscal year going forward.
2. That the levy limit increase provided for in this resolution be subject to the approval of the electorate of the following question in a referendum submitted to the electorate for that purpose:

Under state law, the increase in the levy of the Village of Williams Bay for the tax to be imposed for the next fiscal year, 2023, is limited to 1.674%, which results in a levy of \$2,982,296. Shall the Village of Williams Bay be allowed to exceed this limit and increase the levy for the next fiscal year, 2023, for the purpose of providing the Village with 24-hour emergency medical services, by a total of 31.120% which results in a levy of \$3,910,373, and on an ongoing basis, include the increase of \$928,077 for each fiscal year going forward?

YES _____ NO _____

3. That the clerk take all steps necessary to ensure that the referendum question be submitted to the electorate at an election called for that purpose.

Approved by the Village Board of the Village of Williams Bay this _____ day of _____, 2022.

VILLAGE OF WILLIAMS BAY

By: _____
William Duncan, President

Attest: _____
Jackelyn Pankau-Daniels, Clerk

Date Passed: _____

Date Published: _____

Marketing Campaign Proposal:

.....

Thank you for the opportunity to present a marketing campaign proposal for your upcoming referendum. I believe I can provide a thorough marketing campaign to bring awareness and generate positive conversation around the heated topic of raising taxes. It comes down to public safety and sharing stories that will have an impact on the common voter.

Utilizing a variety of marketing tactics, I have put together a proposal with an impact to get the YES VOTE your village is looking for.

I am happy to have a Zoom meeting or phone call to go over the specifics of this proposal or to answer any questions you may have.

Thank you,

Cindy Dimke

Email: cindy@cindyrowemarketing.com

Website: <https://www.cindyrowemarketing.com>

Phone: 815-621-5214



Referendum Marketing Campaign

Marketing Campaign Objectives

- Motivate local citizens to vote YES for the referendum
- Educate the community of the real issues with facts
- Spend efficiently on the campaign; collaborate with Village of Fontana
- Reach a wide-range of citizens through various media

Considerations:

- All data and information must be provided.
- Printing and Ad Spending are additional.
- One main point of contact to relay information and get creative design approval.
- Clear deadlines and timeframe from Village
- Deposit of 50% is due at the time of the signed agreement; final balance due at the completion of tasks. Payment schedule option is available.

Proposal Details

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Marketing Campaign for Referendum

\$9250

- **Press Release**

- Includes writing the Press Release if necessary; rely on your contacts to distribute

- **Creation of Slogan/Tagline**

- Provide 3 concepts to choose from; from there, your team can fine tune it if necessary.

- **Creative Design, Copywriting and Formatting for all Marketing Collateral**

- Up to 3 Direct Mailing Pieces (suggested buck slip for utility bill statement (2-sided), graphic poster (2-sided), large postcard
- Branded, Professional PowerPoint Slides for Community Meetings
- Yard Signs/Banners/T-shirts (if applicable)

- **Social Media Campaign**

- Creation of Facebook Page for the Referendum
- Collaboration with other local entities to help promote page
 - Fire, Police, Area Facebook Groups, Village of Fontana, etc.
- Create custom graphics and daily posts on Facebook Page until the election date.
 - Stay on top of comments and inbox messages and forward to point of contact.
- Live Stream all Public Meetings (Using Streamyard to play live on Facebook/YouTube) and then add video to website
- Targeted Social Media Ads

Proposal Details, Cont.

.....

- **Traditional Advertising**

- If it makes sense for your budget and coverage area, develop a ad campaign for Newspaper/Radio/TV.
- Creation of ads including graphic design, copywriting and working with the appropriate contact.

- **Dedicated Website or Landing Page**

- Four-page mobile-friendly Wordpress Website, including hosting, set-up, customized theme, SSL, and all design/copywriting, up to 5 hours tech support once website is live.
- If a dedicated website is not favorable, I would suggest a landing page where citizens can get detailed information about the referendum as well as a dedicated page on your current website.

- **Video Series**

- Storytelling Video (feel-good community video featuring pictures with a voice-over)
- Testimonial Video (include up to 3 interviews of local citizens who explain the importance of the referendum)
- Ability to shorten these videos and post to Facebook.

What Others Have Said

.....

"With only a business name and a couple thoughts, Cindy put together a GREAT image for us! She is currently advising us on the best ways to maintain our social media. We look forward to continued projects with her company!"

~ Michael Wilson, The Forge



"Cindy has done a phenomenal job in taking things out of my head and making them a reality on paper. She has an ability to design logos, help with websites and create marketing buzz for your business. I highly recommend hiring her!"

~ Kara Davis, Entrepreneur

About

.....

Cindy Rowe Marketing has impacted hundreds of entrepreneurs, small business owners, and professionals through consulting, coaching, workshops, events, a weekly Facebook Live Show {Back Stage with Cindy Rowe} and most recently her weekly Kindness Advantage Live Show.

Cindy has taken her background in business, marketing, fitness and entrepreneurship and combined them into a solid strategy using the marketing tactics that best suit your business or organization.

In business since 2016 and almost 25 years of marketing experience, Cindy is committed to helping businesses with their marketing needs regardless of their size or budget.





COLOR KEY	
●	REDWOOD
●	OLIVE
●	BROWN
●	SILVER
●	GRANITE
●	GRAY
●	GRAY/BLACK



INFORMATION
MINIMUM FALL ZONE
SURFACED WITH
RESILIENT MATERIAL
AREA

2368 SQ.FT.

PERIMETER

332 FT.

STRUCTURE SIZE

51' 2" x 64' 7"

STRUCTURE IS DESIGNED
FOR CHILDREN AGES:

- ☐ 6-23 MONTH OLDS
☐ 2-5 YEAR OLDS
☒ 5-12 YEAR OLDS
☐ 13 + YEAR OLDS



Registered
to ISO 9001

Registered
to ISO 14001

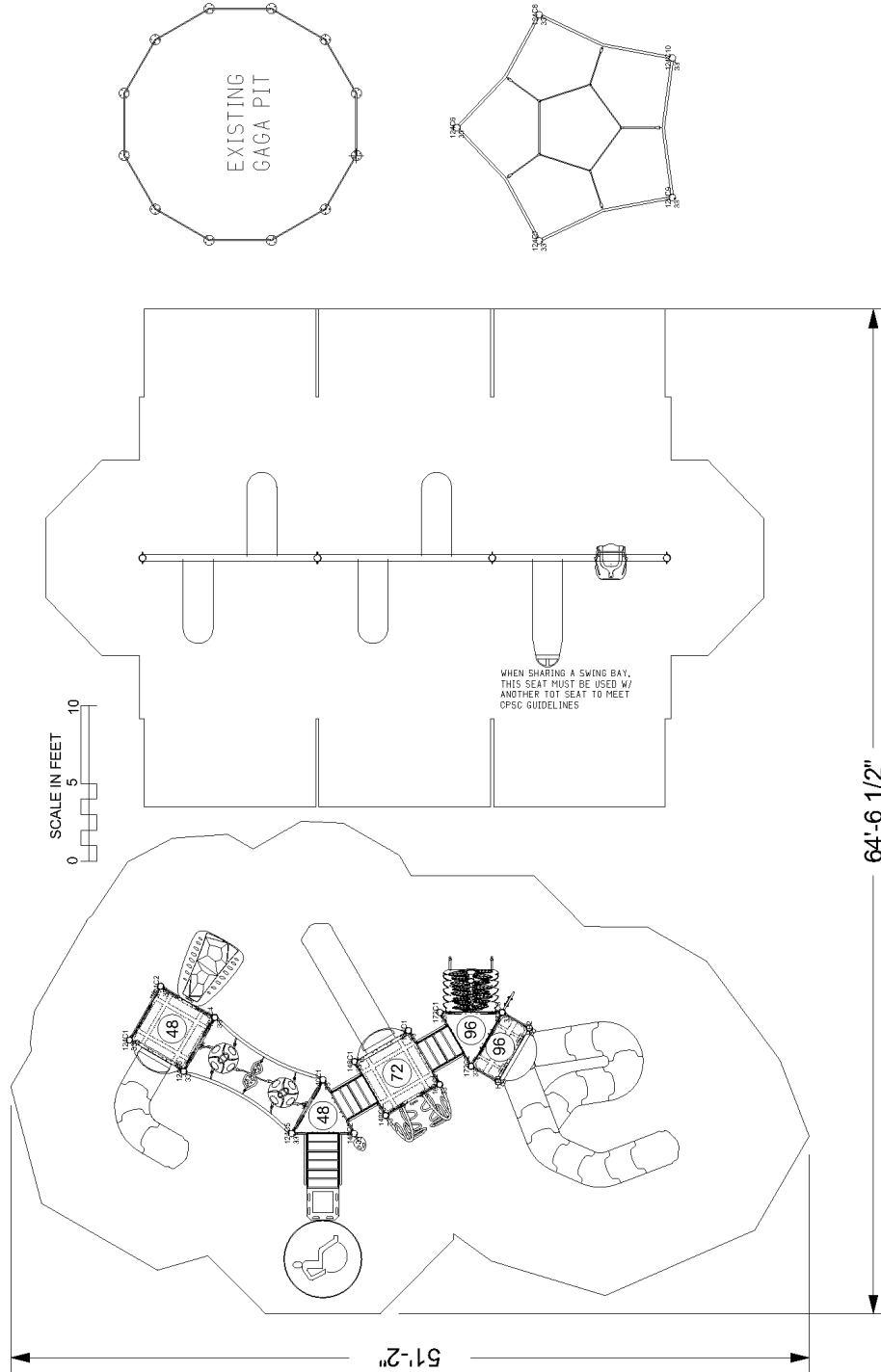


To verify product certification,
visit www.ipema.org

The play components identified
in this plan are IPEMA
certified. The use and layout of
these components conform to the
requirements of ASTM F1487.
To verify product certification,
visit www.ipema.org

The space requirements shown
here are to ASTM standards.
Requirements for other standards
may be different.

The use and layout of play
components identified in this plan
conform to the CPSC guidelines.
U.S. CPSC recommends the
separation of age groups in
playground layouts.



WARNING!

ACCESSIBLE SAFETY SURFACING MATERIAL IS REQUIRED BENEATH
AND AROUND THIS EQUIPMENT.
FOR SLIDE FALL ZONE SURFACING AREA SEE CPSC's Handbook for
Public Playground Safety.
PLATFORM HEIGHTS ARE IN INCHES ABOVE RESILIENT MATERIAL.

ADA ACCESSIBILITY GUIDELINE (ADAAG CONFORMANCE)

NUMBER OF PLAY EVENTS:	18
NUMBER OF ELEVATED PLAY EVENTS:	9
NUMBER OF ELEVATED PLAY EVENTS ACCESSIBLE BY RAMP:	PROVIDED: 0
NUMBER OF ELEVATED PLAY EVENTS ACCESSIBLE BY TRANSFER SYSTEM:	PROVIDED: 5
NUMBER OF ELEVATED PLAY EVENTS ACCESSIBLE BY RAMP OR TRANSFER SYSTEM:	PROVIDED: 5
NUMBER OF GROUND LEVEL PLAY EVENTS:	9
NUMBER OF TYPES OF GROUND LEVEL PLAY EVENTS:	PROVIDED: 4
RECD: 0	RECD: 0
RECD: 5	RECD: 5
RECD: 3	RECD: 3
RECD: 4	RECD: 4

Burke

SERIES: Basics, Nucleus

SITE PLAN

DRAWN BY: Kari Champeau

Village of Williams Bay

250 Williams St

Williams Bay, WI 53191

Lee Recreation, LLC

142-156771-1

BCI Burke Company, LLC PO Box 549 Fond du Lac, Wisconsin 54936-0549 Telephone 920-921-9220

July 21, 2022



Office (800) 775-8937
Fax (608) 423-7655

260 W. Main Street
Cambridge, WI 53523

info@leerecreation.com
www.leerecreation.com

PROVIDING FUN ACROSS WISCONSIN SINCE 1995

Quotation #7-27-2022

DATE: July 27, 2022

TO: Becky Tobin
Village of Williams Bay
250 Williams St. - Williams Bay, WI 53191

SOURCEWELL ID #: 198871

PROJECT NAME: Lions Park
PROJECT LOCATION: 240 Elkhorn Rd.
Williams Bay, WI 53191

FROM: Jeff Thompson
RE: Playground Proposal #142-156771-1

BURKE "Play That Moves You" - Sourcewell Contract #198871-Bur

ITEM	DESCRIPTION	UNIT PRICE	TOTAL
142-156771-1	Nucleus/Intensity Structure for ages 5-12	\$52,502.00	\$52,502.00
550-0201	Single Post Swing 5" OD	\$ 1,435.00	\$ 1,435.00
550-0202	2-Single Post Swing Add On, 5" OD	\$ 1,195.00	\$ 2,390.00
550-0099	Tot Seat, 7' & 8' Single, Std.	\$ 204.00	\$ 204.00
550-0112	2-Belt Seat, 8' Pair, Std Chain	\$ 223.00	\$ 446.00
550-0171	Freedom Swing Seat, 8' Beam	\$ 1,094.00	\$ 1,094.00
570-0101	P6Ball	\$ 4,158.00	\$ 4,158.00
Discount	10% Discount Per Sourcewell Contract #198871-bur		(\$6,222.90)
ADDITIONAL	Additional Courtesy Discount		(\$2,777.10)
Install	Assembly/Installation		\$16,000.00
Timbers	59 4ft Timbers	\$ 45.00	\$ 2,655.00
Ramp	ADA Half Ramp System For 8" Border Timbers	\$ 750.00	\$ 750.00
EWf	155 yards ³ Engineered Wood Fiber Delivered	\$ 27.00	\$ 4,185.00
Freight	Delivery of Equipment to Williams Bay, WI 54301		\$ 1,800.00
TOTAL			\$78,619.00

Quote accepted by:_____Date:_____

- TERMS: Net 20
- Site Preparation & Placement of Surfacing, Site Restoration is the responsibility of the Customer
- Lead-Time: 10-11 weeks upon receipt of order
- Quote effective: **Until 12-31-2022**



COLOR KEY

- CHARCOAL
- REDWOOD
- ORANGE
- SILVER
- OLIVE
- GRANITE
- GRAY
- OLIVE/BLACK
- ORANGE/BLACK



INFORMATION
MINIMUM FALL ZONE
SURFACED WITH
RESILIENT MATERIAL
AREA
2059 SQ.FT.
PERIMETER
305 FT.
STRUCTURE SIZE
68' 11" x 46' 0"

STRUCTURE IS DESIGNED
FOR CHILDREN AGES:

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☒ 2-5 YEAR OLDS
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☐ 13 + YEAR OLDS



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to ISO 9001

Registered
to ISO 14001

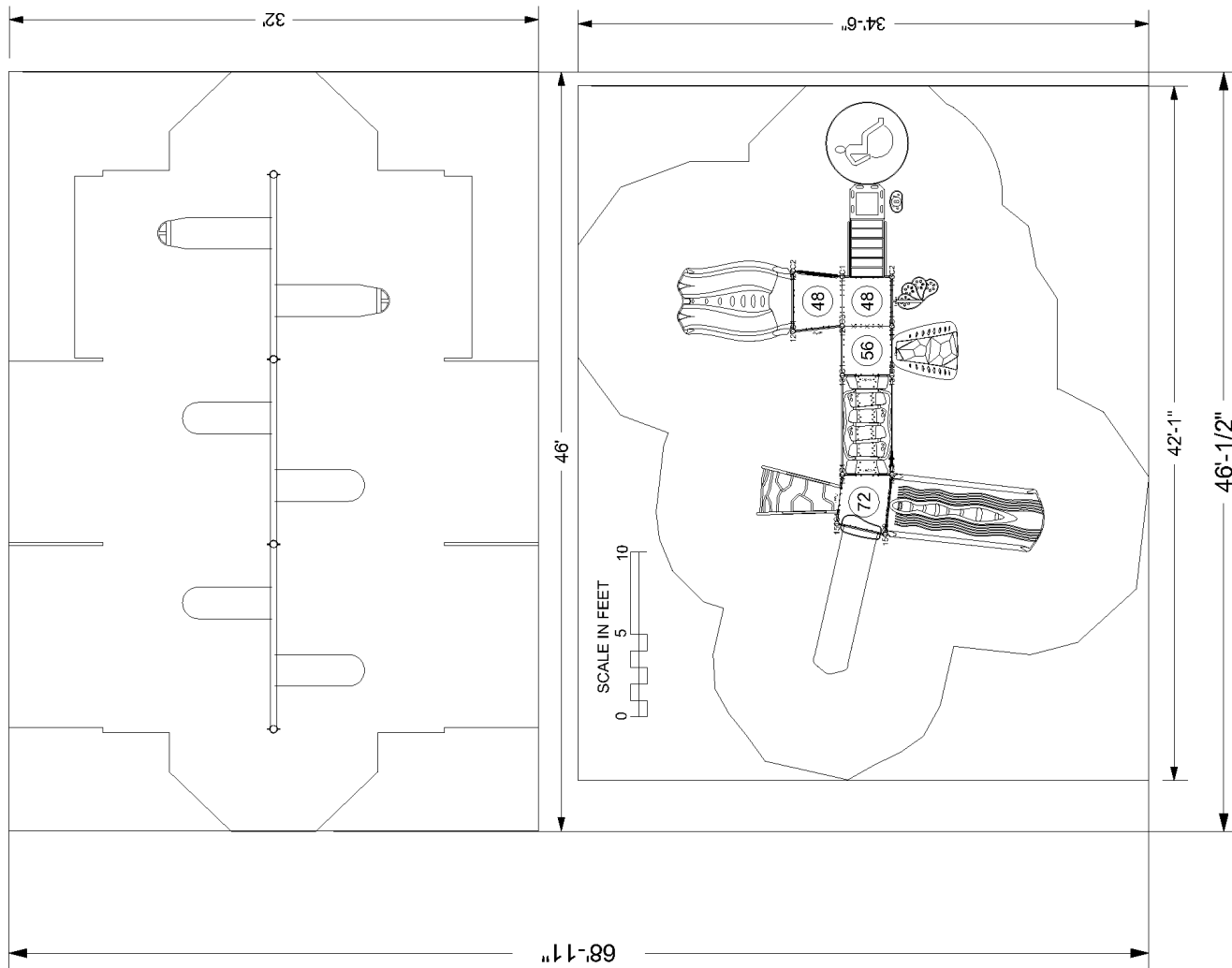


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Requirements for other standards
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components identified in this plan
conform to the CPSC guidelines.
U.S. CPSC recommends the
separation of age groups in
playground layouts.



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AND AROUND THIS EQUIPMENT.
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Public Playground Safety.
PLATFORM HEIGHTS ARE IN INCHES ABOVE RESILIENT MATERIAL.

ADA ACCESSIBILITY GUIDELINE (ADAAG CONFORMANCE)

NUMBER OF PLAY EVENTS:	19
NUMBER OF ELEVATED PLAY EVENTS:	10
NUMBER OF ELEVATED PLAY EVENTS ACCESSIBLE BY RAMP:	PROVIDED: 0
NUMBER OF ELEVATED PLAY EVENTS ACCESSIBLE BY TRANSFER SYSTEM:	PROVIDED: 10
NUMBER OF ELEVATED PLAY EVENTS ACCESSIBLE BY RAMP OR TRANSFER SYSTEM:	PROVIDED: 9
NUMBER OF GROUND LEVEL PLAY EVENTS:	PROVIDED: 4
NUMBER OF TYPES OF GROUND LEVEL PLAY EVENTS:	PROVIDED: 3
RECD: 0	RECD: 0
RECD: 5	RECD: 5
RECD: 3	RECD: 3

Burke

SERIES: Basics, Synergy

SITE PLAN

DRAWN BY: Kari Champeau

Baywood Heights-Williams Bay

346 Pierce Dr

Williams Bay, WI 53191

Lee Recreation, LLC

142-156856-1



Office (800) 775-8937
Fax (608) 423-7655

260 W. Main Street
Cambridge, WI 53523

info@leerecreation.com
www.leerecreation.com

PROVIDING FUN ACROSS WISCONSIN SINCE 1995

Quotation #7-27-2022

DATE: July 27, 2022

TO: Becky Tobin
Village of Williams Bay
250 Williams St. - Williams Bay, WI 53191

SOURCEWELL ID #: 198871

PROJECT NAME: Baywood Heights
PROJECT LOCATION: 346 Pierce Dr
Williams Bay, WI 53191

FROM: Jeff Thompson
RE: Playground Proposal #142-156856-1

BURKE "Play That Moves You" - Sourcewell Contract #198871-Bur

ITEM	DESCRIPTION	UNIT PRICE	TOTAL
142-156856-1	Nucleus/Intensity Structure for ages 2-5&5-12	\$31,646.00	\$31,646.00
550-0201	Single Post Swing 5" OD	\$ 1,435.00	\$ 1,435.00
550-0202	2-Single Post Swing Add On, 5" OD	\$ 1,195.00	\$ 2,390.00
550-0100	Tot Seat, 7' & 8' Pair, Std.	\$ 406.00	\$ 406.00
550-0112	2-Belt Seat, 8' Pair, Std Chain	\$ 223.00	\$ 446.00
Discount	7% Discount Per Sourcewell Contract #198871-bur		(\$2,542.61)
ADDITIONAL	Additional Courtesy Discount		(\$2,457.39)
Install	Assembly/Installation		\$ 9,500.00
Freight	Delivery of Equipment to Williams Bay, WI 54301		\$ 1,200.00
TOTAL			\$42,023.00

Quote accepted by:_____Date:_____

- TERMS: Net 20
- Site Preparation, Surfacing & Placement of Surfacing, Site Restoration is the responsibility of the Customer
- Lead-Time: 10-11 weeks upon receipt of order
- Quote effective: **Until 12-31-2022**



ROTH & SONS FENCE, INC

N5487 Kennel Rd., Elkhorn, WI 53121
262-723-4239 • Fax 262-723-7481 • rothfenceinc@elknet.net

DATE 7-29-22

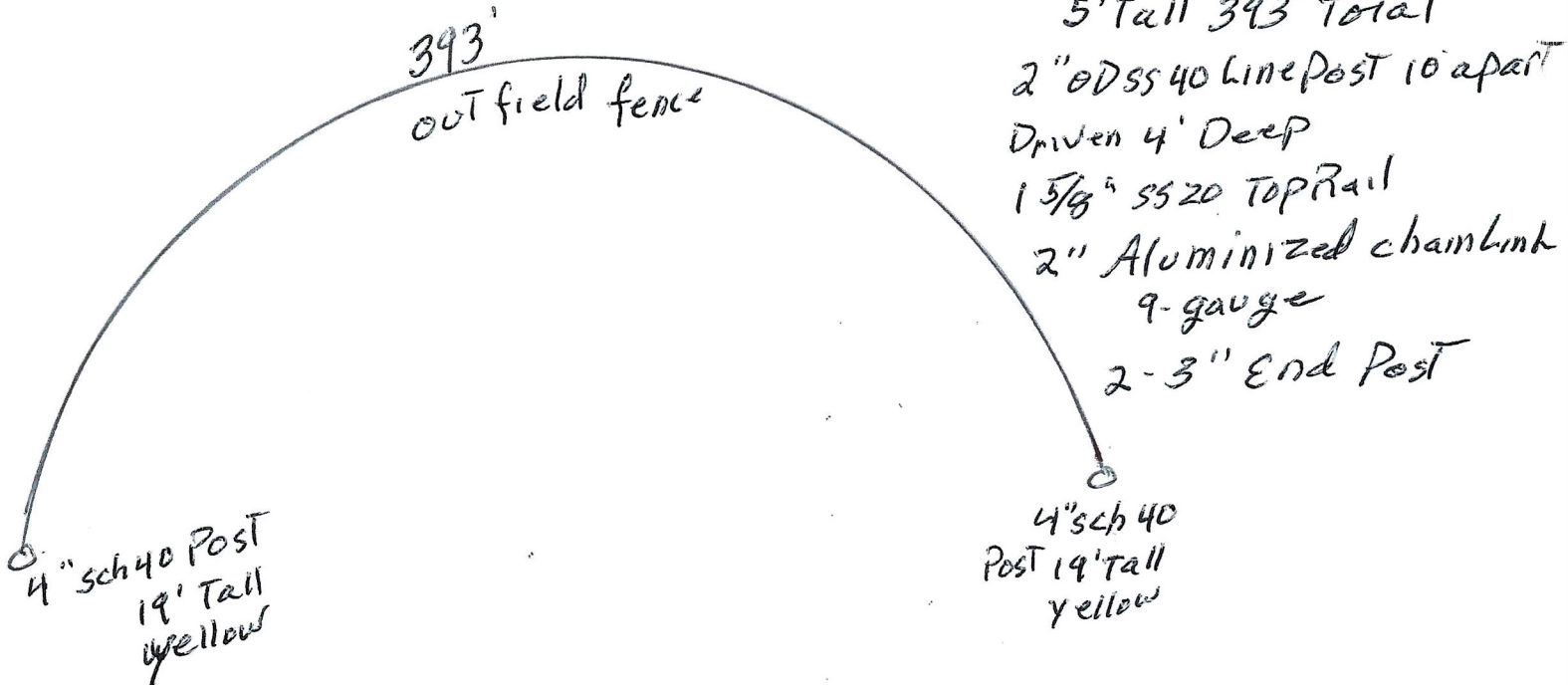
ESTIMATE # 07292022

INVOICE _____

NAME Williams Bay Baseball fence ADDRESS Theatre RD

E-mail: rec@williamsbay.org PHONE 262 686 8001

Dave Rowland PHONE _____



DATE COMPLETED: _____

ESTIMATE AMOUNT

\$ 13530.00

One Year Warranty valid only if balance is paid within ten days. Limited warranty is for workmanship. Does not cover natural causes or damage. Your project will not be scheduled until we have a signed copy and 50% deposit. Roth Fence cannot be responsible for privet lines, drain tile, sprinkler systems or Building Permits.

CANCELLATION CHARGE

If an order is canceled and if refund is available from your deposit, it may be subject to a 20% re-stocking fee.

CONSTRUCTION LIEN NOTICE

As required by the Wisconsin construction lien law, builder hereby notifies owner that persons or companies furnishing labor or materials for the construction on owner's land may have lien rights on owner's land and buildings if not paid. Those entitled to lien rights, in addition to the undersigned builder, are those who contract directly with the owner or those who give the owner notice within 60 days after they first furnish labor or materials for construction. Accordingly, owner probably will receive notices from those who furnish labor or materials for the construction, and should give a copy of each notice received to the mortgage lender, if any. Builder agrees to cooperate with the owner and the owner's lender, if any, to see that all potential lien claimants are duly paid.

TERMS

BALANCE DUE UPON COMPLETION. All accounts over 30 days will be charged a 1.5% late fee per month on unpaid balances.

I have the authority to order the above work and do so order as outlined above. It is agreed that the seller will retain title to any equipment or material furnished until final & complete payment is made. If settlement is not made as agreed, the seller shall have the right to remove it and the seller will be held harmless for any damages resulting from the removal thereof. All work will be performed in accordance with standard practices.

I agree to pay SELLER (Roth & Sons Fence, Inc) BALANCE (total amount due) of this contract according to the terms specified above, and upon default thereof, to pay all costs of collection, including a reasonable attorney's fee and court costs and waive all rights of exception under the constitution and laws of this and any other state. There will be an additional charge for removal of existing old fences and shrubs.

The authorized person signing below hereby assumes full responsibility for location of the line upon with said fencing material is to be installed and agrees to hold the company and the contractor harmless from all claims arising from question of survey of said property or location of said lines, and from all claims for personal injury, property damage or trespass from or by means of the installation of said fence material.

AUTHORIZED SIGNATURE: _____ DATE: _____

Special Instructions

CREDITS

ADDITIONS

1 DEPOSIT

2 DEPOSIT

BALANCE DUE