

PROCEEDINGS OF THE BELOIT CITY COUNCIL
100 State Street, Beloit WI 53511
City Hall Forum – 7:00 p.m.
Monday, April 17, 2017

- 1) CALL TO ORDER AND ROLL CALL
President Luebke called the meeting to order at 7:00 p.m.

Presiding: David Luebke
Present: De Forest, Dunkin, Leavy and Preuschl
Absent: Hendrix
Vacant: Marilyn Sloniker

- 2) PLEDGE OF ALLEGIANCE

- 3) SPECIAL ORDERS OF THE DAY/ANNOUNCEMENTS

3.1 Councilor De Forest presented a Proclamation honoring Tony Scodwell. He will be honored at community events and performances next week. File

3.2 Council Dunkin presented a Proclamation in recognition of Beloit Floral Celebrating 100 years in Business. Owner, Nancy Panos Spelius and her daughter were present to accept the proclamation. File 7148

3.3 Councilor De Forest presented a Proclamation declaring April 28, 2017 as Arbor Day. Michael Ferger, Tom Hulbert, Derrick Luety, Alex Buroker and Anne Hill were all present from the forestry operations division to accept. The annual Arbor Day celebration will be Friday, April 28th at 10:00 a.m. at Grinnell Hall. File 7148

3.4 Councilor De Forest presented a Proclamation declaring April 27, 2017 as Stand Against Racism Day. Crusita Barrios accepted the proclamation on behalf of the executive director and the YWCA. File 7148

- 4) PUBLIC HEARINGS - None

- 5) CITIZEN PARTICIPATION

Phil Wilson, 3035 Pleasant Street, #3414, addressed the council on the stigma placed on those with mental illness. He wants a message to be out there that plenty of good people have mental illness, but we often only hear about the bad people. He has lived with mental illness for forty years and wants people to know more about it.

James Faragher, 2796 East Ridge Road, thanked the outgoing councilors Luebke and Hendrix for their service. He addressed the council regarding the City Logo presentation in item 11.a. He stated that social media traffic has been busy with negative comments and he believes that this process was binary. He feels left out of the process and wants to know how to be more involved.

Rick McGrath, 1747 Sherwood, addressed the council regarding the City Logo presentation in item 11.a. His work involves working with other client logos and thinks there are things that constitute a good logo and is concerned about the current choice. He questioned what the driver

of this project was. Mr. McGrath believes that the City of Beloit has decades of accrued brand identification and doesn't think that should be thrown, but instead - modified. He thinks the logo includes too many words and thinks it shouldn't state "the City of Beloit" or "Wisconsin". He believes there are a lot of fundamental errors with this logo choice and said it looks like clipart. He finished by reminding the council to buy local first in reference to the company presenting this evening being Affirm Agency located in Pewaukee, WI.

6) CONSENT AGENDA

Councilors De Forest and Dunkin made a motion to approve the consent agenda as presented. Motion carried.

- 6.1 The minutes of the Special and Regular meetings of April 3, 2017 were approved.
- 6.2 A resolution approving an Electric Transmission Line Easement over a portion of the Eagles Ridge Park Property located at 3731 Golden Eagle Drive was adopted. File 8657
- 6.3 A resolution approving a Class "B" Beer License for Los Corrales Restaurant, LLC, d/b/a Los Corrales Restaurant, located at 946 Wisconsin Avenue, Karla P. Robledo Mendoza, Agent was adopted. File 8721
- 6.4 A resolution approving Change of Agent on the Class "A" Beer License of Speedway #4293, 781 Milwaukee Road to Sheryl L. Latronico for the licensing period ending June 30, 2017 was adopted. File 8721
- 6.5 A resolution authorizing Final Payment for Contract C16-04, Wisconsin Avenue Reconstruction- Woodward to White was adopted. File 8713
- 6.6 An application for a Conditional Use Permit to allow removal and relocation of office Space in the DH, Development Holding District, for property located at 2100 Newark Road was referred to Plan Commission. File 8634
- 6.7 A resolution awarding Public Works Contract C17-04, Beloit Police Evidence HVAC was adopted. File 8745

7) LICENSES

- 7.1 Beloit Police Department Patrol Captain, Dan Risse, presented a report in consideration of an Application for Operator's License for Whitney Walraven.

Captain Risse Whitney L. Walraven has applied for an Alcohol Beverage Operator's (Bartender's) License on February 21, 2017. She completed an application, showed proof of completion of Safe Server Beverage Course, presented a satisfactory ID and paid the application fee. Her application was forwarded to the Beloit Police Department for review and recommendation. Captain Risse submitted a memorandum to the Clerk's Office on February 28, 2017 denying her request for a license due to the convictions found during her background investigation. A review of Walraven's record showed two OWI's occurring in 2003 and 2015. The City sent a letter to Walraven on March 2, 2017 informing her of the denial. Walraven sent an email objecting to the denial to Captain Risse on March 10, 2017. Captain Risse did not recommend changing the Department's recommendation for denial Walraven had opted to appeal the denial. Walraven submitted her written appeal on March 31, 2017. This matter was heard by the Alcohol and Beverage License Control Committee at its April meeting. The Committee split on its decision with a 2-2 vote. Therefore, there is no recommendation from the ABLCC.

Councilor Dunkin commented that she attended the ABLCC where there was a vote to uphold the recommendation of Captain Risse but that vote failed on a tie vote of the quorum present. She struggles with this decision because while the applicant has worked hard to be a contributing

member of the community, we need to be cautious of granting based on character instead of the parameters in place as this could set a dangerous precedent moving forward.

Whitney Walraven, 409 Central Avenue presented her reasons why she feels she is deserving of the license, primarily because of her involvement in the community. She believes her character and contributions should count for more than the two convictions holding on her record. She stated that despite the conviction she maintains her innocence in the 2015 OWI. She believes that the symptoms of vertigo echoed the symptoms of intoxication and doesn't to this day believe she was guilty of intoxicated driving.

Councilor De Forest stated she appreciates her involvement in the community but has a point of view she needs to explain. Council De Forest explained that she believes that having an Operator's license within the City is a privilege and she doesn't believe that such privilege should be bestowed on a person with an OWI as recent as two years ago. She stated that issuing Operator's Licenses is not simply about someone's personal character, it's about the privilege that comes with the license and the necessity to have parameters to grant these privileges.

President Luebke added that based on working within the community with Ms. Walraven for many years, he may be voting in the affirmative to grant the license. Vice President Leavy asked why there was a tie at the ABLCC and Councilor Dunkin stated that two members of the committee voted strictly in line with the recommendation brought forward and two members were considering the contributions to community made by the applicant and given only four of seven were present, it tied, and subsequently failed. Councilors Preuschl and Luebke made a motion to table this item to the next regular meeting. Councilor Preuschl stated that there were two councilors absent and in a matter like this, he believes the entire council should be present to vote. Motion to table to the May 1, 2017 regular meeting carried. File 8721

8) ORDINANCES

8.1 Cheryl Simplot of Water Resources presented an Ordinance to Amend Various Provisions of Chapters 6, 25 and 29 of the Code of General Ordinances of the City of Beloit Pertaining to Hazardous Material Incident Response and the Wastewater Treatment System for a second reading.

The Sewer Use Ordinance (SUO) has been updated pursuant to the requirements of Wisconsin Admin Code section NR 211 related to streamlining requirements. In addition, city staff took this opportunity to provide greater clarity and updates to various provisions of the SUO. The Wisconsin Department of Natural Resources has approved the proposed SUO and ERP that is before you for consideration. The highlights of the changes are as follows:

- The ordinance was updated to comply with NR 211 streamlining revisions
- The ordinance was updated to clarify definitions
- The ordinance was updated to clarify that requirement for the use of public sewers. Sewage discharge to public or private property prohibited
- The ordinance was updated to correct references to the administrative code
- The ordinance was updated to clarify on the distinction between disconnection of sewer service for failure to pay fees and disconnection of service for other reasons
- The ordinance contains updates to the Spill Control Prevention Program
- The ordinance updates the permit section to be inclusive of DNR regulations
- The ordinance revises language in administrative enforcement section to provide greater clarity
- The ordinance was updated to include continuous pH monitoring language
- The ERP was updated to be consistent with other ordinance penalty provision.

Moved by Kevin Leavy – Seconded by Regina Dunkin to adopt Second Reading
Motion carried 6 - 0

AYES: Kevin Leavy, Sheila De Forest, Mark Preuschl, Regina D Hendrix, Regina Dunkin, David Luebke
NOES: None
File 5303 Ordinance 3597

8.2 Public Works Director, Greg Boysen, presented a proposed Ordinance to remove parking on the east side of Hemlock Street across from 1772 Hemlock Street for a first reading.

The City of Beloit received the request from Kenny Bowersock, the current tenant at 1772 Hemlock Street. The Traffic Review Committee reviewed the issue during the March 27, 2017 meeting and the Committee voted (6-0) in favor of removing the parking on the east side of Hemlock Street Across from 1772 Hemlock. Hemlock Street is a narrow one-way street with vehicles traveling northbound. The driveway at 1772 Hemlock is 10' wide with 2' flare on either side for a 14' opening at the curb line. Mr. Bowersock met with Engineering Staff and explained that he is having trouble exiting his driveway when a car is parked directly across from the driveway entrance, which is happening more frequently in recent months. Currently, parking is not allowed on the west side of the roadway and most driveways on this street are directly across from another driveway thus eliminating the possibility of parking in these areas. 1772 does not have a driveway located across from its opening. The driveway located at 1764 Hemlock is also not located across from another driveway opening. The parking was previously removed across from this driveway. This is a similar situation to the current request for 1772 Hemlock.

Moved by Kevin Leavy – Seconded by Mark Preuschl to suspend the rules for a second reading and approve the ordinance this evening. Councilor De Forest is not in favor of suspending the rules when there is no urgency to do so.

Motion carried 5 - 1

AYES: Kevin Leavy, Mark Preuschl, Regina D Hendrix, Regina Dunkin, David Luebke
NOES: Sheila De Forest

Moved by Mark Preuschl – Seconded by Regina Dunkin to adopt the Proposed Ordinance to remove parking on the east side of Hemlock Street across from 1772 Hemlock Street

Motion carried 6 - 0

AYES: Kevin Leavy, Sheila De Forest, Mark Preuschl, Regina D Hendrix, Regina Dunkin, David Luebke

NOES: None

File 7791 Ordinance 3598

9) APPOINTMENTS

Board of Appeals File 6130

John P. Petersen, 2387 Turnberry Dr. (replacing Randall Fiore) to a regular term ending May 31, 2017

Dustin Gronau, 1828 Strong Ave. (replacing John P. Petersen) as a 1st Alternate term ending May 31, 2017

Plan Commission File 6064

Incumbent James Faragher to a term ending April 30, 2020

Incumbent Erick "Otis" Johnson to a term ending April 30, 2020

Police and Fire Commission File 6114

Incumbent Dennis Murphy to a term ending 2022

Moved by Regina Dunkin – Seconded by Sheila De Forest to approve the appointments as listed.

Motion carried 6 - 0

AYES: Kevin Leavy, Sheila De Forest, Mark Preuschl, Regina D Hendrix, Regina Dunkin, David Luebke

NOES: None

10) COUNCILOR ACTIVITIES AND UPCOMING EVENTS

- Councilor De Forest thanked President Luebke for his service. She extended a thank you to law enforcement for the last couple of weeks acknowledging that their work has been

draining. She was proud to see that they all worked together to investigate and apprehend the person at large. She thanked the community for their willingness to support our police officers, which represents a change from our past. She reminded all that this was a community tip that led to the capture of this person. She requested a workshop of the council that she discusses notification timing - what is appropriate and proper notification?

- Councilor Preuschl thanked President Luebke for his service.
- Councilor Dunkin thanked President Luebke for his service. She thanked Regina Hendrix as well who couldn't be present this evening due to work conflicts. Congratulations to the new councilors Clinton Anderson, Nancy Forbeck and Sherry Blakeley. She attended ABLCC on April 11. On the 17th she will be with the Cub Scouts at Gaston School. There will be a Cinco De Mayo at St Jude Catholic Church on May 5th. Condolences to the families...
- Councilor Leavy thanked President Luebke for his service. He welcomed the new councilors and encouraged them to lean back and learn, learn, and do more learning. He assured them that they shouldn't expect to know everything in two weeks. He thanked City Manager Luther for her commitment and leadership, especially these past two weeks as she assisted with the manhunt while balancing her daily workload.
- President Luebke thanked City Manager Luther and Pam Lathrop for their commitment and leadership during the manhunt and knows they both gave many hours in addition to managing the City operations. He thanked the people of Beloit for allowing him to serve for the past 6 years. He chose Beloit because this is home and it is home because of the people.
- City Manager, Lori Luther, also thanked other members of the City who assisted in the manhunt. The people involved in this event made her proud to be from Beloit.

11) CITY MANAGER'S PRESENTATION

11.1 City Manager, Lori Luther, made brief comments about the City Branding and Logo Presentation.

City Manager Luther presented the background and timeline behind the current logo project. On March 23, 2015, a presentation was made to the City Council on a proposed logo. Visit Beloit spent \$93,500 in 2014 with contributions from the City of Beloit, Visit Beloit, Greater Beloit Chamber of Commerce, Downtown Beloit Association and the Greater Beloit Economic Development Corporation to develop a unique identity for the community.

City Manager Luther's understanding is that as part of that process, extensive community involvement occurred through large focus groups, but no formal surveys were conducted. Ultimately, the Council did not adopt that logo and chose to continue using the "Flying B" that was approved in the 1990's.

In October of 2016, the City Council passed a Strategic Plan that included the goal to Create and sustain a positive image, enhance communications, and engage the community. Within that goal area, the key initiative is the creation of the new City of Beloit branding and logo.

To support this effort, in November of 2016, the City Manager retained AFFIRM Agency out of Pewaukee in the amount of \$15,000 to:

- 1) Pursue a process of data collection, analysis and compiling of a Brand Discovery Report; developing and writing a brand positioning statement; communications audit; writing an inward marketing plan for internal communications; compiling visual and verbal brand communications guides, budget timetable and launch plan; all research, planning meetings and related materials; account service charges; and all associated costs of production and presentation.
- 2) Develop a brand, including logo concept, layout/design, digital file creation, digital proofs, art direction, account service charges, and final approved files for a comprehensive logo library.

The recent effort included City Councilor, employee and resident interviews, extensive individual communication with each City Council member throughout the process, and extensive feedback of final design concepts of both employees and residents at large. We were careful not to duplicate existing logos in Wisconsin.

The recent survey created 1,111 responses that included 221 employee responses and the remainder community participation. She stated that the cost of reproduction of the existing logo on items like the water tower were factors in this decision to explore a new logo. In light of the recent budget outlook, the plan would still be to solicit proposals for website redesign, but first she felt it necessary to prepare by addressing the City logo. City Manager Luther asked Affirm Agency to create something that is clean, modern, and promotes the key attributes of the City of Beloit. She defended the consultant because they fought for fewer words while she felt the identity was important to give the other Beloit entities easily found online such as Beloit, Kansas. Change of any kind is always going to be a challenge but she also believes that this process was thoughtful and extensive. She stated her concern that if we do not move forward, is that the pursuit of perfection will impede our ability to make progress and undermine the input of over 1,100 individuals who have participated to this point.

City Manager Luther introduced Danny Mager and Meaghan Hoadley with Affirm Agency who presented. Mr. Mager pointed out that while the agency is based in Pewaukee, Ms. Hoadley is a lifelong resident of Beloit and this project was very personal for her. Danny explained the "SMART" branding process to make sure that where we ended up included the best possible chance for success.

The City of Beloit currently has a number of different logos or brand identities appearing throughout the City based on the research based on old and new initiatives. Some logos are old and outdated while others are relatively new and a result of a recent branding initiative. The City is looking to create a single, unifying brand identity that is clean, modern and promotes the key attributes of the city.

He showed at least five different current logos identified in their branding research. They also seek to differentiate from South Beloit and the Town of Beloit. He explained that some key words that people used to identify Beloit was: Diversity, Renaissance, Optimistic, Hard Working and Scenic. Most had a preference for: Blue, Water/River, and maintaining the blue from recent identities. They explored other peer City logos to make sure options presented would be unique.

He explained the rationale behind the new brand for the City of Beloit.

The Water: a key attribute or physical characteristic of the City of Beloit is the Rock River.

The Bridge: recalls the City's multiple bridges such as the Ken Hendricks Memorial Bridge. It is a symbolic attribute that helps bridge the past to the future along with representing a way to bring together the diverse population of the City; and it signifies strength and stability.

The Typography: the typeface used is meant to be bold and modern, yet clean and friendly. This was the preferred type face of the Councilors and Employees who reviewed the range of options. Mr. Mager finished the presentation by showing the new logo options as if they were applied to large signs and water towers.

Councilor De Forest had a number of questions beginning with the tagline. She felt that "Believe in Beloit" sounds like a command and sounds like we have an image problem. Mr. Mager explained that a good tagline can work in multiple different ways and should include both Internal and External applications. Councilor De Forest asked that the community have the option to look at these options and express an opinion about them since she said she received an overwhelming response to both options. She said she was pleased with the level of resident engagement but concerned that there weren't other options. She is also concerned that the previous logo process makes her uncomfortable given what she's heard from the community she wants to take their time and do this right.

Councilor Preuschl said he doesn't love the art and would like to fix it. He is ready to support the concept but doesn't support the art. He doesn't want to start over but would like to make it better.

Councilor Leavy stated that they as councilors had opportunities to say they didn't like them and scratch them and that didn't seem to happen. He saw Facebook responses too and values the opinions of all of them but on the flip side, there are a number of people who like it and don't feel the need to voice further opinion. Councilor Leavy believes that there was a good representation of the City and asked what happens to the voice of over 1,000 people who voted in the affirmative if we slow it down for the few on social media. He asked about the timeline for implementation.

President Luebke reiterated what Councilor Leavy said and thinks slowing the timeline could irritate the process and leave us where we were in 2015 when the item tabled indefinitely. He believes there are two viable options that we could move forward with and he stated that the strength of our community doesn't lie in a logo, it is in our people.

Councilor Dunkin asked if we already spent \$15K, how much more can we afford to spend? City Manager Luther explained that the current funds for this process are exhausted. This item was a report and will be taken up at the May 18, 2017 reorganization meeting. File 8746 Attachment

12) REPORTS FROM BOARDS AND CITY OFFICERS

12.1 Eric Miller, Director of Finance and Administrative Services, presented a resolution approving Water Utility Fees, Charges and Rates for the City of Beloit, Wisconsin approving Fee Schedule Updates and Water Rates.

Councilor De Forest commented that this is a serious matter, especially given the fact that we attracted food packaging businesses to the City of Beloit with our water rates. However, it is equally important that we balance attracting these companies with providing a sustainable utility since water is our most precious resource. She believes these rates are necessary to maintain clean and safe water.

Moved by Regina Dunkin – Seconded by Kevin Leavy to adopt the resolution as presented. Motion carried 6 - 0

AYES: Kevin Leavy, Sheila De Forest, Mark Preuschl, Regina D Hendrix, Regina Dunkin, David Luebke

NOES: None

File 8045 Attachment

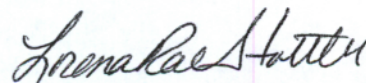
13) ADJOURNMENT

Moved by Mark Preuschl – Seconded by David Luebke to adjourn at 8:50 p.m.

Motion carried 6 - 0

AYES: Kevin Leavy, Sheila De Forest, Mark Preuschl, Regina D Hendrix, Regina Dunkin, David Luebke

NOES: None



Lorena Rae Stottler, City Clerk