

**CITY OF RIVER FALLS, WISCONSIN
COMMON COUNCIL PROCEEDINGS**

April 22, 2008

Mayor Don Richards called the meeting to order at 6:30 p.m. in the City Council Chambers located in City Hall.

City Council Members Present: Alderpersons Wayne Beebe, Tom Caflisch, Dave Cronk, Bob Ebert, Joleen Larson, Jim Nordgren and Michael Woolsey.

Staff Present: Bernie Van Osdale, City Administrator; John Behling, City Attorney; Reid Wronski, City Engineer; Carl Gaulke, Utilities General Manager; Tony Steiner, City Planner; Lanny Gleason, Public Works Director; Julie Bergstrom, Finance Director; Jeff Rixmann, Ambulance Director

Others Present: Kathleen Baker, Nick Shillingford, Andrew Huppert, Randy Kusilek, Aloha Hovde, Steve Dzubay

APPROVAL OF MINUTES

April 8, 2008, Minutes

MSC Beebe/Woolsey to approve minutes as submitted. Unanimous.

APPROVAL OF BILLS

City – \$519,925.22 Utility - \$3,100,586.82

MS Cronk/Woolsey to approve the bills. Nordgren noted the City bills including a \$100,000 payment and the Utility bills included WPPI and bond payments. **The bills were approved unanimously.**

PUBLIC COMMENT, PETITIONS, REQUESTS AND COMMUNICATIONS:

The Mayor recognized Roger Leque, Chief of Police, for his 30 years of service.

Kathleen Baker, 414 N. 2nd Street, spoke in support of the Ingram Center and its services.

Nick Shillingford, 1029 State Street, spoke in support of keeping Pierce County Reproductive Services open in the Ingram Center.

Andrew Huppert, 554 N. Dallas Street, spoke in support of repairing the City Hall.

Randy Kusilek, 518 N. Winter Street, spoke in support of the Ingram Center.

Aloha Hovde, 857 County MM, spoke in support of the Ingram Center.

PUBLIC HEARING:

Resolution No. 5109 - Approving Vacation Portion of Clark Street and River Street

Mayor Don Richards recessed Council at 6:48 p.m. and went into a public hearing. At 6:48 p.m. with no one wishing to speak for or against this issue, Council reconvened into Open Session for disposition. **MS Beebe/Nordgren to approve resolution.**

Caflisch brought up a letter sent to Judy Frey regarding the date that FISH needs to vacate the Ingram Center. He read the letter aloud. Caflisch felt that Van Osdale didn't have the authority to write the letter on behalf of the City without bringing it before Council first. Caflisch asked if other letters were written and Van Osdale said letters were sent to the County Health Department and the occupants of the houses located on the City's property. There was further discussion by Council.

Beebe clarified that the alley was to be included in the resolution. **MSC Beebe/Woolsey to amend the motion to include the entire alley right of way Block 80 NN and OS Powell's Addition to the City of River Falls. Unanimous.**

The amended resolution passed 6-1 with Caflisch voting against.

CONSENT AGENDA:

Acknowledge Receipt of the following Minutes:

Utility Commission – 3/17/08 and 3/25/08; Fire Department – 3/3/08

Police and Fire Commission – 3/3/08; Ambulance Commission – 3/3/08

Resolution No. 5110 - Approving Purchase of Ambulance Equipment

Resolution Approving Alteration of Right of Way for Lewis Street and Pine Street→→***Pulled by
Cafilisch***

Resolution No. 5111 - Approving Amending River Falls Fire Department Bylaws

Resolution Awarding Bid for 2008, Sidewalk, Curb and Gutter Repair Program→→***Pulled by
Ebert***

Resolution No. 5112 - Regarding Fuel Surcharge Rates-RF Ambulance

MSC Cafilisch/Nordgren move to approve remainder of Consent Agenda. Unanimous.

Resolution No. 5113 - Approving Alteration of Right of Way for Lewis Street and Pine Street
Cafilisch pulled due to easement question. Wronski said the resolution is giving back 7' to the property owners and is consistent with what has been done around town.

MSC Beebe/Cronk move to approve resolution. The resolution passed 6-1 with Cafilisch voting against.

Resolution No. 5114 - Awarding Bid for 2008, Sidewalk, Curb and Gutter Repair Program
Ebert had some questions about the program and how citizens could get involved. Wronski said it was an annual program which repairs current sidewalks. He said if citizens were aware of any tripping hazards, they could call the City. He noted sidewalks would not be repaired for cosmetic purposes.

There was not a budget adjustment needed for the resolution so a roll call vote was not necessary. Wronski explained the difference account numbers on the resolution.

MSC Beebe/Cronk move to approve resolution. Unanimous.

ORDINANCES AND RESOLUTIONS:

Ordinance No. 2008-8 - Amending Section 5.08.040 of the Municipal Code Regarding the Application Process Of Alcohol Beverage Licenses (Tabled 3-25-08)

MSC Beebe/Larson move to take Ordinance No. 2008-8 off table. Unanimous.

MSC Larson/Woolsey move to approve ordinance. Unanimous.

Ordinance No. 2008-14 - An Ordinance Amending The Official Traffic Control of the City of River Falls, Wisconsin (Install Stop Sign On N. Grove Street At Pine Ridge Terrace) – First Reading
No comment.

Resolution No. 5115 - Approving Budget Adjustment - Police Department Vehicle

MSC Cronk/Nordgren move to approve resolution. Roll call vote to approve resolution was unanimous.

Resolution Regarding Fee Schedule – Special Sign Permit

MS Cronk/Woolsey move to approve resolution.

Ebert asked what precipitated the resolution. Steiner said the City has had a fee schedule that has been in force for several years. He said this resolution is in recognition that special sign permits take a different amount of time. He said the resolution was a result of a case that came up earlier this year with a dental office. There was further discussion from Council.

Cafilisch brought up the case with the dental office saying the Council needs to know about these types of things. He discussed his feelings about the sign ordinance.

Attorney Behling responded to a number of Cafilisch's points including the basis for determining a cost for a special sign permit and the dental case.

There was further discussion by Council. Larson noted that communication about these matters would be appreciated. The Mayor said he and Cronk both knew about the case. As a Design Review Committee member, Nordgren said he was aware of it and noted information about the case was not included in committee minutes due to the litigation.

Attorney Behling said his office could work with Attorney Boles office to make Council aware of these types of cases.

Leque asked a question of clarification about what the Council wanted to know about. Nordgren said that one of the goals of the Design Review Committee was to review the Sign Ordinance this year.

The Mayor asked for a vote on the resolution. The motion passed unanimously.

ANNOUNCEMENTS:

The Mayor welcomed Bob Ebert to the Council.

The Mayor read a proclamation declaring April 25, 2008, as Arbor Day.

The Mayor read a proclamation declaring May 1, 2008, as Silver Star Day.

The Mayor read a proclamation declaring May 9-16, 2008, as Bike and Walk to Work Week. The Mayor asked if it would be possible to keep track of the people biking to work that week.

Mayor's Appointments to Boards, Commissions and Committees

Mayor Richards asked consideration of the following appointments:

Park and Recreation Board

Appointment of Matt Fitzgerald to replace Brian Gresback through remainder of term - May 2010

MSC Beebe/Woolsey move to approve appointment. Unanimous.

ITEMS FOR DISCUSSION:

CGI Communications

Steve Dzubay, 424 Birch, came to speak about an online video program that was promoting the City of River Falls. Dzubay is a publisher at the Journal and said his company was also working on online advertising. He said the City has given CGI Communications carte blanche to go out and sell advertising. He said it pangs him that his company was not presented with this type of opportunity. He didn't feel the City had the right to sell advertising on its site.

The Mayor said the promotional video could help the Journal too. He felt the video promoted the economic well being of the City. He said there were several other cities using this service and he listed some of them and also named the advertisers on City's site.

Dzubay said the Mayor was missing his point. Woolsey responded saying the City wasn't using this video to 'feed the general fund' but rather a sponsorship for this project. He said the City wasn't trying to undercut the Journal.

Larson explained the reason she placed the item on the agenda. She thought this item would come before Council for discussion. She had a problem with the letter that CGI used to sell the videos. She said the City should be neutral.

The Mayor noted that Larson or the rest of the Council should have asked questions when it was presented to them. Larson stressed that the City should not be handing out letters of endorsement. She thought there should be discussion about the City's website having advertising on it.

Wronski clarified that video opens in a separate window and there is a link to the River Falls Journal on the City's website which also opens in a separate window.

Discussion continued. Woolsey noted that this was an opportunity that was taken; nothing was sought and it cost the taxpayers nothing. Larson said that no one locally was given a chance. She said she would like to discuss the media policy. With the discussion concluded, the Mayor asked to move on.

Caflisch requested that the timetable for the new City Hall be on the next agenda.

REPORTS:

Comptroller's Report

General Fund revenues through the end of the first quarter the general fund revenues were \$1,909,042 and include \$15,415 in building permits and \$29,035 in recreation revenues. Expenditures for the same period were \$1,564,771, for a net of revenues over expenditures of \$344,271 for the year.

MSC Cronk/Nordgren move to adjourn at 7:56 p.m. Unanimous.

Respectfully submitted,

Kristi McKahan, Deputy Clerk