Call Meeting to Order – 6:30 p.m.
Pledge of Allegiance
Roll Call
Approval of Minutes – September 12, 2023, minutes
Approval of Bills $

*** NOTE: OFFICIAL ACTION MAY BE TAKEN ON ANY AGENDA ITEM ***

PUBLIC COMMENT, PETITIONS, REQUESTS AND COMMUNICATIONS:
1. Public Comment
   If you are unable to attend the meeting in person but would like to submit a public comment, please e-mail to the City Clerk’s office (awhite@rfcity.org).

CONSENT AGENDA:
2. Resolution Approving the following minutes:
   a. Historic Preservation Commission – 9/13/23; 7/12/23
   b. Utility Advisory Board – 7/17/23
   c. West Central Wisconsin Biosolids Facility Commission – 7/20/23; 8/17/23; 8/30/23
   d. Plan Commission – 7/6/23
   e. Library Board – 8/7/23
3. Preliminary Resolution Declaring Intent to Exercise Special Assessment Police Powers Under Section 66.0703 Wisconsin Statutes for the Benefit of the River Falls Business Improvement District
4. Resolution Approving the Sterling Ponds Village Final Plat
5. Resolution Approving Option Agreement and First Right of Refusal with Gary Moelter
6. Resolution Recommending Approval of Winter Street Pulling Cable Project
7. Resolution Recommending Approval to Purchase Generator for Wastewater Treatment Facility
8. Resolution Approving an Amendment to the Development Agreement with RF Holdings, LLC
9. Resolution Authorizing Urban Forestry Grant Application

ORDINANCES AND RESOLUTIONS:
10. Resolution Accepting 2023-2025 Strategic Initiatives

REPORTS:
11. 2023 Strategic Initiatives Report – First and Second Quarters
12. Comptroller’s Report

CLOSED SESSION:
13. Recess into Closed Session per Wisconsin State Statutes §19.85(1)(e) for the following purposes: “deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session, to wit: University of Wisconsin-River Falls Science Technology Partnership”.

The public may view/listen to the meeting by:
- Calling Toll Free 1-844-992-4726, access code: 263 378 18644
- Visiting the web link: https://tinyurl.com/rfcc92623
- Viewing the City’s YouTube Channel: https://www.youtube.com/user/cityofriverfalls
RECONVENE INTO OPEN SESSION:
14. Act on Closed Session Items if necessary

ADJOURNMENT

NOTE: Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials to be in an accessible location or format, may contact City Clerk Amy White at (715) 426-3408 or in person at 222 Lewis Street, for accommodations. Requests for accommodations should be made at least three (3) business days in advance of the meeting. Every effort will be made to arrange accommodations.

Posted at City Hall on 9/13/23; Publish: The Pierce County Journal: 9/20/23
Mayor Toland called the meeting to order at 6:30 p.m.

**City Council Members Present:** Mayor Dan Toland, Todd Bjerstedt, Jeff Bjork, Nick Carow, Sean Downing, Scott Morrissette, Alyssa Mueller

**Members Absent:** Diane Odeen

**Staff Present:** City Administrator Scot Simpson; City Attorney Chris Gierhart; IT Specialist Jon Smits; Utility Director Kevin Westhuis; Police Chief Gordon Young; Finance Director Josh Solinger; Library Director Tanya Misselt; Adult Services & Circulation Librarian Heather Johnson; Facility Maintenance Supervisor Tom Schwalen; Management Analyst Fellow Sara Kasel

**Others:** Sean Lentz, Melissa Abdouch, Dana Linscott, Ayanna Raven, Patrick Callan, others

**APPROVAL OF MINUTES**
August 22, 2023, regular and Board of Review minutes
MSC Downing/Bjork move to approve minutes. Unanimous.

**APPROVAL OF BILLS:**
Bills: $2,935,187.37
MSC Downing/Bjerstedt move to approve bills. Unanimous.

**PUBLIC COMMENT, PETITIONS, REQUESTS AND COMMUNICATIONS:**
Melissa "Mei Mei" Abdouch, 859 Brentwood Circle – thanked Council for approving the June Taste of River Falls She came to speak about a request for an October Taste of River Falls event.

Dana Linscott, 11395 County Road M – came to speak about local homelessness.

Ayanna Raven Benitez - came to speak about local homelessness.

Patrick Callen - came to address comments made at a prior Council meeting.

**CONSENT AGENDA**
Resolution Approving River Falls Business Leaders Request for Street Closure for Taste of River Falls→→pulled by Bjork
Resolution Approving River Falls Business Leaders Request for Open Container Exemption for Taste of River Falls→→pulled by Bjork
Resolution Approving River Falls Business Leaders Request for Noise Control Exemption for Taste of River Falls→→pulled by Bjork
Resolution Approving River Falls Business Leaders Request for City Assistance for Taste of River Falls→→pulled by Bjork

Alderperson Bjork asked for Melissa Abdouch to come to the podium to answer questions about the Taste of River Falls event. He asked her what was the purpose of the event? Abdouch answered in detail saying they want to showcase the downtown. Bjork asked about the need for open container.
He asked about the plan if alcohol is or isn’t approved. Abdouch said if the alcohol request is not approved, the event would be held at one of the breweries or wineries. She spoke further providing the reason for the open container request. She clarified that they did not request Riverwalk to be a part of the open container area. They wanted it to end at the stage in Veterans Park.

Bjork asked how long the request for the open container is. Abdouch said it was from 11 a.m. – 4 p.m. Bjork had no other questions and moved to approve the resolutions. Mueller seconded.

Alderperson Downing wanted to hear staff’s concerns regarding street closures. City Administrator Simpson thought that the Walnut to Maple closure might be a concern, but staff did not have a major concern and felt they could work with the promoter. Downing thanked Simpson for his response.

Abdouch said Walnut would not be closed. She provided clarification of the street closures. Bjork asked further questions.

Alderperson Morrissette appreciated Abdouch promoting downtown, but he can’t endorse the open container. He had a concern about using room tax money or having the city pay the fees of $3,500 for the event. He thinks they need to be paid by the organization. Morrissette talked about the room tax fund saying the fund doesn’t have an excess balance to support this type of activity. Morrissette is okay with the noise ordinance exemption and street closures but feels strongly the organization needs to pay the costs the city is incurring. He questions whether the city needs another street closure event. Morrissette doesn’t want to see frequent closures. He urged the council to consider how the $3,500 is paid for.

There was further discussion with Abdouch addressing Morrissette’s concerns. Morrissette spoke further about open container concerns and Abdouch responded.

Alderperson Carow addressed open container concerns and said we should strive for safe, legal, and rare. He asked Abdouch to bring back some metrics supporting her claim that this event is driving business. Carow was concerned about dueling entities trying to drive things on the economic side. The dual thing would be well-served to be resolved. That’s where the room tax challenge comes from.

Downing appreciated Abdouch’s willingness to work with the council in the past. He talked about addressing the fees in the future. He talked about Abdouch’s group helping build back the downtown after Covid.

Abdouch said her group wants to work with council, and they are doing a better job working with the chamber.

Morrissette said the reason for his focus on the cost is because of other groups coming in and asking for the same thing. Council must be consistent with the costs and fees and recouping the cost to the city. His desire is to set a precedent to have groups understand the costs that need to be passed along.

Alderperson Mueller said she is enthusiastically supporting Abdouch’s requests. With no further discussion, the mayor asked for a motion on the resolutions.

Resolution No. 6818 - Approving River Falls Business Leaders Request for Street Closure for Taste of River Falls
MSC Bjork/Mueller move to approve resolution. Unanimous.

Resolution No. 6819 - Approving River Falls Business Leaders Request for Open Container Exemption for Taste of River Falls
MS Bjork/Mueller move to approve resolution. The motion passed 4-2 with Downing, Carow, Bjork and Mueller voting in favor and Morrissette and Bjerstedt against.

Resolution No. 6820 - Approving River Falls Business Leaders Request for Noise Control Exemption for Taste of River Falls
MSC Bjork/Downing move to approve resolution. Unanimous.

Resolution No. 6821 - Approving River Falls Business Leaders Request for City Assistance for Taste of River Falls
MS Bjork/Mueller move to approve resolution. Morrissette thinks the resolution should be amended with the promoter to bear the cost of the event. Motion by Morrissette to amend the resolution and ask the promoter to pay the fees as outlined in the staff report related to the event. The motion died due to lack of a second.

Simpson said the council has the original motion as presented which would be the city not charging the promoter and the costs coming out of the business and development fund. The mayor asked for questions or comments. Downing would like to see council working on that in the future - building a participant fee that is agreeable. The mayor asked for a vote. The motion passed 5-1 with Downing, Carow, Bjork, Bjerstedt and Mueller voting in favor and Morrissette against.

ORDINANCES AND RESOLUTIONS:
Resolution No. 6822 - Awarding the Sale of $18,415,000 General Obligation Corporate Purpose Bonds, Series 2023A
Sean Lentz from Ehlers and Associates provided a presentation on the two bonding resolutions. He talked about the city's bond rating of Aa2 and provided details. Lentz spoke about the sales results for the two bonds including the winning bidders, interest rates, and the next steps. He stood for questions from council.

Morrissette commented on the aggressive interest rates. Downing asked about Section 8 – arbitrage bonds. Lentz gave an explanation about arbitrage and answered follow up questions from Downing. MS Morrissette/Bjork move to approve the resolution. The mayor asked for a roll call vote. The vote passed unanimously 6-0.

Resolution No. 6823 - Authorizing the Issuance and Sale of a $4,933,000 Water System Revenue Bond Anticipation Note
MS Bjork/Bjerstedt move to approve the resolution. Lentz noted the bond amount had changed from $5,030,000 to $4,933,000. Bjork/Bjerstedt moved to approve the resolution with the updated bond amount. The mayor asked for a roll call vote. The vote passed unanimously 6-0.

Resolution No. 6824 - Awarding Bid for City Hall/Public Library Roof Replacement
MSC Morrissette/Downing move to approve the resolution. Unanimous.

REPORTS:
Administrator’s Report
Simpson provided dates for upcoming events.

ANNOUNCEMENTS:
Mayor’s Appointments
Historic Preservation Commission
Appointment of Dan Geister through January 2026

Extraterritorial Zoning Committee
Appointment of Rob Gorman – indefinite appointment
MSC Morrissette/Bjerstedt move to approve the mayor’s appointments. Unanimous.
MSC Bjerstedt/Morrisette move to adjourn at 7:24 p.m. Unanimous.

Respectfully submitted,

Kristi McKahan, Deputy Clerk
HISTORIC PRESERVATION COMMISSION  
September 13, 2023, at 6:00 pm  
CITY HALL – TRAINING ROOM

HPC Members Present: Jayne Hoffman (Vice Chair), Mark Anderson,  
Casie Radford, Pam Friede, Dan Geister

HPC Members Absent: Alyssa Mueller – Council Rep, Julie Huebel

Staff Present: Ellen Massey- Management Analyst, Emily Shively- Assistant Director of  
Community Development

Others Present: Patricia La Rue, Maxwell Greenfield (UniverCity), Kacie Lucchini Butcher  
(UniverCity), Abigail Becker (UniverCity)

CALL TO ORDER  
Meeting convened at 6:00 p.m.

APPROVAL OF MINUTES OF THE July 7, 2023, MEETING  
M/Fried S/Anderson – Ayes: Hoffman, Anderson, Radford, Friede Abstain: Geister

HPC MEMBER VOLUNTEER HOUR REPORT  
Hoffman - 1 hour  
Anderson – 1 hour

PUBLIC COMMENTS – Non-Agenda Items

MEETING DISCUSSION ITEMS  
1. Elect a new chairperson  
   a. Pam Friede nominated Jayne Hoffman to become the new chairperson. Mark  
      seconded the motion. – Unanimous  
   b. Elected a new vicechair  
      i. Pam Friede nominated Mark Anderson, Radford seconded the motion.  
      Unanimous
2. UniverCity Alliance Update  
   a. Maxwell Greenberg gave a presentation about his final project for the UniverCity  
      Alliance program, presenting a juxtaposed look at the history as is written on the City  
      website.  
   b. Massey asked the commission to begin thinking about how we incorporate this new  
      information into the website and other places around town that showcase the history  
      – Hoffman asked this item be placed on next months agenda
3. CLG Grant  
   a. The City received 2 applications for bid on the nomination of 2 properties in River  
      Falls funded through a CLG grant: Legacy Architecture and University of Wisconsin-  
      Milwaukee
b. The commission appreciated the detailed proposal of UW-Milwaukee and chose this as the winning bid.

c. Massey will reach out to UW-Milwaukee to get a contract, working with Justin Fish at the State Historical Society

4. Wisconsin Historical Society Conference
   a. Brief conversation about the conference and allowed Geister the opportunity to attend as well as a new commissioner

5. Next sign – bridges
   a. Anderson noted the budget was filled for this year, but will begin preparations this year and then make the purchase come January. Asked to add this to next month’s agenda

6. HPC Budget Update

CALENDAR
Next Historic Preservation Commission meeting October 11, 2023, in the City Hall Training Room. Items for next agenda include: Any updates from Maxwell, CLG grant, Glover School-internal photos and posters, bridges signs

ADJOURNMENT: 7:08

First Anderson /Second Friede
Unanimous

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MINUTES
HISTORIC PRESERVATION COMMISSION
July 12, 2023, at 6:00 pm
City Hall Training Room

HPC Members Present: Heidi Heinze (chair), Jayne Hoffman, Mark Anderson, Julie Huebel, Casie Radford, Pam Friede, Alyssa Mueller – Council Rep

HPC Members Absent:

Staff Present: Sam Burns – Planner
Ellen Massey- Management Analyst

Others Present:

CALL TO ORDER
Meeting convened at 6:00 p.m.

HPC MEMBER VOLUNTEER HOUR REPORT
Heinze- 1 hours
Hoffman - 5 hours
Huebel – 1 hours
Anderson – 1 hour

APPROVAL OF MINUTES OF THE July 12, 2023, MEETING
M/Hoffman S/Friede – Unanimous

PUBLIC COMMENTS – Non-Agenda Items
PERSON- Library contacted Jayne about a picture painted in the 1890’s by Lucy Powell that they wanted to donate to the HPC. There was conversation about putting it into the exhibit at the library. Found in the Lye and Roberta home in the 1960’s. Further conversation about where this painting could be housed.

MEETING DISCUSSION ITEMS
1. UniverCity Alliance
   a. Sam gave an overview of the project scope and the current state of Max working on the questions that were previously provided to him. Ellen and Sam have biweekly meetings with Max during the process. Plan to have him at the Aug or Sept meeting to present. Ellen explained her understanding of the timeline of the project completion. Mark asked if there were opportunities to add additional questions as some of the questions may already be known in the community. Pam asked for a written monthly update from staff.
2. Glen Park Anniversary details
   a. Heidi Go over the run-of show, duties before party starts. 1,000 postcards were printed and distributed throughout the City.
3. HPC Budget Update  
   a. The Glen Park shirts need to be included on the budget. Planning for the Wisconsin Historical Society Conference. Mark mentioned posters are likely to come from this budget. Heidi will purchase the Glover School sign budget to come. Sam told the group that signage budgeting may change in the next CIP budget, requiring a 50/50 match from HPC and grants/fundraising. There are some funds specifically allocated signage in the next fiscal year- there is question around the next signage (bridges) that would likely to be purchased later this year. Conversation about bridge sign added to next meeting. Mark spoke to the posters that HPC plans to put up inside the Glover School and plans to get mounted on foam board. These run roughly $100 per sheet and must purchase 3 at a time. Heidi asked to sign everyone up for the conference before we purchase these boards.

4. CLG Grant work  
   a. Ellen gave an update about where the City is in the process of hiring a consultant to write the nominations for 2 properties in town. She will send out the RFB and have the deadline of submission as Sept 5th. At the next meeting the HPC will choose a consulting company and move forward with the nominations. Mark asked if there was a possibility to add an additional property in town, Ellen said she would follow up with the contact at the State.

5. Wisconsin Historical Society Conference  
   a. Registration is open and agenda has been distributed. Most members were interested in participating and will follow up with Ellen to get registered and hotels booked. Heidi mentioned being able to take fleet car to the conference.

Heidi spoke about scheduling a tour of the power plant as per the MOU with the City. Ellen will follow up with the parties involved to schedule the walk-through.

**Additional information:**  
Heidi told the group that she accepted a job at the Warden House Museum in Stillwater, MN that requires her to step down from the chairperson- effective immediately. A new chairperson will be elected at the next meeting.

Casie brought up needing to keep an eye on structures that have anniversaries in the coming years including: University 150th in 2024, Swinging Bridge 2025, 250 anniversary of the USA. We may connect Morgan with archives to see what the University is planning for ’24 celebration.

**ADJOURNMENT**  
HPC adjourned at 6:47 pm.

Unanimous
The meeting was called to order by Utility Advisory Board Chair Kellen Wells-Mangold at 6:30 p.m.

**Utility Advisory Board Present:** Dean Bartels, Adam Gierl, Chris Lick, Mark Klecker and Kellen Wells-Mangold

**Utility Advisory Board Absent:** Nick Carow and Tim Thum

**Staff Present:**
Utility Director Kevin Westhuis; Electric Superintendent Wayne Siverling; Community Development Director Amy Peterson; Finance Director Josh Solinger; WPPI Energy Services Manager Jenna Willi; Utility Administrative Assistant Lanae Nelson and IT Specialist Sterling Hackney

**Approval of Minutes:**
Meeting Minutes: 06-19-2023
MSC Lick/Gierl approve minutes. Unanimous.

**CONSENT AGENDA:**
Acknowledgement of the following minutes:
- West Central Wisconsin Biosolids Facility Commission: 06-15-2023
  
  The board and Westhuis reviewed the minutes on the West Central Wisconsin Biosolids Facility project. MSC Lick/Gierl approve minutes. Unanimous.

**REPORTS:**

**WPPI Energy Member Governing Bodies Update Report**
Director Westhuis introduced WPPI Energy Vice President Jake Oelke who reviewed updates from WPPI on the Member Governing Bodies. Oelke reviewed the history of WPPI, mission, vision, business plan, power cost, energy resources and locations, environmental response, and financials.

**US Army Corps of Engineers (USACE) Project Report and Kinni Corridor Collaborative (KCC) Updates**
Director Westhuis introduced Community Development Director Amy Peterson and Kinni Corridor Collaborative (KCC) Board President Steve Goff. Peterson reviewed with the board the USACE objectives, ecological modeling, history, planning process and timeline. Goff reviewed with the board changes, funding, access plan, partner coordination, meeting with USACE, grants, donors and encouraged to look at their updated website [https://kinnicc.org/](https://kinnicc.org/)

**Finance Report**
Finance Director Josh Solinger gave a brief overview of the finance report, which was included in the packet.

**Utility Dashboards**
Utility Director Westhuis spoke on the 2023 June utility dashboards, which were included in the packet.
Monthly Report
The 2023 June monthly utility reports were in the UAB packet for review.

ANNOUNCEMENTS:
Utility Director Westhuis welcomed Pete Lane has been hired as the newest Water/Wastewater Operator.

Utility Director Westhuis announced Water/Wastewater Operator Tim Rixmann was promoted to being the Lead Water/Wastewater Operator.

North Water Tower is being sandblasted, inside is being painted and the outside is getting prepared to be painted.

North Loop on Paulson Road is getting close to completion.

Powell Avenue Bridge will start construction from Wisconsin Department of Transportation in August into the Fall.

Mann Valley contract is with Haas Sons, Inc. and will start construction on water and sewer in September.

Customer Appreciation Event is August 17, 2023, from 4-6 p.m.

ADJOURNMENT:  
MSC Lick/Klecker to adjourn. Unanimous. UAB Chair Wells-Mangold announced meeting adjourned at 7:56 p.m.

Reported by: Utility Administrative Assistant Lanae Nelson

_____________________________________________________
Lanae Nelson, Utility Administrative Assistant
West Central Wisconsin Biosolids Facility
Commission meeting
July 20th, 2023

Board Members Present: John Bond, Greg Engeset, Steve Skinner, and Gary Newton. Absent: Kevin Westhuis

Others present: Randy Lindquist, Jim Thanig, Rick Caruso, Eric Lynne (Donohue and Associates), Jeremy Wood, Brad Vick, Mark Erickson, Matt Holmen, Aaron O’Connell, Chris Banks. On-line: Joe Intihar, John Sworski, Sean Lentz

Gary Newton called meeting to order at 8:37 am.

Consent Agenda:
Motion made and passed to approve June payments totaling $751,198.30. M/S Greg/Steve.

Motion made and passed to approve the June 15 and June 29th Board meeting minutes. M/S Steve/Greg.

Financial Report:
Motion made and passed to approve the financial report as presented in the agenda. M/S Greg/Steve.

Facility Report:
New air compressor has arrived but needs to be wired. Centrifuge oil is changed but still needs annual inspect done. Some minor repairs have been done. Ordered new peristaltic pump because old one stopped working. Randy is planning to send old pump in for repair to see if old one can be repaired.

Old Business:

• Phase 0.5 Financing update:
  Mark Erickson was present from Midwest Bank to give update on project financing. Bank was wondering who is responsible for the debt of the loan, Biosolids or the community members. Loan term for the 0.5 phase will be for 16 years because that is what the current contract term is with the community members. Mark described what the different finance options are for the construction loan and final construction loan. Mark was going to talk with the bank personnel to see who the bank would require to be responsible for the debt services Biosolids or communities and get back to Randy.

• Phase 0.5 project update:
  Eric from Donohue said the project is on schedule. All the storage tank walls are poured. Tank leak testing is in progress. Project has been going well so far.

• Phase 1.0 project update:
  Nothing to report on the 1.0 project at this time.

• Centrate filamentous treatment:
  Last meeting it was talked about to look into centrate filamentous treatment. Randy and Eric talked and decided that it would be best to wait until the new tanks go on-line and see if there is improvements with the problem with the new tankage. If filamentous is still a problem after putting new tanks on-line then they will look into a solution to the problem at that time.
New Business:

Mondovi Contract extension:

• City of Mondovi is asking Biosolids for an additional 1-year contract extension to their current 1-year extension. After discussion, it was decided to allow one more 1-year extension but to amend the new contract. Amendment is to state that after new 1-year extension period, if Biosolids services are still needed the charge for continued services will be billed at the emergency rate for needed loads after the extension contract ending date. Motion made and passed for contract extension with the added amendment to the contract. M/S Greg/John

Change order #1 Centrate pump pressure switch discussion/approval:

• Eric discussed the requested change order to install a pump pressure switch for Centrate piping line as described in the agenda packet. Motion made and passed to approve the change order. M/S Greg/John

End product distribution contract extension:

• Randy reached out to end product hauler. The company is willing to perform the hauling services but wants additional $1 per ton to do so bring the hauling cost to $10 per ton. After discussion, Randy was asked to counter offer $9.50 per ton. Motion made and passed to accept new contract if the hauling cost of $9.50 per ton is accepted by hauler. M/S Steve/Greg

Miscellaneous:

• N/A

Adjournment:

• Motion made and passed to adjourn at 10:05 am. M/S Steve/Greg
West Central Wisconsin Biosolids Facility
Commission meeting
August 17, 2023

Board Members Present: Greg Engeset, Kevin Westhuis, Gary Newton, John Bond, and Randy Lindquist. Others present: Jim Than’g, Eric Lynne (Donahue and Associates), Rick Caruso, Absent: Steve Skinner. And on-line; Kip Peters, Joe Intahar, Bradley Vick, Brad Roy, Eric Evenson.

Gary Newton called meeting to order at 8:30 am at WCWBSF

Consent Agenda:

• Approval of Bills: Motion was made and passed to approve August payments totaling $465,429.28. M/S Jon/Greg – passed unanimously

Financial Report:

• Gary presented financial report as outlined in agenda packet. Billed revenues of $243,997.51 and monthly expenses of $236,105.31 M/S John/Greg – passed unanimously

Facilities Report:

• Synagro hauling increased fees 3.42% based on the CPI. This will be part of the contract extension pricing.

• Randy reported we could see a 6 or 7% increase in health insurance; stay tuned.

• The high phosphorus levels we have been experiencing may be traced to not allowing the “ferric chloride” sufficient time to react. Figuring out ways to give it more time to reduce the high phosphorus levels the plant has been seeing. Seeing some success

M/S John/Greg – Approve Facilities report: passed unanimously

Old Business:

• Phase 0.5 Financial update by Sean Lentz with Ehlers. Came to discuss and assist WCWBS with securing lending for phase .05.
  1. Midwest one (originally offered to do the loan) backed out of offering the loan
  2. Sean reached out to other potential lenders and Bremmer Bank has indicated that they are interested in the loan and just need the appraisal completed to finish the loan.

Ehlers and Sean Lentz have done a nice job taking over the loan project and is moving WCWBS to the finish line on obtaining phase .05 project funding.

• Grant application for the Federal 1.6-million-dollar grant is complete and submitted. Waiting for EPA approval and fund dispersal.

• Phase .05 is approximately 20% complete and the project going well.
New Business:

- Three Change orders proposed for phase .05
  1. Truck grating changed from aluminum to galvanized (No Cost)
  2. 2” water line for screener needs to be extended (6,673.17)
  3. Need 4” OA vents between new and old tanks ($6,446.33)

Motion was made by Jonh Bond and Seconded by Greg to split the cost of the 2” water line change order with Donahue Consulting and WCWBS pay for the second change order in full. Motion passed unanimously.

- Annual meeting may be at Tattersall in River Falls. Kevin inquiring.

Miscellaneous:

- Randy working on 2024 budget.

Meeting adjourned. M/S John/Greg – passed unanimously
Board Members Present: Greg Engeset, Kevin Westhuis, Gary Newton, John Bond, Steve Skinner, Randy Lindquist, and most other member communities attended virtually.

Gary Newton called meeting to order at 8:30 am at WCWBSF

New Business:

- Financing of Phase .05 and project options

Sean Lentz from Ehlers did a presentation on financing of phase .05.

WCWBS initially had 5 proposals for financing of the project.

WCWBS was looking for the best local and regional fit.

Midwest One bank had originally shown interest but backed out of the offer as they had requirements that could not be met in a timely manner.

Sean went through the process and hurdles in a power point presentation and answered questions.

He recommended moving forward with Bremmer Bank who feels comfortable processing the loan. They (Bremmer) said they still need to do an appraisal and environmental assessment of the project.

- They would offer interim financing up to 18 months if necessary
- Amount of loan will be limited to 65% of appraised value
- Rate based on Federal Home Loan rate

The board voted 9 to 0 (Unanimously) to move ahead with Sean’s recommendation to proceed with Bremmer Bank for interim and long-term financing as needed to fund this project.

Meeting adjourned. M/S John/Greg – passed unanimously
MINUTES
PLAN COMMISSION
JULY 6, 2023
CITY COUNCIL CHAMBERS

Members Present: Patricia La Rue, Dan Toland, Diane Odeen, Rob Gormanson, Lisa Moody
Members Absent: Rebecca Prendergast, Chris Holtkamp
Staff Present: Emily Shively, Sterling Hackney
Others Present: Ben Fochs

CALL TO ORDER
Meeting convened at 6:30 p.m.

APPROVAL OF MINUTES
M/Odeen, S/La Rue to approve minutes. Motion carried 4/0.

PUBLIC COMMENTS
Ben Fochs commented on a couple of corporate businesses that have too large and/or bright signs that went up without approval and variances were applied for after the fact. He mentioned Hudson industrial parks and their amount of bright, distracting signage and lighting and hopes to see that is taken into consideration with all the new development going up in River Falls.

ORDINANCES & RESOLUTIONS
Zoning Ordinance Text Amendment creating Chapter 17.50 - Corporate Park Zoning District Assistant Community Development Director Emily Shively provided a presentation. She explained the draft ordinance describes the purpose of the regulations, includes definitions, establishes permitted and prohibited uses, and outlines performance standards in Corporate Parks. The draft is based on existing ordinances, goals, and covenants. The Corporate Park Zoning District is intended to be consistent with existing corporate park regulations that apply to Whitetail Ridge and Sterling Ponds Corporate Parks. It establishes clear yet flexible regulations for the Mann Valley area and additional corporate parks in the future that encourage high quality development. These developments create new jobs, expand non-residential tax base, and diversifies the local economy.

M/Odeen, S/Moody made a motion to approve The Zoning ordinance Text Amendment creating Chapter 17.50 – Corporate Park Zoning district.

There was discussion regarding the proposed regulations being similar to or significantly different than existing corporate park regulations. The proposed are not significantly different and some covenant items were added for clarity and consistency in standards.

In addition, permitted uses were discussed. Schools are not an approved use in Corporate Park District. This is due to federal regulations that protect those uses such as schools and churches.
that require those uses be permitted where other assembly uses are allowed and corporate parks are intended to have uses that extend the tax base. Schools and churches do not pay property taxes. Clarification of truck terminal definition was discussed. La Rue would like to see charging stations installed as part of sustainability.

Motion Carried 4/0.

REPORTS
Planning Update
Shively updated the Plan Commission on projects. The final plat for Oak Hills Phase I was approved. The SIP and Final Plat for South Pointe was approved. The electronic sign ordinance is set for the second reading.

ADJOURNMENT

Moody made a motion to adjourn at 6:42 p.m. S/Odeen; motion carried 4/0.

Respectfully submitted,

Angie Bond, Community Development Assistant
River Falls Library Board of Trustees
Open Meeting
August 7, 2023

Present: Rebecca Ferguson, Tanya Misselt, Wayne Roes, Kari Heinselman, Lorraine Davis, Mike Metro, Tiffany Alexander, Whitney Rudesill, and Jean Ritzinger.
Guests: Alyce Jacobs and Kim Kiiskinen.
Absent: Jeff Bjork.

1. Call to Order: The meeting was called to order by President Ferguson at 6:30.

2. Establish a Quorum: A quorum was established.

3. Open Meeting Law: Library Director Misselt certified the meeting was properly noticed.

4. Approval of Agenda: Ritzinger moved to approved the agenda. Alexander seconded. Motion carried.

5. Approval of June minutes: Metro moved to approve the minutes. Alexander seconded, Motion carried.

   - Continued Data gathering on financial history: Comparisons with other Wisconsin libraries of our size, history of library financing,

6. Directors Report:
   - Explanation of the Class and Comp study as it applies to the library
   - C.I.P: The city administrator put in a request that the city use GO bonds to cover the expense of the elevator and the H Vac system. Money will come from our portion of the levy.
   - YA area and Media section of the library will switch sections.
   - Jayne Hoffman is writing a book about the history of the library. Discussion followed regarding funding for the printing and publishing of the book.

7. President’s Report:
   a. Reviewed the city's Class and Compensation Study that will be implemented on December 11, 2023 and the impact to the library.
   b. The board was asked to sign up to attend River Falls City Council meetings and informed of upcoming city events such as the Customer Appreciation Event and Mayor’s Cook Out Conversations. The link for the River Falls Reader was also shared. Ferguson informed board members of the upcoming school board meeting, Tuesday, August 8th, 5 pm, followed by a city council meeting.
   c. Board member Lorraine Davis has submitted the library as a possible recipient for the Power of 100 Grant.
d. Ferguson encouraged board members to register for the virtual Wisconsin Trustee Training Sessions the week of August 21-25.

e. Information of activities involving the president, vice president and library director during the summer were shared such as:
   - Meetings with Mike Metro and Tanya Misselt regarding 2023 goals.
   - Research and preparation of documents and graphs showing financial data and history.
   - Meetings with community leaders.
   - Meetings with Amy White (city clerk) and Karen Bergstrom (director of human resources for the city) regarding the new class and comp report.
   - Review of fund raising proposals.

8. Action Items:
   a. Approve raises for professional staff as recommended by the Class and Comp Study: Following discussion by the board, this action was tabled.
   b. Approve Video Surveillance Camera Policy: A motion was made by Alexander to approve the Video Surveillance Policy. Davis seconded. Motion carried.
   c. May Library Expense Report ($14,794.42): a motion was made by Davis to accept the May expense report. Ritzinger seconded. Motion carried.
   d. June Library Expense Report ($12,905.71): A motion was made by Metro to accept the June expense report. Alexander seconded. Motion carried.
   e. July Library Expense Report ($18,396.29): A motion was made by Alexander to accept the July expense report. Heinselman seconded. Motion carried.

9. Adjournment: A motion was made by Alexander at 8:00 to adjourn. Ferguson seconded. Motion carried.

Respectfully Submitted: Jean Ritzinger (secretary)
MEMORANDUM

TO: Mayor Toland and City Council
FROM: Jackie Hanson, Deputy City Clerk
DATE: September 26, 2023
TITLE: Preliminary Resolution-Business Improvement District

RECOMMENDED ACTION
Adopt the attached resolution which will authorize proceeding with special assessments for the downtown Business Improvement District (BID).

BACKGROUND
The BID assessment has been in place since 1988. The request from the Business Improvement District Board is to continue with an annual assessment of $44,500 to fund improvements in the downtown district. Each property in the business improvement district pays a portion of the assessment based on the assessed values as of January 1, 2023. The City’s administrative costs of $2,500 are included in the assessment total.

A public hearing on the final assessment is scheduled for October 24, 2023, to allow property owners within the district to provide comments and voice concerns before the final assessments are approved. City Council will be provided the proposed 2024 budget.

FINANCIAL CONSIDERATIONS
The assessment is spread over all properties in the business improvement district, based on the assessed value of the property. A schedule of the assessment for each parcel will be included in the information presented at the public hearing.

CONCLUSION
Upon approval from the Council, affected property owners will be notified of the proposed assessment and the date of the public hearing.
RESOLUTION NO.

PRELIMINARY RESOLUTION DECLARING INTENT
TO EXERCISE SPECIAL ASSESSMENT POLICE
POWERS UNDER SECTION 66.0703 WISCONSIN STATUTES
FOR THE BENEFIT OF THE RIVER FALLS
BUSINESS IMPROVEMENT DISTRICT

RESOLVED, by the Common Council of the City of River Falls, Wisconsin:

1. The Common Council hereby declares its intention to exercise its police power under Section 66.0703 Wisconsin Statutes, to levy special assessments upon property for the benefit of the River Falls Business Improvement District (BID), the Common Council having approved the operating budget submitted by the Business Improvement District Board. The special assessments that will be levied by the Common Council are upon the following described real property located in the BID, City of River Falls:

NORTHERN BOUNDARY

Commercial properties included south of the line running easterly from the northeast portion of the intersection of Lewis and Division Streets, continuing across the Kinnickinnic River, and then running along the southern portion of Division Street to the northwest portion of the intersection of Division and Third Streets.

EASTERN BOUNDARY

Commercial properties included west of the line running southerly from the northwest portion of the intersection of Division and Third Streets to Cedar Street; then easterly across the alley; then southerly to include property identification number (PIN) 1009-04 (State Bank of River Falls); then easterly to the west side of Third Street; then southerly to the northeast intersection of Third and Walnut Streets; then westerly across the alley; then southerly to the northwest portion of the intersection of the alley and Locust Street; then westerly to the northeast portion of the intersection of Second and Locust Street; then southerly along Second Street crossing Spring Street continuing southerly along Oak Street to the southeast portion of the intersection of Oak Street and Cascade Avenue; then westerly to southeast corner of Main and Cascade; thence generally south to the northeast corner of South Main and Vine.

SOUTHERN BOUNDARY

Commercial properties included north of the line which starts at the northeast portion of the intersection of Vine and South Main Streets and which runs
westerly along the northern portion of Vine Street to the northeast portion of the intersection of Vine and State Streets.

WESTERN BOUNDARY

Commercial properties included east of the line running northerly from northeast portion of the intersection of State and Vine Streets across Cascade Street; then easterly to the southwest corner of PIN 1097-10; then northerly to Lake George; then generally north and northeast along the east shore of Lake George and the Kinnickinnic River to a point on the east end of the Maple Street bridge; then northerly to the northeast portion of the intersection of Pine and Clark Street; then westerly to the northeast portion of the intersection of Pine and Clark Streets; then north to the northeast portion of the intersection of Lewis and Division Streets.

2. The improvements which shall constitute the special assessment levies shall be for the payment of general operating expenses and project expenses, said improvements and expenses to be incurred for the benefit of those properties that are in the BID.

3. The total amount assessed against the properties within the BID shall not exceed 100 percent of the total cost of the operating budget approved for the operation of the BID for calendar year 2024. The Common Council determines that the assessment for the operating budget of the BID constitutes an exercise of police power and benefits the properties in the BID based upon the assessed valuation of the properties within the BID.

4. The assessment against any parcel shall be included on the real estate property tax rolls and shall be paid in full by January 31, 2024. All special assessments received by the City for use in the Business Improvement District shall be placed in a segregated account in the municipal treasury pursuant to Section 66.1109(4) of the Wisconsin Statutes.

5. The BID Board of Directors shall prepare a report which shall consist of:

   A. The proposed operating budget of the BID for calendar year 2024, showing all planned payments, receipts and expenditures for the BID.

   B. A listing of each parcel in the BID, and its assessed valuation, and its record owner, and current tenant if different from the owner.

   C. A schedule of the proposed assessments against each parcel in the BID.

6. When the report is completed, the President of the BID Board of Directors shall file a copy of the report with the City Clerk for public inspection.

7. Upon receipt of the report of the President of the BID Board, the City Clerk shall cause notice to be given stating the nature of the proposed expenditures within the BID, the general boundary lines of the BID (including a small map thereof), the time and place at which the report may be inspected, and the time and place of the public hearing on the matters contained in the preliminary resolution and the report. This notice shall be published as a Class I Notice and a copy shall be mailed at least 10 days before the hearing to every interested party.
8. The hearing shall be held in the Council Chambers in the City of River Falls at a time set by the Clerk in accordance with Sections 66.0703(7)(a) of the Wisconsin Statutes.

Dated this 26 day of September, 2023.

FOR THE CITY OF RIVER FALLS

______________________________
Dan Toland, Mayor

ATTEST:

______________________________
Amy White, City Clerk
MEMORANDUM

TO: Mayor Toland and City Councilmembers

FROM: Sam Burns, Planner

DATE: September 26, 2023

TITLE: Resolution Approving the Final Plat for Sterling Ponds Village, 20-unit Twin-home Residential Development on Kingsbarn Ave. and Newcastle Dr.

RECOMMENDED ACTION
Adopt the attached resolution approving the Final Plat for the Sterling Ponds Village development.

BACKGROUND
Auth Consulting & Associates have submitted a Final Plat application on behalf of Husby Homes, LLC. for a 20-unit twin-home development. A preliminary plat for the entire Sterling Ponds development area was originally approved by the Plan Commission in May 2003. To date, the following development phases have either been platted, completed or are currently under construction: Sterling Ponds, Sterling Ponds 1st, 2nd, 3rd, and 4th Additions, Sterling Heights, Villas of Sterling Ponds Phases 1-4 and Sterling Ponds Cottages. In addition, the Aberdeen, Hope Lutheran, and Sterling Ponds Corporate Park have been planned and developed. The applicant is seeking to develop one of the last remaining parcels in the Sterling Ponds neighborhood.

Location Map: Site outlined in red
PROJECT DESCRIPTION
Sterling Ponds Village will create 20 individual twin-home lots. It will also include Outlot 1 which primarily accommodate a private road connecting to Newcastle Drive and a shared driveway for the Hope Lutheran Church that is accessible via Kingsbarn Avenue. The private road will provide access to each of the 20 twin-homes in the development.

The twin-homes will also be connected via a sidewalk along Kingsbarn Ave and a multi-use trail on the southeast side of the development abutting a stormwater retention pond.

Sterling Ponds Village Site Plan
FINAL PLAT ANALYSIS
The final plat for Sterling Ponds Village creates 20 twin-home lots for development and one outlot. Drainage, utility, recreation, and access easements have been provided and streets are designed per subdivision requirements.

Final Plat for Sterling Ponds Village
Consistency with Official Map, Provision of Infrastructure, and Site Conditions
The development is consistent with the Official Map; public sewer and water services will be provided and the proposed connections to existing roads are consistent with topography and natural features.

Consistency with Comprehensive Plan
The future land use map identifies this area as medium density, which means density should fall within 4-8 dwelling units per acre. The overall density for Sterling Ponds Village will be approximately 6.97 du/acre.

Consistency with Subdivision Ordinance
The final plat is consistent with the subdivision ordinance. The design of streets, blocks, and lots are all in conformance with code.

Consistency with Zoning Ordinance
The area is zoned traditional neighborhood development. The application meets the traditional neighborhood development requirements.

Site Characteristics
Engineering has no concerns regarding slopes, stormwater or other site characteristics.

SUMMARY
The proposed final plat will include 20 twin-home lots and one Outlot. The proposed plat is consistent with the Comprehensive Plan and meets relevant subdivision requirements.

PLAN COMMISSION RECOMMENDATION
The Plan Commission reviewed the proposed Final Plat for Sterling Ponds Village at their September 5, 2023, meeting. The Plan Commission unanimously recommended approval of the Final Plat.
RESOLUTION NO.
APPROVING THE FINAL PLAT FOR STERLING PONDS VILLAGE

WHEREAS, Auth Consulting & Associates, on behalf of Husby Homes, LLC. submitted a Final Plat for Sterling Ponds Village located on Kingsbarn Avenue and Newcastle Drive; and

WHEREAS, the Final Plat is consistent with the Official Map and Comprehensive Plan; and

WHEREAS, the Plan Commission reviewed the final plat at their September 5, 2023, meeting and forwarded it to the Common Council with a favorable recommendation; and

WHEREAS, the Common Council reviewed this item at its regular meeting of September 26, 2023, and found it to be acceptable.

NOW, THEREFORE, BE IT RESOLVED that the Common Council for the City of River Falls hereby approves the Final Plat of Sterling Ponds Village subject to the following conditions:

1. All of the developer obligations have been satisfactorily met or addressed as determined by the City Engineer.
2. The Final Plat shall not be recorded until the City has received an irrevocable letter of credit in an amount approved by the City Engineer for all public improvements that are required to be installed in accordance with the plans and specifications;
3. The Final Plat shall not be recorded until the City has received notice of certification from the State of Wisconsin.

Dated this 26th day of September 2023.

CITY OF RIVER FALLS

__________________________________________
Dan Toland, Mayor

ATTEST:

______________________________
Amy White, City Clerk
MEMORANDUM

TO: Mayor and City Council
FROM: Keri Schreiner, Economic Development Manager
DATE: September 26, 2023
TITLE: Option Agreement and First Right of Refusal with Gary Moelter

RECOMMENDED ACTION
Adopt the resolution approving the option agreement (option) and first right of refusal (FRR) with Gary Moelter involving approximately 43 acres adjacent to the Mann Valley Corporate Park.

BACKGROUND
As part of the Mann Valley Corporate Park project, the City has negotiated an option and FRR (Exhibit 1) with Mr. Moelter for approximately 43 acres adjacent to the Mann Valley Corporate Park. In March, Mr. Moelter annexed this land into the City of River Falls. The current zoning classification for the property is A-Agriculture; however, the 2022 Mann Valley Corporate Park concept plan has the property intended for corporate park development with an option for mixed use along County Highway M.

DISCUSSION
Option Agreement
The proposed Option is summarized as follows:

- The option is a five (5) year agreement.
- City may purchase all or less than all of the property, which is divided into three purchase areas.
- An option fee of $10,000 will be paid to Mr. Moelter annually for up to five years. Each time an option is exercised, the option payments received by Mr. Moelter will be applied to the purchase price.
- If exercised, the 2023 purchase price for the property is $84,000 per acre with a five (5) percent increase each successive year of the option term.

First Right of Refusal
The proposed FRR is summarized as follows:

- The FRR is a five (5) year agreement.
- After the five (5) year option term, if Mr. Moelter considers any sale of the property, the City has the right to purchase the property on the same terms and conditions that is being offered to and considered by Mr. Moelter.
- The City has 30 days to accept the same offer in writing.
Financial Considerations
This property is adjacent to City owned property in Mann Valley Corporate Park. The City has negotiated an option with Mr. Moelter for up to $50,000 over a five-year period.

<table>
<thead>
<tr>
<th>Options Agreement with Gary Moelter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sources: TID 19</td>
</tr>
<tr>
<td>Uses: 5 Year Option Agreement</td>
</tr>
</tbody>
</table>

If the City decides to execute the option and purchase part of all of the property, the funding will also come from TID 19.

CONCLUSION
Staff recommends approval of the resolution approving the option agreement and first right of refusal with Gary Moelter involving property adjacent to the Mann Valley Corporate Park.
RESOLUTION NO.

RESOLUTION APPROVING OPTION AGREEMENT AND FIRST RIGHT OF REFUSAL WITH GARY MOELTER

WHEREAS, the City of River Falls has negotiated an option agreement and first right of refusal with Gary Moelter for property adjacent to City owned property in the Mann Valley Corporate Park; and

WHEREAS, the option agreement is a five year term where the City may purchase all or less than all of the property, which is divided into three purchase areas; and

WHEREAS, an option fee of $10,000 will be paid to Mr. Moelter annually for up to five years; and

WHEREAS, if the option agreement is exercised, the 2023 purchase price for the property is $84,000 per acre with a five percent increase each successive year of the option term; and

WHEREAS, the first right of refusal is a five year agreement where if Mr. Moelter considers any sale of the property, the City has the right to purchase the property on the same terms and conditions that is being offered; and

NOW, THEREFORE, BE IT RESOLVED that the Common Council of the City of River Falls hereby approves the option agreement and first right of refusal with Mr. Moelter and authorizes the City Administrator to finalize the necessary terms and agreements.

Dated this 26th day of September, 2023.

________________________________________
Dan Toland, Mayor

ATTEST:

________________________________________
Amy White, City Clerk
OPTION AND RIGHT OF FIRST REFUSAL AGREEMENT

1. **Parties.** This Option and Right of First Refusal Agreement (this “Agreement”) is made this ___ day of ____________, 2023 (the “Effective Date”), by and between Gary J. Moelter (“Seller”) and the City of River Falls, a Wisconsin municipal corporation (“Buyer”).

2. **Grant of Options.** For good and valuable consideration given to Seller by Buyer, receipt of which is hereby acknowledged, the Seller grants to Buyer and its administrators, successors, and assigns, exclusive options to purchase (each, an “Option”) real property located in the County of St. Croix, State of Wisconsin, and described on the attached Exhibit A (the “Property”). Buyer may purchase all or less than all of the Property when exercising an Option, but in any event shall be one of the three purchase areas depicted on Exhibit B (each a “Purchase Area”) and not a portion of any such Purchase Area. Buyer shall pay for any survey work necessary to survey each Purchase Area. An Option may be exercised up to three (3) times during the Option Term so that all of the Property and each Purchase Area has been purchased.

3. **Option Fee and Term.** An option fee of TEN THOUSAND AND 00/100 DOLLARS ($10,000) (each, an “Option Payment” and collectively, the “Option Payments”) shall be paid by Buyer to Seller on the Effective Date and on each one-year anniversary thereafter during the Option Term, as hereinafter defined. Each time an Option is exercised to purchase the Property or a Purchase Area, the Option Payments received by Seller shall be applied to the Purchase Price. Any money paid to Seller as Option Payments which are not applied to the Purchase Price may be retained by Seller. The Option shall commence as of the Effective Date and terminates five (5) years from the Effective Date (the “Option Term”).

4. **Purchase Price and Terms.** If an Option is exercised per the terms of this Option, the following shall be the terms of purchase:

   a. The purchase price for an Option to purchase any portion of the Property shall be EIGHTY-FOUR THOUSAND AND 00/100 DOLLARS ($84,000) per acre of Property, if exercised during the first year of the Option Term, with a 5% increase in each successive year of the Option Term (the “Purchase Price”).

   i. Seller shall convey to Buyer the Option Property, as hereinafter defined, upon payment of each Purchase Price.

5. **Exercise of Options.** Written notice of intention to exercise an Option shall be delivered to Seller, no later than the expiration of the Option Term, consistent with Section 10 (each, an “Option Notice”). The Option Notice shall specify whether Buyer is electing to purchase the Property in its entirety, or which Purchase Area(s) are being purchased (with respect to each Option Notice, the “Option Property”). After Seller’s receipt of the Option Notice:
a. Seller shall provide an owner’s policy of title insurance from a reputable title insurer of Seller’s choosing (the “Title Insurer”) in the amount of the Purchase Price showing good and merchantable title to the Option Property. Seller shall cause the Title Insurer to furnish Buyer a commitment (“Commitment”) for the most current Owner’s Policy of Title Insurance in the amount of the Purchase Price within ten (10) days service of the notice exercising an Option. The Commitment and the underlying supporting documents shall collectively be referred to as the “Title Evidence”.

Buyer shall notify Seller of any objections (“Objections”) to matters disclosed in the Title Evidence on or before the fifth (5th) day after receipt of the last item of Title Evidence. If Buyer fails to provide a list of Objections within five (5) days, then Buyer shall be deemed to have approved the Title Evidence. Seller may, within five (5) days after receipt of the Objections, elect to eliminate or satisfy the Objections to the satisfaction of Buyer. If Seller fails to respond in writing or notifies Buyer in writing that it will not satisfy one or more of the Objections, then Buyer shall have the right to within five (5) days to either waive the Objections and accept title subject to the Objections or terminate this Option without receiving repayment of the Option Payment. Notwithstanding the foregoing, any Objections which can be cured by the payment of a fixed sum of money including, without limitation, payment of any mortgages, judgments, liens or other encumbrances (the “Payment Objections”), which remain at Closing shall be paid at Closing from the closing proceeds.

b. The closing shall be within thirty (30) days after Seller’s receipt of an Option Notice, or earlier as mutually agreed by the parties (the “Closing”). At Closing, Buyer shall pay to Seller the Purchase Price and Seller shall convey the Option Property to Buyer by warranty deed free and clear of all liens and encumbrances, except: municipal zoning ordinances and agreements entered under them, Objections that are waived, and general taxes levied in the year of closing, which shall constitute merchantable title.

c. Seller and Buyer agree to the following prorations and allocation of costs regarding the exercise of each Option:

i. Title Insurance and Closing Fee. Seller shall pay all costs of the owner’s title policy described in Section 3.1, along with a gap endorsement. Buyer shall pay the cost of the lender’s title insurance policy (if any) and any other title endorsements Buyer or its lender desires.

ii. Transfer Fee. Seller shall pay the State of Wisconsin Real Estate Transfer Fee, if applicable.

iii. Real Estate Taxes. The parties shall prorate the taxes for the year of Closing, with Seller paying for that part of the year they have owned the Property.

iv. Recording Costs. Buyer shall pay the cost of recording all documents necessary to place record title in the condition warranted and requested by Buyer in this Option.

v. Closing and Escrow Fee. Seller and Buyer shall each pay one-half of any reasonable and customary closing fee or charge imposed by the Title Company.
d. Closing to occur at a title company selected by Seller (the “Title Company”) which shall be an issuing agent for the Title Insurer.

6. **Failure to Exercise Option.** If Buyer fails to exercise an Option within the Option Term, all rights and privileges granted with respect to the Option, but not the Right of First Refusal, shall be deemed completely surrendered.

7. **Due Diligence.** Buyer, its agents and representatives, shall have the right, during the Option Term, to go on the Property at reasonable times to make engineering, soil report and other inspections and feasibility studies, provided that Buyer shall not conduct a Phase II Environmental Assessment or other invasive testing on the Property without Seller's prior written consent.

Buyer shall compensate Seller for all crops lost or destroyed caused by Buyer’s due diligence inspections. Damages will be calculated by the following formula: Unit Price x Unit Yield Per Acre x Acres Damaged = Damages. Prices for damaged or destroyed crops will be based on the average of the last previous March 1st and September 1st Chicago Board of Trade prices for the crop. If the crop is not traded on the Chicago Board of Trade, the price shall be based on the dominant trading exchange for that crop, but the formula shall remain the same. Yield will be the average of the previous three (3) years’ yields according to Seller’s records for the smallest parcel of land that includes the damaged area. If Seller does not have yield records available, the Parties will use National Agricultural Statistic Services records or other commonly used yield information available for the area.

The Parties shall try in good faith to agree to the extent of damage and acreage affected. If they cannot agree, they shall have the area measured and extent of damage assessed by an impartial party such as a crop insurance adjuster or extension agent (the “Adjuster”) with damages calculated using the formula above. Buyer and Seller shall each pay one half of the cost for such assessment. Payment shall be made within sixty (60) days after the determination of the Adjuster.

8. **Seller’s Deliveries.** Seller shall provide legible copies of all Property Information, as hereinafter defined, to Buyer within five (5) business days of the Effective Date. Property information includes, to the extent in the possession of Seller, copies of all documents, maps, GIS data, surveys, plats, specifications, reports, studies, title information, current third party contracts for activities with respect to the Property, environmental studies and reports and all other material information relating to the Property, together with copies of all any leases or contracts with respect to the Property (as such terms are hereinafter defined) (collectively, the “Property Information”). Seller shall provide updated or new Property Information to Buyer throughout the Option Term.

9. **Right of First Refusal.** In the event Seller considers any sale of the Property within five (5) years after the expiration of the Option Term, Seller shall grant to Buyer the right to purchase said Property on the same terms and conditions as then being offered to and considered by Seller. To this end, Seller agrees that Seller shall require all offers to purchase being considered by Seller for said Property be reduced to writing by the offeror and that a copy of said offer be delivered to Buyer for Buyer’s consideration.
Buyer shall have thirty (30) days from receipt of such written offer from Seller to accept the same in writing to Seller under the same terms and conditions. In the event Buyer fails to exercise in writing the right of first refusal under this agreement within said thirty (30) days after receipt from Seller of any written offer being considered by Seller and Seller subsequently conveys said Property within ninety (90) days to the original offeror according to the terms of said offer, the right of first refusal provided under this Section 9 shall automatically lapse and be null and void.

This right of first refusal under this Section 9 shall not be applicable to any transfer to a trust created for the benefit of Seller and/or Seller’s children and issue or an immediate family member of Seller defined as the parent, spouse, direct descendant or sibling. This right of first refusal will be binding upon an immediate family transferee, whether the same was obtained by sale, gift, or inheritance.

10. Notices. All written notices and demands of any kind which either party may be required or may desire to serve upon the other party in connection with this Agreement may be served (as an alternative to personal service) by electronic mail, registered or certified mail, or overnight courier. Any such notice or demand so served by registered or certified mail shall be deposited in the United States Mail with postage thereon fully prepaid and addressed to the party to be served at the addresses set forth below. Service of any such notice or demand so made by mail shall be deemed complete three (3) days after the day of mailing; and serving of notice by facsimile or electronic mail shall be deemed served upon receipt of evidence of successful transmission. Further, any such notice may be made by Federal Express (or other reputable overnight courier service), which shall be effective one (1) business day after delivery to such overnight courier, at the addresses indicated below.

To Buyer:

City of River Falls  
Attn: Scot Simpson, City Administrator  
222 Lewis Street  
River Falls, WI 54022  
Email: ssimpson@rfcity.org

With a copy to:  
Weld Riley, S.C.  
Attn: Christopher Gierhart  
3624 Oakwood Hills Pkwy  
Eau Claire, WI 54701  
Email: cgierhart@weldriley.com

To Seller:

Gary J. Moelter  
444 County Road D  
River Falls, WI 54022  
Email: moeltergrain@yahoo.com
11. **Counterparts.** This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and all of which, when taken together, shall constitute one instrument. The parties agree that faxed and electronically-scanned signatures shall be binding.

12. **Successors and Assigns.** All terms, conditions, and rights set forth in the Agreement shall run with the Property and shall be binding upon, inure to the benefit of, and be enforceable by Buyer and Seller and their respective successors, assigns, heirs and personal representatives. The Agreement may not be transferred separately from, or severed from, title to the Property.

13. **Short Form Recordable.** A short form of this Agreement shall be recorded in the chain of title to the Property. Said form is attached as Exhibit C as a Memorandum of Option and Right of First Refusal Agreement.

14. **Time of the Essence.** Seller and Buyer agree that time is of the essence with respect to the terms of this Agreement.

15. **Wisconsin Law.** This Option shall be governed by the laws of the State of Wisconsin and shall be binding upon the parties, their personal representatives, successors, and assigns.

[Signature Page Follows]
SELLER

_____________________________          Dated: _____________________________
Gary J. Moelter

BUYER

CITY OF RIVER FALLS

By: _____________________________   Dated: _____________________________
Scot Simpson, City Administrator
Exhibit A
Legal Description of Property
(Note: legal description on each deed to match the title insurance commitment.)

SEC 35 T28N R19W PT SW SW THE W 15 AC AKA SW SW EX E 25 AC 937/320 ORD, TOWN OF TROY, ST. CROIX COUNTY, WISCONSIN

For informational purposes only:
Tax Parcel No.: 040-1132-95-025

AND


For informational purposes only:
Tax Parcel No.: 040-1130-10-000
EXHIBIT B
Purchase Area Depiction
EXHIBIT C
Memorandum of Option and Right of First Refusal Agreement

(see attached)
MEMORANDUM OF OPTION AND RIGHT OF FIRST REFUSAL AGREEMENT

This is not a conveyance under Wis. Stat. § 77.21(1), and is not subject to transfer return or fee.

This DOCUMENT WAS DRAFTED BY:

Attorney Christopher B. Gierhart
Weld Riley, S.C.
PO Box 1030
Eau Claire, WI 54702-1030
MEMORANDUM OF OPTION AND RIGHT OF FIRST REFUSAL AGREEMENT

As of __________, an Option and Right of First Refusal Agreement ("Agreement") was entered into by and between Gary J. Moelter (the "Property Owner") and the City of River Falls, a Wisconsin municipal corporation ("City") regarding the property legally described on the attached Exhibit A (the "Property").

The Agreement provides the City with an exclusive option to purchase some or all of the Property for a period of five (5) years from the effective date of the Agreement. The Agreement further provides the City with a right of first refusal with respect to the Property for years six (6) through ten (10) from the effective date of the Agreement.

All terms, conditions, and rights set forth in the Agreement shall run with the land and shall be binding upon, inure to the benefit of, and be enforceable by City and Property Owner and their respective successors, assigns, heirs and personal representatives. The Agreement may not be transferred separately from, or severed from, title to the Property.

This Memorandum is made and executed by the parties for the purpose of recording the same in the applicable office in the county in which the Property is located and is subject in each and every respect to the terms and conditions of the Agreement. This Memorandum is executed and delivered with the understanding and agreement that it shall not in any manner whatsoever, alter, modify, or vary the terms and conditions of the Agreement.

[Signature Pages Follow]
IN WITNESS WHEREOF, the parties have caused this Memorandum of Option and Right of First Refusal Agreement to be executed on the date(s) set forth below (the latest of which shall be the effective date of this Memorandum of Option and Right of First Refusal Agreement).

CITY:

CITY OF RIVER FALLS

By: _____________________________
Dan Toland, Mayor

ATTEST:

By: _____________________________
Amy White, City Clerk

ACKNOWLEDGEMENT

STATE OF WISCONSIN )
) ss.
COUNTY OF ________________ )

Personally came before me on the ____ day of _____________, 2023, the above-named Dan Toland and Amy White, to me known to be the person(s) who executed the foregoing instrument and acknowledged the same.

_______________________________________
___________________________, Notary Public
State of ____________________
My commission expires: _________________
PROPERTY OWNER

_____________________________________  Dated: ____________________________
Name: Gary J. Moelter
Its:

ACKNOWLEDGEMENT

STATE OF WISCONSIN  )
  )ss.
COUNTY OF _____________  )

Personally came before me on the ____ day of _____________, 2023, the above-named Gary J. Moelter, to me known to be the person(s) who executed the foregoing instrument and acknowledged the same.

______________________________________, Notary Public
State of Wisconsin
My commission expires: ____________________
EXHIBIT A

Legal Description of the Property:

SEC 35 T28N R19W PT SW SW THE W 15 AC AKA SW SW EX E 25 AC 937/320 ORD, TOWN OF TROY, ST. CROIX COUNTY, WISCONSIN

For informational purposes only:
Tax Parcel No.: 040-1132-95-025

AND


For informational purposes only:
Tax Parcel No.: 040-1130-10-000
MEMORANDUM

TO: Mayor Toland and City Council
FROM: Kevin Westhuis, Utility Director
DATE: September 26, 2023
TITLE: Resolution Recommending Approval of Winter Street Pulling Cable Project

RECOMMENDED ACTION
Approve a resolution awarding the County Road MM - Phase 1 cabling project to Kramer Service Group.

BACKGROUND
The City of River Falls Municipal Utilities identified the need to complete a Phase 1 installation of a 3,600-foot run of 3-phase, 750MCM cable in existing conduit along Winter Street. The beginning installation of key electrical infrastructure allows continued momentum for new circuits in Mann Valley and redundant electric feeds for key commercial customers in both Sterling Ponds and Whitetail Corporate parks. This project will be pulling in cable in existing conduit from West Maple Street to Powell Avenue along Winter Street. The Phase 1 locations and circuit routes were chosen based on utility needs for looping, redundancy, and reliability of the distribution system in this area of town, existing corporate parks, and add one more section of circuit towards Mann Valley.

The Phase 1 cabling will require the contractor/utility to install new primary underground cable into existing conduits installed in 2019. The utility will add some above ground equipment along the route.

DISCUSSION
The City of River Falls and River Falls Municipal Utilities contacted three qualified contractors for the Phase 1 cabling project along Winter Street and received one quote to complete the project, outlined below:

<table>
<thead>
<tr>
<th>Companies</th>
<th>Kramer Service Group</th>
<th>Push Inc.</th>
<th>Tjader and Highstorm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quotes</td>
<td>$69,245.00</td>
<td>No Quote</td>
<td>No Quote</td>
</tr>
</tbody>
</table>

Kramer Service Group is headquartered in Weyerhaeuser, Wisconsin. The services that they provide include cable pulling, plowing, trenchless excavations, trenching, plowing/blowing, conduit and directional boring construction.
FINANCIAL CONSIDERATION
Funding for the Phase 1 cabling project was approved in the 2022-2026 Capital Improvement Plan. The plan identified $200,000 for Phase 1.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Utility Fund</td>
<td>Kramer Service Group</td>
</tr>
<tr>
<td>$69,245.00</td>
<td>$69,245.00</td>
</tr>
<tr>
<td><strong>Total Sources</strong></td>
<td><strong>Total Uses</strong></td>
</tr>
<tr>
<td><strong>$69,245.00</strong></td>
<td><strong>$69,245.00</strong></td>
</tr>
</tbody>
</table>

CONCLUSION
The Utility Advisory Board approved a resolution at their September 18 meeting and recommends City Council award the contract to Kramer Service Group in the amount of $69,245.00 for the Phase 1 cabling project along Winter Street and authorizes the City Administrator to enter into a contract for services.
RESOLUTION NO.

RESOLUTION RECOMMENDING APPROVAL OF WINTER STREET PULLING CABLE PROJECT

WHEREAS, The City of River Falls Municipal Utilities identified the need to complete a Phase 1 installation of a 3,600-foot run of 3-phase, 750MCM cable in existing conduit along Winter Street; and

WHEREAS, The City of River Falls and River Falls Municipal Utilities contacted three qualified contractors for the Phase 1 cabling project along Winter Street and received one quote to complete the project; and

WHEREAS, the Kramer Service Group has submitted the low quote proposal in the amount of $69,245.00; and

WHEREAS, River Falls Municipal Utility Advisory has reviewed the quote recommends the City Council award the contract to Kramer Service Group.

NOW, THEREFORE, BE IT RESOLVED that the River Falls Common Council awards the contract to Kramer Service Group in the amount of $69,245.00 for the Phase 1 cabling project along Winter Street and authorizes the City Administrator enter into a contract for services.

Dated this 26th day of September 2023

________________________________________
Dan Toland, Mayor

ATTEST:

________________________________________
Amy White, City Clerk
## Service Quote

### Kramer Service Group, LLC

**P.O. Box 71**  
**Weyerhaeuser, WI 54895**

---

**City of River Falls**  
**222 Lewis St**  
**River Falls WI 54022**  
**ATTN: Wayne Siverling**

**Date:** 8-16-23  
**Quote#** 23-1010  
**Job #** Pulling (3) 750 MCM

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>FT</th>
<th>RATE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulling (3) 750 MCM / per foot</td>
<td>3800.00</td>
<td>14.00</td>
<td>$53,200.00</td>
</tr>
<tr>
<td>Proof, clean, lubricate / per foot</td>
<td>3800.00</td>
<td>2.75</td>
<td>$10,450.00</td>
</tr>
<tr>
<td>Trenching per foot / *Estimated total footage</td>
<td>200.00</td>
<td>18.00</td>
<td>$3,600.00</td>
</tr>
<tr>
<td>Sonde Locating / per 10 feet</td>
<td>380.00</td>
<td>5.25</td>
<td>$1,995.00</td>
</tr>
</tbody>
</table>

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td></td>
<td></td>
<td><strong>$ 69,245.00</strong></td>
</tr>
<tr>
<td><strong>TAX RATE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SALES TAX</strong></td>
<td></td>
<td></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td><strong>OTHER</strong></td>
<td></td>
<td></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>$ 69,245.00</strong></td>
</tr>
</tbody>
</table>

---

*Kramer Service Group, PO box 71, Weyerhaeuser WI, 54895*  
Quote valid for 10 days.
MEMORANDUM

TO: Mayor Toland and City Council
FROM: Dean Seemuth, Water/Wastewater Superintendent
DATE: September 26, 2023
TITLE: Resolution Recommending Approval to Purchase Generator for Wastewater Treatment Facility

RECOMMENDED ACTION
Approve a resolution awarding the purchase of a new generator from Wolter Incorporated, in the amount of $217,584 for a Generac generator. The new generator will replace the aging and inadequate generator currently available to the Wastewater Treatment Plant (WWTP).

BACKGROUND
The Wisconsin Department of Natural Resources (WI DNR), under state legislature NR 110.15(5)(d)1, requires wastewater treatment facilities to have an emergency power generator with sufficient generating capacity to meet the sewage treatment facility power demands.

DISCUSSION
The current generator is from 1969 and is connected to 1979 transfer equipment which is required to be transferred by hand. The new generator would include an automatic transfer switch and be connected via the 2004 electric service entrance redo. The current generator is too small (250 kw) to run all aspects of the facility, just enough equipment to get by for a short period of time. The new generator (750 kw) would be large enough to run all aspects of the treatment process including the new bio solids dryer that will be online in 2025. Staff solicited bids and received the following 3 bids with Wolter Inc. being the one we chose.

Staff solicited bids from three of the leading manufacturers of generators and received the following three bids.

<table>
<thead>
<tr>
<th>Generator Bids</th>
<th>Fabick Power Systems (CAT)</th>
<th>Cummins Sales and Service (Cummins)</th>
<th>Wolter Incorporated (Generac)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bid</td>
<td>$273,900</td>
<td>$272,384</td>
<td>$217,584</td>
</tr>
</tbody>
</table>
FINANCIAL CONSIDERATION
Wolter Inc. was the low bidder, qualified to provide the equipment, and the one we have elected to choose. The bid came in lower than anticipated in the 2024-2028 approved Capital Improvement Plan which projected a cost of $338,650.

<table>
<thead>
<tr>
<th>Source</th>
<th>Uses</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sewer Utility Funds</td>
<td>$217,584</td>
<td>Generac Generator</td>
</tr>
<tr>
<td>Total</td>
<td>$217,584</td>
<td>Total</td>
</tr>
</tbody>
</table>

CONCLUSION
The Utility Advisory Board passed a resolution at their September 18, 2023, meeting recommending City Council approve the resolution authorizing the purchase of a new Generac generator from Wolter Inc. in the amount of $217,584.
RESOLUTION NO.

RESOLUTION APPROVING THE PURCHASE OF A NEW GENERATOR FOR THE WASTEWATER TREATMENT FACILITY

WHEREAS, On September 18, 2023, the Utility Advisory Board passed a resolution approving the use of the Sewer Utility funding to purchase a new generator for the Wastewater Treatment Facility (WWTF) in the amount of $217,584; and

WHEREAS Staff evaluated the current generator at the WWTF and has determined it is due for replacement as it is 54 years old, and it only has the capacity to run minimal equipment; and

WHEREAS, Wolter Incorporated (Generac) will provide the new generator, and transfer switch, along with delivery and start up; and

NOW, THEREFORE, BE IT RESOLVED that the Common Council authorizes the City Administrator to approve the purchase of the new generator with Wolter Incorporated (Generac) for the WWTF in the total amount of 217,284.

Dated this 26th day of September 2023.

__________________________________________
Dan Toland, Mayor

ATTEST:

__________________________________________
Amy White, City Clerk
PROPOSAL FOR:

City of River Falls-WWTP

Sourcewell ID# 125554

Prepared By:
Dustin Blackburn
CUSTOMER: City of River Falls

<table>
<thead>
<tr>
<th>Proposal Date</th>
<th>Proposal #</th>
<th>Prepared By</th>
<th>Terms</th>
</tr>
</thead>
<tbody>
<tr>
<td>09/05/2023</td>
<td>0020779568</td>
<td>Dustin Blackburn</td>
<td>Net 30 – Pending Approval</td>
</tr>
</tbody>
</table>

We are pleased to offer the following:

**DESCRIPTION OF EQUIPMENT AND MATERIALS**

Quantity 1 - Generac Industrial Diesel engine-driven generator set with turbocharged/aftercooled 6-cylinder 18.1L engine, consisting of the following features and accessories:

- Stationary Emergency-Standby rated
- 750 kW Rating, wired for 277/480 VAC three phase, 60 Hz
- Permanent Magnet Excitation
- MLCB, 100% rated, LSI Electronic Trip
  - 1200 Amp
  - Alarm Contacts, Shunt Trip
  - Auxiliary Contacts, 3 Sets
- Level 2 Acoustic Enclosure, Steel
  - Motorized Dampers
  - Industrial grey Baked-On Powder Coat Finish
  - Enclosure Heater, 5000W
- UL2200
- EPA Certified
- Power Zone Digital Control Panel for Single or MPS Generators
  - Meets NFPA 99 and 110 requirements
  - Temp Range -40 to 70 degrees C
  - Humidity 2 – 95% (Non Condensing)
  - UL6200
  - C-ETL-US
  - CE
  - FCC
  - IEC801 (Radiated Emissions, Susceptibility, and Surge Immunity)
  - 7” Resistive Color Touchscreen
    - Built-in Webserver
    - IP65 (front)
    - Auto/Manual/Off key switch, Alarm Indication, Not in Auto Indication, audible alarm, emergency stop switch
  - Dual Core Digital Microprocessor
    - RS485, Ethernet and CANbus ports
  - Sensors: Oil Pressure, optional Oil Temp, Coolant Temp and Level, Fuel Level/Pressure (where applicable), Engine Speed, DC Battery Voltage, Run-time Hours, Generator Voltages, Amps, Frequency, Power, Power Factor
    - Alarm Status: Low or High AC Voltage, Low or High Battery Voltage, Low or High Frequency, Pre-low or Low Oil Pressure, Pre-high or High Oil Temp (optional), Low Water Level and Temp, Pre-high or High Engine Temp, High, Low, and Critical-low Fuel
Level/Pressure (where applicable), Overcrank, Over and Under Speed, Unit Not in Automatic
- Programmable I/O
- Built-in PLC for special applications
  - Engine function monitoring and control:
    - Full range standby operation; programmable auto crank, Emergency Stop, Auto-Off-Manual switch
    - Isochronous Governor
      - 0.25% digital frequency regulation with: soft-start ramping - adjustable, gain - adjustable, overshoot limit - adjustable
    - 3 Phase RMS Voltage Sensing
      - +/-0.5% digital voltage regulation with: soft-start voltage ramping - adjustable, loss of sensing protection - adjustable, negative power limit - adjustable, Hi/Lo voltage limit - adjustable, V/F slope and gain - adjustable, fault protection
  - Service reminders, trending, fault history (alarm log)
  - I2T function for full generator protection
  - Selectable low-speed exercise
  - 2 and 3-wire start controls for any industrial grade transfer switch

- 21 Light Remote Annunciator Panel, Surface Mount
- Remote Emergency Stop Switch, Surface-Mount, shipped loose
- 225 AH, 1155 CCA Group 8D Batteries, with rack, installed
- Coolant Heater, 2500W, 240VAC
- Heavy Duty Air Cleaner
- Battery Charger, 10 Amp, NFPA 110 compliant, installed
- 12 Position 1PH Load Center
- 120V GFCI and 240V Outlet
- Alternator Strip Heater
- Damper Alarm Contacts
- Engine Run Relay
- Flex Fuel Line, shipped loose
- Ground Fault Annunciator
- Oil Temp Sender
- 25" 1001 Gallon Double-Wall UL142 Basetank
  - External fill and vent
  - Mechanical fuel level indicator gauge
  - Electronic fuel level sender
- Std set of 3 Manuals
- Standard 2-Year Limited warranty
- SD0750KG22181D18PPLY2

Quantity 1 - PSTS Series Automatic Transfer Switch consisting of the following features and accessories:
- Standard Open Transition
- 32D - Inphase Transfer, default to Time Delay Neutral
- Contactor-Based Design
- 1200 Amp, 3 Pole, 277/480 VAC three phase
- CSA C22.2 Certified
• CUL Listed
• UL1008 Listed
• NEMA 1 Enclosure
• ATC-300+ Microprocessor-Based Controller
  o 2-Line, 32-Character Alphanumeric LCD Display
  o Front Panel Mimic Diagram with colored LEDs for Source/Load Indication
  o Standard Features:
    ▪ Sensing and Programmable Setpoints for both Normal (S1) and Emergency (S2): Under-voltage/Under-frequency, Over-voltage/Over-frequency; Voltage Unbalance Sensing and Phase Reversal for all phases
    ▪ Adjustable Time Delays: Engine Start, Transfer Normal to Emergency & Emergency to Normal, Engine Cooldown, Emergency Fail
    ▪ Pushbutton for Bypassing Time Delays on Transfer/Retransfer
    ▪ Test Pushbutton
    ▪ Contacts for Go to Emergency (S2)
    ▪ MODBUS Communication
    ▪ Digital Programmable Plant Exerciser:
      • Off, 1-Day, 7-Day, 14-Day, 28-Day Intervals
      • Adjustable 0-600 Minutes Run Time
      • Selectable for Load or No Load
    ▪ Auxiliary Contacts:
      • Normal (S1) Source Present (2 Form C)
      • Emergency (S2) Source Present (2 Form C)
      • Normal (S1) Position Indication (1 Form C)
      • Emergency (S2) Position Indication (1 Form C)
      • Pre-Transfer Signal Contacts (1 Form C)
• 3 CYCLE RATING (0.05 s) RATING
• 42 - IBC/CBC Seismic Qualified
• 36 - Load Shed from Emergency
• Normal Terminal Mechanical Lugs, Customer Connection: (4) 1/0-750MCM per phase
• Emergency Terminal Mechanical Lugs, Customer Connection: (4) 1/0-750MCM per phase
• Load Terminal Mechanical Lugs, Customer Connection: (4) 1/0-750MCM per phase
• Neutral Terminal Mechanical Lugs, Customer Connection: (12) 1/0-750MCM
• 2-Year Basic Warranty
• ATC3C5X31200XSU

**Site Services**
- Freight to site (Offloading by others)
- Startup and Training Included
- 4 Hour NFPA Load Bank Test Included
**TOTAL EQUIPMENT AND ACCESSORIES**

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Total Net Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>SD750, 1200A ATS</td>
<td>$217,584.00</td>
</tr>
</tbody>
</table>

Proposal Valid Until: 11/27/2023

Generator 5 Year Comprehensive Warranty (ADDER) | $7,671.62  
Generator 7 Year Comprehensive Warranty (ADDER) | $10,413.51  
Generator 10 Year Comprehensive Warranty (ADDER) | $14,848.65  
Wisconsin Comm 10 Fuel Tank Permitting (ADDER) | $3,059.00  

**Clarifications – Additional Notes:**

1. Unless specifically listed in our Bill of Materials, equipment not indicated is assumed to be supplied by others.
2. Electrical & Mechanical Installation provided by others.
3. Diesel fuel provided by others.
4. Basic Startup & Testing performed during normal business hours (M-F / 7:00am-4:30pm)
5. No Seismic, Local IBC building codes or Unique Local Emissions regulations are included within the pricing.
6. All pricing is Subject to change / base on any scope or BOM changes.
7. Generators subject to storage fees if not accepting delivery within 90 days of completion. $100/month on mobile units. $200/month on units <250kW. $400/month on units >/= 250kW.
Buyer hereby grants to Seller a security interest in all equipment and materials listed herein to secure payment in full of the purchase price of all such equipment and materials, and performance of all other obligations by Buyer under this agreement; Buyer authorizes the Seller to file a UCC financing statement with respect to this security interest. All prices subject to sales tax (if applicable). This proposal is valid for 90 days unless otherwise noted.

This Proposal is subject to Wolter, Inc’s Standard Terms and Conditions, which are incorporated herein by reference. Buyer expressly agrees to such Standard Terms and Conditions and any inconsistent or additional terms submitted by Buyer are rejected. See: https://www.woltergroupllc.com/terms-conditions/

**ACCEPTED BY SELLER:**

**QUOTATION SUBMITTED BY:** Dustin Blackburn  
(Salesperson)

**SIGNATURE:** X

**TITLE:** ________________________________

(This Quotation shall become a contract only upon signature by the Sales Manager of Seller at its business offices.)

If you have any questions, please contact us:

Sales Rep: Dustin Blackburn  
Cell Phone: 262-525-8011  
Email Address: Dustin.Blackburn@wolterinc.com

Company: Wolter, Inc.  
Address: 3125 Intertech Dr  
City/State/Zip: Brookfield, WI 53045

Quote Date: 09/05/2023  
Quote Number: 0020779568
MEMORANDUM

TO: Mayor Toland and City Council Members

FROM: Amy Peterson, Community Development Director

DATE: September 26, 2023

TITLE: Resolution Approving an Amendment to the Development Agreement with RF Holdings, LLC

RECOMMENDED ACTION
Approve the resolution to amend the Development Agreement with RF Holdings, LLC.

BACKGROUND
In fall 2022, the City approved a developer’s agreement with RF Holdings, LLC for redevelopment of the site at 708 North Main Street (Valu Stay Inn & Suites). Since that time, per the developer’s agreement, the building has been razed and the developer has received City site plan approvals. While going through the site plan approval process, staff and the developer discussed stormwater requirements, which included increased stormwater requirements for the site based on the purchase of additional property to the north. Per the City’s stormwater ordinance, the property purchase triggered a “new development” definition, thereby requiring 85% Total Suspended Solids reduction, 1.5” infiltration and post-development flow that does not exceed the pre-development peak for the 1, 2, 10, and 100-year events. These requirements are estimated to cost $100,000 to $125,000 and were not anticipated by the developer during the initial negotiations. In addition, increased construction and interest costs have impacted the development’s path forward.

RF Holdings, LLC is planning to build an approximately 2,200 sq. ft. commercial retail building with a drive thru in 2023 for a Starbucks establishment. Location Map: 708 N Main St. (subject property highlighted in red)
The 2022 agreement utilizes tax increment financing through the existing Tax Increment District 11, where the parcel is located, and the City’s Fund Balance. As part of the development agreement, $100,000 was paid to the developer once razing of the property was complete and then $130,000 will be paid as a typical tax increment finance pay-go. Based on the additional costs outlined above, a development agreement amendment has been drafted which outlines the modified terms of the funding and responsibilities of the parties. This amendment increases the developer’s guaranteed value to pay for the additional $100,000 in TIF pay-go payments.

**FISCAL IMPACT**

Tax Increment District 11 was utilized for a $100,000 up-front development incentive for property razing that was financed with an interfund loan from the General Fund. Future increment from the district will be used to repay the interfund loan and the pay-go incentive. The increased developer’s guaranteed value will have a slight positive impact to the overall health of TID 11 in the long term. The sources and uses table below shows the full incentive scenario.

<table>
<thead>
<tr>
<th>Source</th>
<th>Uses</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Balance</td>
<td>$100,000</td>
<td>Site razing</td>
</tr>
<tr>
<td>TID 11</td>
<td>$230,000</td>
<td>Developer Incentive</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$330,000</strong></td>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

**CONCLUSION**

If approved, this project will continue forward with Starbucks opening in 2024. This commercial redevelopment is expected to highlight the potential of our North Main Street commercial district and potentially spur additional redevelopment in the area. Staff recommends approval of the resolution.
RESOLUTION NO.

RESOLUTION APPROVING AN AMENDMENT TO THE DEVELOPMENT AGREEMENT WITH RF HOLDINGS, LLC

WHEREAS, the City of River Falls and RF Holdings, LLC executed a development agreement in 2022 for a commercial retail building to be developed on 708 North Main Street; and

WHEREAS, the proposed commercial project is located in Tax Incremental District 11; and

WHEREAS, the Development Agreement included the following terms:
- Minimum tax value $1,750,000
- Guarantee term 7 years
- Maximum reimbursement $230,000
- Developer to raze the existing structure and then construct a commercial retail building; and

WHEREAS, the Developer has razed the building and has received City site plan approval; and

WHEREAS, during the site plan review process it was determined that the City stormwater requirements were more rigorous than anticipated and thus will add unanticipated costs to the project; and

WHEREAS, the developer has agreed to additional value guarantee to receive additional tax increment funds to offset stormwater costs; and

WHEREAS, an amendment to the Development Agreement has been drafted and Common Council has reviewed the amendment and found the terms and conditions acceptable.

NOW, THEREFORE, BE IT RESOLVED that the Common Council hereby approves the amendment to the Development Agreement between the City of River Falls and RF Holdings, LLC for property at 708 North Main Street and authorizes the City Administrator to finalize and sign on behalf of the City.

Dated this 26th day of September 2023.

__________________________________________
Dan Toland, Mayor

ATTEST:

__________________________________________
Amy White, City Clerk
AMENDMENT TO THE DEVELOPMENT AGREEMENT
BETWEEN THE CITY OF RIVER FALLS
AND
RF HOLDINGS, LLC

THIS AMENDMENT TO THE DEVELOPMENT AGREEMENT (the “Amendment”) is made and entered this ________ day of September, 2023 (the “Effective Date”), by and between the City of River Falls, a municipal corporation organized under the laws of the State of Wisconsin (hereinafter called “City”), and RF Holdings, LLC, a Wisconsin limited liability company (hereinafter called “Developer”).

WITNESSETH:

WHEREAS, the City and the Developer entered into a Development Agreement dated May 31, 2023 (the “Agreement”), for the development of the Development Property; and

WHEREAS, the Developer has requested additional Tax Increment Financing incentives from the City; and

WHEREAS, the City and Developer have agreed that it is in the best interests of both parties to revise the Agreement to provide for additional Tax Increment Financing incentives as set forth below; and

NOW, THEREFORE, in consideration of the promises and the mutual obligations of the parties hereto, each of them does hereby covenant and agree with each other to amend the Agreement as follows:

1. **Section 4.1.** Section 4.1 of the Agreement is replaced in its entirety with the following:

   **“Section 4.1. Guaranteed Assessment and Payment.”**

   Developer agrees that the Development Property and Minimum Improvements (collectively, the “Real Estate”) shall carry a tax assessment value of not less than $2,400,000.00 after the Certificate of Occupancy is issued.

   Developer hereby waives any right of notice, protest, or right to contest the final assessed valuation of the Real Estate at the agreed upon value of $2,400,000.00. It is understood between the parties that this assessment is the minimum necessary to enable the City to offer the financial incentives contained in this Agreement. This waiver of protest and right to contest the assessment shall continue for seven (9) years from the date of the issuance of the Certificate of Occupancy. However, in the event the assessor assesses the Real Estate above $2,400,000.00, Developer shall retain all statutory rights of notice and protest to any real estate tax assessment to the extent it exceeds $2,400,000.00. In no event shall the assessment ever be lower than $2,400,000.00 during the Payment Term. Regardless of the minimum assessed value of the Real Estate which is imposed by this section, the minimum amount of ad valorem real estate tax the Developer shall pay shall be no less than $32,808.00 per year after the substantial completion of the Minimum Improvements. Any shortfall between the amount shown on the County issued tax statement and the minimum tax shall be paid to the City Treasurer by January 31 of each year. This minimum
tax obligation shall be present for seven (9) years from the date of the issuance of the Certificate of Occupancy.

2. Article V. Article V of the Agreement is replaced in its entirety with the following:

“ARTICLE V
CITY OBLIGATIONS

Section 5.1. Tax Increment Financing and Uses Thereof.

(a) The City hereby commits to provide tax increment financing to Developer in the maximum amount of $330,000.00 as further set forth herein. $100,000.00 of the tax increment financing will be paid to the Developer within thirty (30) days after it completes the demolition of the existing structure and site clearing on the Development Property in accordance with all applicable laws, rules, and regulations (the “Cash Incentive”). Developer shall provide written notice to the City after the existing structure has been demolished and the site cleared so that the City may inspect the same to confirm it has been demolished and the site cleared in accordance with all applicable laws, rules, and regulations. The balance, not to exceed $230,000.00, shall be paid pursuant to Sections 5.1(b), (c), and (d) of this Agreement. The $330,000.00 worth of tax increment financing shall be used for development incentives that reflect the City’s investment.

(b) In each tax year, being the year ad valorem real estate taxes are due and payable based on assessments from the prior year, commencing with ad valorem real estate taxes payable starting January 1, 2026 (for 2025 assessments payable in 2026) and ending January 1, 2034 (for 2033 assessments payable in 2034) (the “Payment Term”) (i.e. 9 years of increment revenue), the Collected Tax Increment shall, subject to annual appropriation by the Council, and provided that the Developer is not delinquent in the payment of property taxes with respect to the Real Estate, and has paid all fees associated with the Project, be paid to the Developer in accordance with the terms of this Agreement, not to exceed a maximum aggregate amount of Two Hundred Thirty Thousand Dollars ($230,000.00) (the “Reverse TIF Award”). Any such payment owed shall be paid on or before October 1 of each year during the Payment Term until the Reverse TIF Award is paid. Developer acknowledges that the city’s obligation to pay the Reverse TIF Award is a special limited obligation and not a general obligation of the City.

(c) For the purposes of this Agreement, the total amount of new taxes collected during the Payment Term as a result of the growth of taxable market value in the Real Estate from construction of the Project and not attributable to the ad valorem real estate taxes attributable to the base market assessed tax value determined on January 1, 2023 shall be referred to herein as the “Collected Tax Increment.” The City shall collect an administrative fee equal to fifteen percent (15%) of the Collected Tax Increment to reimburse the City for the costs associated with the administration of the TID (the “City Portion”). Pursuant to the TIF Plan, the City pledges to the Developer the Collected Tax Increment, minus the City Portion (the “Net Increment”) for
each year during the Payment Term as the Reverse TIF Award until the sum of the pledged Net Increment payments made to Developer reaches a total $230,000.00. If, by the final payment date of the Payment Term, there has been insufficient Collected Tax Increment to pay the full amount of the Reverse TIF Award, the City shall have no further obligation to make any payments whatsoever on the Reverse TIF Award, the TIF Plan, or payments to Developer from the Collected Tax Increment. The goal and intention of these subsections is that the City is only obligated to pay to Developer the lesser of (i) the amount of actual Collected Tax Increment actually received by the City and attributable to the Real Estate for tax revenue years 2026 through 2034, less the City Portion, and (ii) $230,000.00.

(d) Source of Tax Increment Funds. The City, in its discretion, shall use whatever financial resources are available, to provide Tax Increment Financing in the amount of $330,000.00. The options retained by the City include, but are not limited to, promissory notes, general obligation bonds, or tax increment bonds. The terms and conditions of Tax Increment Financing Plan, Tax Incremental District No. 11, attached as Exhibit 3, shall control.

3. Definitions. All capitalized terms not otherwise defined herein, shall have the meanings ascribed to them in the Agreement.

4. Counterparts. This Amendment may be executed in one or more counterparts, each of which shall be deemed an original and all of which, when taken together, shall constitute one instrument.

5. Remaining Terms. All other terms and conditions of the Agreement, unless specifically amended herein, shall remain in full force and effect.

[SIGNATURE PAGES FOLLOW]
IN WITNESS WHEREOF, as of the Effective Date, the City has caused this Amendment to be duly executed in its name and behalf and its seal to be hereunder duly affixed and Developer has caused this Amendment to be duly executed in its name and behalf.

CITY OF RIVER FALLS

_______________________________
Dan Toland, Mayor

Countersigned:     Countersigned:

_______________________________
Scot E. Simpson, City Administrator     Amy White, City Clerk

RF HOLDINGS, LLC

_______________________________
David Robson, President
MEMORANDUM

TO: Mayor Toland and City Council
FROM: Mike Noreen, City Forester
DATE: September 26, 2023
TITLE: Resolution Authorizing Application for a WI DNR Urban Forestry Grant

RECOMMENDED ACTION
Approve resolution authorizing the application for the Wisconsin DNR Urban Forestry Grant.

BACKGROUND
The City expends funds annually for tree maintenance; this includes the expenditure of city funds for emerald ash borer (EAB) mitigation. Funds will be allocated to EAB response in 2024. The Wisconsin DNR offers an Urban Forestry Grant opportunity for which local governments can apply.

DISCUSSION
The Wisconsin DNR Urban Forestry Grant opportunity, if awarded, provides 50% reimbursement for authorized expenses. The maximum grant award is $25,000. City staff plans to apply for the full allotment of this grant and submit authorized EAB expenses incurred in 2024 for reimbursement.

The grant application requires an approved City Council resolution allowing for the expenditures in 2024. Staff will complete the application for submittal prior to October 2.

FINANCIAL CONSIDERATIONS
Staff will apply for the full $25,000 grant opportunity with the intent to match budgeted EAB funds in 2024. If awarded, these funds would offset expenditures involving implementation of the Emerald Ash Borer Management Plan developed in 2023. Funds will specifically be used for the hiring of a seasonal staff, purchase of chemical to treat trees with EAB and removal of dead or dying trees.

CONCLUSION
Staff recommends adopting the resolution authorizing the urban forestry grants application.
RESOLUTION NO.

RESOLUTION AUTHORIZING URBAN FORESTRY GRANT APPLICATION

WHEREAS, the applicant, the City of River Falls, is interested in obtaining a cost-share grant from Wisconsin Department of Natural Resources for the purpose of funding urban and community forestry projects specified in §23.097(1g) and (1r), Wis. Stats.; and

WHEREAS, the applicant will attest to the validity and veracity of the statements and representations contained in the grant application; and

WHEREAS, the applicant requests a grant agreement to carry out the project; and

NOW, THEREFORE, BE IT RESOLVED, the applicant, the City of River Falls, will comply with all local, state, and federal rules, regulations and ordinances relating to this project and the cost-share agreement; and

BE IT FURTHER RESOLVED, the applicant will budget a sum sufficient to fully and satisfactorily complete the project and hereby authorized and empowers City Forester Mike Noreen, its employee, to act on its behalf to:

1. Sign and submit the grant application.
2. Sign a grant agreement between the applicant and the DNR.
3. Submit interim and/or final reports to the DNR to satisfy the grant agreement.
4. Submit grant reimbursement request to the DNR.
5. Sign and submit other required documentation.

Dated this 26th day of September 2023.

Dan Toland, Mayor

ATTEST:

____________________________
Amy White, City Clerk
Ash Tree Inventory, Condition Assessment, & Management Plan

Final Report

Prepared for the City of River Falls, Wisconsin

July 2023
Acknowledgements

We thank several staff associated with the City of River Falls for their assistance with completing the project. Mike Noreen provided technical oversight and assistance with forestry questions. Jamie Neils was vital for support with the Geographical Information System and development of an ash tree specific data system for field work. Finally, we appreciate the City of River Falls Tree Advisory Committee for their questions and suggestions for implementation of this work.

Project Staff

Paola Nansel | Inventory Specialist
Sarah Lilley | Project Manager
Richard Hauer, Ph.D. | Subject Matter Expert

City of River Falls Urban Forestry Mission Statement

The mission of the City’s Urban Forestry Program is to preserve and perpetuate one of the community’s most valuable natural resources and assets, its municipal forest of trees on public property. This includes trees on boulevards, parks, and other City properties.
Executive Summary

Emerald ash borer (EAB) is a beetle pest introduced from Asia with the ability to cause nearly 100% mortality of American ash trees. Ash species are commonly used as street trees due to their appealing form and deciduous nature, and make up approximately 25% of the tree population in the City of River Falls. EAB was first identified in River Falls in 2019, and the City has been awarded a grant from the Wisconsin Department of Natural Resources to identify, treat, and retain approximately half of the public ash trees, and remove those ash which are unlikely to flourish even if treated.

CNUC was contracted to complete an assessment of the City’s ash trees, evaluating their level of EAB infestation, overall health condition, and characterization of their growing sites. Following data collection, CNUC analyzed the information to prioritize ash trees for removal or retention and treatment.

A total 1,451 public ash trees were assessed, and a three-tiered approach identified ash trees to retain or remove based on field observations. In the first evaluation, 151 ash trees not likely to survive as evidenced by advanced EAB infestation, a condition rating of <50%, and exhibiting a structural risk were recommended for removal. In the second evaluation of the data, a point-based model was employed which considered EAB infestation levels, overall tree conditions, and site ratings, resulting in an additional 479 recommended removals. A tertiary evaluation primarily used site conditions to select 100 trees for removal which would be unable to thrive in their planted location. In total, 730 trees were identified as being recommended for removal, with 721 recommended for retention and treatment.

The City of River Falls urban forest is at a transition point with the ash tree population. A substantial number of high value ash trees exist with retention recommended. Ash tree treatments in the N. Wasson Lane and Hoffman Park area is proposed as a starting point due to preserve tree canopy. Details on trees to retain and remove were collected and presented through the existing GIS tree inventory along with an Excel file database. An initial two-year EAB treatment cycle is recommended, after which transitioning to a three-year treatment cycle is proposed.
Introduction

Vibrant communities include many elements that provide a sense of place for people to live. Trees within a community deliver one such important reason that makes a healthier community today and in the future. Trees also provide the long-term connection between generations of people that visit and live within a community. To sustain this important tree infrastructure, the City of River Falls has an active Urban Forestry program that maintains an approximate 8000 public tree population. These trees occur within public boulevards, in parks, and other public green space areas. Perpetuating the community tree population is a vital principle that guides the forestry program.

The community forestry program has a long-term commitment to fostering a healthy and maintained tree population. This effort is recognized as a Tree City USA for over 20 years. Emerald ash borer (*Agrilus planipennis*), however, is a challenge currently facing the community tree population. The City of River Falls is entering year four after the insect was first identified on July 1st, 2019 (City of River Falls, 2019). Emerald ash borer (EAB) left to its own course results in a near 100% tree mortality within approximately one to two decades after introduction. Approximately 5 to 7 years after being identified in a location, tree mortality becomes exponential with ever-increasing tree decline and mortality.

In reaction to the likely outcome due to EAB, a response plan was developed and posed three elements as solutions to the insect infestation and eminent loss of a significant portion of the tree population (City of River Falls, 2019). These elements provided a means to attack the pest early on. The response plan proposed a means to confront EAB on the community’s terms, rather than doing nothing and letting the insect gain the advantage (Herms and McCullough 2014, Hauer and Peterson 2017, Hauer et al. 2020).
Element One addressed updating a tree inventory. This task was completed in 2019. One significant finding was approximately 2000 public ash trees exist, comprising 25% of the total 8000 public trees. The 2023 response that is a basis for this plan will build upon and update the past inventory.

Element Two designated a survey and detection strategy which resulted in the July 2019 discovery of EAB near Dick’s Fresh Market. This was the first positive identification in Pierce County, Wisconsin. The surveying for EAB has continued to the present. Findings in this report further provide the current status of the insect within River Falls.

Element Three introduced an Ash Management Policy which provided ten issues to address. In brief, the policy addressed trees on public and private lands, trees in maintained and natural areas, tree removal and replacement options, communication and resources, and EAB treatment options. This EAB response and management plan specified assessing ash trees for potential retention and identifying trees for which removal is likely the better option. This involved collecting tree and site information and developing a method to identify high quality ash trees for proactive treatment against EAB, and also identify low quality ash trees for which removal is likely a better option.

Four objectives were developed to complete the overall goal to determine tree suitability for protective treatment against EAB. These objectives included:
1) Implement project with kickoff meetings with the community tree board and city staff in the field to explain project and calibrate the inventory methods.
2) Conduct a field assessment of approximately 1,400 ash trees to determine the EAB infestation level and overall condition rating as customized to the needs of the City and recorded in the City’s ArcGIS software.
3) Develop and submit a final report with recommendations on how to manage the City’s ash tree population.
4) Create an Excel spreadsheet with individual ash tree maintenance recommendations.

This report first describes the methods developed to assess the ash tree population. Next, a summary of findings gives the current state of the ash tree population and suitability to retain ash trees through proactive treatment. Finally, management recommendations are provided to assist the city with implementing their EAB response.

**Methods**

A systematic approach to rate ash trees for management action used an existing tree inventory that was supplemented with a field-based tree inventory. An overall project goal was to identify ~ 700 trees as high value ash trees for retention and treatment. An equal number of trees were identified as lower quality trees for proactive removal. A preliminary assessment found this approach to balance retention of high value ash trees.
and associated tree canopy, against trees in a lower state where tree removal is the better option. The total number of trees to retain was also based on available resources to maintain the tree population.

A leaf-off field assessment of trees occurred between April 27 and May 10, 2023. While a leaf-on assessment would allow for identification of tree thinning, the leaf-off assessment was vital to complete the assessment prior to an early June start of tree treatments. A 60-tree leaf-on sample occurred on July 11, 2023 with findings validating the leaf-off recommendations. Collected data was integrated into the existing GIS tree inventory (Table 1).

**Emerald Ash Borer Assessment**

Identifying if a tree currently is infested with EAB and the severity level was vital to ranking trees. The EAB infestation rating used visual observation for signs and symptoms (Table 2, Appendix A). Evidence of D-shaped exit holes and/or serpentine galleries were considered a sign of EAB activity (Table 3). A sign is defined as physical evidence of the insect. In contrast, a symptom is defined as a tree’s response to an insect or disease. In the case of EAB, woodpecker activity results in the symptoms of bark flecking or blonding. This symptom is visually easy to see with the contrast of a lighter color inner bark, resulting from bird pecking and the outer bark layer falling off the tree. Bark splitting is another symptom. This results from bark drying as a response to damage to the wood surface from EAB

<table>
<thead>
<tr>
<th>Data Variable</th>
<th>Data Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stem Diameter (DBH @ 4.5')</td>
<td>Inch</td>
</tr>
<tr>
<td>EAB Infestation Rating¹</td>
<td>Category</td>
</tr>
<tr>
<td>Canopy dieback</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Epicormic sprouting</td>
<td>Yes/No</td>
</tr>
<tr>
<td>D-shaped exit holes</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Bark splitting</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Woodpecker damage</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Tree Condition Rating²</td>
<td>Category</td>
</tr>
<tr>
<td>Cankers</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Cavities</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Codominant stems</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Fungal fruiting bodies</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Stem girdling roots</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Hangers (branches)</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Hardscape damage</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Improper pruning</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Leaning</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Mechanical damage</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Poor root structure</td>
<td>Yes/No</td>
</tr>
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<td>Poor structure</td>
<td>Yes/No</td>
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<tr>
<td>Rating comments</td>
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<tr>
<td>Site Conditions³</td>
<td>Category</td>
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<tr>
<td>Comments (as needed)</td>
<td>Text</td>
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<tr>
<td>Photos (as needed)</td>
<td>Image</td>
</tr>
</tbody>
</table>

**Table 1.** Data collected to assess the ash tree population and associated site conditions.

**Notes:** ¹Infestation ranking – None, Minor, Moderate, Major, Advanced | ²Tree condition – Evaluated from 0 to 100% taken in 5% increments | ³Site conditions – Poor, Fair, Good, Excellent

**Table 2.** Survey and detection through emerald ash borer signs and symptoms.

1. Delayed leaf-out in spring (symptom)
2. Thinning canopy or crown (symptom)
3. Branch die back from top of tree (symptom)
4. S-shaped galleries from larval tunneling under the bark (sign)
5. Woodpecker bark flecking damage (symptom)
6. Epicormic shoots from base of tree or water sprouts on branches (symptoms)
7. Bark splits (symptom)
8. D-shaped exit holes first spotted in upper branches (sign)
larva, resulting in the bark to crack. Canopy dieback can result from a variety of causes, with EAB being one and damage to the water transporting tissue. This results in a lack of water moving into the canopy and leaf and twig death. Finally, epicormic sprouting is a tree’s response to damaged tissue and an attempt to resprout twigs and leaves in response to wood and bark tissue damage and the loss of existing branches, twigs, and associated foliage. Collectively, these signs and symptoms were used to rate trees for their level of EAB infestation.

Trees were ranked into one of five states of EAB infestation. These were None, Minor, Moderate, Major, and Advanced. None is self-evident with no signs or symptoms of EAB observed. That does not mean EAB is not present in a tree, rather, no physical evidence or outward tree response or bird activity was observed. If a tree did have EAB, at this stage the activity is limited. Ranking ash trees from minor to advanced took into consideration how much of the tree was infested (Table 3). For example, a minor infestation was limited to the upper canopy with less than one-third of the tree exhibiting symptoms. In contrast, an advanced EAB infestation level was considered for ash trees with at least two-thirds of the canopy showing symptoms and/or a tree visually showing signs (e.g., D-shaped exit holes or serpentine galleries within eye level from the ground).

### Tree Retention & Removal Model

Each tree was ranked for potential inclusion into either a retention or removal category. The method to identify trees for potential removal used three iterative approaches (Appendix B). The initial *Primary Approach* used an advanced state of EAB infestation, trees in fair or lower condition, or a structural stability risk to determine trees likely to die or be removed within five to ten years whether treated or not. Next, the *Secondary Approach* used a weighted point system to empirically rank trees from 0 to 100. This point-based approach weighted state of EAB infestation at 60%, tree condition at 20%, and site condition at 20%. Trees with the highest point total (≥ 60, 0 to 100 scale) were further considered for retention. The final *Tertiary Approach* identified site limitations such as overhead utility lines, a growing space site limitation, small tree size, root structural issues, or hardscape damage as reasons to potentially remove ash trees. Finally, the combined methodology that was used for each of the three approaches are further detailed in Appendix B.

---

**Table 3. Procedural definitions used to rank the state of infestation of emerald ash borer.**

<table>
<thead>
<tr>
<th>Ranking Criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor</td>
<td>One or more symptoms observed in the upper canopy limited to less than one-third of branches of the main stem</td>
</tr>
<tr>
<td>Moderate</td>
<td>One or more symptoms observed in the upper canopy limited to one-third to less than one-half of branches of the main stem</td>
</tr>
<tr>
<td>Major</td>
<td>One or more symptoms observed in the upper canopy limited to one-half to less than two-thirds of branches of the main stem</td>
</tr>
<tr>
<td>Advanced</td>
<td>One or more symptoms observed in the upper canopy with two-thirds or more of branches of the main stem and/or a tree visually showing signs (e.g., D-shaped exit holes or serpentine galleries within eye level from the ground)</td>
</tr>
</tbody>
</table>
Managing a tree population considers several factors to support decision making. These factors include but are not limited to the tree’s size, health, structural stability, and location. Site factors such as limited growing space, overhead utilities, restricting visibility at an intersection, and damage to other infrastructure also helps to inform management. The cost of management relative to tree benefits is an additional important consideration. And certainly, any evidence of EAB and the severity would inform management. Within this section we report on evidence of EAB symptoms, the size and condition of ash trees, condition of the planting site, and structural issues.

**Evidence of EAB**

Ash trees in River Falls exhibited signs and symptoms of EAB ranging from advanced symptoms (99 trees, 7%) to none observed (629 trees, 43.3%) in May 2023 (Figure 1). Minor to major symptoms were observed in 50% (723 trees) of the population. Thus, 822 (56.7%) trees were identified with symptoms consistent with EAB infestation ranging from a minor to advanced condition (Figure 1). Few trees (38, 2.6%) were exhibiting the D-shaped exit hole sign at the ground level. The use of binoculars to observe a D-shaped exit hole was not done, rather, other canopy level symptoms were used to determine EAB presence. Canopy dieback (31 trees, 2.1%) was an uncommon symptom. Bark flecking, bark splitting, and/or epicormic sprouting were commonly observed on slightly more than half of the trees (Figure 2).

![Figure 1. State of emerald ash borer identified on ash trees (Fraxinus spp.) in River Falls, WI, in May 2023. (n=1451)](image)

![Figure 2. Emerald ash borer symptoms identified on ash trees (Fraxinus spp.) in River Falls, WI, in May 2023. Rankings were based on the percentage of trees exhibiting off-leaf symptoms (e.g., exit hole, flecking from woodpeckers, bark cracking) and percent of trees exhibiting symptoms ranging from advanced (~2/3+), major (~1/2), moderate (~1/3), minor (~<1/3) and none (none observed). (n=1451)](image)
Overall, a 94% accuracy comparison occurred between the spring 2023 and pre-2023 assessments for EAB. A total 332 (22.9%) trees were identified as infested with EAB pre-spring 2023 (Table 4). Of these, 245 (73.8%) were identified as infested and verified in 2023.

Table 4. Comparison of emerald ash borer observations in 2023 and pre-2023 records.

<table>
<thead>
<tr>
<th>EAB State</th>
<th>Results 2023</th>
<th>No EAB Pre-2023</th>
<th>Yes EAB Pre-2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced</td>
<td>99</td>
<td>66</td>
<td>33</td>
</tr>
<tr>
<td>Major</td>
<td>267</td>
<td>167</td>
<td>100</td>
</tr>
<tr>
<td>Moderate</td>
<td>285</td>
<td>209</td>
<td>76</td>
</tr>
<tr>
<td>Minor</td>
<td>171</td>
<td>135</td>
<td>36</td>
</tr>
<tr>
<td>None</td>
<td>629</td>
<td>542</td>
<td>87</td>
</tr>
<tr>
<td>Totals</td>
<td>1451</td>
<td>1119</td>
<td>332</td>
</tr>
</tbody>
</table>

Another 87 (26.2%) ash trees were reported as EAB infested in 2021 and 2022, but were not field verified in 2023 as evaluated with leaf-off field signs/symptoms. Of these 87 trees, 31 were listed as treated in 2021 or 2022. Thus, it is possible that these treated trees have recovered and are no longer exhibiting signs or symptoms of infestation.

In 2023, 822 (56.7%) trees were identified as have symptoms ranging from advanced to minor (Figure 1, Table 4). In contrast, 629 (43.3%) trees had no visible signs/symptoms of a potential EAB infestation in 2023.

**Tree and Site Condition**

The health of ash trees was inferred through visual evaluation to estimate tree condition based on the external condition of the tree on parts from the root system to twigs and buds (Figure 3). Overall, a 64.6% tree condition was observed which is lower than a benchmark 75% rating for a typical managed tree population without limiting factors such as EAB. The tree condition rating suggests an early-stage reduction due to effects of EAB. This is consistent with a year four post-EAB positive identification and a 60.4% condition rating in Stevens Point WI (Hauer 2022). The majority (85%) of ash trees were still in a good (81.3%) or excellent (4.6%) condition.

Figure 3. Tree condition rating which depicts the overall health of ash trees (Fraxinus spp.) in River Falls, WI, in May 2023. Ratings based on the Council of Tree and Landscape Appraisers methods. (n=1451)
Ash trees ranged in a trunk diameter size from small (<7 inches, 40 trees) to large (>33 inches, 36 trees). Over 2/3rds of the trees exceeded 12 inches in diameter. Site conditions were assessed to depict the growing conditions of ash trees (Figure 4a). Mean diameter was estimated at 16.7 inches based on frequency in a diameter category.

Over 60% of trees were growing in either a good (37.6%) or excellent (25.4%) site (Figure 4b). Only 3.1% of trees were in a poor growing location. The good and excellent planting locations provide a suitable distance to allow structural root development to occur, contrasted to poor and fair sites that would limit root development and potentially result in damage to curbs and sidewalks.

Tree structural conditions were recorded as factors that could affect tree longevity (Table 5). In addition, tree maintenance issues such as pruning, hanging branches (result of recent ice storm) and hardscape damage were recorded. Overall, 404 trees (27.8%) were recorded as having one or

<table>
<thead>
<tr>
<th>Structural Factors</th>
<th>Frequency (#)</th>
<th>Frequency (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cankers</td>
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<td>8.8</td>
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<tr>
<td>Cavities</td>
<td>109</td>
<td>7.5</td>
</tr>
<tr>
<td>Codominant Stems</td>
<td>130</td>
<td>9.0</td>
</tr>
<tr>
<td>Fungal Fruiting Bodies</td>
<td>1</td>
<td>0.1</td>
</tr>
<tr>
<td>Stem Girdling Roots</td>
<td>20</td>
<td>1.4</td>
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<td>Hangers</td>
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<tr>
<td>Improper Pruning</td>
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<tr>
<td>Poor Structure</td>
<td>46</td>
<td>3.2</td>
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</tbody>
</table>

*Table 5. Tree structural factors identified on the ash tree (*Fraxinus* spp.) population in River Falls, WI, in May 2023.* (n=1451)

Figure 4. Tree trunk diameter classes (a) and tree planting site condition (b) of ash trees (*Fraxinus* spp.) in River Falls, WI, in May 2023. Tree Diameter measured at 4.5 feet above ground and Site Condition rankings range from poor to excellent relative for restrictions for root development. (n=1451)
more tree structural issues. Thus, over 70% were observed to lack a significant factor that would affect the potential to live for several decades. A caveat is each tree likely has some minor factors (e.g., small dead twigs, compartmentalized former wounds, small wounds), but these were not recorded due to their insignificance for tree longevity. As an example, stem girdling roots were only noted if the stem circumference had 30% or more with a root causing compression (Hauer and Johnson 2021). Below this threshold, long-term health impacts would be minimal during normal growing conditions.

**Recommendations**

The outcome from a field assessment of ash trees was successfully completed. A total 721 trees were identified as high value ash trees with a recommendation to retain for treatment. These trees have a high condition rating, minor or no evidence of EAB was found, and the trees have a projected long-term survival if treated (Figure 5). An analysis with the EAB-Plans MKE software found the treated ash tree population would return an approximate 7 to 1 benefit to cost (Hauer et al. 2012, Vannatta et al. 2012). The benefits that a tree provides result from ecosystem benefits and the contribution to property values of adjoining landowners (Vannatta et al., 2012a, Vannatta et al., 2012b, Hauer et al 2012, Hauer et al. 2020).

A similar 730 ash trees were identified as candidates for preemptive removal. These trees were identified to have moderate to advanced stages of EAB symptoms, were rated lower in condition, or had site issues. In addition, some of these trees had structural issues with tree failure at the trunk likely within the next 5 to 10 years if significant loading from wind, snow, or ice occurs (Figure 6).

An excel computer file was developed to model tree retention and removal recommendations. Trees are listed as recommended for removal within all three

![Figure 5. Treating ash trees with greater than 40-50 percent or more canopy dieback is not recommended. (photos adapted from Michigan State University and the USDA Forest Service)  ](image)

![Figure 6. Example crack at the trunk union with the defect continuing to the ground.](image)
model runs through the primary, secondary, and tertiary methods explained earlier. Potential issues were also identified. These include trees recorded for removal that were recorded as treated in the database. It is recommended to communicate with the property owner prior to tree removal to explain the situation. Based on the field assessment in spring 2023, trees treated in the past had some factor that suggest removal is a better option. In addition, as mentioned earlier, there were a few cases of trees identified as having EAB that were not verified in the spring 2023 assessment.

It is advised to complete a follow-up assessment to verify the condition of these trees. Another potential issue is it is likely that some ash trees exist on public property, but were not assessed in spring 2023. During the spring 2023 assessment, a few trees recorded as ash trees were identified as a non-ash tree species. In addition, a few additional ash trees were found during the field assessment and added to the tree assessment database. However, based on the field assessment, these errors would be expected and did not appear to exceed published standards for tree inventory precision and accuracy.

Prior to treating a tree, it is recommended to complete a visual assessment of the tree canopy. If the tree shows more than 30 to 40% canopy decline, treatment is less likely to be successful (Figure 5). Appendix C provides further guidance for evaluating canopy thinning within the ash tree canopy (Smitley et al., 2008). Treatment of ash trees should follow label rates for chemicals used and also follow manufacture recommendations for the equipment used to treat ash trees against EAB (Herms et al. 2019, Hauer et al. 2022).

A proposed treatment with emamectin benzoate is the ideal treatment for the ash tree population. A two-year treatment cycle is an effective treatment (Herms et al. 2019). However, recent data found a three-year cycle is also effective. The caveat for the three-year cycle is treated trees should be treated in the month of June of year three. An initial two-year treatment cycle is recommended with shifting to a three-year cycle proposed. Ideally, treatment as early as possible in the growing season for most effective for chemical uptake and distribution in the tree. In addition, adult EAB emerge from ash trees in mid-May to early June (Figure 7). Treated trees will also have the effect with killing adult EAB that feed on foliage during the summer. However, treatment that occurs later in summer and early fall prior to leaf drop is also effective.

Figure 7. Emergence of emerald ash borer occurs in late May to early June between 450 and 500 growing degree days. This happens around the same time black locust trees are in bloom. (Debbie Miller, USDA Forest Service, Bugwood.org).
References

https://www.rfcity.org/DocumentCenter/View/3761/City-of-River-Falls--Emerald-Ash-Borer-Plan

https://www.rfcity.org/243/Urban-Forestry


Appendix A – Signs and Symptoms Used to Identify Emerald Ash Borer

**Signs of Emerald Ash Borer**

Signs of emerald ash borer (EAB) are physical evidence of the insect. The adult beetles (Figure A-1) emerge in late May to early June, between 450 and 500 growing degree days. Emergence of EAB also coincides with the flowering of black locust trees. It is more likely and easier to observe the signs of EAB exit holes which are approximately 1/8 inch in width. The serpentine galleries are also a sign of the insect and observed after bark falls of the tree or by removing the bark (Figure A-3). Bird flecking is another potential sign resulting in a “blonding” bark appearance (Figure A-4 and Figure A-5).

![Adult emerald ash borer (Agrilus planipennis) feeding on a leaf.](photo-credit-Leah-Bauer-USD-Arboriculture-Northern-Research-Station-Bugwood.org)

**Figure A-1.** Adult emerald ash borer (Agrilus planipennis) feeding on a leaf. (Photo credit, Leah Bauer, USDA Forest Service Northern Research Station, Bugwood.org)

![Green ash tree (Fraxinus pennsylvanica) showing D-shaped exit hole.](photo-credit-Richard-Hauer)

**Figure A-2.** Green ash tree (Fraxinus pennsylvanica) showing D-shaped exit hole. (Photo credit, Richard Hauer)

![Green ash tree (Fraxinus pennsylvanica) showing serpentine larval galleries.](photo-credit-Richard-Hauer)

**Figure A-3.** Green ash tree (Fraxinus pennsylvanica) showing serpentine larval galleries. (Photo credit, Richard Hauer)
Figure A-4. Another potential sign occurs from birds pecking at ash trees (*Fraxinus* spp.) resulting in the exterior and darker bark to be pecked off and exposing lighter inner bark. (Photo credits, Left image Bill McNee WIDNR https://forestrynews.blogs.govdelivery.com/2019/04/01/treat-your-valuable-ash-trees-against-eab/ and Right image Steven Katovich, USDA- Forest Service, Bugwood.org)

Figure A-5. Woodpeckers may also leave a sign of EAB top image. Example of bark flecking on ash tree Spring 2023 in River Falls right image (Photo credits, Right Image Richard Hauer and Top image, Bill McNee WIDNR, https://dnr.wisconsin.gov/newsroom/release/70191)
Symptoms of Emerald Ash Borer

Symptoms of emerald ash borer (EAB) are the tree’s response to the insect. In addition, a symptom of EAB often occurs through the activity of birds in search of larva. While many insects and diseases may result in an tree’s expression to the issue, the field symptoms are an important means to detect the presence of the insect. Figure A-6 shows an example of epicormic sprouting on the tree trunk. Epicormic sprouting may also occur on branches. This is the tree’s attempt to recovery by growing new twigs and foliage. Unfortunately, this is a short-lived attempt for survival. Bark cracking occurs because of cambial damage by EAB larva. The resulting damage results in the loss of vascular tissue transporting water and the resulting desiccation and eventual cracking of bark (Figure A-7). An eventual outcome of EAB is the dieback of branches and associated loss of leaves. This double outcome is the start of the decline and eventual death in 3 to 5 years (Figure A-8). While this outcome is imminent for untreated ash, ash treated following label rates is very effective in preventing the death of ash trees and the preservation of tree canopy.

Figure A-6. Epicormic sprouting on an ash tree stem. (Photo credit, Left image, Joseph O’Brien, USDA Forest Service, Bugwood.org and Top image James W. Smith, USDA APHIS PPQ, Bugwood.org James W. Smith, USDA APHIS PPQ, Bugwood.org)
Figure A-7. Bark spitting because of emerald ash borer. (Photo credit, Left image, Michigan Department of Agriculture, Bugwood.org and Right image Joseph OBrien, USDA Forest Service)

Figure A-8. Treated versus untreated ash tree. Tree on the left is showing an example of canopy dieback, compared to the treated tree with a healthy appearing canopy. Photo credit Ryan Armbrust, Kansas Forest Service, Bugwood.org, Photo accession # 5549968
Appendix B – River Falls Ash Tree Retention and Removal Model

Table B-1 displays the method to select ash trees for retention and removal. The three-tiered approach resulted in 730 trees proposed for removal.

Table B-1. Criteria used to select potential ash trees for removal based lower value interpreted as likely to be removed within five to ten years regardless of emerald ash borer.

<table>
<thead>
<tr>
<th>Primary Approach Criteria (EAB Advanced or Low Condition) = 151 Trees Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remove if Trees Not Likely to Survive or be Removed Within Five Years</td>
</tr>
<tr>
<td>EAB = Advanced (Trees likely not to survive if treated)</td>
</tr>
<tr>
<td>Tree Condition &lt; 50% (Trees likely to be removed within five years)</td>
</tr>
<tr>
<td>Structural Risk (Vertical crack at codominant branch attachment to base of tree)</td>
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</table>

<table>
<thead>
<tr>
<th>Secondary Approach Criteria (Point Based Model) = 479 Trees Removed</th>
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<tr>
<td>Remove if Point Score ≤ 60</td>
</tr>
<tr>
<td>Point Score = EAB Infestation Rating + Tree Condition Rating + Site Condition Rating</td>
</tr>
<tr>
<td>EAB Infestation Rating (Weight = 60%)</td>
</tr>
<tr>
<td>Categories: None = 60, Minor = 45</td>
</tr>
<tr>
<td>Tree Condition Rating (Weight = 20%)</td>
</tr>
<tr>
<td>Condition: 80 to 100 = 20</td>
</tr>
<tr>
<td>Site Conditions Rating (Weight = 20%)</td>
</tr>
<tr>
<td>Categories: Excellent = 20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tertiary Approach Criteria (Utilities, Site, and Tree Size) = 100 Trees Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remove if Limiting Sites Factors, Tree Health, or Hardscape Damage</td>
</tr>
<tr>
<td>Under Utility Lines = Yes</td>
</tr>
<tr>
<td>Site Condition = Poor</td>
</tr>
<tr>
<td>Small Tree &lt; 7-inch Trunk Diameter</td>
</tr>
<tr>
<td>Structural Factors = Yes (Poor root structure, stem girdling roots)</td>
</tr>
<tr>
<td>Hardscape Damage = Yes (Sidewalk lifting or curb damage likely near-term repairs)</td>
</tr>
</tbody>
</table>
Appendix C – Tree Canopy Thinning Assessment Method (Adapted from Smitley et al., 2008)
MEMORANDUM

TO: Mayor Toland and City Council
FROM: Jennifer Smith, Assistant to the City Administrator
DATE: September 26, 2023
TITLE: 2023-2025 Strategic Initiatives

RECOMMENDED ACTION
Acknowledgement of the recommended 2023-2025 Strategic Initiatives.

BACKGROUND
The Council previously approved work plans for 2009-2011; 2011-2013; 2013-2015; 2015-2017; and 2017–2019, 2019-2021, and 2021-2023 that reflect their vision and priorities for the community and organization. As the 2021-2023 Strategic Initiatives focus period ends, Administration has discussed future strategic initiative projects and areas of importance with the Council, Committee members, and staff to help prepare for the Administration’s 2023-2025 Strategic Initiatives.

After the City Council adopted its second Strategic Plan in 2018, the City Administrator presented the Administration’s Major Work Plan which consisted of major projects and initiatives, many of which were labeled as Strategic Initiatives in the adopted 2018-2022 Strategic Plan.

DISCUSSION
During the June 1, 2023, Council Retreat, City staff presented and discussed with Council members a list of identified projects of the 2023-2025 Administration’s Strategic Initiatives. The Administration’s 2023-2025 current Strategic Initiatives includes 11 initiatives/projects which is down from 23 in the Administration’s 2021-2023 Strategic Initiatives. These 11 initiatives are guided by the Strategic Plan and identify priorities that are driven by the four Strategic Priorities which include Connected Community, Economic Vitality, Ensuring Financial Sustainability, and Quality Municipal Services.

Since the workshop and as a result of council direction at the workshop, two key items were added:

- Preliminary analysis of and preparation for the Main Street Corridor Plan
- Fire Station Initial Design and Engineering
The attached recommended plan is the result of that work and further staff discussions. While fewer in number than the previous plan, the scope and depth of work incorporated into this workplan represent aggressive goals for the City, staff, and community to achieve for 2023-2025.

CONCLUSION
The Administration recommends acknowledgment of the 2023-2025 Strategic Initiatives as presented.
RESOLUTION NO.

RESOLUTION ACCEPTING 2023-2025 STRATEGIC INITIATIVES

WHEREAS, the City Council reviewed a strategic initiatives work plan for September 26, 2023, through June 30, 2025; and

WHEREAS, the strategic initiatives are based upon discussion during the June 1 Council Work Retreat, one-on-one discussions with each of the current Council members regarding their vision for the organization and community, additional feedback from staff and committee chairs, and previously adopted plans, and Community Survey Results; and

WHEREAS, the Common Council has had an opportunity to review the proposed strategic initiatives and provide input; and

NOW, THEREFORE, BE IT RESOLVED that the Common Council of the City of River Falls hereby acknowledges the Administration’s 2023-2025 Strategic Initiatives.

Dated this 26th day of September, 2023.

[Signature]
Dan Toland, Mayor

ATTEST:

Amy White, City Clerk
ADMINISTRATION’S 2023-2025 STRATEGIC INITIATIVES

The Administration’s 2021-2023 Strategic Initiatives were adopted by the City Council on September 26, 2023. The projects identified through the work plan process are aligned with the Strategic Plan and directly support the strategic initiatives adopted by the City Council.

Connected Community

- Conduct 2025 National Community Survey
- Obtain Hydroelectric Re-License from the Federal Electric Regulatory Commission
- Kinnickinnic River Corridor Plan: USACE Feasibility
- Assist UWRF with Science & Technology Center

Economic Vitality

- Complete Phase 1 Mann Valley Corporate Park
- Cooperative Boundary Agreement: Town of Clifton
- Preliminary analysis and preparation for the Main Street Corridor Plan

Financial Sustainability

- Construct and Begin Operation of Bio Solids Processing Facility
- 2024-2028 Fiscal Plan

Quality Municipal Services

- Complete Powell Avenue Bridge construction
- Complete Wasson Lane Urbanization
- Fire Station Initial Design and Engineering
MEMORANDUM

TO: Mayor and City Council

FROM: Jennifer Smith, Assistant to the City Administrator

DATE: September 26, 2023

TITLE: Bi-Annual Strategic Plan Update – 1st & 2nd Quarters 2023

BACKGROUND
The City Council adopted the City of River Falls’ most recent Strategic Plan on July 24, 2018. The updated plan was developed by evaluating the State of the City by the City Council and Executive Team. The Strategic Plan is a useful guide for developing future work plans, the investment of resources, and the energy of leadership.

Since adoption of the plan, staff and departments have been incorporating the goals and initiatives of the plan into their daily operations and using it as a framework to guide strategic activities. This report will provide updates from January 1 through June 30, 2023.

On August 10, 2021, the Common Council passed a resolution acknowledging the Administration’s 2021-2023 Strategic Initiatives. These have since been incorporated into the bi-annual updates of the Strategic Plan.

DISCUSSION
Attached is the report for the first and second quarters (January 1 – June 30) of 2023 that details the City’s progress toward achieving the goals of the Strategic Plan and adopted 2021-2023 Strategic Initiatives. The Strategic Plan Scorecard highlights desired outcomes for each of the four strategic priorities (connected community, economic vitality, financial stability, and quality municipal services), key outcome indicators, and the status. The next page details the current strategic initiatives and their location within the report.

Updated Measures and Targets
As City staff work toward achieving the goals of the Council, some measures and targets continue to be refined to provide a greater value in the evaluation of our progress.
Connected Community
An Engaged Community (Pages 6-7):
The City’s social media tracking includes evaluation of Facebook and Instagram metrics, including total instances of engagement, five highest engagement posts, page reach, and page visits. Important information derived from each of these areas inform staff in the following ways:

- Total instances of engagement – tracking trends over time, which can indicate effectiveness of two-way communication with the community
- Five highest engagement posts – provides insight into the topics and content types that elicit strong responses from the community
- Page reach – provides information on the visibility of news, stories, and information
- Page visits – provides insights on the number of people who directly seek out the City Facebook and Instagram pages sources of information

Instagram is new to the social media toolkit of the City of River Falls. This report is the first reporting period to include Instagram metrics.

Data analytics regarding the City’s website document engagement via total number of page views to the website, unique page views (pageviews that are generated by the same user during the same session), and top ten pages visited.

Elections data is provided for the spring primary election held on February 21, 2023, and the spring election held on April 4, 2023. This data is important in establishing trends in voting behaviors including voter turnout and percentage of those who voted absentee in the categories of by mail, in person, and via special voting deputy.

Library data indicates the use of self-check machines. Quarters one and two of 2023 continued to show that the increase since 2018 has been adequately maintained.

Progress on Kinni Corridor Plan (Page 8):
The report notes progress made in establishing a partnership with the U.S. Army Corps of Engineers including the signing of a Federal Cost Share Agreement in February 2023. This marked the start of progress toward completion of a Continuing Authorities Program (CAP) feasibility study that was approved by council resolution in November 2022. This study is expected to be completed in 18-24 months.

Effective Communications with Citizens (page 9)
The 2023 survey data collection was completed May 1 – June 17. Survey results were delivered to City staff in July and will be shared in the Q3-Q4 reporting period.
Economic Vitality
Thriving Corporate Parks (page 10):
River Falls Industrial Park:
  o No lots available
Whitetail Ridge Corporate Park:
  o One five-acre lot
Sterling Ponds Corporate Park:
  o Eighteen lots available
  o Approximately 18 acres of developable land
Mann Valley Corporate Park:
  o Infrastructure construction to begin September 2023 with expected completion October 2024
  o 200+ acres available for development

Housing that Supports Economic Objectives (Pages 11-12):
Maxfield Research completed an evaluation of housing needs from 2023-2030. There were four housing market segments that were identified in the study for the City to address: Single Family residential (For-Sale), Multifamily residential (For-Sale), Multifamily Residential (For-Rent), and Senior Housing. See report for diagram on page 12.

Clear Economic Development Strategy (Page 13):
Customer Relations Management tool (CRM) is being applied to everyday workflow.

Financial Sustainability
Prepared for Financial Contingencies (Page 14):
A fund summary and history statement for the Housing Reserve Fund was delivered to Council. In addition, the $10 vehicle registration fee went into effect and staff implemented the streetlight special charge approved by council. The Capital Improvement Plan has been completed and was expected to be approved at the August 8 meeting. Borrowing limits are being considered and will be completed in fall 2023. Wastewater and Stormwater business plans are going through council internal review.

The unassigned fund balance as a percentage of 2023’s budget is 45%.

Diverse Revenue Sources (Page 15):
Revenues for the General Fund through June 30, 2023, totaled 82% from local sources. The 18% from outside sources came from State street aid, State payment of for municipal services to State-owned facilities, and the first installment of the Rural Fire Association’s payment for fire service.

Excellent Credit Rating (Page 16):
As of December 31, 2023, the City will have approximately $10.8 million in outstanding revenue debt issued in previous years. The 2023 borrowing for Mann Valley will add approximately $5 million to this figure, for a new total of $15.8 million in outstanding debt.
Quality Municipal Services
Satisfied Citizens (Page 17):
The 2023 survey data collection was completed May 1 – June 17. Survey results were delivered to City staff in July and will be shared in the Q3-Q4 reporting period.

Regular Review of Services (Page 18):
The biosolids drying facility is in the design stage and expected to be approved by the DNR in August 2023. Bid documents are expected to be available by November of 2023 with a winning bidder announced in December. The project is expected to begin construction in 2024 and completed by July 31, 2025.

Adequate Response to Meet Service Demand (Page 19):
No additional FTE were added or planned for in 2023

Sustained Capital Investment with Public Infrastructure (Page 20): No update

CONCLUSION
City leadership and staff welcome feedback regarding this report. The Strategic Plan cycle is on schedule and was reviewed on June 1, 2023 at a council workshop. Objectives were discussed for 2023-2025 initiatives. These initiatives will be brought before council on September 26, 2023, for consideration.
Strategic Plan
Bi-annual Update

First and Second Quarters 2023

Updated September 26, 2023
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Throughout 2018, the City Council and executive team engaged in retreats, workshops, and individual conversations with the City Administrator to evaluate the state of the City and develop a strategic plan. The Strategic Plan adopted on July 24, 2018, was developed through that process and will be a guide for future work plans, investment of resources, and energy of leadership.

Adopted Goals & Desired Outcomes:

- **Connected Community**
  - An Engaged Community
  - Effective Communications with Citizens
  - Progress on Kinni Corridor Plan

- **Economic Vitality**
  - Thriving Corporate Parks
  - Housing that Supports Economic Objectives
  - Clear Economic Development Strategy

- **Financial Sustainability**
  - Prepared for Financial Contingencies
  - Diverse Revenue Sources
  - Excellent Credit Rating

- **Quality Municipal Services**
  - Satisfied Citizens
  - Regular Review of Services
  - Adequate Response to Meet Service Demand
  - Sustained Capital Investment in Public Infrastructure
The Administration’s 2021-2023 Strategic Initiatives were adopted by the City Council on August 10, 2021. The projects identified through the work plan process are aligned with the Strategic Plan and directly support the strategic initiatives adopted by the City Council.

**Connected Community**
- Complete update of City’s Comprehensive Plan
- Assist UWRF with Science Facility & Technology Center – no updates
- Conduct 2021 Citizen Survey
- Update Outdoor Recreation and Bike Plan
- Obtain Hydroelectric Re-License from the Federal Electric Regulatory Commission
- Kinnickinnic River Corridor Plan: Lake Louise Sediment Management Phase
- Coordinate and Implement Census Redistricting plan

**Economic Vitality**
- Cooperate with State on Cemetery Road/ State Highway 29 - complete, not included in update
- Complete preliminary engineering design for Wasson Lane construction - complete, not included in update
- Complete preliminary engineering design for Mann Valley water and sewer extension
- Investigate, purchase, and implement a customer relations management tool (CRM)
- Complete shovel ready sites process for Sterling Ponds and Whitetail Corporate Park

**Financial Sustainability**
- Develop 2022-2026 CIP
- Develop Wastewater business plan
- Develop Stormwater business plan
- Implement Street Light Utility – complete, not included in update
- Develop Fund Summary/History Statements: Housing Fund, Environmental Fee Fund - complete, not included in update

**Quality Municipal Services**
- Construct north sewer interceptor – complete, not included in update
- Develop bio-solids handling plan for 2025+
- Rehabilitation of Golf View channel – complete, not included in update
- Complete Powell Ave Bridge design – complete, not included in update
- Determine Aided Dispatch Strategy for Public Safety - complete, not included in update
- Complete Crushing COVID measures and transition to post-COVID operations – complete, not included in update
<table>
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<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>1st and 2nd Quarter Status</th>
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<tr>
<td><strong>Connected Community</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An Engaged Community</td>
<td>Citizen participation in City-sponsored events, social media platforms, outreach</td>
<td>Data Indicates adequate increases in target areas annually</td>
</tr>
<tr>
<td></td>
<td>activities, etc.</td>
<td></td>
</tr>
<tr>
<td>Progress on Kinni Corridor Plan</td>
<td>Project milestones achieved</td>
<td>Federal Cost Share Agreement Signed. USACE work has begun. Public open house scheduled.</td>
</tr>
<tr>
<td>Effective Communications with Citizens</td>
<td>Community Survey results</td>
<td>Survey data has been collected and is being evaluated</td>
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<td><strong>Economic Vitality</strong></td>
<td></td>
<td></td>
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<tr>
<td>Thriving Corporate Parks</td>
<td>Investment Value</td>
<td>$32.9 million in increment in 2022</td>
</tr>
<tr>
<td></td>
<td>Lot Acreage Availability</td>
<td>Total increment since 2018 = $114.4 million</td>
</tr>
<tr>
<td></td>
<td></td>
<td>33.8 acres of shovel ready lots as of June 30, 2023</td>
</tr>
<tr>
<td>Housing That Supports Economic Objectives</td>
<td>Units Developed 2020+</td>
<td>Staff has developed a tracking and monitoring system to benchmark against the Maxfield</td>
</tr>
<tr>
<td></td>
<td></td>
<td>housing study recommendations. This report includes current statistics for Q1-Q2.</td>
</tr>
<tr>
<td>Clear Economic Development Strategy</td>
<td>Economic Development Plan</td>
<td>Customer Relations Management (CRM) tool purchased in 2022 is in use.</td>
</tr>
<tr>
<td><strong>Financial Sustainability</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepared for Financial Contingencies</td>
<td>Unassigned General Fund Reserves</td>
<td>The unassigned fund balance as a percentage of 2023’s budget is 45%</td>
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<tr>
<td>Diverse Revenue Sources</td>
<td>Local Revenue Sources Supporting General Fund</td>
<td>82% of revenues from local sources as of June 30, 2023</td>
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<tr>
<td>Excellent Credit Rating</td>
<td>General Obligation Bond Rating</td>
<td>Aa2 General Obligation Bond Rating.</td>
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<tr>
<td><strong>Quality Municipal Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfied Citizens</td>
<td>Survey Results Feedback Received</td>
<td>Survey data has been collected and is being evaluated.</td>
</tr>
<tr>
<td>Regular Review of Services</td>
<td>Analysis Results</td>
<td>Completed analysis of building City owned biosolids facility</td>
</tr>
<tr>
<td>Adequate Response to Meet Service Demand</td>
<td>Staffing Ratios Industry Standards</td>
<td>No FTE added</td>
</tr>
<tr>
<td>Sustained Capital Investment in Public Infrastructure</td>
<td>Infrastructure Report Card</td>
<td>Last evaluated in 2017, overall rating at that time, was a B-. 93 % above C grade.</td>
</tr>
</tbody>
</table>
**STRATEGIC PLAN IMPLEMENTATION**

**Connected Community**

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
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<tbody>
<tr>
<td>An Engaged Community</td>
<td>1) Social media platforms</td>
<td>1) # of people engaged</td>
<td>1) 10% increase in FB likes annually</td>
</tr>
<tr>
<td></td>
<td>2) Website engagement</td>
<td>2) A. # of web site visits</td>
<td>2) 5% increase in City website visits and total page views</td>
</tr>
<tr>
<td></td>
<td>3) Elections</td>
<td>3) A. # of in-person voting</td>
<td>3) City staff seek to provide fair and accessible voting experiences for all citizens. Statistics reflect current voter trends.</td>
</tr>
<tr>
<td></td>
<td>4) Library usage</td>
<td>4) A. # of patrons utilizing self-check-out machines</td>
<td>4) 10% increase in self-check-out machines.</td>
</tr>
</tbody>
</table>

**Description:**

The City of River Falls understands that successful public dialogue is the backbone for the development of a thriving community. By incorporating an approach to decision making that is both systematic and consistent and includes input from citizens as well as our other external stakeholders; ideas and opportunities will have equitable representation. The resulting decisions will then be made with a comprehensive understanding of potential impacts on our community.

Additionally, regular dialogue between citizens and local government enhances understanding, contributes to transparent processes, and increases trust. By involving the community in the decision-making process at all stages, citizens are more likely to feel that their interests were considered, that best practices were used, and to become invested in the outcome of projects.

As a strategic priority, the City supports continuous improvement and measurement of public engagement with residents. There are a number of tools used to assist in engagement including election statistics, the City website, social media outlets, the City’s newsletter, public planning activities, and the bi-annual community survey.
Status:

Facebook Metrics –
- Total Engagements: 14,887 (31% decrease from 21,716 in Q3-Q4)
  - Likes and Reactions: 10,111
  - Link Clicks: 2,826
  - Comments: 1,267
  - Shares: 683
- Five highest engagement posts
  1. Mayor Toland’s Pride Proclamation (543)
  2. Police Week Day 2: Meet Officer Gottfredsen (501)
  3. Police Week Day 1: National Peace Officers Memorial Day (444)
  4. Police Week Day 5: Meet Ailene Splittgerber (399)
  5. Police Week Day 3: Meet Ryan Miller (384)
- Page Reach: 136,609 - 36% increase from 100,813 in Q3-Q4
- Page Visits: 26,039 – 3% increase from 25,327 in Q3-Q4

Instagram Metrics – New social media tool
- Total Engagements (likes, comments, shares) 636
- New Followers 107
- Five highest engagement posts
  1. Earth Fest promo (40)
  2. National Community Survey – call for open participation (26)
  3. RF 101 recap – Public Works and Electric night (21)
  4. Earth Fest recap and thanks (21)
  5. Requests for Proposal for Glen Park art installation (19)
- Page Reach 6,277
- Page Visits 584

River Falls Reader Metrics – January, March, and May issues
- Number of Subscribers: 6,526 - .33% decrease from 6,548 in Q3-Q4
- Open Rate: 36%
  - 1% decrease from Q3 -Q4
- Peer benchmark average: 34.3%
  - The River Falls Reader open rate is 5% higher than benchmark
- Top five URL clicks
  1. Youtube video of State of the City Address
  2. Engage RF
  3. UWRF Summer Concert Series page
  4. Business Parks page on City website
  5. TIE – Employment Central (for police reserves recruitment)
     TIE – Newsflash on City website announcing Army Corps partnership

Website Engagement –
- Page views: 230,687 – 21% increase over 190,476 Q3-Q4
- Unique page Views: 198,629 – 23% increase over 161,666 Q3-Q4
- Top 10 pages viewed in order of most to least often – Rfcity.org, Utilities, Recreation, Parks-Recreation, Glen Park Splash Pad, Compost, Police Department, Glen Park Pool, Hoffman Park Campground, Spring/ Fall Clean Up
Elections – Percentage in voter turnout reflects voter trends.

Spring Primary Election – February 21, 2023
- Total number of registered voters: 8881
- Number of absentee voters: 549
- Number of voters at the polls: 1166
- Grand total: 1715
- Voter turnout percentage: 19%
- Number of new registrations: 29
- Percentage of those who voted absentee: 32%
- Absentee by mail: 398
- Absentee in-person: 127
- Special Voting Deputy: 24

Spring Election – April 4, 2023
- Total number of registered voters: 8804
- Number of absentee voters: 1105
- Number of voters at the polls: 3039
- Grand total: 4144
- Voter turnout percentage: 47%
- Number of new registrations: 162
- Percentage of those who voted absentee: 27%
- Absentee by mail: 769
- Absentee in-person: 402
- Special Voting Deputy: 32

Library
- Total number of items checked out on self-checkout machines: 86,573 (up from 83,029 in previous reporting period)
- Average percent of books checked out using self-checkout this period – 84% (up 1% from previous reporting period)

Administration’s Strategic Initiatives:
- Complete City’s Comprehensive Plan
- Update Outdoor Recreation and Bike Plan

Department Activities that Support Outcome:
- Comprehensive evaluation of social media, newsletter, and website metrics
- Continued evaluation of voter trends
<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progress on Kinni Corridor Plan</td>
<td>Project Milestones Achieved</td>
<td>Contract with USACE: LOA with KCC for funding</td>
<td>Sign Federal Cost Share Agreement to begin CAP feasibility study</td>
</tr>
</tbody>
</table>

**Description:**

The Kinnickinnic River is treasured by citizens and visitors from around the region. Great strides have been made over the past decades to improve the quality of the river and surrounding areas by public and private entities. There is still much that can be done to further enhance the corridor through recreational development, conservation and preservation strategies, complementary development, and historical preservation. A plan was adopted for the corridor by the City council on January 22, 2019.

In November 2022, the City Council approved a resolution to enter into a study with the U.S. Army Corps of Engineers as part of their Continuing Authorities Program. The study will take 18-24 months to complete. The Council will then determine if the City should move forward with a USACE project. The project could include restoration of more than one mile of river and more than 30 acres of surrounding habitat. The USACE program may provide up to $10 million in Federal support.

**Status:**

A Federal Cost Share Agreement was signed in February and the USACE began work on the study. The schedule for this upcoming period will include a staff kickoff meeting in July and a public Open House on August 15. Staff anticipates receiving the project management plan by October, with the completed study project wrapping up in July 2024.

Hydroelectric Re-licensing is in progress and is expected to be complete August 31, 2023.

**Administration’s Strategic Initiatives:**

- Obtain Hydroelectric Re-License from the Federal Electric Regulatory Commission
- Kinnickinnic River Corridor Plan: Lake Louise Sediment Management Phase

**Other department supporting activities:**

- Organization of timelines and project milestones
### Desired Outcome

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective Communications with Citizens</td>
<td>Community Survey results</td>
<td>Composite index scores</td>
<td>Complete 2023 Community Survey.</td>
</tr>
</tbody>
</table>

### Description:
Beginning on July 9th, 2021, 2,700 randomly selected residents of the City of River Falls were asked to complete a series of questions, using the National Community Survey (The NCS) report, that relate to the ‘livability’ of the City. An overall response rate of 21% was recorded (3% of questionnaires were returned due to vacancy in the household or the postal service was unable to deliver and are not included, making the total possible at 2,612). Results of the 2021 survey were reported in previous updates.

### Status:
2023 survey data was collected May 1 – June 17, 2023. Survey results are expected in July. Staff will evaluate and share results in Q3-Q4.

### Administration’s Strategic Initiatives:
- The Community Survey continues to be competed on a bi-annual basis as directed by the city council.

### Other department supporting activities:
- Staff assessed survey questions and added custom questions to the survey
- Staff developed a marketing and engagement plan encourage participation in the 2023 survey. This included contact via postcards, social media, website, and newsletter.
## Economic Vitality

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thriving corporate parks</td>
<td>Investment Value Lot Acreage Availability</td>
<td>Valuations of Corporate Park Properties</td>
<td>$20 million in increment by 2022</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Number of Acres That Are Shovel Ready</td>
<td>50 acres shovel ready lots by 2022</td>
</tr>
</tbody>
</table>

### Description:

The financial well-being of the City of River Falls can often be seen through the development of vacant commercial/industrial park land. The City is currently home to three major business parks, and one future opportunities site for development, as detailed on the City website. They are the River Falls Industrial Park, Whitetail Ridge Industrial Park, Sterling Ponds Corporate Park, and Mann Valley Corporate Park. Developing the vacant lots in these parks with stable or growing enterprises promotes economic and financial vitality for the City of River Falls.

### Status:

#### Tax Increment Value
- The numbers for the City's increment value in its Tax Increment District's (TID's) have been posted by the Department of Revenue as of the publication date of this document for 2022. Total increment since 2018 = $114.4 million. This goal has been met and will continue to be tracked for statistical purposes.
- Shovel Ready Acres
  - Available shovel ready acres: 33.8
  - **River Falls Industrial Park**: No lots available
  - **Whitetail Ridge Corporate Park**: One five-acre vacant lot available
  - **Sterling Ponds Corporate Park**: 18 lots available with approximately 18 acres of developable land
  - **Mann Valley Corporate Park**: Construction on infrastructure begins in September 2023 and will be completed in October 2024. 200+ acres are available for development.

#### Administration’s Strategic Initiatives:
- Complete shovel ready sites process for Sterling Ponds and Whitetail Corporate Park
- Develop preliminary engineering design for Mann Valley water and sewer extension

#### Other department supporting activities:
- Sterling Ponds Corporate Park is Gold Shovel Ready certified through Momentum West. Staff is submitting the documents for the Whitetail Ridge Corporate Park to also receive the Gold Shovel Ready certification.
- Staff is promoting these sites to prospective developers. There were 20 RFI’s (Requests for Information) in Q1/Q2 2023.
**Economic Vitality**

<table>
<thead>
<tr>
<th>Desired Outcomes</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing that supports economic objectives</td>
<td>Units Developed</td>
<td>Building Permit Data</td>
<td>Single family – 402 units; 2022-2030 Multifamily (for sale) – 216 units; 2022-2030 Multifamily (for rent) – 336 units; 2022-2030 Senior housing – 693 units; 2022-2027</td>
</tr>
<tr>
<td></td>
<td>2020+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Description:**

A Comprehensive Housing Needs Analysis was prepared by Maxfield Research and Consulting adopted by Council in 2022 showing that River Falls there is a shortage of most housing types, confirming that the for-sale and rental housing markets in River Falls are inadequate to meet the needs of the community. The study identifies target units based upon minimum estimated demand required for development in future years. Staff will be tracking and reporting annually.

On the heels of the housing needs analysis, there is the opportunity for the City to prepare a Housing Affordability Study as well as an update to the City’s Housing Chapter in the Comprehensive Plan. These items will address at minimum, the city’s current development fee structure and how it impacts housing in the City, as well as land use recommendations that can help to reduce housing costs. These would be timely projects to complete with current housing data.

There were four housing market segments that were identified in the study for the City to address: Single-Family residential (For Sale), Multifamily Residential (For-Sale), Multifamily Residential (For-Rent) and Senior Housing. These each had sub-categories to them that are identified below.

**Status:**

The following chart shows the number of permitted housing units from 2018 through 2023’s 2nd quarter, and the estimated number of units required by 2027 (senior housing) and 2030 for each category of housing. The permitted housing units number includes proposed units in the development review pipeline.

**Administration’s Strategic Initiatives:**
- Complete update of City’s Comprehensive Plan

**Other Department Supporting Activities:**
- Review of current City ordinances
- Continue current multi-family residential development projects
- Maxfield Research housing study for 2023-2028 has been completed
*Senior housing includes active adult, subsidized active adult, congregate, assisted living, and memory care. Due to the variety of senior housing types, senior housing demand is projected to only 2027.
<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear economic development strategy</td>
<td>Economic Development Plan</td>
<td>Percentage of business, retention, and expansion contacts (BRE) entered in the customer relations management tool (CRM)</td>
<td>100% of BRE contacts entered in CRM</td>
</tr>
</tbody>
</table>

**Description:**

The City believes that a comprehensive economic development strategy can organize community goals into actionable steps, delineate responsibilities among stakeholders and provide a clear timeline for the execution of efforts. Identifying and creating a strategic framework that builds on existing strengths and seeks to overcome identified challenges will ensure the City’s fiscal health, enhance its business climate, and promote economic growth.

A development incentive policy was approved by Council in May 2018 to promote a clear economic development strategy for the City. The policy is used to establish appropriate parameters for use of economic development incentives. It helps form boundaries and allow for flexibility and discretion to ensure the City’s best interest during the negotiation process.

City staff considered adding an Economic Development Director to assist with business retention and expansion projects along with administering the City’s incentive programs. Keri Schreiner was hired as an Economic Development Specialist (now Economic Development Manager) to support the City’s organizational structure as well as support the City’s strategic priority of Economic Vitality.

Staff presented the Economic Development Marketing Plan and Regional Profile at the February 25, 2020, City Council meeting. Staff continues to evaluate the plan.

The purchase of a customer relations management tool (CRM) to be used as a method of tracking and coordinating department interactions and activities with corporate partners was identified as a potentially valuable way to increase efficiency and effective communication both internally and externally.

**Status:**

The CRM was purchased in 2022. Staff is in the process of applying to workflow.

**Administration’s Strategic Initiatives:**

- Investigate, purchase, and implement a CRM

**Other Department Supporting Activities:**

- None
Financial Sustainability

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepared for financial contingencies</td>
<td>Unassigned General Fund Reserves</td>
<td>Unassigned General Fund reserves as a percentage of annual operating expenses</td>
<td>40% of General Fund per the Fiscal Plan</td>
</tr>
</tbody>
</table>

**Description:**

The City has established a contingency expenditure appropriation in the General Fund operating budget to provide for unanticipated expenditures of a non-recurring nature. This contingency amount will be equal to 0.5% of the General Fund budgeted expenditures. This appropriation, if unused, will be considered part of the City’s unreserved, undesignated fund balance.

In addition, the City will maintain a working capital reserve of 40%-50% of the General Fund operating budget to provide funds for reasonable cash flow needs. This reserve will also be used when the City encounters unforeseen emergencies, such as storms, floods, severe unexpected increases in service costs or decrease in revenue, or other situations that are determined to be an emergency by the City Council.

Staff continuously monitors departmental activities and budgeted revenues for deviations from the anticipated budgeted amounts.

**Status:**

Unassigned fund balance at the end of quarter two 2023 is 45%. Note this number is determined as a percentage of the 2023 budget. During Q1 and Q2 2023, a fund summary and history statement for the Housing Reserve Fund was delivered to the Council. In addition, the $10 vehicle registration fee went into effect and staff implemented the Council-approved streetlight special charge. The 2024-2028 Capital Improvement Plan was completed with Council approval scheduled for August 8th, 2023. As of June 30, 2023, staff were working with the City’s financial advisor and bond counsel to prepare the 2023 borrowing totaling approximately $23.5 million. The borrowing will be completed in the fall of 2023. Staff have prepared drafts of the Wastewater and Stormwater business plans and are going through internal review.

**Administration’s Strategic Initiatives:**

- Develop Wastewater business plan
- Develop Stormwater business plan
- Develop Fund Summary/History Statements: Housing Fund, Environmental Fee Fund

**Other Department Supporting Activities:**

- Completion of the 2024-2028 Fiscal Plan
- Completion of year two of the 2023-2024 Biennial Budget
**Desired Outcome**

<table>
<thead>
<tr>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diverse Revenue Sources</td>
<td>Local revenue sources supporting General Fund</td>
<td>Percent of locally controlled revenues for operating expenses</td>
</tr>
</tbody>
</table>

**Description:**

The 2023 budget for the General Fund included approximately 27% of the City’s annual revenues from non-local sources, particularly the State of Wisconsin. This figure will likely increase in future years due to the passage of Act 12, which allocates an additional $533,000 in State supplemental shared revenue to the City starting in 2024. Staff recognize that a significant portion of revenue coming from the State is a potential financial weakness that could disrupt operations should funding be reduced or eliminated. In an effort to proactively address this, the City implemented both the vehicle registration fee and streetlight special charge in Q1 2023.

Transportation aids from the State of Wisconsin have been a steady revenue stream of approximately $616,000 per year to fund street maintenance activities. No reductions in this funding are anticipated, but as revenues are tied directly to expenditures, road maintenance would be the sole activity affected negatively by an unanticipated reduction.

Although not affecting the General Fund, the River Falls Public Library receives funding under the Act 150 program, which requires counties to pay a minimum of 70% funding of operating costs for local libraries. St. Croix County contributes to 100% of operating costs, and Pierce County contributes 80%.

**Status:**

Revenues for the General fund through the end of Q2, 2023 was 82% from local sources. The 18% from outside sources came from State street aid, State payment for municipal services to State-owned facilities, and the first installment of the Rural Fire Association’s payment for fire service. The total share of revenue from outside sources will likely increase by the end of the year after the State’s November shared revenue payments, which will total over $2,000,000.

**Administration’s Strategic Initiatives:**

- Cooperate with State on Cemetery Road/State Highway 29

**Other department supporting activities:**

- Develop an approach for using the State’s new supplemental shared revenue payments
## Financial Sustainability

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent Credit Rating</td>
<td>General Obligation Bond Rating</td>
<td>General Obligation Bond Rating</td>
<td>Maintain Aa2 Rating, A1 or above on Revenue Bonds</td>
</tr>
</tbody>
</table>

### Description:

The City of River Falls issues debt on an as-needed basis. Financing of capital equipment or projects with short term debt (5 years or less) is generally undertaken annually, and longer duration bonds (10 to 20 years) are usually brought forward every two to three years. As of December 31, 2023, the City will have approximately $21.7 million in outstanding general obligation debt from prior year issuances. The 2023 borrowing for Mann Valley and the Biosolids Facility will add $18.4 million to this figure, for a total of $40.1 million in outstanding general obligation debt as of December 31, 2023. Of this total, approximately $27.8 million is planned to be paid from non-tax revenues, such as tax increment revenues, electric, water, and sewer fees.

As of December 31, 2023, the City will have approximately $10.8 million in outstanding revenue debt issued in prior years. The 2023 borrowing for Mann Valley will add approximately $5 million to this figure, for a new total of $15.8 million in outstanding revenue debt.

Repayment of general obligation debt is a promise from the municipality to the bond holders that the debt will be repaid by using the tax levy if necessary. The debt levy can become a significant percentage of the City’s annual tax levy, which hinders the ability to use levy dollars for operations. To maintain flexibility, annual tax supported debt service costs are maintained at less than 20% of the total levy.

### Status:

- Moody’s Investor Service reaffirmed the City’s Aa2 rating in 2022.
- Moody’s Investor Service reaffirmed the Water Utilities Aa1 rating in 2022.

### Administration’s Strategic Initiatives:

- There are no 2021-2023 Strategic Initiatives that target this area. Data is being collected for reference.

### Other department supporting activities:

- Completion of the 2023 borrowing process
- Development of the 2024-2028 Fiscal Plan with the intent of limiting annual tax supported debt service to less than 20 percent of the total levy
Quality Municipal Services

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied citizens</td>
<td>Survey Results Feedback Received</td>
<td>Composite Index Scores rating the likelihood of remaining in or recommending that others live in River Falls</td>
<td>90% of citizens indicate satisfaction with living in the City of River Falls</td>
</tr>
</tbody>
</table>

Description:
For every two years starting in 2013, the City has partnered with POLCO, formerly, National Research Center, to conduct a comprehensive community survey. The National Community Survey has been used in jurisdictions across the country since 2001 to assess residents' opinions of municipal services.

The overall quality of the services provided by River Falls as well as the way these services are provided is a key component of how residents rate their quality of life. As defined in the City’s mission statement, the City strives to coordinate and deliver essential services 24 hours a day, 365 days a year. Providing services related to public safety, mobility, natural & built environments, the economy, education, community engagement and recreational wellness are essential for the City to uphold the commitment to the mission statement. As such, it is important to know if residents are satisfied with the services the City coordinates and delivers.

The 2021 City of River Falls National Community Survey was conducted throughout the months of July and August. A representative sample of 2,700 households were randomly selected to participate in the process. For more information on the Citizen Survey, please see the City website at http://www.rfcity.org/citizensurvey. Data below represents those who would rate the targeted areas as excellent or good.

Status:
The 2023 National Community Survey data was conducted May 1-June17, 2023. Results of this survey will be evaluated and reported upon in Q3-Q4, 2023.

Administration’s Strategic Initiatives:
• None were assigned for this reporting period. Data is being collected for reference.

Other department supporting activities:
• Staff developed a marketing and engagement plan encourage participation in the 2023 survey. This included contact via postcards, social media, website, and newsletter.
<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Review of Services</td>
<td>Analysis Results</td>
<td>Determine biosolids handling for 2025+</td>
<td>Complete 1 major service area review per year</td>
</tr>
</tbody>
</table>

**Description:**
West Central Biosolids wastewater recycling facility in Ellsworth, WI serves 21 communities in Wisconsin and Minnesota. This facility provides a crucial final step in wastewater treatment to keep the State’s water safe and clean. The infrastructure and equipment at West Central Biosolids need improvements as large portions of the facility are nearing the end of their functionality. Leadership from West Central Biosolids has been exploring options to remodel and renew infrastructure to maintain the current levels of service provided to its partners. On February 23, 2021, the River Falls City Council adopted support of West Central Biosolids facility improvements in their legislative funding priority’s agenda. On March 15, 2022, President Joe Biden signed the bipartisan omnibus appropriations package into law that includes $1.6 million to address the end-of-life stage infrastructure issues faced by West Central Biosolids. The City of River Falls has been studying the viability of adding biosolids processing equipment to the local utility service.

**Status:**
In 2022, The City of River Falls Municipal Wastewater Utility in conjunction with the City of River Falls Utility Advisory Board and City Council, decided to not renew their contract with Western Wisconsin Biosolids Facility located in Ellsworth, Wisconsin. River Falls Wastewater Utility has concluded that it will be financially advantageous for them to build their own “end product” treatment process in lieu of having the “end solids product” hauled to Ellsworth by tanker truck, treated there, and ultimately land applied. The new dryer system that River Falls is now constructing will allow us to treat our “solids” product at our plant and create and environmentally friendly “end product” that can be land applied locally. Planning and Engineering has commenced with Strand and Associates Engineering firm to plan for River Falls new “end product” drying building and associated equipment.

River Falls continues to support West Central Wisconsin Biosolids Facility’s direction towards improvements to their facility but will conclude our contract with them on December 31, 2025. West Central Wisconsin Biosolids is actively completing the 1.6-million-dollar grant process with the Federal Government.

The biosolids drying facility is in the design stage and expected to be approved by the DNR in August 2023. Bid documents are expected to be available by November of 2023 with a winning bidder announce in December. The project is expected to begin construction in 2024 and completed by July 31, 2025.

**Administration’s Strategic Initiatives:**
- Determine biosolids handling for 2025+

**Other department supporting activities:**
- None
Description:
Each community, through its elected representatives, must determine whether the services provided by the City are in concert with the needs and desires of its citizens while conserving taxpayer dollars. An effective organization benefits from having a means of evaluating its existing cost of providing services and distribution of work required to provide those services.

The City utilizes a strategic management process that includes conceptualizing a mission and setting goals, analyzing key factors in the internal and the external environment (e.g., opportunities, threats, strengths and weaknesses), developing strategies, and developing and implementing action plans. In addition, the City utilizes performance measurement comparisons to other comparable cities to determine measurable quantitative efficiency criteria for comparison itself to other cities.

Based on these performance measurement comparisons, benchmarks, and the City’s mission and stated goals, the City can determine the appropriate level of staff for the organization to meet its core service and operational requirements and help develop deployment strategies that utilize staff resources in the most effective manner.

Status:
Staff continues to compile the 2025 Organizational Plan as outlined 2017-2019 strategic initiatives.

Administration’s Strategic Initiatives:
• None of the 2021-2023 Strategic Initiatives target this area.

Other department supporting activities:
• None

<table>
<thead>
<tr>
<th>Desired Outcome</th>
<th>Key Outcome Indicator</th>
<th>Measure</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adequate Response to Meet Service Demand</td>
<td>Staffing Ratios Industry Standards</td>
<td>Reports and recommendations are being evaluated</td>
<td>Establish staffing/delivery level benchmarks</td>
</tr>
<tr>
<td>Desired Outcome</td>
<td>Key Outcome Indicator</td>
<td>Measure</td>
<td>Target</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>------------------------------</td>
<td>----------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Sustained Capital Investment in Public Infrastructure</td>
<td>Infrastructure Composite Index Rating</td>
<td>Infrastructure Composite Index Rating Score</td>
<td>Meet benchmark Grade (C or Better) for 70% of measured categories</td>
</tr>
</tbody>
</table>

**Description:**

The Engineering, Public Works, and Utility departments currently maintain rating systems for numerous public infrastructure assets. Further establishing these rating systems and mapping will help to streamline the planning for future projects. The City’s goal is to determine problem areas and to forecast what infrastructure needs are most significant.

**Status:**

93% of scores are at C or better.

Staff has compiled composite scores for the following:

- Alleys = D rating
- Bridges = A rating
- Paved Trails = B rating
- Public Parking Lots = C rating
- Stormwater Inlets & Manholes = B- rating
- Streets = C rating
- Street Lighting = C rating
- Street Signs = B- rating
- Water Main – Breaks = A rating
- Water Main – Pipe Type = B rating
- Water Wells = B+ rating
- Booster Stations = B+ rating
- Water Quality = B- rating
- Capacity of Local Facilities = A+ rating
- Fire Hydrants = B- rating

The overall rating for the City’s infrastructure is a B-. A supplemental report on infrastructure condition that details how these scores are determined was presented at an infrastructure management workshop on Nov. 10, 2015. The City’s Water Infrastructure Report Card Workshop was held on Feb. 20, 2017, for the Utility Advisory Board and City Council. Adding in the Water Infrastructure Report card raised the overall grade from a C to a B-.

**Administration’s Strategic Initiatives:**

- Develop 2022-2026 CIP
- Construct north sewer interceptor – Phase 1
- Cooperate with State on Cemetery Road/ State HWY 29
- Complete preliminary engineering design for Wasson Lane Construction

**Other department supporting activities:**

- None