



City of RIVER FALLS NEWSLETTER



September 2014 • VOLUME 5 • ISSUE 3

Mayor's Message



Hi! I hope everybody had a great summer. It's that time of the year again when the cooler weather will start to come back and the kids are all going back to school (so slow down and watch for them). At the City, it's time to start figuring out the budget, and as always we will try to make sure we continue to provide you with the best services that you have come to expect from us. It's also the start of the Packers run to the Super Bowl (for you Viking fans it's the start of another season of mediocrity and wondering why is my team so terrible).

The new Hwy. 35/Radio Road interchange is now open. It's been a long time coming, and it is a very nice addition on the outskirts of the City. Our new corporate park will be open for business this fall, and it should start to fill up out there.

I hope everyone has had a chance to take in a baseball game at the new First National Bank of River Falls Field (or the fish bowl as I like to call it). The River Falls Days celebration was a huge success in its new location. The Chamber did a fantastic job again and is already working on next year's festivities.

Don't forget about all the opportunities for fun in the fall. September 13-14 is the second year for the wildly popular Bacon Bash. Events at UWRF are starting back up, and we have lots of beautiful trails for hiking and biking, not to mention the school district's fall sports programs (Go Wildcats and Falcons) where you can get out and support your home team.

We are always looking for people to volunteer for open seats on the boards and committees, so please call 715-426-3404 or email me dtoland@rfcity.org and let me know that you are interested.

Take care and remember it's your town so get out and enjoy it and be proud of it! ~

Dan Toland



The River Falls Police Department, in coordination with local businesses, invites residents to attend "Coffee with a Cop." This is an opportunity for citizens on a monthly basis to have a chance to ask questions, voice concerns and get to know the officers of the Police Department. Upcoming dates include: September 10, October 15, November 3, December 5, and January 9. Please view the calendar on the City's website (www.rfcity.org) or contact the Police Department at 715-425-0909 for future dates and locations. Please stop in for a cup of coffee and some pleasant and informative discussions. ~

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Election Day Workers Needed

Have you ever wanted to work at an Election? Here is your opportunity! The City of River Falls is looking for citizens interested in being an Election Day Special Registration Deputy for the November 4, 2014, General Election. Election Day Registration Deputies work at the polls on Election Day assisting residents with voter registration.

Interested residents must attend a one hour training session at City Hall and have the ability to effectively meet and deal with the public, communicate effectively verbally, and work under pressure and/or frequent interruptions

Call Deputy Clerk Bridget Hieb at 715-426-3419 or email bhieb@rfcity.org for more information. ~



Calendar of Events

September & October	Farmers' Market, Corner of East Locust and 2nd Streets Every Saturday 8 a.m. – 12 noon; Every Tuesday 3-6 p.m.; Phone 715-425-7394 – Rain or Shine
August 30, 31, September 1	City Offices and Library Closed
September 2	Middle School Book Discussion Group, 4 p.m. at library
September 6	Art on the Kinni, 9 a.m.-5 p.m. (visit www.riverfallscab.org)
September 13-14	Bacon Bash and Car Cruze-In (visit www.rfchamber.com)
September 9	High School Discussion Group, 4 p.m. at library
September 10	Coffee with a Cop, 7 a.m. at McDonald's
September 11	To Be! Shakespeare Here and Now, 7 p.m. at library
September 15, 29	Lego Afternoons 4-5 p.m. at library
September 15	Shakespeare Film, 7 p.m. at library
September 16	4th-5th Grade Book Discussion Group, 4 p.m. at library
September 20	Author Mary Relindes Ellis, 2 p.m. at library
September 28-October 5	Wholeness, Ubuntu: Through the Lens of Africa at library gallery
September 29	Fire Department Open House 6-8 p.m. at Fire Hall
October 5-11	Fire Prevention Week
October 7	Middle School Book Discussion Group, 4 p.m. at library
October 8	Poet James Lenfestey/Open Mic Poetry Night, 7 p.m. at library
October 9	Photojournalist Michelle Hermansen on travel in Africa, 7 p.m. at library
October 13	Out of School Event 10:30 a.m. at library
October 13, 27	Lego Afternoons 4-5 p.m. at library
October 14	High School Book Discussion Group, 4 p.m. at library
October 14	Shakespeare Live! Reader's Theatre, 7 p.m. at library
October 20	Fall Clean up Begins at Public Works Garage (see article page 5)
October 20	Shakespeare Live! 7 p.m. at library
October 21	4th-5th Grade Book Discussion Group, 4 p.m. at library
October 22	Author Wendy Webb, 7 p.m. at library
October 25	River Falls Community Business Expo 12 noon – 4 p.m. at River Falls High School
October 31	Annual Haunted House, 6–9:30 p.m. at library
November 1-March 31	Odd/Even Parking in Effect
November 4	General Election, Voting locations open 7 a.m.-8 p.m.
November 4	Middle School Book Discussion Group, 4 p.m. at library
November 9-December 7	All Community Art Show at library gallery
November 11	High School Book Discussion Group, 4 p.m. at library
November 10, 24	Lego Afternoons 4-5 p.m. at library
November 17	Shakespeare Film, 7 p.m. at library
November 18	4th-5th Grade Book Discussion Group, 4 p.m. at library
November 27, 28, 29, 30	City Offices and Library Closed
November 28	River Dazzle (visit www.rfchamber.com)
December 1-31	Food Collection at City Hall
December 1	First day to circulate nomination papers for City Offices
December 1-2	Holiday Light Exchange, at City Hall (see article page 6)
December 3	Gingerbread Competition Begins at library
December 8	Lego Afternoons 4-5 p.m. at library
December 8	Santa and his Reindeer 6:30 p.m. at library
December 9	Middle School Book Discussion Group, 4 p.m. at library
December 9	High School Book Discussion Group, 4 p.m. at library
December 12	Library closed for inventory/cleaning
December 16	4th-5th Grade Book Discussion Group, 4 p.m. at library
December 20-Early February	NASA: Voyage of Discovery at library gallery
December 24, 25 and January 1	City Offices and Library Closed
January 1-16	Curbside Christmas Tree Pickup
January 6	Final day to file nomination papers for City Offices 5 p.m. at City Hall
January 19	Out of School Event, 10:30 a.m. at library
January 31	Property Taxes due to County

You're Invited to the Fire Department's Open House!

Join Us on September 29

Mark your calendars! The River Falls Fire Department will be hosting its Annual Open House prior to Fire Prevention Week to promote "Working Smoke Alarms Save Lives!" on Monday, September 29. Through educational, family-oriented activities, residents can learn more about the importance of working smoke alarms and testing them monthly. In addition, there will be a variety of demonstrations, displays and games. Residents will also be able to talk with firefighters and see all the emergency equipment and fire engines.

The Fire Department Open House will run from 6 to 8 p.m. at the Fire Hall at 115 N. Second St. Refreshments will be served.

Working smoke alarms can make a life-saving difference in a fire. That's the message behind this year's Fire Prevention Week campaign, "Working Smoke Alarms Save Lives: Test Yours Every Month!" ~

Fire Prevention Week is October 5-11

Along with firefighters and safety advocates nationwide, RFFD is joining forces with the nonprofit National Fire Protection Association (NFPA) during Fire Prevention Week, October 5-11, to remind local residents about the importance of having working smoke alarms in the home and testing them monthly.

According to the latest NFPA research, working smoke alarms cut the chance of dying in a fire in half. Meanwhile, almost two-thirds of home fire deaths resulted from fires in homes with no smoke alarms or no working smoke alarms.

"In a fire, seconds count," said Chief Scott Nelson. "Roughly half of home fire deaths result from fires reported at night between 11 p.m. and 7 a.m. when most people are asleep. Home smoke alarms can alert people to a fire before it spreads, giving everyone enough time to get out."

This year's Fire Prevention Week campaign includes the following smoke alarm messages:

- Install smoke alarms in every bedroom, outside each separate sleeping area and on every level of the home, including the basement.
- Interconnect all smoke alarms throughout the home. This way, when one sounds, they all do.
- Test alarms at least monthly by pushing the test button.
- Replace all smoke alarms when they are 10 years old or sooner if they don't respond properly.
- Make sure everyone in the home knows the sound of the smoke alarm and understands what to do when they hear it.

To learn more about smoke alarms and "Working Smoke Alarms Saves Lives", visit NFPA's website at www.firepreventionweek.org ~

Work Plan Update

As published in this newsletter one year ago, the City Council approved the third consecutive two-year Work Plan, this time for 2013-2015. The Work Plan is an important tool for planning, executing, implementing, and monitoring priority initiatives and projects the community and Council believe are most valuable for our continued prosperity.

We are halfway through the two-year cycle and would like to update you on the status of these important projects. The projects are organized by the Council's four organizational goals. Some priorities have shifted through the year, which results in some new projects being added to the Work Plan and others being removed.

The projects removed tended to be more internally focused, while the added projects are more timely external opportunities and require significant commitments of staff time. They include working with the Town of Kinnickinnic on a Cooperative Boundary Agreement, the hydroelectric facility relicensing, and designing improvements to Chapman Drive near the new Radio Road Interchange.

Below are some highlights of the progress of some projects of interest, by organizational goal. For a complete listing of the Work Plan, please see www.rfcity.org/workplan.

Deliver quality, cost effective municipal services

- Transitioning to LED Street Lights: After evaluating the cost savings over the life of a street light, the City has implemented a four year plan to replace all existing traditional street lights with LEDs.
- Review of Electric/Water/Sewer Rates: These reviews are in progress and rates are being evaluated based on future projects in the Capital Improvement Plan.
- Develop 2015-2019 Capital Improvement Plan: The Council is currently reviewing the draft plan for approval this fall. For more information, please see the article on this topic.
- Feasibility of Improvements to Wastewater Treatment Plant: The City has contracted with MSA Professional Services for engineering services to determine the scope of identified improvements for storage, screening, and pumping.
- Historical Survey: The City has received a grant from the State Historical Society for an intensive architectural and historical survey of the buildings in River Falls. The survey began in July, 2014.



Promote a positive image

- River Falls Citizen Survey: The next citizen survey will be in spring 2015.
- Quality of Life Designations: The City is maintaining designations as a Tree City, Playful City, and Bird City, and has added the designation of Bicycle City.

Promote economic vitality

- Development Plan for Sterling Ponds Corporate Park: The project has been split into two phases. The first phase of construction began in August.
- Downtown Parking Changes: After extensive study, the parking meters were removed from the downtown. Residents lined up during River Falls Days for to purchase their very own, and cleaned out the supply in just over an hour!
- Regional Business Incubator: The City is working with UWRP, CVTC, and regional development organizations to establish a regional business incubator. For more information, see <http://www.rfcity.org/incubator>.
- Radio Road Interchange: This project was completed and the interchange was just recently opened to traffic.



- Glen and Hoffman Parks Master Plans: The City selected Hoisington Kogler Group, Inc. to assist. When completed, the master plans will provide much needed guidance for the future for some of the top community resources.

Develop a high performance workforce

- Enterprise Resource Planning Software, Phase 1: The City has completed its transition to a new software system for financial management, human resources, and payroll.
- Enhancing Employee Skills: The internal training committee has been active in providing training opportunities for staff to enhance their technological and workplace skills.
- Performance Management Systems: Staff continues to evaluate new systems of measuring performance to ensure we are accomplishing the goals identified by the community through their elected officials. ~





Library Programs and Events Fall 2014

Check the library website, www.riverfallpubliclibrary.org/events.html or our Facebook page for the most up-to-date information and events not included in this list or call 715-425-0905. Library programs are free of charge. Registration is not required unless noted.

Closed Dates

August 30, 31 and September 1; November 27, 28, 29, 30; December 12, 24, 25

Drop boxes will be open; renew materials online at the MORE website, www.more.lib.wi.us or by calling telephone renewal at 1-866-697-3639.

Children/Youth Programs

Book Discussions

Books are selected by group members. Participants sign an agreement to attend the discussion and receive a copy of the book to keep.

The **High School Book Discussion Group** meets the second Tuesday of each month at 4 p.m. Upcoming dates are September 9, October 14, November 11, and December 9. The group is open to students in 9-12 grade.

The **Middle School Book Discussion Group** meets the first Tuesday of each month at 4 p.m. Upcoming dates are September 2, October 7, November 4, and December 9. The group is open to students in 6-8 grade.

The **4th-5th Grade Book Discussion Group** meets the third Tuesday of each month at 4 p.m. Upcoming dates are September 16, October 21, November 18 and December 16.

Legos Afternoons (grades K-5)

Lego time will be held on every other Monday afternoons from 4-5 p.m. Join us for a fun hour of building Lego creations at the Library. We provide the Legos, you provide the imagination. Please register by stopping by or calling the children's desk; limited to 20 children per session. Dates: September 15, 29; October 13, 27; November 10, 24, and December 8.

Out of School Day Events

The library will be sponsoring a special event or craft session on no-school days. Check the library website for details as the date approaches. Dates: October 13, 10:30 a.m.; January 19, 10:30 a.m.

Fall Story Times

Stories, songs, action rhymes, and lots of fun! Pre-registration required. Class sizes are limited. Registration begins August 25.

Babytime (0-23 months & caregiver – Tuesdays 9:30-9:50 a.m.

Dates: September 16 – December 9

Toddler Lapsit (24-36 months & caregiver) – Tuesdays 10:40-11:15 a.m. (Note: This is a time change from last year.) Dates: September 16 – December 9

Preschool Story Time (3-5 year olds) Thursdays 10:30-11:15 a.m. or 1:00-1:45 p.m. Dates: September 18 – December 11

Shakespeare No Fear

The Library will be exploring the life and works of William Shakespeare this fall in honor of the 450th anniversary of the Bard's birth. For those of you who had to read Shakespeare in high school or college and didn't like it, we're hoping to change your mind and show you the humor, the wit, the universality contained in his works. We will be holding a biographical program on his life and the Elizabethan age, a bit of reader's theater because Shakespeare should be heard as well as read, discussion of his plays, and their film adaptations, and hopefully a look at his sonnets. Our list of

events is still incomplete. Please check our website for updates on program and discussion dates and times.

- Thursday, September 11, 7 p.m. To Be! Shakespeare Here and Now with Ron Scot Fry
- Monday, September 15, 7 p.m. Shakespeare film and discussion
- October 14, 7 p.m. Shakespeare Live! A bit of lively reader's theater
- October 20, 7 p.m. Shakespeare film and discussion
- November 11, 7 p.m. LaMoine MacLaughlin – Secrets from the Wings-Shakespeare-related Sonnets
- November 17, 7 p.m. Shakespeare film and discussion

Events and Programs

Author Mary Relindes Ellis - Saturday, September 20, 2 p.m. The author of Turtle Warrior, Ellis's second book, The Bohemian Flats, takes us from turn-of-the-century Germany, through the killing fields of WWI, to a vibrant immigrant enclave in the heart of the Minneapolis.

Poet James Lenfestey and Open Mic Poetry Night –Wednesday, October 8, 7 p.m. Jim has lots of local ties and is coming with his newest volume of poetry Seeking The Cave: A Pilgrimage To Cold Mountain. An open mic segment for the public will follow his reading.

Author Wendy Webb-Wednesday, October 22, 7 p.m. Best-selling author who writes novels of gothic suspense set in old mansions where the dead just might be lurking, where mysteries in the present are tied to long-buried family secrets of the past and strong heroines are trying to make sense of it all.



Haunted House Halloween Adventure - Friday, October 31, 6-9:30 p.m.

The annual Halloween Haunted Adventure will take place in the lower level of the library from 6-9:30 p.m. on Friday, October 31. NEW Beginning Wednesday, October 29, we are now taking reservations if desired ~ not required. The Haunted House has been the undertaking of the Haskins family since the late 1980s, when it



was set up at Westside School with Gina Haskins as the 'head hunter.' The Haunted House is sponsored by the library and the Haskins family, with funding help from 3M. It's fun, free, and suitable for the whole family, with treats for the kids. See you there!

(continued on page 5)

Library Programs and Events

(continued from page 4)

Events and Programs

Gingerbread Competition

The annual Gingerbread Contest sponsored by River Falls Public Library and River Falls State Bank will be held in December. This is great fun for the whole family, whether you are brand-new to the gingerbread experience or an old hand. Entries are due at the library by 8 p.m. on Wednesday, December 3. Winners will be announced after the People's Choice voting closes on Wednesday, December 10. There are categories for both youth and adults in architectural (buildings, houses, barns) and whimsy categories (like turtles, carousels, computer screens, etc.) with cash prizes of \$50 for first place and \$25 for second place, as well as a special graham cracker house category for kids under age 10 (\$10 for first place, \$5 for second.) Purchased kits are not allowed, and all items used must be edible! For a complete list of rules or more information, call the library, 425-0905, or check our webpage, www.riverfallspublib.org.

Santa and his Reindeer - December 8, 6:30-7:30 p.m.

Santa and Mrs. Claus will visit the library along with some of his reindeer!

In the Lower Level Kleinpell Gallery

Through September 21 – Women of Legend

Reception – September 23, 2-4 p.m.

Wrapped in mystery, these representational figures come out of our cultural past...some from the depths of time, some from recent memory. All are archetypes, derived from the human experience and present in our unconscious. Delight your eyes while you open your soul to these mythical women, so familiar to us all.

September 28-October 25 – Wholeness, Ubuntu: Through the Lens of Africa

Photographers Michele Hermansen and Tom Lindfors share how their African experience has changed the way they see themselves and the world. Ubuntu is the Swahili word that describes our interconnectedness and wholeness. Change the way you see Africa and the way Africa sees you.

November 9-December 7 – Good Neighbors: The Annual Community Art Show

The yearly display of arts and crafts by your friends and neighbors. If you are interested in participating, contact the Event Coordinator at 715-426-3496.

December 20-Early February

Featuring artifacts on loan from the National Aeronautics and Space Administration.

Social Media

The library is currently using Facebook and Twitter to connect with patrons and communities. We are excited to announce that we will be creating a Pinterest page where individuals can follow our library boards. Pinterest is a social curation website for sharing and categorizing images and ideas online. Libraries are now using Pinterest to share information and to interact with their patrons and communities. The River Falls Public Library Pinterest page will feature boards that include: new acquisitions, library events and programs, library pictures, DIY storytime and craft ideas, reading lists, library humor, and local community events. The Pinterest page for the River Falls Public Library will be an excellent addition to the growing number of online sites and resources that promote the library, spark patron and community participation, highlight innovation, reach more individuals, increase library check-outs and visits, and encourage community interaction. ~

Community Update: Hydroelectric Relicensing

The City of River Falls has been continuing with the relicensing of the hydroelectric dams at Junction Falls and Powell Falls. Following the public meeting on March 24, 2014, many resource agencies, interested organizations, and individuals provided their comments and study suggestions.

The City is continuing to work with those agencies and stakeholders to develop study plans necessary for the eventual license application. The environmental, economic, and recreational studies will be completed throughout the next year. When they are complete, the City will work with stakeholders to prepare the draft license application, which will be available for review and comment in January 2016.

The immediate priority is working with our community partners to affordably and accurately study the impacts of the hydroelectric dams on our natural resources. We look forward to sharing these results with the community. For more information on the process and for additional information, please check out the project site at <http://www.rfcity.org/hydro>. ~

Fall Clean-Up Event Begins October 20

Beginning October 20, a fall clean-up event is provided for City of River Falls residents who are currently billed for City garbage service by Advanced Disposal. Residents bringing items for disposal will be asked to present a form of identification and a copy of a recent invoice for City garbage service from Advanced Disposal. People who do not qualify will not be allowed to dispose of their goods.

The clean-up is conducted for six days at the City Public Works facility located at 950 Benson Street. Fall clean-up begins October 20 and runs for one week. There will also be a one week spring clean-up beginning the second Monday in May. Both clean-up events will have the following hours: Monday through Friday - 4 to 8 p.m. and Saturday – 8 a.m. to 1 p.m.

Additional information about acceptable items at www.rfcity.org/cleanup. Any calls regarding questions on what can be discarded should be directed to Advanced Disposal at 866-983-6542. ~

Brush/Compost Site

The City's brush/compost facility (yard waste site) is located at 901 W. Locust Street, two blocks west of Winter Street near the River Falls School Bus

Garage. This site is for disposal of yard waste and brush only. The site is open April through November during daylight hours. Material must be removed from plastic and other non-compostable bags. A dumpster is available at the site for disposal of the bags. Compost and woodchips are available at the site for residents on a first come, self-serve basis. Use of this site is for City residents only. ~



Holiday Light Exchange

The Coolest Event in Town!

December 1 and 2 at City Hall

Monday 9 a.m.-7 p.m.; Tuesday 9 a.m.-5 p.m.

LED lights are cool to the touch so you won't burn your fingers or your house down. They're also super-efficient, so you won't pay so much on your utility bill. Are you ready to give these a try?

River Falls Municipal Utilities has a program that allows RFMU customers to trade in two sets of incandescent holiday lights and get two sets of LED lights for free. If you don't have any more old lights, we'll give you the option of bringing in two, nonperishable food items for a box of lights, two sets max.

River Falls Municipal Utilities has partnered with the Recycling Association of Minnesota to recycle all the old lights at no cost. The old strands are delivered to sheltered workshops in Minnesota where adults with disabilities remove the recyclable components. The recyclables are weighed, and the worker is paid. This program provides work and keeps our natural resources out of the landfills.



Get there early, because it's first come, first serve. Based on past years, this is a promotion people do not miss! ~

December Food Collection

River Falls Community Food Pantry is a private, non-profit, volunteer organization that serves over 600 households in the River Falls area.

City employees are inviting the community to donate unopened, non-refrigerated food and toiletry items during the month of December.

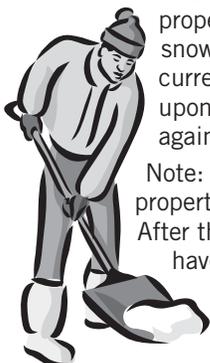
As the need for assistance continues to grow, the donation of nonperishable food and hygiene items are gratefully accepted. The donation of items like tuna, canned meats, stews, spaghetti sauce, pastas, pancake mix, fruit, cereal and peanut butter provide critical nutrition, health and hope to area families facing tough economic challenges.

Donations of food items will be accepted at City Hall during regular hours of operation 8:00 a.m.-5:00 p.m. Monday through Friday. ~

Sidewalks to be Kept Clear

The owner/occupant of any lot or parcel shall have snow and ice removed within 24 hours after the snowfall ceases. If the owner/occupant fails to comply with this requirement, the City may have the snow and ice removed and the cost charged to the property owner. The cost for the City to remove the snow and/or ice shall be billed according to the City's current Fee Schedule. Failure to pay for said services, upon billing, will result in the costs being assessed against the property and placed on the annual tax roll.

Note: Only one door hanger notice will be posted at the property this snow season regarding clearing of sidewalks. After the first notice, the City will clear sidewalks if they have not been done. If you have any questions, please contact Terry Kusilek, Street Supervisor, by phone at 715-426-3481 or by e-mail at tkusilek@rfcity.org. ~



2015 Spring Elections/ Candidate Information

Elections for local offices will be held on April 7, 2015. The offices below will be on the ballot.



- Alderperson At Large – currently held by Diane Odeen
- Alderperson At Large – currently held by Dan Gulick
- Alderperson District 1– currently held by David Cronk
- Alderperson District 2 – currently held by Jim Nordgren
- Alderperson District 3 – currently held by David Reese

If a primary is needed it would be held Tuesday, February 17, 2015. A primary is needed when more than two candidates run for the same office.

If you are interested in running for a City Office, contact the Clerk's Office at 715-426-3419 or 715-426-3408.

Important Dates To Remember:

December 1, 2014 – First day for candidates to circulate nomination papers for 2015 Spring Election

December 26, 2014 – Last day (5 p.m.) for incumbents not seeking re-election to file Notification of Non-Candidacy with the City Clerk

January 6, 2015 – Last day (5 p.m.) for candidates to file nomination papers with the Clerk's Office. ~

Voter Registration Changes

Effective April 4, 2014, Wisconsin Act 182 requires that voters provide a document establishing their proof of residence as part of the voter registration application. The requirement applies to all electors who are not military or permanent overseas electors whether they register to vote online, in person, or by mail. Acceptable documents include a current and valid Wisconsin driver's license or identification card, bank statement, paycheck, and utility bill. The document must contain the voters name and current address. A full list of acceptable documents and the voter registration application can be found on the City of River Falls website at www.rfcity.org/elections.

Anyone wishing to vote or anyone with a change of address since the last time they voted, must complete a voter registration application and submit a document establishing their proof of residence. Please call the Clerk's Office at 715-426-3408 or 715-426-3419 for details.

Citizens may receive mailings from various groups across the country. Many times the forms are not current and do not give voters all the instructions necessary in order to register to vote. To save time, please visit our City website or the City Clerk's Office. ~

What's Growing in 2014?

This has been a year for growth for the City of River Falls. As of July, the City has issued Building Permits for 34 new Family Dwelling units. The same number was issued in 2013 at this time. The City is on pace to issue approximately 65 new housing units for the year which is well above last year. Three major subdivisions are developing new lots for the community. Highview Meadows 3rd Addition on the east side of the City has 30 single family lots; Stonebrook 4th Addition Planned Unit Development has 22 single family lots and Spring Creek Estates 1st Addition has 37 single family lots both on the south side of the City.

Construction is underway for the first phase of a new 70+ acre Sterling Ponds Corporate Park located southeast of the new State Highway 35 interchange. The plan is to complete construction of the water, sewer and road within the first phase of the park this fall. Also NCCM which is located within Whitetail Ridge Corporate Park has opened its' doors this summer. NCCM markets and manufactures non-woven mill rolls used by metal processing operations around the world. Within the River Falls Industrial Park Best Maid Cookies Co. has begun their building addition and storage silos project, the work should be finished by this fall. Crystal Finishing is adding 32,100 square feet.

The First Congregational Church at 1374 N. Main Street is near completion to an addition to front of the church. On Main Street Mel's Mid-Towner Bar has razed two adjacent buildings to provide an outdoor patio for its customers. The City secured a grant from the Federal Emergency Management Agency (FEMA) for design and construction of a 3,000 square foot Community Safe Room to be located in Hoffman Park. Work for the new Safe Room will start this fall. The First National Bank of River Falls Field located in Hoffman Park, opened on Friday the 13th of June after two plus years of planning and construction. The pool house serving the Glen Park Pool recently completed its major interior renovation to the entire facility with new bathroom, showers and changing area with ADA upgrades. ~

Kinnickinnic River Trail System – What's Happening?

The Kinnickinnic River is a community gem. Its proximity to the heart of downtown is an asset that has not yet been fully taken advantage of. With this in mind as well as the support of the citizens of River Falls, the City is seeking the cooperation of businesses around Lake George to acquire land that runs immediately around the lake. As part of the City's comprehensive plan, acquiring the right-of-way allows for an extension of the Kinnickinnic trail system that will loop around the lake and provide pedestrian and bicycle access to the heart of downtown. Visitors and citizens will have the opportunity to enjoy a walk or bike ride around the lake while stopping to visit local businesses on Main Street.

The City is working to complete the trail extension by fall 2015. The trail loop will add to the quality of life in River Falls and enhance the experience of visiting downtown River Falls. If you have any questions regarding this project, please contact Buddy Lucero (blucero@rfcity.org) or see information at www.rfcity.org/kinnitrail. ~

City Awarded FEMA Grants for Projects

Hoffman Park Community Safe Room

The City has begun an exciting project that will provide added measure of safety to visitors of Hoffman Park as we construct the City's first community safe room. So, what is a safe room?

A safe room is hardened structure specifically designed to meet Federal Emergency Management Agency (FEMA) criteria and provide "near absolute protection" in extreme weather events including tornados. The City has identified the construction of a safe room in Hoffman Park as a high priority on the Capital Improvements Project List and in late 2013 the City was awarded a Hazard Mitigation Grant (HMGP) from FEMA for the construction of a safe room in Hoffman Park.

The safe room will provide protection for up to 360 people during an extreme weather event. The building including roof windows and doors will be constructed to withstand a 250 mile an hour (F5) tornado. It will be constructed near the River Falls Community Ball Park and will be designed to blend in with the surround park facilities. The building is designed for multi-use, i.e., safe room occupancy during extreme weather events and park and City supervised functions during other times. Restrooms are included and will always be open to the public.

Through the grant, FEMA will pay for 75 percent of the total project cost with Wisconsin Emergency Management and the City of River Falls, both contributing the remaining 12.5 percent of the cost. Construction is on schedule to begin in September with completion by April of 2015. ~

Fire Department Receives FEMA Grant

In June 2014, the Federal Emergency Management Agency informed the River Falls Fire Department that it had approved its grant application submitted under the 2013 Assistance to Firefighters Grant program. Funding from this grant will be used to replace an outdated air compressor station that is used to fill self-contained breathing apparatus (SCBA) for our firefighters. This unit will compliment new breathing apparatus that firefighters will be receiving by the end of 2014. As the firefighter's SCBA units were also obsolete and in need of replacement.

Chief Scott Nelson stated, "The primary goal of the Assistance to Firefighters Grants (AFG) program is to meet the firefighting and emergency response needs of fire departments. We are very fortunate to have received a FEMA grant two years in a row and are grateful to FEMA for approving our most recent grant request. The approved project costs total \$38,000. The Federal share is \$25,000." ~



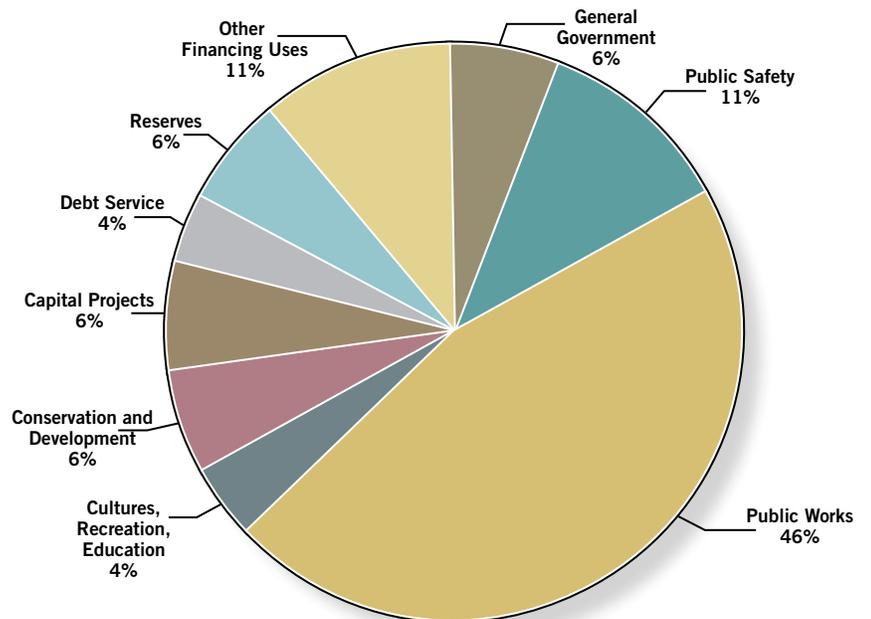
City's Budget Process- 2015-2016 Budget Preview

Annually, the Mayor and City Council meet to review and approve a budget for the operations of the City. The budget includes the estimated revenue and expenditures needed to provide City services. The City Council has recently approved a five year fiscal plan that projects future revenues and expenses, and uses this information to make better financial decisions. With this plan, we are able to prepare a two year budget that follows these preset guidelines and assumptions. City departments have submitted their estimated requests for the upcoming budget, which will be compiled and presented the City Council at workshop meetings in September.

The budget is more than just an accounting document; it is the result of input from citizens, boards and commissions, various departments, as well as the Mayor and City Council. The budget document is used throughout the year as a management and planning tool, which helps to objectively determine the best course for the community.

The City currently receives about \$2.0 million in share revenues from the State of Wisconsin, which provides funding for public safety, public works and other departments that would otherwise be supported by property tax revenue. This funding has been steadily decreasing, and was reduced by \$143,000 in 2012. Transportation revenues used for street maintenance were also decreased by \$50,000. The City's fiscal plan assumes that the reduction in state funding will continue in future years, with alternative revenue sources included in the plan.

The City Council welcomes citizen input into the budget process with several means available including contacting City staff, Mayor and Council members, public hearings and workshops or providing comments through the City's website at www.rfcity.org.



Radio Road Opening

Federal, State, and Local officials, staff, business leaders, and residents celebrated the opening of the interchange in a ribbon cutting ceremony on Monday, July 21. The new interchange at Radio Road and State Highway 35 was opened to traffic on Friday, July 25. The planning for this project began almost 20 years ago when the City of River Falls first asked the State Department of Transportation to consider a grade separated interchange at STH 35, Radio Road, and Chapman Drive. Since that time, the Department of Transportation and the City have worked persistently to advance this project. The City of River Falls contributed \$4.5M of this \$12M cost for this forward looking, safe, and efficient, means to access STH 35 at Radio Road that will serve current and future residents and businesses.

Employee Spotlight

Mike Huth

Welcome to Mike Huth, who is the new Management Analyst in the Community Development Department. He will be assisting the department with planning, development review, special projects, and office management.



Mike graduated with a BA in Environmental Design from the University of Wisconsin-Green Bay. Upon completion of internships with the City of Green Bay and Sauk County, Wisconsin, Mike worked the last eight years as a Planner for Winona County, Minnesota. He is excited to advance his knowledge of community planning while using his education and experiences to enhance the quality of life for the residents and visitors of River Falls.

Outside of work, Mike's wife, Rebekka, and he are enjoying watching their children (Adeline, 2 years, and Paul, 4 months) experience all of the seasonal outdoor activities they enjoy.

Mike and Rebekka are excited to relocate back to their native state and look forward to bringing two Minnesotans back across the river. Mike is eager to work with the various departments and appointed officials and look forward to the experiences that are to come.

City Establishes Third Business Park: Sterling Ponds

The City Council recently approved a new tax increment district in the City that encompasses the Sterling Ponds Corporate Park area on the north end of the City, near the Radio Road interchange. Tax Increment District #10 has been established as a mixed use district, which will allow for industrial, commercial, as well as residential construction. The majority of the district is expected to be corporate, similar to the existing tenants in the Whitetail Ridge Corporate Park.



With only one lot each available in the Whitetail Ridge Park and River Falls Industrial Park, the City Council approved the Phase 1 construction of the Sterling Ponds Corporate Park to allow for the development of approximately 39 acres. Phase 1 construction includes water, sewer, electrical and 60 percent road infrastructure to be completed this year. Buildable lots will be available fall 2014.

Also enhancing the area, new multi modal trails are being constructed as part of the development and will be completed as part of Phase 1 construction. Those trails include an asphalt trail from Chapman Drive to Dundee Avenue and a crushed rock trail along Chapman Drive to Kingsbarn Avenue.

The tax increment district is expected to generate \$7.2 million in tax increment revenues for the City. As a result of the creation of this district, the City projects that additional land and improvements value of approximately \$22,000,000 will be created. Investing in corporate parks like Sterling Ponds further creates a sustainable economic base and jobs for the City and region.

More information on the City's business parks and tax increment districts are available on the City's website at www.rfcity.org.

2015-2019 Proposed Capital Improvement Plan (CIP) Plan

Every two years, the Capital Improvement Plan (CIP) is updated to reflect changes in capital projects in the City of River Falls. Capital projects are defined as the acquisition, creation, or improvement of City land and/or buildings, or equipment and furnishings with a useful life of greater than one year and a minimum cost of \$5,000. The 2015-2019 Capital Improvement Plan incorporates many of the projects requested by staff, the City Council, and other boards and commissions.

Projects within the CIP fall into eight categories: city buildings, economic development, equipment, parks, stormwater, transportation, utilities, and vehicle replacements. Some of the major projects within these categories are:

• Upgrades to the power plant substation in 2016	\$4,200,000
• Construction of Phase 2 – Sterling Ponds Corporate park in 2019	\$2,890,796
• Improvements at Wastewater Treatment Plant 2015-2019	\$2,500,000
• Construction of the North Zone Water Tower in 2019	\$1,790,140
• Replacement of two fire trucks 2015 and 2019	\$1,300,000
• Upgrade of Chapman Drive	\$ 936,800
• Improvements at Hoffman Park 2015-2019	\$ 955,000

The City Council recently reviewed the proposed 2015-2019 Capital Improvement Plan in a workshop session. Adjustments to the CIP have been made based on feedback from both Council and staff. Input from the public is welcome at any time.

Overall, the CIP incorporates the planning of future expenditures into 104 projects and 53 vehicles that are scheduled for replacement within the next five years. The City of River Falls has prepared a long-range fiscal plan that allows for the smoothing of expenditures and revenues in future years. To facilitate smoothing expenditures, one goal of the City's long-range fiscal plan is to allocate a minimum of five percent of the property tax levy toward capital projects in order to properly maintain existing assets through replacement and repairs.

The CIP is intended to be a reference guide for future decision making by Council members and staff. Also, the CIP helps ensure that future needs of City buildings, infrastructure, and equipment are identified and planned for. The CIP is one of many ways the City plans for the future through careful stewardship. Information on this approved plan and prior plans is available on the City's website www.rfcity.org.

RFC-TV 16 Wins State Awards

Local Producers Win Eleven Awards at the WCM Video Festival

River Falls Community Television Channel 16 was recently recognized for outstanding programming by the Wisconsin Community Media (WCM). The WCM 14th Annual Video Festival was held in Madison, Wisconsin, on April 25, 2014.



Congratulations to the following RFC-TV Staff and Volunteers award winners:

- *"Arts Alive in River Falls"*, producers Camilla Horne and Dennis Hildreth won an Award of Achievement in the Series category.
- *"City View: Downtown Design"*, producers Buddy Lucero and John Lindell won an Award of Merit in the Talk Show category.
- *"Community Connections: Wipes in the Pipes"*, producers Kevin Westhuis and John Lindell won an Award of Achievement in the Talk Show category.
- *"DJ's Book Review & Beverage"*, producers Diane Barr and Janet Burns won an Award of Merit in the Talk Show category.
- *"FESTIVAL!"*, producer Tim Montgomery won an Award of Achievement in the Series and Entertainment category. Plus *"FESTIVAL!"* won an Award of Merit in the Computer-generated/Animation category.

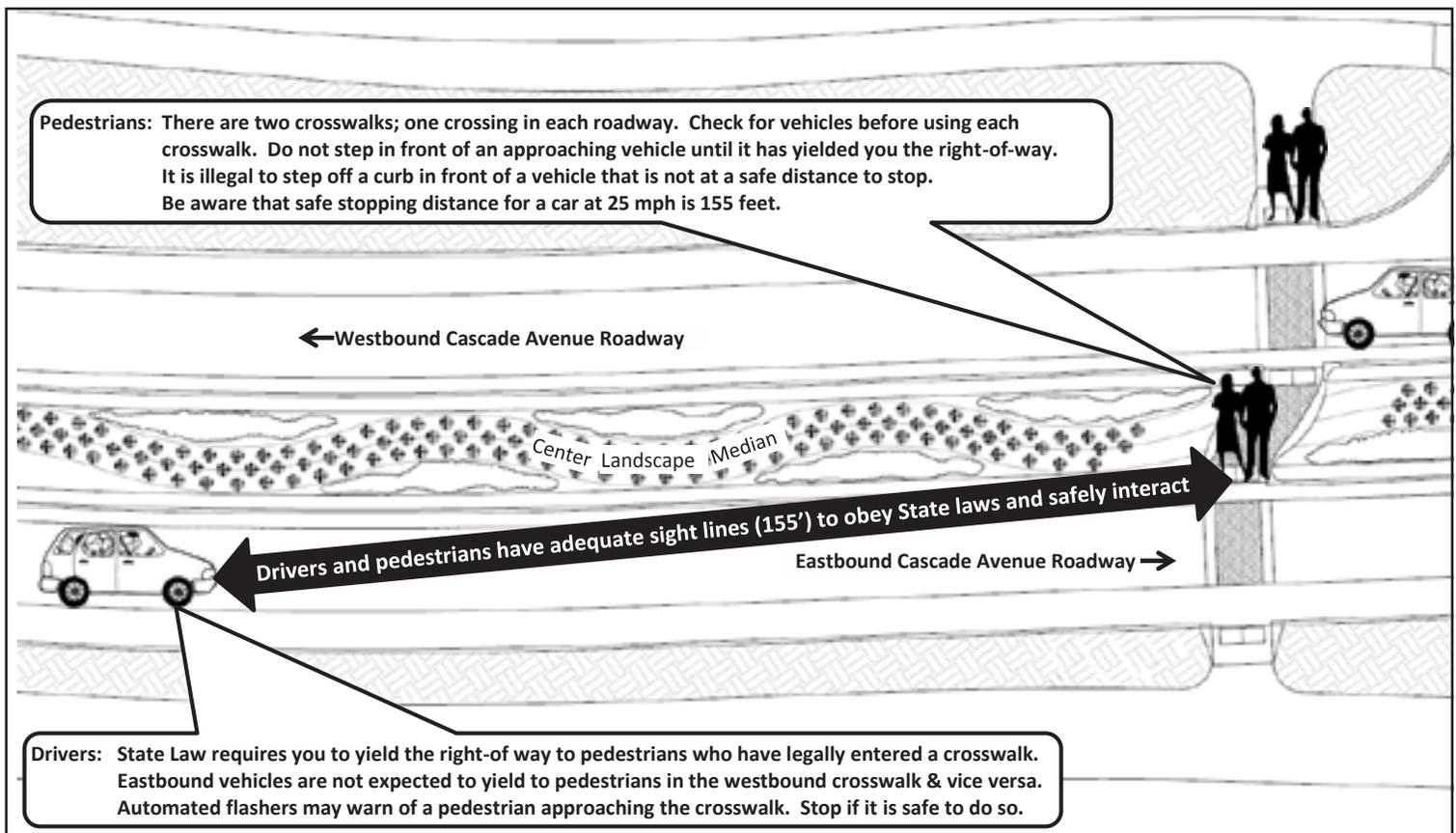
- *"POWERful Choices!"*, producers Mike Noreen and Dawn Wills won an Award of Achievement in the Documentary/Feature category.
- *"Rock Talk"*, producer William Cordua won an Award of Excellence in the Series category plus Best in Show: Public Access Program.
- *"Rock Talk: Reading the Rocks in Interstate Park"*, producer William Cordua won an Award of Excellence in the Documentary/Feature category.
- *"Your City at Work"*, producer Dawn Wills won an Award of Merit in the Series category.

These award winning programs along with all of RFC-TV's programs can be viewed at: <http://rfctv.pegcentral.com/>

RFMU Announces Website Redesign

River Falls Municipal Utilities is pleased to announce a redesign of the utility website. The new site launched on August 4, 2014.

The redesigned website, www.rfmu.org, will be easier to use and follows the format of the City of River Falls' website www.rfcity.org.



Cascade Avenue Crosswalk Safety

The public involvement process that shaped Cascade Avenue took into consideration the differing views of stakeholders resulting in a final design that improved functionality for virtually all stakeholders but did not fully cater to any one group. One clear area of compromise was between vehicle drivers wanting to travel this arterial street and pedestrians wanting to cross it. Some drivers thought that pedestrian tunnels, bridges, or signals should be used so that the road functioned better for vehicles. Some pedestrians, on the other hand, thought the road should be closed to vehicles so that pedestrians would not have to worry about cars. The final design that was implemented is a hybrid intending to work better than the old road for both vehicles and pedestrians.

Old Cascade Avenue was 56 feet wide from curb to curb. Vehicles in both directions were expected to yield to pedestrians in the crosswalk in accordance with state law. This caused delays for vehicles that some found unacceptable. New Cascade Avenue is constructed with independent eastbound and westbound roads separated by a 15 feet wide median. Crosswalks across each of these roads are 18 feet wide. The intent of this compromise design is to stop vehicles in one direction rather than stopping vehicles in both directions as a pedestrian uses the crosswalk. Even though the number of crosswalks has doubled, the vehicle delay caused by a single pedestrian drops.

Some drivers have raised a concern that the tall grass in the median may block the line of sight for an eastbound vehicle to see a pedestrian in the crosswalk of the westbound lane. This is good in that it discourages that driver from unnecessarily stopping and increasing vehicle delays. Some pedestrians may think “so what” and not think that such vehicle delays can affect them. They can! If vehicle delays reach an unacceptable level, solutions like pedestrian tunnels, bridges, or signals could be implemented. Most of these “solutions” are less friendly to pedestrians who want to cross the road as quickly and safely as possible.

Is the vegetation dangerous for pedestrians? The vegetation does not inhibit the ability of drivers or pedestrians to follow state laws regarding use of crosswalks. State law prohibits a pedestrian from suddenly leaving a curb or other place of safety and walking into the path of a vehicle which is so close it is difficult for the operator of the vehicle to yield. Also, state law requires a vehicle driver to yield the right-of-way to a pedestrian using the crosswalk in a safe manner.

According to national standards, stopping distance for a vehicle traveling 25 mph is 155 feet and stopping time is about 5.8 seconds. This means that a pedestrian should not leave the curb and enter a crosswalk if there is a car within 155 feet of a crosswalk unless it is clear to the pedestrian that the driver of the vehicle has been able to yield the right-of-way. Even if a vehicle is beyond 155 feet from a crosswalk and the crosswalk flashers are activated, pedestrians should use the safety of the median refuge to convey their intent to enter the crosswalk but wait until it is clear that the driver of the vehicle is going to comply with State law and yield the right-of-way to the pedestrian.

Remember, nobody ever “has” the right-of-way until it has been yielded to them by others. While a driver can be cited for failure to yield the right-of-way, a pedestrian can be killed when they abruptly and unsafely enter a crosswalk or assume that they have the right-of-way.

Questions can be referred to Reid Wronski, Director of Public Works /City Engineer at 715-426-3409 or e-mail rwnski@rfcity.org.

Moody's Assigns Aa2 Rating to City of River Falls

Moody's Investors Service has assigned an Aa2 rating to the City of River Falls \$5.6 million General Obligation Corporate Purpose Bonds, Series 2014A. Of the total amount, \$3 million will finance capital projects in the City's newly created Tax Increment District (TID) #10, \$1.5 million will finance street projects, and \$1 million will pay off a 2013 loan.

Summary Rating Rationale

The Aa2 rating reflects the City's modestly-sized tax base anchored by the presence of the University of Wisconsin-River Falls campus, sound financial profile supported by healthy reserves, and a manageable debt and pension profile.

Strengths

- Institutional presence of the University of Wisconsin - River Falls
- Healthy General Fund balance and cash levels despite advances to other funds

Challenges

- Recent modest declines in full valuation

Stable Economy Benefits from University Presence and Proximity to Twin Cities

Despite recent tax base declines, Moody's expects the City's economy to remain stable given the institutional presence of the University of Wisconsin- River Falls campus and ongoing commercial and industrial development. Residents benefit from the City's proximity to the Twin Cities which provides additional employment opportunities.

The City's modestly-sized \$809 million tax base has declined at an average annual rate of 0.6 percent since 2008, including four consecutive modest declines. Looking forward, management expects the tax base to stabilize given local companies continue to make investments in the community. Biodiagnostics, the City's sixth largest employer has plans to expand. Stratasys, a 3D printing company, acquired River Falls based Interfacial Solutions in April and has indicated that the City will serve as the material science center. The company may expand in the City's existing business park to add additional research and development capacity.

The City's tax base is primarily residential but also benefits from the University of Wisconsin-River Falls campus, which is located downtown. The university is expanding, with plans to build a new \$65 million health and human performance center that is set to open by 2016. The City's resident income profile is above average with median family income at 114.9 percent of the nation.

Sound Financial Profile Supported by Healthy Liquidity Despite General Fund Advances

Moody's expects the City's financial profile will remain sound due to the presence of healthy liquidity despite advances from the General Fund to other funds. Since fiscal 2008, the City has posted annual operating surpluses in the General Fund and closed fiscal 2012 with an operating surplus of \$301,000. The surplus increased the General Fund balance to \$6.7 million. The City's available fund balance was lower at \$4.7 million.

Audited figures 2013 figures indicate nearly balanced operations in the General Fund. While City management budgeted for a use of \$80,000 in reserves for 2013, favorable variances led to a much lower use of reserves totaling

\$672. The deficit is largely a result of the City fronting funds related to an interchange project and expecting reimbursement at a later date. The deficit is expected to be remedied through \$1.5 million of the current borrowing, repayment from the Wisconsin Department of Transportation totaling \$979,000, a \$1.6 million state trust fund loan borrowing later this year, and possibly \$300,000 of General Fund reserves.

Elevated Debt Burden With Significant Non-Levy Support; Modest Pension Burden

While the City's debt burden is elevated compared to state and national medians, we expect it to remain manageable average principal amortization and significant support from non-levy sources. General obligation debt service is supported by revenues from the City's water, sewer, and storm water utilities, as well as increment from the City's Tax Increment Districts. Adjusting the debt burden to net out GO debt supported by the self-supporting utilities, the City's direct debt burden moderates to 2.4 percent. In fiscal 2012, debt service was the City's second largest operating expenditure and accounted for 20.8 percent of expenditures. Principal amortization is average with 72.9percent of all debt retired within 10 years.

Costs associated with the City's exposure to the state multi-employer pension plan, the Wisconsin Retirement System (WRS), are expected to remain manageable. The City's contribution in fiscal 2012 totaled \$756,000, or a modest 8.5percent of operating expenditures. Moody's adjusted net pension liability (ANPL) for the City, under our methodology for adjusting reported pension data, was \$5.2 million for fiscal 2012, or a low 0.57 times 2012 operating revenues, inclusive of the General Fund and Debt Service Funds. We determined the City's share of liability for WRS in proportion to its contributions to the plan and covered payroll. The City does not offer other post-employment benefits.

What Could Move The Rating Up:

- Maintenance of strong fund balances and liquidity
- Growth in tax base valuation and socio-economic profile

What Could Move The Rating Down:

- Material declines in fund balance and liquidity
- Deterioration of the City's tax base and demographic profile

Key Statistics:

- 2013 Full valuation: \$809 million
- Estimated full value per capita: \$53,259
- Median family income (as percent of US): 114.9 percent
- Fiscal 2012 available operating fund balance: \$4.7 million (51.5 percent of revenues)
- Fiscal 2012 unrestricted operating cash: \$4.8 million (52.4 percent of revenues) ~

Water Cross Connections

A water cross connection is a direct configuration of a piping line which allows the potable (drinking) water supply to be connected and potentially contaminated by a line which may contain a contaminant. Common cross connections include: a garden hose attached to a sill cock with the end of the hose lying in a cesspool, a hose attached to a service sink with the end of the hose submerged in a tub of detergent, supply lines connected to bottom-fed tanks, and supply lines connected to boilers.

Missing or improperly installed backflow devices can also make water systems susceptible to cross connections of our potable water system. Municipalities are required by State code to conduct cross connection control inspections and have an adopted plan and schedule to inspect and educate every customer connected to our system. The purpose of these Cross Connection Control Programs is to ensure the safety and quality of water within the municipal water system.

The City of River Falls recently updated its Cross Connection Policy and Plan. The State mandated plan attempts to reduce the risk of contamination to our water system caused by "cross connections" within homes and businesses. As part of the plan, the City is required to ensure regular inspection of every home and business.

Prior to this newly adopted plan, the City of River Falls did not have a formal Cross Connection Control Policy that included inspection schedules and education plans. For the safety of our residents and per the requirement of the Department of Natural Resources, the Utility Department has implemented a policy for its Municipal Utilities in 2014. This policy will include the City providing educational materials related to potential cross connections to residents on the City's website as well as printed pamphlets with cross connection information that will also be given to each resident during inspection. Potential areas where backflow can occur will be inspected on a regular basis, most likely in conjunction with regular meter replacement for our residential customers and on a more frequent basis for our 500 largest water customers.

Inspections of the more than 5,000 water customers will be completed by employees of the River Falls Water Department as well as a third party for our commercial and Public Authority customers. A breakdown of the total number of water customers is shown in the table below.

Customer Type	Number of Customers
Residential	4,452
Commercial	389
Public Authority	87
Multi-Family	69
Industrial	17
Grand Total	5014

These inspections will commence in 2014 and will take five years to complete our non-residential customers and 10 to 12 years to complete for non-residential customers. ~

Thanks to you, our fantastic customers, the Utility Customer Service Appreciation Event on July 31 was a huge success.

We appreciate you spending your day with us. We look forward to continuing to serve you!



Expanded Taxi Service Hours

Based on requests from riders, the River Falls Shared Ride Taxi Service is temporarily expanding service hours as a pilot project during September and October. Hours will be Monday through Friday, 5:30 a.m. to 10 p.m. Saturday is 8 a.m. to 10 p.m. and Sunday is 8 a.m. to 8 p.m. The expanded hours are in response to requests for job related transportation, as well as evening activities.

The taxi service is funded by federal, state and local dollars, which makes the service very affordable. Adult riders pay \$2.75, and those over 62 or disabled pay only \$1.50 within the city limits. The taxi is able to transport customers outside the city limits for an additional \$1.00 per mile.

The City is very interested in your comments regarding the temporary expanded hours. With increased ridership during the pilot project period, the increase in service hours may be continued into 2015 and future years. To arrange for taxi service, contact them at 715-425-7878. More information can be found on the City's website www.rfcity.org. ~

Curbside Christmas Tree Pick Up

The City of River Falls through its contracted waste hauler will pick up Christmas trees that are placed near your normal garbage pickup location through January 16, 2015. Trees enclosed in plastic will be accepted. Wreaths or garland with wire will not be accepted. Heavy snow fall or other severe weather conditions may delay or extend the schedule. A separate truck will be used to collect the trees independently of garbage and recycling pickup. If you have any questions or if your tree is not picked up by January 23, please call Kristy Treichel at 715-426-3412 or e-mail her at ktreichel@rfcity.org. ~



RECYCLING REMINDER:

Christmas wrapping paper is **not** recyclable. Please **do not** place in recycling containers.

Holiday Fire-Safety Tips

The River Falls Fire Department Offers Fire Prevention Tips for a Safe and Festive Holiday Season

As the holidays approach, the members of the River Falls Fire Department are urging people to look for and eliminate potential dangers from holiday lights and decorations that could lead to fires and injuries.

Each year, hospital emergency rooms treat thousands of people for injuries, such as falls, cuts, and shocks related to holiday lights, decorations, and Christmas trees. In addition, Christmas trees are involved in hundreds of fires each year, resulting in deaths, injuries, and property loss and damage. Keep your family safe this holiday season by following these safety tips.

Trees

- When purchasing an artificial tree, look for the label “Fire Resistant.” Although this label does not mean the tree won’t catch fire, it does indicate the tree will resist burning and should extinguish quickly.
- When purchasing a live tree, check for freshness. A fresh tree is green; needles are hard to pull from branches and when bent between your fingers, needles do not break. The trunk butt of a fresh tree is sticky with resin, and when tapped on the ground, the tree should not lose many needles.
- When setting up a tree at home, place it away from fireplaces and radiators. Because heated rooms dry live trees out rapidly, be sure to keep the stand filled with water. Place the tree out of the way of foot traffic and do not block doorways.

Lights

- Indoors or outside, only use lights that have been tested for safety by a recognized testing laboratory, which indicates conformance with safety standards.
- Check each set of lights, new or old, for broken or cracked sockets, frayed or bare wires, or loose connections, and throw out damaged sets.
- Use no more than three standard-size sets of lights per single extension cord.
- Never use electric lights on a metallic tree. The tree can become charged with electricity from faulty lights, and a person touching a branch could be electrocuted.
- Fasten outdoor lights securely to trees, house walls, or other firm supports to protect the lights from wind damage. Use only insulated staples, not nails or tacks, to hold strings in place. Or, run strings of lights through hooks (available at hardware stores).
- Turn off all lights when you go to bed or leave the house. The lights could short out and start a fire.
- For added electric-shock protection, plug outdoor electric lights and decorations into circuits protected by ground fault circuit interrupters (GFCIs). Portable outdoor GFCIs can be purchased where electrical supplies are sold. GFCIs can be installed permanently to household circuits by a qualified electrician.

Decorations

- Use only non-combustible or flame-resistant materials to trim a tree. Choose tinsel or artificial icicles of plastic or nonleaded metals. Leaded materials are hazardous if ingested by children.
- Never use lighted candles on a tree or near other evergreens. Always use non-flammable holders, and place candles where they will not be knocked down.
- In homes with small children, take special care to avoid decorations that are sharp or breakable, keep trimmings with small removable parts out of the reach of children to avoid the child swallowing or inhaling small pieces, and avoid trimmings that resemble candy or food that may tempt a child to eat them.
- Wear gloves to avoid eye and skin irritation while decorating with spun glass “angel hair.” Follow container directions carefully to avoid lung irritation while decorating with artificial snow sprays.

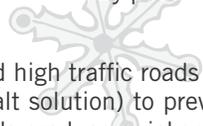
Fireplaces

- Do not remove fireplace embers or ash, or if you do, place them in a metal container with a lid and cover them with water. Do not place them in a plastic or paper bag or other container that is not fire-resistant. Do not dispose of them indoors or close to your home or another structure.
- Use care with “fire salts,” which produce colored flames when thrown on wood fires. They contain heavy metals that can cause intense gastrointestinal irritation and vomiting if eaten. Keep them away from children.
- Do not burn wrapping papers in the fireplace. A flash fire may result as wrappings ignite suddenly and burn intensely. ~



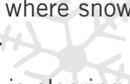
Snow Removal in River Falls

Winters in Wisconsin are unpredictable. The winter of 2012-2013 began quietly but didn't end until after a school canceling snowfall on May 2. The winter of 2013-2014 was snowy, icy, and cold with the City having to carefully stretch its supply of road salt which must be ordered in April of each year for the following winter. 

Each snow fall is unique, but the response is evaluated on the same set of criteria: the time the snow fall begins, the duration and accumulation, the type of snow, the temperature before and after snowfall, the wind speed, and the available staff and equipment. Despite what can seem like a complex process, the goal of the City's plowing efforts is simple: to maintain safe travel by pedestrians and vehicles throughout River Falls. 

Prior to an anticipated snowfall, the main and high traffic roads are treated with a small quantity of liquid salt brine (a water/salt solution) to prevent ice and snow build-up on surfaces. These anti-icing methods produce quicker and better results compared to just applying salt. Less equipment, time, and labor are utilized. Additionally, anti-icing efforts significantly reduce the overall amount of salt applied to our roads causing less impact to our environment.

Citywide snow removal begins with clearing snow in the downtown business district area where much of the snow must be loaded onto trucks and dumped at a snow storage site. Next, snow removal operations turn to cleaning all City streets. The City of River Falls has assigned different snow and ice control strategies to its 66 miles of roadways based on the traffic volumes and the physical characteristics of the road, such as being on a steep hill. City crews plow roads in order of priority: high volume main roads, steep hills, and streets adjacent to streets and schools. About fifty percent of the roadways maintained by the City are classified as low priority roads for snow and ice control. Bare pavement is not the goal of the City on these streets and as such, they do not receive routine anti-icing or de-icing. Furthermore, local residential streets will not generally be plowed while it is still snowing. Although we may wish that our street or neighborhood could be plowed first, it is a necessity that the most heavily traveled areas are plowed first to prevent accidents and congestion. All City streets are typically cleared within 10 hours.

City crews and contractors also clear sidewalks adjacent to City owned property, trails along streets and in parks, and all City owned parking lots. Because the City allows on street parking, follow-up snow removal operations continue for up to two nights following a snow storm to clear snow from areas where cars were parked during the initial cleanup. After snow removal operations have been completed, Public Works crews respond to complaints and inspect for areas where snow has not been removed from sidewalks by the adjacent property owner. 

Virtually every resident's least favorite activity after a snow storm is clearing their driveway where plows have deposited a significant amount of snow from the street. If possible, wait to shovel your driveway until the streets are plowed. The plows have to clear snow from the street and push it to the curb. A driveway that has already been cleared provides less resistance to snow coming off the plow and general results in slightly more snow being deposited in a driveway. 

Keep in mind that plows make multiple passes on a street to clear it curb to curb, so be patient. If on-street parking is prevalent in your neighborhood, plows may redeposit snow in your driveway when clearing sections of street where cars were previously parked. There are not cost effective ways to clear streets without depositing snow in driveways.

How can residents help with the City's snow removal operations? By following the Odd/Even Parking (Chapter 10.12 of the Municipal Code) or when possible moving cars off the street and into a driveway. The City also requires property owners to shovel their sidewalk, full width, within 24 hours after a storm. On corner lots, the pedestrian ramp must be cleared of snow so that pedestrians can safely and freely use the ramp. 

If you have any questions, please contact Terry Kusilek, Public Works Supervisor, by phone at 715-426-3481 or by e-mail at tkusilek@rfcity.org. 

Thawing Water Laterals

That long cold winter seems like years ago and hopefully the extreme conditions we experienced last winter won't be repeated any time soon. However, there are lessons to be learned from our experiences last winter when we had just under 100 water lateral freeze ups in River Falls.

While River Falls Municipal Utilities takes pride in caring for our customers and the service we provide, it is important for you to understand your obligation as a water customer under the Public Service Commission (PSC) rules.

PSC 185.88 states:

Lateral thawing shall be at the customer's expense if: the customer's lateral is not electrically conductive and the freeze-up is not a direct result of a utility disconnect or the customer neglected to provide or maintain proper insulation or protection for the lateral according to standard accepted practice, or specific utility instructions on, for example, the required depth of burial needed to prevent freezing.

If conditions in the upcoming winter warrant due to extreme cold and ground frost, the Utility will be notifying all customers who froze up last year to remind them of possible remedies to prevent freeze ups, which may include running water again. All customers should remain alert for press releases, information on the city website, social media, and other forms of communication regarding freezing water laterals should we again be locked into a polar vortex situation this upcoming winter. Let's all hope not.

Thank you for your patience last winter and we truly appreciate you as a water customer of River Falls Municipal Utilities. 

Cart Placement for Residential Advanced Disposal Customers

Considerations in container placement:

- To avoid being hit by snow plows or cars, please don't place your containers directly in the street or alley.
- If it has snowed and the plows are likely to be operating, consider waiting until 6 p.m. on garbage day to put your containers out.
- Carts should be at least 2-3 feet apart and at least 2-3 feet away from other obstacles such as mail boxes.
- Remove containers promptly from the street or alley after garbage has been picked up. 

Odd/Even Parking Begins November 1

Per the City's Municipal Code, Chapter 10.12, Odd/Even Parking begins November 1 and runs through March 31. Each night between 1 a.m. and 6 a.m. you must:

- Park on the odd numbered side of the street on odd dates
- Park on the even numbered side of the street on even dates
- Remember to park according to the date after midnight

Vehicles parked in violation of parking regulations may be towed for snow removal, street maintenance, or other public safety needs.

Questions may be directed to the River Falls Police Department at 715-425-0909. Thank you for your cooperation! ~

FREQUENTLY CALLED PHONE NUMBERS

General Information
715-425-0900

Utility Questions
715-425-0906

Police Department
715-425-0909

Public Library
715-425-0905

Municipal Court
715-426-3429

Garbage/Recycling
866-983-6542

**Recreation
Cancellation Hotline**
715-426-3422

NEWSLETTER TEAM:

(Please email comments or suggestions to:
newsletterfeedback@rfcity.org)

Kristi McKahan
Dawn Wills
Scot Simpson, City Administrator

PHOTO CREDITS:

Dawn Wills
Katie Chaffee



222 Lewis Street
River Falls, WI 54022

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From left: Dan Gulick, David Reese, Diane Odeen, Mayor Dan Toland, David Cronk, Aaron Taylor, Scott Morrissette, and Jim Nordgren

Mayor and Common Council

Position	Name	Address	Phone	E-mail Address
Mayor	Dan Toland	420 E. Elm Street	715-426-3404	dtoland@rfcity.org
At Large	Daniel Gulick	1746 Southridge Road	715-425-0486	dgulick@rfcity.org
At Large	Scott Morrissette	2137 Rushmore Drive	715-425-8993	smorrissette@rfcity.org
At Large	Diane Odeen	811 Oak Knoll Avenue	715-426-5325	dodeen@rfcity.org
District 1	David Cronk	843 Leroy Lane	715-425-9174	dcronk@rfcity.org
District 2	Jim Nordgren	1144 South Fork Drive	715-425-7327	jnordgren@rfcity.org
District 3	David Reese	425 N. Wasson Lane	715-425-9369	dreese@rfcity.org
District 4	Aaron Taylor	1143 State Street #202	608-444-2392	ataylor@rfcity.org



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