

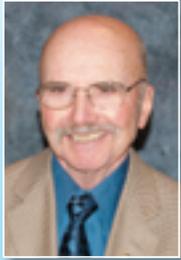


# City of RIVER FALLS NEWSLETTER



April 2012 • VOLUME 3 • ISSUE 1

## Mayor's Message



What? You haven't heard of the River Falls Fighting Fish? No, they don't hang out in the Kinnickinnic River or Lake George, a minnow bucket or a creel. They do their thing on the River Falls High School baseball field and other area hardball establishments where they take on Bull Frogs, Honkers,

Mudhens, Skeeters, and sometimes when they're feeling especially feisty, Pirates and Bandits. These strange sounding monickers are those of the amateur town baseball teams from Beef River, Grantsburg, St. Paul, Hager City, Prescott and St. Croix Falls, respectively. The Fighting Fish beat the Beef River Bull Frogs to win the Wisconsin Baseball Association (WBA) championship last August 21. And you thought Fighting Fish was an unusual name for a baseball team? Did you know there was a Beef River, Wisconsin? Neither did I.

Okay, so who are these guys, the Fighting Fish? Many are people you may know, or have heard of: Marty and Jack Herum, J.P. Feyereisen, Brian Giebel, Ryan Gilbertson, Adam Stuessel, Clint Kempf, Colin Pechacek, Adam Brathol, Tyler Hunter, Greg Cheever, Trevor Gutting, Jason Hunt, Brandon Gilbertson, and Nate Soley, all of whom are RFHS graduates who now live and work elsewhere, or are attending college. Then there's Brad Erdrich, RFHS senior; Nate Schurman, Greenwood School Principal; Matt Walker, UWRF Football Coach; Joe Paatalo, RFHS teacher; Nathan Brom and Sam Giliuson, UWRF grads and mixologists at Johnnies Bar; Ryan Bishop, RFHS Teacher and Baseball Coach. Josh Eidem, team manager, UWRF grad and Cottage Grove teacher; Joel Schaffer, Dan Kretovics, and Dan Morgan, all UWRF grads, live in or near River Falls and work elsewhere. Only Justin Peterson of Baldwin and Rick Wells of Stillwater must content themselves with no RFHS or UWRF connection, but nevertheless live in the River Falls "orbit." The team is looking for a new home at Hoffman Park, but the team's already got a field to play on. What's wrong with that field?

Though the RFHS field is adequate, the lack of lights is a handicap. Because of scheduling

conflicts and inability to play double headers (would require lights), only 10-11 home games can be scheduled for the state WBA champs this summer. That's a dictionary definition of deprivation—for Fish fans, that is. And once people get to see this team in action, THEY WILL BECOME FANS, GUARANTEED. That happened to me last summer. On a lighted field, the team could play as many as 25-30 games.

Another handicap: the RFHS field is relatively hard to get to. There is a parking lot west of the field but to walk from there is difficult for older or handicapped folks. The walk from the parking lot south of the high school is about a block.

Another drawback (for other than pure baseball fans like me, who are there for the art of the game only) is lack of opportunity to down a frosty one on a hot summer afternoon while watching the game. No alcoholic beverages can be sold at the high school field. How ya gonna have the third "b" in baseball, brats, and beer in that kind of circumstance? And, according to those in the know, beer sales are a significant part of team revenue.

Yeah, but isn't a new ball park expensive? Who's gonna pay for it? According to Josh Eidem, team manager, the Baseball Bash held recently at Kilkarney Hills Golf Course, attracted 408 people and raised \$6,700 in gross receipts. To date, just under \$8,000 toward the project itself. Though that's a great start, Eidem says, there's still a long way to get to the 400 to 500 thousand dollars needed to complete the project.

The Fighting Fish Baseball Board, composed of Cedric Ellingson, Fred Barr, Brian Pechacek, Ryan Bishop, Dave Dintemann, Josh Eidem, Joel Schaffer, Clint Kempf, Tim Frey, Mark Hallberg, Brian Giebel, Curt Bruns, and Pat O'Malley, "will begin meeting with local and regional business men within the next month to bring corporate sponsors on board to help pay for different parts of the ballpark, as well as to begin the Donor Brick Drive," said Eidem, "and we hope the rest of the funding can come from a construction/development loan, to be paid in yearly installments from concessions and advertising sales." Donor, *(continued on page 2)*



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City of River Falls  
Web Site  
[www.rfcity.org](http://www.rfcity.org)

## Mayor's Message

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or engraved paver bricks, will be part of a "Donor's Plaza" patio in front of the concession stand.

"Frisbie Architects is doing a considerable amount of design work as an in-kind donation to the project," Eidem said. "We are currently working with them on a grandstand design and expect to seat between 250-300 people in the main grandstand," he added. "Louie Filkins of Ogden Engineering has built us a grading plan," Eidem said. But Eidem stressed that the ballpark project "isn't just a baseball project. Building a ballpark is an investment in River Falls that has the potential to encourage people to move here and draw current residents together. In these tough economic and politically divisive times, it's important that we have enough public places with a reason to gather to reaffirm the common bonds that tie us to River Falls and to each other." Another example of the more than just a baseball project: the 2010 season was dedicated to supporting the River Falls Food Pantry, an effort which resulted in a contribution of about \$1,000 in food and money.

Now, at least, you've heard of the River Falls Fighting Fish. Anyone interested in sponsorship ideas, or who has ideas about how to help with the ballpark project, please contact Josh Eidem at 651-335-0030. ~

*Don Richards*



This newsletter is recyclable. When finished with this newsletter, please place in a recycling bin.

*Thank You!*

## Calendar of Events

<b>April-November</b> .....	<b>City's Compost/Brush Site Open</b> for City residents, 901 W. Locust Street
<b>April 8-14</b> .....	<b>National Library Week</b>
<b>April 9, 16, 23, 30</b> .....	<b>Foreign Film Series</b> at RF Public Library, 7 p.m.
<b>April 13</b> .....	Author Nina Revoyr at RF Public Library, 7 p.m.
<b>April 15, 19</b> .....	<b>Lego Afternoons at RF Public Library</b> , 1:30-2:30 p.m. Children ages Kindergarten-Grade 5, Pre-registration required
<b>April 19</b> .....	<b>Severe Weather Siren Test</b> , 1:40 p.m.
<b>April 19</b> .....	<b>Tim Ternes, Director at St. John's</b> , at 7 p.m., RF Public Library Speaking on creation of illuminated St. John's Bible
<b>April 20</b> .....	<b>We Bike River Falls</b> , Heritage Park; registration at 5:30 p.m.; ride at 6 p.m.
<b>May 5</b> .....	<b>Bird Watching</b> , City Hall, 10 a.m.-1 p.m.
<b>May 8</b> .....	<b>Election</b> (either Primary or Recall General Election)
<b>May 14</b> .....	<b>Spring Clean-up</b> begins for City residents, City Garage, 950 Benson Street
<b>May 17</b> .....	<b>Open Book</b> , 12 Noon-8 p.m. Council Chambers, City Hall (Appointment needed in advance – call Associated Appraisal at 1-800-721-4157)
<b>May 18</b> .....	<b>Open Book</b> , 8 a.m. - 12 Noon Council Chambers, City Hall (Appointment needed in advance – call Associated Appraisal at 1-800-721-4157)
<b>May 21</b> .....	<b>Severe Weather Siren Test</b> , 1 p.m.
<b>May 21</b> .....	<b>Bill Jamerson</b> , 6:30 p.m., at RF Public Library Presentation on the Civilian Conservation Corps
<b>May 28</b> .....	<b>City Offices and Library Closed</b>
<b>June 7</b> .....	<b>Glen Park Pool Opens</b> 1 p.m.
<b>June 7</b> .....	<b>Board of Review</b> , 8:30-10:30 a.m. Council Chambers, City Hall (Appointment needed call 715-426-3408 at least 48 hours prior to meeting)
<b>June 13, 20, 27</b> .....	<b>Summer Library Program for Children</b> , 10:30 a.m.
<b>June 16</b> .....	"Touch-A-Truck For Kids", Free, 10 a.m.-1 p.m., Meyer Middle School
<b>June 21</b> .....	<b>Town 'N' Country Day</b> , 7:30 a.m. -5 p.m., Heritage Park
<b>June 21 River Falls Police - Police Bicycle Rodeo</b>	(ages K-5th grade), Free, 3-4:30 p.m., Meyer Middle School
<b>June 25</b> .....	<b>Severe Weather Siren Test</b> , 1 p.m.
<b>July 4</b> .....	<b>City Offices and Library Closed</b>
<b>July 11, 18, 27</b> .....	<b>Summer Library Program for Children</b> , 10:30 a.m.
<b>July 12-15</b> .....	<b>River Falls Days</b> (See Chamber website for details: <a href="http://www.rfchamber.com">www.rfchamber.com</a> )

## License Renewal Changes

One of the projects on the Council approved work plan was to review the licensing application process for businesses with wine, beer, and liquor licenses. Wisconsin State Statutes provide clear direction and rules for the operation of establishments that sell alcohol, but the application process is determined locally by the City Council. This project involved analyzing the City's current application process, reviewing the areas for improvement, surveying existing licensees and making modifications to increase efficiency and streamline the procedures.

River Falls currently has 36 licensed liquor establishments within the City, including 11 restaurants, 12 off-sale locations and 13 bars. The number of establishments allowed to sell and serve liquor (on-sale) is regulated by the State. A municipality's quota is based on the number of licenses granted and in force on December 1, 1997. With the annexation of the River Falls Golf Course, the City added one additional license to the quota, bringing River Falls to its maximum of 19 locations. The number of off-sale locations is not restricted.

Changes were made to the liquor license process to make the application information available on the City's website ([www.rfcity.org](http://www.rfcity.org)) and also provide mailed reminders to licensees of the deadlines.

Changes to the license renewal process will provide more efficiency to the Clerk's office, but will also require the licensees to participate in the process to a greater degree. For more information, contact the City Clerk's office at 715-426-3419 or 715-426-3408. ~

# Library Programs and Events Spring 2012



Check the library website, [www.riverfallspubliclibrary.org/events](http://www.riverfallspubliclibrary.org/events), or 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. ~

## Events And Programs

April 8-14: Celebrate your Public Library during National Library Week! We will be honoring our dedicated library volunteers during this week.

Foreign Film series: Mondays, April 9 – 30 beginning at 7 p.m. Free popcorn!

Lego Afternoons: Sundays, April 15, 19 and May 13 from 1:30-2:30 p.m. for children in Kindergarten through Grade 5 in the Marita Hallquist Children's Programming Room (solarium). Pre-register is required. Limit 20 participants.

April is National Poetry Month. The library will also be hosting Wisconsin poet laureate, Bruce Dethlefsen, on Wednesday, May 3, at 7 p.m. Mr. Dethlefsen will be reading his latest book, *Unexpected Shiny Things*.

Friday, April 13, 7 p.m.: Nina Revoyr, author of *Wingshooters*, which is one of the selections for this year's Valley Reads program. The book has been likened to "a shattering northern variation on *To Kill a Mockingbird*." Copies are available for check-out at the library. Ms. Revoyr's appearance is sponsored by the Valley Reads committee. For more information on other events for this program, check their website, [www.valleyreads.org](http://www.valleyreads.org).

Thursday, April 19, 7 p.m.: Tim Ternes, Director of the St. John's Bible at the Manuscripts Department of the Hill Library in Collegeville, Minnesota, will be speaking on the creation of the illuminated St. John's Bible. Twenty large-scale reproductions from the Bible will be on display in the gallery at this time.

Monday, May 21, 6:30 p.m.: The Civilian Conservation Corps: Creating Jobs and Completing Public Projects in the 1930s: A presentation by Bill Jamerson, author/producer/musician.

## In the Kleinpell Gallery

Illuminations, Now – April 22 - Exhibit of 25 prints from the St. John's Bible (the originals were at the Minnesota Science Museum last year), plus original calligraphic art, gilded and handwritten manuscripts by regional artists.

Annual All-School Art Show – April 29 – May 25

Featuring art from all schools in the River Falls School District. Opens with a public reception on April 29 from 1-3 p.m.

Scales & Gauges: Railroads in Miniature – June 2 – July 14.

Model train layouts and the gadgets and pieces that go with them; featuring the Gandy Dancers of Red Wing, and other area collectors. ~

# Summer Library Program

"Dream Big, Read!" is the theme of the 2012 Summer Library Program at the River Falls Library. The annual program begins June 11. The program is open to children age 2 through high school. The Independent Reading portion of the program is individualized and self-paced. All readers will receive some type of reading chart. Children who can read on their own will keep track of the time they spend reading, and preschoolers who are read to can also keep track of those minutes. Kids who are entering 6th grade and older will receive a special reading chart.

All readers will earn various incentives based upon the time they spend reading. Children can come to the library on June 11 or anytime thereafter to pick up their reading charts.

There will be seven weeks of programs for children of all ages and their families. Programs will be held on Wednesdays at 10:30 a.m. in the lower level of the library. These programs are listed as follows. You do not need to pre-register for any of these events.

June 13	Paul Halter: Comic Juggler
June 20	Mad Science
June 27	Old Gem Theater presents: The Three Billy Goats Gruff
July 11	Magic Show: Professor Marvel's Dream Machines
July 18 & 27	TBA
August 1	Stephanie Reynolds: The Bat Lady

Preschool Programs require registration, which will begin on Tuesday, May 29.

- Lap-sit for ages 24-36 months Tuesdays, June 12 – July 31 at 10:30 a.m.
- Preschool Storytime for ages 3-5, Thursdays, June 14 – August 2, at 10:30 a.m. or 1 p.m.

Look for events planned just for teens: Times and Dates to be announced. Events include activities based upon popular Television programs such as Minute to Win It and Survivor.

The cost of Dream Big, Read! is underwritten by the River Falls Library Foundation and is offered to the public at no charge. Watch for more information on the library's website at [www.riverfallspubliclibrary.org](http://www.riverfallspubliclibrary.org) in fliers that will be sent home with all school age children in May, and at various locations around town. For more information call the library at 715-425-0905.

Staff is also looking at creating some type of summer reading program for adults. If you are interested, or have ideas on this, email Library Director Nancy Miller at [nancym@riverfallspubliclibrary.org](mailto:nancym@riverfallspubliclibrary.org). ~

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## Best Wishes Susan!

Children's Librarian, Susan Pesheck, retired on February 29, after 13 years of service to the City of River Falls. She worked an equal number of years at the Frank L. Weyenburg Library in the Thiensville/Mequon area and at several other public libraries before that. During Susan's tenure at the River Falls Public Library, the library added Toddler Lap-sit and Babytime Storytimes, a very successful teen book discussion group and children's programs on school in-service days. Susan is responsible for a large increase in Summer Library Program participation. She is a familiar face to hundreds of children in the River Falls area and will be much missed. ~

# Voter Information



The 2012 election year will be a busy one! Residents may receive multiple mailings from political groups that may include Voter Registration Applications and Applications for Absentee Ballots. Since some of these forms contain errors which may delay processing your registration, the City Clerk is your best resource for registration and absentee ballot applications. In order to ensure your right to vote, please review the information below.

## Please Register to Vote Prior to Election Day

If you are registered to vote at your current address, you do not need to complete a Voter Registration Application unless your address changes.

If you are not registered to vote with your current address, please register with the City Clerk's Office in advance of the election. Official Voter Registration Application forms (GAB 131) are on the City's website at [www.rfcity.org/ci\\_elections.asp](http://www.rfcity.org/ci_elections.asp) or at City Hall.

After the 20th day before an election, proof of residence must be provided to register to vote. Acceptable forms of proof of residence may be found on the City website ([www.rfcity.org/ci\\_voterinfo.asp](http://www.rfcity.org/ci_voterinfo.asp)). First time Wisconsin voters must also provide proof of residence if mailing their Voter Registration Application to the City Clerk.

## Absentee Ballot

To receive an absentee ballot, you must be a registered voter. You must send a copy of your acceptable photo ID with your absentee request. Make your requests for absentee ballots through the City Clerk's Office. The Application for Absentee Ballot can be found on the City website at [www.rfcity.org/ci\\_elections.asp](http://www.rfcity.org/ci_elections.asp) or at City Hall. New law does not allow voter registration or absentee voting on the Saturday, Sunday or Monday before any election.

All forms should be returned to the Clerk's Office to avoid any delays.

The Wisconsin law requiring voters to show an acceptable photo ID starting with elections in 2012 is currently being reviewed in the courts. Voters should be aware that at future elections, they may be required to show an acceptable photo ID.

## Summer Recall Election Information

The Government Accountability Board issued an order directing a recall election for the offices of Governor, Lieutenant Governor, and four State Senators. (The City of River Falls is not affected by the Senator recalls.) To execute the right for a recall election against the Governor, a petition signed by electors must equal to at least 25 percent of the total votes cast in the last gubernatorial contest (540,208). Based upon the review of the petition and the challenge documents, the Board recognized 900,938 signatures as valid and certified that the petition was sufficient to order a recall election.

The same procedure was followed for the Lieutenant Governor. Of the 842,854 signatures submitted, 808,990 were verified and the Board certified the recall petition as sufficient to order a recall election for the office of Lieutenant Governor.

As of April 10, the recall election is scheduled for May 8, 2012. If a primary election is necessary, it will be held on May 8, and the recall election will be moved to June 5, 2012.

For the most accurate information regarding voter registration, absentee voting, and the new election law changes, contact the City Clerk's Office (715-426-3419 or 715-426-3408) or visit the Government Accountability Board website at [www.gab.wi.gov/](http://www.gab.wi.gov/).

## Helpful Information

The following website provides current information regarding your voter status: [www.vpa.wi.gov](http://www.vpa.wi.gov). Questions can be directed to the City Clerk's Office at 715-425-3419 or 715-426-3408. ~



## Wins State Awards!

River Falls Community Television Channel 16 will be recognized for outstanding programs at the Wisconsin Community Media's State Video Fest. The awards will be presented on May 3 in Marshfield, WI.

## Congratulations to the following staff and volunteers!

Excellence (PSA) "RFMU LED Holiday Light Exchange PSA", producer Dawn Wills

Excellence (Documentary) "The Federal Reserve and You", producers Pat O'Malley and John Lindell

Achievement (Series) and Best in Show - Series for "20 Questions with Gail Upton", producers Gail Upton and Dennis Hildreth

Achievement (Local Events) "Threshing Bee 2011", producer John Lindell

Achievement (Sports) "Do Move Skate", producer Trish Juers

Achievement (Series) for "DJ's Book Review & Beverage", producers Diane Barr, Janet Burns, Chris Blasius and Dawn Wills ~

## Open Book and Board of Review

All property owners whose total assessed value has changed for 2012 will receive a Notice of Assessment from Associated Appraisal Consultants, Inc., the City's contracted assessor. It is important to review this information as changes to assessed values cannot be made once the final rolls are complete.

The 2012 Open Book is scheduled on Thursday, May 17, 12 noon to 8 p.m. and Friday, May 18, 8 a.m. to 12 noon, in the Council Chambers at City Hall. The Assessor may make changes to your assessment at this time. If you wish to speak with the assessor, you will need to make an appointment with Associate Appraisal Consultants, Inc., 1-800-721-4157.

Board of Review is scheduled for Thursday, June 7, 2012, 8:30 to 10:30 a.m. in the Council Chambers at City Hall. Property owners must file a notice of intent to object no later than 48 hours prior to the Board of Review meeting. To appear before the Board, contact the Clerk's Office (715-426-3408) to schedule an appointment and request the objection form. The objection form must be completed and returned to the City Clerk prior to the Board of Review.

The Wisconsin Department of Revenue's publication the Property Assessment Appeal Guide for Wisconsin Real Property Owners, can be found at [www.revenue.wi.gov/pubs/slf/pbo55.pdt](http://www.revenue.wi.gov/pubs/slf/pbo55.pdt).

For more information, contact the City Clerk's Office at 715-426-3408 or by email at [lhecht@rfcity.org](mailto:lhecht@rfcity.org). ~

# Nickels and Dimes...

## Parking Meters in River Falls

Have you run into this problem? You are going to pay the parking meters, and you don't have any nickels or dimes. Then you think to yourself, "Who actually carries around nickels and dimes anymore?" If this has happened to you, you're not alone. The difficulties associated with the city's meters don't stop at currency problems; they permeate the entire system.

River Falls installed its current parking meters in the summer of 1970. The Parking Commission was established in July of that year and parking enforcement began on November 9, 1970. The parking meter system was created with the idea that it would be a self-sustaining fund that would accomplish several policy goals: facilitate optimum turnover of vehicles, reduce time spent looking for a spot, and provide clarity in parking violations. The initial goals of the system are still in place, but not much has changed in the 40 years of its existence.

City staff is currently examining the benefits and costs of replacing more than 500 meters with a different type of meter system, or possibly eliminating them entirely. You might ask, "What's wrong with our current meters?" There are three specific problems with our existing meter system:

- Outdated, mechanical meters — Many of the companies that made mechanical meters have switched to making digital meters.
- Replacement parts — To reinforce the antique nature of these meters, replacement parts are becoming difficult to find, and we may start spending more resources just searching for parts than fixing meters.
- Logistical problems — It is the policy of many banks not to accept wet coins or currency, so when officers collect coins that are wet (due to rain or snow, combine with leaky meters), the currency has to be laid out to dry in the station. In addition, during the winter months the meters may freeze and need to be thawed-out using a torch.

The project is in its very initial stages and feedback from the public, through community meetings, is encouraged. If the public consensus is to continue to retain parking meters, then the city believes there are three possible systems that can work:

- Single-space digital meters — one meter/space, visual enforcement, manual adjustment of rate structure
- Pay-and-display stations — one station/6-8 spaces, visual enforcement, manual adjustment of rate structure
- Pay-by-space stations — one station/12 spaces, wireless handheld enforcement, assignment of rates to spaces

Furthermore, the possibility of incorporating a mix of single-space digital meters and stations may be a viable option as well.

Now it is your turn to give us feedback and allow us to answer any questions you might have. In addition, if there are any special issues that should be considered: more metered spaces needed anywhere, loading/unloading zones, handicap parking spots then let us know.

Send any comments or suggestions to: Paul Fagin, Management Analyst, at [pfagin@rfcity.org](mailto:pfagin@rfcity.org)



# Utility Commission Changes

On January 24, 2012, the River Falls City Council passed an ordinance amending Chapter 2.64 of the City Code—Creation of Utility Advisory Board.

With this ordinance change, the ultimate oversight powers of the Utility Commission, as well as several procedural duties, have transferred back to Council. The revision in policy assures that the basic structure of the former Commission is retained while utilizing the more flexible Advisory Board model. Specifically, the draft ordinance: (1) emphasizes the Finance Director's role in managing the finances of the utilities, (2) reserves the Council's appointment of the Utility General Manager and other employees of the utility department, and (3) modifies the term of office for board members to three years from six years.

The former structure led to duplication of efforts by and among City departments. We are building a high performance workforce that values teamwork and effective communication across all departments. As the City is generating a staffing and funding model to ensure the long-term viability of its services, many opportunities to collaborate, consolidate, and share resources are being pursued.

The past structure tended to produce, as a default, duplicative processes, equipment and service purchases, and communication efforts. Now, a more concerted effort to ensure collaboration and coordination of the use of precious resources is required.

The new ordinance maintains a strong role for the advisory board in recommending rates and budgets, and managing operations subject to organizational policies and procedures. It also preserves the board's role as an advocate for these municipal services. This change in City Code capped a six-month long examination of the possible roles for the River Falls City Council and the Utility Advisory Commission, as described by the City's Charter and Code of Ordinances. Meetings were held with Commission and Council members, as well as the public, to develop a change in policy that would be sustainable for years to come. Some immediate changes include combining the two finance and customer service departments into a single department led by Julie Bergstrom, Finance Director/Assistant City Administrator. ~

# Cascade Avenue Construction

Beginning in April, the City will be completely reconstructing Cascade Avenue from Spruce Street to Oak Knoll Avenue. Although exact records cannot be found, this street is over 50 years old and was originally constructed with concrete pavement. The road was overlaid with asphalt pavement on multiple occasions. In addition to an obviously degraded roadway surface, beneath the pavement is other unseen and deficient infrastructure. The reconstruction project will install a 12" water main through this corridor to replace a 4" main currently serving the University and others. Current clay tile sanitary sewer that is at the end of its life cycle will be replaced by watertight PVC pipe. The entire street lighting system, including failed underground wires, will be replaced.

## History

In 2007, the City began working in partnership with UW-RF and WisDOT toward the eventual reconstruction of Cascade Avenue from Spruce Street to Wasson Lane. The goal was to reconstruct the roadway to address problems and concerns associated with the current roadway configuration. To identify these concerns, the City conducted a public involvement process that included six public meetings. From these public meetings, a plan for Cascade Avenue evolved that attempts to balance viewpoints of many different stakeholder groups. While the concept plan that has been developed does not fully satisfy all the desires of everybody, it does reflect balance of all the various stakeholders and attempts to work as much as possible within the common ground.

Final plans and specifications for the Phase I project were completed in January 2012 and bids from contractors were solicited. The winning bid was from Haas Sons, Inc. of Thorp, Wisconsin, in the amount of \$3,922,485.99 and was awarded in February 2012. This was 13 percent below the Engineer's Estimate of \$4,500,000 for the project.

## Detours and Access

When the Cascade Avenue reconstruction project starts in April 2012, Cascade Avenue will be closed to traffic from Main Street to Wild Rose Avenue/Crescent Street. The project will be dynamic and changing on a weekly basis until Cascade Avenue is reopened to traffic in October of 2012.

Because this project bisects a campus with over 6,000 students in addition to faculty and staff, pedestrian crossings on Cascade within the project have been provided for. However, pedestrians will experience and should plan for some inconvenience. The contractor will be required to establish walkways across Cascade Avenue a maximum of two blocks apart. Alternative sidewalk routes that require pedestrians to use reasonable alternate routes may be utilized by the contractor when replacing existing sidewalks.

For vehicles, the primary access point to parts of campus south of Cascade Avenue will be via Wild Rose Avenue from East Cascade

Avenue. To assist motorists from the north, a series of signs will direct drivers to follow Highway 35/65 south to Cascade Avenue and then west to the campus access. Drivers coming north on Highway 29/35/65 will see a similar series of directional signs. A formal detour will be established following South Main Street, Cemetery Road and Wasson Lane. Detour signs as well as UWRF directional signing will be posted along this route to assist motorists.

## Parking

In the many public involvement meetings that have been conducted for this project, the City heard clearly from students, faculty, and staff that parking near campus is a concern. The adopted concept plan for Cascade Avenue was a parking neutral concept where any on-street parking that was lost would be replaced by additional off-street parking. The City has vacated Third Street on the west side of North Hall and turned it back to the University. The University will be undertaking a Lot Q reconstruction and expansion project during the summer of 2012. By fall of 2012, spaces available in Lot Q will be increased by 4-11 more than the number of on-street parking spaces lost on Cascade Avenue. With the Cascade Avenue reconstruction project beginning in April 2012, all on-street parking spaces between Second and Sixth Streets will be unavailable for about five weeks of Spring Semester. This will reduce parking availability during this timeframe.

## Project Costs

This project is being financed from a variety of funding sources. The table below shows cost distribution including engineering, inspection and administrative costs and include a \$250,000 contingency.

Assessments .....	\$67,280
Utilities .....	\$1,534,593
UWRF .....	\$1,822,668
City .....	\$1,536,613
<b>Total.....</b>	<b>\$4,961,152</b>

The majority of the City's estimated cost of \$1,536,613 will be paid for out of proceeds received from the Wisconsin Department of Transportation under an agreement approved by the City Council last year.

## Project Updates

The City and University are continuing their partnering efforts for this project by creating opportunities for people to stay up-to-date with the latest information and breaking news regarding this project. The project website: [www.uwrf.edu/CascadeProject/](http://www.uwrf.edu/CascadeProject/) provides more project information including answers to Frequently Asked Questions (FAQs), Twitter feeds, Facebook links, a feedback form, and more. The project has a Facebook page "City of River Falls Cascade Project Updates" and a Twitter feed @RFCascadeAvenue. Like us on Facebook and follow us on Twitter to stay up-to-date with the project as it progresses from beginning to end. ~



**Like us on Facebook and follow us on Twitter  
to stay up-to-date with Cascade Avenue.**



Facebook = City of River Falls Cascade Avenue Project  
Twitter = @RFCascadeAvenue  
Website = [www.uwrf.edu/CascadeProject/](http://www.uwrf.edu/CascadeProject/)

## Econofoods Gets a New Name and a New Look



EconoFoods' corporate owner, Nash Finch, has received approval from the City Design Review Committee (DRC) for the new design of the building and the landscaping plan to convert its downtown supermarket into a Family Fresh store. Presently, there is a Family Fresh store in Hudson and New Richmond. Nash Finch also purchased the Lund's Hardware and the buildings behind it, which were razed this last fall for additional parking and eventually a new building that could attract another store or shop. The new look will incorporate a new front entrance to the building, a redesign of the building facade facing Main Street and the Pizza Hut entrance. Other design changes will consist of new signs, a separate entrance for a liquor store, drive-up pharmacy, and an indoor/outdoor café. There will be landscaping along Main Street, Walnut Street and within the development itself. The architectural elements, materials and color will be consistent with the adjacent buildings within the downtown area. The City will be placing a signal light at the intersection of South Main and Walnut Street along with improving the pedestrian access at that intersection.

For some time, the City has developed plans for improvement on the downtown. As part of this redevelopment project the City acquired land along the Lake for future trail and storm water improvements. The City's Downtown Plan includes trail connections, plaza and other amenities to improve the appeal and vitality of the area. Many of these projects have been implemented. In addition to the recreation and aesthetic improvements to downtown as called for in the Downtown Plan, the City has a feasibility study completed that outlines possible reconfiguration of Lake George. This project encompasses both storm water management and recreation goals, such as a continuous trail around the lake.

The conversion of EconoFoods to Family Fresh store is scheduled to be completed by the summer of 2012. ~

### Did You Know...

If you are in search of information from a past newsletter, you can find it on the City's website at [www.rfcity.org/ci\\_citymedia.asp](http://www.rfcity.org/ci_citymedia.asp). ~



## Brewing with River Falls Municipal Water

Producing nearly 4,000 barrels of craft beer each year, Rush River Brewing's owners/brewers, Nick Anderson and Dan Chang, started the company in 2004 after relocating to Minneapolis from Seattle. Two and a half years after converting a pole barn into a fully functioning brewery in Maiden Rock, Wisconsin, it became evident that bottled beer was their next move to make. In 2007, a newly constructed 10,000-square foot brewing facility, complete with a refurbished bottling line and additional fermenters, opened its doors in River Falls. In addition to allowing for increased production and distributorship, this relocation provided River Falls Municipal Utilities the opportunity to become the municipal water source for their locally brewed ales.

With beer primarily composed of water, the source of the water and its characteristics has an important effect on the character of the beer. "When using more traditional methods of brewing to produce unfiltered and unpasteurized ales, we concentrate on consistency of product and innovation of ingredients," Anderson and Chang said. "Since over 99 percent of our beer consists of water, the quality of water is extremely crucial when determining the end flavor."

Since the brewery uses an average of 1,840 gallons of water daily, River Falls Municipal Utilities understands the importance of providing them consistently high quality water. All drinking water, including bottled drinking water, may contain small traces of contaminants, but to assure that River Falls' tap water is safe to drink (whether in beer or out of the faucet) the Environmental Protection Agency establishes and regulates the amount of contaminants that can exist in water provided by public water systems. Once water is pumped by a municipal well, it is treated using the latest technology, and is routinely tested to ensure River Falls' water is safe and meets, or is better than, state and federal standards.

Now with ten distributors across Wisconsin and Minnesota and nine brands of beers, Rush River Brewing falls into the same category as other local microbreweries such as Summit, Finnegans, Schell, and Sand Creek. Just as Rush River Brewery continues to stand with other leaders in the microbrewery business, River Falls Municipal Utilities continues to provide them the essential ingredient of quality water. ~

## Only Tap Water Delivers



A safe, reliable water supply is critical to the success of any community. It creates jobs, attracts industry and investment, and provides for the health and welfare of citizens in ways ranging from disease prevention to fire suppression.

We often take water resources for granted unless we are living through a drought or when depleted water supplies threaten a community's future. Water plays a vital role in our daily lives, so help us celebrate Drinking Water Week May 6 – 12, 2012. Contact River Falls Municipal Utilities at 715-425-0906 or visit [www.rfmu.org](http://www.rfmu.org) regarding any special activities planned during this time. ~



Now



1937

## Glen Park Pool Celebrates 75 Years

Save the date! Wednesday, August 15, 2012, you are invited to help the City of River Falls celebrate Glen Park Pool's 75th anniversary. The City is planning a celebration in honor of this accomplishment. In 1937, there were numerous activities to celebrate the opening of the pool such as speeches and bands. In 2012, we would like to have some of the same activities and more: bands, speeches, and a swimming suit display from over the years. We will lower the daily pool fees for the day to 1937 prices, which were 10 cents for youth and 20 cents for adults.

We need your help. If you have any pictures you'd like to share from over the years; or if you were or know anyone that had been a lifeguard in the past, we would like to hear from you. If you have stories to share or would like to serve on a committee, please contact Cindi Danke of the River Falls Park and Recreation Department at 715-425-0924, or by email at [cdanke@rfcity.org](mailto:cdanke@rfcity.org). ~

## Withstanding the Test of Time

An antique clock that stands close to seven feet tall and dates back to the early 1890s was recently relocated from the Power Plant to its new home at City Hall. Following the closure of the Plant, employees were no longer readily available at that location to wind it every eight days as needed. At its new location, front and center on the wall behind the front desk, the historic clock is admired by many customers stopping to conduct City business. Like many other antique collectibles, the journey of this clock is not completely known.

It is believed that the clock was purchased new for over \$300 by C.F. Winter for his jewelry store originally located on the east side of the 100 block of South Main Street. Upon Mr. Winter's death, his wife and Herb Helmer ran the store under the new name of Helmer-Winter. The story recounts that when Mrs. Winter retired, Mr. Helmer moved to a smaller location and without room for the big clock, it was sold to the City for a mere \$25. As the original clock owner and one of the City's founding fathers of the municipal utility, it is believed that Mr. Winter would have strongly supported the transfer of clock ownership to the generating plant.

When the clock first arrived at the Power Plant around 1937, the facility supplied all energy requirements for the City. As time went on and loads increased, outside sources were contracted with to supplement the City's energy needs. When generating solely, the mechanical clock was used to keep city-wide electric clocks on time. To accomplish this, an electric clock was placed next to the mechanical clock and second hands were compared on an hourly basis. If the two were found to be inconsistent, the generating engine speed would be adjusted so that the electric clocks matched the mechanical wall clock. To keep accurate time, mechanical clocks need a carefully balanced pendulum whose center of gravity remains constant. During these years, the now historical clock kept extremely accurate time with very few adjustments.

Since the City took ownership of the clock, it was housed at the Power Plant with the exception of a short time from 1978 to 1983 when it was on display at the old utility office on Elm Street. When returned to the Power Plant during an office remodel, the clock again displayed above the door of the original structure where it was referred to many times each day.

Although the old historic clock could easily have been replaced by digital devices and computerized timekeeping, it remains part of the rich heritage of our community. If you have additional information regarding the history of this clock that you would like to share, please feel free to contact River Falls Municipal Utilities at 715-425-0906. ~



# Gene McKahan, 2011 Firefighter of the Year

The 2011 Firefighter of the Year was awarded to Gene McKahan, a 38 year veteran of the department. Gene was selected from a group of his peers and awarded this honor at the department's Annual Awards Banquet held in January.

During his time with the department, Gene has served as a firefighter, Lieutenant and Captain. Today, Gene is very active in the department and is viewed as a mentor for new firefighters. Gene's involvement in the department is a family affair. His wife, Cindy, makes a scrap book each year that highlights RFFD's activities. ~



# Employee Spotlight

## Reid Wronski



Reid was born and raised in Red Wing, Minnesota. He grew up in a family with seven siblings, four of whom still live in Red Wing along with his mother. He remembers venturing over to that unique City where they parked in the middle of Main Street to see E.T. at the Falls Theatre and Hunt Arena was the home arena for the Red Wing's Wingers when Reid was in high school.

Reid earned a Bachelor's degree in Civil Engineering from the University of Minnesota in March 1984. Upon graduating, Reid spent three years working for General Dynamics Space Systems in San Diego before returning home to the Midwest in more traditional Civil Engineering careers with private consultants and local governments.

In 1989, he became registered as a professional engineer in Minnesota and in 1999 Wisconsin. Reid worked for the City of Rochester, Minnesota, as their Design Engineer and as their Infrastructure Manager. In March 1999, Reid was appointed the City Engineer for River Falls, Wisconsin. In October 2009, Reid was named Division Head for the City's Engineering and Public Works Departments, and since May of 2011, Reid has been Director of Public Works/City Engineer.

In 2008, Reid was honored to be named Professional Manager of the Year in Water Resources by the American Public Works Association (APWA). One individual is honored each year with this award for outstanding achievement in the area of water resources. Reid was nominated by peers in the APWA Minnesota Chapter in which he is an active member. Letters of support were submitted by APWA Wisconsin Chapter, Trout Unlimited, KRLT, WisDNR and UW-RF. In receiving this award, Reid stated, "I am honored in receiving this award, but at the same time humbled, as there are many people and organizations trying to do the right things to preserve the Kinnickinnic and other water resources."

One thing that Reid likes about his job is that he is in a position to help residents with issues. Sometimes it is being able to physically do something or cause something to be done to help residents. Other times it is helping residents to better understand why things are being done. He also enjoys that the projects he is involved in make a real change to the City and is amazed at all of the different projects he has played a role in during his 13 years in River Falls. Some of those projects like the Cascade Avenue Project take many years to move from being identified to being built and other projects move much more quickly.

Reid enjoys walking, downhill skiing, chasing balls around golf courses and spending time with family and friends. He has been married to Liz for over 21 years, and they have three children. Sam is a freshman studying Computer Science at Michigan Technological University in Houghton, Michigan; Deanna is a senior at RFHS and is planning to attend Winona State University next fall to pursue pre-med studies; and Nate is a sophomore at RFHS and enjoys a variety of activities including soccer, diving, skiing, and pole vaulting. ~

## The RFAAS Asks Your Help in their Lucas Campaign

The River Falls Area Ambulance Service (RFAAS) is seeking donations from the public and/or businesses for two Lucas 2 devices. The Lucas 2 is an automatic CPR device which



is used in the event of sudden cardiac arrest. It is a safe and efficient tool that standardizes chest compressions in accordance with the latest scientific guidelines. This device frees EMS personnel to perform other functions on their patients such as airway management, medication administration and defibrillation.

The RFAAS is hoping to add two devices to their ambulance fleet in 2012. The River Falls Area Hospital Foundation is partnering in this effort and has approved a dollar for dollar match up to \$13,500 for the devices.

Now it's your turn to help your local ambulance service! Please help us save lives and consider donating to this worthy cause. Donations of any size are welcome. Please send donations to: River Falls Area Ambulance Service, Attention: Lucas Campaign, 175 E. Cedar Street, River Falls, WI 54022. For more information or questions, call 715-425-0370 option 1. For more information about the Lucas 2, visit the website at: [www.lucas-cpr.com/en/lucas\\_cpr/lucas\\_cpr](http://www.lucas-cpr.com/en/lucas_cpr/lucas_cpr). A demonstration of the Lucas device can be viewed on the City's website at: [rfctv.pegcentral.com/player.php?video=8be983ce0c4927649b54ff2ea9873c2a](http://rfctv.pegcentral.com/player.php?video=8be983ce0c4927649b54ff2ea9873c2a). The demonstration begins at 1:46. ~

# Even/Odd Watering Restrictions

Warm, hot summers place a strain on our water resources, often causing demand to double because of outdoor water use. So now is the time to get water wise. River Falls Municipal Utilities' water conservation restriction will help ensure there will be adequate water available when demand is high and rainfall is low, plus plenty of reserve in storage for fire protection purposes. If every home in the City tried to sprinkle lawns at the same time, water demand would greatly exceed water production capabilities and a total sprinkling ban would be necessary to reserve water for fire protection.

River Falls obtains its drinking water from four deep municipal wells. In order to maintain the use of these wells into the future and minimizing further costs associated with increasing our water supply, we ask that all residents and businesses comply with the following Even/Odd Sprinkling Restrictions between May 1 and September 30:

Lawn watering is allowed any time BEFORE 8 a.m. and AFTER 7 p.m. as follows:

- Even numbered addresses – permitted only on even calendar days.
- Odd numbered addresses – permitted only on odd calendar days.

Unless otherwise prohibited, the following activities are permitted at any time:

- Sprinkling on gardens, trees, and shrubs through use of a hand-held watering can or other hand-held container or hose.
- Sprinkling or otherwise irrigating new landscape.
- Sprinkling or otherwise irrigating outdoor sports complexes.
- Sprinkling conducted at cemeteries.

These restrictions are crucial to managing the demand for drinking water during the summer. We thank you for your cooperation and understanding. If you have questions or concerns, please contact River Falls Municipal Utilities at 715-425-0906. ~

# Open Invitation to POWERful Choices!

A city-wide initiative to “lead by example” called POWERful Choices! has been helping River Falls become more sustainable since 2007. The initiative is a community-wide effort to instill a strong local conservation ethic while demonstrating the effectiveness of energy efficiency, conservation and renewable resource development. So what does that mean, you might ask? It means you have a platform to be heard and to take action on sustainability efforts in River Falls.

POWERful Choices! is a committee comprised of River Falls representatives including residents, business owners, technicians, academics, students and government employees. They differ in their work experience, but share their commitment to the well-being of our community. Being a POWERful Choices! member comes with the expectation that you come to monthly meetings prepared to contribute to meet our goals.

The program ideas developed by POWERful Choices! vary, but the principles start with electricity conservation, followed by efficiency and then once those have been met, renewable energy. These goals are met through numerous programming methods like education, competitions, incentives, technical assistance and awareness.

As a local, not for profit utility, we want the best for our customers and that includes low utility bills. The cheapest kilowatt hour is the kilowatt hour not used. Energy conservation is as simple as using the “off” switch. Energy education in the schools for both the

students and teachers, public events, and our interactive website all help us meet the simple goal of using less. With the rapid advances in technology, there are energy efficiency opportunities abound. POWERful Choices! task is to develop programs that help guide the customer in making wise decisions in energy efficiency. Great advances have been made with Light Emitting Diode (LED) technology, but that doesn't mean we jump in and promote the lights just yet. We research the type of LED lighting that is ready or mature (such as holiday lights) and make programs to address the specific technology. When other forms of LED lights reach maturity, such as the 60 watt incandescent replacement, we will act accordingly. Consistently staying up with technological advancement opportunities in efficiency for residential, commercial and industrial customers is part of what is asked of the committee members.

The River Falls community has shown its progressive spirit in “leading by example” with their voluntary purchases of renewable energy. River Falls Municipal Utilities offers blocks of renewable energy for all customers and the response has been terrific. River Falls ranks fifth in the nation in Green Power sales as a percentage of total retail electricity sales. Clearly there is desire from our customers for clean, renewable energy and we as a committee have developed programs to meet that need.

POWERful Choices! has done a tremendous job moving River Falls toward sustainability, but this goal is a moving target that has no finish line. If you are interested in being involved in the sustainability of our community contact Mike Noreen at 715-426-3467 or mnoreen@wppienergy.org. ~

# More Wisconsin Localities Approved as “Bird Cities”

**39 now recognized as rapidly growing conservation project enters second year**

The Bird City Wisconsin project announced in January that it had awarded recognition to ten additional communities in its innovative and collaborative approach to urban bird conservation. The awards brought to 39 the number of cities, villages, towns and counties committed to making their communities a better place for people, birds and other wildlife. The newest Bird City communities range widely and include the cities of Kenosha, Plymouth, Beaver Dam and Mayville; the villages of Ephraim, Fontana, Shorewood Hills, Grantsburg and Sherwood, and the Town of Baileys Harbor.

River Falls is one of the inaugural Bird Cities announced in 2010 and has recently been recertified for 2011. Bird City Wisconsin is modeled on the Tree City USA program of which River Falls has participated in since 1993. The City will observe International Migratory Bird Day on Saturday, May 5. Festivities will be hosted by the St. Croix Valley Bird Club. For further details please check the City of River Falls Park and Recreation Activity Guide. ~



# Rethink What Goes Down the Drain

If you live in the City of River Falls, your home is connected to the City's wastewater collection system. This means that water or any other items that go down your drain, toilet or sink end up in the City's wastewater collection system through a series of pipes that are connected under your home and streets. These pipes carry the wastewater that eventually flows into a treatment plant to be treated before being discharged into the Kinnickinnic River.

River Falls' treatment plant is public/municipally owned, operates 24 hours a day/365 days per year, and on average treats 1.2 million gallons of wastewater per day. It is regulated by the Wisconsin Department of Natural Resources, which sets criteria and standards as to how clean the water must be before being released. When finished cleaning, filtering and treating the wastewater, the final product is typically cleaner than the River into which it flows.

Basically the only thing that should be dumped down the drain is water, human waste, and toilet paper. All other non-organic materials, such as diapers/wipes, feminine products, disinfectant wipes, hair, paper towels and cloth materials should not be put into the sewer system. Two of the most problematic damaging substances put into the sewer system are grease and disposable (but not flushable) wipes. Please remember not to dump any kind of grease or oil in your sewer system – even through your garbage disposal – and simply toss wipes into the trash.

Proper removal of unwanted material in the sewer system helps protect the environment, minimizes the chance of sewer backups or service disruptions, and reduces overall sewer system costs

associated with necessary equipment replacement and increased maintenance. Not only does unwanted material greatly impact the municipal treatment facility, it could quite easily affect the piping within your home or business and private lateral, resulting in costly emergency repairs. Consider the following and benefit from lower costs and a cleaner environment.

**Fats, Oils and Grease.** Spent grease and cooking oil can be placed in a jar, coffee can or other suitable container and placed in the household trash.

**Medications.** Treatment facilities are designed to remove biological waste, not pharmaceuticals. Rather than dumping unwanted drugs down the toilet or sink, take them to the Police Department for proper disposal.

**Toxic or Hazardous Materials.** Whatever goes down the drain eventually ends up at the treatment facility that is not designed to remove certain chemicals and metals. So, when toxic or hazardous materials are dumped or rinsed down household drains, they pass through the treatment plant untreated and end up in the River where they may threaten aquatic life.

If every residential and commercial user did their part to protect our wastewater sewer system, we would all benefit from lower costs and a cleaner environment. Thank you to users already treating our sewer system with the great care that it deserves. We appreciate the extra efforts and diligence on our communities' behalf and encourage any unintentional polluters to please do their part in cleaning up this problem because in the end everyone pays the price for our sewer system misuse. For additional questions or concerns, call the Wastewater Treatment Facility at 715-425-0922. ~

## Change in Water and Sewer Rates

The Public Service Commission (PSC) has approved an increase in the City's overall water revenues of three percent, or an additional \$42,000 per year, which will be reflected on the May bills payable in June. The last water rate increase was in 1997 and the increase was necessary to cover debt requirements and for recent improvements to the water distribution system. Part of the water rate study included a review of the City's charges for public fire protection. The methodology for this fee was changed from using assessed value to a combination method of meter size and assessed values. Due to the annual changes in property assessed values, basing the rate on meter size will be more efficient to update and maintain. The PSC has also increased the rates for water charged for irrigation meters to promote water conservation goals.

The May bills will also include an increase in the sewer rates. An average increase of 8.35 percent has been approved to provide adequate debt coverage and for upcoming capital projects, including Cascade Avenue reconstruction, sewer equipment, and the proposed Radio Road interchange project. Sewer charges are based on water usage, so water conservation will reduce both the water and sewer charges.

Although individual properties will vary, an average residential customer using 4,000 gallons of water per month will see a combined increase in the water and sewer portion of their bill of \$1.97/month.

More information on the water and sewer rate changes is available at [www.RFMU.org](http://www.RFMU.org), or by contacting the utility office at 715-425-0906. ~

## Oil Recycling

Oil recycling is no longer be available at the compost site, as there are a number of other local options for disposing of used motor oil including the following local businesses that accept used oil from the general public. Please see chart. Note: Pierce County and River Falls Car Wash also accept used antifreeze. Questions? Contact Kristy Treichel at 715-426-3412. ~

<i>Location</i>	<i>Address</i>	<i>Monday - Friday</i>	<i>Saturday</i>
Bowen's Garage	405 S. Main St.	7:30 AM – 5:30 PM	8:00 AM – Noon
BP Amoco	700 N Main St	8:00 AM – 6:00 PM	8:00 AM – 4:00 PM
River Falls Tire	410 N. Main St.	7:30 AM – 5:30 PM	8:00 AM – Noon
River Falls Car Wash	661 N. Main St.	8:00 AM – 6:00 PM	8:00 AM – 2:00 PM

## Considering sealing your asphalt driveway this year?

Coal-tar and asphalt based sealants are used across the nation to protect and beautify parking lots, roads and driveways. These sealants are used commercially and by homeowners on driveways, playgrounds, and parking lots.

Scientific studies have identified coal-tar sealcoat (CTS) as a major source of polycyclic aromatic hydrocarbon (PAH) contamination in urban areas for large parts of the nation. PAHs move from a seal-coated surface into the environment through storm water runoff, adhesion to tires, wind, and foot traffic. CTSs flake-off and precipitation carries resulting sediment, through streets and pipes, directly into lakes, streams and ponds where they accumulate. Even a small amount of seal-coated pavement can be the dominant source of PAHs to sediment in storm water retention ponds.

PAHs are a concern because several are suspected or probable human carcinogens and are also toxic to aquatic life. The research is still ongoing with regards to PAHs and there are no acute or chronic exposure levels in the US at this time. Other communities are noticing elevated levels of PAHs in their storm water pond sediment and are finding that it is very costly to properly dispose of this contaminated sediment. In River Falls, we have over 90 storm water management ponds that collect sediments prior to water discharging to the river.

Asphalt based sealants are similar to coal tar in their use and application. Asphalt sealants are also cheaper than CTSs; however, their effective life is shorter at 4-6 years as opposed to 8-10 years. The main advantage is that pure asphalt sealants are not carcinogenic.

Due to the significant cost of PAH-contaminated sediment disposal, the use of CTSs could have future financial impacts on the City. We are asking for your cooperation in using asphalt based sealcoat if you choose to sealcoat your driveway or parking lot. If you are hiring a professional, ask which type of sealant they use.

Please contact Kristy at [ktreichel@rfcity.org](mailto:ktreichel@rfcity.org) or 715-426-3412 with questions. ~

## 2012 Emergency Weather Warning Siren Test Dates

The City of River Falls will be doing audible testing of the outdoor warning siren system on Thursday, April 19, 2012, in conjunction with the National Weather Service. If actual severe or threatening weather exists on this date, the test will be postponed until Friday, April 20, at the same times. Listed below is the audible test schedule for 2012. If severe or threatening weather exists on any of these scheduled dates, the test will be the next day (Tuesday) at the same time.



- Thursday, April 19, at 1:40 p.m.
  - Make-up date – Friday, April 20, at 1:40
- Monday, May 21, at 1 p.m.
  - Make-up date – Tuesday, May 22, at 1 p.m.
- Monday, June 25, at 1 p.m.
  - Make-up date – Tuesday, June 26, at 1 p.m.
- Monday, July 23, at 1 p.m.
  - Make-up date – Tuesday, July 24, at 1 p.m.
- Monday, August 27, at 1 p.m.
  - Make-up date – Tuesday, August 28, at 1 p.m.
- Monday, September 24, at 1 p.m.
  - Make-up date – Tuesday, September 25, at 1 p.m.

Please note: The City of River Falls does not sound an “all clear” after an actual activation of the outdoor warning system.

All community members are encouraged to familiarize themselves with safe practices regarding severe weather. Information can be obtained at the National Weather Service website at: [www.nws.noaa.gov/safety.php](http://www.nws.noaa.gov/safety.php) or Wisconsin Emergency Management website at: [www.emergencymanagement.wi.gov](http://www.emergencymanagement.wi.gov) or by calling the River Falls Police Department. ~

## New Ambulance

This spring, the River Falls Ambulance Department will be receiving a new vehicle. The new ambulance will be a 2012 Road Rescue, Chevy G-4500 Ultramedic with new equipment and technology to help save lives. Typically, ambulances are used for 12 years, and then replaced because of mileage and technology concerns. River Falls' Ambulance Department maintains four fleet vehicles that are replaced every three years. The price tag for the ambulance will be approximately \$160,000 and it will be replacing a 1999 Ford E-450.

The new vehicle will hopefully be brought into service by April 2012, and then employees will be given required training on the new equipment. Training employees on the appropriate handling of the vehicle and proper use of on-board medical equipment will allow them to quickly and efficiently respond to calls at any time of night and day.

It is important to always remember that having dependable and up-to-date equipment might mean the difference between life and death. ~





## Dry Weather Safety Tips

The River Falls Fire Department reminds residents that the outdoor fire danger levels are on the rise due to the abnormally dry spring weather conditions we are experiencing.

“The River Falls Fire Department urges all who enjoy the use of area parks, forests and open spaces, to use fires with caution and practice outdoor fire prevention tips – especially at a time when fire conditions are elevated,” said Fire Chief Scott Nelson.

After the snow melts, we enter into a traditional spring fire season. This is the time of the year when deciduous trees are bare and the warm spring sun heats up the forest fuels. Forest fuels are made up of anything that burns; typically grasses, leaves, twigs, branches and decaying material in the soil.

Typically fires that start this time of year burn the surface leaves and can spread very fast. During the springtime, wind is the most critical weather component in determining fire danger. This spring fire season persists until the trees fully leaf out, normally by mid-May.

Anyone spotting an outdoor fire should go to the nearest telephone and dial 911 to report the fire as quickly as possible.

### Outdoor Fire Prevention Tips

The River Falls Fire Department encourages residents to protect their families and homes from outdoor fire by:



- ◆ Making a fire safe zone around your house. Clean flammable vegetation and debris from at least 30 feet around the house and any outbuildings.
- ◆ Pruning away the lower limbs of evergreens that are within the fire safe zone. Evergreens catch fire easily during dry periods and burn quickly.
- ◆ Removing any limbs which overhang the roof or chimney.
- ◆ Regularly removing leaves and needles from gutters.
- ◆ Not storing firewood in the fire safe zone.
- ◆ Using fire resistant roofing materials.
- ◆ Making sure firefighters can find and access your home. Mark your house and roads clearly and prune away limbs and trees along your driveway which do not allow fire truck access.
- ◆ Have an escape plan and practice it.
- ◆ Following state and local open burning laws.
- ◆ Staying with outside fires until they are completely safe and dead out.
- ◆ Disposing of wood ashes in a metal bucket, soaking them with water before dumping them.
- ◆ All Grills: Before lighting your barbecue, move the grill a safe distance away from trees, buildings and other flammables and anything hanging overhead.
- ◆ Charcoal Grills: Use starter fluids designed for charcoal barbecue grills. Do not add fluid after the coals have been lit. Once cool; ashes and coals should always be placed in a metal container with a tight lid.
- ◆ Gas Grills: Make certain the hose connection is tight and check for leaks. Applying soapy water to the hoses will easily and safely reveal any leaks. Once finished cooking, turn the grill and the fuel cylinder off. ~

## Call Before You Dig!

Keep your home and neighborhood protected and connected by knowing what's below. Wisconsin state law requires you to call Diggers Hotline (811) three working days before starting any projects that disturb the soil in any way. This could include, but is not limited to: planting trees, hedges, gardens and installing fences, swimming pools, mail box posts and patios. Homeowners often make risky assumptions about whether or not they should get their utility lines marked, but every digging job requires a call.

Knowing the approximate location of your buried lines before each digging project helps protect you from injury and the consequences that can result from accidentally damaging a buried utility line. Digging without calling can disrupt service to an entire neighborhood, harm you and those around you, and potentially

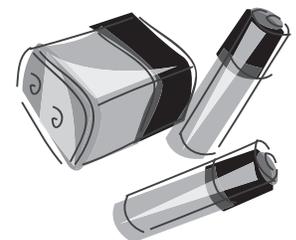
result in fines and repair costs. Whether you're a do-it-yourselfer planning a weekend project or a professional excavator contracted for a home improvement job, one phone call to 811 will get your public underground utility lines marked for free.

When calling 811, Diggers Hotline gathers information from the person excavating and relays it to the owners of underground facilities that may have lines in that area. Diggers Hotline does not locate the underground facilities; it is up to the member utilities such as River Falls Municipal Utilities and St. Croix Gas to mark the ground with paint or flags. Each flag placed on the property indicates a universal color as to what is buried below ground.

For more information on Wisconsin's Diggers Hotline program, please visit [www.diggershotline.com](http://www.diggershotline.com) ~

## Did You Change Your Batteries?

The River Falls Fire Department would like to remind everyone to make sure they change the batteries in their smoke and carbon monoxide detectors. Even if your detectors are hard-wired or plugged in, they usually have a battery back-up inside them. A good time to change your batteries is when the clocks change for daylight savings time. This year, daylight savings time was on March 11. Did you change your batteries? ~



# Spring Cleanup is in May

Each May, a spring cleanup is provided for residents of the City of River Falls who are currently billed for City garbage service by Veolia. 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 Veolia. People who do not qualify will not be allowed to dispose of their goods.

Spring clean up begins May 14 and runs for one week at the City Public Works Garage located at 950 Benson Street. There will also be a one week fall clean up beginning October 15. 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.

### Acceptable Items Include:

Carpet/Pad  
Large bulky items  
Furniture  
Miscellaneous garbage (< one cubic yard)  
Mattress/box spring  
Propane tanks  
Minor household construction debris (< one cubic yard)

### Acceptable Items that will be charged a fee include:

Car Tire (\$5)  
Air Conditioner (\$16)  
Computer or Printer (\$8)  
Truck Tire (\$4)  
Microwave (\$4)  
TV Monitor < 20" (\$16)  
Appliances (\$16)  
Dehumidifier (\$8)  
TV Monitor > 20" (\$32)  
Large quantities of construction debris (varies)  
Unacceptable Items include:  
Oil  
Paint  
Car batteries  
Special or hazardous waste  
Chemicals or waste that is generated by a contractor



Veolia reserves the right to refuse any hazardous materials. Pierce County Solid Waste (715-273-3092) does offer a clean sweep program each September for disposal of many hazardous waste products generated by City of River Falls residents who are also Pierce County residents.

Any calls regarding questions on what can be discarded should be directed to Veolia at 866-9-VEOLIA (866-983-6542). ~

# City's 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. Please help us by self-monitoring the site as hours will have to be severely curtailed if we are forced to have an attendant on duty to monitor the sites usage. Use of this site is for City residents only. ~

# Rain Barrel Rebate Program

Years ago many people had wooden barrels in their backyards collecting rainwater to use later for watering flowers and other plants. Today that idea is making a comeback!

Through a joint effort between the City of River Falls and River Falls Municipal Utilities, a \$30 rebate is now available for the purchase of a rain barrel for your property.

Rain barrels are attached to downspouts which collect storm water running off your roof when it rains. The rainwater collected in the barrel can be used for watering your plants or garden during dry times of the year and even to wash your car.



### *Why should I use a rain barrel?*

- Lawn and garden water makes up approximately 40 percent of total household water use in the summer. A rain barrel can save you money in the summer by lowering your water bill by reducing irrigation water usage. One inch of rain falling on a 1,000 square foot roof adds up to 623 gallons of water! Obviously one rain barrel will not be able to catch all that water but every little bit helps!
- Collected rainwater is better for plants and lawns because it isn't chlorinated like your tap water is.
- Reduce water pollution by reducing storm water runoff which can contain pollutants.
- Storing rainwater for lawn and garden use helps recharge the groundwater which feeds local rivers.

Rain barrels can be purchased through the St. Croix County Land and Water Conservation Department, online and at some home improvement retailers. For more information go to [www.rfcity.org/eng\\_barrel.asp](http://www.rfcity.org/eng_barrel.asp) or contact Kristy Treichel at [ktreichel@rfcity.org](mailto:ktreichel@rfcity.org) or 715-426-3412. ~

# Adopt-a-Pond Program Seeks Volunteers

This program is open to any interested residents, community groups or businesses. These groups can "adopt" storm water management areas within the City of River Falls to provide inspection, oversight, and minor maintenance such as trash and debris removal in these areas on a regularly scheduled basis. Adopters will be recognized with a sign at the pond they are adopting.

For more information regarding this program please visit [www.rfcity.org/eng\\_adopt.asp](http://www.rfcity.org/eng_adopt.asp) or contact Kristy Treichel, [ktreichel@rfcity.org](mailto:ktreichel@rfcity.org), 715- 426-3412. ~

# Tree Planting Program



In order to enhance the aesthetic appeal, provide shade, protection and preserve character within the City of River Falls, new trees are planted each fall. Between 80-100 new trees are planted along City streets and parks annually to replace trees lost to natural causes. The tree planting procedures are done during the fall, generally in mid-October. This does not include any trees that are planted as part of any special development project or construction.

It is very important to select a species that is tolerant to urban stresses or they might become susceptible to insects and diseases. The City is heavily planted in Ash trees and anticipates some damages due to the invasion of the Emerald Ash Borer. Below is a list of species that are currently used in the River Falls Urban Forestry Program. The Latin names are also listed for the reader's convenience if one is interested in further research.

- Acer Rubrum, Red Maple
- Acer saccharum, Sugar Maple
- Celtis Occidentallis, Hackberry
- Gleditsia Triacanthos var. inermis, Honeylocust
- Ginkgo biloba, Ginkgo
- Quercus bicolor, Swamp White Oak
- Quercus ellipsoids, Northern Pin Oak
- Quercus macrocarpa, Bur Oak
- Quercus rubra, Red Oak
- Tilia Americana, American Linden
- Ulmus Americana, American Elm (Dutch Elm Resistant Varieties)

The City Forester reviews the recent history of planting locations and determines where there is a need for trees taking into consideration species diversification, location of utilities in previously developed areas as well as reviewing and approving street tree locations in new developments.

The City will attempt to place a new tree at each location where a recent tree removal was made. One of the factors considered is if the placement of a tree will create a spacing problem with existing trees on site. Another factor that plays a role are intersection vision triangles. Trees should never be planted in an area where they could create an obstruction to drivers and planting sites are checked for intersection vision triangles.

River Falls is a Tree City USA Community and has been since 1993. Each year the Community celebrates Arbor Day as part of our Tree City Membership. Last year the Arbor Day planting activities took place in Highview Meadows Park. Approximately 20 neighborhood residents and children took part and 21 trees were planted in this developing neighborhood park. A similar event in one of our Parks is being planned for this year.

In future years, the City Forestry program will be challenged by the Emerald Ash Borer. The City has prepared a plan that can be reviewed on the City's website: [www.rfcity.org](http://www.rfcity.org).

# The Roots of Arbor Day

Arbor Day was the idea of J. Sterling Morton. Morton was born in Detroit, Michigan, and was a transplanted Nebraska pioneer and journalist who advocated the planting of trees. He missed the benefits of trees that were few and far between on the plains of Nebraska. He recognized the aesthetic and conservation value that trees can contribute to the environment. In 1872, he proposed a tree planting holiday to be called Arbor Day. In 1874, Arbor Day became a legal holiday in Nebraska. Many states followed, and by 1882, schools nationwide were observing Arbor Day. Today Arbor Day is observed in all 50 states and many countries.

River Falls observes the Arbor Day tradition every year on the last Friday in April by Mayoral proclamation. This year's observance is on April 27 and will be celebrated with school children planting trees in one of our City parks. The City also encourages citizens to celebrate with their own tree planting activities that contribute to a green and healthy City. ~

*"Other holidays repose upon the past.  
Arbor Day proposes for the future."*

J. Sterling Morton

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## May is National Preservation Month

*"Celebrating America's Treasures"* is the theme of the month-long celebration sponsored by the National Trust for Historic Preservation.

Since the National Trust for Historic Preservation created Preservation Week in 1971 to spotlight grassroots preservation efforts in America, it has grown into an annual celebration observed by small towns and big cities with events ranging from architectural and historic tours and award ceremonies, to fundraising events, educational programs and heritage travel opportunities. Due to its overwhelming popularity, in 2005, the National Trust for Historic Preservation extended the celebration to the entire month of May and declared it Preservation Month to provide an even longer opportunity to celebrate the diverse and unique heritage of our country's cities and states and enable more Americans to become involved in the growing preservation movement.

The City of River Falls and its residents have made many efforts to preserve its historic resources. In 2003, the City of River Falls achieved Certified Local Government status by The State Historic Preservation Officer. Since the 1970s, the citizens of River Falls have been active in historic preservation activities that eventually led to four structures being included in the National Register of Historic Places that include South Hall, North Hall, the Freeman House, and the Glen Park Swimming Pool which celebrates its 75th Anniversary this year. In addition, the River Falls Historic Preservation Commission has been working on many local historic preservation projects. They include local landmark designation and placing history plaques on downtown businesses. The City's Historic Preservation Commission is planning some events to coincide with Town 'N' Country Day on June 21. More information will be available on the City's website at [www.rfcity.org](http://www.rfcity.org). ~

# Attention! New Voting Location for District 2 Residents

Due to the Cascade Avenue project, residents of District 2 whose usual polling location is the University Center at the University of Wisconsin-River Falls, will be voting at a new location for the summer recall elections (May 8 and June 5) and the August 14 Presidential Primary. For these elections only, residents will be voting at City Hall, 222 Lewis Street. It is anticipated the voting location will return to the University Center for the Presidential Election in November. Please see the City's website ([www.rfcity.org](http://www.rfcity.org)) for the latest information or contact the City Clerk at 715-426-3419 or 715-426-3408. ~

## 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](mailto:newsletterfeedback@rfcity.org))

Kristi McKahan  
Dawn Wells  
Scot Simpson, City Administrator

### PHOTO CREDITS:

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222 Lewis Street  
River Falls, WI 54022

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## Official Election Results in Ballot Order

*(Pending Oaths of Office on April 17, 2012)*

Mayor:	Don Richards	925
	Dan Toland	935
Aldersperson District 4:	Bob Hughes	111
	Christopher P. Gagne	209
Aldersperson at Large (2 seats):	David Cronk	1,005
	Lauren Evans	574
	Scott Morrissette	845
	Eunice Beauchman	517



## The Current Mayor and Common Council

Position	Name	Address	Phone	E-mail Address
Mayor	Dan Toland	420 E. Elm Street	715-426-3404	<a href="mailto:dtoland@rfcity.org">dtoland@rfcity.org</a>
At Large	Randy Kusilek	518 N. Winter	715-425-0415	<a href="mailto:rkusilek@rfcity.org">rkusilek@rfcity.org</a>
At Large	David Cronk	843 Leroy Lane	715-425-9174	<a href="mailto:dcronk@rfcity.org">dcronk@rfcity.org</a>
At Large	Scott Morrissette	2137 Rushmore Drive	715-425-8993	<a href="mailto:smorrissette@rfcity.org">smorrissette@rfcity.org</a>
District 1	Tom Cafilisch	508 Roosevelt Court	715-425-7186	<a href="mailto:tcafilisch@rfcity.org">tcafilisch@rfcity.org</a>
District 2	Jim Nordgren	1144 South Fork Drive	715-425-7327	<a href="mailto:jnordgren@rfcity.org">jnordgren@rfcity.org</a>
District 3	David Reese	425 N. Wasson Lane	715-425-9369	<a href="mailto:dreese@rfcity.org">dreese@rfcity.org</a>
District 4	Chris Gagne	1164 Bartosh Lane	715-222-3220	<a href="mailto:cgagne@rfcity.org">cgagne@rfcity.org</a>