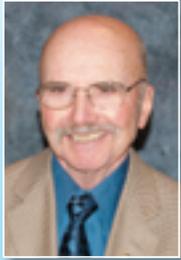




Mayor's Message



HABITAT FOR HUMANITY ECO VILLAGE PROJECT

You may know that the St. Croix Valley Habitat for Humanity (SCVHFH) chapter is planning to develop an Eco Village on approximately five acres located at the corner of Maple Street and Apollo Road on the western edge of River Falls. The land has been donated by the City. Dr. Jim Farr, Executive Director of SCVHFH, says the site has challenges, including high voltage power lines, a narrow parcel of land and some existing road and sewer issues, but that Frisbie Architects, hired as the designer/developer, is optimistic about overcoming the difficulties.

Farr says the development is called an Eco Village because of the goal to make it LEED (Leadership in Energy and Environmental Design) Platinum certified. LEED certifications are given by the U.S. Green Building Council, and are ranked from low to high, depending upon how "green" the building turns out to be. Platinum is the highest possible certification. The City Hall is LEED Silver certified, for example. The project has been strongly endorsed by Habitat for Humanity national leaders, and would be unique among Habitat organization developments. Solar panels will sit atop each building, and an array of panels will be located on the development's south side.

The buildings in the Village will use only renewable energy. Rain water will be conserved by directing runoff from buildings into holding ponds, which will then be used to irrigate gardens. All patios and paved walks will consist of pervious pavers which allow rain water to sink instead of reach street drains.

The development will consist of 18 dwellings, a mix of twin and single home structures. A community center will occupy the north end.

It will not be limited to those living in the Eco Village, but is planned to incorporate the needs of the larger River Falls community too.

In addition to the City of River Falls, Frisbie Architects, and SCVHFH, UW-River Falls is a partner in the project. The St. Croix Institute for Sustainable Community Development, led by UW-RF Professor Kelly Cain, is involved in the planning. Cain is also a member of the SCVHFH board of directors. Another dedicated partner is Matt Hieb of Auth Consulting and Associates. Hieb has "contributed significant services, pro-bono," says Farr.

Discussion is ongoing with possible corporate partners as well. One, already associated with Habitat for Humanity on a national level, is a maker of electric cars. Discussions have involved the possibility of this corporation donating some electric cars to the residents of the Eco Village. Residents could then use them for short errands, thus eliminating the need for more than one vehicle per household.

Recently, over 50 people attended a meeting at city hall about the Eco Village design. Participants included nearby residents of the planned Village, City staff, and other interested citizens. The purpose of the meeting was to get input from attendees. They were asked what activities, events, or services could happen in the community center that would make it a desirable River Falls resource.

Some of many answers given by the group included that it should be used for an environmental and sustainable practices learning center where the real costs and benefits of "going green" can be seen, for a city meeting space, and for minimizing any stigma that may be attached to "eco" or "green" concepts or the Habitat organization.

Ground breaking for the Eco Village will be held in 2012, according to Dr. Farr.



Don Richards, Mayor of River Falls



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Library Programs and Events

Check the library website, www.riverfallspubliclibrary.org for additions, corrections, cancellations or call 715-425-0905. Library programs are free of charge. Registration is not required unless noted.

The Library will be closed:

Monday, July 4 –Independence Day.

Saturday-Sunday-Monday, September 3-4-5. Labor Day Weekend

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. Sunday hours, 1-4 p.m., will resume on September 11.

Programs for Children/Students

'One World, Many Stories', the Summer Library Program (SLP) for kids continues through August 27. Reading records available at Children's Desk. Children earn incentives for each hour spent reading or being read to.

There are still many SLP activities for kids preschool through middle school:

- Preschool storytime and toddler lapsit—Class size limited; call the children's desk to register.
- Wednesday, July 20, 10:30 a.m. – The Bassmeister Fishing Comedy Show
- Friday, July 22, 1 p.m. – SLP for Middle Schoolers—Duct tape creations
- Wednesday, July 27, 10:30 p.m. – Pint-size Polkas
- Friday, August 12, 1 p.m. – SLP for Middle Schoolers—Dive into Chocolate.
- Saturday, August 27 – Independent reading portion of Summer Library Program for children ends.

The Teen Book Discussion Group meets every four weeks on Tuesdays at 4 p.m. in the Board Room. The next dates are July 26, August 23, and September 20. Participants receive a copy of the book to keep. See Susan at the Children's Desk for more information or call the library.

Foreign Film Series

'Scintillating Seven', our next Foreign Film series continues on Mondays at 7 p.m. and will run through July 25. No film on July 4. Films are shown in the Collins Community Room in the lower level. Free popcorn!

Other Events

Poetry Open Mic: Monday, August 22, 7pm. Start writing now! Edit old work, freshen the spin on something long set aside, set down new words. Your voice counts here.



Fall Storytimes at the Public Library begin after Labor Day. Registration starts August 15. Class size is limited. There are three programs for children of different ages:

- Babytime - ages 0-23 months and a caregiver, Wednesdays 10:30-10:50 a.m. beginning September 7.
- Toddler Lapsit – ages 24-36 months and a caregiver, Tuesdays 10:30-11 a.m. beginning September 6.
- Preschool Storytime -ages 3-5 years, Thursdays 10:30-11:15a.m. and 1-1:45p.m. beginning September 8. All programs run weekly through early December.

Tuesday, September 20, 7 p.m. – Wisconsin Road Guide to Gangster Hot Spots, with author Chad Lewis. Get the dirt on who was vacationing, hiding out, or causing a commotion around our state.

In the lower level Kleinpell Gallery

Peace Corps: Celebrating the 50th Anniversary – July 23 through September 3

Public reception July 23, 10:30am to 1:30pm

Area returned Peace Corps volunteers will share artifacts, images and stories; also includes general Peace Corps information. We are still seeking more regional returned volunteers to participate in this show, so if you are acquainted with or related to someone who has been in the Corps, please let us know! Watch the library events calendar for Peace Corps storytelling evenings and other programs related to this show.

Elements: Glass – September 10 – October 16

An exhibit of glass works, displaying a variety of techniques, and our community's fine abundance of glass artisans. Watch the website for glass demonstrations, to be scheduled. ~

Calendar of Events

- July – August** **Music in the Park, Veteran’s Park**
Fridays at 7 p.m. and Saturdays at 3 p.m.
For more info visit www.riverfallscab.org; Phone 715-425-7645 ext. 2109
- July - September** **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
For more info visit www.rfchamber.com; Phone 715-425-2533
- August 9** **General Election (Recall)**
Polls open 7 a.m. – 8 p.m.
- August 14** **Summer Car and Cycle Cruze on Main**
- August 21** **Border Battle Bike Race, Whitetail Ridge Corporate Park**
For more info visit www.rfchamber.com
- September 3, 4, 5** **Library Closed**
- September 5** **Labor Day**
City Offices Closed
- September 10** **Art on the Kinni, Heritage Park, 9 a.m.**
For more info visit www.riverfallscab.org; Phone 715-425-7645 ext. 2109
- September 11** **Summer Car and Cycle Cruze on Main**

Volunteers Needed to Help Cover Wildcat Sports!

RFC-TV volunteers play a vital role in the production of high school sporting events. *No experience is necessary* and RFC-TV provides a great environment for learning the basics of video production. Call RFC-TV at 715-425-5400 to set up an orientation meeting with our staff. ~



Medical Needs Customers

River Falls Municipal Utilities cares about our customers and recognize that some face special challenges requiring electricity for emergency medical and life-support equipment. We ask these customers to contact River Falls Municipal Utilities to ensure placement on the medical needs list. With a written request from a physician, these customers may qualify for priority attention when restoring electricity as a result of a power outage. It is, however, important to prepare for potential interruptions in electric service and identify a location with emergency power capabilities, and make plans ahead of time to go there or to a health care facility during an outage. Contact River Falls Municipal Utilities at 715-425-0906 for additional information. ~

RFC-TV 16 WINS STATE AWARDS

River Falls Community Television Channel 16 was recognized for outstanding programming by the Wisconsin Association of PEG (Public, Education and Government) Access Channels. The WAPC 13th Annual Video Festival was held in Waukesha, Wisconsin, on May 5, 2011.



Congratulations to the following RFC-TV Staff and Volunteers:

Falcon Frontier Days Rodeo 2010 produced by Trish Juers won an Award of Merit in the Local Events Coverage category.

Threshing Bee 2010 produced by John Lindell won an Award of Merit in the Local Events Coverage category.

Lifting Up Haiti produced by Pat O'Malley won an Award of Merit in the Talk Show category.

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



Deputy Clerk, Bridget Hieb, and City Clerk, Lu Ann Hecht



Recall Election August 9, 2011

The recall election for Wisconsin State Senate District 10 is August 9 (current incumbent is Senator Sheila Harsdorf). The polls will be open from 7 a.m. to 8 p.m. You must be a registered voter to vote on Election Day. You may register to vote at the polling place, in the Clerk's Office or by mail. You will need to provide proof of residence. You will also be asked to show a photo ID at the polls.

The last day to register by mail is July 20, 2011. The last day to register in the Clerk's office is August 5, 2011. Absentee Voting can be done in the clerk's office or by mail.

To get an absentee ballot mailed to you, please provide a written request with your full name, your City of River Falls address, and the address where you need the ballot mailed. Please sign and date your request and either mail or e-mail (lhecht@rfcity.org) your request to: City Clerk, 222 Lewis Street, River Falls, WI 54022.

You may vote absentee in the Clerk's Office beginning on Monday, July 25, 2011. The last day to vote an absentee ballot in the Clerk's Office is Friday, August 5, 2011. For questions regarding voting in the City of River Falls, contact the City Clerk at 715-426-3408. ~

2012-2013 City of River Falls Election Inspectors Needed

Are you interested in being an Election Inspector in the City of River Falls? Election Inspectors will be appointed by the City Council at the December 12, 2011, Council Meeting.

Election Inspectors duties include registering voters, issuing ballots to registered voters, monitoring the voting equipment, explaining how to mark the ballot or use the voting equipment or tallying votes.

Polling places are open statewide from 7:00 a.m. to 8:00 p.m. Election Inspectors generally work from 6:30 a.m. until approximately 9:00 p.m. or later in the case of November elections. In the City of River Falls, election inspectors may be able to work a split shift depending on staffing needs.

Election Inspectors are appointed to a two-year term so individuals will be asked to make a two-year commitment. However, committing to one election cycle (Primary / General) is also appreciated. Election Inspectors must be a resident of the City of River Falls. Students 16 and 17 years of age may be appointed as Election Inspectors in the City if their parents are residents of River Falls.

The City and the Town of Troy Cooperative Agreement Update

At its May 25th meeting, the Cooperative Boundary Commission (consisting of 2 Town Board members, 1 City Councilor, the Community Development Director and the City Administrator) agreed that continued meetings on a Cooperative Boundary Plan would not likely result in an agreement. The Troy Town Board met in closed session on Thursday, May 19, to discuss a Cooperative Agreement and Plan with the City of River Falls. The representatives for the Troy Town Board explained to the City members of the Cooperative Boundary Commission that the Town Board would prefer to work cooperatively on smaller agreements with the City than to adopt an overall Cooperative Agreement and Plan. The Cooperative Commission agreed that the City and Town maintain communications on such items as: road improvements, planning, zoning, extraterritorial zoning, extraterritorial subdivision,

City of River Falls Election Inspectors are paid \$7.50 per hour for working at polling places. Inspectors are also compensated for attending required training sessions. Election Inspectors may also choose to volunteer their services by filing a written declination of compensation with the municipal clerk.

A Chief Inspector who has been certified by the State Elections Board must be present at each polling place for each election. Chief inspectors must receive six hours of continuing election education training during each two-year period.

Municipal clerks are required by state law to provide training. This training provides all of the necessary information and knowledge to be a successful election inspector. Attending training sessions is a requirement of all election inspectors.

If you are interested in being an Election Inspector in the City of River Falls, please contact the City Clerk at 715-426-3408 or Deputy Clerk at 715-426-3419. In November, letters will be sent to all electors who have indicated an interest. For more information please refer to WI State Statutes 7.30 Appointment of Election Officials or the City's web site at www.rfcity.org/elections. ~

annexations, policing, fire protection, ambulance services and on existing and proposed projects.

Although the City was not able to come to a final Cooperative Agreement and Plan with the Town of Troy, the City may pursue such discussions with the adjacent Towns of Kinnickinnic, River Falls, and Clifton. It is still important for the municipalities to establish long-term ground rules and limitations. When these ground rules are established in advance, both governments (and all effective land owners, residents and others) can plan intelligently and ensure that development is financially sustainable and that a balance of new developed conservation, redevelopment and natural resource protection is balanced. Although we are disappointed that six months of discussions did not produce an agreement, the City looks forward to continued discussions and cooperation with our neighbors on items that will benefit the greater River Falls community. ~

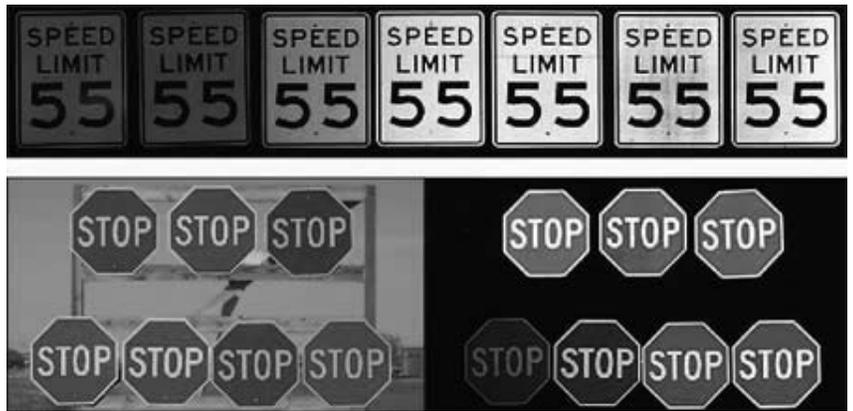
Retroreflectivity Standards

Driving on our streets and highways is about to become brighter at night. In 2007, the United States congress approved new legislation on how state and local agencies must manage their traffic control signs on public roadways. A sign's ability to reflect light back to its source, in this case a vehicle and its driver, is known as retroreflectivity.

Before January 1, 2012, the City of River Falls must have a policy in place to manage the retroreflectivity of traffic control signage. The City is in the process of developing an overall sign management plan that will provide us with required plans for meeting retroreflectivity standards and provide guidance related to all aspects of sign maintenance and installation.

Older signs may have used insufficient materials or weathered to the point where they do not meet these new standards outlined by the Federal Highway Administration (FHWA). This is exaggerated for drivers in a SUV or truck which receive less reflection from older signs due to an elevated seating position. The FHWA's goal of establishing required retroreflectivity standards is to assist drivers in their ability to react sooner to changing road conditions, utilizing materials with newer technologies that are brighter.

Some may ask why these mandates apply to City streets that are relatively bright already. In many cases, streets do not have lighting over every sign, and therefore, do not meet the standards required of our signs with street lighting alone. It's also important for sign visibility to meet the needs of as many demographics as possible. An aging population has brought the number of drivers above 65 years of age toward 20 percent in the United States. With age comes decreased eyesight and increased glare sensitivity, two complications that make interpreting a traffic sign more difficult.



Drivers may begin to notice changes over the coming years as these retroreflectivity standards are implemented. No later than January 1, 2015, all regulatory signs must be inspected and replaced if they do not adequately meet new requirements. Here in the City of River Falls, inspections will be evenly divided into three year cycles, in an attempt to evenly spread the necessary costs of implementation over the allowed implementation period. Included under regulatory sign inspections are stop signs, speed limits, warning signs and many others. No later than January, 1, 2018, all street name signs must be inspected and potentially replaced following the same model for regulatory signs. Parking signs are exempt from retroreflectivity standards.

The City has an opportunity to create a plan that deals with all aspects of sign maintenance and installation. This plan will attempt to reduce the number of signs to minimize clutter. The benefits include cost savings for tax payers.

More information can be found at www.minimumreflectivity.com or to discuss this matter further with city staff call Reid Wronski, Director of Public Works / City Engineer at 715-426-3409 or e-mail him at rwnski@rfcity.org.

2011 Street Management Program

Each year, the City Council budgets money to maintain the integrity of roadways within the City of River Falls. Proper and timely maintenance results in preserving the streets and avoids the significant disruption and cost associated with a complete street replacement project. There are currently no assessments for these preservation and maintenance practices. They are funded with a portion of your tax dollars and state transportation revenues. Maintenance practices include:

Crack Sealing - This work consists of cleaning debris out of the cracks in the pavement surface and filling the cracks with a sealant and is typically used for cracks less than 3/4" wide. It prevents surface water infiltration into the pavement foundation resulting in fewer potholes and/or spreading of cracks in the pavement.

Seal Coating - This work consists of the application of an asphaltic binder spray overlaid with crushed aggregate or slag. It seals minor cracks, improves skid resistance and protects the pavement from the deteriorating effects of traffic, sun, wind, and water.

Mill and Overlay - This work will begin with spot repairs of curb and gutter that meet City's replacement criteria in July and August. That work will be followed in September or early October by milling (grinding) the edge of the street adjacent to the curb and gutter, raising manholes in the street, and overlaying the street with a 1 1/2" new asphalt surface.

The following streets are part of the 2011 Mill and Overlay Project:

- Summit Street from North Main Street east to the pavement seam near River Falls Mini Storage.
- County Road MM from North Main Street west to the City Limits.
- Maple Street from Winter Street to the pavement seam near Apollo Road.
- Grove Street from Cedar Street to Division Street
- Division Street from Winter Street west to the end of the concrete curb and gutter.
- Apollo Road from Division Street to CTH MM.

Your patience and cooperation during maintenance activities will be greatly appreciated. We understand that this maintenance can create disruption in your scheduled daily activities. The successful completion of maintenance projects is most certainly a cooperative effort of the City of River Falls, the contractors, and you, the citizen. Please watch for construction workers and vehicles in the construction area, drive slowly when in the construction zone, and give the workers "THE BRAKE." Observe warning signs for changing conditions. Please assist in keeping children away from dangerous areas and equipment. Questions can be referred to Reid Wronski, Director of Public Works / City Engineer at 715-426-3409 or e-mail rwnski@rfcity.org.

Update on River Falls Park and Recreation Programs and Activities

It's our favorite time of year – why? Because of the wonderful weather and everyone is so happy to be outside and excited about summer activities! Thirty-four baseball/t-ball teams with over 500 children have registered and are on teams starting to practice all over town. A beautiful day of “Spring Training” was held on May 7 at Hoffman Park with over 125 children and adults working on their skill level, getting to know their teammates, and enjoying the hot dogs and Coke products donated by Viking Coca Cola.

The Glen Park Pool opened on June 8. Check out our family swim nights on Wednesdays, Fridays, and Sunday evenings from 6:15-8:15 p.m. when you can bring pool toys and enjoy family fun.

Most of the summer activities started on Monday, June 13. Activities still available for sign-up are: swimming lessons for ages 4-14, camps for ages 6-15, Water and Sports Camp, bike, football, tennis, cooking/gardening, gymnastics, Pixie Pom Pon and Dance Camps. Preschool camps for ages 4 to 6 years old are flag football, Think Tink, Pink-alicious and explorer camps.

Fall/winter activities to sign up for are soccer, football and basketball. If you have questions regarding activities anytime during the year, please call the River Falls Park and Recreation Department at 715-425-0924 or view the Activity Guide online at www.rfcity.org, click on Parks and Recreation Department. ~

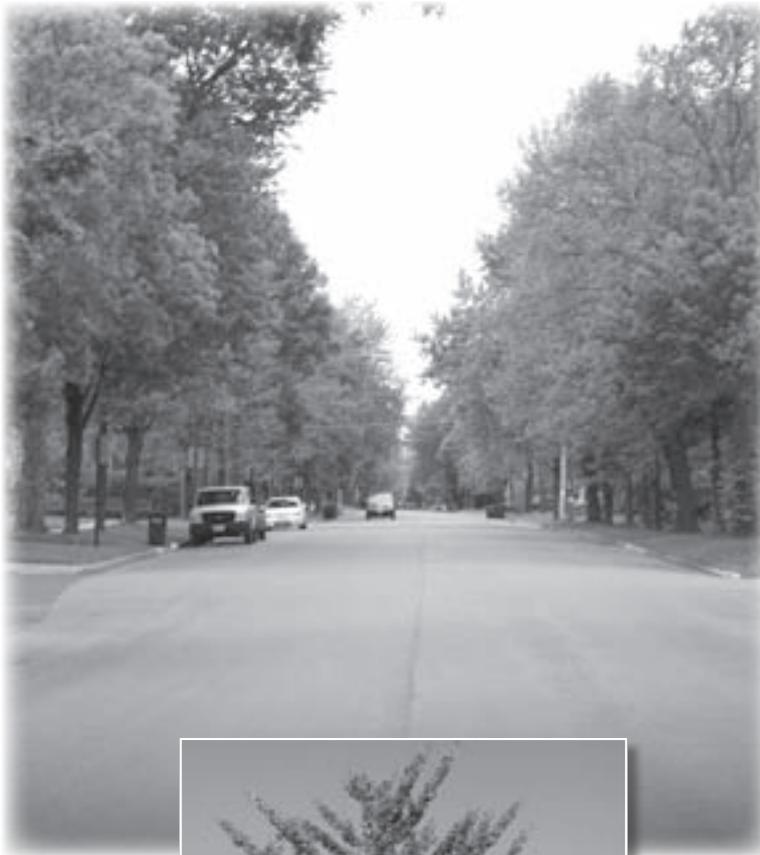
Tree Planting Program

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 and 100 new trees are planted along City streets and parks annually to replace trees lost to natural causes. Tree planting is done 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 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.

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



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 since 1993. Each year the community celebrates Arbor Day as part of our Tree City Membership. This 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.

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 web site at www.rfcity.org/comdev/urbanforestry.

If you have any questions about the City Forestry Program, please contact Tony Steiner at 715-426-3424. ~

Safety Patrol Picnic

On June 7, 2011, the annual River Falls Safety Patrol picnic was held at the Willow River State Park with over 200 safety patrol members attending. The picnic features many activities including swimming, hiking, fishing, and other outdoor activities. The picnic is a reward for the safety patrol members for their efforts to keep other students safe around the schools. Many parents and teachers volunteer as chaperones.

Police Officer Chris Gottfredsen has been organizing the picnic for the last couple of years and would like to acknowledge Mike Moody for his donation of 30 plus years as cook at the picnic. In addition to his duties as a cook, Mike picks up the groceries and helps with clean up. The menu included hot dogs, beans, chips, Kool Aid and Best Maid cookies.

This year Mike gave his 12 month notice. He was thanked for his years of donating his time as the Safety Patrol cook. Mike shared many stories of trial and error leading to a system which is in place today.

One story Mike shared was about a forgotten can opener. After all the supplies were brought to the picnic, it was realized that there was no can opener for the beans. Tim Engel from Dicks saved the day by bringing a can opener to the park. After sharing the story, Mike handed Chris the can opener as his official resignation.



The Police Department, which oversees and facilitates the picnic, presented Mike with an apron for his years of service. An old picture of Mike cooking at the Willow River State Park is on the front of the apron.

Thank you to everyone who makes this annual event a success. A special thank you to citizens like Mike who donate their time to the community. ~



River Falls 2011 Public Safety Citizen Academy

Have you ever wanted to put out a fire, process a fingerprint, help an injured person, see what a firefighter, police officer, or emergency medical technician really does?

The City of River Falls Public Safety Departments are planning a Citizen Academy to begin in September 2011. The Public Safety Citizen Academy is designed to introduce community members to the various demands of police, fire and emergency medical personnel. The Academy will provide an opportunity for participants to gather important information on the complexities involved in providing these services. This will be a very hands-on experience with the participants performing many of the tasks of your public safety emergency responders; from putting out a fire, process a fingerprint to working on a simulated medical scene.

The Academy is being planned for nine consecutive weeks, one night per week for approximately two hours. Anyone interested, please contact Sergeant Janis Bock of the River Falls Police Department at 715-425-0909 or by email at jbock@rfcity.org. ~

Lottery Credit on Tax Bill

If you owned and lived in your home on January 1, 2011, you may claim a lottery credit if the property was used as your primary residence.

According to Wisconsin Statutes, homes transferred after the January 1, 2011, certification date can qualify for the Lottery and Gaming Credit if the property was used by the previous owner as a primary residence on January 1, 2011.

You can check the County web site to verify that you are receiving the lottery credit.

Pierce County at: <http://www.co.pierce.wi.us/piercepublish/reports/search.php>

St. Croix County at: <http://stcroixwi.mapping-online.com/StCroixCoWi>

For lottery credit forms and more information regarding the Lottery and Gaming Credit contact your County Treasurer. ~

Pierce County Treasurer

Phyllis Beaström
P.O. Box 87, Ellsworth, WI 54011
715-273-6743

St. Croix County Treasurer

Laurie Noble
1101 Carmichael Road, Hudson, WI 54016
715-386-4645

River Falls Housing Authority



The Housing Authority of the City of River Falls was created by the City Council in 1967 to offer affordable rental housing to low and moderate-income senior citizens, persons with disabilities, and families with children.

The Housing Authority is a City Commission and operates without property tax. The Housing Authority pays the city an annual Payment in Lieu of Taxes (PILOT). This year the PILOT was \$54,395.

The Housing Authority Board of Commissioners meets on the second Tuesday of every month. The meetings are open to the public and minutes are available at City Hall along with a copy of our annual financial audit. Commissioners are volunteers appointed by the Mayor and City Council.



(L-R): Tad Jennings, Jeff Hoffman, Jenn Beck, Peggy Chukel, Katie Friedrich, Joan Nickleby, Karl Evju, Anne McAlpine

Eight employees keep the Housing Authority operating. Anne McAlpine is the Executive Director; Tad Jennings is the Facilities Manager, Jeff Hoffman and Karl Evju are the Maintenance Technicians and are in charge of maintenance, repairs, grounds, and capital improvements. Peggy Chukel, Joan Nickleby, Katie Friedrich, and Jenn Beck perform administrative duties. A tenant in each building serves as an emergency contact for evenings and weekends.

The Housing Authority is funded and regulated by various federal agencies, including the U.S. Department of Housing and Urban Development (HUD), USDA Rural Development, and IRS Low Income Tax Credit. These agencies set criteria for how the Housing Authority serves our community.

The Housing Authority currently owns and manages 200 apartments in River Falls. Riverview Manor, Edgewater, Briarwood, Oakpark, and Windmill Place are designated for elderly or disabled persons. There are 37 townhomes for families with children and the Section 8 Voucher Program provides rental assistance to 71 households living in private market rental units. Rent for a Housing Authority apartment is usually 30 percent of the tenant's gross income. Federal assistance is provided to families and individuals who have extremely low income. Most of the funding for operating and maintaining the apartments is from tenant rents. Operating costs are kept low as a result of competitive bidding for contracts and below market rate construction loans on the buildings.

Since 1986, the River Falls Housing Authority has utilized the Section 8 Housing Choice Voucher program to enable 71 eligible

families to select a rental unit from private market landlords in River Falls. The "Section 8 Program" was created by Congress in 1974 to provide rent assistance directly to tenants and is the eighth section of the U.S. Housing Act. Instead of building apartments that will be owned by the Housing Authority, Federal resources are used to make assistance payments on behalf of low income families renting an existing market rate apartment. Section 8 assistance payments to landlords was \$358,179 in 2010. Due to limited Federal resources, the wait for a Section 8 Voucher is very long.



Marian Ruhde

Not everyone is eligible for Housing Authority assistance. Families with children, senior citizens and persons living with a disability are eligible. HUD sets income eligibility limits which are revised annually to reflect the median income of the metropolitan area, including River Falls. Poor credit will not automatically disqualify a prospective renter; however, poor rental references or a history of illegal activity will disqualify an applicant from being offered housing. Assistance depends on federal funding. There are waiting lists for most apartments, townhomes, and programs.

The Housing Authority is proud to provide well-maintained and managed rental housing to citizens of River Falls. Long-term improvements are constantly being planned. The Housing Authority works with local contractors whenever possible. The Housing Authority's recent achievements include:

- 2005 – Selected as one of eight affordable housing providers in the nation to be eligible for a Demonstration Program to finance and preserve existing affordable housing and capital improvements in Oakpark Apartments.
- 2006 – Recognized by the regional Rural Development office for Excellence in Property Management in Edgewater and Briarwood Apartments.
- 2007 and 2010 – Received HUD High Performer recognition for excellence in management, resident satisfaction, physical inspection and financial management.
- 2007 – Completed construction of Windmill Place, a 24-unit apartment building with affordable rent and energy efficient operation.
- 2009 – Family housing electrical systems were upgraded using American Reinvestment and Recovery Act funds.
- 2011 – Received Weatherization grant of \$442,836 to provide weatherization and energy saving upgrades to all multifamily buildings.



(continued on page 9)

River Falls Housing Authority

(continued from page 8)

The vision for the Housing Authority of the City of River Falls is to provide responsive and responsible leadership in the delivery of housing opportunities to persons of low and moderate income.

The Mission of the Housing Authority of the City of River Falls is to manage, maintain, and facilitate affordable housing in accordance with Federal and State Statute. Our goal is to work in partnership with the community to assess housing needs and opportunities and to be proactive, creative, and collaborative in the development and delivery of fair, safe, sustainable, and inclusive housing programs.



A recently completed strategic plan sets long-range goals of the organization. Two of the goals for the period 2011 – 2015 are to increase efficiency in all areas of operation and to work in partnership with the City of River Falls to meet the housing needs of all city residents.

Our job satisfaction comes from knowing that we work together to provide families, persons with disabilities, and adults over 55, a safe, well maintained, and affordable home in a vibrant, growing, inclusive community like River Falls.

For more information or an application, visit our website: rfhousing.org, give us a call: 715-425-7640, or stop by our office: 625 N. Main Street in the Riverview Manor apartment building. Business hours are Monday, Wednesday, Friday 8:30 a.m. – 5 p.m. and Tuesday and Thursday 8:30 a.m. – 12:30 p.m. ~



2011 Summer Interns

Christopher Browning



Chris Browning is joining the City staff for a second summer. This summer Chris will be working for Community Development. He will be working on this year's Trends Report, updating the available building and site information partnership document, doing the application and implementation of the Bicycle Friendly Community program. ~

Stephen Baisden



Stephen is a graduate from UWRF and will be starting his second year of graduate school in planning at UW-Milwaukee. Stephen will be working in Community Development where he will be updating the commercial City property maps, St. Croix Valley Habitat for Humanity Eco Village, mapping of trails, park and opens spaces and mapping, cooperative boundary mapping, along with assisting with planning and land applications. He will also be working with City Planner, Tony Steiner, on mapping. ~

Matt Schwalen



Matt is a native from River Falls. He has just completed his freshman year of Civil Engineering studies at Michigan Tech and will be working in the Engineering Department. Matt will be focused on developing a plan for meeting new federal mandates for traffic signage throughout the City. ~

Employee Spotlight –



Jeff Rixmann

Jeff Rixmann has worked for the City of River Falls for 16 years. He was initially hired as a paid on-call member for the ambulance in November 1994. He was voted by the ambulance members to the Assistant Director position in 1996. He was selected and began as the first full time EMS Director for River Falls in February 2000. Jeff is currently the President and Founder of the Tri-County EMS Association of Polk, St. Croix and Pierce Counties of Western Wisconsin. He is also involved in several state and local groups, boards and associations.

Along with a degree in Biology with an emphasis in Genetics and a minor in Business Administration from UW-River Falls, Jeff also holds a Paramedic Science Degree from CVTC. Jeff is currently working toward a Fire Science degree and his future goal is to obtain a Master's degree in Management.

Jeff worked for Mycogen Seeds performing genetic research and also for the Red Wing Tannery (now Red Wing Shoe) as a lead chemical analyst prior to being hired as EMS Director. Jeff's interest in pre-hospital care began in high school when his parents recommended taking a first responder program to learn how to provide immediate live saving care to others (or himself) if needed.

Jeff has been married for 15 years to April, who works at Meyer Middle School and they have five children: Tim (freshman), Heidi, (6th grade), Nate (4th grade), Sam and Alli (1st grade).

Jeff enjoys the outdoors, spending time with family, sports, hunting, fishing and boating. His biggest interests involve coaching youth basketball (boys and girls) and restoring his collection of antique tractors. He also does some crop farming on the side. Jeff really enjoys his position and appreciates all the community support. He feels the best part of his position is community involvement and dealing with the improvement of public or personal safety.

If you are interested in what River Falls EMS has to offer, call, email or stop by the EMS station. Jeff would love to show you around and convince you to do an EMS ride-along for a shift or two. ~

What Can I Do to Help the Kinni?

1. Be a Pooper Scooper: Pick Up After Your Pets

You can flush pet waste down the toilet, bury it 4-6 inches deep in the yard, toss it in the garbage, or dispose in a specially designed composter.

2. Keep soil in your yard and out of our waterways

Bare soil easily washes into the storm drains. Cover exposed soil with seed and mulch as soon as possible. Cover piles of soil for your yard or garden with a tarp until you're ready to use it.

3. Keep leaves and grass clippings out of ditches, swales and waterways

Use leaves and/or grass clippings as mulch, or add it to a compost pile. Clippings and leaves can also be tilled directly into gardens or flowerbeds. City residents can utilize the City's compost site.

4. Kick Your Chemical Dependency

Use non-toxic alternatives to conventional household chemicals whenever possible. When not possible, properly dispose of hazardous household chemicals such as oil-based paints, cleaning chemicals, pesticides, solvents, batteries and disinfectants. Contact Pierce or St. Croix County to learn more about how to dispose of hazardous chemicals.

Maximize infiltration in your yard by directing rain water away from paved areas.

5. Don't overfeed your lawn

Test your soil before buying and applying fertilizer to your lawn. If soil tests show that your lawn does need fertilizer, apply according to manufacturer's instructions. After fertilizer application, you should sweep excess fertilizer off the driveway and street.

6. Practice Careful Car Care

Regularly maintain your car and fix any oil, radiator or transmission leaks as soon as you see them. If you change your own oil, make sure to take the used oil to a recycling collection site. Also, consider using a commercial car wash, or wash your car on your lawn to prevent car-washing detergents from washing down the storm drain.

7. Use a proper container for trash and recyclables

Don't put trash into the street or gutter where it can be washed into the storm sewer system and then to local waterways.

8. Be a watershed watchdog

If you see a potential storm water problem, such as clogged storm drains, trash in the gutter, pollutants washing into or discharging from storm sewers, or uncontrolled erosion from construction sites, pick up the trash and properly dispose of it, or contact the City.

9. Make Friends With Your Watershed

Join a local watershed or conservation group and help clean up waterways in your area. Join local river cleanup efforts or volunteer to adopt a pond. ~

Hot Tub/Pool Draining

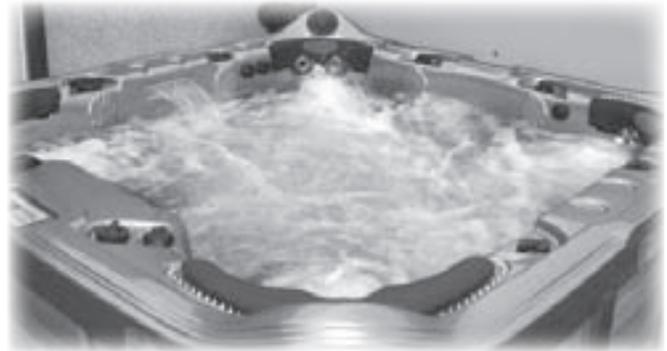
The City of River Falls does not require a permit to discharge pool water, however, please keep in mind the following procedures and restrictions.

To protect the environment, the following "Best Management Practices" apply to water discharged from swimming pools and hot tubs:

- It is recommended that discharge water be directed to grass and/or landscaping.
- If irrigating on site is not possible, water may be discharged off the owner's property provided it is directed to a curbline gutter of a paved street.

How to drain your pool or spa:

- Prior to irrigating or disposing of the water, shut off the chlorination system (if you have one) or stop adding chlorine.
- Let the water in the pool or spa "sit" for at least one week to reduce the chlorine or bromine level until it is undetectable and temperature is at air temperature.
- Measure the pH. It should fall within a range of 6.5-8.5 prior to discharge. Discharge water should not be cloudy or discolored as this typically indicates a pH imbalance.



- As the water is discharging, it must be monitored to ensure that it does not cause any erosion or flooding. Erosion is most likely to occur at houses on a bluff that discharge to the rear yard down the steep slope.
- Discharges may not run onto a neighbor's property or across a sidewalk
- If a pool or spa has been acid washed, the water may not be discharged off the pool/spa owner's property.
- Water from back flushing pool filters should not be discharged to a stream, ditch or storm sewer. Back flush from pool filters must be discharged to the sanitary sewer or on-site septic tank and drain field system. ~



Did you know...

Discharging chlorinated pool/spa water into streams is harmful to fish and other aquatic life. Just as the chlorine is so effective at killing the bacteria and algae in your pool or spa, it can also kill the natural biota in the Kinnickinnic River. ~

Plant a Rain Garden

Water quality issues are important to many River Falls residents, and many homeowners are realizing that they can capture rainfall and put it to a more productive, environmentally safe use. There are three prime ways to achieve this goal:

1. Re-redirect downspouts away from impervious surfaces and toward gardens and grassy areas where water can infiltrate into the ground.
2. Collect and store rainwater from downspouts and rooftops into rain barrels for future use watering lawns and gardens.
3. Build an attractive rain garden to absorb runoff and provide a habitat for wildlife and native plants.

The Spring City Newsletter talked about rain barrels, so this article will highlight re-directing downspouts and rain gardens.

Redirect Downspouts

Each downspout on a house can drain approximately 12 gallons of water every minute during a rainfall. Unfortunately, most of that rainwater is directed down driveways and sidewalks and ends up in underground pipes that lead to the Kinnickinnic River. Along the way, this storm water runoff picks up pollutants, such as lawn chemicals, motor oil, and pet waste, eventually ending up untreated in lakes and streams. This problem has lasting environmental, health, and economic impacts on the Kinnickinnic River.

Homeowners can improve the water quality in their neighborhoods by disconnecting their downspouts and redirecting the flow of water to a grassy area or garden. That way rain infiltrates into the soil and recharges groundwater.

Plant Rain Gardens

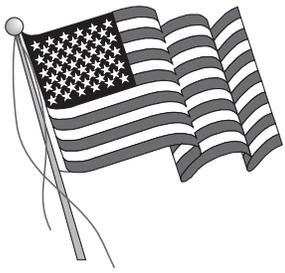
One of the key benefits of rain gardens is that they allow 30 percent more water to soak into the ground as compared to a patch of conventional lawn. The idea is simple; runoff is directed to the garden where it slowly filters into the ground instead of running directly into a storm sewer. These gardens reduce the amount of water that enters the local storm drain systems and the Kinnickinnic.

Rain gardens are basically sunken gardens that are 4-12 inches deep with a flat bottom, designed to trap and infiltration rainwater. They are normally about one-third the size of what is draining to it, usually a roof, yard, or driveway. Deep-rooted native plants can absorb more water than other varieties. These gardens use little or no pesticides and don't need watering once established. The maintenance is similar to what is required for a perennial garden.

Proponents of rain gardens see this amenity as a personal contribution to cleaner water in your community, while also adding to the value of your home. The cost depends on who does the labor, the size, and the need to purchase plants. A homeowner who does all the work but uses purchased prairie plants will spend \$3 to \$5 per square foot. If a professional landscaper does all the work, the cost will be \$10 to \$12 per square foot. Rain gardens should be located at least 10 feet from the house to catch only roof runoff from the downspout or further out to collect lawn and roof runoff.



Rain garden experts recommend that property owners contact Digger's Hotline (811 or 1-800-242-8511) before beginning. They also suggest bringing in friends to assist with building the rain garden to make it a more manageable project. It takes about six hours to dig an average-size rain garden. With the help of friends, it could be only a few hours. Renting a small backhoe with caterpillar treads could help as well. Homeowners interested in planning a rain garden can obtain a free how-to manual prepared by the Wisconsin Department of Natural Resources (WDNR) and University of Wisconsin-Extension. Just Google "raingarden how to manual" for a free download. ~



River Falls Area Optimist Club Flag Service

The River Falls Area Optimist Club has requested and received approval from the City to place American flags and poles in front of residents' homes. The Optimist Club will advertise and solicit residents interested in subscribing to the flag service. Flags will be placed in yards or terraces or between the street and the sidewalk where sidewalks exist. The flag would be placed on the following holidays: Memorial Day, Independence Day, Labor Day, Flag Day, Veteran's Day, and Parade Day of River Falls Days. If you have any additional questions, please contact Tom Bednarowski at 715-425-8000 or Patrick Traynor at 715-222-9143. ~



Historic Preservation Plaques

The City Historic Preservation Commission (HPC) is active in recognizing both commercial and residential buildings in the community that are landmark structures, and over the past several years have begun memorializing these structures with plaques. There are a number of plaques already in place on selected downtown buildings that depict a historic view of the building along with a brief chronological history. The HPC has reviewed all buildings within the downtown area and created a list of historically significant properties eligible for a plaque. The HPC has worked with property owners and as of this writing has placed plaques on 11 buildings downtown. The next time you are downtown look around and see how many you can discover.

The HPC also has a program for recognizing landmark residential structures. Homes that have plaques in this program are 50 years and older and exhibit a significant architectural style or have historic significance to the community because of a former resident. A number of homes have had plaques placed over the past several years. If you feel your home merits recognition, contact the Community Development Department at 715-426-3424 for details. ~

Rental Housing Program

In the 1960s, our community and the university were growing rapidly. Between 1960 and 1970 the City grew in population by 48.5 percent (2,363) and UW-River Falls by 35 percent (2,711). In 1972, the City adopted a Housing Ordinance to help ensure that residential rental properties were maintained in safe and sanitary conditions for the occupants and the public, and that the quality of our housing base remained strong. Those new ordinance standards were a compilation of established Federal and State guidelines. The ordinance was updated in 1998 and again amended in 2010 to reflect changes in our rental housing program.

Our Municipal Housing Ordinance, now titled Ch. 15.16, establishes the responsibilities of landlords and tenants and outlines minimum standards for a variety of elements within dwelling units and the buildings in which they are contained. Those elements range from garbage, sanitary conditions, exterior building maintenance, upkeep and replacement of supplied appliances and fixtures, means of egress (escape), smoke and carbon monoxide alarms, lighting, heating and regulating the number of legal occupants within a dwelling unit.

The program change made in 2010 was a result of an evaluation initiated by landlords and rental property managers within the City. City staff met and worked with both landlords and managers to review several options including the reduction of license fees, extending the license cycle to five

years, changing to a permitting program and possibly eliminating the rental program entirely.

After having the program in place for 38 years, noting that 98 percent of our rental dwelling units were being issued Class A licenses, (substantially in compliance with State and City Codes), and reviewing the high cost of maintaining and operating our rental inspection program, the following changes were implemented and approved by the City Council in July of 2010 to allow the continued enforcement of the rental housing program:

- The "licensing" aspect and rental renewal inspections are eliminated.
- A "permitting" policy was initiated with an annual fee of \$10 per dwelling unit, retroactive to January 1, 2010. These new annual permit fees cover most of the City's costs associated with complaint processing and general rental code inquires.
- Rental inspections are now complaint based only, with a possible \$100 per unit inspection fee assessed when complaints are validated.

Our Housing Ordinance Ch. 15.16 is available at City Hall or on the City website. Any issues that arise during a tenancy should be addressed immediately. Good communication between tenants and landlords is imperative in order to identify any problems and establish a reasonable timetable to allow the correction of those concerns. For any general questions or complaints contact the City at 715-426-3426. ~



FAIR HOUSING LAWS PROTECTING AGAINST DISCRIMINATION

River Falls is a growing city with a variety of housing choices. Approximately half of our local housing market includes rental dwellings. We thought it would be helpful to tenants, landlords, and home-buyers to share some background on these laws that help to provide protection against discrimination in the rental, sale and financing of housing.

When the first Civil Rights Act of 1964 ended institutionalized racism in America it did not extend that protection to housing. While Congress had discussed a fair housing bill in the early 1960's, not much was done to make it a reality.

In 1965, Wisconsin adopted statutes prohibiting discrimination based on race, color, religion, national origin, ancestry. Amendments were made in later years to include gender (1975), age 18 and over, disability, lawful source of income and marital status (1980), sexual orientation (1982), exemption for housing older persons, family status and accessibility requirements (1992).

As veterans returned from the Vietnam War, they discovered that racial preferences barred those of color from living in the neighborhoods of their choice. In 1966, a series of open-housing marches in Chicago, led by Dr. Martin Luther King, Jr., finally put the issue of fair housing firmly on the national political map. Following Dr. King's assassination on April 4, 1968, President Lyndon Johnson pushed Congress to pass an upgraded Civil Rights Act. On April 11, 1968, just one week after Dr. King was killed; a federal Fair Housing Act was put into law.

The Federal Dept. of Housing and Urban Development defines "fair housing choice" as the ability of persons of similar income to have available to them the same housing choices, regardless of race, color, religion, sex, disability, familial status, or national origin.

Some examples of discrimination include:

- Refusing to rent or negotiate with someone for the rental or sale of a dwelling.
- Failing to renew a lease or lying about the availability of a dwelling.

- Applying different terms or rental conditions.
- Providing different rental privileges or services.
- Not allowing a person with a disability to make reasonable modifications to the unit.
- Applying different rental or mortgage application standards or fees.
- Failing to build accessible multi-family housing.
- Harassing or interfering with a person's quiet enjoyment of a dwelling.
- Steering persons to certain units or buildings within an apartment complex.

A few circumstances where discrimination may be legal include turning a family with "too many" people away if a reasonable government requirement limits the number of occupants for the dwelling unit, under certain conditions, restricting persons over a certain age from housing primarily intended and operated for older persons, and denying housing to a person who poses a direct threat to the safety of others or whose tenancy would result in substantial physical damage to property, provided the risk can't be sufficiently reduced by a reasonable accommodation.

Generally, persons who prove they were victims of discrimination may receive out of pocket losses and interest, attorney fees and costs, compensatory damages for losses or injury, punitive damages if filed in court, injunctive relief, or other remedies or fines.

What can you do if you feel that you have been discriminated against? A person alleging discrimination may file a complaint within one year of the discriminatory action through the Equal Rights Division of the State of Wisconsin Department of Workforce Development under Chapter 106 of the State Statutes. It should be noted that the Equal Rights Division does not provide legal representation for either party.

A complaint form with instructions is available from the State of Wisconsin, Department of Workforce Development, Equal Rights Division. You may also contact the Equal Rights Division at 608-266-6860 or 414-227-4384, TTY: 608-264-8752 TTY or at their Web Site: <http://dwd.wisconsin.gov/er>.

To file a Federal Fair Housing complaint, contact the U.S. Department of Housing and Urban Development at 1-800-765-9372, TTY 1-800-927-9275 or electronically at www.hud.gov.

River Falls Emergency Weather Warning Siren Test Dates

The City of River Falls will be doing audible testing of the outdoor warning siren system on the following dates. If severe or threatening weather exists on any of these scheduled dates, the test will be the next day (Tuesday) at the same time.

- **Monday, July 25, at 1 p.m.**
Make-up date – Tuesday, July 26, at 1 p.m.
- **Monday, August 22, at 1 p.m.**
Make-up date – Tuesday, August 23, at 1 p.m.
- **Monday, September 26, at 1 p.m.**
Make-up date – Tuesday, September 27, at 1 p.m.

It is important to remember 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: <http://www.nws.noaa.gov/safety.php> or Wisconsin Emergency Management website at: <http://emergencymanagement.wi.gov> or by calling the River Falls Police Department.



A Journey Through Time - River Falls Municipal Power Plant

Since the humble beginnings at the site of the Junction Flour Mill in 1900, River Falls Municipal Utilities has continually strived to improve productivity, reliability, and services that meet its customers' needs at the lowest possible cost. To stay true to this mission, it has been determined that the time has come to decommission the power plant. While this was an extremely difficult decision to make, it is now time to reflect upon the evolution of the power plant over the last 111 years.

In the early 1900s, several citizens pooled their own resources to purchase the Junction Mills and Foster water power (which was used in the past for lumber and milling operations) to construct the first power plant in River Falls. On November 29, 1900, downtown River Falls first glowed under the power of electric lamps. By 1902, there were 1,500 electric lights in the city and by 1903 the city had to suspend further installation of lights until a second generating plant at the Powell Falls was developed. By 1904 the number of lights had quadrupled. Eventually, the founders of the electric corporation turned the operation over to the City of River Falls.

Until 1923, electricity was supplied by hydro power and was used to run the lights that replaced old gas lamps in town. Then in the later 1920s, two diesel engines were installed to increase capacity at the plant by 525 kilowatt (kW). As the city continued to grow, the plant capacity was again increased by 1,957 kW with the addition of two diesel engines and one water engine.

With the increased usage of electric appliances, the demand for more power amplified, so in 1948, the utility purchased a power supply contract for partial power from the Rural Electric Association. From 1948 to 1965, the demand for electricity increased dramatically and there weren't enough generators to supply that demand. So in 1965, two diesel/gas fuel engines totaling 4,715 kW were installed. River Falls experienced a huge growth spurt in the late 1960s and by 1972, a 5,600 dual fuel

engine was installed and a new distribution substation was built at the plant site.

Where once the greatest electricity use was tallied during the winter months, high power surges now started to peak during the summer, when customers used air conditioners to cool their homes and businesses. So the search for better, more cost effective ways to supply energy continued. In 1977, another new substation was built to tie into Northern States Power's transmission system.

In 1980, the utility joined the Wisconsin Municipal Joint Action Agency, Wisconsin Public Power Inc. (now called WPPI Energy). Eight years later, a generation output agreement was formed with WPPI for the purchase of River Falls' capacity output during power shortages and/or when costs of power was high due to heavy demands on the system. A long-term power supply contract was then signed in 1989, under which WPPI provided and River Falls purchased all of the power and energy requirements from WPPI. As part of this contract, River Falls began receiving payments from WPPI for its generating units based on capacity to provide power.

During the 1900s, the power plant began providing the community service of 24 hour dispatch for local fire and ambulance, as well as weather siren notification. In 1991, the WPPI membership purchased 110 MW of power from Minnesota Power and Light, which served the power load for the City of River Falls and other WPPI members. At times River Falls was called on to generate, primarily being dispatched for economics and occasionally to support the reliability of Western Wisconsin's electric transmission grid. In the fall of 1998, two rebuilt dual fuel engines were purchased to boost power production by 8,600 kW, increase earnings, and do so with less pollution to the environment.

In 2005, WPPI Energy, including River Falls, was required to begin operating under the Midwest Independent System Operator market, necessitating all generation be bid into the market a day in advance and in real time. As a result of this new structure and excess supply capacity in the market, diesel and dual fuel reciprocating engines became less valuable, including those in River Falls.

(continued on page 15)

Two Simple Ways to Pay Your Utility Bill, Wherever You May Be!

It seems that electronic advances are making things more and more convenient. You don't even have to leave the house to shop anymore. You can have virtually anything delivered. You don't even have to walk out to the mailbox to pay your electric, water and sewer bill. It can all be done electronically from the comfort of the living room with a home computer.

Electronic Bill Payment

Join 20 percent of River Falls Municipal Utilities customers and take advantage of **FREE** electronic bill payment service. You can have your electric, water, and sewer bill electronically paid from any bank, savings and loan, or credit union account. Sign up today to start enjoying the benefits of not writing a check, not paying postage, and avoiding late payment charges. You will still have control of your utility payments. When you receive your monthly bill, review it. If it is correct, record the amount in your checkbook register, but if an error happens to exist, simply give us a call. Your bill will state **"P.A.P. DO NOT PAY"** (P.A.P. means "preauthorized

payment"). The due date that appears on your bill is the date that funds are withdrawn from your account. If this day falls on a weekend, the funds are withdrawn on the next business day.

Online Account Payment

Access My Account is a service that allows you to view your account history and pay your bill through River Falls Municipal Utilities' web site (www.rfmu.org) – at **NO CHARGE**. With this service, you will be able to review your account information 24 hours a day, 7 days a week, pay your bill, view and print energy usage information and billing history, and submit a service request. Before you can view your account information or make a payment, you will need to login to our secure site. To get started, click on the **Access My Account** icon on the front page of our website. After carefully entering your name and account number exactly as it appears on your bill, you will have the ability to review your account.

River Falls Municipal Utilities payments continue to be accepted by mail and at City Hall – either in person at the front desk or via the outside payment drop box. For additional information regarding utility payment options, please contact River Falls Municipal Utilities at 715-425-0906 or visit www.rfmu.org. ~

A Journey Through Time - River Falls Municipal Power Plant

(continued from page 14)

Over recent years, Wisconsin's electric transmission system has improved tremendously allowing the option to purchase generation out of state at a lower market cost. With these improvements, River Falls is now served by three major transmission sources, minimizing the need to generate locally in the case of a catastrophic event. River Falls was last called upon to generate in December 2007, despite the fact that requests to generate were higher than normal that year.

During the summer of 2010, River Falls celebrated the milestone of providing municipally owned power to the River Falls community for the last 110 years. Both employees and the public were encouraged to gather in celebration and tour the power plant while enjoying ice cream treats.

On September 24, 2010, WPPI provided notice of termination of the generation output agreement to be effective in 2015. WPPI's long term purchase of the River Falls' output has been beneficial in the past to both WPPI and River Falls, but the value has declined considerably due to current market pricing and for the long term outlook of the market. In addition to the contract termination, newly proposed national guidelines were announced, likely requiring an investment in pollution controls to reduce air emissions.

With these developments, River Falls was faced with an extremely difficult decision. In the months following the termination announcement, the grueling task of analyzing the financial feasibility of continuing generation operations long term without the supplemental support of capacity payments began. A third-party consultant was hired to assist in researching a variety of options and numerous meetings were held to discuss

these options in great detail. Each step along the way transpired into the inevitable decision of closing the plant. By the end of June 2011, the decision was made to accept a financial buyout package from WPPI to begin decommissioning of the plant beginning July 1, 2011.

Following this decision, best options for the market value of the assets at the plant will be sought. Test runs were scheduled in July to demonstrate operability of engines to potential buyers. Sealed bids will be accepted with approval anticipated in August with any



remaining items to be demolished and removed from the plant. Future use of the plant has yet to be determined; however, it is known that the electric substation will remain operational and the two hydroelectric generating facilities will continue generating at .40 MW net capability. Electric rates are not anticipated to change as a result of these changes.

On June 9, the plant began operating at one shift. Separation agreements have been offered to electric employees to ease the transition during this difficult time. The decommissioning process is anticipated to be finalized December 2011.

Through this difficult decision making process, River Falls Municipal Utilities has vowed to make the best decision for customers, while expressing great gratitude to the numerous employees dedicated to providing local power in our community since 1900.

Contact River Falls Municipal Utilities at 715-425-0906 for additional information. ~



Leadership River Falls

Recently City staff members, Mike Noreen, Janet Burns and Dawn Wills, graduated from the River Falls Chamber of Commerce Leadership River Falls (LRF) program. The purpose of Leadership River Falls is to develop leaders who are willing to accept ownership of community issues, have the skills to help others work together, have the ability to empower others to be a part of the solution, and wish to serve others above themselves. As a part of the LRF, attendees worked on a community project. This year's class raised monies to install a swing for children with special needs in Glen Park. ~

Municipal Court Office Hours Effective January 1, 2011

MONDAY
9:00 AM to 5:00 PM
TUESDAY
8:00 AM to 4:00 PM
WEDNESDAY
8:00 AM to 5:00 PM
THURSDAY
9:00 AM to 5:00 PM
FRIDAY
9:00 AM to 4:00 PM

(Closed 12 Noon to 1:00 p.m.)

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:

Margaret Smith
Dawn Wills
Cindi Danke
Chris Blasius
Kristy Treichel
Tony Steiner



Back Row: Tom Caflisch, Scott Morrisette, David Cronk, Randy Kusilek
Front Row: Bob Hughes, David Reese, Mayor Don Richards, Jim Nordgren

The Current Mayor and Common Council

Position	Name	Address	Phone	E-mail Address
Mayor	Don Richards	106 N. Wasson	715-441-2397	drichards@rfcity.org
At Large	Randy Kusilek	518 N. Winter	715-425-0415	rkusilek@rfcity.org
At Large	David Cronk	843 Leroy Lane	715-425-9174	dcronk@rfcity.org
At Large	Scott Morrisette	2137 Rushmore Drive	715-425-8993	smorrisette@rfcity.org
District 1	Tom Caflisch	508 Roosevelt Court	715-425-7186	tcaflisch@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	Bob Hughes	709 Bartosh Lane	715-441-8325	bhughes@rfcity.org



Thank you to the employees who participated in the annual Spring Clean-up Walk on April 29. Pictured in front (L-R): Cindi Danke, Bridget Hieb, Kayla Burt, Lu Ann Hecht and Janet Burns. Standing: (L-R) Mayor Don Richards, Mike Noreen, Tim Wiste, Chuck Beranek, Derrick Peterson, Dan and Kristy Treichel and Tony Steiner. Thank you to everyone for making the day a success!



City of River Falls
Web Site
www.rfcity.org

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