



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Finance Committee

Monday, January 24, 2022

5:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[22-0032](#) January 10, 2022 Finance Committee minutes

Attachments: [MeetingMinutes Jan-10-2022-10-15-49.pdf](#)

4. **Public Hearings/Apearances**

5. **Action Items**

[21-1787](#) Request to award contract for brand development services of \$58,700 and additional development and implementation preparation services of \$30,140 to Unlisted, LLC as part of the City's brand study, and approve the related 2022 Budget amendment

General Fund - Mayor's Office

Consulting Services \$ 88,840

Fund Balance - Reserve for Brand Study -\$ 88,840

To allocate funding for initial costs related to the City's brand study.

Attachments: [Memo to Finance Committee Re Brand RFP 01172022.pdf](#)

[Brand Study Recommendation Memo.pdf](#)

[CoA RFP for Rebranding Positioning and Marketing Services Final.pdf](#)

Legislative History

1/10/22 Finance Committee held

[22-0054](#) #2-R-22 Improve Communication, Technology, and Pedestrian Safety

Attachments: [#2-R-22 Communication, Technology Ped. Safety.pdf](#)

[22-0038](#) Request to award the City of Appleton's 2022 Pierce Park Hardscapes Reconstruction Project contract to Vinton Construction Co., in the amount of \$628,036 with a contingency of 11% for a project total not to exceed \$697,120

Attachments: [2022 Pierce Park Hardscape Renovation Project.pdf](#)

[22-0053](#) Request to award the City of Appleton's 2022 City Hall Common Space Remodel contract to Milbach Construction Services, Co in the amount of \$1,535,058 with a contingency of 10% for a contract total not to exceed \$1,688,564

Attachments: [2022 City Hall Remodel Project.pdf](#)

[22-0059](#) Request to approve the following 2022 Budget amendment:

General Fund - Human Resources Department

Consulting Services	+\$ 35,000
2021 Carryover Funds (General Fund Balance)	-\$ 35,000

to fund the cost of professional recruitment fees for the Public Works Director position (2/3 vote of Council required)

Attachments: [HR Memo.pdf](#)

6. Information Items

[22-0033](#) Contract 74-21 was awarded to Green Bay Pipe & TV for \$272,500 for Sewer Cleaning & Televising. Payments issued to date total \$244,854.52. Request final payment of \$27,207.82

[22-0034](#) Contract 61-21 was awarded to Schulze Exteriors, LLC for the 2021 Park Pavilions Roof Replacement Project in the amount of \$106,374 with a contingency of \$10,000. One change order was issued in the amount of \$9,958 to reconfigure downspouts and replace the rotten wood under the shingles. Payments to date total \$111,561.45. Request to issue the final contract payment of \$4,410.55

[22-0035](#) Change Order #5 to Staab Construction contract as part of the 2019 AWWTP Improvements Projects totaling \$15,110 resulting in a decrease in contingency from \$251,110 to \$236,000

Attachments: [220114_Finance Memo 2019 AWWTP Improvements Staab Change Order No5](#)
[2019 AWWTP Improvements Staab Change Order No5.pdf](#)

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.

For questions regarding this agenda, please contact Tony Saucerman at (920) 832-6440.



City of Appleton

100 North Appleton Street
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Meeting Minutes Finance Committee

Monday, January 10, 2022

5:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 5:30pm

2. Roll call of membership

Ald. Meltzer attending remotely.

Present: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland

3. Approval of minutes from previous meeting

[21-1763](#)

December 15, 2021 Finance Committee minutes

Attachments: [MeetingMinutesDec-15-2021-07-19-25.pdf](#)

**Reed moved, seconded by Firkus, that the Minutes be approved. Roll Call.
Motion carried by the following vote:**

Aye: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland

4. Public Hearings/Appearances

5. Action Items

[21-1753](#)

Request to approve the Relocation Order for N8770 Firelane 1 for water main construction

Attachments: [0938 - Relocation Order.pdf](#)

Reed moved, seconded by Firkus, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland

[21-1754](#)

Request to approve the Relocation Order for Appleton Street from Washington Street to Packard Street fro sidewalk construction and signal modification

Attachments: [0934-0937 - Relocation Order.pdf](#)

Firkus moved, seconded by Meltzer, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland

[21-1755](#)

Request to approve the following 2021 Budget amendments:

Vaccination Clinic Grant Fund

Health Grants and Aids	+\$118,000
Salaries and Wages	+\$ 62,100
Fringes	+\$ 15,200
Parking Permits	+\$ 300
Office Supplies	+\$ 500
Other Miscellaneous Supplies	+\$ 11,900
Outside Printing	+\$ 2,500
Miscellaneous Equipment	+\$ 500
Other Contracts/Obligations	+\$ 25,000

to record grant funds from the State Department of Health Services for 2021-2024 COVID-19 vaccination costs

Vaccination Clinic Grant Fund

Other Reimbursements	+\$104,835
Outside Printing	+\$ 7,889
Medical/Lab Supplies	+\$ 900
Other Contracts/Obligations	+\$ 96,046

to record reimbursement from Outagamie County for 60% of non-staff costs for the Fox Cities Vaccination Clinic

Vaccination Clinic Grant Fund

Miscellaneous Revenue	+\$ 18,131
Overtime	+\$ 15,411
Fringes	+\$ 2,720

to record revenue received from sale of beds used to cover costs of Fire overtime and fringes for EMS

ELC (Epidemiology & Laboratory Capacity) COVID Grant Fund

Health Grants and Aids	+\$625,900
Salaries and Wages	+\$260,000
Fringes	+\$ 30,000
Other Miscellaneous Supplies	+\$150,000
Outside Printing	+\$ 5,000
Facilities Charges	+\$ 10,000
Other Contracts/Obligations	+\$170,900

to record additional grant funds from the State Department of Health Services for 2021-2022 COVID-19 pandemic response costs

ELC (Epidemiology & Laboratory Capacity) COVID Grant Fund

Health Grants and Aids - ELC	- \$166,622
Salaries and Wages - ELC	- \$ 85,000
Fringes - ELC	- \$ 11,000
Other Contracts/Obligations - ELC	- \$ 70,622
Health Grants and Aids - Vac Clinic	+\$166,622
Salaries and Wages - Vac Clinic	+\$ 82,535
Fringes - Vac Clinic	+\$ 12,480
Miscellaneous Supplies - Vac Clinic	+\$ 65,641
Outside Printing - Vac Clinic	+\$ 5,966

to transfer ELC Grant funds to Vaccination Clinic budget to cover January - June expenses

Attachments: [Finance Committee - 2021 Health Grant Budget Amendments.pdf](#)

Reed moved, seconded by Van Zeeland, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland

[21-1775](#)

Request to sole a source contract to McMahon for professional services needed to complete the 2022 Wastewater Hardscapes Improvement Project, for a contract fee of \$49,800 and a contingency of 5% to not exceed a total contract of \$52,290.

Attachments: [2022 AWWTP Hardscapes Design.pdf](#)

Reed moved, seconded by Firkus, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland

[21-1778](#)

Request to award the “2022 Telulah Park Pickleball Complex” to Northeast Asphalt, Inc. in the amount of \$484,862 with a contingency of \$15,138 for a total not to exceed \$500,000.

Attachments: [2022 Telulah Pickleball.pdf](#)

Van Zeeland moved, seconded by Meltzer, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland

[21-1787](#)

Request to award contract for brand development services of \$58,700 and additional development and implementation preparation services of \$30,140 to Unlisted, LLC as part of the City's brand study, and approve the related 2022 Budget amendment

General Fund - Mayor's Office

Consulting Services	\$ 88,840
Fund Balance - Reserve for Brand Study	-\$88,840

To allocate funding for initial costs related to the City's brand study.

Attachments: [Brand Study Recommendation Memo.pdf](#)
 [CoA RFP for Rebranding Positioning and Marketing Services Final.pdf](#)

Reed moved, seconded by Van Zeeland, that the Report Action Item be held for the next Finance Committee meeting on January 24, 2022. Roll Call. Motion carried by the following vote:

Aye: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland

6. Information Items

[21-1757](#)

Contract 88-20 was awarded to Miron Construction for \$3,607,005 with a contingency of \$360,700 for Intake & Lake Station Upgrades. Change orders were approved totaling \$417,266. Final contact amount is \$4,024,271 with a contingency of (\$56,566). Payments issued to date total \$4,019,516.82. Request final payment of \$4,754.06

This final contract payment request was presented

[21-1758](#)

Contract 78-21 was awarded to Kruczek Construction for \$797,798 with a contingency of \$60,073 for Sewer & Water Reconstruction No. 3. Payments issues to date total \$726,283.95. Request final payment of \$37,506.88

This final contract payment request was presented

[21-1759](#)

Contract 26-21 was awarded to Kruczek Construction Inc for \$2,110,110 with a contingency of \$63,303 for Sewer & Water Reconstruction No. 2. Payments issued to date total \$1,869,214.10. Request final payment of \$146,413.21

This final contract payment request was presented

[21-1760](#)

Contract 24-21 was awarded to Vinton Construction for \$4,614,695 with a contingency of \$139,550 for Concrete Pavement (Re)Construction. Payments issued to date total \$4,030,309.07. Request final payment of \$487,385.87

This final contract payment request was presented

[21-1761](#)

Contract 73-21 was awarded to Fischer-Ulman for \$532,500 with a contingency of \$33,000 for Miscellaneous Concrete & Street Excavation Repair. Change orders were approved totaling \$12,977. Final contract amount is \$545,477 with a contingency of \$20,023. Payments issued to date total \$470,794.66. Request final payment of \$26,289.09

This final contract payment request was presented

[21-1777](#)

Change Order No. 1 to contract 133-21, Unit U-21 Apple Creek Court & Plamann Park Sewer and Water Construction, for an additional 20 feet of augered 30" concrete casing pipe under stormwater channel in Plamann Park in the amount of \$23,400.00. This change order reduces contingency from \$100,000.00 to \$76,600.00. Overall contract amount remains unchanged

Attachments: [Unit U-21 Change Order No. 1.pdf](#)

This Change Order was presented

[21-1776](#)

Change Order No. 2 to contract 76-21, Unit L-21 Sewer and Water Construction - Lightning and Edgewood, for unanticipated subsurface obstructions encountered during trenchless sewer and water casing installations in the amount of \$8,000.00. This change order reduces contingency from \$44,475.00 to \$36,475.00. Overall contract amount remains unchanged.

Attachments: [Unit L-21 Change Order No. 2.pdf](#)

This Change Order was presented

7. Adjournment

**Reed moved, seconded by Firkus, that the meeting be adjourned. Roll Call.
Motion carried by the following vote:**


Aye: 5 - Meltzer, Reed, Siebers, Firkus and Van Zeeland



"...meeting community needs...enhancing quality of life."

OFFICE OF THE MAYOR

Jacob A. Woodford
100 North Appleton Street
Appleton, Wisconsin 54911
Phone: (920) 832-6400
Email: Mayor@Appleton.org

TO: Ald. William Siebers & Finance Committee
FROM: Mayor Jacob A. Woodford 
DATE: January 17, 2022
RE: 21-1787 – Brand Study

Following discussion of Item 21-1787 at the January 10, 2022, Finance Committee meeting, and subsequent consultation with the Mayor's office, the recommended firm (Unlisted, LLC) has withdrawn their proposal. We appreciate their interest in the project, their submittal, and engagement in the process.

Rather than move to another firm on the original list, we would like to take advantage of this opportunity to refine the Request for Proposals (RFP) document and selection process for this project. The Committee's discussion and input following the meeting touched on several questions which can, and should, be addressed during the process – a point I shared during the meeting. Among those additions are incorporation of scores for the design aesthetics of the proposal documents submitted as well as the thoroughness and quality of firm presentations.

As was noted in the meeting, while this is an important project, it is not time sensitive. Taking the necessary time to refine the process, reissue the RFP, and recommend a new firm to undertake this project corresponds with an important-but-not-urgent perspective.

I offer the following recommendation for Committee consideration:

Amend Item 21-1787 by substitution as follows:

The City of Appleton will revise and reissue the Rebranding, Positioning, and Marketing Services Request for Proposals to incorporate Committee feedback and to include additional scoring components. The RFP draft will be shared with the Finance Committee as an Information Item in spring 2022 and prior to issuance. Submission deadline under the new RFP is expected to be August 1, 2022, or before.



“...meeting community needs...enhancing quality of life.”

OFFICE OF THE MAYOR

Sheng L. Riechers
Senior Communications Specialist
100 N. Appleton Street
Appleton, Wisconsin 54911
Phone: (920) 832-5814
Email: sheng.riechers@Appleton.org

M E M O R A N D U M

TO: Finance Committee
FROM: Sheng Riechers, Senior Communications Specialist
DATE: January 6, 2022
RE: Resolution #8-R-20 (City of Appleton Brand Study)

Resolution #8-R-20 regarding conducting a brand study for the City of Appleton was submitted on April 22, 2020 and referred to the Finance Committee. The Finance Committee referred the resolution to staff, in this case, the Mayor’s Office. Mayor Woodford sent a memorandum on September 29, 2020, requesting that the Office of the Mayor be allowed to further research and prepare a Request for Proposals (RFP).

On September 21, 2021, an RFP was issued and responses were collected through October 29, 2021. An internal review committee composed of staff from several city departments scored the six proposals submitted based on the criteria set forth in the RFP. Panel interviews with members of this review committee and the top two scoring agencies were held in November 2021. After review committee debrief and discussion, a final agency was selected.

Staff recommends the Appleton Brand Study project be awarded to Unlisted, LLC, an Appleton-based marketing and design agency. The contract includes fees for brand development services of \$58,700 and additional development and preparation for implementation services of \$30,140. A total project budget of \$450,000 was approved by the Common Council on August 4, 2021, as

part of a request to allocate excess General Fund balance from 2020.

This contract does not cover the total cost of implementation, which will be paid for out of the remainder of the Council-budgeted funds for this project.

Summary of Proposal Scores (out of 100%)

- Insight Marketing Design 86.59%
- All Together Studio 78.55%
- Unlisted, LLC 75.99%
- Greater Thought 61.82%
- Chandler Thinks 60.44%
- LORE 32.28%

Summary of Proposed Fees for Brand Development

- LORE \$106,631
- Greater Thought \$68,000-78,500
- Chandler Thinks \$59,475
- Unlisted, LLC \$58,700
- Insight Marketing Design \$54,900
- All Together Studio \$51,000

Although Insight Marketing scored the highest and proposed one of the lower fees, the review committee agreed that the presentation of their proposal was lacking too much aesthetically and therefore disqualified them for further consideration. After interviewing both All Together Studio and Unlisted, LLC – the majority of the review committee favored Unlisted. Not only is Unlisted an Appleton-based agency, but their understanding of our needs and design talent surpassed that of All Together.



City of Appleton

Authorized Contact

Chad Fulwiler
Account Executive
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(920) 530 - 9272

Business Contact

Michael Ziemann
hello@unlistedllc.com
(920) 636 - 3798

Address

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Suite 310
Appleton, WI, 54915

Portfolio

unlistedllc.com/work

Hello Sheng,

I speak on behalf of the entire Unlisted team in saying how thrilled we are to submit a response to become The City of Appleton's preferred partner for Rebranding, Positioning, and Marketing Services.

We look forward to showing the city why we are a strategic solution that will address the current and future challenges that Appleton is facing with their current brand. With Unlisted as your partner, we will help:

- Execute market research (both quantitative and qualitative) that will inform our development of brand messaging, values and positioning statement.
- A City of Appleton logo
- Cohesive logo family including:
 - City of Appleton seal
 - Unique complementary logos for the Fire and Police departments,
 - A logo/badge system for departments of Public Works, Parks and Recreation, Human Resources, Utilities, Finance, Health, Community and Economic Development
 - A guide for applying brand consistency with related institutions such as Appleton Public Library and Valley Transit
- A full visual identity and associated graphic standards.
- Recommendations for implementation — ranging from the initial rollout to the final transition to the new brand.

Included in the attached documents you will find responses that meet and exceed your requirements along with the fee structure you requested. Should you need any other information to move this process forward and further validate your decision, please let us know.

We are grateful for this opportunity with The City of Appleton.

Thank you for your time,



Michael Ziemann

Appleton, Wisconsin is the home of Unlisted. With our roots firmly planted in the community, the city's brand is extremely important to us.

From a functional perspective, this means we are connected to local businesses and residents. It means that we understand the more nuanced aspects and DNA of the culture. It even means that as we execute our research, our pre-existing understanding of the physical and social geography will allow us to dig deeper, more quickly, and far more authentically than an agency from outside our community..

But maybe more importantly, this project carries a personal and deeply heartfelt meaning to us. We are as committed and invested in the process and results as every single member of the internal committees, employees and residents that will participate in each aspect of this rebrand. This isn't just another job to us. We will be honored to partner with the City of Appleton in creating a brand that we are proud to experience, as we live within this community — day in and day out — long after the project has concluded.

From the conception of Unlisted in 2019, we set out to disrupt the traditional marketing agency model. We build true partnerships through honest communication and ethical billing, delivering nothing but the highest quality creative, branding and marketing.

You might notice Unlisted operates a little differently. We don't subscribe to the old school model of bloated overhead funding a cookie-cutter, expensive, long chain of command. Instead, our core team, Michael and Kristi, possesses the experience and capabilities to manage or execute each phase of your branding and marketing project. That means when we need to expand, we're able to tap into our international network of seasoned creative professionals to assemble a lineup that fits your specific needs and budget — we call this *Unlisted+*.

When it comes to developing a brand that reinforces the City of Appleton's values, our approach allows us to customize a team of experts that uniquely offers local and national perspectives.

Unlisted+ has a rich history and belief in using strategy rooted in research to develop and promote the consistent use of brand elements. We plan to prioritize these elements of brand development in order to strengthen the City's brand identity and instill confidence around official documents.

With the Unlisted duo's combined four decades of experience in managing teams and giving brands life — including successful campaigns, strategic creative and branding initiatives for the likes of Disney, Nike, Microsoft, Motorola, Jim Beam, Bed Bath & Beyond, and Frigidaire — our expertise will capitalize on the City of Appleton's competitive advantages with a consistent and effective identity that serves as a point of pride for the community.

*City of Appleton**Rebranding, Positioning, And Marketing Services**Description of Firm**I, IV-VI***I. BACKGROUND & STABILITY OF UNLISTED**

Since opening in 2019, Unlisted has executed hundreds of projects, working with over 50 satisfied clients, starting the development of 26 logo and comprehensive brand identities, all rooted in fine-tuned strategies.

Our progressive, on-demand scaling model also results in unparalleled stability, with our low overhead allowing us to continue operating at zero-debt and a 200% increased profit year over year.

IV. CONFLICT AND ERROR RESOLUTION

When hurdles arise the ability to pivot becomes paramount. This is why our over-communication and agile approach to project management allows us to catch any errors or missteps early on and correct for them immediately.

For the rare instances when things don't go exactly as planned, we're known for off-hours responses and answering all project "fire drills". Our response time for emails is always same-day, and the core team being local allows us to prioritize urgent meetings in-person, video chat, or by phone. When it comes to error resolution we are available nearly 24/7.

V. QUALITY CONTROL AND ASSURANCE

Quality control begins with excellent project management. Staying organized and on-schedule allows time for an effective and detailed internal and external review process. At project kick-off we input all project data into our project management system (Toggl) and utilize an internal team RACI chart that identifies key review milestones and responsibilities.

To further enhance the QA process, we leverage industry-leading proofing software (Ziflow + Acrobat) that offer version comparison tools, collaborative markup capabilities and version management to help minimize potential errors.

VI. FIRM RESOURCES

The Unlisted core team maintains a 20% buffer of availability above schedule production at all times to absorb urgent tasks and needs with an ability to urgently cover all aspects of project (in-person or remote). We have access to a predetermined network of experts with availability in the event we need to bring on additional or replacement team members, with no change to the budget. Unlisted oversees all project aspects with consultants operating at their rates and fees. In the event of overages in hours or scope, the Unlisted core team absorbs those costs.

II. BACKGROUND OF SUB-CONSULTING FIRM(S)

II-A: UNLISTED+ CONSULTANTS *Adrienne Palm, Dawn Dubinka, Shannon Easter*

All Unlisted+ contracted consultants are hand-selected for their unique specialties and relevance to each project's needs. Each will have worked on at least ten successful projects in collaboration with members of our core team and have proven expertise through at least 10 years of relevant experience in their respective field.

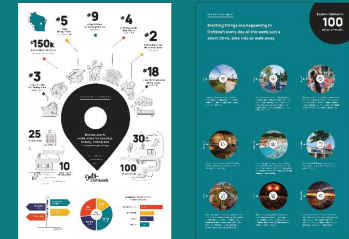
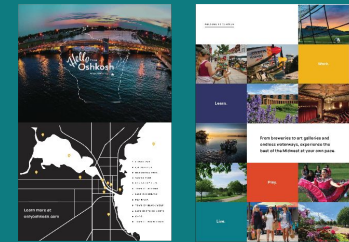
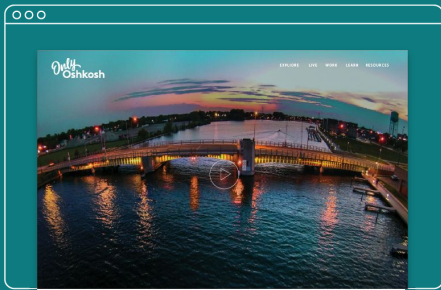
II-B: MISSION MARKETING *Chad Fulwiler*

After working almost 30 years in corporate leadership roles, on the client-side hiring marketing firms, and in several local branding/marketing agencies; Chad knew there must be a better way to develop and market brands. Like Unlisted, Mission doesn't force clients' projects into a limited pool of in-house talent. Rather, they contract with the best and most appropriate talent, allowing them to deliver on marketing strategies that more closely align with our clients' overall business strategy. The Unlisted/Mission partnership and combined networks have been over-delivering for several years now on a wide variety of projects. Our diverse backgrounds and complementary skill sets have created the perfect symbiotic relationship and has delivered great results for clients in both the private and public sectors.

II-C: ATOMIC RESEARCH *Stacy Stanton*

Atomic is a creative research group located in the Fox Valley that combines the powers of scientific expertise, creative energy, and strategic intuition to transform businesses, empower leaders, engage workforces, innovate products, and bring brands to life in a new era of human experience. Atomic begins each project with a mindful and collaborative exploration of the full context of the research need, exploring multiple perspectives to create a complete understanding of the current situation to generate ideas for our approach.

Using their expertise, creativity, and a diverse range of research tools to design a customized and powerful research plan. They are experienced and talented in using both qualitative and quantitative methods, as well as developing mixed method approaches that leverage the strength of each. Atomic's services are supported by innovative technology, skilled staff, and an on-site focus group facility.



ONLY OSHKOSH
From beverages to art galleries and indoor recreation, experience the best of the Midwest at 400+ great jobs.

OUT AND ABOUT IN OSHKOSH
Experience the beauty of Oshkosh City and discover what's always something to do in Oshkosh.

OUR OSHKOSH
Living in Oshkosh - where great communities meet sustainability - means living your best life.

OSHKOSH OPPORTUNITIES
The location, talent pool, and government support, follow the path to your next great idea.

OSHKOSH ON THE RISE
From one of the greatest cities, education is the heart of Oshkosh.

Only Oshkosh

LIVE | WORK | LEARN | THRIVE

Only Oshkosh

LIVE | WORK | LEARN | THRIVE



City of Oshkosh and Partner Organizations Branded Organization Campaign

LEARN MORE AT unlistedllc.com/brand-case-studies/only-oshkosh

The Only Oshkosh project, backed by ten local organizations and businesses, was formed with the core purpose of short- and long-term goals. These goals included positively impacting community perception, retaining college graduates, increasing C-suite level job opportunities and talent, and attracting new residents and businesses to the area over the course of the following decade. In order to achieve this goal, we created a long-term campaign to unify the Oshkosh area organization under the umbrella of a campaign name, messaging, marketing strategy and visual presence to tout all the opportunities that could be found in Oshkosh. This project was executed in collaboration with Mission Marketing as well as other consultants making up the team. The project's initial overall budget was \$90k, with an ongoing implementation budget of \$70k/year, with 25% dedicated to account and project management and a media budget of \$1k/month.

- CAMPAIGN RESEARCH
- CAMPAIGN STRATEGY
- CAMPAIGN IDENTITY
- LOGO DESIGN
- MESSAGING GUIDELINES

- VISUAL GUIDELINES
- PHOTOGRAPHY
- PRINT/DIGITAL LOOKBOOK DESIGN
- SOCIAL MEDIA CONTENT DESIGN
- WEBSITE DESIGN

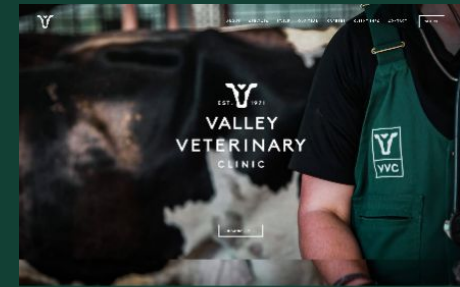
REFERENCE

KATIE NEITZEL, Development & Communications Manager

(920) 426-3993

katie@oshkoshareac.org

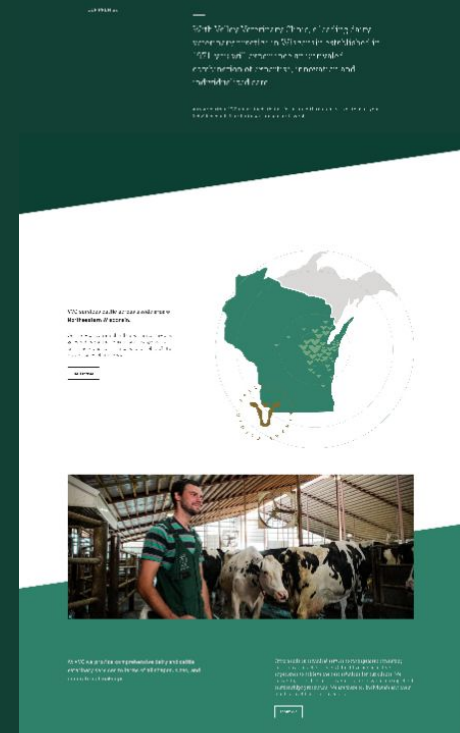
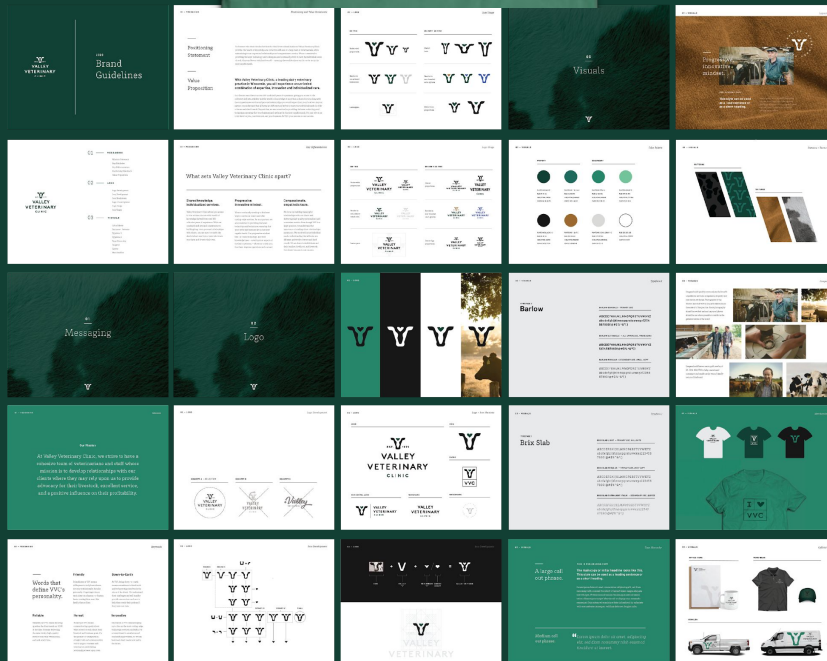
230 Ohio St., Oshkosh, WI 54902



EST. 1971
VALLEY
VETERINARY
CLINIC



EST. 1971
VALLEY
VETERINARY
GENETIC SERVICES



Valley Veterinary Clinic Strategic Rebrand and Launch

LEARN MORE AT unlistedllc.com/brand-case-studies/valley-veterinary-clinic

Valley Veterinary Clinic, a leading dairy veterinary practice in Wisconsin, needed our help developing a strategic platform and modernized brand identity that would set them apart while respecting their history. We conducted surveys and interviews with the 10 owners, additional stakeholders, and the entire VVC team to understand the core of who they were, and how that impacted the services they provide. We discovered key attributes like “down-to-earth” but also unparalleled innovation. We set out to reveal this in everything from the design of the logo, copy tone and aesthetics of the brand elements. Ultimately, our success was determined through staying within \$35k budget (with 15% going toward account management) and four month timeline while delivering a brand that drew tangible attraction — including clients asking for branded merch and Unlisted having to put off a digital campaign until they were able to hire new team members due to the influx of work.

REFERENCE

BRAND RESEARCH
BRAND STRATEGY
MESSAGING PLATFORM
COPY VOICE AND TONE
VISUAL IDENTITY DESIGN

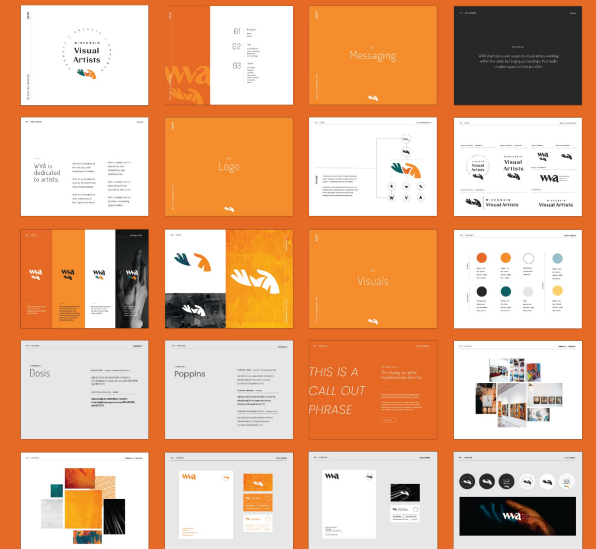
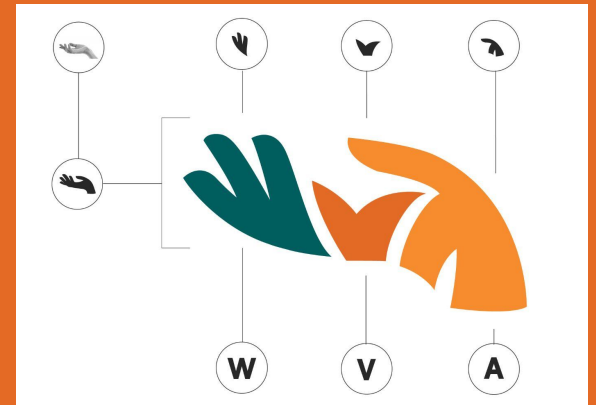
VEHICLE GRAPHICS DESIGN
MERCHANDISE DESIGN
BRAND PHOTOGRAPHY
ACTIVATION TEMPLATES DESIGN
WEB DESIGN AND DEVELOPMENT

STEVE COVE, Owner

(920) 621-1367

scove@wcvets.com

707 Woodland Plaza, Seymour, WI 54165



Wisconsin Visual Artists Strategic Rebrand and Activation

LEARN MORE AT unlistedllc.com/brand-case-studies/wisconsin-visual-artists

Wisconsin Visual Artists (WVA), the state's oldest art organization, champions visual artists. WVA utilizes its collective creativity to instigate productive dialogue and positive change within its communities. Their new Director was brought on to help breathe fresh air into the organization to attract young, new membership. The first priority was bringing the brand into the 21st century with a new messaging, logo and brand identity. Our goal was to establish Wisconsin Visual Artists as a trusted resource for artists, investors, museums, galleries, art venues, and buyers. To do this, we needed to create a brand that was both visually impressive, dynamic and inclusive to sufficiently represent the artists who make up the organization's membership. Our core team of two ultimately brought this brand to life under the \$20,000 budget with only 10% of that budget directed toward account and project management fees, due to our upfront management of feedback loops, and communicating detailed expectations each step of the way. The success of the brand was obvious in the rollout and implementation across all of their internal and external outlets as well as overall satisfaction on behalf of the key stakeholders.

BRAND RESEARCH
LOGO DESIGN
VISUAL IDENTITY
PATTERN DESIGN

STATIONARY DESIGN
BRAND PHOTOGRAPHY
BRAND GUIDELINES

REFERENCE

ALLY WILBER, Executive Director

(715) 853-9617

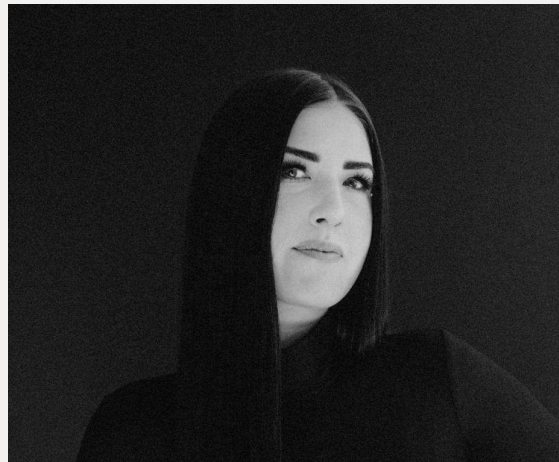
director@wisconsinvisualartists.org

*City of Appleton**Rebranding, Positioning, And Marketing Services**Project Team**Bios, Roles + Responsibilities***MICHAEL ZIEMANN***20 Years Experience*

Michael has spent two decades leading creative teams for Fortune 500 brands in the likes of Nike, Disney and Facebook across a variety of industries. A print, web, and social media expert, Michael insists on taking a holistic approach to brand development and marketing. His dynamic experience gained from spending 10+ years working for big agencies in Chicago and Columbus means he has done (and does) just about everything from planning, strategy, brand development, execution and production.

An Appleton native who recently moved his family back after living and working abroad, Michael has a firsthand understanding of the appeal, advantages and opportunities our community offers. He has an intense passion for seeing and helping Appleton's culture evolve, which is why he chooses to live, build, and operate the Unlisted business right here in the heart of Appleton's downtown.

Role	Hrs	%
CREATIVE DIRECTOR	120	55%
RESEARCH + BRAND STRATEGIST	45	20%
GRAPHIC DESIGNER	50	25%

**KRISTI POPP***13 Years Experience*

A business-minded creative focused on branding, marketing and design, Kristi's motivation is rooted in understanding people. Regardless of title held, from graphic designer to brand manager, or hat worn — be it strategist, copywriter, project manager, team lead or photographer — a love for creative problem solving exists at the core of everything she does.

Prior to her years as an owner of Unlisted, Kristi ran a thriving freelance design business, spent three years working at a local agency and four years on in-house marketing teams all in the Fox Valley Area. During that time, she has led successful brand development and marketing campaigns for clients from local nonprofits to international corporations. Her time as senior designer on the University of Wisconsin Oshkosh marketing team offers unique insights to the local communities and work with municipal organizations that will prove invaluable in the execution of this project.

Role	Hrs	%
GRAPHIC DESIGNER	150	60%
RESEARCH + BRAND STRATEGIST	45	20%
CREATIVE DIRECTOR	50	20%

**CHAD FULWILER***30 Years Experience*

For over 30 years, Chad has held numerous agency and corporate leadership roles in the strategic marketing and business development/account management capacity. He was born and raised in the area, and currently lives in Green Bay with his wife of 30 years and three children, where he most recently started his own virtual marketing agency, Mission Marketing, which focuses on connecting the dots between clients' business and marketing strategies.

Chad is obsessed with turning clients into raving fans. He's constantly thinking about how to provide the best, most memorable experience every time they interact with the brand. Your business goals are always at the forefront of our branding efforts when you work with him. Infact, he most recently worked with the City of Oshkosh on branding and marketing initiatives in attraction, retention and tourism.

Role	Hrs	%
ACCOUNT EXECUTIVE	50	50%
PROJECT MANAGER	40	40%
COMMUNITY ENGAGEMENT	10	10%

*City of Appleton**Rebranding, Positioning, And Marketing Services**Project Team**Bios, Roles + Responsibilities***ADRIENNE PALM***10 Years Experience*

Role	Hrs	%
COMMUNITY ENGAGEMENT DIRECTOR	50	100%

Long time Appleton resident Adrienne has been at the heart of progressive community initiatives, including project managing/producing Bazaar After Dark, The Artery, and consulting for La Crosse's Uptowne redevelopment project. Her unrelenting passion for social architecture has led to diverse roles across multiple industries and work at the cross-section of fund development, attraction and retention strategy, experiential marketing, and startup consulting. Whether working aboard a vintage rail car or in her own backyard, for Capitol Records or the City of La Crosse, Adrienne's creativity, pragmatism and vision provide returns on her clients' long term goals.

Adrienne's community roots bring unique insight, perspective and experience that will be invaluable in executing an Appleton brand that connects with its residents during development, roll-out and beyond.

SHANNAN EASTER*20 Years Experience*

Role	Hrs	%
LEAD COPYWRITER	46	100%

Shannan is a strategic storyteller and creative leader. For over 20 years, she's led multi-disciplinary teams and clients to tell their stories in a more exciting, empathetic and strategic way. She began her career as an agency copywriter, followed by two decades of independent consulting.

Versed in social, digital, print and video, she's written award-winning creative for retail, real estate, finance, healthcare and more. Whether she's composing a flowing manifesto, organizing web content, or keeping it real with social, she's got your brand and your best interests in mind.

STACY STANTON*20 Years Experience*

Role	Hrs	%
RESEARCH DIRECTOR	90	100%

Stacy Stanton is the owner and experience analyst at Atomic Research. She aims to bring market research into the era of human experience.

With an academic background is in Psychology with a focus on I/O Psychology and a intuitive ability to "feel" patterns in data, Stacy possesses a unique combination of talents rarely found in one brain. This allows her the ability to explore complex data, strategizing several steps ahead. Her high-level analytical ability, driven creativity, and fierce curiosity for the human experience paired with a remarkable ability to guide respondents through the process of articulating their perceptions and experiences with total honesty drives an innovative and effective approach to her work.

DAWN DUBINKA*17 Years Experience*

Role	Hrs	%
BRAND STRATEGY CONSULTANT	20	80%
RESEARCH CONSULTANT	10	20%

Dawn is an astute, senior strategist who has worked in municipal, tourism, FinTech, consumer packaged goods, retail, place-based marketing, manufacturing, hospitality and healthcare.

Her proven track record delivering major marketing programs that combine the rigor of experience design with the artistry of unlocking powerful insights to drive organizational growth.

Dawn was the lead strategist in rebranding the City of Atlanta and the Metro Atlanta Chamber of Commerce. Implementation and tactics consisted of detailed media planning using traditional, digital and social — including an OTT channel for the city of Atlanta focused on technology and design creators called The A.

Kick-off, Planning, Research + Discovery

R= Responsibility; C= Consult; A= Approval

KICK-OFF	PLANNING	RESEARCH	SUMMARY + STRATEGY	MAINTAIN
<p>Meet Conduct internal stakeholder meeting to understand what information is available, what methods have been successful, where underrepresented demographics are, and what the goals of the research are.</p> <p>R: Michael, Kristi, Stacy, Adrienne</p> <p>Survey Conduct a wider reaching internal digital survey as well as any additional individual or small group interviews internally, as needed.</p> <p>R: Stacy</p>	<p>Data Capture Plan We solidify any additional, unique ways to best reach our desired demographics and capture the data needed.</p> <p>R: Michael, Kristi, Adrienne, Stacy A: CoA</p> <p>Develop Questions We then write and refine survey and interview questions and approaches fitted to the city's needs.</p> <p>R: Stacy A: Kristi, Michael, CoA</p>	<p>Quantitative Research Conduct focus groups, online, media and digital audits to understand the core drivers of community engagement, and to find out what the residents, businesses and internal stakeholders want the brand to express.</p> <p>R: Stacy C: Kristi, Michael</p> <p>Qualitative Research Engage residents in the community and host listening sessions with structured outlines and questions formatted to engage the public, encouraging feedback on the current perception of the City of Appleton brand.</p> <p>R: Adrienne, Chad C: Kristi, Michael, Stacy</p> <p>Competitor Analysis Make analysis of how other cities, regions and even countries talk to their audiences and what they offer to residents, businesses and visitors.</p> <p>R: Stacy C: Kristi, Michael</p>	<p>Aggregate After reviewing the information, we summarize the findings and provide the aggregated data to the City of Appleton in PDF and printed format.</p> <p>R: Stacy, Michael, Kristi C: Chad</p> <p>Summarize Compile and prioritize insights to create a realistic set of branding objectives and a strategy from which we develop the concepts and messaging.</p> <p>R: Kristi, Michael C: Dawn, Adrienne, Chad A: CoA</p> <p>Messaging Strategy We present this data as the key attributes, city values and differentiators.</p> <p>R: Kristi, Michael C: Dawn, Chad, Adrienne A: CoA</p>	<p>The brand messages and narratives must be constantly cross-checked to ensure they are still in tune with the values, moods and realities of the city, which sometimes shift over time. This can be kept current by creating a plan and empowering a team of brand advocates that represent the residents and the city's businesses.</p> <p>R: CoA C: Kristi, Michael</p>

PHASE I-A / Development

PHASE I-B / Development

Brand Strategy + Messaging Platform

Our community roots paired with unique outside perspective of our consultants allows us to take an honest, yet aspirational approach to unveiling the City of Appleton's DNA, values and unifying narratives. The brand strategy will serve as an anchor and point of consistency for all design, branding, communications and marketing. It will be ownable, resonate with all sectors and drive the value of the city and encompasses several deliverables: **Vision:** What future does the city want to create?; **Mission:** What is the city here to do?; **Values:** How does the City of Appleton portray itself in support of the mission and vision?; **Personality:** The personality of the city must be informed by its values and instantly understood and distinctive.; **Reasons to Believe:** What makes the city unique, viable, adaptable, and accessible; **Voice and Tone:** what does 'humanization' of the City of Appleton sound like to its audiences.

All of this combined, allows for an objective and consistent approach to messaging and increases impact directed toward specific audiences/ segments and within specific media outlets.

PHASE II-A / Development

Logo + Brand Development

City Logo

Based upon the research and strategy, Unlisted will present at least three(3) logo and visual identity concepts. During that meeting committee members may ask questions and provide initial comments. We will follow up with a survey for comprehensive feedback and ranking favorites. Upon selection of a concept direction, there will be three iterations, again with a survey to aggregate responses of the committee. We will then move forward with final adjustments. During this phase we suggest a point person or small group that is able to provide real-time feedback if needed.

Visual Identity

Unlisted will develop a comprehensive set of brand guidelines. The guide will include the primary logo suite and usage, brand typography and color palette and messaging platform.

PHASE II-B / Implementation

Logo + Brand Implementation

Logo Family

Once the final City of Appleton logo has been finalized, we will create complementary unique logos for the Police and Fire departments, a logo/badge system for the departments of Public Works, Parks and Recreation, Human Resources, Utilities, Finance, Health, Community and Economic Development, and a guide for brand consistency with related institutions such as Appleton Public Library and Valley Transit.

Visual Identity Expansion

With approval of the logo and visual direction, Unlisted will develop a comprehensive set of brand guidelines. The guide will include the logo animation, image library, icon library, graphic elements, stationery, and layout references.

PHASE III / Implementation

Marketing + Roll-out Plan

Strategy

We will work in tandem with internal stakeholders to establish where the current brand is implemented (print and digital), existing vendor relationships, budgets, implementation protocols, etc., and use this as a starting point for new brand's implementation plan.

Brand

Our plan will include a phased hierarchical approach that implements the new brand's rollout based on high/medium/low priority. The brand's creative assets will be centralized on an online portal, allowing internal and external partners easy access and clear direction on what, how, when, and who will execute collateral and tactics.

Marketing

As the brand is implemented in the community, it will be important for The City to invest in ongoing marketing efforts and engage a PR firm to maximize the community buzz using media - social, news, digital, out-of-home advertising, and interactive/ guerilla marketing.

PHASE IV / Development

Transfer Deliverables

Brand Handoff: Logo files will be provided to you in a secure shared Google Drive folder to use as needed. All final design files will be delivered in color formats of full-color, grayscale, one-color, black and white and in AI, SVG, EPS, JPG and PNG file formats. The comprehensive brand style guide will be delivered in PDF format.

Success goes beyond handing off a beautiful new brand that represents the vibrant community we live in. It will also leave each stakeholder with a deep understanding of the "why" behind every strategic and creative decision each step of the way.

PHASE I-C / Development

Tagline Development

As part of the discovery we will gather criteria for the tagline. This, along with the strategic platform, will be the catalyst for a brainstorm session where we collaboratively generate a list of raw ideas. In the refinement phase, the strongest options are selected and tested for copyright availability, marketability, useability, brand voice and objectives until we arrive at the final selection.

CLIENT	PROJECT	SECTION	DESCRIPTION
City of Appleton	Rebranding, Positioning, And Marketing Services	Project Understanding	Community Engagement Methods + Approach

APPROACH TO RESEARCH AND DATA COLLECTION

The role of residents and the importance of listening are crucial features for inclusivity in the City of Appleton's branding. Our process ensures residents are not considered as one homogeneous target; research participation options and channels would be adapted to the demographics and geographic area of different neighborhoods and resident groups (i.e. the City's Neighborhood program and the NextDoor app).

We start by interviewing and listening to the City's primary stakeholders to assess what input methods have been the most, and least, successful. Using these learnings, we tailor our approach to ensure our research is as effective and comprehensive as possible. We will also utilize any of the City's existing database of email addresses, physical addresses, demographic info and engagement data to help us reach a broad audience and ensure maximum demographic and geographic diversity.

There will be two main approaches, one level meant to have the widest reach focusing on the masses and general awareness, and another level meant to target feedback from specific or underrepresented demographics.

We don't use the same tools for every group, as that ensures a fairly homogeneous set of data. We consider factors such as economic disparity, access to technology, and demographic trends dictate which tools people might have access to or prefer to use. There are notable differences in areas like internet access and preferred communication methods based on geographic location and ethnicity.

We consider if our survey, interview methods, or other data collection tools are optimized for the technology people have access to or prefer. For example, some groups may prefer to answer via a mobile device while others may be more open to sitting at their laptop. Some may be more likely to respond to the initial recruitment if we target them via social media channels instead of over email, while others prefer to click through a link sent from a city newsletter. And of course, many will be more comfortable responding using a more traditional paper survey or by participating in an in-person focus group.

The most essential element to ensure ongoing engagement is this: there must be strong city leaders who are motivated to protect the brand, guarding against anything that will diminish its value over time. This person also must engage key stakeholders over time to rally support and progression for the long term; when stakeholders (politicians, businesses, residents, local media) understand the city's brand from the inside out, they are likely to give long-term support and promote community awareness/engagement.

EXAMPLE METHODS

Community Awareness

- Social Media posts and polling
- Public signage with QR and links

Internal Interviews

- Group meeting
- Individual interviews
- Digital survey

Community Interviews

- "Boots on the Ground"; strategically visit businesses and areas of the city to engage with community in short Q+A and Surveys
- Cold call phone list
- Focus group with \$ incentive
- Direct connect with community leaders of organizations to distribute surveys

Digital Surveys

- Email list/Community Newsletter
- QR Codes posted throughout community

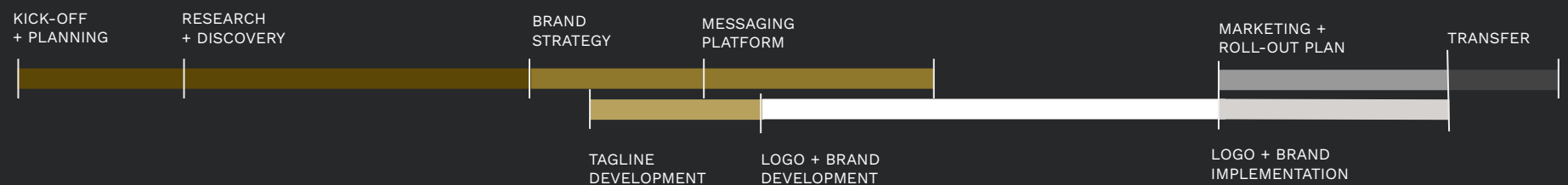
Listening Sessions

- Public listening sessions (day + night sessions) through pre-established community meetings
- Host a public listening session advertised through social media and flyers

Example Scenarios

	Kick-off	Planning	Execute Research
SCENARIO I	<p>Through our internal meeting we determine that the LGBTQ+ community has been underrepresented in decisions made by the City of Appleton, but will be key in contributing feedback that leads us to the ultimate goals of our research for this rebranding initiative.</p>	<p>As we plan our strategy and execution for research we identify that our approach to reaching the LGBTQ+ community will need to fall under the 'boots on the ground' or direct connect method. We then research and determine what locations or organizations we might be able to reach out to or have a direct presence within to engage this specific group of the community in our process.</p>	<p>Location Diverse and Resilient</p> <p>Event Social Support and Connection Group</p> <p>Approach Provide information to leader(s) -or- visit and deliver the information through our Community Engagement Director</p> <p>Tactic(s) Printed poster/flyer with QR codes to digital survey</p>
SCENARIO II	<p>Through our internal meeting we determine that the POC community has been underrepresented in decisions made by the City of Appleton, but will be key in contributing feedback that leads us to the ultimate goals of our research for this rebranding initiative.</p>	<p>As we plan our strategy and execution for research we identify that our approach to reaching the POC community would best be done in person through a listening and learning session.</p> <p>We would then leave a 3-4 week advertisement period to inform the community through social media and flyers, with a potential incentive to attend such as catering snacks from a local business like Cozzy Corner.</p>	<p>Location The Appleton Library</p> <p>Scenario Public Listening Session</p> <p>Approach A host greets attendees, a brief welcome and intro by a City representative and Unlisted Community Engagement Director on the Rebranding Project, a structured Q+A session, a short survey, closed out by any final questions from the community and information on any additional resources on the project.</p> <p>Tactic Video and audio record the session, printed and digital survey options</p>

<i>Project Stage</i>	<i>Client Hours</i> / INVOLVED PERSON	<i>Timeframe</i>
Kick-off + Planning	4-7	3 WEEKS
Research + Discovery	5-10	6 WEEKS
Brand Strategy	2-4	3 WEEKS
Messaging Platform	5-10	4 WEEKS
Tagline Development	5-10	3 WEEKS
Logo + Brand Development	5-10	8 WEEKS
Logo + Brand Implementation	5-10	4 WEEKS
Marketing + Roll-out Plan	10-15	4 WEEKS
Transfer Deliverables	8-10	2 WEEKS



TOTAL TIMELINE

26 Weeks

Fee Structure

BLENDED HOURLY BILLING RATE

\$110

BRAND DEVELOPMENT

BRAND IMPLEMENTATION

KICK-OFF + PLANNING	\$4,780	MARKETING + ROLL-OUT PLAN	\$8,700
RESEARCH + DISCOVERY	\$13,600	LOGO FAMILY DEVELOPMENT	\$7,840
COMMUNITY ENGAGEMENT	\$5,000	VISUAL IDENTITY EXPANSION	\$3,760
BRAND STRATEGY	\$4,080	COMMUNITY ENGAGEMENT	\$2,700
MESSAGING PLATFORM	\$6,000	TRANSFER DELIVERABLES	\$2,640
TAGLINE DEVELOPMENT	\$4,800	PROJECT AND ACCOUNT MANAGEMENT	\$4,500
LOGO + BRAND DEVELOPMENT	\$11,900		
TRANSFER DELIVERABLES	\$2,640		
PROJECT AND ACCOUNT MANAGEMENT	\$5,900		

\$58,700

\$30,140

Project Total

\$88,840

Authorized Contact

Chad Fulwiler
Account Executive
chad@unlistedllc.com
(920) 530 - 9272

Business Contact

Michael Ziemann
hello@unlistedllc.com
(920) 636 - 3798

Address

218 E South Island Street
Suite 310
Appleton, WI, 54915

Resolution #2-R-22

RESOLUTION TO IMPROVE COMMUNICATION, TECHNOLOGY, & PEDESTRIAN SAFETY

Submitted By: Alderperson Katie Van Zeeland - District 5, Alderperson Brad Firkus - District 3, Alderperson Denise Fenton - District 6, Alderperson Nate Wolff, District 12 & Alderperson Joe Prohaska - District 14
Date: January 19, 2022
Referred To: Finance Committee

WHEREAS Appleton.org is an important means of communication between city officials and the public and the current website is not meeting the needs of our citizens; and

WHEREAS it is important that city communication materials are consistent in language and voice; and

WHEREAS staff has identified an unfunded need to upgrade computers and technology; and

WHEREAS the safety of pedestrians and bicyclists is of utmost importance, and the need for enhanced crosswalks has grown significantly due to increased concerns about reckless driving;

THEREFORE BE IT RESOLVED THAT city staff will create a style guide to ensure the city logo and stamp are used appropriately; and

BE IT FURTHER RESOLVED THAT funding previously set aside for city rebranding be reallocated as follows: \$100,000 for an Appleton.org website re-design, \$225,000 added to the enhanced crosswalk program, and \$150,000 to address much needed technology upgrades and committees of jurisdiction and staff work together to appropriate these funds accordingly.



“...meeting community needs...enhancing quality of life.”

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

TO: Finance Committee

FROM: Dean R. Gazza

DATE: 1/24/2022

RE: Action: Award the City of Appleton’s “2022 Pierce Park Hardscapes Reconstruction Project” contract to Vinton Construction Co., in the amount of \$628,035.98 with a contingency of 11% for a project total not to exceed \$697,120.

The 2022 Capital Improvement Plan includes \$700,000 to repair the hardscapes at Pierce Park. The project will include reconstructing the parking lot, trail, and entrance roads. The project will also address all of the site ADA concerns that were documented in the 2021 ADA audit. The ADA items will include, but are not limited to; additional ADA parking stalls, a new ADA grilling area, new accessible route to tennis court, and new accessible walkway from parking lot to pavilion. The recommendations for repairs were determined by our consulting engineer after a hardscape audit was completed at the site.

The bids were received as follows:

Vinton Construction Co. (low bid)	\$628,035.98
Northeast Asphalt, Inc.	\$680,840.00

Our consulting engineer has written the City of Appleton a formal letter of recommendation to award the contract to Vinton Construction Co. The Parks, Recreation, and Facilities Management Department has also reviewed the bids and is in agreement with the engineer’s recommendation. Therefore, we recommend awarding the contract to Vinton Construction Co. in the amount of \$628,035.98 plus a contingency of 11% only to be utilized as needed.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

TO: Finance Committee

FROM: Dean R. Gazza

DATE: 1/24/2022

RE: Action: Award the City of Appleton's "2022 City Hall Common Space Remodel" contract to Milbach Construction Services, Co. in the amount of \$1,535,058 with a contingency of 10% for a contact total not to exceed \$1,688,564.

The 2022 Capital Improvement Plan and 2021 carryover includes funding to upgrade the interior finishes within the 5th and 6th floors of City Hall. Also, additional funds were approved for workstation upgrades and security upgrades.

City Hall was upgraded in 1994 with no major upgrades since that time. The carpet, furniture and systems are outdated and in need of renovation. In 2020, the escalators were decommissioned as a result of failing components. The escalator had been running since 1958.

This project includes replacing carpeting, ceiling tile, lighting, painting and also upgrading the 6th floor public restrooms. In addition, a staircase will join the 5th and 6th floors to replace the obsolete escalators.

Bids were opened on January 18, 2022 where the lowest bid was provided by Milbach Construction Services, Co. Three general contractors attended the project walk-through, but only one bid was received. Our consulting engineer has written the City of Appleton a formal letter of recommendation to award the contract to Milbach Construction Services, Co. The Parks, Recreation, and Facilities Management Department has also reviewed the bids and feel this bid is competitive and is in agreement with the engineer's recommendation. Therefore, we recommend awarding the contract to Milbach Construction Services, Co. in the amount of \$1,535,058 plus a contingency of 10% only to be utilized as needed.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.

CITY OF APPLETON

HUMAN RESOURCES DEPARTMENT



100 N. Appleton St.
Appleton, WI 54911



(920) 832-6458




(920) 832-5845



humanresources@appleton.org

To: Human Resources/IT Committee, Finance Committee, and Appleton Common Council Members

From: Jay Ratchman, Human Resources Director 

Date: January 20, 2022

Re: Public Works Director Recruitment Process

The City of Appleton Public Works Director, Paula Vandehey, will retire on June 3, 2022. In December of 2021, the Human Resources Department initiated a national search to find a successor. In performing our search, we recruited through many organizations, including the American Public Works Association, Careers in Government, Wisconsin Jobs, The League of Municipalities, Careerbuilder.com, Government Alliance on Race and Equity, various social media platforms, the Wisconsin Department of Workforce Development, and other organizations through our open positions mailing list.

The applications received for this position have been reviewed. Our findings show that, despite our best efforts, a robust applicant pool was not received. We could readvertise for the position; however, due to our prior experience advertising for the position coupled with an extremely tight labor market and the unique nature of this position, we do not believe that readvertising will bring a more positive result. For these reasons, we feel a new more aggressive approach to recruitment for this position is warranted. Therefore, we are recommending that a professional executive recruitment firm be engaged to aid us in our search.

Based on prior positive experience and results, we would like to contract with the Employment Resource Group, Inc. (ERG). Our reasons to use ERG include:

- Past and proven experience in working with ERG
- ERG is an Appleton based firm with a strong reputation in conducting executive level searches
- ERG has recruited for similar roles such as ours in other communities
- ERG's proven recruitment strategies directly target qualified candidates.

The fees for ERG are 25% of the candidate's first year salary. Because these services were not anticipated at the time the 2022 Human Resources Budget was submitted and approved, a 2022 Budget amendment will be requested. To fund these additional costs, we will be submitting a request to the Finance Committee to pre-approve the use of unspent 2021 Human Resources Budget funds (carryover) generated by carrying vacant positions for a good portion of the year. We estimate the recruitment fees to total approximately \$35,000.

Please contact me if you have any questions regarding this recommendation.



Meeting community needs...enhancing quality of life."

Department of Utilities
Wastewater Treatment Plant
2006 E Newberry Street
Appleton, WI 54915-3128
920-832-5945 tel.
920-832-5949 fax

To: Chairperson William Siebers and Members of the Finance Committee

From: Chris Stempa, Utilities Deputy Director

CC: Chris Shaw, Utilities Director
Kelli Rindt, Enterprise Fund Accounting Manager

Date: January 14, 2022

Re: Informational Item: *Change Order #5 to Staab Construction contract as part of the 2019 AWWTP Improvements Projects totaling \$15,110 resulting in a decrease in contingency from \$251,110 to \$236,000*

On December 2, 2020 Common Council approved contract for the 2019 Appleton Wastewater Treatment Plant (AWWTP) Improvements Project to Staab Construction in the amount of \$2,689,000 plus a 12.5% contingency of \$336,125 for a total cost not to exceed \$3,025,125. The tasks within Change Order #5 represents work that will be added to the original contract scope of work (per Section IV P of the Procurement and Contract Management Policy) or deleted from, which alters the original contract amount and/or completion date. The tasks associated with Change Order #5 are summarized on the attached form.

If you have any questions regarding the project or the associated change order please contact Chris Stempa at 832-2353.

McMAHON

ENGINEERS ARCHITECTS

McMAHON ASSOCIATES, INC.

1445 McMAHON DRIVE P.O. BOX 1025
 NEENAH, WI 54956 NEENAH, WI 54957-1025
 TELEPHONE: 920.751.4200
 FAX: 920.751.4284

CHANGE ORDER

STAAB CONSTRUCTION CORPORATION
 1800 Laemle Avenue
 Marshfield, WI 54449

Contract No. A0005-9-19-00445
 Project File No. A0005-09-19-00445.08
 Change Order No. Five (5)
 Issue Date: December 15, 2021
 Project: CITY OF APPLETON
WWTP 2019 Improvements Project

You Are Directed To Make The Changes Noted Below In The Subject Contract:

	(Item Description)	(Price)
5.11	Remove and Replace a Section of 10-inch Filtrate Pipe in Elevator Chase ADD	\$5,553.00
5.30	Provide New SST Blow-off Valves & PVC Drain Lines for the Twelve (12) RAS Pumps ADD	\$3,039.00
5.31	Prove Aluminum Grating or Tread Plates for All Six (6) Primary Clarifiers ADD	\$11,828.00
5.32	Credit for Not Painting the RAS Pumps DEDUCT	(\$5,310.00)
	TOTAL	+ \$15,110.00

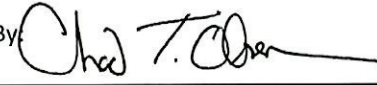
The Changes Result In The Following Adjustments:


	CONTRACT PRICE	TIME
Prior To This Change Order	<u>\$2,774,015.00</u>	<u>3/31/2022</u> days
Adjustments Per This Change Order	<u>+\$15,110.00</u>	<u>0</u> days
Current Contract Status	<u>\$2,789,125.00</u>	<u>3/31/2022</u> days


Recommended:
McMAHON ASSOCIATES, INC.
 Neenah, Wisconsin

Accepted:
STAAB CONSTRUCTION CORP.
 Marshfield, Wisconsin

Authorized:
CITY OF APPLETON
 Outagamie County, Wisconsin

By: 
 Date: December 15, 2021

By: 
 Date: 12-20-21 Benjamin J. Lee
 President

By: 
 Date: 1/13/22

- OWNER Copy
- CONTRACTOR Copy
- ENGINEER Copy (Contract Copy)
- FILE COPY

Four (4) Copies Should Accompany This Change Order
Execute And Return To ENGINEER For Distribution