



CITY OF APPLETON

Date: September 18, 2024
To: Members of the Common Council
From: Mayor Jacob A. Woodford
Subject: Confirmation of Appointments

It is with pleasure that I present the following recommendations for your confirmation at the September 18, 2024, Common Council meeting.

Historic Preservation Commission – New Appointments

Joe Gaerthofner - Historian

Term Ends May 2027

Joe Gaerthofner has been a citizen of Appleton for over 50 years with a deep passion for preserving and sharing the city's history. Since 2010, he has created and led history walking tours at Riverside Cemetery, focusing on themes such as "Appleton & WWI" and "Appleton & The Civil War." These tours have become a significant part of the Appleton Historical Society's summer programming, most recently highlighted by a Civil War-themed tour over Memorial Day weekend. Joe served on the History Museum's Board of Directors and has contributed several articles to its newsletter. Over the years, he has been invited to give numerous presentations, including one at the Appleton Historical Society's April meeting this year, where his talk on a forgotten event from 1921 was recorded and shared online. Recently, he has also been invited to present at the Appleton Public Library, demonstrating his continued commitment to the community's historical education. Joe has also appeared on WHBY's Focus Fox Valley with Haley Tenpas, discussing Appleton's rich history. Joe lives with his wife, Jen, and their son, Elijah, in the Peabody Park area and is an Account Manager with Nordon Business Environments, his family-owned business headquartered in Appleton, WI.

Ann-Marie Helmbrecht - Real Estate

Term Ends May 2026

Ann-Marie Helmbrecht is an experienced REALTOR who specializes in residential character homes and historic properties. Her passion for the craftsmanship and history of older homes and commercial buildings is what led her to a career in real estate. She believes that preserving our community's historic properties not only increases the city's beauty but also keeps its rich history alive. She loves the opportunity to educate people about the value of older homes and teach them how to care for these special properties to protect their investment and contribute beauty to their neighborhoods. Ann-Marie has been a REALTOR with Coldwell Banker since 2013 and a Senior Associate since 2019, serving on the Neighborhood Partners Advisory Council from 2018-2020. She was featured in an episode of HGTV's House Hunters, which focused on character homes in several of Appleton's Park neighborhoods.

Lindsay Thorson - Alternate

Term Ends May 2026

Lindsay holds a Master's in Business Administration from the University of Wisconsin Consortium program, as well as a Bachelor's degree in Social Work from the University of Wisconsin - Eau Claire. Lindsay currently works as a managing Broker for Cardinal Realty LLC and is serving as the local President of the Women's Council of REALTORS. As a former owner of the beautiful Tudor-style home on Walnut Street in Downtown Appleton, Lindsay is experienced in the joys and stresses that can come along with owning historic properties. Lindsay is passionate about the preservation of our City's history, as well as educating her clients on the possibilities and potential of revitalizing older homes and buildings.

Bicycle & Pedestrian Advisory Committee – New Appointment

Adam Umbarger – Active Bicyclist

Term Ends December 2027

Adam is an active cyclist in the Appleton community. He regularly bikes and walks to work and around town, and along with his children to and from school. This summer, he took his young family on a 500-mile bikepacking trip to Michigan. He is part of a local cycling group with members who commute and bike for exercise. Through his travels, he has seen different examples of cycling infrastructure in other cities and is interested in learning how to make cycling and walking safer. He hopes to apply his knowledge and experience to help Appleton become a better place for cyclists, pedestrians, and the whole community.