



City of Appleton

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

Meeting Minutes - Final Common Council

Wednesday, April 22, 2020

7:00 PM

Council Chambers

A. CALL TO ORDER

The meeting was called to order by Mayor Woodford at 7:32 p.m.

B. INVOCATION

The Invocation was offered by Alderperson Fenton

C. PLEDGE OF ALLEGIANCE TO THE FLAG

D. ROLL CALL OF ALDERPERSONS

Present: 16 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska, Alderperson Corey Otis and Mayor Jake Woodford

E. ROLL CALL OF OFFICERS AND DEPARTMENT HEADS

City Attorney Walsh, Deputy City Attorney Behrens, City Clerk Lynch, Director of Community & Economic Development Harkness, Director of Finance Saucerman, Fire Chief Hansen, Health Officer Eggebrecht, Director of Human Resources Matz, Director of Information Technology Fox, Library Director Rortvedt, Director of Parks, Recreation & Facilities Gazza, Police Chief Thomas, Director of Public Works Vandehey, Director of Utilities Shaw, Valley Transit General Manager McDonald

F. BUSINESS PRESENTED BY THE MAYOR

[20-0502](#)

Earth Day Proclamation

The Proclamation was presented

G. PUBLIC PARTICIPATION

H. APPROVAL OF PREVIOUS COUNCIL MEETING MINUTES

[20-0501](#) Common Council Meeting Minutes of April 1, 2020

Attachments: [CC Minutes 4-1-2020.pdf](#)

Alderson Lobner moved, seconded by Alderson Prohaska, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderson William Siebers, Alderson Vered Meltzer, Alderson Brad Firkus, Alderson Joe Martin, Alderson Katie Van Zeeland, Alderson Denise Fenton, Alderson Maiyoua Thao, Alderson Matthew Reed, Alderson Alex Schultz, Alderson Mike Smith, Alderson Patti Coenen, Alderson Nate Wolff, Alderson Kyle Lobner, Alderson Joe Prohaska and Alderson Corey Otis

Abstained: 1 - Mayor Jake Woodford

I. PUBLIC HEARINGS

[20-0489](#) Public Hearing regarding Special Use Permit 2-20 for Appleton Axe at 1400 W College Avenue

Attachments: [ClassIIPublicHearingNoticeNewspaper_1400WCollegeAve_SUP.pdf](#)

Pat VanAbel, owner of Appleton Axe spoke during the Public Hearing

[20-0490](#) Public Hearing regarding Special Use Permit 3-20 for Taco House at 135 E Wisconsin Avenue

Attachments: [ClassIIPublicHearingNoticeNewspaper_135_East_Wisconsin_Ave_SUP.pdf](#)

The Public Hearing was held, no one spoke during the hearing.

J. SPECIAL RESOLUTIONS

K. ESTABLISH ORDER OF THE DAY

[20-0498](#) Suspend the Council Rules and Convene into the Committee of the Whole

Alderson Lobner moved, seconded by Alderson Coenen, that the Council convene into the Committee of the Whole. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderson William Siebers, Alderson Vered Meltzer, Alderson Brad Firkus, Alderson Joe Martin, Alderson Katie Van Zeeland, Alderson Denise Fenton, Alderson Maiyoua Thao, Alderson Matthew Reed, Alderson Alex Schultz, Alderson Mike Smith, Alderson Patti Coenen, Alderson Nate Wolff, Alderson Kyle Lobner, Alderson Joe Prohaska and Alderson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0470](#)

Resolution #5-R-20
Naming of the Hydroelectric Heritage Trailway
(HHT / Hydro)

Attachments: [#5-R-20 Hydroelectric Heritage Trailway.pdf](#)

Aldersperson Martin moved, seconded by Aldersperson Lobner, that the Resolution be held until the second meeting in May. Roll Call. Motion carried by the following vote:

Aye: 14 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Joe Martin, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Matthew Reed, Aldersperson Mike Smith, Aldersperson Patti Coenen, Aldersperson Nate Wolff, Aldersperson Kyle Lobner, Aldersperson Joe Prohaska and Aldersperson Corey Otis

Nay: 1 - Aldersperson Alex Schultz

Abstained: 1 - Mayor Jake Woodford

[20-0465](#)

Request to approve Special Use Permit #2-20 for an indoor recreational use with alcohol sales and consumption located at 1400 West College Avenue (Tax Id #31-5-1799-00), as shown on the attached maps and per attached plan of operation, to run with the land subject to the conditions in the attached staff report and approve attached Resolution (2/3 vote of Common Council required for approval)

Attachments: [StaffReport_1400 W College Ave_SUP_For04-22-20.pdf](#)
[RE Appleton Axe proposed plan.msg](#)
[Sydney Witt Email Comments_4-25-20.pdf](#)

Aldersperson Smith moved, seconded by Aldersperson Siebers, that the Special Use Permit be held. Roll Call. Motion carried by the following vote:

Aye: 12 - Aldersperson William Siebers, Aldersperson Brad Firkus, Aldersperson Joe Martin, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Matthew Reed, Aldersperson Mike Smith, Aldersperson Patti Coenen, Aldersperson Kyle Lobner, Aldersperson Joe Prohaska and Aldersperson Corey Otis

Nay: 3 - Aldersperson Vered Meltzer, Aldersperson Alex Schultz and Aldersperson Nate Wolff

Abstained: 1 - Mayor Jake Woodford

[20-0481](#)

Proposed one-year extension of the Bicycle and Pedestrian Engineering On-Call Consulting Services Contract with Alta Planning and Design in an amount not to exceed \$12,000.

Attachments: [Bicycle and Pedestrian Eng On-Call Cons. Service.pdf](#)

Alderson Lobner moved, seconded by Alderson Smith, that the Contract be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderson William Siebers, Alderson Vered Meltzer, Alderson Brad Firkus, Alderson Joe Martin, Alderson Katie Van Zeeland, Alderson Denise Fenton, Alderson Maiyoua Thao, Alderson Matthew Reed, Alderson Alex Schultz, Alderson Mike Smith, Alderson Patti Coenen, Alderson Nate Wolff, Alderson Kyle Lobner, Alderson Joe Prohaska and Alderson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0482](#)

Request from Van Ert Electric to reduce their permit fee from \$9,218 to \$1,500. City permit fee is based on total cost of a project, including equipment.

Attachments: [Van Ert Electric -permit fee.pdf](#)

Alderson Smith moved, seconded by Alderson Coenen, that the fee request be approved. Roll Call. Motion failed by the following vote: Since the Motion failed, the request was denied.

Nay: 13 - Alderson William Siebers, Alderson Vered Meltzer, Alderson Brad Firkus, Alderson Joe Martin, Alderson Katie Van Zeeland, Alderson Denise Fenton, Alderson Maiyoua Thao, Alderson Matthew Reed, Alderson Mike Smith, Alderson Patti Coenen, Alderson Nate Wolff, Alderson Kyle Lobner and Alderson Corey Otis

Abstained: 3 - Alderson Alex Schultz, Alderson Joe Prohaska and Mayor Jake Woodford

[20-0487](#)

Decision on when to open yard waste sites considering the Governor's Safer at Home Order.

Attachments: [Yard Waste Site Memo.pdf](#)

Alderson Smith moved, seconded by Alderson Lobner, that the re-opening of the yard waste site be approved as outlined in the attached memo. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0405](#)

Class "B" Beer License application for Bennett Manor 2 LLC d/b/a The Cozy Corner, Heidi Bennett, Agent, located at 111 N Walnut St, contingent upon approval from all departments.

Attachments: [The Cozy Corner.pdf](#)

Alderperson Lobner moved, seconded by Alderperson Martin, that the license be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0387](#)

Reserve "Class B" Liquor and Class "B" Beer License application for RH Events LLC, Michael Geall, Agent, located at 141 S. Riverheath Way, contingent upon approval from all departments.

Attachments: [RH Events.pdf](#)

Alderperson Coenen moved, seconded by Alderperson Lobner, that the license be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0488](#)

Request to temporarily waive the \$75 fee for issuance of temporary use permits to essential service workers until the Governor's Safer at Home Order is lifted

Attachments: [MemotoCPC RequestTemporarilyWaiveTempUsePermitFee.pdf](#)

Alderperson Coenen moved, seconded by Alderperson Lobner, that the fee waiver request be approved. Roll Call. Motion carried by the following vote:

Aye: 14 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 2 - Alderperson Mike Smith and Mayor Jake Woodford

[20-0479](#)

Action Item: Approve Acceptance of the Appleton Transportation Management Area (TMA) 2020-2024 Transportation Alternatives Program (TAP) Grant in the Amount of \$516,292

Attachments: [WE Energies Trail TAP Grant Memo .docx](#)
[WE Energies Trail Map.pdf](#)

Alderperson Lobner moved, seconded by Alderperson Coenen, that the agreement be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0474](#)

Request to approve amended Development Agreement for North Edgewood Estates

Attachments: [North Edgewood Estates Amended Agreement.pdf](#)

Alderperson Coenen moved, seconded by Alderperson Prohaska, that the development agreement be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0476](#)

Request to deny the Claim for Excessive Assessment for the Renaissance Assisted Living at 301 E Florida Avenue and the Rennes Nursing Home at 325 E Florida Avenue.

Attachments: [Rennes claim memo to finance committee.pdf](#)
[Rennes Development Claim for Excessive Assessment.pdf](#)
[TDR Properties Claim for Excessive Assessment.pdf](#)

Aldersperson Lobner moved, seconded by Aldersperson Smith, that the denial of the Claim for Excessive Assessment be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Joe Martin, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Matthew Reed, Aldersperson Alex Schultz, Aldersperson Mike Smith, Aldersperson Patti Coenen, Aldersperson Nate Wolff, Aldersperson Kyle Lobner, Aldersperson Joe Prohaska and Aldersperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0469](#)

Request to amend the existing farm lease with Erv Van Camp for properties located at 110 and 210 W. Edgewood Drive, estimated to be approximately 21.25 acres, changing the rental rate from \$100 per acre to \$60 per acre for the 2020 growing season with no crop loss provision

Attachments: [AmendFarmLeaseMemo_110&210WEdgewood_4-10-20.pdf](#)
[FullyExecutedLeaseRenewal_110&210WEdgewood_12-21-18.pdf](#)

Aldersperson Smith moved, seconded by Aldersperson Lobner, that the lease be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Joe Martin, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Matthew Reed, Aldersperson Alex Schultz, Aldersperson Mike Smith, Aldersperson Patti Coenen, Aldersperson Nate Wolff, Aldersperson Kyle Lobner, Aldersperson Joe Prohaska and Aldersperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0496](#)

Resolution #7-R-20 Employee Leave Benefits COVID-19

Attachments: [Resolution #7-R-20 Employee Leave Benefits COVID-19 \(003\).pdf](#)

Aldersperson Lobner moved, seconded by Aldersperson Prohaska, that the Resolution be approved. Roll Call. Motion carried by the following vote:

Aye: 10 - Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Joe Martin, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Alex Schultz, Aldersperson Nate Wolff, Aldersperson Kyle Lobner and Aldersperson Corey Otis

Nay: 5 - Alderperson William Siebers, Alderperson Matthew Reed, Alderperson Mike Smith, Alderperson Patti Coenen and Alderperson Joe Prohaska

Abstained: 1 - Mayor Jake Woodford

[20-0500](#)

Reconvene to Common Council

Alderperson Coenen moved, seconded by Alderperson Reed, that the Council Rise and Report and reconvene to the Common Council. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

[20-0499](#)

Report of the Committee of the Whole

Alderperson Prohaska moved, seconded by Alderperson Coenen, that the Report of the Committee of the Whole be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Absent: 1 - Mayor Jake Woodford

L. COMMITTEE REPORTS

Alderperson Coenen moved, seconded by Alderperson Prohaska, that the balance of the agenda be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

Balance of the action items on the agenda.

Alderperson Coenen moved, Alderperson Prohaska seconded, to approve the report. The motion carried by the following vote:

Aye: 15 - Alderperson William Siebers, Alderperson Vered Meltzer, Alderperson Brad Firkus, Alderperson Joe Martin, Alderperson Katie Van Zeeland, Alderperson Denise Fenton, Alderperson Maiyoua Thao, Alderperson Matthew Reed, Alderperson Alex Schultz, Alderperson Mike Smith, Alderperson Patti Coenen, Alderperson Nate Wolff, Alderperson Kyle Lobner, Alderperson Joe Prohaska and Alderperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

- 1. **MINUTES OF THE MUNICIPAL SERVICES COMMITTEE**
- 2. **MINUTES OF THE SAFETY AND LICENSING COMMITTEE**
- 3. **MINUTES OF THE CITY PLAN COMMISSION**

[20-0466](#)

Request to approve Special Use Permit #3-20 for a restaurant with alcohol sales and consumption located at 135 East Wisconsin Avenue (Tax Id #31-6-0323-00), as shown on the attached maps and per attached plan of operation, to run with the land subject to the conditions in the attached staff report and approve attached Resolution (2/3 vote of Common Council required for approval)

Attachments: [StaffReport_135 E Wisconsin Ave_SUP_For04-22-20.pdf](#)

This Report Action Item was approved.

[20-0467](#)

Request to approve Minor Amendment to Special Use Permit #28-01 to allow alcohol sales and service on a new outdoor deck area on the north side of the building at 215 South Memorial Drive (Tax Id #31-3-0883-00), as shown on the attached maps and per attached plan of operation, to run with the land subject to the conditions in the attached staff report and approve attached Resolution

Attachments: [StaffReport_Sangrias_SUPMinorAmendment_For4-22-20.pdf](#)

This Report Action Item was approved.

[20-0468](#)

Request to approve the North Edgewood Estates 2 Preliminary Plat as shown on the attached maps and subject to the attached conditions

Attachments: [StaffReport_NorthEdgewoodEstates2_PrePlat_For04-22-20.pdf](#)

This Report Action Item was approved.

- 4. **MINUTES OF THE PARKS AND RECREATION COMMITTEE**
- 5. **MINUTES OF THE FINANCE COMMITTEE**

[20-0471](#)

Request to approve Change Order #1 to the 2019 Fire Station #4 HVAC Upgrades project to Baumgart Mechanical in the amount of \$14,147. The overall contract will increase from \$61,050 to \$75,197 and approve the following 2020 budget adjustment:

Facilities Capital Projects Fund

2020 Fire Station #6 Hardscape Replacement Ph 2 Proj	- \$14,000
2019 Fire Station #4 HVAC Upgrades Project	+\$14,000

to reflect a balance transfer between projects

Attachments: [2019 Fire Station #4 HVAC Upgrades Change Order and budget adjustment.pdf](#)

This Report Action Item was approved.

[20-0473](#)

Request to award Unit O-20 Sanitary and Storm Sewer CIPP Lining to Visu-Sewer, Inc in the amount of \$628,850 with a 5% contingency of \$31,450 for a project total not to exceed \$660,300

Attachments: [Award of Contract Unit O-20.pdf](#)

This Report Action Item was approved.

[20-0475](#)

Request to approve change to 2020 Street Light Infill CIP to move up Astor Lane and Tuckaway Lane and push back Roemer Road

Attachments: [Street Light Infill CIP.pdf](#)

This Report Action Item was approved.

6. **MINUTES OF THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE**
7. **MINUTES OF THE UTILITIES COMMITTEE**
8. **MINUTES OF THE HUMAN RESOURCES & INFORMATION TECHNOLOGY COMMITTEE**
9. **MINUTES OF THE FOX CITIES TRANSIT COMMISSION**
10. **MINUTES OF THE BOARD OF HEALTH**

[20-0441](#)

Jansen Bee Application - Appeal

Attachments: [Jensen application Jan 2020.pdf](#)
[Jensen neighbor objection.pdf](#)
[1721 E Paloma ct Feb 2020 denial letter.pdf](#)
[Jensen appeal letter March 2020.pdf](#)

This item has been resolved, no action was taken.

M. CONSOLIDATED ACTION ITEMS

N. ITEMS HELD

[20-0385](#)

Request from Dave Rangle, 1028 S. Walden Avenue, to have his sidewalk snow removal bill of \$107.40 waived.

Attachments: [1028 S Walden waive snow bill.pdf](#)

Aldersperson Lobner moved, seconded by Aldersperson Prohaska, that the Report Action Item be held. Roll Call. Motion carried by the following vote:

Aye: 11 - Aldersperson Vered Meltzer, Aldersperson Joe Martin, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Matthew Reed, Aldersperson Alex Schultz, Aldersperson Nate Wolff, Aldersperson Kyle Lobner, Aldersperson Joe Prohaska and Aldersperson Corey Otis

Nay: 4 - Aldersperson William Siebers, Aldersperson Brad Firkus, Aldersperson Mike Smith and Aldersperson Patti Coenen

Abstained: 1 - Mayor Jake Woodford

O. ORDINANCES

[20-0478](#)

Ordinance #72-20

Attachments: [Ordinance 72-20 for 4-22-2020 CC Mtg.pdf](#)

Aldersperson Lobner moved, seconded by Aldersperson Smith, that the ordinance be approved. Roll Call. Motion carried by the following vote:

Aye: 15 - Aldersperson William Siebers, Aldersperson Vered Meltzer, Aldersperson Brad Firkus, Aldersperson Joe Martin, Aldersperson Katie Van Zeeland, Aldersperson Denise Fenton, Aldersperson Maiyoua Thao, Aldersperson Matthew Reed, Aldersperson Alex Schultz, Aldersperson Mike Smith, Aldersperson Patti Coenen, Aldersperson Nate Wolff, Aldersperson Kyle Lobner, Aldersperson Joe Prohaska and Aldersperson Corey Otis

Abstained: 1 - Mayor Jake Woodford

P. LICENSE APPLICATIONS AND COMMUNICATIONS REFERRED TO
COMMITTEES OF JURISDICTION

Q. RESOLUTIONS SUBMITTED BY ALDERPERSONS REFERRED TO COMMITTEES OF JURISDICTION

#8-R-20

City of Appleton Brand Study Resolution

Submitted by: Alderperson Christopher W. Croatt Submitted on: April 22, 2020

Whereas, the City of Appleton has been identified locally, regionally, and nationally as a leader in many aspects and has been recommended as a preferred place to call home, work, and raise a family for a variety of positive reasons.

And Whereas, the City of Appleton is getting regional and national attention with positive accolades and endorsements such as a best affordable place to live, a best place for children, low unemployment, fiscal restraint, a community with many parks, trails, and playgrounds, and many more.

And Whereas, the City of Appleton, like other entities (public and private) providing a service or product offering, has a brand image.

And Whereas, a strong brand image and identity is an important attribute for any entity (public or private sector) looking to attract top talent and new business and foster impactful economic development.

And Whereas, a brands strength comes from the following attributes:

- 1. Motivational vision statement*
- 2. Clearly defined mission*
- 3. Clearly defined values*
- 4. Marketing consistency*
- 5. High brand equity*

And Whereas, branding is part of a marketing plan/strategy and the strength of a brand is a direct result of supporting marketing-related activities through funding mechanisms and execution plans.

And Whereas, Appleton's quality of life, vibrancy, and values could be better conveyed by an updated logo, slogan, and messaging.

Therefore Be It Resolved...The City of Appleton should evaluate all financing options to appropriate the necessary funds to launch a brand study in 2020 or include a brand study in the 2021 budget. Such a study should be conducted by a highly qualified firm to be identified through the RFP process. At a minimum, the scope of the brand study should include logo redesign, development of a graphic standards manual for the entire organization, further definition of mission, value proposition, key marketing strategies, and a detailed recommendation of brand-strengthening activities that can be planned and budgeted for.

And Therefore Be Resolved...As part of the defined RFP language and study conducted by an outside entity, citizen input through open dialogue sessions be included as part of the overall process as well as options for a phased in implementation plan based on budgetary limitations or other factors.

#9-R-20

Local Government Term Limits Referendum Question Resolution

Authored and Submitted by: Alderperson Christopher W. Croatt (D14)

Submitted on: April 22, 2020

Therefore, Be It Resolved...

The City of Appleton put to binding referendum (in November 2020) the following:

Beginning with the 2021 election and for all elections thereafter, shall the total length of service for the positions of Mayor and Alderperson (City Council member) be limited so

that no person may be elected to consecutive terms totaling more than 12 years?

R. OTHER COUNCIL BUSINESS

S. ADJOURN

Alderson Coenen moved, seconded by Alderson Wolff, that the meeting be adjourned at 9:38 p.m. Roll Call. Motion carried by the following vote:

Aye: 15 - Alderson William Siebers, Alderson Vered Meltzer, Alderson Brad Firkus, Alderson Joe Martin, Alderson Katie Van Zeeland, Alderson Denise Fenton, Alderson Maiyoua Thao, Alderson Matthew Reed, Alderson Alex Schultz, Alderson Mike Smith, Alderson Patti Coenen, Alderson Nate Wolff, Alderson Kyle Lobner, Alderson Joe Prohaska and Alderson Corey Otis

Abstained: 1 - Mayor Jake Woodford

Kami Lynch, City Clerk