

AGENDA
VILLAGE OF PLEASANT PRAIRIE
PLEASANT PRAIRIE VILLAGE BOARD
PLEASANT PRAIRIE WATER UTILITY
PLEASANT PRAIRIE SEWER UTILITY
Village Hall Auditorium
9915 – 39th Avenue
Pleasant Prairie, WI
September 4, 2012
6:00 p.m.

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Minutes of Meetings – August 6 and August 20, 2012
5. Public Hearing
 - A. Consider Resolution #12-27 to change of the official addresses of the properties located at 11121 4th Avenue to 11027 4th Avenue as a result of the addresses being out of sequence.
6. Citizen Comments (Please be advised per State Statute Section 19.84(2), information will be received from the public and there may be limited discussion on the information received. However, no action will be taken under public comments.)
7. Administrator's Report
8. New Business
 - A. Receive the Kenosha Area Convention & Visitors Bureau's 2011 Annual Report.
 - B. Consider approval of deed restrictions to finalize the land transfer to the Kenosha/Racine Land Trust of approximately 28 acres of land generally located on the 102th Avenue (East Frontage Road) north of STH 165 owned by the Village Community Development Authority.
 - C. Consider Resolution #12-29 relating to the discontinuance of a portion of 115th Street at 18th Avenue just north of 116th Street.
 - D. Consider Resolution #12-28 relating to amendments of the 2012 budget.
 - E. Consider Ordinance #12-30 to amend Chapter 305 of the Municipal Code relating to concrete driveways.

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- F. Consider Ordinance #12-31 to amend Chapter 250-3 relating to prohibition of hunting and/or trapping on Village-owned property.
 - G. Consider the request of Radigan's Restaurant, 11712 Sheridan Road, to temporarily extend its liquor license premise for a private event on October 5, 2012.
 - H. Consider Operator License applications on file.
9. Village Board Comments
10. Consider Entering into Executive Session pursuant to Section 19.85(1)(g) Wis. Stats. to confer with legal counsel for the governmental body who is rendering oral or written advice concerning strategy to be adopted by the body with respect to litigation in which it is or is likely to become involved.
11. Return to Open Session and Adjournment.

The Village Hall is handicapped accessible. If you have other special needs, please contact the Village Clerk, 9915 – 39th Avenue, Pleasant Prairie, WI (262) 694-1400

**VILLAGE OF PLEASANT PRAIRIE
PLEASANT PRAIRIE VILLAGE BOARD
PLEASANT PRAIRIE WATER UTILITY
PLEASANT PRAIRIE SEWER UTILITY
9915 - 39th Avenue
Pleasant Prairie, WI
August 6, 2012
6:00 p.m.**

A regular meeting of the Pleasant Prairie Village Board was held on Monday, August 6, 2012. Meeting called to order at 6:00 p.m. Present were Village Board members John Steinbrink, Monica Yuhas, Steve Kumorkiewicz, Clyde Allen and Mike Serpe. Also present were Michael Pollocoff, Village Administrator; Tom Shircel, Assistant Administrator; Kathy Goessl, Finance Director/Treasurer; Dave Mogensen, Interim Police Chief; Doug McElmury, Fire and Rescue Chief; Mike Spence, Village Engineer; John Steinbrink Jr., Public Works Director;; and Jane Romanowski, Village Clerk. Eight citizens attended the meeting.

1. **CALL TO ORDER**
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL**
4. **MINUTES OF MEETINGS - JULY 16, 2012**

YUHAS MOVED TO APPROVE THE MINUTES OF THE JULY 16, 2012 VILLAGE BOARD MEETING AS PRESENTED IN THEIR WRITTEN FORM; SECONDED BY ALLEN; MOTION CARRIED 5-0.

5. **CITIZEN COMMENTS**

Chelsea Goessl:

Chelsea Goessl, 7115 89th Avenue. I'd like to take this time to say thank you for the wonderful year that I had the opportunity to represent our Village as Miss Pleasant Prairie. Also, I would like to say thank you for everything that you've allowed me to do. It was an awesome year. I had so much fun, and I wish the same to our new representative. Also [inaudible] I'll stick around because I will be helping our new Court with all the events that they will be attending throughout the year. Thank you.

John Steinbrink:

Thank you, Chelsea. And could you introduce the gals for us this evening here?

Chelsea Goessl:

Of course I can.

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John Steinbrink:

And have them stand as they're introduced.

Chelsea Goessl:

Yes. So our Miss Pleasant Prairie 2012 is Bailey. Our Junior Miss Pleasant Prairie 2012 is Kayla. Our Little Miss Pleasant Prairie 2012 is Carley, and our Tiny Miss Pleasant Prairie 2012 is Adelaine.

John Steinbrink:

Thank you, Chelsea. We're going to hear more from Chelsea a little bit later.

Jane Romanowski:

We have another speaker. Bailey Slater.

Bailey Slater:

Bailey Slater, 813 94th Street. I am honored and excited to hold the title of Miss Pleasant Prairie this year. As Miss Pleasant Prairie I hope to represent the Village of Pleasant Prairie in the best way that I can. My queens and I are going to be involved around the community in the best way possible. We will promote the Village, the RecPlex and our pageant. The opportunities are endless for me to reach out to kids and adults of all ages to show that with dedication, kindness and hard work you can achieve so many things.

As a role model of the community I would like to be able to work with businesses, organizations and everyday people to encourage success in school, at all extra curricular activities and self-worth. Each person deserves the opportunity to be successful, and I want to be the one to reach out and show the people how to step out of their box and succeed. I am looking forward to working with all of you in the community this year, and I hope to make this a very positive year in Pleasant Prairie. Thank you.

John Steinbrink:

Thank you. Anyone else wishing to speak under citizens' comments?

6. ADMINISTRATOR'S REPORT

Mike Pollocoff:

We had a really good turnout at Prairie Family Days this year. We had a new arrangement for it behind the RecPlex and it seemed to work really well. We weren't able to have fireworks as we have in the past because it was so dry. And we're looking to have the fireworks moved to possibly the Music in the Park in October or if not we'll move them back over next year. And the

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vendor was cooperative with us. They just asked we not do it on the 4th of July. So that being said I think that was a really good success. Jean Werbie is not here, she did a really good job of getting sponsors and people to donate to the raffle, and we had a really good raffle. All the volunteers that worked at the event, the people who participated in the programs there we really appreciate it, and it was a really nice event. I was on a boat for three hours and in the information booth and I didn't hear anybody complaining. Everybody was having a good time. That was a good thing.

I'd also like to call up Interim Chief Mogensen to talk about some crimes we've been having and really some success we've had in getting those resolved. But we've had a major string of activity. Dave, you want to tell us about that?

Interim Chief Mogensen:

Absolutely. Mr. President, Village Board members, the weekend of July 22nd and then during the week of July 24th we had a very, very large rash of thefts from vehicles. In total we had about 65 to 70 cars entered during the nighttime hours. That is huge. And it was perpetrated by, believe it or not, two individuals. Luckily we got some good information through the work of all of our officers. Our entire team of officers, detectives, dispatchers were all very keen on trying to find out who was doing this. So we gathered every piece of information we possibly could, suspect vehicle information, any suspicious activity or people, and it kind of came together. It's one of those moments that just luck pays off.

What happened was a Winthrop Harbor officer had spotted a vehicle that matched the description we were looking for. So he pulled the vehicle over, he called Detective Mogensen at home and said, listen, we've got a possible suspect. She went down to the vehicle in Winthrop Harbor, struck up a casual conversation with this person and ended up getting a confession. So of these 65 or 70 thefts we have cleared all of them. We've recovered most of the property. And at this time we are submitting 52 charges to the District Attorney's office for those two individuals so they will face justice.

It's an invasion of privacy of people. Burglary is very serious because you get the feeling that someone's in your home, it's where you live, it's very personal, but it can be the same thing for your car. And what happened is, and this is a reminder to the public, all of these vehicles were left unlocked so they went into any unlocked vehicle they could. They just went down the blocks, checked doors and just took anything they could.

What made it kind of complicated is the amount of goods they took is just phenomenal, large items, small items, and they would dump them alongside the roadway, so the entire team of officers on patrol would search the ditch line and peoples' property, and even to this day we're recovering property and finding crimes that we did not know were committed. So I commend every single officer, Detective Mogensen, the dispatchers, they all did a phenomenal job. And I'm glad we can clear this out. It's in the District Attorney's hands, and I hope we get convictions. So my tip to the citizens please lock your car doors and hide your valuables. It's really worth it. It saves a lot of grief. That's all I have, thank you very much.

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Michael Serpe:

Dave, extend our appreciation to the department as well.

Interim Chief Mogensen:

I will. Thank you.

John Steinbrink:

Anything else, Mike?

Mike Pollocoff:

No.

7. NEW BUSINESS

- A. Consider Resolution #12-25 - Resolution of appreciation to Miss Chelsea Goessl for outstanding community service during her tenure as Miss Pleasant Prairie 2011.**

John Steinbrink:

Chelsea you want to come up? And I'm going to read the resolution. This is Resolution 12-25, Resolution of Appreciation to Miss Chelsea Goessl for outstanding community service during her tenure as Miss Pleasant Prairie 2011. Whereas Miss Chelsea Goessl was named Miss Pleasant Prairie 2011 on Sunday, July 24th, 2011 during the 2011 Prairie Family Days Celebration; and whereas during her tenure as Miss Pleasant Prairie 2011 Miss Chelsea Goessl upheld her title and consistently represented the Village of Pleasant Prairie with integrity and grace; and whereas during her tenure as Miss Pleasant Prairie 2011 Ms. Goessl made 25 public appearances throughout several communities within Kenosha County on behalf of her title; and whereas during her 25 public appearances as Miss Pleasant Prairie 2011 Miss Chelsea Goessl served as an inspiration and an outstanding role model for many girls and young women; and whereas Miss Goessl's tenure as Miss Pleasant Prairie ended on Saturday, July 21, 2012, and you've signed up for unemployment now? Just getting ready for another year of school then, when a new a new Miss Pleasant Prairie was named during the 2012 Pleasant Prairie Family Days Celebration.

Now therefore be it resolved by the Board of Trustees of the Village of Pleasant Prairie that Miss Chelsea Goessl be formally recognized for her outstanding service to the Village of Pleasant Prairie during her tenure as Miss Pleasant Prairie 2011 and that she receive the most sincere thanks and appreciation of the Village Board and the citizens of Pleasant Prairie. Considered and adopted this 6th day of August 2012 by myself, John Steinbrink, President, Jane Romanowski, Clerk and all the Board members of the Village of Pleasant Prairie and the citizens of Pleasant Prairie.

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Chelsea, on behalf of everybody I want to congratulate you and thank you for a job well done. I don't think there was an event I was at throughout the County that you weren't there representing the Village, and you had a few people with you each time, sometimes two, and it was good to see Pleasant Prairie represented so well in all these events and throughout the County. I guess you kind of put Pleasant Prairie on the map so people know we're there. For some reason you get a much better reception than the rest of us do when we ride in parades. I don't know why. Once, again, thank you on behalf of the Village and we'll present this to you. Maybe we'll get the Board members all to come up here and we'll take a picture with you. Congratulations.

Chelsea Goessl:

Thank you very much.

John Steinbrink:

Now, along with Chelsea - Miss Anna Longsdon who was Tiny Miss 2011, three to five year old category, is that correct? And Miss Kara Galarneau Miss 2011, six to nine year old category. And, of course, Chelsea was Miss Pleasant Prairie 2011 the 15 to 18 year old category. So we had a great group of girls representing us, and we have an even greater it looks like group coming on next year. I think Chelsea you said you're going to work with people and show them the ropes. Like I said, it is a great thing to have the Village represented throughout the County and the communities when we have these parades and festivals and that. That's something new for Pleasant Prairie, and we're all very proud of you, and we're going to be even prouder of the new group next year. You guys have got a lot of work to do. You've got to do at least 26 events next year so you can top the 25. You always have to go one step farther.

Clyde Allen:

Chelsea, congratulations, and I'll make a motion to adopt Resolution 12-25.

Steve Kumorkiewicz:

Second.

John Steinbrink:

Motion by Clyde, second by Steve for adoption of Resolution 12-25. Any further discussion?

Steve Kumorkiewicz:

Yes, I think we have to say thank you to the mothers, because there are bunch of girls in the back, I assume they are the mothers of the girls in the front. So congratulations to you, too.

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John Steinbrink:

That's right, I forgot that. There's always those other participants who are always there. They just kind of tag along, they don't do much, but they tag along for the fun of it. And the gentleman in the back.

Steve Kumorkiewicz:

Sorry if I missed you.

John Steinbrink:

Truly an experience I can only imagine. Once again, thank you to all of you.

Monica Yuhas:

I look forward to seeing the representation throughout the year in the Village and at the local community events. You're in for a wonderful ride, and I hope you enjoy every moment of it. Thank you.

John Steinbrink:

No further comments?

ALLEN MOVED TO ADOPT RESOLUTION #12-25 - RESOLUTION OF APPRECIATION TO MISS CHELSEA GOESSL FOR OUTSTANDING COMMUNITY SERVICE DURING HER TENURE AS MISS PLEASANT PRAIRIE 2011; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

John Steinbrink:

Once again thank you girls and thank you for your service. We look forward to seeing you everywhere next year. It's going to be a busy year.

B. Consider Resolution #12-23 to initiate an amendment to the Village Comprehensive Plan to adopt the June 2012 amendment to the Regional Water Quality Management Plan and make the necessary updates to the chapter.

Mike Pollocoff:

Mr. President, this resolution comes out of work that we began last year in order to bring in the area that was recently annexed into the Village which is the Uline properties as well as a property that was owned by Dr. Ries to be an area that can be serviced by sanitary sewer and Lake Michigan water. It's a long process. It requires a hearing before the Kenosha Water Utility. We need to do the engineering work up front to get it ready to go, but this is necessary in order to be able to take that next step for the Uline expansion which is coming up as well as ensure that the

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Tax Incremental District in there has the infrastructure improvements necessary. So I'd recommend that the Village Board adopt Resolution 12-23 and that we begin the process to amend the Village Comprehensive Plan in order to reflect these changes that are taking place with the sanitary sewer service area and we forward that back to the Department of Natural Resources.

Steve Kumorkiewicz:

Make a motion to adopt Resolution 12-23

Monica Yuhas:

Second.

John Steinbrink:

Motion by Steve, second by Monica for adoption of Resolution 12-23. Any further comments?

KUMORKIEWICZ MOVED TO ADOPT RESOLUTION #12-23 TO INITIATE AN AMENDMENT TO THE VILLAGE COMPREHENSIVE PLAN TO ADOPT THE JUNE 2012 AMENDMENT TO THE REGIONAL WATER QUALITY MANAGEMENT PLAN AND MAKE THE NECESSARY UPDATES TO THE CHAPTER; SECONDED BY YUHAS; MOTIOON CARRIED 5-0.

C. Consider Resolution 12-24 to initiate the discontinuance of a portion of 120th Avenue (West Frontage Road) north of STH 165 (104th Street).

Mike Pollocoff:

Mr. President, this is a road that was the former frontage road along I-94, and as part of the Tax Increment District work that took place last year, Abbott Laboratories had dedicated approximately 12 acres from the west of that road to the Village to be able to tie up to the one parcel that is owned by KABA. As part of that project the new frontage road has been built, and now we need to vacate and abandon the old right of way so it will be part of the one piece. This is a resolution to begin the process for continuance of that portion of 120th Avenue in the Village of Pleasant Prairie. So my recommendation is that Resolution 12-24 be adopted and a hearing be scheduled not less than 40 days after the passage of this resolution.

Michael Serpe:

How big is that section between the I and the new frontage road there?

Mike Pollocoff:

In width?

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Michael Serpe:

Yes.

Mike Pollocoff:

I think I might have that right here.

Michael Serpe:

And that's going to be State owned, right?

Mike Pollocoff:

No, that's owned by – under the agreement between KABA, the State and Abbott Laboratories for a ten year period that land is owned by KABA. And when the land is sold, if KABA chooses to sell it, then Abbott's got right of first refusal where they would have to buy it. They could buy the land for the price they're selling it at, but it's slated to be sold for hotel or restaurant development. So that money in turn that's received from the sale of that land would be used to financed TIF District improvements and cover KABA's carrying costs during that time period. At the end of ten years that land sale decision is solely between the Village of Pleasant Prairie and KABA. So this was one way we came up and Abbott helped us come up with it as a way to garnish some money to pay for TIF improvements without using the property taxes.

Michael Serpe:

So it's big enough for a good sized development then?

Mike Pollocoff:

The whole parcel is 30 acres.

Monica Yuhas:

Move for approval of Resolution 12-24.

Clyde Allen:

Second.

John Steinbrink:

Motion by Monica, second by Clyde for adoption of Resolution 12-24. Any further discussion?

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YUHAS MOVED TO ADOPT RESOLUTION 12-24 TO INITIATE THE DISCONTINUANCE OF A PORTION OF 120TH AVENUE (WEST FRONTAGE ROAD) NORTH OF STH 165 (104TH STREET); SECONDED BY ALLEN; MOTION CARRIED 5-0.

D. Consider an award of contract for single stream recycling services.

Mike Pollocoff:

John, you want to present that?

John Steinbrink, Jr.:

Yes, I have it here. Mr. President and members of the Board, the Pleasant Prairie Sanitation Division is currently under contract with Veolia ES Solid Waste Midwest for single stream recycling services. Pleasant Prairie collection trucks collect the recyclable material curbside, single stream for all residential properties and haul the recyclables to their facility located at 5421 46th Street in Kenosha. Pleasant Prairie hauls approximately 2,200 tons of recyclable material to this location annually. This material is baled in Kenosha and hauled to a processing facility by Veolia where it's sorted.

Village staff received two estimates for recycling processing services, one from Veolia and another from John's Disposal where their facility is in Franklin. Pleasant Prairie will still collect the material curbside and haul it to the processing site. As a part of the analysis we looked at the distance, the travel charge, the tipping fee, backhaul charges, estimated charge and rebates that we would receive with the recycling material.

Some of the downsides that John's Disposal had is that they are located 31 miles from the Roger Prange Center where Veolia is only three miles. The tipping fee for John's Disposal was \$45 a ton, where the tipping fee and backhaul charges were just under \$18 per ton. So the estimated annual charges just for the collection and processing is estimated at \$42,000 for Veolia and \$99,000 for John's Disposal. John's Disposal did offer a larger recycling rebate of 80 percent market share, while Veolia had a prorated percentage anywhere from 50 percent to 80 percent based on the market value, but that still did not offset the almost \$58,000 of tipping fees.

So based on all that information I can answer any questions that the Board may have, and I do recommend Veolia Services for this contract of single stream recycling.

Monica Yuhas:

John, this is a three year contract?

John Steinbrink, Jr.:

Yes, it is. If the Board chooses to go Veolia it would be a three year contract extension since we currently are with them.

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Michael Serpe:

And what was the increase from last year to this year, John, on tipping?

John Steinbrink, Jr.:

There was not an increase at all. We're actually paying the same tipping fee and backhaul charges as we did this past year, and we are in the same matrix for the recycling rebate.

Clyde Allen:

John, I don't know if I missed something. What did we get last year in recycling rebates? Do you know the amount by chance?

John Steinbrink, Jr.:

We were averaging around \$4,500 a month I believe. That's a very volatile number based on the world market of recycling. There's some years it's bad, some years it's good, and we're running right in between right now.

Mike Pollocoff:

We've seen both good years for recycling rebates, and we have one recycling hauler or contractor where we ended up having to go to court due to bankruptcy just to get whatever percentage we can and not that the guy who ran the business is a bad person. He succumbed to the market that existed in 2008, 2009 and there was nothing going there. So for the things that we're looking for is, one, to be able to provide the best recycling project we can for the residents at the most stable cost so that we're not constantly changing our rates. We look for something that is stable but not punitive as far as we don't want to pay a premium for stability but we want to recognize that the market is the market.

Michael Serpe:

There's a pretty big difference between the two bids, and I would move approval of award to Veolia.

Steve Kumorkiewicz:

Second.

John Steinbrink:

Motion by Mike, second by Steve. Any further discussion? I know we have a representative here from John's Disposal. Thank you for coming this evening. I don't know if you had anything to say.

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Brian Jongetjes:

Thank you. My name is Brian Jongetjes. I'm the President of John's Disposal. My son Dan is here. Thank you for looking at our proposal. Like Dan said earlier we have a new facility in Racine County. I think the big difference here is the amount that we pay. The amount you received last year if what John is saying was correct was about \$24 a ton. I think it's what you actually received, and we would pay quite a bit more of the rebate. But, like you said, you would have to drive your trucks out there. And I think if you figure that at \$80 an hour or something to drive your trucks out there, if you did the math real close I think it's maybe closer than what it's looking for you guys. And the advantage would be is that you already have those trucks, you're paying for most of the cost of having that truck. So it would only be fuel and your labor to get it direct out to our place.

The markets are very up and down. But to me if it was \$4,500 a month times 12 months divided by 2,200 tons that's only like \$24 a ton which is a pretty low price for last year which was an extremely good market. But, anyway, I appreciate you considering us. If you wanted sometime it might be if – I guess what I would suggest maybe would be is if you want to consider this would be to just try it with no commitment to see what it takes to go out there. But I know that would change your whole operation. I appreciate it. We've left our card here, and we'd be willing to give you guys a tour out there if you want to take a look at our facility. It is completely on the end north end of Racine County, so it is, depending where you leave from, it's a good hour round trip. Thanks again for considering us.

John Steinbrink:

And thank you for coming down.

Michael Serpe:

We appreciate the response, thank you.

John Steinbrink:

With that if there's no further discussion we have a motion, we have a second.

SERPE MOVED TO AWARD A THREE YEAR EXTENSION TO THE CURRENT CONTRACT WITH VEOLIA ES ZION LANDFILL FOR SINGLE STREAM RECYCLING SERVICES; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

E. Consider an award of contract for solid waste landfill services.

John Steinbrink, Jr.:

Mr. President and members of the Board, the Village is currently under contract with Veolia ES Zion Landfill to accept solid waste material at their disposal site located in Zion, Illinois. The Village currently pays a tipping fee of \$42.50 per ton. The Village staff will continue to collect

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solid waste every week in the Village issued collection carts. This proposal details where the Village brings the solid waste material to the landfill.

The Village pays the following tipping fees from Veolia at the landfill. In 2009 we were at \$38.50, 2010 \$41, and 2011 and 2012 we are at \$42.50. Two proposals were received for 2013 through 2014. Veolia had offered to keep their price the same as the 2011 price for 2012 at \$42.50 and an increase to \$43.35 in 2013 and for 2014 up to \$44.22. We received another proposal from Waste Management where their tipping fees were a little bit lower, probably on the average of about \$4 per ton less at \$38.50 in 2012, \$39.42 in 2013 and \$40.38 in 2014.

We went through the same process of evaluating the annual tipping fee costs and the travel time to the landfill and the cost for that. The Village disposes of approximately 6,200 tons of solid waste per year. Travel time to Veolia from the Prange Center is five minutes, and the travel time to Waste Management is approximately 25 minutes. The Public Works Department sends three trucks a day at a cost for labor and vehicle of approximately \$100 each. So even though Waste Management was about \$4 per ton cheaper, over the course of the three years it does cost about an extra \$52,000 in transportation cost to bring those three trucks back and forth every day. And by the time we went through the analysis the solid waste disposal cost for Veolia was roughly about \$80,000 less over those three years than it was for Waste Management.

So I can answer any questions at this time, and I do recommend the contract be awarded to Veolia Landfill for the tipping fees per the attached contract.

Mike Pollocoff:

There's one other point, and the gentleman from John's brought it up. When we collect the solid waste and use the trucks to do that we don't consider that a sunk cost, because if you do what happens is at the end of the life of the truck you have to go out and borrow money or take some money from your funds to go buy it. So for us to be able to manage the budget for solid waste and really all of our Public Works Department and other agencies we use that actual cost with maintenance and replacement to fund the internal fleet service fund so that we know at the end of the life of that truck we've set aside the money to replace it without borrowing to buy another truck. That cost for service of the truck and what it costs us to operate solid waste trucks is an actual cost, and we account for that in our budget. That money is set aside in that fund. And for the expense of those trucks and what it takes to operate them and the time to operate is real time, it's real money. So it's significant in John's financial analysis.

John Steinbrink:

Plus the longer those trucks are on the road the less time they're picking up which cuts into our routes and actually then we have to put another route on.

Michael Serpe:

What's the life of the landfills that we're looking at right now in this area?

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John Steinbrink, Jr.:

I talked with Veolia and with the new expansion they have 13 cells potential construction, and they're just building cell 7 right now. So it is going to be some time on the Zion Landfill site. I spoke with the representatives of Waste Management in Paris, and actually their projection has increased quite a bit for their landfill life because as a border landfill in Wisconsin they really took a hard hit when Wisconsin passed that \$13 per ton tax. So they were collecting about a million tons per year, and now they're collecting about 150,000 tons per year. And so they had a drop in revenue or volume of about 85 percent which really does extend their landfill life out there. So they have ample volume at both of the sites for all the solid waste material.

Clyde Allen:

Make a motion to approve the contract.

Michael Serpe:

Second.

John Steinbrink:

Motion by Clyde, second by Mike for adoption. Further discussion?

ALLEN MOVED TO APPROVE A THREE-YEAR SERVICE AGREEMENT WITH VEOLIA ES ZION LANDFILL FOR SOLID WASTE LANDFILL SERVICES; SECONDED BY SERPE; MOTION CARRIED 5-0.

F. Consider Ordinance #12-22 to amend Chapter 355 of the Municipal Code relating to well permits.

John Steinbrink, Jr.:

Mr. President and members of the Board, the Public Works Department is requesting a revision to Ordinance 355.16 to follow Wisconsin Administrative Code Chapter NR 810.16 requiring only one safe water sample as part of the well permitting program as required by the DNR. Currently our ordinance reads that the Village requires two safe samples two weeks apart to be eligible for a well permit. And so the Village requires anyone that has municipal water and a well to go through and make sure that there's not a cross-connection and make sure that their well water is safe, it doesn't have any fecal coliform or E-coli.

And so back whenever this ordinance was originally passed, and it's very common within municipalities in Wisconsin to be a little bit above and beyond what the DNR code is of two safe water samples, the DNR code does only request that we have one safe sample, and then we allow them to have that permit every five years. So just to go through and keep up with what the DNR code is we are making this recommendation that only one safe water sample is required for the

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permit, and also add language that the cost of a well permit is \$25 which will be valid for five years.

And in the case of a shared well only the parcel containing the physical well will be required to have a well permit. Any residents connected to a shared well will need to pass all the required inspections and one safe water sample just to make sure that there is no contamination within their lines. I can answer any questions at this time.

Monica Yuhas:

John, how many residents have both?

John Steinbrink, Jr.:

We're showing about 455 residents shown on the DNR website of having an operational well as a union with our people that have Village water meters that pay for water service.

Monica Yuhas:

Thank you. With that I'll move for approval of Ordinance 12-22 to amend Chapter 355.

Steve Kumorkiewicz:

Second.

John Steinbrink:

Motion by Monica for adoption of 12-22, second by Steve. Further discussion?

YUHAS MOVED TO ADOPT ORDINANCE #12-22 TO AMEND CHAPTER 355 OF THE MUNICIPAL CODE RELATING TO WELL PERMITS; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

G. Consider Ordinance 12-23 to amend Chapter 285 of the Municipal Code relating to sanitary sewer definitions.

John Steinbrink, Jr.:

Mr. President and members of the Board, public works is requesting an update of Village Ordinance 285-15 to better suite our sanitary sewer surcharge program. We have gone through this program over the last couple months and just made sure that it really fits what the uses are that we have in our community. We added some language for not so much just industrial users but any nonresidential, commercial retail or trailer parks, multifamily to make sure that anyone that's discharging large volumes of effluent with high BODs, high solids or high phosphorous that they paid to offset some of the costs that the Village sewer department has to pay to the City of Kenosha. And so we went through and updated a lot of the language as is included in your

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packet just to make sure that we can implement this program in a fair manner to everyone involved. And I can answer any questions you may have on the language.

John Steinbrink:

Questions? If not?

Monica Yuhas:

Motion to approve Ordinance 12-23 to amend Chapter 285.

Clyde Allen:

Second.

John Steinbrink:

Motion by Monica, second by Clyde for adoption of 12-23. Further discussion?

YUHAS MOVED TO ADOPT ORDINANCE 12-23 TO AMEND CHAPTER 285 OF THE MUNICIPAL CODE RELATING TO SANITARY SEWER DEFINITIONS; SECONDED BY ALLEN; MOTION CARRIED 5-0.

H. Consider an Agreement for Professional Environmental Engineering Services to support the Village in its actions relative to the BP Station illicit discharge and contamination located at 10477 120th Avenue.

Mike Spence:

Mr. President and members of the Board, the Engineering Department requested proposals from two professional environmental engineering firms to assist the Village in our efforts to address the ongoing release of petroleum product in the stormwater ditch adjacent to the BP gas station at 10477 120th Avenue. The services that we've requested include review and evaluation of the existing environmental information that's been developed over the years for the site and also conducting a limited subsurface assessment and investigation. And the goal of this would be to identify the source of the release and also delineate the extent of the release both horizontally and vertically in the area, and then also potential options for remediating the site. And they would prepare a report. In addition, depending on how future actions develop with the owner, the scope would also include expert witness testimony should that be required.

I received two proposals, one from Drake Consulting Group out of Mequon and Symbiont out of West Allis. Both of the proposals were very thorough, however the proposal from the Drake Consulting Group was aligned a little bit closer to our objectives. On the board there is a summary of the services required. In addition, Drake Consulting has worked in the Village before. They did do the environmental remediation work for the strip mall that was located at 91st Street and Springbrook there.

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So the fee for the services is an upper end fee, and I would manage the project such that it would be adapted to really the actions that the current owner is taking. But we felt it was necessary to have an expert representing the Village as we move forward to address this discharge. So I recommend that the agreement for Drake Consulting Group be approved. With that I'll answer any questions.

Michael Serpe:

Before we go any further, because of my position on the Plan Commission and I'm going to have to be a part of the hearing I'm going to abstain from any participation in this.

John Steinbrink:

Mike, just a question. Why is the Village such is the lead in this where in many other instances if a resident does something the DNR doesn't like they jump all over them? And in this case I don't know if they even exist, the DNR, out there.

Mike Spence:

That's a very good question. I've had conversations with our local rep, and I've basically flat out asked them what do I tell people when they say what is DNR doing? And basically they told me, number one, that they're short staffed. They can't address everything. Number two, they said that BP has responded to certain things they have requested. They're kind of like doing the minimum they have to do just to kind of keep them off their back. So I was very frustrated, and I think as we move forward and if this passes I've actually gotten some advice from Drake, and they know some additional individuals at the DNR that I think we're going to start pushing a little bit more. I was told probably about six months ago that we could probably address is sooner than the DNR which is kind of unfortunate.

John Steinbrink:

Usually they're out there busting somebody's hump with a gaggle lawyers and threatening to put you in jail. This is serious, this is petroleum contamination, and this can affect a lot of things, especially the location with an environmental corridor there. It just perplexes me sometimes how lax they can be and other times how overly something they can be.

Mike Spence:

You and me both. Like I said, I've had this conversation a number of times with them and it's very perplexing to me as well.

John Steinbrink:

I just want to thank you and the other Village staff for your work because hopefully we're getting this cleaned up. This is nothing minor, this is major, and this is serious. And what the hell

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they're doing I don't know. The minute there's some little infraction somewhere and they're all down here for that. It becomes frustrating to me especially. With that being said, which is more than I should say –

Mike Pollocoff:

I agree with you I find this troubling. The Village may [inaudible] clean water utility that our responsibility is to make sure that the waterways are not contaminated. And there's an entire fund of money that the State collects to take care of these problems. And where that money has gone and what it's been used for I don't know. But our goal in this thing is we have to try and find enforcements since it's not happening at the State level, which means we shouldn't have to [inaudible] to be entering into contracts to get somebody to do work that we can't get the DNR to do. We have a commitment with the DNR and The Nature Conservancy that that downstream conservancy area which is a block and a half away from where this gas station that our responsibility in owning that property is to make sure it's not contaminated.

There are threatened species in that area, both plant life and wildlife, and that sheen for almost a couple years has been going into that area at certain levels that they haven't been able to document and won't document. And the fact that DNR hasn't done anything is shifting the burden for enforcing a State rule onto the local municipality so we don't have to deal with the after effects of it. And to the extent that they're saying they don't have a lot of help or have a lot of money, well, everybody is in that position and they helped put us in that position. So I think that the fact that they're walking away from it is something that every community is going to have to deal with at some point. This is probably one of the more egregious violations I've seen to this date. Typically when something like this happens where you end up seeing the entire site dug up to remediate the problem and get it squared away, and we haven't gotten to the point where we can get there yet.

I think the real problem is we should have expected and we had a right to expect more work to be done from the DNR on behalf of their own rules rather than relying on us to enforce our own rules to get this thing cleaned up. And if it keeps going on in the future that's going to be an impact on the municipal budget here as well as every other municipal budget.

John Steinbrink:

We have dual responsibilities. One is to protect the Village and the other is to look out for the Village's money, and that's probably the side that – and when you've seen what's happened there over the time and the actions of the owner and we're dealing with that so that's another issue and we'll be dealing with it.

Mike Pollocoff:

But the State still collects that money for enforcing it, and we're prohibited from collecting that.

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Clyde Allen:

I'll make a motion to approve entering into agreement with the contract with Drake.

Steve Kumorkiewicz:

Second.

John Steinbrink:

Motion by Clyde, second by Steve. Any further discussion?

Monica Yuhas:

Question. The money is going to come out of the clean water utility for this? Where is this money coming from?

Mike Pollocoff:

The rate payers that pay the clean water utility.

Monica Yuhas:

So it's coming out of that fund?

Mike Pollocoff:

Right.

Monica Yuhas:

Now, are we able to go back and charge the violator for this?

Mike Pollocoff:

We can definitely place a charge against him to the extent we could probably levy an assessment on the property, special charge on the taxes or we're going to have to take him to court for it. Typically an environmental contamination the contaminator is responsible for all costs associated with it. I think the reality is it ends up being an LLC that might not exist anymore, and our best option at that point is to get that charge associated with the property rather than the business.

Monica Yuhas:

Thank you.

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John Steinbrink:

We have a motion, we have a second. Any other discussion?

ALLEN MOVED TO ENTER INTO A PROFESSIONAL ENVIRONMENTAL ENGINEERING SERVICES AGREEMENT FOR WITH DRAKE CONSULTING GROUP TO SUPPORT THE VILLAGE IN ITS ACTIONS RELATIVE TO THE BP STATION ILLICIT DISCHARGE AND CONTAMINATION LOCATED AT 10477 120TH AVENUE; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

I. Consider an award of contract for the Police Department remodel project.

Mike Pollocoff:

Mr. President, the police department remodel project is one of our capital improvements projects that was approved this year. And it's a project where the Village has collected impact fees for expansion of police facilities as the Village has grown. And we've probably been collecting these fees I believe since 1998. And originally that law when it was passed allowed communities to collect money over a period of time. If they had to build a new police station or fire station it would be growth that we'd be paying for the cost of that. Then there was a subsequent rule that said, well, you really can't collect it too long, you have to spend it within a certain amount of time, and we'll be coming up on that at the end of this year. If you don't do it then you have to give the money back. So we do have needs in the police department, and this helps us take care of it. So this is something that isn't funded by the property tax.

We contracted with Partners in Design as the architects and Riley Construction will be our construction manager. Riley as the construction manager they have to bid competitively with everybody else. They'll still be managing the projects, but some of these projects you see are like selective demolition, carpentry, they have to bid against other contractors and be the low bid in order to get that. We broke it up into bid packages. It's really demolition, although if somebody is really bad it we'll demote them also. So that's \$25,000 to Riley; masonry Rasch Construction \$10,700; carpentry Riley \$46,000; gypsum board, drywall Daveco Development \$23,463; acoustical ceilings from Algiers \$8,600; flooring from Forever floors \$31,320; painting by Wall-Tech \$9,789; fire protection from Decker Fire Systems \$5,600; plumbing \$7,070 from Lee; HVAC from Martin Peterson \$30,650; and electrical from WIL Surge Electric \$44,664. Those are the low bids.

We also received alternate bids that in essence tied into painting and getting the addition which is in two ends of the building we're taking the auditorium and making that a roll call and officer's room. And then we're expanding the detectives area on the other end. What happens is the median area is the old paint and work on that, so we're going to just have them paint the immediate area and balance it out. So I recommend that the contract be awarded to the low bidders. We had three bidders on every one of these disciplines and that contract be authorized to proceed.

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Monica Yuhas:

So moved.

Steve Kumorkiewicz:

Second.

John Steinbrink:

Motion by Monica, second by Steve. Further discussion? Mike, the gypsum board that includes installation of it, is that what it is?

Mike Pollocoff:

Right, they do the putting it up and mudding it.

John Steinbrink:

And we know there's need out there for growth in the department, and the department grows we
—

Mike Pollocoff:

Right. We've doubled our department since we've been there. And the Village has increased substantially over that time, too.

Michael Serpe:

I have one question. At some time in the future – we put a nice sign out in front of the municipal building here, we have a real nice sign in front of the RecPlex on 165, and I think we should be considering one at the Prange Center identifying the police department and public works including recycling, especially for the police department. At the time of panic somebody is looking for help, and we've got that little green street sign and that's it. I think we should have something identifying the Pleasant Prairie Police Department. After all, it's one of the greatest in the State. Give them some recognition plus assist the public in finding the building when they need it.

John Steinbrink:

We can put an old light bar on there.

Michael Serpe:

Just for the future.

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John Steinbrink:

We had a motion and second. Any further discussion?

YUHAS MOVED TO AWARD CONTRACTS FOR THE POLICE DEPARTMENT REMODEL PROJECT AS FOLLOWS: DEMOLITION \$25,000 TO RILEY; MASONRY RASCH CONSTRUCTION \$10,700; CARPENTRY RILEY \$46,000; GYPSUM BOARD, DRYWALL DAVECO DEVELOPMENT \$23,463; ACOUSTICAL CEILINGS FROM ALGIERS \$8,600; FLOORING FROM FOREVER FLOORS \$31,320; PAINTING BY WALL-TECH \$9,789; FIRE PROTECTION FROM DECKER FIRE SYSTEMS \$5,600; PLUMBING \$7,070 FROM LEE; HVAC FROM MARTIN PETERSON \$30,650; AND ELECTRICAL FROM WIL SURGE ELECTRIC \$44,664; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

J. Consider Ordinance #12-24 to amend Chapter 242 of the Municipal Code relating to RecPlex fees.

Chris Finkel:

Mr. President and Village Board members, biannually the RecPlex program staff reviews the services that are provided to members and nonmembers. We did not look at membership fees keeping them status quo, but in program rates, program service and birthday parties there's a few minor recommendations as it pertains to fitness, group fitness and personal training. Really a one or two dollar fee increase on most of those. We looked at youth programs, specifically before and after school programs. With the change in the KUSD having half days on Fridays it does affect our programming. So these are recommendations from the RecPlex staff, and it's our recommendation that we do pass this modification to Chapter 242.9 of the Lakeview RecPlex program rates, services and birthday parties.

Monica Yuhas:

Motion to approve Ordinance 12-24.

Steve Kumorkiewicz:

Second.

John Steinbrink:

Motion by Monica, second by Steve. Any further discussion?

YUHAS MOVED TO ADOPT ORDINANCE #12-24 TO AMEND CHAPTER 242 OF THE MUNICIPAL CODE RELATING TO RECPLX FEES; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

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K. Consider Lease Agreement for RecPlex concession services.

Mike Pollocoff:

Mr. President, the Village received proposals from an RFP we issued on May 4, 2012. We received two proposals, one first by RJ Lewer, LLC of Kenosha, and second by Fuel by Design of Kenosha, Wisconsin also. Currently RJ Lewer leases space in the concession stand located near the ice arenas and RecPlex, and they've performed well there in the last year. RJ Lewer proposed a three year contract with two two-year renewals at a de-escalating percent of profit. And I believe that's what's on there. But we go at an 8 percent profit at \$15,000 in gross sales all the way down to 5 percentage of gross sales at \$70,000 plus. These would be a monthly number for sales.

The proposal submitted by Fuel by Design was not responsive to the request, and they were addressing space which was not identified in the RFP to use. That being said, I'm recommending that I be authorized to execute an agreement for concession lease services with RJ Lewer for the amounts listed above.

Michael Serpe:

How as that concession running last year? How did they do, pretty good?

Mike Pollocoff:

You mean at Lake Andrea?

Michael Serpe:

IcePlex.

Mike Pollocoff:

At the IcePlex, I don't know. I think we did pretty well.

Chris Finkel:

Bob Lewer ran the LA Grill at the IcePlex ice arena side for the last year. And just in gross numbers I believe that he increased sales on that side due to his hard work and serving the customers by about 50 percent. So we do feel that he does know the concession business better than RecPlex staff, that he puts the time and dedication to run a good business. We feel our customers will benefit by this relationship.

Michael Serpe:

I move approval of the award to RJ Lewer.

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Steve Kumorkiewicz:

Second.

John Steinbrink:

Motion by Mike, second by Steve. Further discussion? Steve?

Steve Kumorkiewicz:

I occasionally take the time to go to the IcePlex. I talked to the people about the service from the concession stand, what they think. It's a big difference when I talked to the people three years ago and now. They are happy with the person who runs that. They are happy with the product they are getting. So to me it's a win-win situation.

John Steinbrink:

I do the same thing. I just ask them if they have any extra chips and they always move on.

Clyde Allen:

Chris or Mike or both of you, these percentages are these in line with what you would expect to see with entering into an agreement like this? Or, how does it rate with what we did in the past?

Mike Pollocoff:

What we did in the past, we believe if we were to contract – if RJ Lewer was to perform at the splash bar as well as they did on the ice side we'd exceed our net for the year. It's kind of hard to compare because RecPlex is its own contained entity. And typically if you're doing a lease you're going to lease it out on a square foot basis. You could take out and lease out the space for a Subway or somebody else at \$18 a square foot plus take a percentage of the net. In this case here it's difficult for us to separate our cost when it relates to the heat of the building, keeping the lots plowed, having the lights on, having people there generating business for everybody. And so the concession contract takes advantage of a lot of things we do, but I don't know how we price that out. We came up with the number of \$1,200.

And it's not a type of business where the concession is going to see the same level of business day in and day out. We had the Midwest Zone swimming meet this weekend, big push. Next weekend there won't be anybody there because we're coming into our August period where things really slow down. So it's kind of spotty. That's the price we pay for not having a facility that's constantly busy, but when it's busy it's really busy. I think the mere fact that it was difficult to get people to bid on it, I don't want Bob to think he bid on a dog, but nobody was really willing to take a chance for a run at it other than him. I gotta believe he knew what he was getting into because he did the one for a year. But it's hard to compare this to your basic retail commercial spot where you're going to say, okay, we got the spot for you, what are you going to pay us because it's a different cat.

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John Steinbrink:

The hours of operation, Mike, about the same?

Mike Pollocoff:

Yes, we set them up – what is it, Chris, in the splash bar?

Chris Finkel:

It's 7 a.m. to 8 p.m., but Bob and I are going to meet quarterly on hours. If he wants to extend hours we'll be flexible on that. There won't be less hours. There could be consideration to open up earlier if he felt that was a viable proposition.

John Steinbrink:

So the early goers to the RecPlex they can get their coffee and whatever else they'd like.

Chris Finkel:

I believe if we talked to Bob he would consider that.

John Steinbrink:

I guess Bob's wife's going to tell him, too. I used to go to the restaurant and he's show up and his wife was there working.

[Inaudible Audience Comment]

Monica Yuhás:

I just have one question. Under the premise it says concession stand area in the ice arena, it says the aqua mezzanine, and then it says pavilions, ball fields and mobile golf cart. Are you planning on driving a cart around, Bob, selling items?

Bob Lewer:

Mr. President and the Board, a little bit of this has been a work in progress here obviously. Our first year in there – contrary to a dog out there, Mike, you guys have a gem out there. And I'm so excited about the opportunity that's there. It's a built-in market. The opportunity for a food vendor out there to survive and excel out there is very real, and I am really excited about the opportunity to do that. But I think to answer your question, Monica, we've given a number of different things.

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I think ultimately we'd like to put some of a cart, not a cart but a trailer probably, out by the ball fields. I know there was some talk about possibly building something in the future out there more permanent, but I don't know if we want to be running a cart back and forth for the next three to seven years, whatever that is. I think at some point we'd like to establish something out there that's better servicing that group out there because I think that's a growing opportunity as well that you have with the ball fields and the programs that are growing out there. So we'll address that and work through that as time goes on.

But initially that would be how we would try to service those folks out there initially. We've got some other ideas as far as, I know I've mentioned it to a number of the Board members that have come out in the past and some of the other folks at the facility, and one of the things that I think would be very attractive along that back walkway right outside of our spot is a little garden, right attached to the walkway where people could walk up and sit down and have something cool to drink. We can get into the beer and wine question later. Initially just something cool to drink or a smoothie or grab a burger there, some kind of a little pavilion attached to that with a pergola. I mentioned that in some of our meetings that I think that would be a nice addition there. I think it would be well received by the folks that are out there every day walking around the facility with possibly a pickup window that we would have out there or put a permanent grill structure out there of some kind. But it would be done obviously with the approval of the Board. I think Partners in Design was the one that Mike had recommended I go talk to as far as trying to get some initial plans for you guys to start considering. But that would be again something that we would look at doing to just enhance the experience for the guests that are out there. I think a couple of years ago what was your count out there for people showing up, Chris, a million two, visitors to the facility?

Chris Finkel:

Yes, yes.

Bob Lewer:

That was I think before your swimming pool was built. I think that's going to take that number substantially higher. I think if we can combine a foot program out there that is comparable to the services that you guys are offering out there on the other end of everything that's out there we can really make this thing go for you. So I want to again thank you for the opportunity to do that and work to get out there and get it done.

John Steinbrink:

You have to cater to different groups. One day you'll have the place filled with swimmers, the next day it's basketball, then it's volleyball, then it's ice skaters. Is there a different menu that they like and do you cater to them separately a little bit?

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Bob Lewer:

Absolutely, you bet. Obviously there's going to have to be some coordination on that as well. We have just been on the ice side, and I think the program would be over the next several weeks which is kind of good it's coming into August which is a slower time right now. We'll transition over to that side, and during that time I know there's some other things that we'll be looking at as far as obviously some of the menu items that are being offered over there right now, how we can enhance that offering as well as look at some of the lunch programs that are being offered and that kind of stuff. We'll transition over to that and try to make sure that we're ready to go when the push comes again which is shortly after August. So we'll be ready by then.

John Steinbrink:

Thank you, Bob.

Bob Lewer:

Thank you, sir.

John Steinbrink:

I believe we had a motion and a second.

SERPE MOVED APPROVE A LEASE AGREEMENT RJ LEWER LLC FOR RECPLEX CONCESSION SERVICES; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

L. Consider park permit request of Piccadilly Circus to rent Picnic Site #1 in Prairie Springs Park from August 27 through September 1, 2012.

Mike Pollocoff:

Chris, you're the circus guy.

Chris Finkel:

Yes. Mr. President and members of the Village Board, I'd like you to consider accepting a permit that's been issued or request by Piccadilly Circus. It's a circus that has been running for 25 years, but due to the nature of the entertainment and the fact that they could possibly have 500 participants the Board does need to approve this permit. In looking at Ordinance 242-5 there would be some variances pertaining to placing any straw or dirt or chips, obviously with the animals coming in that they will have those there, but they are responsible for cleaning everything. And then also Item 9 which is permit or bring horses or other livestock in the Village park. Those would be the variances to the permit that we're asking for approval of.

I did contact several references who have hosted Piccadilly Circus from Hoffman Estates, Illinois, [inaudible] they've had no issues. King County in St. Charles, Illinois. But I guess the best

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reference came from Lauri Kath out at the fairgrounds at the Wisconsin State Fairgrounds. She's been there for several years, and she's the entertainment coordinator and had no issues with Piccadilly Circus as far as working with them, cleaning up and how they behaved and conducted themselves business-wise. They've worked with the fire department, the police department, the zoning department and have fulfilled all the requests of them. So staff is recommending that we allow this permit to be issues.

Michael Serpe:

There are live animals in this right, Chris?

Chris Finkel:

There are live animals.

Michael Serpe:

Is the Village in any way liable if something were to go wrong with an animal maybe acting out, somebody getting injured?

Mike Pollocoff:

We require them to insure themselves for the activity. I believe it's \$1 million, and then the Village has recreational immunity. So our maximum exposure would be \$250,000 if it exceeded the recreational immunity. This is not a RecPlex event. We're not sponsoring it. We're just doing a rental on the space. But they do have to provide the insurance and indemnify the Village for any actions that take place.

John Steinbrink:

So the ball season is done by then?

Chris Finkel:

Yes.

John Steinbrink:

Will it be a conflict with parking otherwise for anything else?

Mike Pollocoff:

No, it really is a slow week for us.

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Chris Finkel:

It is a slow week. It's in picnic site number one so we'll have that ball field parking. People will be able to see it. We are trying to do music by the lake and other entertainment experiences for families out there.

Michael Serpe:

Do they have concessions associated with this?

Chris Finkel:

They do, and they have to pass and have to go to the health department and get the inspections.

Michael Serpe:

It's all theirs.

Chris Finkel:

It's all theirs.

Michael Serpe:

Beer?

Chris Finkel:

No beer, no alcohol.

Mike Pollocoff:

The State has to inspect the carnival. And they also do a husbandry inspection that the State also does on the animals.

Chris Finkel:

And then there's a crowd control training that they have to go through that they have to have, so yes.

Mike Pollocoff:

Our responsibility is, of course, police is everything. The fire department for the [inaudible] tents and then this permit itself here.

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Clyde Allen:

I like the idea. My only question is, is there a chance some of the byproduct will get into the lake from some of the animals?

Mike Pollocoff:

No. The drainage areas that the curbing system, because it's going to be on the south side of Terwall Terrace, all those areas fall into a drain and it doesn't go into the lake, it goes to the north. It goes through polishing ponds on the south side of 165 before it goes into the river. The lake is only fed by spring fed water or what falls within the bowl of the lake, but there's no drainage that goes into the lake.

Clyde Allen:

Thank you.

Michael Serpe:

Move approval for the request.

Clyde Allen:

Second.

John Steinbrink:

Motion by Mike, second by Clyde for adoption of the request.

Steve Kumorkiewicz:

I've got a question. It appears to me that this is the first time that we've got this type of activity in the Village. I've been here for 48 years and don't recall anything like that. Do you?

Mike Pollocoff:

It's the only circus that I know since I've been here that involved animals.

Steve Kumorkiewicz:

But I think it's the first time that we have this type of entertainment here. Now, the question I've got is, Mike, any damage that occurs on the grounds they are responsible for that, restoration, whatever?

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Mike Pollocoff:

Yes.

John Steinbrink:

Those byproducts, Clyde, that means we don't have to fertilize that area. We have a motion and a second.

SERPE MOVED TO APPROVE THE PARK PERMIT REQUEST OF PICCADILLY CIRCUS TO RENT PICNIC SITE #1 IN PRAIRIE SPRINGS PARK FROM AUGUST 27 THROUGH SEPTEMBER 1, 2012; SECONDED BY ALLEN; MOTION CARRIED 5-0.

8. VILLAGE BOARD COMMENTS

Monica Yuhas:

Mr. President, I had the opportunity July 29th to ride a third shift ride along, and Deputy Chief Mogensen set that up for me with Officer Andrews. And from the get go it was extremely busy. Deputy Chief Mogensen touched on the break ins and all the evidence that was collected. And I had the opportunity to see the process of evidence collecting and what's involved. I can only imagine the hundreds of man hours that had to have been taken with all these break ins to log that evidence. And it just shows again how well trained and how professional our officers are and how they're willing to do whatever it takes to get the job done.

I wanted to thank Deputy Chief Mogensen for allowing me that opportunity. It proved to be above and beyond what I have ever experienced before so I appreciate the opportunity. And I just wanted to let the officers know that after seeing the process of logging everything in it's cumbersome and I understand why, but I can only imagine what it took to get all this evidence logged in with the spray gun. So thank you.

John Steinbrink:

Also, I want to mention the event that went on, swimming over the weekend there, and the looks on the faces and the anticipation on all those swimmers, the young ones especially. Especially with the Olympics going on it seemed there was just that heightened enthusiasm to watch them show up and all their parents with them and everybody congregating wherever they could find a spot to nest and call their home, plug in their computers or laptops, whatever it was, and kind of camping in there for several days. And it was impressive to see the cars that came from all over the Midwest, to see those license plates, to know they came all the way to here to Pleasant Prairie to partake in the event at our pool. I guess it's a testament of what the pool is and how good it is and how well run it is, the fact that they've chosen this now twice. I'm assuming they're going to be back again to use it again.

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Mike Pollocoff:

It was a good event. You had North Dakota, Iowa, Minnesota. So it was a really good event for the Village. I believe there were 800 swimmers in the zone, and just the economic impact on the entire community for hotels, the shopping and restaurants. And the week before that we had the Illinois State Championships in Wisconsin and that was a little bit bigger even.

Chris Finkel:

It was about 1,200 swimmers.

Mike Pollocoff:

And all their families. The RecPlex pool really has drawn some really good critical reviews as far as a competitive place to swim and what they did out there. You're right, a lot of people have really been amazed at the place. The staff out there has done an excellent job of coordinating everything and getting it going. Our new aquatics director, I think now that we're going into the 25 meter season I think he's booked every weekend this fall season except for two. We'll still have the 25 meter for the members to swim in and then the competitive one on the weekends for the meets.

Clyde Allen:

Mike, you hit on the topic I was going to mention. I don't want it unnoticed about the economic impact to the surrounding communities including Pleasant Prairie, City of Kenosha, Kenosha County as well, Racine. All these places that got a big boon from an event held at the RecPlex is really a nice feather in the RecPlex hat. So thanks for touching on that and it was a great event. Thank you.

John Steinbrink:

And a great place to have a concession stand, too.

9. ADJOURNMENT

SERPE MOVED TO ADJOURN THE MEETING; SECONDED BY ALLEN; MOTION CARRIED AND MEETING ADJOURNED AT 7:15 P.M.

**VILLAGE OF PLEASANT PRAIRIE
PLEASANT PRAIRIE VILLAGE BOARD
PLEASANT PRAIRIE WATER UTILITY
PLEASANT PRAIRIE SEWER UTILITY
9915 - 39th Avenue
Pleasant Prairie, WI
August 20, 2012
7:20 p.m.**

A regular meeting of the Pleasant Prairie Village Board was held on Monday, August 20, 2012. Meeting called to order at 7:20 p.m. Present were Village Board members John Steinbrink, Monica Yuhas, Steve Kumorkiewicz, Clyde Allen and Mike Serpe. Also present were Michael Pollocoff, Village Administrator; Tom Shircel, Assistant Administrator; Jean Werbie-Harris, Community Development Director; Kathy Goessl, Finance Director/Treasurer; Dave Mogensen, Interim Police Chief; Doug McElmury, Fire and Rescue Chief; Mike Spence, Village Engineer; Rocco Vita, Village Assessor; Carol Willke, HR Director/Director of Recreation; and Vesna Savic, Deputy Village Clerk. Four citizens attended the meeting.

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL**
- 4. CITIZEN COMMENTS**

John Steinbrink:

Please use the microphone and give us your name and address for the record. Any signups?

Vesna Savic:

Yes. Jeffery Marlow.

Jeffery Marlow:

Jeffery Marlow, 1250 Fair Trail, Green Bay representing Lexington Homes. Obviously we're here tonight for our final approval of our site plan pertaining to our Cobblestone apartment project that we're working on. We're excited to be here and hopefully looking to get that dirt moving coming up here. Anticipating our closing to occur at the end of the month here and get started in September. So if there's any questions, anything that needs to be asked, I'm here to answer any and all questions. Thank you.

John Steinbrink:

Thank you, sir.

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John Holborow:

John Holborow with Evo Development, 5375 North 118th Court, Milwaukee, Wisconsin. I'm here on behalf of Water Street Land, LLC, who owns the parcel at Highway 50 and 104th Street. We're here on behalf of Water Street Land. They have identified a user that would like to move forward in that development. Certainly the bank is excited about the opportunity. They feel that this infrastructure work and the request they are asking for will pave the way for the remainder and the balance of that land to be developed hopefully in the near future. So I'm also here to answer any questions that you guys might have, any comments you might have, and we're looking forward to – actually the bank is working on securing all the documents with Village staff and would like to move dirt as well this fall. So we appreciate it.

John Steinbrink:

Alright, thank you. Anyone else wishing to speak under citizens' comments?

5. ADMINISTRATOR'S REPORT

6. NEW BUSINESS

A. Consider Resolution #12-26 Amendment #4 to Tax Increment District #2 (TID 2) related to proposed amendments to the TID 2 Project Plan.

Mike Pollocoff:

Mr. President, Tom is going to run you through a very brief description of the project plan. This was heard at the Plan Commission, and they made a positive recommendation for it. We're looking to have the Joint Review Board hear this I believe on September 5th. So that would in effect effectuate that TID shortly thereafter. We want to get this done before October 1st so we can have the increments correctly.

Tom Shircel:

Thank you, Mr. President and Village Trustees. Like Mr. Pollocoff said I'll try and be brief and go through this rather quickly. Over the last couple of months the Village has been working on this amendment for TID #2, and the reasons for this amendment are to update the financial estimates to complete infrastructure improvements, to create changes to the TID 2 boundary through both additions and subtractions of parcel to the boundary, to the district, to revise project expenses to complete infrastructure improvements, provide financial incentives for the development of industry and the creation of quality, family sustaining jobs, to acquire land and easements for public improvements and to accommodate the proposed expansion of the Uline corporate campus.

The proposed total project cost has increased by just over \$15 million. The new project cost increase of that \$15 million is comprised of the following: \$6.8 million for roadway

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improvements \$6 million for Uline site improvements, \$3.1 million for sewer, water and storm sewer improvements, \$1.7 million for a multi-modal transportation facility, \$1.3 million for economic development incentives, and \$1.3 million for land acquisition, administrative and other costs. These new project costs for TID 2 is an estimated \$94.2 million total now for the life of the TID. Without the use of TIF funding, the proposed amendment #4 development projects would not occur.

I'll briefly go over some of the main projects in the proposed amendment. The Uline site improvements, the continued development of the Uline corporate headquarters campus will involve an amendment for expenditure of approximately just over \$6 million. The amendment 4 project costs account for infrastructure improvements associated with the construction of a new approximate 1.25 million square foot warehouse and distribution facility. And if you see on the slide on the wall that facility is on the west end of the project in the yellow, again 1.25 million square feet. The project cost would go to infrastructure improvements, fire loop around the building, mass grading, parking, maneuvering lanes, water, sanitary sewer, landscaping and other site improvements. And so the total TID 2 Uline improvements would be approximately \$17 million.

Next is the project plan amendment. This is a reduction to the plan. Originally in the plan there was just over \$5 million to relocate a natural gas and high tension electric overhead wire transmission lines, and that's being take out of the plan.

The next project is the multi-modal transportation facility. The Village in cooperation with the DOT is planning for the development of a multi-modal transportation facility. It's proposed to be located in proximity to the RecPlex just south of Terwall Terrace. The plans call for approximately 290 parking spaces that will serve a multipurpose providing parking for commuters, retail establishment customers and for overflow of RecPlex parking. The facility also has a planned regional bus stop and an Amtrak platform. And the cost would be approximately \$1.6 million.

The 39th Avenue reconstruction is another main project component. Amendment 4, major road reconstruction of 39th Avenue reconstruction between 104th Street and 97th Street to an urban profile two lane roadway with a median, bicycle lanes and parallel parking in conjunction with the proposed Village Green Center. It is anticipated that those expenditures would be approximately \$3.4 million. And this slide is showing the site on 39th Avenue, Village Hall on you right, Chase Bank on your left, so it would go from 97th Street to the north, 104th Street to the roundabout on the south. It would involve burying those electric lines that you see on the Village Hall side as part of the project expenditure. And this is a profile of 39th Avenue, but it's proposed to be, as you can see, two lanes each direction, 12 foot wide lanes, 5 foot wide bicycle path, 8 foot wide parallel parking, 2.5 feet curb and gutter and a wide 19 foot terrace, and then a 5 foot sidewalk on both sides of the street. This shows some right of way acquisition potentially with that 39th Avenue widening.

Municipal water main improvements in the district will cost approximately \$14 million in total for the district. This is an increase through this amendment #4 by approximately one half million dollars. The projects involve the construction of a 24 inch water main along Old Green Bay Road

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from 104th Street to the existing five million gallon LakeView water reservoir located at 93rd Street and Dabbs Farm Drive.

Another project is a booster station motor control improvements to booster station number one at Sheridan and 104th, and also telemetry and pumping improvements to improve the entire water system. Grading and storm water management will cost approximately \$4.7 million. In total this is an increase in this amendment 4 of approximately \$800,000. The majority of the grading costs would be \$550,000 attributed to the vacated portion of the former west frontage road, the KABA owned land, to prepare that for some future development. And there's the KABA site looking northeast, and that's the vacated west frontage road that you see on the slide.

Another project is the intersection of State Trunk Highway 165 and County Trunk H located in the Corporate Park. This carries all vehicular traffic, both semi truck and automobile traffic. This intersection has seen an increase in accidents over the years, and the improvements are to improve the safety at this intersection through added capacity, improved geometrics and traffic signal upgrades, and the cost is approximately \$100,000. There's a view of the intersection looking north on Highway H.

Abbott Labs owns approximately 485 undeveloped acres on the west side of I-94. The construction of the main road into that future development would be part of this project amendment #4 cost as well. That frontage road would extend west off the west frontage road and, as I said, would serve as the main entrance to the future facility, the corporate campus there. And these costs would be approximately just under \$400,000. There's a view on the slide looking west from the west frontage road onto the Abbott property.

Some public works projects totaling \$115,000 would be a booster station, motor control improvements at booster station #1 of \$70,000, telemetry improvements for westside businesses approximately \$10,000, force main valve work on State Trunk Highway 165 lift station approximately \$10,000, and force main discharge vault reconstruction approximately \$25,000.

And just going through the maps for the amendment, this shows the additions and subtractions of land to the TID amendment 4, the red, of course, being subtracted land, the main parcel being the Prairie Springs Park parcel. The TID will still be conducted through a very narrow ten foot wide strip along State Trunk Highway 165. It extends from Terwall Terrace nearly almost over to Corporate Drive. The additions are in green and include the Uline parcel on the west side, the Ries property just east of there and some other parcels within the LakeView Corporate east and, of course, sort of the umbilical cord extension reaching out to 39th Avenue to capture the 39th Avenue improvements.

Boundaries and wetland map essentially the same as nothing is changing there. Existing uses, this map shows the existing land uses throughout the TID creating an infrastructure. Again, the highlighted areas in yellow you can see are, again, the Uline campus of 35 acres where the new warehouse is intended to go, and also the KABA land at the northwest quadrant of I-94 and Highway Q.

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Proposed sewer and water you can see on Old Green Bay road. The blue line there shows that new 24 inch water main proposed. If you go east to 39th Avenue you can see the water main proposed on 39th Avenue. Existing zoning, proposed zoning, there are no zoning changes proposed with this amendment #4. And the same with existing land use and proposed land use. Again, no changes involved. The maps are the same.

As Mr. Pollocoff said, on August 13, 2012 the Plan Commission held a public hearing and subsequently approved Plan Commission Resolution 12-09 pertaining to this amendment #4 to TID 2. And tonight before you is Village Board Resolution 12-26, and the Plan Commission and the staff recommend that the Board approve Resolution 12-26 pertaining to this amendment #4 to TID 2. If you have any questions I'll be happy to answer them.

Michael Serpe:

Tom, go back to the street, 39th Avenue reconstruction in front of the Village Hall.

Tom Shircel:

The cross-section?

Michael Serpe:

Yes. Anybody heading north on 39th Avenue from ML that wants to turn left into the Village Hall, anybody following that vehicle and he has to wait for oncoming traffic how does he make that turn safely if he has to stop without getting rear-ended which could happen.

Tom Shircel:

Sure. Mr. Spence could perhaps answer that better.

Mike Spence:

This is just a general cross-section, Mike, in the general areas of 39th where you have access points. It hasn't been designed yet, but there will probably be right turn lanes or left turn lanes.

Michael Serpe:

That's what I was getting at. I'm glad to here that, alright, that's fine.

Clyde Allen:

Mike, I think this question is for you. I know there are some restrictions on the TID. Yes, we can exceed the 12 percent now. Aren't there a limited number of amendments now?

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Mike Pollocoff:

Yes, there is. John helped us get that extended from two if I'm not mistaken we have four or five.

Tom Shircel:

We have six, yes.

Clyde Allen:

So we still have room.

Mike Pollocoff:

So we have a six pack.

Clyde Allen:

Thank you.

Mike Pollocoff:

We've got three left.

Michael Serpe:

John, I'd move approval of Resolution 12-26, and thank you for your involvement on this from the State level and, Mike, your involvement from the Village.

Clyde Allen:

Second.

John Steinbrink:

Motion by Mike, second by Clyde. Any further discussion? Those in favor?

SERPE MOVED TO ADOPT ORDINANCE #12-26 AMENDMENT #4 TO TAX INCREMENT DISTRICT #2 (TID 2) RELATED TO PROPOSED AMENDMENTS TO THE TID 2 PROJECT PLAN; SECONDED BY ALLEN; MOTION CARRIED 5-0.

B. Consider renewal of the Class "A" Fermented Malt Beverage license for BP AM/PM located at 10477 120th Avenue.

Mike Pollocoff:

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Mr. President, we've extended that temporarily based on the fact that there was some conditional use issues and zoning issues out there, not to mention the other one. And since we're meeting on the 17th of September, we have a Board meeting that night; I'd recommend that we temporarily extend them to September 17th. It might be a little less cumbersome in that we could go longer, but although we have a long meeting we're nowhere near done with that. There's still plenty of opportunities for in this case the petitioner to come and not move forward. So that's why I'm recommending that we go out to September 17th.

ALLEN MOVED TO TEMPORARILY EXTEND RENEWAL OF THE CLASS "A" FERMENTED MALT BEVERAGE LICENSE FOR BP AM/PM LOCATED AT 10477 120TH AVENUE; SECONDED BY SERPE; MOTION CARRIED 5-0.

- C. **Receive Plan Commission recommendation and consider Zoning Text and Zoning Map Amendments (Ord. #12-25 and #12-26) for the request of Jeffery Marlow, President of Lexington Homes Inc., to rezone the property located south of Prairie Ridge Blvd. between 91st and 94th Avenues and north of 80th Street in the Prairie Ridge Development from the R-9 (UHO), Multi-Family Residential District with an Urban Landholding Overlay District to the R-11 (PUD), Multi-Family Residential District with a Planned Unit Development Overlay District for the proposed development of 4-apartment buildings (176-apartments--including 72 efficiency units, 68-1 bedroom units and 36-2 bedroom units) and a clubhouse to be known as Cobblestone Creek and to create the specific PUD zoning regulations for this development.**

Jean Werbie-Harris:

Mr. President, I'd ask that Item D be brought up at the same time and I'll make one presentation with separate action needed.

John Steinbrink:

Motion to bring up Item D?

Michael Serpe:

So moved.

Monica Yuhas:

Second.

John Steinbrink:

Motion by Mike, second by Monica. Those in favor?

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Voices:

Aye.

D. Receive Plan Commission recommendation and consider the request of Jeffery Marlow, President of Lexington Homes Inc., for approval of a Certified Survey Map, Development Agreement and related documents for the proposed Cobblestone Creek apartment development project located south of Prairie Ridge Blvd. between 91st and 94th Avenues and north of 80th Street in the Prairie Ridge Development.

Jean Werbie-Harris:

Mr. President and members of the Board, this is a request by Lexington Homes for the consideration of the approval of a zoning map and text amendments as well as the certified survey map, development agreement and related documents. This is for a proposed four building multi-family project that's located south of Prairie Ridge Boulevard between 91st and 94th Avenues north of 80th Street in the Prairie Ridge Development.

Specifically, the certified survey map that they are proposing is to subdivide the 9.79 acre property located south of Prairie Ridge Boulevard into two parcels. They intend to develop the entire property as a unified development for residential for the apartment development, but for financing and other reasons they did request to subdivide it into two parcels.

Specifically, they're also requesting a zoning text and map amendment, and this is to rezone the property. It will still be multifamily, but it's going from R-9, Multiple Family District with a UHO overlay, to an R-11 District with a Planned Unit Development Overlay. And this will accommodate, again, the four buildings of multifamily as well as a clubhouse to be located in the center of the development for their project. The PUD that's being proposed this evening also addresses the development plans and DSIS agreement as well as an access easement on the particular project site.

They're looking to do two 40-unit buildings, and as discussed at the Plan Commission and previous Board meetings, the 40-unit buildings will be two stories, and they have multiple variety of floor plans with a great variety from efficiency style units, loft units, one bedroom and two bedroom units with one to two full baths. Again, the units range in size from 448 square feet to 1,364 square feet.

The second two buildings are 48-unit buildings. They'll be three stories in height and will have elevators. And their floor plans range from efficiency style units, loft units, one bedrooms with lofts, two bedrooms with two full bath units. Again, quite a bit of variety in the units for this development. The units range in size from 560 to 1,487 square feet for the 48-unit buildings.

Parking will be accommodated primarily by underground parking, one space assigned for each apartment, as well as additional surface parking available for tenants and guests. Each unit will

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also be assigned a storage unit in the basement. This is a nice elevation of the front looking directly south of the project.

Again, the clubhouse is located in the center, and on either side there will be ponds with fountains. The clubhouse will be 2,421 square feet. It will include the management offices, a gathering room with a kitchenette for use by the tenants as well as an attached garage area. Behind the clubhouse, as you can see on the previous slide, there is an outdoor patio with an electric grill. Again, they have decided not to do the pool with this development due to the fact that they are in proximity to the RecPlex. The RecPlex has wonderful facilities for swimming as well as physical fitness. And so they felt that they wanted to expand their outdoor gathering space but encourage their residents to use the RecPlex facilities.

The five buildings on the site are comparable and compatible with the surrounding three story commercial development on the north, west and the east sides of the site and the three story senior housing development on the west side of the site. As you can see, all the driveways do align with properties around the proximity of this development. The development because of the little bit larger buildings will provide for 58.4 percent green space on the 9.79 acre site where the ordinance only does require 25 percent green space.

As I indicated, there is adequate parking on the site, a total of 338 parking spaces. Both under cover as well as outside are being provided. The parking lots and entrances will all be monitored via a camera monitoring system pursuant to the Village's security ordinance and the DSIS agreement that will be on file for this particular project. In addition, there will be an access agreement that is recorded on the property which actually provides a blanket access to the Village to gain access to their monitoring system. This system is going to be owned and operated by Cobblestone. It's not going to be owned or operated by the Village. But the Village has the right but not the obligation to assist where needed.

This is a view of the site from the southwest looking northeast and looking west from the St. Anne parking lot. There will be some retaining walls on the site at a couple of different corners due to the change in elevation and the underground parking, but they will be integrated into the landscaping on the site. The certified survey map reflects there will be two lots, a lot to the north, Lot 1 and Lot 2 to the south. They are making some of the modifications as recommended by the Plan Commission including providing cross-access easements and making sure that there is complete access throughout the site for all of the residents and the users.

Currently zoning R-9 UHO, proposed zoning R-11 PUD. Again, the PUD will provide some flexibility to the developer with some of the zoning ordinance dimensional requirements because it is, as we have determined, a defined benefit to the community. The density for this development will be 17.98 dwelling units per acre. They have increased the number of apartment units, but we've reduced the number of buildings to four. The maximum height of the building is going to be increased from 35 to 48 feet. Efficiency units have been reduced slightly to provide a greater variety of size of units from somewhat smaller at 425 all the way up to the larger close to 1,400. Overhead garage doors are going to be facing public streets. We had to give them a variance to that because they're bounded on all four sides by public streets.

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The internal lot lines have been reduced to 10 feet while maintaining a minimum setback between buildings of 35 feet. We've adjusted some of the parking spaces down in the basement by a foot. We have discussed with them that there would not be any three bedroom units but rather two or one bedroom or efficiency units in this development. There would be secured storage in the basement. They have worked with us with respect to the type of exterior materials. They've increased the amount of open space, and all four apartment buildings will be fully sprinklered in accordance with the Village's codes. And a defibrillator and local alarm box is going to be required, and they've agreed to install inside the clubhouse.

Landscaping and exterior turf areas will be fully sprinklered. And, finally, we have worked with them with respect to the identification sign. It's a maximum of six feet in height. They've agreed to execute a DSIS agreement and provide us an access easement. The developer has indicated that there be no dogs within the development. And then one of the other things that we were concerned about is there's an access road across the front, and we just want to make sure that that access road is not used for any type of parking and is always available for emergency access by police and fire.

With that the staff as well as the Plan Commission recommend approval as presented for the zoning text and zoning map amendments as well as the certified survey map, development agreement and all of the related documents. And we are requesting that the Board give us 30 days to close to have the development agreement executed as well as the DSIS and the access easements and any other conditions be satisfied.

One other thing I guess I wanted to mention is all of the improvements on the site are private with the exception of the public sidewalks that need to be installed around the perimeter of the site as well as any public street trees that need to be installed or repaired or replaced on the site. And they will be providing the letter of credit for cash on deposit with the Village to guarantee that those public improvements are installed.

John Steinbrink:

Jean, the security system here what's different between that and the one on the next item coming up for Water Street? Same system?

Jean Werbie-Harris:

They will have a similar type system, however in this particular case the ownership of the system will be with Cobblestone. So in the first instance they have the responsibility to own and maintain the system and to work to make any repairs and to do everything, and they are financially responsible. In the event that there's a problem or an issue with respect to this system, the Village can step in and then we have the right but not the obligation to do those maintenance improvements for them and then billing them for those costs.

With respect to the next item on the agenda, that system is going to be complete designed and installed by the owners, by the sub-association, however that system will be dedicated to the Village. That doesn't mean that the Village is not going to be compensated for all the costs and

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all the time that we spend in maintaining that system, but we will be doing more of the monitoring of that system, and that is actually an integral piece to the Prairie Ridge Commons and The Shoppes at Prairie Ridge because the Village maintains those systems for that area of the development.

John Steinbrink:

It's a great system and it benefits everybody.

Jean Werbie-Harris:

Correct.

John Steinbrink:

But on the next item they have a separate unit they're putting up, a structure to house it?

Jean Werbie-Harris:

That's an option. In this particular circumstance their DSIS, the DVR system, it's going to be housed in a secured basically closet within their clubhouse. That option is open, but the situation is we've got five different separate entities, a couple of them which might be restaurants. And if there's a multi-tenant building it ideally could go into a close or room within the multi-tenant building. But it becomes more problematic if, in fact, it has to go into a restaurant. And so we gave them the option on the outlot to construct a separate small shelter to house the DSIS system or other pieces of equipment for them.

Michael Serpe:

I'll move approval of Ordinance 12-25 and 12-26.

Steve Kumorkiewicz:

Second.

SERPE MOVED TO APPROVE ZONING TEXT AND ZONING MAP AMENDMENTS (ORD. #12-25 AND #12-26) FOR THE REQUEST OF JEFFERY MARLOW, PRESIDENT OF LEXINGTON HOMES INC., TO REZONE THE PROPERTY LOCATED SOUTH OF PRAIRIE RIDGE BLVD. BETWEEN 91ST AND 94TH AVENUES AND NORTH OF 80TH STREET IN THE PRAIRIE RIDGE DEVELOPMENT; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

Michael Serpe:

Move approval of the certified survey map.

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Clyde Allen:

Second.

SERPE MOVED TO APPROVE A CERTIFIED SURVEY MAP, DEVELOPMENT AGREEMENT AND RELATED DOCUMENTS FOR THE PROPOSED COBBLESTONE CREEK APARTMENT DEVELOPMENT; SECONDED BY ALLEN; MOTION CARRIED 5-0.

Jeffery Marlow:

Thank you.

John Steinbrink:

Thank you for your patience. It's a project everybody is excited about.

Jeffery Marlow:

We are, too, believe me.

E. Receive Plan Commission recommendation and consider an Amendment to the Village Comprehensive Plan (Ord. #12-27) for the request of Mark Eberle, P.E. agent for Water Street Land LLC, owner, for the proposed commercial development of a the property located at the southeast corner of STH 50 and 104th Avenue within the Prairie Ridge Development Plan. Specifically, Map 9.9 is proposed to be amended to correctly identify the field delineated wetlands, excluding the 2,578 square feet wetlands proposed to be filled into the Park, Recreational and Other Opens Space Lands with a field verified wetlands land use designation and the non-wetland areas including the 2,579 square feet of wetlands to be filled into the Commercial Lands with a designation as Community Retail and Service Centers land use designation on said property. In addition, to update Appendix 10-3 of the Village of Pleasant Prairie Wisconsin, 2035 Comprehensive Plan to include said amendment.

John Steinbrink:

Do you want to put some more together here, Jean?

Jean Werbie-Harris:

Yes, I would. I'd like you to add Items F, G and H.

Clyde Allen:

So moved.

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Michael Serpe:

Second.

John Steinbrink:

Motion by Clyde, second by Mike for adoption of F, G and H. Go ahead, Jean.

- F. Receive Plan Commission recommendation and consider approval of a Conceptual Plan for the request of Mark Eberle, P.E. agent for Water Street Land LLC, owner, for the proposed commercial development of a the property located at the southeast corner of STH 50 and 104th Avenue within the Prairie Ridge Development to create four (4) lots for the potential development of two (2) restaurants and two (2) other commercial buildings (retail or office uses) on the 9.2 acre property.**
- G. Receive Plan Commission recommendation and consider the request of Mark Eberle, P.E. agent for Water Street Land LLC, owner, for approval of a Certified Survey Map, Development Agreement and related documents to create four (4) lots for the proposed commercial development of a the property located at the southeast corner of STH 50 and 104th Avenue within the Prairie Ridge Development Plan and extend public municipal sanitary sewer to service the development.**
- H. Receive Plan Commission recommendation and consider a Zoning Map and Zoning Text Amendments (Ord. #12-28 and #12-29) for the request of Mark Eberle, P.E. agent for Water Street Land LLC, owner, for the proposed commercial development of a the property located at the southeast corner of STH 50 and 104th Avenue within the Prairie Ridge Development Plan to amend the zoning map and rezone the field delineated wetlands into the C-1, Lowland Resource Conservancy District and to rezone the non-wetland areas including the 2,578 square feet wetland area to be filled into the B-2, Community Business District and to rezone the entire property into the Planned Unit Development District, (PUD). In addition, a Zoning Text Amendment is intended to create the specific PUD District zoning regulations for the proposed commercial development on said property.**

Jean Werbie-Harris:

Item F is the consideration of the conceptual plan for the Prairie West commercial development. Item G on the agenda is the consideration of the certified survey map, development agreement and related documents for the creation of the four lots within the proposed commercial development. And then Item H on the agenda is also for the same project but it's the zoning map and zoning text amendments and that would be Ordinances 12-28 and 12-29.

The first item then is the request for the conceptual plan. There's a 9.2 acre site within the Prairie Ridge development, and we're referring to it as the Prairie Ridge West commercial development. It's proposed to be subdivided into four lots for a potential development of two restaurant sites

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and two other commercial retail buildings. It's located at the southeast corner of Highway 50 and 104th Avenue in the Village.

Lot 1 is proposed to be 2.4 acres with over 200 feet on Highway 50. Lot 2 is 1.4 acres with over 200 feet of frontage on Highway 50. Lot 3 is approximately 1.4 acres with over 200 feet of frontage on 77th Street. And Lot 4 is 3.9 acres with considerable frontage on both Highway 50 and 104th Avenue. Lot 4 also includes the majority of the open space and the field delineated wetlands within the development site.

The certified survey map is multiple pages. This is because there are a number of easements that are reflected on these lots. There's cross-access easements bringing the user from the Olive Garden site to this particular site all the way to 104th Avenue. There's access from 77th Street that brings you north to the other two sites as well. We have some storm water management easements, there's utility easements, there's wetland easements, so there's a number of easements and they're all reflected on various sheets of the certified survey map.

As I mentioned, there are a number of easements on the site. The storm sewer is intended to be a private storm sewer. The Village will have rights but not obligations for the maintenance of that storm sewer, and that's reflected on the CSM. The dedicated wetland conservancy area easement is shown on the certified survey map. One of the modifications we've asked them to make is there's a small segment about 2,578 square feet of wetlands that are proposed to be filled in order to have an access road come off of 104th Avenue into the site. So the entire wetland area that are wetlands will be delineated and shown as such except for the roadway area. In addition there's just a slight modification that the wetlands are not intended to be used as storm water detention or retention, so that modification needs to be made on the CSM as well.

The development agreement that's being drafted relates to the installation of the sanitary sewer main and related appurtenances. It's going to be public sanitary sewer extending from 77th Street to service the lots 1, 2 and 3. In addition, we also have public sidewalks as well as public street trees in this development. So a development agreement is being executed along with a letter of credit or cash deposit will be provided as security to guarantee that those improvements are completed.

As I mentioned, the zoning map and text amendment refers to the wetlands being filled. That has been already approved by the Wisconsin DNR. That area will be rezoned into the B-2 District with the remaining of the field delineated wetlands to be in that C-1 designation. Overall the balance of the site is in the B-2, Community Business District, which does allow for these particular uses. With respect to the amendment for the comprehensive land use plan, the area that is designated as wetlands is going to be pulled out of that park and recreation and other open space lands and will be placed in the commercial lands designation to allow for that access road into the site.

Preliminary site and operational plans have been preliminarily approved by the Plan Commission subject to the Village Board's approval of this development this evening. And what the developer is intending to do is install the sanitary sewer, water and storm sewer mains along the north/south portion of the shared access drive. They intend to do the mass grading on the site,

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and they'd like to bring all of the building pads up to grade. They want to make sure that they're all pad ready. So we've got a site here and here along Highway 50, Lot 3 along 77th, and then this other site which is actually Lot 4. It has an existing single family home as well as some outbuildings on that site. Those buildings are intended to be razed or removed before the end of the year in order to accommodate a commercial use at that location.

Sewers are required to be public and located within a paved access drive. So they have to make some minor modifications. The original thought was that it was going to be private, and it did cross back and forth between landscaping and private sidewalk areas, but they will need to make some minor modifications in order to make sure it's under a paved area for ease of access for maintenance.

Storm sewer, one of the things that I wanted to mention with respect to this is when Olive Garden was constructed there was an easement that was granted right through this area down to 77th Street. It's the intent of this development to abandon that storm sewer and then connect into the new system so that it doesn't cause a conflict for that particular building and that parking lot. So that will be an easement that's also vacated, and the new easement will be granted on the new CSM.

The Village staff and the Plan Commission recommend approval. There was a series of public hearings at the last Plan Commission meeting. Again, we've got quite a few items related to this request. We have the amendment to the Village Comprehensive Plan, Ordinance 12-27 which requires a roll call vote. We have the next item which is the conceptual plan for this four lot development. We have the certified survey map, development agreement and related documents. And then we have the zoning map and zoning text amendments.

Again, what we've put together is a planned unit development, and in general terms based on what the staff understands with respect to the uses being proposed so that we addressed everything with respect to reduced setbacks to lot lines, parking, signage. I'm trying to think of some of the other things. In your staff memo we addressed as much as we could with respect to any variations or flexibility that needed to be incorporated as part of this development into that PUD. The staff recommends approval. And as John had indicated we are looking to move forward with the first user on Lot 1 and hopefully to follow up quickly with the other users out there.

As I mentioned actually on the last item there is a DSIS system, digital security imaging system, that will service these four lots as well as Olive Garden. So all five will be established with one DVR system to accommodate the users and to provide that information live back to the police station.

John Steinbrink:

I asked that question because I didn't know if we were going with AT&T and then we'd have to put a John Braig refrigerator in the middle.

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Jean Werbie-Harris:

No.

Steve Kumorkiewicz:

I make a motion to adopt Ordinance 12-27.

Monica Yuhas:

Second.

KUMORKIEWICZ MOVED TO APPROVE ORDINANCE #12-27 AMENDMENT TO THE VILLAGE COMPREHENSIVE PLAN; SECONDED BY YUHAS; MOTION ROLL CALL VOTE IS NEEDED.

John Steinbrink:

Aye.

Monica Yuhas:

Aye.

Steve Kumorkiewicz:

Aye.

Clyde Allen:

Aye.

Michael Serpe:

Aye.

John Steinbrink:

Motion carries.

Clyde Allen:

I make a motion to approve the conceptual plan.

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Monica Yuhas:

Second.

ALLEN MOVED TO APPROVE THE CONCEPTUAL PLAN FOR THE PROPOSED COMMERCIAL DEVELOPMENT OF THE PROPERTY LOCATED AT THE SOUTHEAST CORNER OF STH 50 AND 104TH AVENUE WITHIN THE PRAIRIE RIDGE DEVELOPMENT; SECONDED BY YUHAS; MOTION CARRIED 5-0.

Monica Yuhas:

Motion to approve the certified survey map, development agreement and related documents.

Steve Kumorkiewicz:

Second.

Jean Werbie-Harris:

Mr. Chairman, could I ask that for that particular item that we have up to 60 days to make sure that we have all the documents in order before we do our closing.

John Steinbrink:

Agreeable?

Monica Yuhas:

Yes, agreeable 60 days.

Steve Kumorkiewicz:

Second.

YUHAS MOVED TO APPROVE A CERTIFIED SURVEY MAP, DEVELOPMENT AGREEMENT AND RELATED DOCUMENTS FOR THE PROPOSED COMMERCIAL DEVELOPMENT OF A THE PROPERTY LOCATED AT THE SOUTHEAST CORNER OF STH 50 AND 104TH AVENUE WITHIN THE PRAIRIE RIDGE DEVELOPMENT PLAN AND EXTEND PUBLIC MUNICIPAL SANITARY SEWER TO SERVICE THE; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

Michael Serpe:

When do we find out the name of the restaurant?

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John Holborow:

After we have a signed contract.

Michael Serpe:

Kenosha News had it in there already. We're not privy to that?

John Holborow:

The bank and the user have both asked that until they have a signed document –

Michael Serpe:

Come on, man.

Monica Yuhas:

Motion to approve Ordinance 12-28.

Clyde Allen:

Second.

John Steinbrink:

Motion by Monica, second by Clyde for adoption of 12-28. Any discussion?

Michael Serpe:

You want to include 29, too?

Monica Yuhas:

I thought we'd do them separate.

John Steinbrink:

Seeing no discussion those in favor?

YUHAS MOVED TO APPROVE ORDINANCE #12-28 TO AMEND CHAPTER 420-13 OF THE VILLAGE ZONING ORDINANCE REZONING ON THE SOUTHEAST CORNER OF STH 50 AND 104TH AVENUE IN THE PRAIRIE RIDGE DEVELOPMENT ; SECONDED BY ALLEN; MOTION CARRIED 5-0.

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I. Consider reappointment to the Kenosha Area Chamber of Commerce Board.

Mike Pollocoff:

Mr. President Chris Lopour serves as the Village's representative to the Chamber of Commerce and she's done a very good job of that. I recommend that her service continue for another year.

SERPE MOVED TO APPROVE REAPPOINTMENT TO THE KENOSHA AREA CHAMBER OF COMMERCE BOARD; SECONDED BY ALLEN; MOTION CARRIED 5-0.

J. Consent Agenda

- 1) **Approve Operator License applications on file.**
- 2) **Approve Halloween Trick or Treat Schedule - Sunday, October 28, 2012
3:00 p.m. - 6:00 p.m.**

John Steinbrink:

Vesna, can you inform us on that? Does that concur with the City and everybody?

Vesna Savic:

Yes, it was published in the *Kenosha News*.

ALLEN MOVED TO APPROVE THE CONSENT AGENDA; SECONDED BY KUMORKIEWICZ; MOTION CARRIED 5-0.

7. VILLAGE BOARD COMMENTS

Monica Yuhas:

Mr. President, I just have one quick one. I want to thank Mike Spence for allowing me to spend Thursday, October 9th in the inspections department. I spent the whole day, and I had the opportunity to learn about new housing and what goes into approving those plans and foundation inspections, plumbing inspections, electrical inspections. It was very eye opening. I shadowed Roth Nichols for pretty much the whole day. I also worked a little bit with Ken and Tammy, and it was very insightful, Mike. So thank you very much for allowing me that opportunity.

Mike Spence:

You're very welcome.

John Steinbrink:

I just want to thank Jean and the other Village Board people and Mike on the presentation we had at the Planning Commission this evening. A lot of work went into that when you look at the number of exhibits, the number of information that had to be gleaned and put in and the amount

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of time. It's a shame that all had to be done, and hopefully we're going to get this resolved with the BP. But shame on them for their part and what they didn't do and the way they left the Village hanging and no information and the risk to the environment. Ed Rich is a very good neighbor to everybody, and the way he was treated by BP with this situation and not actually knowing what to do, and he has legitimate concerns about the property value and everything else there. But hopefully this will be resolved. The little issues like the work in the right of way without permits. When you hear about the owner telling the construction company he had the permits that doesn't bode well for his credibility either on that item. Hopefully this will get resolved. There's now people involved to get things done. So with that is there any other Village Board comments?

8. ADJOURNMENT

SERPE MOVED TO ADJOURN THE MEETING; SECONDED BY ALLEN; MOTION CARRIED AND MEETING ADJOURNED AT 8:09 P.M.

Consider **Resolution #12-27** to **change of the official addresses** of the property located at 11121 4th Avenue to 11027 4th Avenue as a result of the addresses being out of sequence.

Recommendation:

Plan Commission recommends that the Village Board approve the **change of the official address** as presented.

VILLAGE STAFF REPORT OF SEPTEMBER 4, 2012

Consider **Resolution #12-27** to **change of the official addresses** of the property located at 11121 4th Avenue to 11027 4th Avenue as a result of the addresses being out of sequence.

It has been brought to the Village's attention that the addresses of the homes on the east side of 4th Avenue are out of sequence between 11001 and 11145 4th Avenue. In reviewing this information it appears that the home located at 11121 4th Avenue (Lot 20, Block 20 in Carol Beach Estates Subdivision Unit # 2) owned by Gomez and Gisela Hernandez and further identified as Tax Parcel Number 93-4-123-293-1045 is located between 11021 and 11101 4th Avenue.

This address issues could create problems for emergency response personnel, deliveries and other persons trying to locate the properties. Therefore, on July 16, 2012, the Village Board adopted Resolution #12-22 to initiate the change of the official address of this property pursuant to Article IV of the Village Ordinance.

On August 13, 2012 the Village Plan Commission recommended that the Village Board of Trustees approve the address change from 11121 4th Avenue to 11027 4th Avenue as a result of the addresses being out of sequence. If approved, the address change would become effective on November 1, 2012.

**VILLAGE OF PLEASANT PRAIRIE BOARD OF TRUSTEES
RESOLUTION #12-27**

**RESOLUTION TO CHANGE OF THE OFFICIAL ADDRESS OF PROPERTIES IN THE
VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN**

WHEREAS, the Village Board of Trustees of the Village of Pleasant Prairie, Kenosha County, Wisconsin, pursuant to Article IV of the Village Ordinances may change the official address of a property; and

WHEREAS, on July 16, 2012, the Village initiated the change of an official address for an existing home with an address 11121 4th Avenue (Lot 20, Block 20 in Carol Beach Estates Subdivision Unit # 2) owned by Gomez and Gisela Hernandez and further identified as Tax Parcel Number 93-4-123-293-1045 that does not fall within the proper address sequencing order; and

WHEREAS, on August 13, 2012, the Village Plan Commission recommended that the addresses be changed from 11121 4th Avenue to 11027 4th Avenue to resolve the aforementioned concern; and

WHEREAS, on August 14, 2012 the Village sent a notice via certified mail to the property owner related to the proposed changes and the Public Hearing to be held on September 4, 2012 to discuss said change; and

WHEREAS, the Village Board of Trustees conducted a Public Hearing on September 4, 2012 to consider said address changes.

NOW, THEREFORE, BE IT RESOLVED that the official street address for Tax Parcel Number 93-4-123-293-1045 is being changed from 11121 4th Avenue to 11027 4th Avenue. Said changes shall be effective November 1, 2012.

Adopted this the 4th day of September 2012.

VILLAGE OF PLEASANT PRAIRIE

ATTEST:

Jane M. Romanowski
Village Clerk

John P. Steinbrink
Village President

Posted: _____



Kenosha Area Convention & Visitors Bureau

2011 ANNUAL REPORT



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A MESSAGE FROM THE CHAIRMAN and PRESIDENT



Kenosha County has grown tremendously in recent years in its tourism offerings and has become a travel destination for many seeking weekend getaways, day trips and extended vacations. The Kenosha Area Convention & Visitors Bureau is fulfilling its role of enhancing and growing tourism here, thereby contributing positively to the community's economy and overall image. According to the study *The Economic Impact of Tourism in Wisconsin 2010-2011* by Tourism Economics, travelers spent an estimated \$155.8 million in Kenosha County in 2011. This is an increase of \$11.8 million or 8.2% over the prior year. Kenosha County ranks 19th in the state for traveler spending among 72 counties.

We're proud of these results, as they can be directly attributed to the partnership and cooperative efforts of our local units of government: City of Kenosha, Village of Pleasant Prairie, Village of Bristol, and Town of Wheatland. Additionally, nearly one hundred local hotels, restaurants, attractions, museums, and retail establishments represent the many unique experiences that bring visitors to our community year after year. We continue to market the Kenosha Area to new audiences. A revamped website, a comprehensive branding initiative, and an intense social media effort in 2011 all contributed to increased exposure for our destination. Our staff at the I-94 Visitor Information Center personally interacted with over 27,000 visitors in 2011.

Like our traveler expenditures this year, the number of overnight stays here in Kenosha also continues to rise. Venues such as the RecPlex Aqua Arena and Prairie Springs Park and major events such as Taste of Wisconsin™ and Danskin Women's Triathlon Series bring thousands of out-of-town visitors to our community, many for the first time. The Wisconsin Marathon draws over 3,500 runners and their family members here each May. In August, the WWA Wakeboard World Championships will be held at Prairie Springs Park. Special events such as these and many more like them allow the Kenosha Area to be showcased to a broad audience and result in many return visits.

According to our 2011 Visitor Survey, nearly 67% of respondents plan a return trip in 2012 and 98% would recommend our community to their friends and family. These remarkable statistics confirm that the Kenosha Area has become a destination of choice for many travelers.

Please take some time to review this report and our involvement in the Kenosha Area. All of us at the Kenosha Area Convention & Visitors Bureau take great pride in showcasing our community to visitors throughout the world. We'll continue to grow our existing partnerships and forge new ones, so that together we can contribute positively to our local economy and help create a superior quality of life for those who live, work, and visit here.

Sincerely,

Michael Pollocoff
Chairman, Board of Directors

Dennis A. DuChene II
President

KENOSHA AREA CONVENTION & VISITORS BUREAU

WHO WE ARE



The Kenosha Area Convention & Visitors Bureau (KACVB) is a non-profit corporation with the sole purpose of enhancing and growing tourism in the greater Kenosha Area, and thereby contributing positively to the community's economy. The KACVB is the only

agency of its kind in our community that proactively markets the Kenosha Area as a travel destination. In its role as a destination marketing organization (DMO), the primary goal of the KACVB is to attract travelers who will spend time in the Kenosha Area and patronize its hotels, restaurants, attractions, retail stores, and other businesses. The KACVB promotes the Kenosha Area to key travel markets in the Midwest using a number of strategies including print advertising, e-marketing, Internet advertising, and public relations efforts. As publisher of the *Official Kenosha Area Visitors Guide* and companion website *KenoshaCVB.com*, the KACVB proudly represents nearly 100 local businesses and organizations – our Tourism Partners – that cater to and support visitors to our community.

The KACVB focuses on a number of specific traveler markets. Its primary market is that of the Leisure Traveler, defined as individuals traveling for business or leisure, as well as families or small groups traveling together for leisure activity. Specialty markets include Sports, Meetings & Conventions, and Motorcoach & Group Tours.

FUNDING

The Kenosha Area Convention & Visitors Bureau's operating budget is wholly funded by the Transient Occupancy Tax that is collected when a person uses a hotel/motel room in a municipality that has adopted such a room tax ordinance. Municipalities within Kenosha County which have this ordinance in place are: the City of Kenosha, Village of Pleasant

MISSION STATEMENT

The Kenosha Area Convention & Visitors Bureau (KACVB) was established in 1986 with the express purpose of increasing visitor appreciation of and spending in Kenosha County, Wisconsin, thus improving the economy of the region.

The KACVB promotes the Kenosha Area as a fun, friendly, refreshing and affordable overnight tourism and meeting destination to individuals, groups, and businesses throughout the world.



Prairie, Village of Bristol and Town of Wheatland. Hotel properties within these communities remit the room tax revenues to their respective municipal government, and a portion of those revenues is redirected to the KACVB to support tourism promotion and development. The KACVB's budget is entirely dependent upon hotel/motel occupancy, and is therefore directly related to the results it achieves in marketing the Kenosha Area as an appealing overnight travel destination.

2011 BOARD OF DIRECTORS

Chairman:	Michael R. Pollocoff, <i>Village of Pleasant Prairie</i>
Vice Chairman:	Frank Pacetti, <i>City of Kenosha</i>
Secretary:	Paul Whiteside, Jr., <i>Retired</i>
Treasurer:	Larry Nelson, <i>Bane-Nelson, Inc.</i>
Board Members:	Paul Hegland, <i>Carthage College</i> Margaret Hodge, <i>Regner Veterinary Clinic</i> Marty Stewart-Huff, <i>Retired</i> Kathy Jalensky, <i>Jalensky Real Estate Services, LLC</i> Jack Rice, <i>Retired</i> John Roscioli, <i>Raymond James Financial Services</i> Paula Touhey, <i>Kenosha Public Museums, Retired</i>

2011 OPERATING STAFF

DENNIS A. DUCHENE II, President
DEANNA GOODWIN, Marketing Director
EVA HOEY, Visitor Information Center Director
MERIDITH JUMSKO, Public Relations Manager
LAURA GREGORSKI-TYUNAITIS, Marketing Coordinator
BRIGIT CORREA, Customer Service Coordinator
SAMANTHA SULLIVAN, Customer Service Coordinator
JOHN GULIG, Travel Information Specialist
JOHN NEUNFELD, Travel Information Specialist
BILL MARSHALL, Travel Information Specialist

2011: AN OVERVIEW

- Tourism spending in Kenosha County reached \$155.8 million in 2011, an increase of \$11.8 million or 8.2% over 2010. Kenosha County ranked 19th in overall visitor spending among 72 Wisconsin counties.

- The Kenosha Area CVB rebuilt its website and relaunched www.KenoshaCVB.com in July 2011, applying the most current technology and optimization practices and bringing significant added value to visitors as well as Tourism Partner businesses.



- Supported by a \$39,417 Wisconsin Department of Tourism JEM Grant, the KACVB began taking its new tourism brand to market in 2011. Working with Noise, Inc., the lead consultant for the brand development project in 2010, KACVB began implementing the brand through strategic advertising and communications efforts.
- The 26th edition of the Kenosha Area Visitors Guide was published featuring 56 full-color pages and a circulation of 100,000 copies. Seventy-six area businesses purchased advertising in the 2011 Guide.
- The KACVB fulfilled 8,939 direct requests for the Kenosha Area Visitors Guide through phone, e-mail and reader-reply requests to its Downtown Visitor Information Center.
- KenoshaCVB.com received 106,396 unique visits, with 413,012 page views and the digital edition of the Kenosha Area Visitors Guide received 17,330 page views in 2011. 3,493 Tourism Partner coupons were downloaded from KenoshaCVB.com, as well as 1,602 copies of Kenosha's National Register Historic District Tour Guides.



- KACVB continued to grow its presence in the social media world, developing a content-rich and engaging Facebook page and achieving 3,196 Likes (“fans”) by year’s end. KACVB’s Twitter and YouTube pages also were further developed with the new KACVB brand and generated significant traffic and interactions.

- The Kenosha Area CVB delivered 32,380 newsletters to its e-mail subscriber database and achieved an average unique open rate of 29%. The KACVB’s e-mail database grew to a high of 3,193 subscribers during 2011.
- Public relations efforts in 2011 resulted in earned media coverage valued at \$141,760, with non-local media accounting for \$80,013 and local totaling \$61,747. Social media was added to PR strategies in 2011, using dedicated Twitter accounts and online pitch services.
- The KACVB’s I-94 Visitor Information Center logged 27,246 visitor contacts and 191 motorcoach visits during 2011, while the Downtown Visitor Information Center served 806 walk-in visitors and fielded 592 phone inquiries during 2011.
- The KACVB installed new monument signs at the Downtown Visitor Information Center featuring the newly branded logo and a digital reader board to promote events, KenoshaCVB.com, other resources offered by the KACVB.
- National Travel & Tourism Week was recognized in May and celebrated with a special Tourism Talks Breakfast event. The KACVB published a special insert in the Kenosha News to raise awareness among residents of tourism’s positive impact on the local economy. KACVB continued its partnership with Kenosha News to hold the *Be a Tourist in Your Own Town* contest, awarding prize packages valued over \$2,500 to five local winners.





- The KACVB continued its quarterly breakfast meeting series for Tourism Partners. *Tourism Talks* featured educational programming and guest speakers on topics including Public Relations, Marketing, and Social Media.

- KACVB's complimentary hospitality and tourism training

workshop entitled *Kenosha Area To Go* was further promoted to Tourism Partner businesses to help educate and inform their front line employees of the many tourism offerings within the community, and thus better serve the needs of their customers.

- The 2011 Kenosha Area Visitors Survey garnered 522 responses, a 15% return rate. 63% of respondents indicated they did visit the Kenosha Area during 2011 and 58% of those indicated their primary reason for visiting was a weekend getaway or vacation. An overwhelming 98% said they would recommend the Kenosha Area to family and friends.
- The Kenosha Area CVB honored its 2011 Tourism Partner of the Year, *Lemon Street Gallery & ArtSpace*, and Hotel Partner of the Year, *Candlewood Suites* at its annual Tourism Partner Appreciation Night at Twisted Cuisine.
- KACVB and several Kenosha area organizations were awarded \$105,117 in funding from Wisconsin Dept. of Tourism grant programs in 2011. Grants supported KACVB projects including a destination marketing campaign to launch our new brand and operations at the I-94 Visitor Information Center. Area events receiving grant funding included Taste of Wisconsin™, Civil War Museum's Salute to Freedom, Speedo Sectional Championships and Central Zone Swimming Championships.
- The KACVB assisted with planning and executing major events such as TREK Women Triathlon, Wisconsin Marathon, Taste of Wisconsin™, and Speedo Sectional Championships. The RecPex Aqua Arena hosted 12 major swim competitions in 2011, bringing 7,627 athletes to the facility, 5,028 of which hailed from Illinois and other Midwest states.

2012: A LOOK AHEAD

- Publish the 2012 Kenosha Area Visitors Guide, a high quality color publication representing the best that our community has to offer in leisure and recreational activities. Increase publication size from 56 to 64 pages through additional advertising and editorial. Distribute 100,000 copies of the Guide through existing and new distribution channels, including literature rack programs in Gurnee Mills and in hotels along the Wisconsin and Illinois I-94 corridor.



- Develop and execute a strategic Marketing & Communications Plan, concentrating on print and online advertising, e-marketing, social media, public and community relations and Tourism Partner networks.
- Create a new niche market strategy to focus additional KACVB resources toward the sports and group tour markets in 2012. Capitalize on opportunities afforded by recent developments such as the RecPlex Aqua Arena, which raise the Kenosha Area's hosting capabilities for regional and national sporting events.
- Execute a comprehensive social media effort that will capitalize on current trends via KACVB's Facebook, Twitter and YouTube pages. Create a plan to add blogging to KACVB's online and social media efforts.



- Execute a consistent e-marketing campaign to reach new and existing target audiences. Design the monthly consumer e-newsletter to drive traffic to the website and enhance the visitor's experience. Develop new e-mail products dedicated to special offers and promotions, while working to grow subscriber database.



- Promote the KACVB's I-94 Visitor Information Center location to the traveling public as a resource for Kenosha Area travel information and personal assistance. Make upgrades to integrate KACVB's new brand via new signage, display spaces and literature racks. Expand the First Fridays open house program to a year-round offering, inviting Tourism Partners to exhibit and interact with the traveling public and add value to the visitor experience.

- Apply for third year funding from the Wisconsin Department of Tourism JEM Grant Program to expand a strategic advertising plan that will further implement the new brand into the

marketplace. Continue to utilize the agency services of Noise, Inc. to provide professional creative, media buying and strategic planning services that complement KACVB's efforts.

- Increase earned media value by executing an effective public relations plan including media release schedule, ongoing contact with travel writers, and expanded social media and online strategies. Encourage individual media visits and regularly update the Media Room section of the website with new images, story ideas and other resources.
- Organize and implement annual schedule of *Tourism Talks*, the KACVB's quarterly breakfast educational series for Tourism Partner businesses featuring guest speakers on current and relevant business topics.
- Continue to enhance relationships with Tourism Partners through ongoing communications. Provide monthly *Impact* newsletter and weekly *Fast Facts* updates, enhance Tourism Partner section of *KenoshaCVB.com*, and develop cooperative advertising and marketing programs to provide additional exposure through KACVB efforts and activities.



- Promote the positive economic impact of tourism on the local economy by recognizing National Travel & Tourism Week May 6 – 12, 2012. Host a special edition of our *Tourism Talks* featuring keynote speakers and announcement of economic impact study and annual visitor survey results. Continue to partner with the Kenosha News to offer the *Be a Tourist in Your Own Town Giveaway*. Publish a special insert to the Kenosha News that promotes local awareness of tourism's positive impact on the local economy and quality of life in the Kenosha Area.

- Work with local hotel partners to increase occupancy rates through collaborative promotional efforts to realize an overall increase in room tax revenues to the Kenosha Area CVB and municipalities. Invest in occupancy reporting subscription to better measure impact and trends in monthly and yearly hotel occupancy rates for the Kenosha Area.



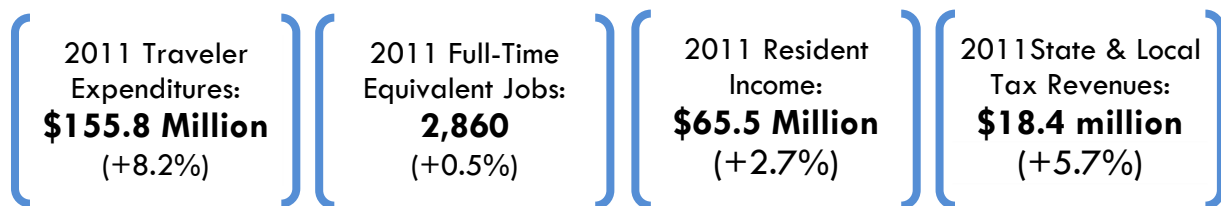
- Work with local municipalities to offer support in developing attractions, events and other resources that serve tourists and provide positive economic impact to the community and its residents.
- Assist local municipalities, Partners and groups in planning, hosting and promoting major events. Key 2012 events include: Wisconsin Marathon, Salute to Freedom, Danskin Women's Triathlon, Food Folks & Spokes, Grill Games, Pleasant Prairie Triathlons, and Taste of Wisconsin™.

THE ECONOMIC IMPACT OF TOURISM

The Kenosha Area Convention & Visitors Bureau is a destination marketing organization that promotes the Kenosha Area as a desirable travel destination in an effort to positively impact the local community. Whether providing economic impact in the form of visitor spending, or development in the form of new hotels, attractions and events, it is clear that tourism infuses significant dollars into our community's economy. Revenues generated directly and indirectly by visiting tourists supplement property taxes and support local programs that benefit residents and tourists alike. Tourism dollars also increase local tax revenues and provide employment for thousands of people living in our community.



Each year, the Wisconsin Department of Tourism conducts a comprehensive economic impact study of traveler expenditures throughout the state. As a whole, traveler spending in Wisconsin totaled \$16 billion in 2011, up 8% from \$14.8 billion in 2010. The study, entitled *The Economic Impact of Tourism in Wisconsin*, by the independent research firm Tourism Economics also provided a county by county breakdown of the impact of tourism on local economies.

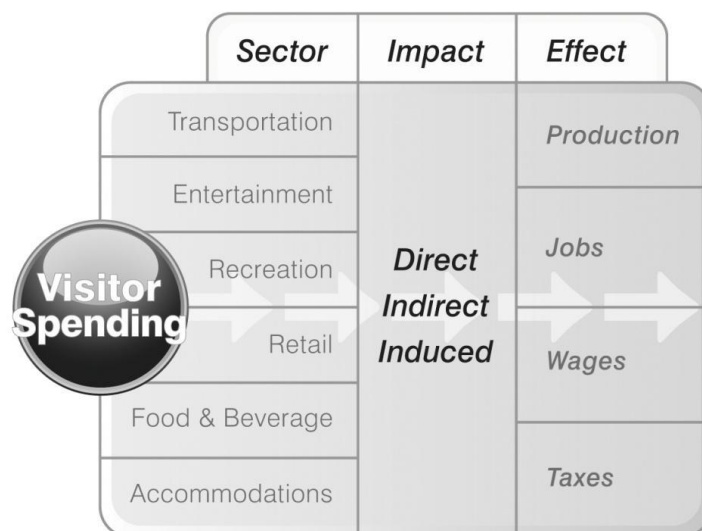


Total spending by visitors to Kenosha County in 2011 was **\$155.8 million**. This is an increase of \$11.8 million or 8.2% over 2010 figures. Kenosha County ranked 19th highest in total traveler expenditures among 72 Wisconsin counties in 2011. The 2011 Tourism Economics study also shows that the tourism industry in Kenosha County provided 2,860 full-time job equivalents. Resident income realized from those jobs totaled an estimated \$65.5 million, and tax revenues collected by state and local governments from traveler spending amounted to \$18.4 million in 2011.

The figures garnered from this research demonstrate the importance of tourism as a key segment of the Kenosha County economy and underscores the need to continue to support the expenditure of time, effort and dollars to promote further tourism growth.

HOW VISITOR SPENDING GENERATES ECONOMIC IMPACT

1. Travelers create **direct** economic value within a discreet group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
2. Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called **indirect** impacts.
3. Lastly, the **induced** impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the state economy.



TOURISM'S IMPACT ON WISCONSIN

- Tourism had a \$16 billion impact on the state's economy in 2011, up 8% from \$14.8 billion in 2010.
- Visitor volumes rose for a second straight year - 95.4 million people visited Wisconsin in 2011.
- Statewide tourism sustained 181,000 jobs, both directly and indirectly. These jobs represent 7.8% of total employment in Wisconsin, or 1 in every 13 jobs.
- Including indirect and induced impacts, tourism in Wisconsin generated \$1.3 billion in state and local taxes and \$950 million in Federal taxes last year.
- Per trip spending rose as gas prices rose and other tourism providers started to recoup recessionary price cuts.
- In the absence of the state and local taxes generated by tourism, each Wisconsin household would need to pay \$565 to maintain the current level of government services.



2012 INITIATIVES

The Kenosha Area Convention & Visitors Bureau (KACVB) employs a number of marketing and communications efforts to promote the Kenosha Area as a travel destination, and to maintain its viability as a destination marketing organization for the Kenosha Area. In order to optimize its reach in the various travel marketplaces and within the tourism industry, the KACVB actively uses a “toolbox” of strategies, including:

- Kenosha Area Visitors Guide
- KenoshaCVB.com Website
- Social Media – Facebook, Twitter, YouTube
- Print Advertising
- Online Advertising
- E-mail Marketing
- Public Relations
- Visitor Information Centers
- Tourism Partner Network
- Industry Partnerships
- Travel Advisory Radio Station
- Leisure and Niche Market Tradeshows
- Community Outreach

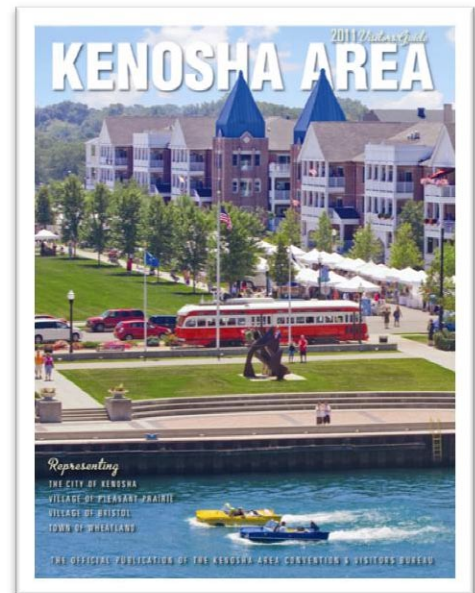
TOURISM BRANDING

A major step toward developing Kenosha’s tourism brand was realized in 2010 when the KACVB was awarded a grant for branding research. Upon concluding this research with a defined brand story and blueprint for taking it to market, 2011 marked the next stage for Kenosha’s new tourism brand. Working with Noise, Inc., the lead consultant on the research project, KACVB set out to begin implementing its new brand through strategic advertising and communications efforts. Aided by another Wisconsin Department of Tourism JEM Grant – the KACVB’s advertising and communications took on a whole new look in 2011, focusing on the Kenosha Area’s key attractors – attractions, shopping and its Lake Michigan shoreline. New, vibrantly designed ads ran in magazines and newspapers, while large-scale posters appeared on Metra trains and newly branded email campaigns introduced new audiences of potential travelers to the Kenosha Area. The brand was further applied to all KACVB communications including its website, print and electronic communications, social media sites, Information Center signage, stationery, and staff apparel.



THE OFFICIAL KENOSHA AREA VISITORS GUIDE

Each year, the Kenosha Area Convention & Visitors Bureau publishes the Official Kenosha Area Visitors Guide, a full-color, magazine quality publication that serves as the primary resource for visitors to the Kenosha Area. In January 2011, the 26th edition of the Visitors Guide was published, containing information about area hotels, restaurants, attractions, recreation, retail shopping and other businesses and community organizations. The Guide also featured detailed maps, an event calendar, colorful editorial and photography, as well as details about additional resources and opportunities available on *KenoshaCVB.com*. This



complimentary publication is designed to guide travelers in planning their visit to the Kenosha Area, as well as serve as a resource once here in our community. The Visitors Guide is also frequently used by local residents, event planners, travel writers and media, as well as those researching the area for relocation or school projects.

In 2011, 100,000 copies of the Kenosha Area Visitors Guide were printed and distributed to consumers across the United States, Canada and Europe. The Guide was mailed to people who requested travel information via phone, e-mail or reader-reply programs from various advertising efforts. The Guide also continued to be prominently featured on *KenoshaCVB.com*, where visitors could order a copy by mail or print the Guide directly from their desktop. In addition, visitors to *KenoshaCVB.com* also found an interactive e-book version of the Guide, which they could view page by page, enlarge portions of text, and even link to advertiser's websites.

Visitor Guide Distribution Points

- Nearly 100 Kenosha Area businesses – hotels, restaurants, retailers, attractions, etc.
- Local municipal offices
- Kenosha Electric Streetcars
- Wisconsin Travel Information Centers
- Gurnee Mills Mall
- I-94 Hotels in Illinois and Wisconsin
- Corporate break rooms along I-94 in Illinois
- Sport and travel expos and shows
- Major local events

Visitor Guide Requests by Source

Phone	584
E-Mail	1,685
Reader Reply	6,697
TOTAL	8,939



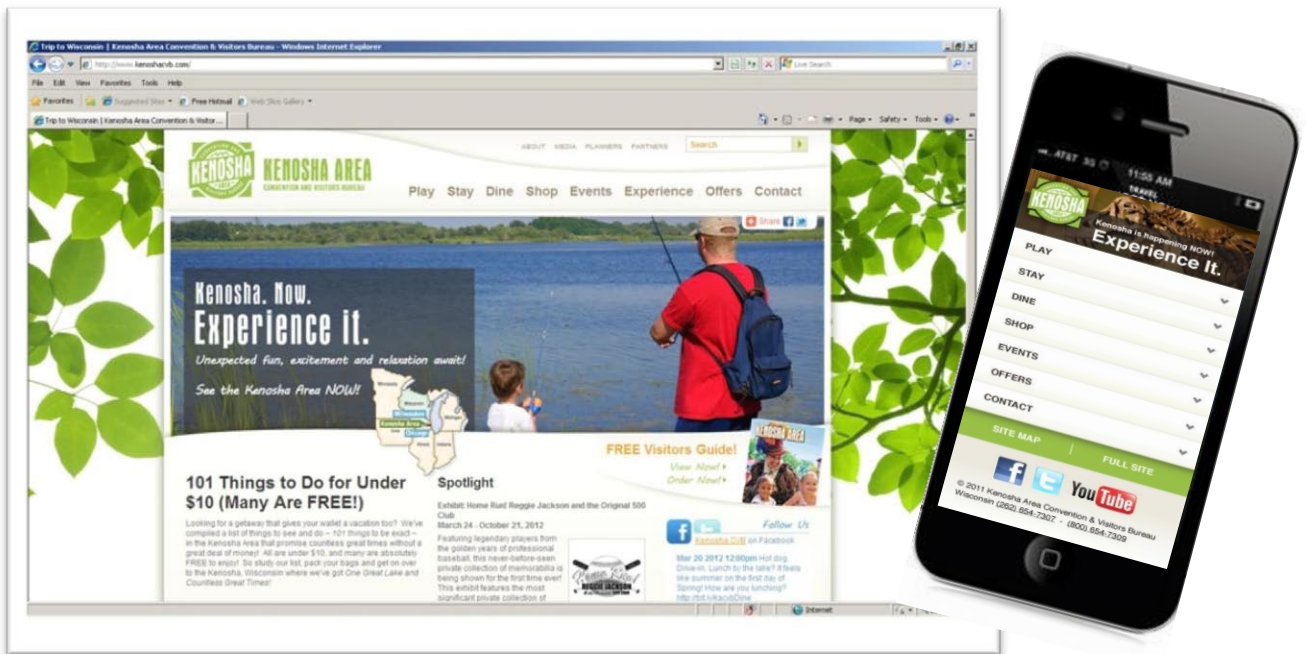
2011 Visitors Guide Requests by Origin

IL	2,604	KY	44	OK	13	OR	4
WI	2,100	NY	36	WV	11	DE	3
MI	1,096	SD	31	LA	11	HI	3
MN	661	TN	27	MS	11	AK	2
IA	571	AZ	26	SC	11	CAN	2
IN	432	CO	26	AL	10	ID	2
OH	276	AR	25	INT'L	9	RI	2
MO	242	NC	23	NV	9	VT	2
NE	162	PA	23	CT	8	ME	1
CA	64	VA	19	MT	7		
FL	64	WA	19	MD	6		
KS	63	NJ	17	PR	5		
TX	59	GA	16	UT	5		
ND	58	MA	13	NM	4		
						TOTAL	8,939

While the top 5 states accounted for **78%** of the total, **Illinois and Wisconsin** together accounted for **over half - 53%** - of all Visitors Guide requests in 2011.

KENOSHACVB.COM

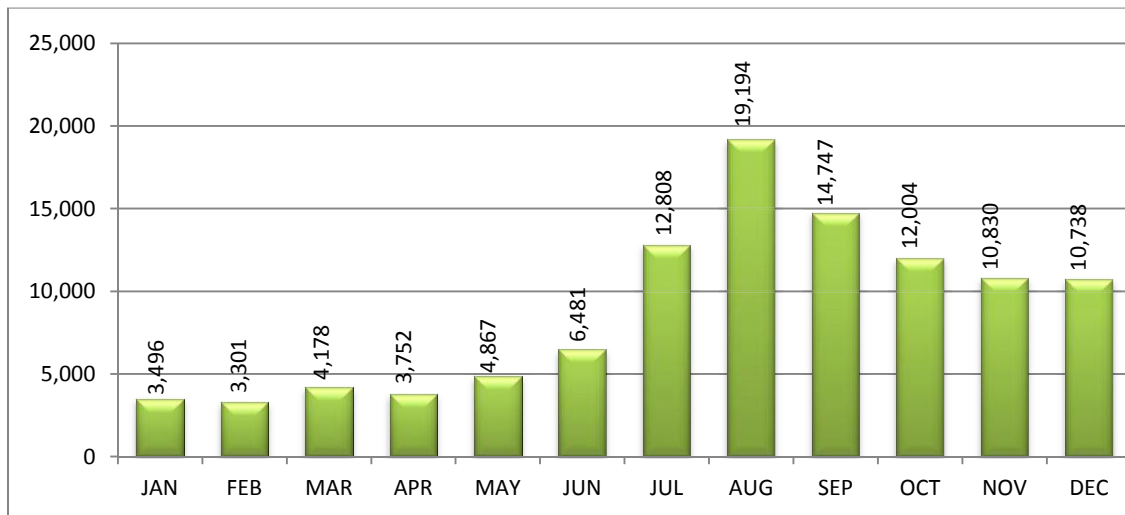
After establishing a plan based upon current web technology and design practices, well as results from a search engine optimization (SEO) study, the Kenosha Area CVB rebuilt its website – www.KenoshaCVB.com – and relaunched it in July 2011. The new site was built from the ground up and now features a home page that more fully engages readers through current content such as articles and stories, event and business highlights, social media feeds and rich photography. It provides visitors with a myriad of new sights and experiences, expanded information, and a whole new way to experience the Kenosha Area. Additionally, KACVB Tourism Partner businesses gained a more prominent and valuable presence on the site. Dedicated business pages now feature expanded space for copy and photos, plus links to business' custom maps, events, coupons and other custom content. The new design also utilized sound SEO strategies and keyword research which significantly improved website traffic. In fact, immediately after the new site was launched, monthly traffic figures more than doubled in some cases over the prior year. After the launch of the new [KenoshaCVB.com](http://www.KenoshaCVB.com), a companion mobile website was also launched, giving mobile device users a fully compatible version of [KenoshaCVB.com](http://www.KenoshaCVB.com) and its most popular resources. Analytics tied to the new site also provide new options to measure our online efforts including user patterns, mobile device trends and social engagement.



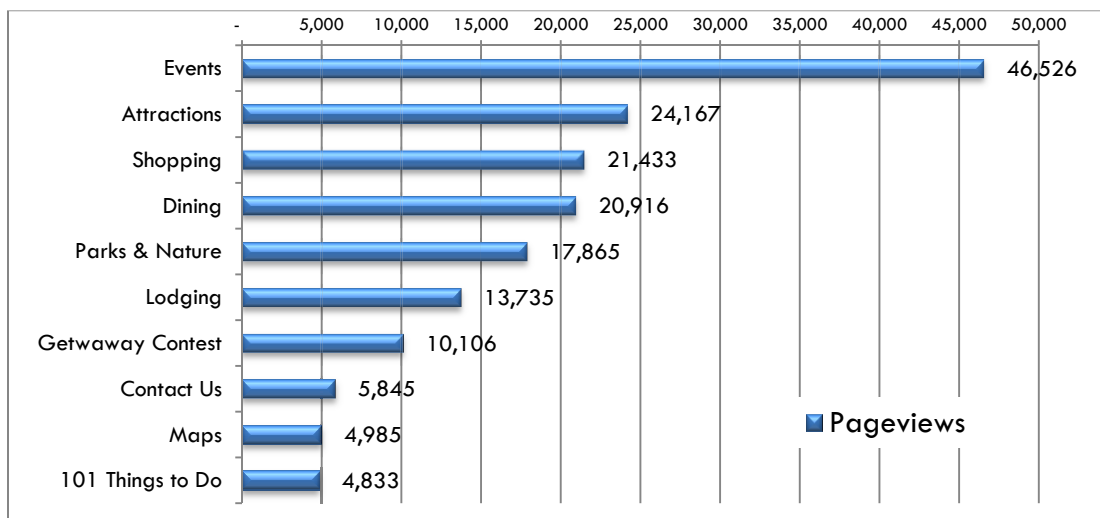
2011 Website Traffic
Unique Visits: 106,396 | Page Views: 413,012

With its new website and mobile site now complete, the Kenosha Area CVB continued to position *KenoshaCVB.com* in its marketing and communications efforts as a primary tool for Kenosha Area travel information. Google was the most common referral source linking to *KenoshaCVB.com*, with 44% of visitor sessions originating from that source. Following Google referrals, 13% of visitor sessions to *KenoshaCVB.com* in 2011 were direct to the site's URL address versus being found by search engines or linked from other websites. Search engine Yahoo was the third most popular referring source at 5% of visits, following by Bing and Facebook referrals both at 4%. The remaining 39% of visits were linked from over 200 referring websites. *KenoshaCVB.com* also continues to rank among the top three results in Google searches for "Kenosha".

2011 Visits by Month



2011 Top Requested Pages



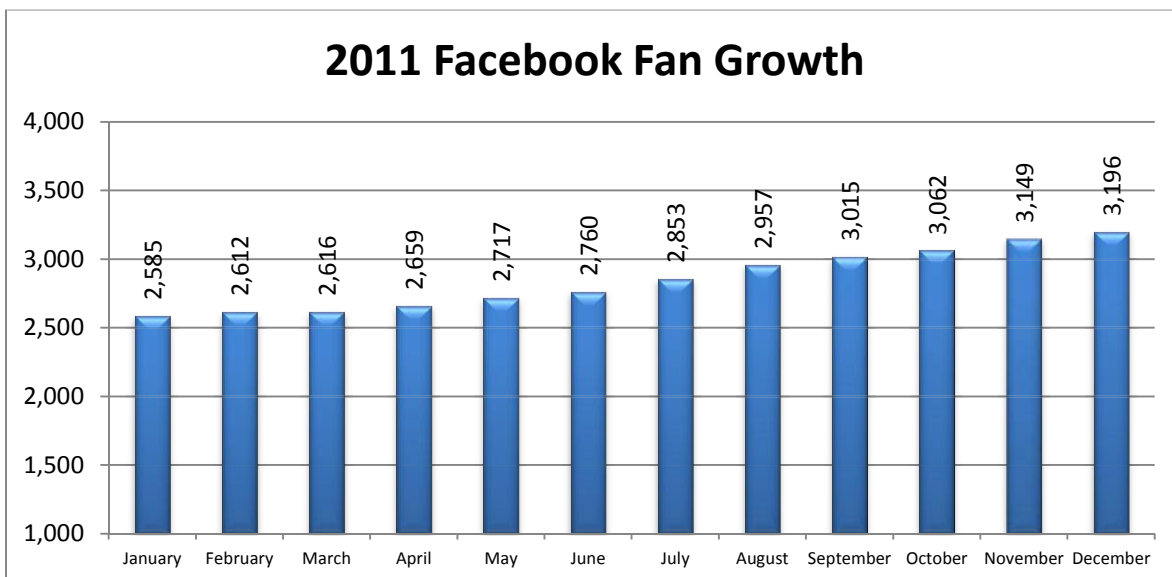
SOCIAL MEDIA

With nearly 1,000 more Facebook fans than in 2010, plus over 1,200 Twitter followers, the Kenosha Area CVB can now claim tenure in the world of Social Media. Beyond the effects of traditional marketing, social media allows KACVB staff to engage in genuine, one-on-one conversations with travelers and local residents in real-time. This attention to social media as a relevant marketing tool has even resulted in

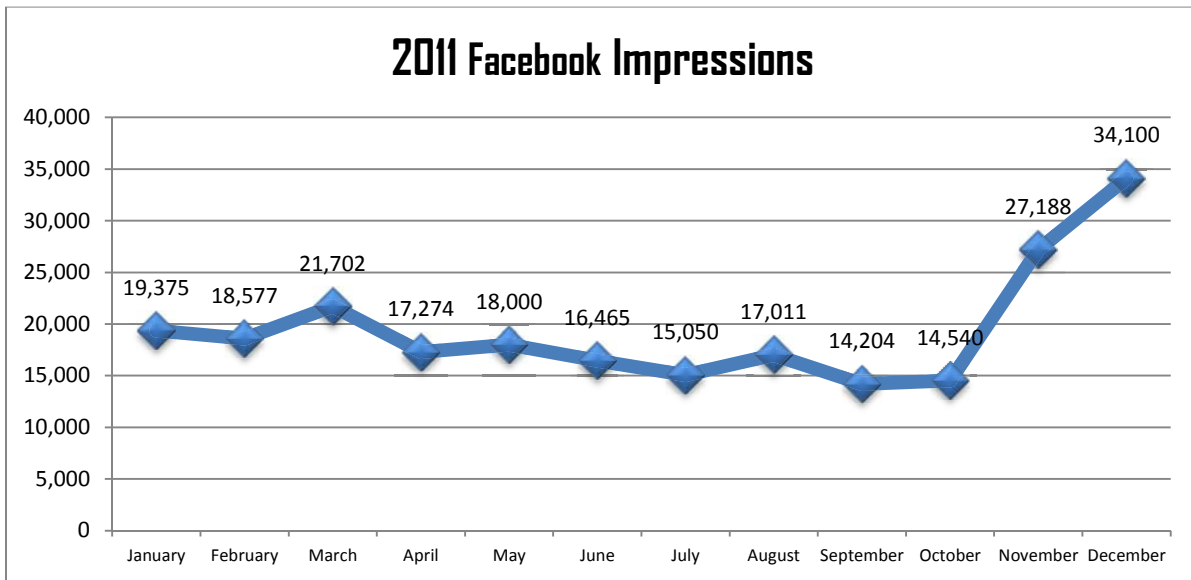


online engagements with national brands such as Culver’s and Jockey International. Another sign of a successful social media strategy is that local businesses and organizations are turning to KACVB’s social media pages to share their own information with our large and very captive audience.

Social media marketing doesn’t end at the latest Facebook status update, however. The KACVB dedicates time to help its Tourism Partners gain success in engaging visitors and residents through their social networks, as well. Approximately 65 Tourism Partners utilize at least one social networking site. Of those, roughly half have been provided with training or other social media support by KACVB staff.



Facebook was the primary social media platform used in 2011, and KACVB focused on growing its “Likes”, or number of people who follow the fan page. Over 600 new fans were accumulated during 2011. These fans received messages posted about Kenosha Area events, attractions, shopping, dining and lodging and generated an impressive 233,486 impressions throughout the year. These messages linked Facebook users to pages within the Kenosha Area CVB website, as well as the websites of Tourism Partner businesses. Additionally, users were encouraged to post their own feedback about visiting the Kenosha Area, ask questions about Kenosha Area happenings, and engage with Tourism Partners.



Engagement has been central to successful social media efforts. Programs such as *Where's Tripp?*, a location-based social media promotion, have continued to show growth and success. Local residents and tourists all enjoy seeking Tripp out, or stumbling upon him, and submitting photos with him for a chance to win a special prize. Demand to be a host site for Tripp increased significantly toward the end of 2011 as more and more KACVB Tourism Partners began to see the importance of channeling social media as a marketing tool.



Sara Hoepner ▸ **Kenosha Area CVB**

December 3, 2011

Is there a schedule somewhere I can look at for all events going on this weekend?

Like · Comment
4

Kenosha Area CVB Yes.... Use the date range function on our events calendar!! <http://www.kenoshacvb.com/events/all>

Kenosha Events | Events Calendar | Kenosha Area CVB

www.kenoshacvb.com

Facebook Connect with us on Facebook to keep tabs on all the great things happ...See More

December 3, 2011 at 6:55pm · Like · 1 · Remove Preview

LEISURE MARKET ADVERTISING

The Leisure Travel market is the Kenosha Area CVB's primary target audience and is described as individuals, families or small groups seeking a destination to spend their leisure time. Annual visitor surveys continue to indicate that the most common purpose for a leisure traveler's visit here is for a weekend getaway. The 2011 advertising plan for the Leisure Travel market included a number of regional and national magazines and newspapers, as well as online advertising. A new venture into transit media included large scale poster ads inside Illinois Metra commuter trains. Measurable inquiries stemming from this advertising came in the form of phone calls to the KACVB's toll-free number, website traffic, e-mail inquiries, and qualified leads from publications' reader-reply programs.

Magazine

Midwest Living Magazine
Midwest Living Best of the Midwest
AAA Living Magazine
Experience Wisconsin
Fun in Wisconsin

Online

Chicago Online Network Campaign
Google Pay-Per-Click Campaign
WISN TV TripsOnATank.com
DiscoverWisconsin.com

Newspaper

Chicago Daily Herald
Journal & Topics Newspapers
USA Weekend
America's Best Vacations

Transit

Metra Commuter Rail Line

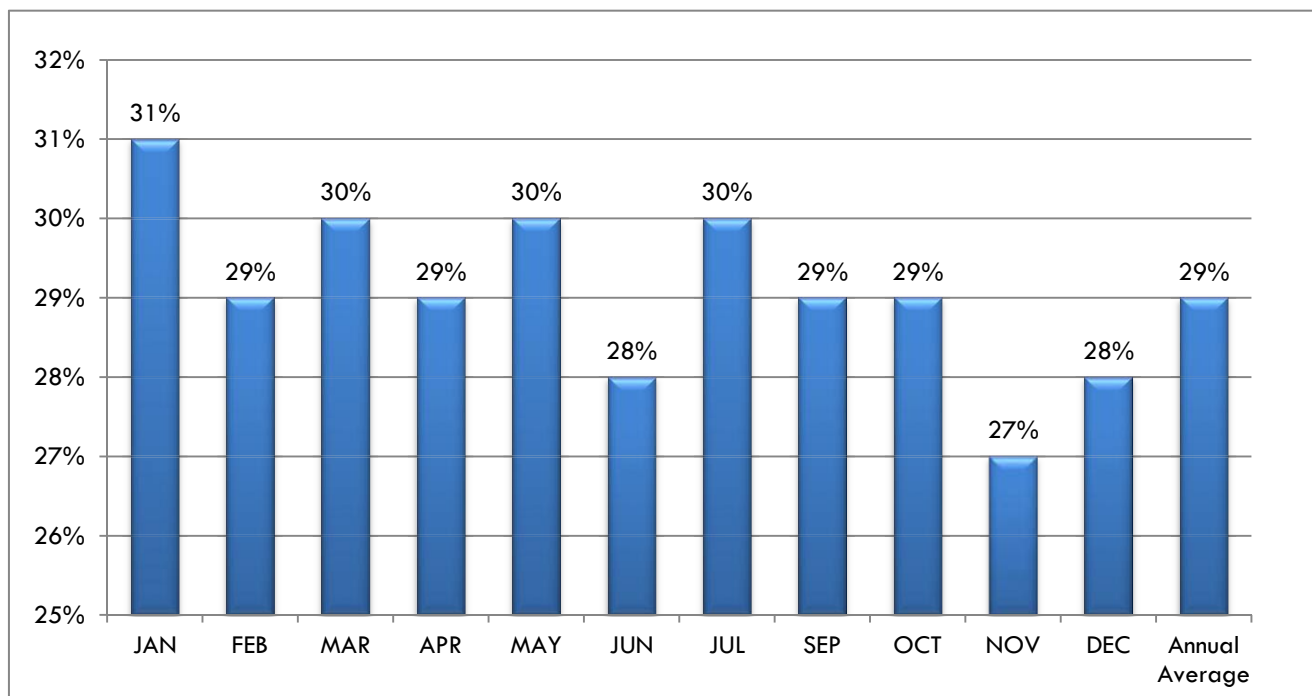


EMAIL MARKETING

In 2011, the Kenosha Area CVB continued its focus on email marketing, utilizing the Internet to deliver our marketing messages to potential visitors. Through its free e-newsletter sign-up feature on *KenoshaCVB.com*, visitors registered their email addresses to receive monthly messages from the KACVB offering information about unique attractions, special events, exclusive offers and opportunities, and new developments in the Kenosha Area. Colorful, engaging messages were sent to subscribers each month and included links to drive readers to *KenoshaCVB.com*. The KACVB grew its e-mail database by nearly 500 addresses in 2011, delivering 32,380 messages to as many as 3,193 subscribers. Analytics show that the KACVB's e-newsletter unique open rate was significant at an average of 29% overall for 2011. Compared to a 15-20% global average open rate for opt-in email communications, the KACVB's rate is a testament to the customer loyalty developed through the e-newsletter program.



2011 NEWSLETTER OPEN RATES

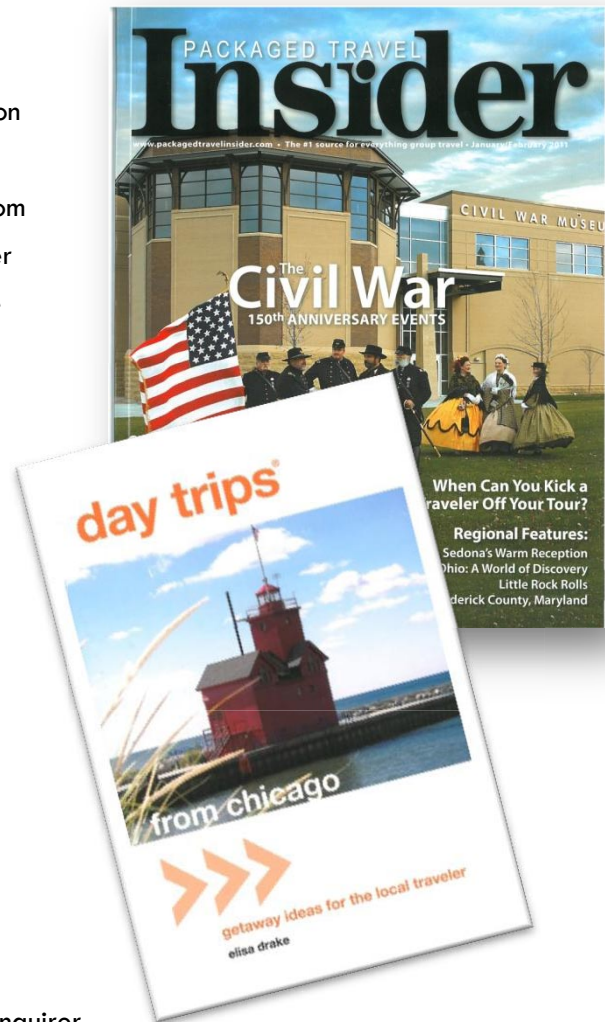


PUBLIC RELATIONS

The Kenosha Area CVB continued to promote the Kenosha Area and its amazing story potential to travel writers, newspaper and magazine editors, and radio and television station producers throughout the Midwest. News releases, sample stories, personal contact, and an online Media Room were used to reach out and connect with journalists. Twitter posts by the Public Relations Manager were added to the mix in the third quarter of the year.

Four travel writers visited the Kenosha Area in 2011. The KACVB reached out to and formed new relationships with Jack McGuire and Beth Blair. Both visited, resulting in an article published in Illinois by McGuire and numerous blog posts by Blair. Mary Lu Laffey and Mary Bergin visited on return visits, as they continue to promote the Kenosha Area in Illinois and Wisconsin.

Such magazines as Packaged Travel Insider, Midwest Living, West Suburban Living, Wisconsin Journeys, Home & Away, and Trailer Life featured the Kenosha Area. Articles also appeared in such newspapers as Cincinnati Enquirer, Journal & Topics (IL), Milwaukee Journal Sentinel, and The Daily Journal (IL). The Kenosha Area received online coverage from such sites such as *gotsaga.com* and *thevacationgals.com*. Fox 6, TMJ4, and WISN Channel 12 out of Milwaukee all used the KACVB as a resource for information and images during the year. In addition, books were published which included Kenosha: day trips from Chicago by Elisa Drake and Postcards from Mr. Pish: A Cross-Country Journal Volume 2 by K.S. Brooks.



EARNED MEDIA

The total value of earned media by the Kenosha Area CVB in 2011 was **\$141,760**. Non-local markets accounted for **\$80,013** of the total, while the local market totaled **\$61,747**.

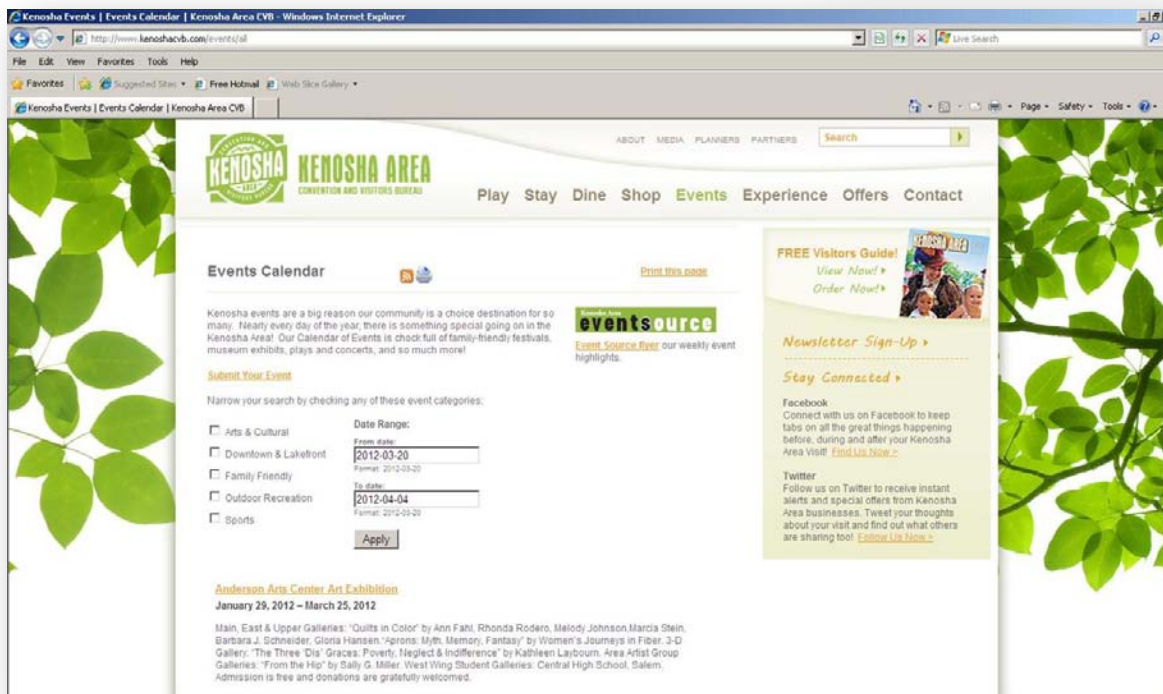
Tourism awareness among local residents also continued to be possible thanks to ongoing partnerships with local media outlets. A KACVB-produced column continued to appear weekly in the Kenosha News and Labor Paper and monthly in Action Magazine. The KACVB was featured on weekly morning event spots on WRJN and WLIP Radio. In addition, Happenings Magazine, The Breeze, SHE Magazine, PRIME Magazine, and westofthei.com promoted local events and KACVB activities. In addition, KACVB public relations staff promoted the Kenosha Area at the Recreation & Leisure Travel Expo at the Naval Station, Great Lakes.

Based on actual advertising rates for the publications in which the Kenosha Area was featured, the total value of this media coverage was \$141,760 in 2011. Non-local markets accounted for \$80,013, while the local market totaled \$61,747.



EVENT PROMOTION

Special events in the Kenosha Area have become a significant draw in recent years. Survey results continue to rank special events as one of the top reasons for visiting the Kenosha Area. In fact, Special Events was the third most popular response, with over 22% of respondents listing this as their primary reason for visiting the Kenosha Area in 2011. The KACVB dedicates a great deal of resources to promote events as a key attraction and capitalizes on every opportunity to encourage event goers to stay longer to experience additional attractions, dining, shopping and arts and cultural opportunities in the Kenosha Area.



The KACVB promoted 2011 events in a number of ways, including the KACVB's searchable online event calendar, 24-hour phone hotline, and via weekly live interviews on WLIP and WRJN radio. The KACVB also promoted events through its regular advertising and e-marketing efforts, often highlighting like events together – such as music, art, history or family friendly – to target consumers more effectively.

The weekly event bulletin EventSource continued to be a popular resource in 2011. Available on the Event Calendar page at KenoshaCVB.com, EventSource includes highlights from the online calendar for the current and upcoming week. Tourism Partners automatically receive the EventSource bulletin by e-mail each week, and anyone can download it in PDF form from the KACVB's website. Tourism Partners regularly use the EventSource bulletin by posting it at their business and/or providing takeaway copies for their customers.

TOURISM PARTNER RELATIONS

Tourism Partners are the backbone of the KACVB organization and efforts to grow and enhance the benefits offered to Partners continued in 2011. When a business invests in an advertisement in the Official Kenosha Area Visitors Guide, the Kenosha Area CVB delivers an array of complimentary benefits, services and resources that can further promote their business and enhance their exposure in the marketplace.

Partners received regular communications from the KACVB in the form of the monthly e-newsletter, *Impact*, which features KACVB activities, Partner news and accomplishments, and information about upcoming events, developments and opportunities. The addition of a new weekly email to Tourism Partners – *Fast Facts* – provides a short, at-a-glance checklist of announcements and reminders relevant to the upcoming travel weekend. The KACVB also continued to offer Tourism Partners a variety of benefits including cooperative advertising opportunities, free online coupons, and participation in a number of contests, giveaways and special promotions. The KACVB's quarterly breakfast meeting series, *Tourism Talks*, continued to offer educational programming, while the dedicated Partner section of KenoshaCVB.com provided monthly newsletter archives, online meeting registration, industry presentations, articles, media coverage, and details about benefits and services available from the KACVB.



COMMUNITY RELATIONS

The Kenosha Area CVB recognizes that tourists are not its only audience and that local residents play a large part in supporting tourism by taking advantage of our community's amenities every day. Community outreach efforts in 2011 included weekly radio interviews on local stations WRJN and WLIP, as well as weekly and monthly guest columns in the Kenosha News, Labor Paper and Action Magazine. The KACVB also promotes its ongoing Annual Photo Contest in which residents are invited to submit their favorite photos from around the Kenosha Area.



Recognizing National Tourism Week 2011 also offered an opportunity to bring awareness to residents of the positive economic impact tourism has on their community. A partnership fostered in 2008 with the Kenosha News continued this year with the "Be a Tourist in Your Own Town" giveaway. The Kenosha News placed print and online ads promoting the contest, which awarded a number of prize packages including lodging, dining, retail gift cards, and passes to local attractions and events to local residents. A dedicated page on the KACVB website provided visitors with an insight on how tourism positively impacts their community and encouraged them to explore the many things to see and do right in their own "back yard."

KACVB staff also visited local third grade classrooms once again with a multimedia presentation about what tourists enjoy while visiting our community. Over 1,100 students at 17 area schools participated in the program in 2011. The third graders also participated in the KACVB's Annual Coloring Contest, in which five winners were awarded prizes donated by Tourism Partner businesses.

The Kenosha Area CVB also supported a number causes in 2011 to benefit local charities, including the Great Country Pumpkin Party, hosted by Country Inn & Suites to benefit local children with special needs.



INDUSTRY PARTNERSHIPS

The Kenosha Area CVB continued to broaden its exposure through partnerships with state-wide destination marketing organizations that promote tourism in Wisconsin. The Kenosha Area and its Tourism Partners are featured on websites operated by agencies such as the Wisconsin Department of Tourism, Wisconsin Association of Convention & Visitors Bureaus, Wisconsin Harbor Towns Association and Discover Wisconsin. These agencies and their respective websites are valuable tools that allow consumers interested in Wisconsin travel to find more detail about the Kenosha Area and its offerings, and link directly to *KenoshaCVB.com* for more information. Website referral tracking indicates measureable traffic coming from those sites to *KenoshaCVB.com* each month.



SPORTS MARKET



The Sports Market is defined as those traveling with teams or as individuals to participate in sporting events, tournaments or other events of a competitive nature. This market has proven to have a positive residual effect of drawing not only competitors and athletes, but also staff, family members and spectators, which continuously heightens economic impact for the community. In 2011, the KACVB continued its rigorous efforts to expand this market segment through direct sales, sport industry affiliations, as well as state and regional conferences, tradeshow and symposiums.

Key facilities played a significant role in the growth of the sports market in the Kenosha Area during 2011. RecPlex, UW-Parkside, Carthage College, as well as local municipalities and agencies, assisted in the recruitment and planning of several large scale sporting events. As a testament to the Kenosha Area's aptitude as a leader in hosting sporting events, the Wisconsin Department of Tourism awarded \$10,000 in Ready-Set-Go Grants to host the upcoming 2012 Speedo Sectional Championships and 2012 Central Zone Swimming Championships at the RecPlex Aqua Arena.



The KACVB utilized its extensive resources to provide key information about sporting event opportunities via the Internet, local and national advertising, as well as partnerships with local sports organizations, service clubs and non-profit organizations to produce victorious sporting events in 2011. Available online at KenoshaCVB.com, the *Kenosha Area Sports Planner* publication was downloaded from KenoshaCVB.com 145 times in 2011.

2011 Major Sporting Events

- TREK Women Triathlon
- Danskin Women Series Triathlon
- Wisconsin Marathon
- Big East Cross Country Championships
- Pleasant Prairie Triathlon & Junior Triathlon
- Battle on the Border Soccer Tournament
- Foot Locker Cross Country Midwest Regional Championships
- Chase Food Folks & Spokes
- Wisconsin Grand Slam Fast Pitch Tournament
- Cutting-Edge Figure Skating Events
- Kiwanis Baseball Tournaments
- Game Day Baseball Tournaments

Tradeshows & Symposiums

- TEAMS Conference
- NASC Sports Symposium Annual Meeting

Advertising

- Chicago Athlete Magazine
- Sports Wisconsin

GROUP TOUR MARKET

The Group Tour market is defined as the senior citizen, mixed adult, or other inbound groups that travel together seeking a destination to spend leisure time. Many groups in this market travel by bus or motorcoach and rely on the services of visitor bureaus like the KACVB to assist in itinerary planning, lodging recommendations and other arrangements to make their visit efficient and worry free. The KACVB actively marketed the Kenosha Area to this audience through its membership and participation in various group tour industry associations. The *Kenosha Area Group Tour Profile* publication was one of the various tools used for the Motorcoach & Group Tour market. The *Profile* presents an array of themed itineraries and a list of services offered by the KACVB. The Group Tour Profile was mailed to group tour planners and available online at KenoshaCVB.com.



Industry Affiliations & Partnerships

- National Tour Association (NTA)
- American Bus Association (ABA)
- Circle Wisconsin
- Europe in Wisconsin Tours

Advertising

- Group Tour Magazine
- Circle Wisconsin
- Packaged Travel Insider

MEETINGS & CONVENTIONS

The Meetings & Conventions market is defined as corporate organizations, associations, fraternal organizations, or government agencies that hold meetings, conventions, tradeshow, or other events that require meeting space and often overnight lodging. The KACVB continued to provide assistance and guidance to meeting planners seeking Kenosha for their meeting or event in 2011. The *Kenosha Area Meeting Planner* publication was the primary resource for meeting and event planners, providing detailed information about the area's facilities and complimentary services provided by the KACVB. Meeting Planner guides were provided to inquiring planners and the publication was available online at KenoshaCVB.com.



Industry Affiliations & Partnerships

- Meeting Professionals International (MPI)
- Wisconsin Society of Association Executives (WSAE)

2011 TOURISM PARTNERS

Partnerships within the tourism industry and the community are vital to the success of the Kenosha Area CVB and its mission to positively impact the local economy. We thank the following organizations for their continued and loyal support of tourism in Kenosha County in 2011:

MUNICIPALITIES

City of Kenosha
Village of Pleasant Prairie
Village of Bristol
Town of Wheatland

LODGING

Best Western Executive Inn
Best Western Harborside Inn & Kenosha
Conference Center
Candlewood Suites
Comfort Suites
Country Inn & Suites
Holiday Inn Express Hotel & Suites
LaQuinta Inn
Merry Yacht Inn
Oakland Resort
Park Ridge Inn
Radisson Hotel & Conference Center
Riley's Lily Lake Resort
Southport Bed & Breakfast
Super 8 Motel
Value Inn

RESTAURANTS & CAFES

Ashling on the Lough
Big Star Drive-In
Boat House Pub & Eatery
Brat Stop
Captain Mike's Beer & Burger Bar
Carolyn's Coffee Connection
Culver's – Pleasant Prairie
Eddies' Steakhouse & Bistro
Franks Diner
Harborside Common Grounds
Hobnob Restaurant & Cocktail Lounge
House of Gerhard
HuHot Mongolian Grill
Lighthouse Bistro
Mangia Trattoria
Pazzo
Ray Radigan's
Ron's Place
Sazzy B
Secret Garden Café
Soon's Sushi Café

Taco's el Rey
tg's
The Coffee Pot
Trolley Dogs
Twisted Cuisine
Villa D'Carlo

ATTRACTIONS & RECREATION

Actor's Craft
Alpaca Art Pottery Painting
Anderson Arts Center
Brighton Dale Links Golf Course
Bristol Renaissance Faire
Civil War Museum
Dinosaur Discovery Museum
Electric Streetcar Circulator
Fine Arts at First
Guttormsen Recreation Center
Jelly Belly Center
Kemper Center
Kenosha Art Association
Kenosha Charter Boat Association
Kenosha County Parks & Golf
Kenosha HarborMarket
Kenosha History Center
Kenosha Municipal Golf Course
Kenosha Pops
Kenosha Public Libraries
Kenosha Public Museum
Kenosha Union Park Project
Lakeside Players
Lemon Street Gallery & ArtSpace
Monkey Joe's
National Register Historic Districts
Petrifying Springs Park & Golf Course
Pierhead Light House
Pike Bike Trail
Pollard Gallery
Pringle Nature Center
RecPlex
Rhode Center for the Arts
Richard Bong State Recreation Area
Southport Light Station Museum
Washington Park Velodrome
Wilmot Mountain Ski & Snowboard Area

RETAIL & SERVICES

A Summer's Garden Florist
Andrea's & Jack's Café
Calumet Diversified Meats
DeBerge's
Equinox: The Body & Soul Boutique
Forever Christmas
Gottfredsen & Nicoll Jewelers
Heim's Downtown Toy Store
Indian Trail Plaza
Kenosha YMCA
LaMacchia Travel
Paperazzi
Pleasant Prairie Premium Outlets
Red Rose's Bead Haven
Sandy's Popper
Scoops Ice Cream & Candy
Seebeck Gallery
Southport Art Gallery & Framing
Southport Plaza
Southport Rigging Bikes & Boards
Studio 17 & Boutique Pink
Tenuta's Delicatessen & Liquors
The Cypress Tree

BUSINESSES & ORGANIZATIONS

Action Magazine
Ascedia
ATC Leasing Co.
Badger Press & Photographics
Bane-Nelson, Inc.
Bank of Elmwood
Bank of Kenosha
Carthage College

Chase Bank
Clifton-Gunderson, LLC
Department of Natural Resources
Diamond Laser Services
Discover MediaWorks
Discover Wisconsin TV
Guttormsen, Hartley, Wilk & Higgins, LLP
Hoot Communications
Insty Prints
Jalensky Real Estate Services, LLC
Johnson Bank
Kenosha Area Business Alliance
Kenosha Area Chamber of Commerce
Kenosha County
Kenosha Lakeshore BID / Downtown Kenosha
Kenosha News
Kenosha Noon Optimist Club
Kenosha Unified School District
Kiwanis Club of Western Kenosha
Noise, Inc.
Northwestern Mutual Insurance
Regner Veterinary Clinic
Shagbark Apartments
Southport Bank
The Labor Paper
Thomas VanBeckum Law Office
United Food & Commercial Workers
University of Wisconsin-Parkside
Valeri Insurance
Villani, Becker & Larsen, S.C.
W.D. Hoard & Sons
WLIP 1050AM
WRJN 1400AM
Wisconsin Department of Tourism

2011 COMMUNITY PARTNERSHIPS

- Kenosha History Center Board of Directors
- Kenosha Boys & Girls Club Board of Directors
- Governor's Council on Tourism JEM Committee
- Sports Wisconsin
- Kenosha Noon Optimist Club Board of Directors
- Kiwanis Club of Western Kenosha
- Kenosha's Lakeshore Business Improvement District (BID) Board of Directors
- Downtown Strategic Development Steering Committee
- Taste of Wisconsin™ Committee
- UW-Parkside Athletic Board
- Wisconsin Marathon Committee
- TREK Women's Triathlon
- Danskin Women's Triathlon
- Pleasant Prairie Triathlons
- Battle on the Border Soccer Tournament
- Wisconsin Grand Slam Tournament
- Food Folks & Spokes
- Barracuda Swim Team Board of Directors
- Cutting Edge Figure Skating Club Board of Directors

2011 INDUSTRY AFFILIATIONS

- Destination Marketing Association International
- Wisconsin Department of Tourism
- Wisconsin Association of Convention & Visitors Bureaus
- Wisconsin Hotel & Lodging Association
- Wisconsin Harbor Towns Association
- International Festivals & Events Association
- National Association of Sports Commissions
- Travel, Event and Management in Sports
- Sports Wisconsin
- Meeting Professionals International
- Wisconsin Society of Association Executives
- National Tour Association
- American Bus Association
- Circle Wisconsin
- Kenosha Area Business Alliance
- Kenosha Area Chamber of Commerce
- Kenosha Lakeshore Business Improvement District (BID)

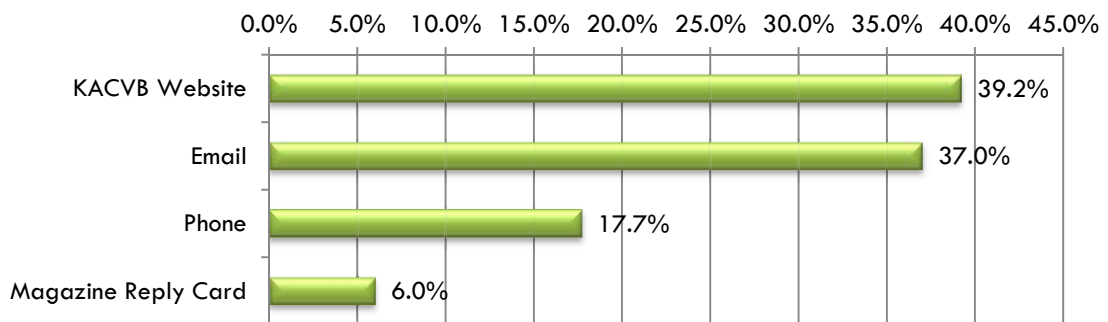
2011 VISITOR SURVEY RESULTS

The Annual Visitor Survey provides the Kenosha Area CVB with a profile of who our visitors are and what they like to do in our community. This information is used to assist in the development of the Kenosha Area Visitors Guide and website, the placement of advertising, and the creation of marketing and communications strategies.

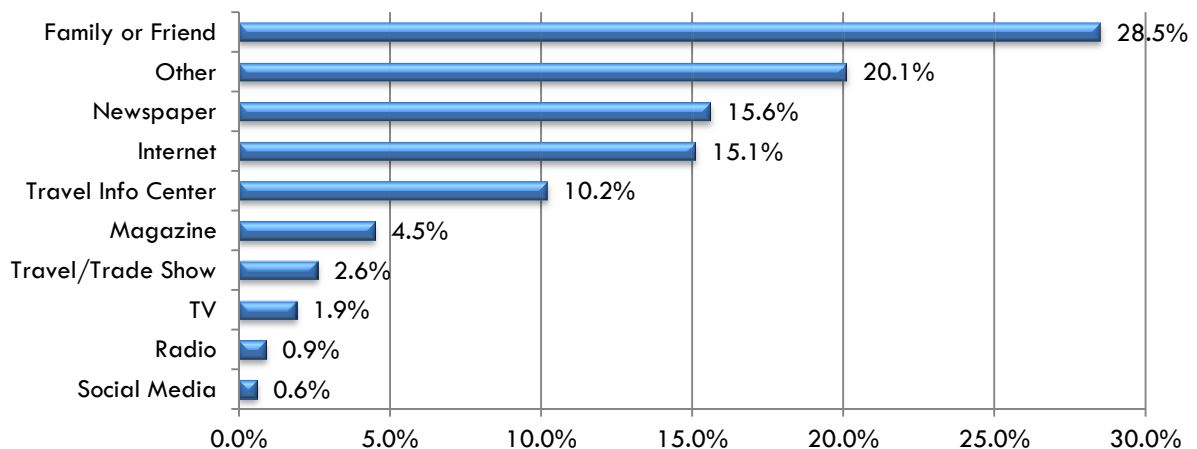
522 Visitor Surveys were completed in 2011 – a 15% return rate.

Surveys were mailed and e-mailed to a sampling of 3,530 consumers who had requested the Kenosha Area Visitors Guide during 2011. The survey is designed to capture information such as if the respondent visited the Kenosha Area after receiving their Guide, when they visited, if they stayed overnight, what they did while here, and other important facts. Here are highlights of the 2011 survey responses:

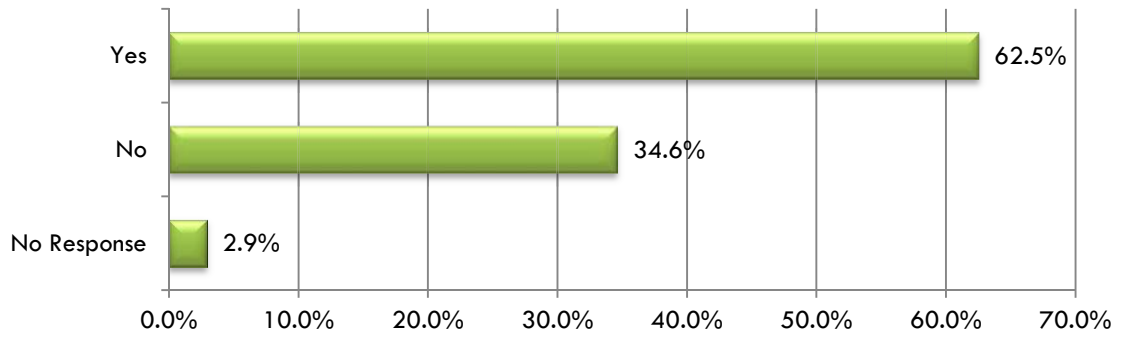
How did you request your copy of the Kenosha Area Visitors Guide?



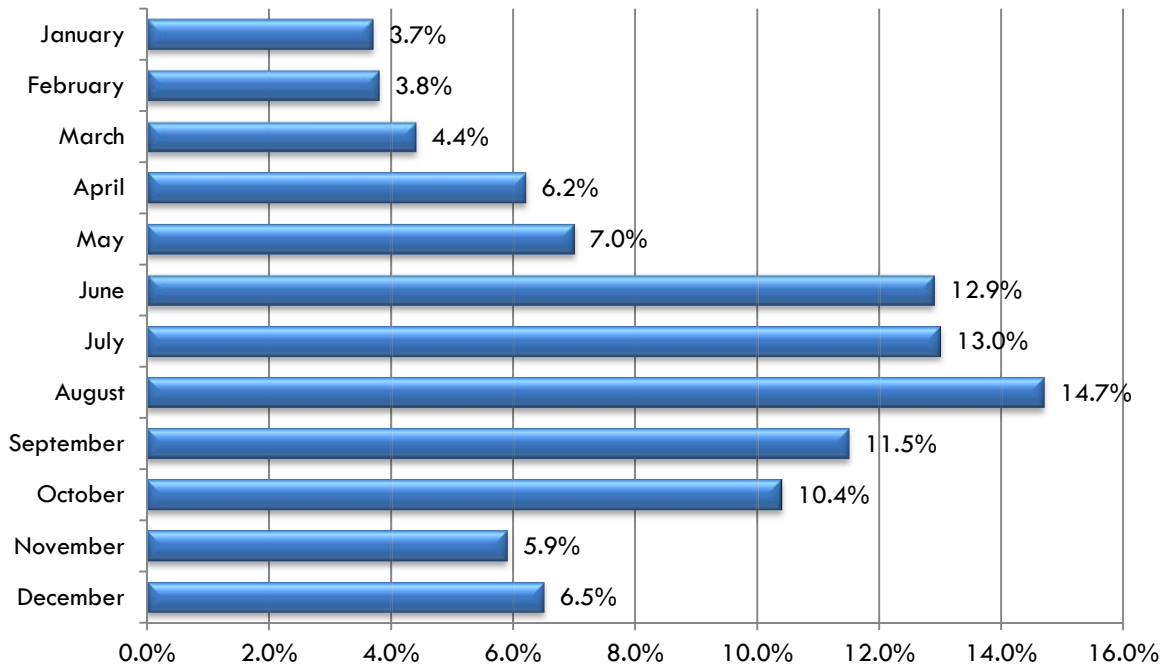
Where did you see or hear information about the Kenosha Area?



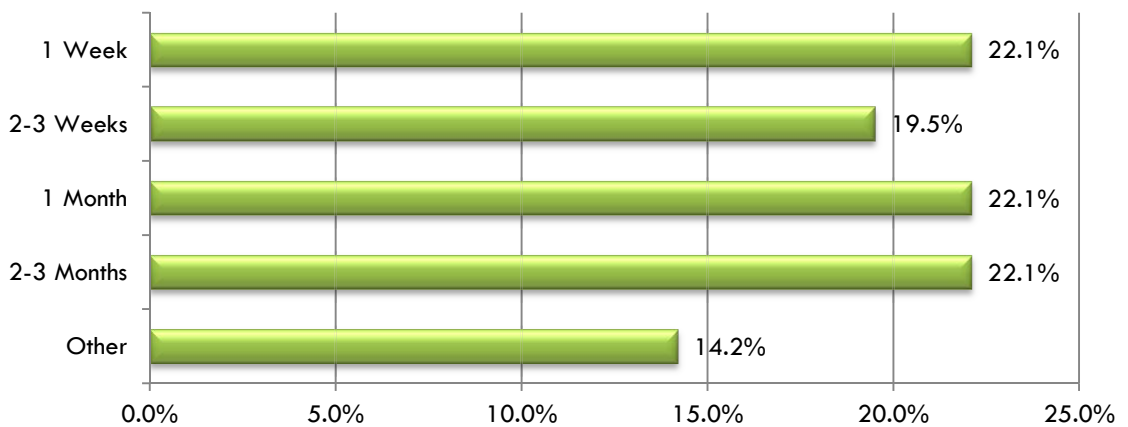
Did you visit the Kenosha Area in 2011?



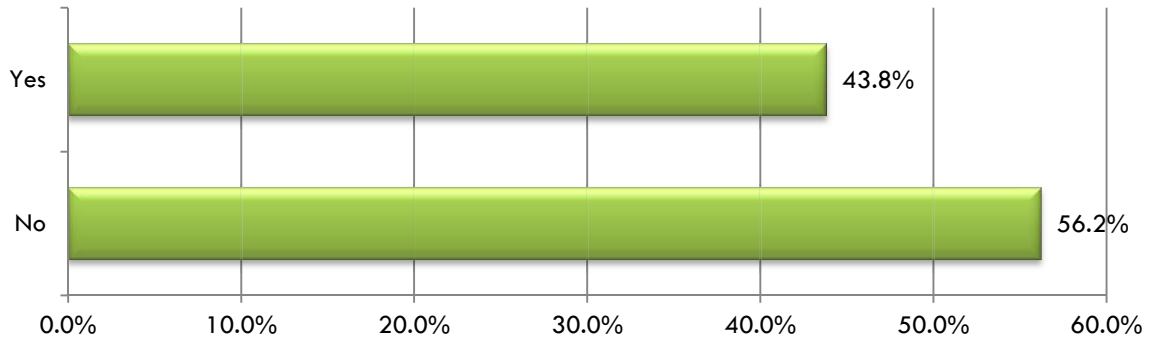
What month(s) did you visit?



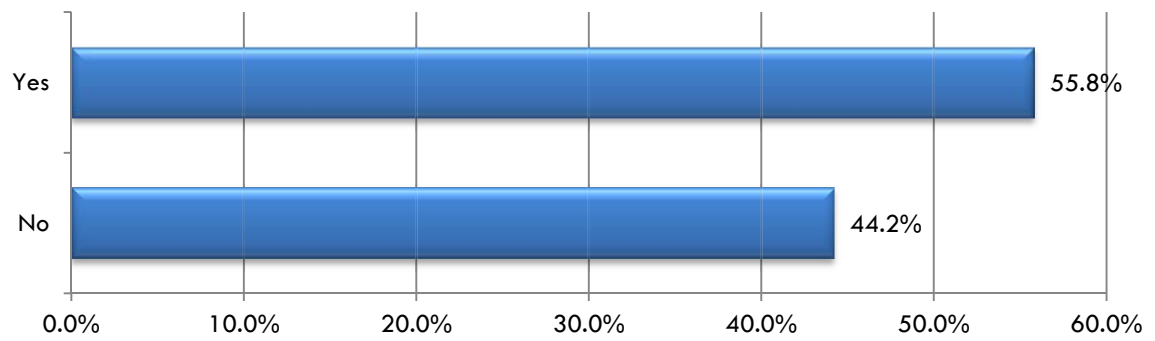
How far in advance did you begin planning your visit?



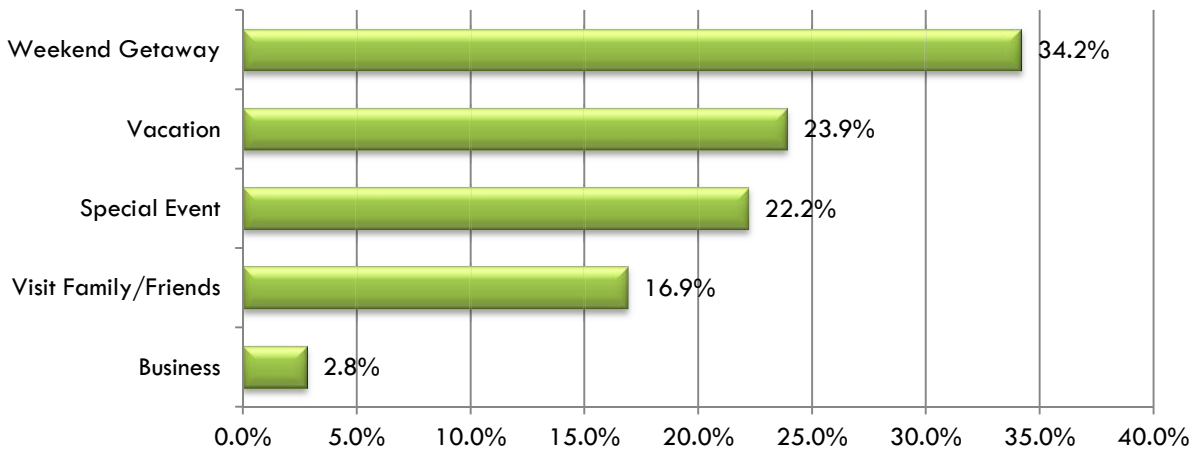
Were you considering alternative destinations?



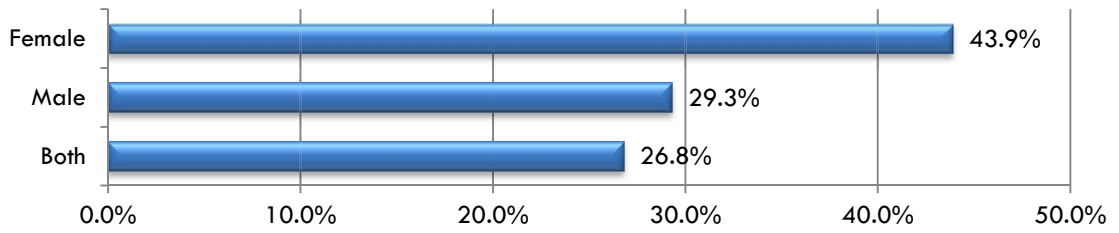
Did you visit other Wisconsin destinations in addition to the Kenosha Area?



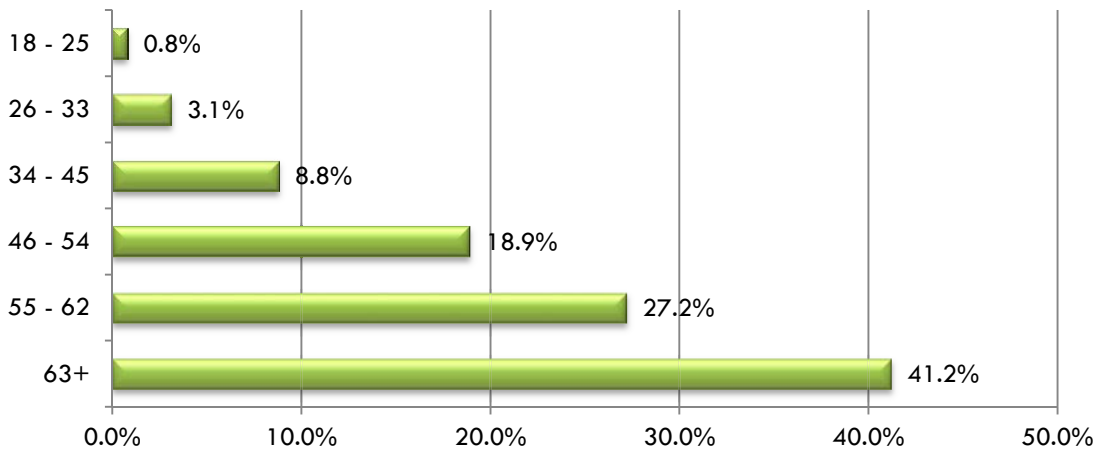
What was the primary purpose of your visit?



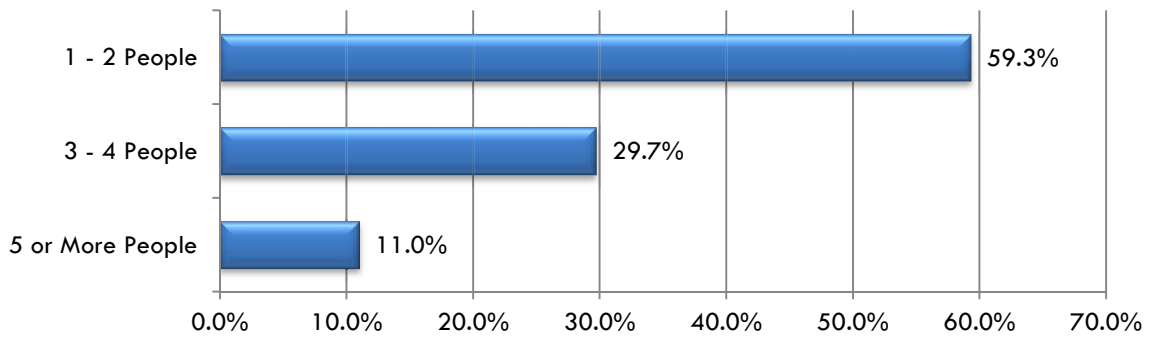
Who planned the trip?



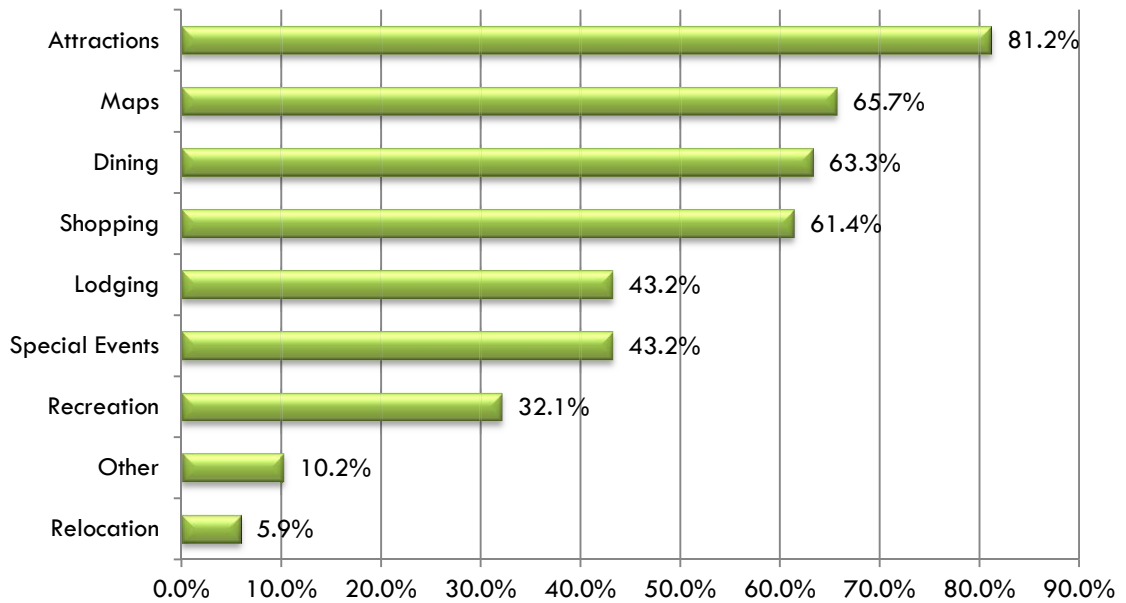
What is your age group?



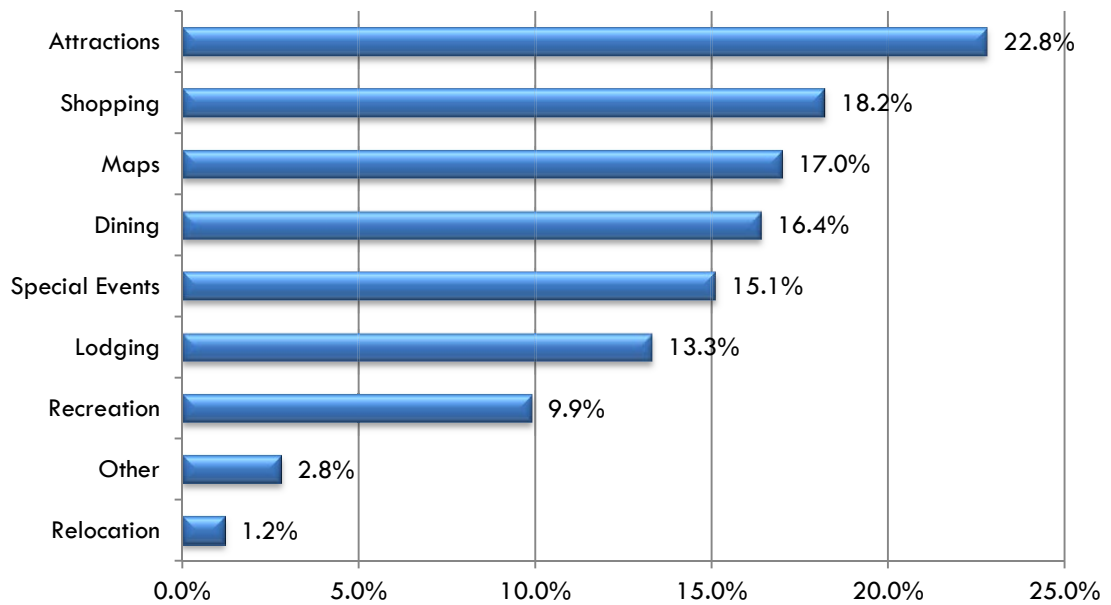
How many people visited on this trip?



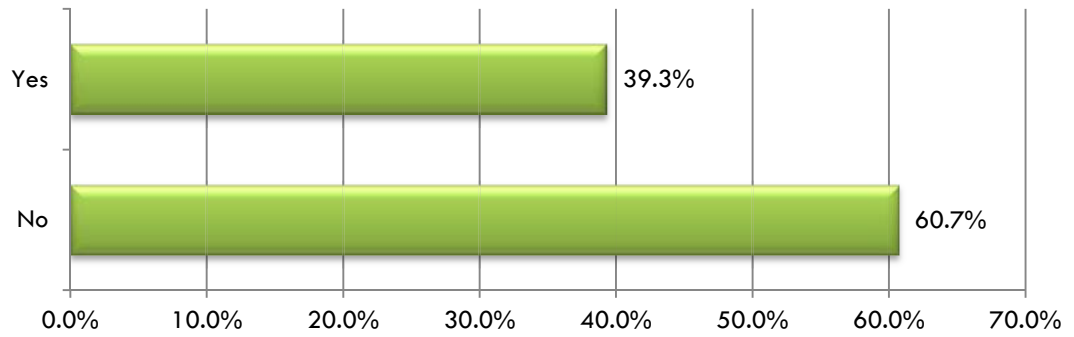
Did you use the Kenosha Area Visitors Guide to help you find information about the following?



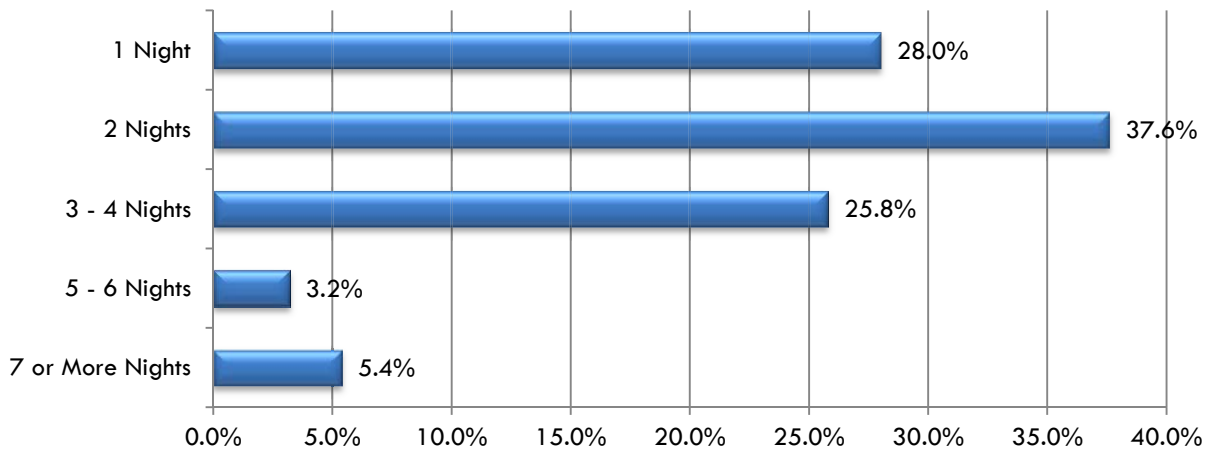
Did you use www.KenoshaCVB.com to help you find information about the following?



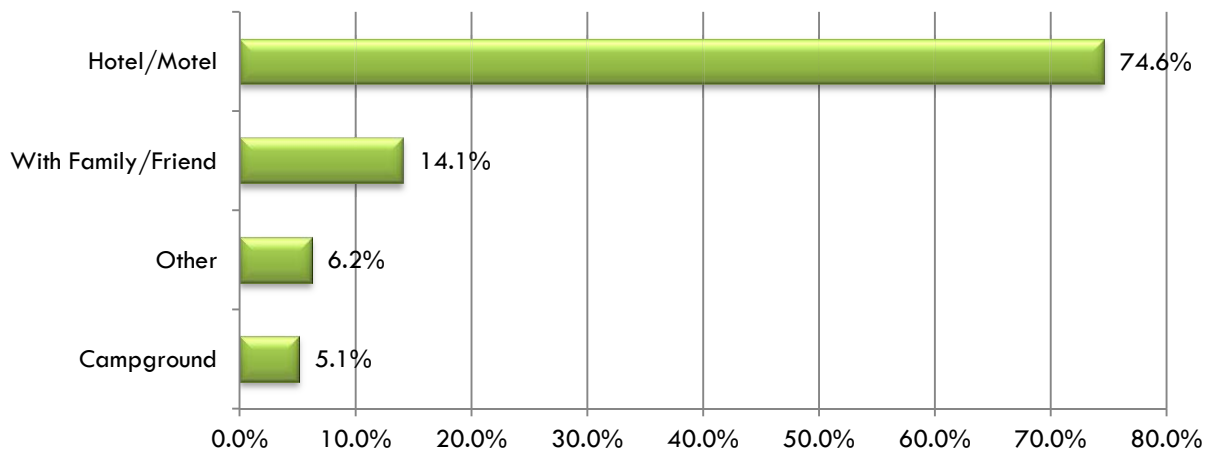
Did you spend the night in the Kenosha Area?



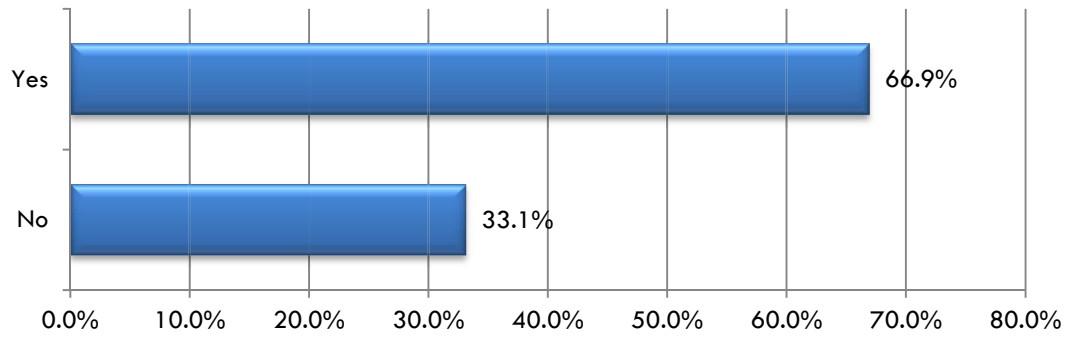
How many nights did you spend?



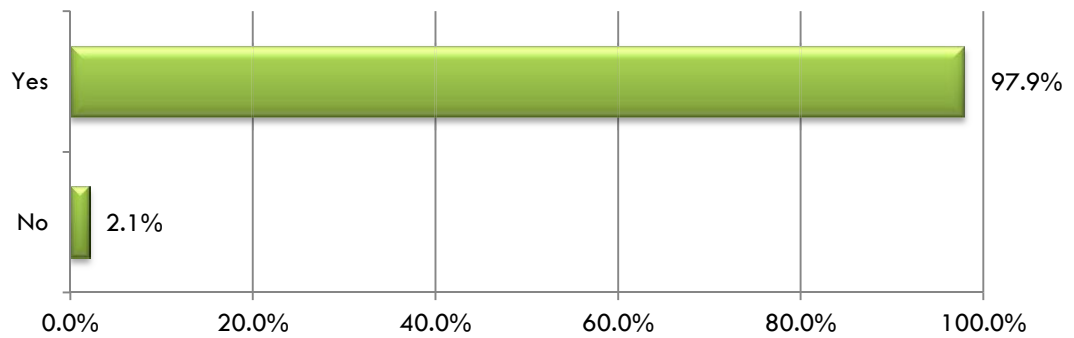
Where did you spend the night?



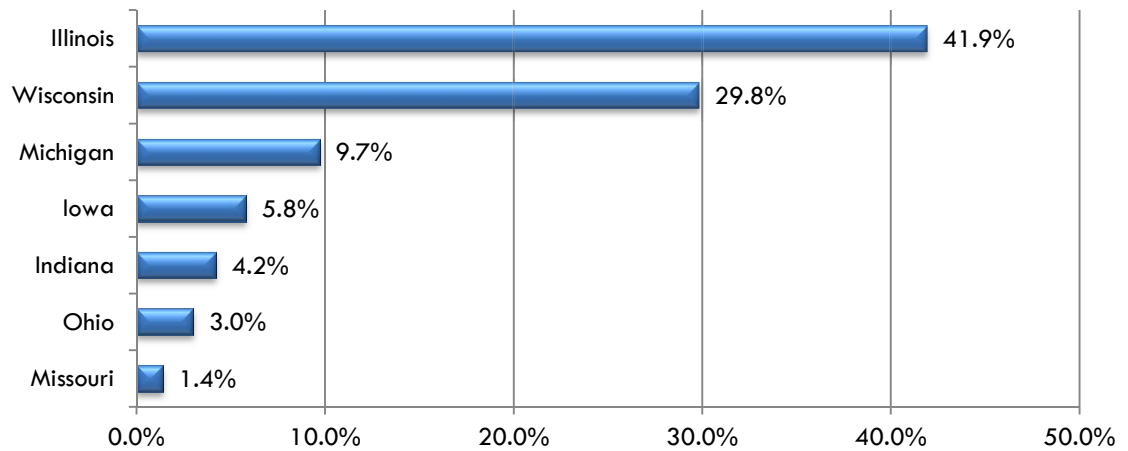
Do you plan to visit the Kenosha Area on a pleasure trip in 2012?



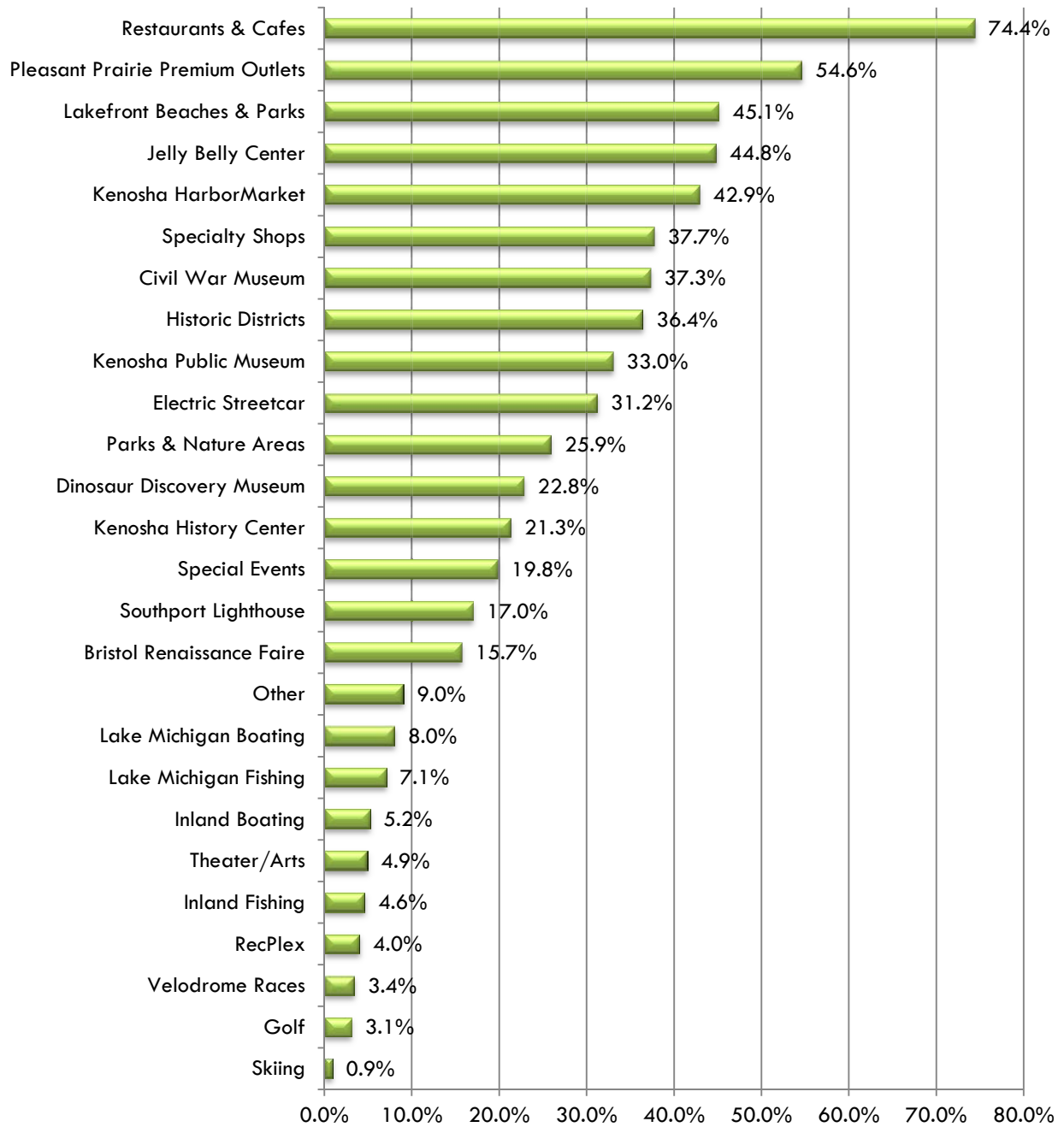
Would you recommend a visit to the Kenosha Area to family and friends?



Origin of survey respondents:



What did you see and/or do during your Kenosha Area visit?



2011 Visitor Survey Comments

MAIL RESPONDENTS

Beautiful park by Lake Michigan P.D. Waverly, IA

I had a great time lodging, boating & taking pictures in your area. T.O. St. Paul, MN

You're close to me in Illinois and as long as gas is affordable, I will continue to visit. J.C. Northbrook, IL

Our visitors enjoyed the Civil War Museum & other historic areas & lakefront. C.M. Munster, IN

Very nice town! S.S. Whitefish Bay, WI

I used to live in Kenosha, it's great to see how things have changed. Love Kenosha! E.K. Merrill, WI

We were certainly impressed with your restoration & build up of the downtown Lakefront area & surrounding businesses & residences. W.K. Greenfield, WI

Love Jelly Belly! C.M. Milwaukee, WI

We so enjoy our trips to Kenosha - interesting, very clean, friendly. K.W. Franklin, WI

The visitors guide was great help! L.P. Cedarburg, WI

It's a nice place for my friend from Chicago and myself from Milwaukee to meet for a day. A.C. West Allis, WI

Thank you for your services! T.M. Milwaukee, WI

We are very anxious to visit again & do more than we did last time. Looking forward to the Civil War Museum, the streetcar & Jelly Belly. M.W. Milwaukee, WI

We are glad to live close-by so we can visit often. J.V. Delavan, WI

My wife is from England & her cousin came to Kenosha for the first time. She loved the area so much that she's returning this year in July! D.M. Greendale, WI

Your information was great in helping plan my vacation. D.T. Frost, MN

Great fishing, fun golf, good eats - anytime! D.L. Waterford, WI

Loved your city, awesome! M.J. Luxemburg, WI

Love your Visitors Guide! I.H. Middleton, WI

It is beautiful to see Lake Michigan along the shoreline & park to take pictures and see the boats. When it's hot to feel the breeze off the Lake. N.Y. Lake Geneva, WI

Kenosha is a beautiful city. We had a wonderful time there. I really loved Scoops Ice Cream! C.F. Jackson, MI

Attended Bristol Renaissance Faire and really enjoyed it! A.R. Appleton, WI

Parks are well-kept and food was delicious! M.R. Rhinelander, WI

The Kenosha Area offers many things to do and see in the Spring & Summer months. M.B. Gurnee, IL

I love Kenosha! There is a lot going on and I don't have to fight traffic like Chicago. E.W. Lake Villa, IL

We enjoyed walking, sightseeing & history in Kenosha. B.B. Woodburn, IL

I recommend to several friends to go to the Jelly Belly, outlets and more. They loved it! J.M. Southbend, IN

We plan on return visits to the Civil War Museum & spend more time in Kenosha. Go Packers! G.M. Burbank, IL

Nice day trip! J.L. Forest View, IL

Really love your downtown area & lake front. P.B. Marengo, IL

Very friendly & accessible city! J.J. Algonquin, IL

We enjoy Kenosha better than any other area. W.D. Davenport, IA

Lovely, quaint, charming & friendly. Will come back. S.C. Lake Villa, IL

It is fun to ride the Metra with the low-weekend rate, then take the streetcar to the museums. P.B. Lake Bluff, IL

We miss the dog tracks! B.D. Chicago, IL

Your shops are perfect for all our needs. Dining is superb. Pleasant accommodations. L.H. Brookfield, IL

We love going to Kenosha as it is not that far from Chicago. G.F. Chicago, IL

The Boathouse Restaurant is worth a trip in itself! R.K. Naperville, IL

Winthrop Harbor residents go to Kenosha for recreation and shopping. It's easier to go to Wisconsin than travel in Illinois. S.Y. Winthrop Harbor, IL

Public areas unbelievable without blemish. P.B. East Chicago, IL

Fishing was fun! D.K. Greenville, MI

A nice place to spend time on the lakefront. H.H. Northbrook, IL

A day trip is not enough! H.F. Des Plaines, IL

Candlewood Suites is very nice. J.S. St. Paul, MN

Love your Governor. Unknown, IL

ONLINE RESPONDENTS

I enjoyed finding sand glass on the beach. All the different colors are Awesome! You don't see that on Lake Michigan side on the beach in Michigan. Also seen a Coast Guard rescue on the water.

Love the Mars Cheese Castle!

We like to come to Kenosha area to buy Packer items...

I feel Kenosha has a wonderful offering of interesting things to do and is easily accessible

Very enjoyable, especially the museum and street cars. Very nice people at all places.

I was impressed with some of the changes, it was a pretty short visit. Will come back to check out the hometown more.

Wish we had more time to spend there. Wanted to see the civil War Museum and Jelly belly Factory

We especially enjoyed the Civil War Museum and have raved about it to friends. Definitely a repeat visit next time. Your city is very clean and I enjoy the waterfront. Its close proximity is also a good location for a day's trip.

I loved Kenosha! I interviewed for a job and decided to move to the area with my family because of all the quality of life opportunities for recreation (Triathlon Festival, Wisconsin Marathon, public beaches, Velodrome races, bike trail, etc.) I also like the Premium Outlets near-by and the Jelly Belly Center. My family will enjoy the various museums and are really looking forward to moving to the area next month.

Kenosha's a great weekend spot - close to Lake Michigan. We check out who has a special event over the weekend and go to whatever event we think we'll enjoy most.

Keep up the good work.

Must visit Frank's Diner. The streetcars are a great way to get around downtown.

It's great that you can take Metra to get to Kenosha from Chicago.

Very clean city. Carthage College is beautiful. Lakefront beautiful.

Love your lakefront! Will definitely be back over and over again!

Open up the dog track again!!!

My family and I had a great time.

I love Kenosha.

We like to come up to the beach area and just unwind...enjoy a great meal and shop. We've been doing it for about five years now and talk about it all winter long. Then we start to plan our next visit doing new and different things...it's just fun.

Kenosha area has a lot of neat attractions to see and the harbor area with the park is nice

I live near Chicago, IL. I will take my grandchildren to Kenosha on the Metra train one of these days. Kenosha is smaller than Chicago, and not as daunting for young children. I think they will like the dinosaur museum and some other attractions.

We liked it so much here that we moved here! We chose this area over Northern Illinois.

Wonderful day trip. Super Civil War Museum.

We loved Kenosha and will come back this spring. The people were very nice and the scenery too.

We thought it was a pretty city, and housing is less expensive than Evanston, IL.

Had a great time and plan to visit again.

Absolutely love the electric streetcars. They are the main reason why we came to Kenosha. More streetcar-related souvenirs need to be marketed.

Kenosha is a good meeting place for our families that live in New Berlin, WI and Racine, WI and Schaumburg, IL.

I love Kenosha people are nice and very helpful and friendly.

Also bought supper at Tenuta's Deli.

Oh, that Jelly Belly place is a keeper! CVB site could use more good coupons. See Green Bay's CVB coupon site.

We haven't visited yet, but have friends in the area and LOVE the lakes!

I planned the trip for my husband, he invited his youngest brother and sister in-law. Our ages 58 to 40 we had a blast. Next trip I get to visit the jelly bean factory and the museums that you have to visit. We had a great time, caught our limit of fish. It was every penny we spent (a budget trip but not a budget good time). Loved your town can't wait to return. The charter fishing trip was great. I can't believe I set the trip up and everything worked out. So easy and so much fun.

We had a great time, visited family, we were four households in this trip and something for everyone to do.

Wonderful area for shopping, dining, antiques and sightseeing.

We like the overall friendly, clean atmosphere of the Kenosha area. Our favorite spot to eat is the Char Grill.

Kenosha is the perfect place for my friend and I to go for the day. Often, we cannot afford to stay overnight, and Kenosha is the perfect place for a one-day getaway. There is so much more to see and do there, that we will certainly return.

IT'S A GREAT AREA TO RELAX AND ENJOY THE DAY/S !!!!

I love all the free, local and inexpensive things to do in Kenosha.

Kenosha is a pleasant place with warming atmosphere that can either bring large city or small city environments to do depending on where you go. It is always a PLEASURE to visit Kenosha. We do visit for various reasons at least once a week.

It would be nice if there was more lodging by the lake / Harbor.

Downtown looks beautiful. Good job on that. However, as stated in an earlier area, I was very disappointed that all the antique shops were gone.

Wish you had more waterfront restaurants. Wish you had boat tours.

We go to Kenosha at least once a year. We love it. So Charming!!

Even though we had a financial situation come up last year, we still plan to get there this summer. It looks beautiful and plenty to do for my whole family.

Loved the auto show.

Great time. Great people. Great place.

I think Kenosha is one of the best cities in Wisconsin.

I enjoyed the area and would consider a return visit.

We love the Spotted Cow Beer and Wisconsin cheese curds at the Brat Stop - what a great place!

EVERYONE SHOULD TRY FRANK'S. THE WAIT IS USUALLY LONG BUT WORTH IT.

KENOSHA AREA TOURISM CORPORATION
d/b/a Kenosha Area Convention and Visitors Bureau

FINANCIAL STATEMENTS WITH
INDEPENDENT AUDITOR'S REPORT

For the Years Ended
December 31, 2011 and 2010

INDEX

	Independent Auditor's Report
Exhibit A	Statements of Financial Position as of December 31, 2011 and 2010
Exhibit B	Statements of Activities for the Years Ended December 31, 2011 and 2010
Exhibit C	Statement of Functional Expenses for the Year Ended December 31, 2011 with Comparative Totals for 2010
Exhibit D	Statements of Cash Flows for the Years Ended December 31, 2011 and 2010
	Notes to Financial Statements

INDEPENDENT AUDITOR'S REPORT

Board of Directors
Kenosha Area Tourism Corporation
d/b/a Kenosha Area Convention and Visitors Bureau

We have audited the accompanying statements of financial position of Kenosha Area Tourism Corporation as of December 31, 2011 and 2010, and the related statements of activities, functional expenses and cash flows for the years then ended. These financial statements are the responsibility of the Corporation's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with generally accepted auditing standards of the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Kenosha Area Tourism Corporation as of December 31, 2011 and 2010 and the changes in net assets and cash flows for the years then ended in conformity with U.S. generally accepted accounting principles.

The statement of functional expenses includes prior-year summarized comparative totals. Such information does not include sufficient detail to constitute a presentation in conformity with generally accepted accounting principles of the United States of America. Accordingly, such information should be read in conjunction with the Corporation's financial statements for the year ended December 31, 2010, from which the summarized information was derived.

Villani, Becker, & Larsen, S.C.

Villani, Becker & Larsen, S.C.
Certified Public Accountants

June 26, 2012
Kenosha, Wisconsin

Kenosha Area Tourism Corporation
d/b/a Kenosha Area Convention and Visitors Bureau
Statements of Financial Position
December 31, 2011 and 2010

Exhibit A

	<u>2011</u>	<u>2010</u>
<u>Assets</u>		
Current Assets		
Cash	\$ 276,143	\$ 340,992
Certificates of Deposit	1,230,848	1,223,361
Receivables -		
Room Taxes	130,173	135,527
Accrued Interest	3,316	2,603
Prepaid Expenses	23,740	39,939
Total Current Assets	1,664,220	1,742,422
Fixed Assets		
Fixed Assets	226,266	205,740
Less - Accumulated Depreciation	(183,927)	(174,252)
Total Fixed Assets	42,339	31,488
Other Assets		
Intangibles	3,049	3,049
Less - Accumulated Amortization	(3,049)	(3,049)
Total Other Assets	-	-
Total Assets	\$ 1,706,559	\$ 1,773,910
<u>Liabilities and Net Assets</u>		
Current Liabilities		
Accounts Payable	\$ 20,271	\$ 4,634
Unearned Revenue	-	48,858
Accrued Expenses	234	4,748
Total Current Liabilities	20,505	58,240
Net Assets		
Unrestricted	1,686,054	1,715,670
Temporarily Restricted	-	-
Permanently Restricted	-	-
Total Net Assets	1,686,054	1,715,670
Total Liabilities and Net Assets	\$ 1,706,559	\$ 1,773,910

The accompanying notes to the financial statements are an integral part of these Statements of Financial Position

Kenosha Area Tourism Corporation
d/b/a Kenosha Area Convention and Visitors Bureau
Statements of Activities
For the Years Ended December 31, 2011 and 2010

Exhibit B

	<u>Unrestricted</u>	<u>2011 Temporarily Restricted</u>	<u>Total All Funds</u>	<u>2010 Total All Funds</u>
Public Support, Revenue and Reclassifications				
Public Support -				
Municipal Revenue	\$ 843,750	\$ -	\$ 843,750	\$ 826,460
Total Public Support	<u>843,750</u>	<u>-</u>	<u>843,750</u>	<u>826,460</u>
Other Revenue -				
Grants	46,699	-	46,699	69,766
Investment Income	11,963	-	11,963	17,887
Promotions	148,102	-	148,102	85,077
Total Other Revenue	<u>206,764</u>	<u>-</u>	<u>206,764</u>	<u>172,730</u>
Net Assets Released from Restrictions- Satisfaction of purpose restriction				
		-	-	-
Total Public Support, Revenue and Reclassifications	1,050,513	-	1,050,513	999,190
Expenses				
Program Services -				
General Programs	1,004,347	-	1,004,347	955,983
Supporting Services -				
Management & General	75,782	-	75,782	75,731
Total Expenses	<u>1,080,129</u>	<u>-</u>	<u>1,080,129</u>	<u>1,031,714</u>
Changes in Net Assets	(29,616)	-	(29,616)	(32,524)
Net Assets - Beginning of Year	<u>1,715,670</u>	<u>-</u>	<u>1,715,670</u>	<u>1,748,194</u>
Net Assets - End of Year	<u>\$ 1,686,054</u>	<u>\$ -</u>	<u>\$ 1,686,054</u>	<u>\$ 1,715,670</u>

The accompanying notes to the financial statements are an integral part of these Statements of Activities

Kenosha Area Tourism Corporation
d/b/a Kenosha Area Convention and Visitors Bureau
Statement of Functional Expenses
For the Year Ended December 31, 2011
(With comparative totals for 2010)

Exhibit C

	2011			2010
	Program Services - General Programs	Supporting Services - Management & General	Total All Funds	Total All Funds
Salaries	\$ 336,390	\$ 41,576	\$ 377,966	\$ 378,473
Employee Benefits	\$ 99,023	12,239	111,262	124,556
Payroll Taxes	30,300	3,745	34,045	30,874
Total Salaries & Related Benefits	465,713	57,560	523,273	533,903
Professional Fees	19,030	2,352	21,382	17,044
Office Supplies	7,112	879	7,991	12,177
Telephone	9,929	1,227	11,156	10,397
Occupancy	31,114	3,846	34,960	33,942
Printing and Publications	48,567	-	48,567	46,861
Dues, Subscriptions and Memberships	12,692	1,569	14,261	11,821
Postage and Shipping	8,411	1,040	9,451	21,902
Insurance	2,509	310	2,819	3,137
Equipment Rental & Maintenance	14,726	1,820	16,546	10,178
Travel	26,274	3,247	29,521	23,924
Advertising	203,270	-	203,270	167,307
Event Support	42,458	-	42,458	39,582
Training/Conferences	1,587	-	1,587	519
Travel Shows	5,610	-	5,610	3,475
Miscellaneous	2,354	291	2,645	230
Hospitality Training	3,648	451	4,099	1,185
Site Inspections	1,019	126	1,145	794
Website	33,439	-	33,439	15,293
Photo Library	1,938	-	1,938	1,439
JEM Grants	39,349	-	39,349	50,280
Specialty Items	4,988	-	4,988	4,747
Discover Wisconsin	10,000	-	10,000	13,748
Total Expenses Before Depreciation and Amortization	995,736	74,718	1,070,454	1,023,885
Depreciation	8,611	1,064	9,675	7,694
Amortization	-	-	-	135
Total Expenses	\$ 1,004,347	\$ 75,782	\$ 1,080,129	\$ 1,031,714

The accompanying notes to the financial statements are an integral part of this Statement of Functional Expenses

Kenosha Area Tourism Corporation
d/b/a Kenosha Area Convention and Visitors Bureau
Statements of Cash Flows
For the Years Ended December 31, 2011 and 2010

Exhibit D

	2011	2010
Cash Flows From Operating Activities:		
Changes in Net Assets	\$ (29,616)	\$ (32,524)
Adjustments to Reconcile Changes in Net Assets to Net Cash Provided by (Used In) Operating Activities:		
PP&E		
Depreciation	9,675	7,694
Amortization	-	135
(Increase)/Decrease in:		
Accounts Receivable	4,641	(16,988)
Prepaid Expenses	16,199	(3,236)
Increase/(Decrease) in:		
Accounts Payable and Accrued Expenses	11,122	255
Unearned Revenue	(48,858)	37,536
Net Cash Provided By Operating Activities	(36,837)	(7,128)
 Cash Flows From Investing Activities:		
Purchases of Fixed Assets	(20,526)	(30,793)
Purchases of Certificates of Deposit	(1,230,847)	(1,223,361)
Maturities of Certificates of Deposit	1,223,361	1,237,512
Net Cash Used in Investing Activities	(28,012)	(16,642)
 Net Increase/(Decrease) in Cash	(64,849)	(23,770)
 Cash, Beginning of Year	340,992	364,762
 Cash, End of Year	\$ 276,143	\$ 340,992

The accompanying notes to the financial statements are an integral part of these Statements of Cash Flows

KENOSHA AREA TOURISM CORP.
NOTES TO FINANCIAL STATEMENTS

Note 1) Nature of Activities and Significant Accounting Policies:

Organization - Purpose and Structure and Credit Risk

Kenosha Area Tourism Corporation (KATC), d/b/a Kenosha Area Convention and Visitors Bureau, is a non-profit corporation created on September 1, 1988 for the primary purpose of improving the overall image of the greater Kenosha area through promoting tourism, attracting conventions and related activities, developing and fostering civic interest and participation in the attraction of visitors, the holding of conventions and public gatherings and the conducting of public events.

Primary sources of revenue consist of hotel/motel room tax (approx. 80-82%).

Income Tax Status

The Corporation is exempt from payment of state and federal income taxes under Section 501(c)(6) of the Internal Revenue Code.

The Corporation's federal and state tax returns are potentially open for examinations for the years 2007 to 2010.

Accounting Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Fixed Assets

Fixed assets are recorded at cost. Maintenance and repairs are charged to operations as incurred and renewals and betterments are capitalized. Depreciation is provided using the straight-line method over the estimated useful lives of the assets. Depreciation expense was \$9,675 and \$7,694 for the years ended December 31, 2011 and 2010, respectively.

As of December 31, 2011 the components of Kenosha Area Tourism Corporation's fixed assets were as follows:

Furniture and Equipment	\$ 209,840
Leasehold Improvement	16,425
Subtotal	226,266
Less Accumulated Depreciation	(183,927)
Net Fixed Assets	<u>\$ 42,339</u>

KENOSHA AREA TOURISM CORP.
NOTES TO FINANCIAL STATEMENTS

Intangibles

Intangible assets are amortized using the straight-line method over estimated useful lives or contractual periods as follows:

Kenosha Area Tourism Corporation Logo	15 years
---------------------------------------	----------

Advertising

Advertising costs, which are principally included in program expenses, are expensed as incurred. Advertising expense was \$203,270 and \$167,307 for the years ended December 31, 2011 and 2010, respectively.

Note 2) Public Support and Revenue

Municipal revenue and promotions are generally available for unrestricted use during the year. Support and revenue received for specific activities that have not yet taken place at year-end are recognized as deferred revenue in the statement of financial position.

Grants and other contributions of cash are reported as temporarily restricted if they are received with donor stipulations that limit their use. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. Grants and contributions received with donor restrictions that are met in the same year in which the funds are received are classified as unrestricted.

Note 3) Leasing Arrangements:

The Corporation leases its present facility on an annual basis. The rent included in occupancy expense for 2011 and 2010 was \$34,960 and \$33,942 respectively.

The Corporation leases office equipment under a noncancellable lease, which expires in October 2013. Total lease expense for 2011 and 2010 was \$4,126 and \$4,062, respectively. The minimum lease rentals through 2016 are as follows:

2012	\$ 3,852
2013	2,889
2014	-
2015	-
2016	-
	<u>\$ 6,741</u>

KENOSHA AREA TOURISM CORP.
NOTES TO FINANCIAL STATEMENTS

Note 4) Concentrations of Credit Risk Arising from Cash Deposits in Excess of Insured Limits:

The Corporation maintains its cash balances in various financial institutions located in Kenosha and Racine. The balances are insured by the Federal Deposit Insurance Corporation. Balances are insured up to \$250,000. At December 31, 2011 and 2010, the Corporation's uninsured cash balances totaled \$26,043 and \$90,892, respectively.

Note 5) Certificates of Deposit

As of December 31, 2011 the certificates of deposits of Kenosha Area Tourism Corp. were as follows:

Bank	Maturity Date	Interest Rate	Amount
Southport Bank	8/17/12	0.30%	\$ 88,790
Southport Bank	2/18/12	0.25%	137,785
Bank of Kenosha	5/18/12	0.80%	90,664
Bank of Kenosha	1/15/12	1.00%	130,982
Johnson Bank	8/18/12	0.45%	91,499
Johnson Bank	9/15/12	0.35%	146,751
Educators CU	12/16/12	0.50%	100,810
M&I Bank	8/20/12	0.30%	111,249
M&I Bank	7/7/12	0.70%	102,445
Talmer Bank	12/27/12	0.45%	229,873
			<u>\$ 1,230,848</u>

Note 6) Pension Plan:

Effective July 1, 1997, Kenosha Area Tourism Corporation adopted a defined contribution plan for all eligible employees. The plan is called a Savings Incentive Match Plan for Employees of Small Employers (SIMPLE). The SIMPLE IRA plan is managed by Northwestern Mutual Life Insurance Company.

Eligibility

Eligibility is limited to employees who have received \$5,000 in compensation in any two preceding years.

Employee Elective Deferrals

Employee elective deferrals are limited to the amount allowed by the IRS. Elective deferrals can be modified by employees on a quarterly basis.

KENOSHA AREA TOURISM CORP.
NOTES TO FINANCIAL STATEMENTS

Contributions

For each calendar year, the employer will contribute a matching contribution to each eligible employee's SIMPLE IRA equal to the employee's elective deferral, up to a limit of 3% of the employee's compensation for the calendar year. Kenosha Area Tourism Corporation contributed \$7,366 to the eligible employees' SIMPLE IRAs in 2011 and \$6,390 in 2010.

Kenosha Area Tourism Corporation is in compliance with the laws and regulations governing SIMPLE IRAs. The employer has provided all eligible employees the notice of right to participate, a qualified reduction agreement, a summary description and FORM 5304 - SIMPLE.

Note 7) Subsequent Events

Management has evaluated subsequent events through June 26, 2012, the date the financial statements were available to be issued.

DEED RESTRICTIONS

These Deed Restrictions are entered into by and between the Village of Pleasant Prairie, a Wisconsin municipal corporation (the "Village") and the Kenosha/Racine Land Trust, Inc., a Wisconsin non-stock corporation (the "Land Trust").

RECITALS:

A. **PROPERTY.** The Village is the owner of approximately 28.17 acres of real property in the Village of Pleasant Prairie, Kenosha County, Wisconsin, which is identified as Tax Parcel Number 92-4-122-192-0304 and legally described in Exhibit A attached hereto and incorporated by reference herein (the "Property"), which the Village intends to transfer to the Land Trust (the "Land Transfer"), subject to the restrictions set forth herein.

B. **CONSERVATION VALUES.** The Property, in its present state, has significant natural, aesthetic, scientific and educational values as a "relatively natural habitat of wildlife, plants or similar ecosystem", as that phrase is used in Section 170(h)(4)(A)(ii) of the Internal Revenue Code, as that section may be amended from time to time, and in the regulations promulgated thereunder (collectively, "Conservation Values").

In particular, the Property consists of extensive floodplains, wetlands, sedge meadow, wet mesic prairie and oak savanna, and is habitat for many native species associated with the above plant communities, including the prairie white-fringed orchid (*Platanthera leucophaea*), which is listed as a Threatened Species in accordance with the U.S. Endangered Species Act, and is listed by the State of Wisconsin (the "State") as an Endangered Species within the State and purple milkweed (*Asclepias purpurascens*) which is listed by the State as an Endangered Species within the State;

The prairie and oak savanna remnants need protection because of their rarity within the State, where less than one half of one percent currently remains of the acreage in existence prior to European settlement. There are extensive wetlands associated with the Upper Des Plaines River Corridor (Corridor). Preservation of the Property contributes to the protection of important hydrologic processes in this

Corridor, which provide ecological services in a rapidly urbanizing area; these services include water retention and flood abatement, along with water quality protection.

The Property also provides important wildlife habitat, which is becoming increasingly rare in this rapidly developing southeastern corner of the State.

The Property also has scenic value.

C. **EXISTING USES AND IMPROVEMENTS.** The Property is currently a natural area used for passive recreation such as hiking, bird watching and nature study. The Conservation Values of the Property are not likely to be adversely affected to any substantial extent by uses of the Property for recreational or educational purposes which are authorized under the Land Transfer.

D. **QUALIFIED ORGANIZATION.** The Land Trust is a non-profit corporation created to preserve and conserve natural areas for aesthetic, scientific, charitable and educational purposes and is an organization qualified under Section 170(h) of the Internal Revenue Code, as that section may be amended from time to time, and in the regulations promulgated thereunder, to receive qualified conservation contributions.

The Village has agreed to the Land Transfer only if the Village can be assured that the Property is protected and preserved. Therefore, the Property is hereby subject to the following Deed Restrictions, which benefit the Village and which shall remain as Deed Restrictions against the Property as described herein (the "Deed Restrictions"):

1. **PURPOSE:** It is the purpose of these Deed Restrictions to ensure that the Property will be retained forever substantially undisturbed in its natural, scenic, and open space condition and to prevent any use of the Property that will significantly impair or interfere with the Conservation Values of the Property. The Village intends that these Deed Restrictions will confine the use of the Property to activities that are consistent with the purpose of the Land Transfer.

2. **PROHIBITED USES/RESTRICTIONS.** Any activity on or use of the Property inconsistent with the purpose of these Deed Restrictions is prohibited. Without limiting the generality of the foregoing,

the Land Trust shall not undertake or allow others to undertake the following prohibited activities and uses except as provided in paragraphs below:

2.1. **Commercial Activity.** There shall be no industrial, commercial, or agricultural activity undertaken or allowed on the Property. No right of passage shall be granted or retained across or upon the Property if that right of passage is used in conjunction with such prohibited activities. This provision shall not be construed to prohibit the Land Trust from opening the Property to the public for recreational or educational purposes and charging a fee to cover its costs in managing the Property for these recreational or educational purposes.

2.2 **Structures.** There shall be no construction or placing of any house, garage, gazebo, barn, tennis or other recreational court or playing field, landing strip, mobile home, swimming pool, fence, asphalt, concrete pavement, billboard or other advertising display, antenna, commercial communication tower, utility substation, utility pole, tower, conduit, line, or any other temporary or permanent structure or facility on the Property. This section shall not prohibit the Village and/or the Land Trust constructing gravel/mulch recreational trails, trail signage, or boardwalks provided that these trail facilities do not impair the conservation values of the Property and are generally in keeping with the nature of a minimally developed open space area in accordance with all applicable Village, State and federal laws and regulations. Signage may also be allowed for identifying the site or preventing hunting or trespassing, dumping or other prohibited uses of the Property. Further, subject to the approval of the Village, the Land Trust may erect fences as reasonably necessary for the Land Trust to secure the Property, and as permitted by applicable law and regulations. Notwithstanding the foregoing, the Land Trust is granted the right to use up to one acre for the placement of permanent structures, such as a welcome/educational center and/or a machine shed to house maintenance equipment. The placement of the building envelope and the design of the buildings shall be subject to the approval of the Village, with an emphasis on buildings that will blend harmoniously into the landscape.

2.3. **Subdivision.** The Property may not be divided, partitioned, subdivided or conveyed except in its current configuration as an entity; except as otherwise approved by the Village. For avoidance of doubt, the Village and Land Trust hereby agree that all development rights in the Property are hereby extinguished, with the exception of those specifically preserved by the terms of these Deed Restrictions.

2.4. **Mining.** There shall be no mining, drilling, exploring for or removal of minerals from the Property.

2.5. **Topography.** There shall be no ditching, draining, diking, filling, excavating, or removing of topsoil, sand, gravel, rock, or other materials, or changing in the topography of the land in any manner except in conjunction with activities otherwise specifically authorized herein in Section

2.6. **Water.** There shall be no manipulation or alteration of creeks, streams, surface or subsurface springs or other bodies of water or the shorelines thereof or any activities on or uses of the Property which may be detrimental to the water's purity or quality; provided, however, that the Village reserves the right to conduct cleaning and maintenance activities in and around tributaries of the Des Plaines River subject to all applicable Village, State and federal laws and regulations.

2.7. **Dumping.** There shall be no dumping of trash, junk, debris or non-compostable garbage, hazardous or toxic substance or other unsightly or offensive material on the Property.

2.8. **Roads.** There shall be no building of new roads or other rights-of-way except for paths and foot trails consistent with the preservation of the Property and with the conditions set forth in Paragraph 2.2. All roads shall be subject to the prior approval of the Village before any construction. The Land Trust may, subject to the prior approval of the Village, build foot bridges on the Property for recreational pathway connections over creeks, streams or bodies of water, subject to all applicable Villages, State and federal laws and regulations.

2.9. **Vehicles.** The Land Trust shall be permitted to operate motor vehicles or other self-propelled vehicles for the Property management, maintenance activities or emergency purposes. All other operation of snowmobiles, dune buggies, motorcycles, all-terrain vehicles or other types of motorized recreational vehicles are prohibited, except appropriate vehicles to allow access by handicapped individuals.

2.10. **Animals.** There shall be no livestock, no domestic or non-native animals and no feedlots permitted on the Property except as permitted below:

- a. Dogs may be allowed on a leash and under human control at all times. Saddle horses with riders may be permitted only on trails that may be delineated by the Land Trust and specifically marked as horse riding trails. Such trails shall be sited so as not to impair the Conservation Values of the Property, and shall be maintained to control erosion and protect water quality.
- b. There shall be no hunting or trapping except as necessary to keep animal populations within numbers consistent with the ecological balance of the Property. No such permitted hunting shall take place unless previously authorized by the Village and then only for the limited purpose provided for herein.

2.11. **Vegetation.** There shall be no removal, destruction, cutting, trimming or mowing of any trees or other vegetation, living or dead, except:

- a. To remove hazardous trees for reasons of safety or to protect existing or authorized roads, fences, foot trails, horse riding trails and paths or areas immediately adjacent to authorized structures;
- b. To remove invasive, non-native vegetation; or
- c. To manage for natural plant community types.
- d. No non-native species shall be introduced to the Property.

2.12. **Plowing.** There shall be no tilling or plowing or use of the Property for commercial cultivation of row crops.

2.13. **Spraying.** There shall be no use of insecticides, fungicides or rodenticides. Herbicides may be used for the control of State-designated noxious weeds and for the control of other invasive plant species, provided that herbicides may be used only in those amounts and with a frequency of application that constitute the minimum necessary for control and in compliance with all government regulations.

2.14. **Density.** Neither the Property nor any portion of it shall be included as part of the gross area of other property for the purposes of determining residential density, residential lot coverage, or residential open space requirements under otherwise applicable laws, regulations or

ordinances controlling land use and building density. No development rights that have been encumbered or extinguished by these Deed Restrictions shall be transferred to any other residential lands pursuant to a transferable development rights scheme, cluster development arrangement or otherwise.

3. **VILLAGE'S RESERVED RIGHTS.** The following rights are expressly reserved for the Village:

3.1 **Signs.** The Village may, but shall not be obligated to, place "recreational or educational interpretive or identification signs", "no hunting", "no trespassing" or similar signs on the Property.

3.2. **Native Species.** The Village may, but shall not be obligated to, undertake activities to restore and enhance the native plant and animal communities on the Property under an ecological management plan that is approved by the Village and Land Trust and prepared by a qualified professional.

3.3 **Fences.** The Village may, but shall not be obligated to, repair, replace, maintain, improve or remove any existing fence located on the Property. The Land Trust may, but is not obligated to, subject to the requirements of Paragraph 2.2 above, construct, repair, replace, maintain, improve or remove fencing as the Land Trust deems necessary to secure the Property, all subject to applicable Village, State or federal regulations.

3.4 **Preservation.** The Village may, but shall not be obligated to, undertake any activity reasonably necessary to maintain the Property in the condition in which it exists on the date of the executed Land Transfer.

3.5 **Notice of Exercise of the Villages Reserved Rights.** Although the Village need not obtain approval of the Land Trust in order to exercise any reserved right, unless otherwise stated herein, the Village hereby agrees to notify the Land Trust in writing before exercising any reserved right which may have an impact on the conservation interests associated with the Property.

4. **CONVEYANCE.** The Land Trust may transfer, give, mortgage, lease or otherwise convey the Property, provided that such conveyance is subject to these Deed Restrictions and written notice is

provided to the Village in accordance with paragraph 6.5 below. Further, any such transfer shall be valid only if made to another conservation/preservation organization, as further detailed in Section 6.4 (Property Land Transfer) below.

5. **THE VILLAGE'S RIGHTS AND REMEDIES.** In order to accomplish the conservation purposes of these Deed Restrictions, the Village shall have the following rights and remedies, in addition to all other rights and remedies allowed under Wisconsin law:

5.1. **Remedies.**

- a. The Village shall have the right to enforce by proceedings at law or in equity the provisions of these Deed Restrictions including, but not limited to, the right to restore the Property to its previous condition, subject to the reserved rights of the Village set forth herein. The Village, its successors and assigns, shall not waive or forfeit the right to take action as may be necessary to ensure compliance with the terms and conditions of these Deed Restrictions by any prior failure to act.
- b. Nothing herein shall be construed to entitle the Village to institute any enforcement proceeding against the Land Trust for any changes to the Property due to causes beyond the Land Trust's control, such as changes caused by fire, flood, storm, infestations, natural deterioration, the acts of third parties legally authorized to act by recorded document or other legally established rights or the unauthorized or wrongful acts of third persons; provided, however, that the Land Trust shall notify the Village of any occurrence which would adversely affect or interfere with the conservation purpose of the Deed Restrictions, whether caused by the acts or omissions of the Land Trust or third parties.
- c. The Village shall be entitled to seek expedited injunctive relief to enforce its rights with respect to the Property, and the Land Trust waives any bond requirement otherwise applicable to any petition for such relief. The Village shall have the right to report to regulatory authorities any environmental conditions, or any potential or actual violations of environmental laws, with respect to the Property.
- d. All reasonable costs incurred by the Village in enforcing the terms of these Deed Restrictions against Land Trust, including, without limitation, costs and expenses of suit

and reasonable attorneys' fees, and any costs of restoration necessitated by the Land Trust's violation of the terms of any of these Deed Restrictions shall be borne by Land Trust; provided, however, (i) such fees may be recovered only in the event of a final judicial ruling in favor of the Village and (ii) that if Land Trust ultimately prevails in a judicial enforcement action brought by the Village, then the Village shall pay all reasonable costs incurred by the Village in defending any such action including reasonable attorney fees.

5.2. **Right of Entry.** The Village shall have the right to enter the Property, in a reasonable manner and at reasonable times, but always upon prior notice to the Land Trust, for the purposes of:

- a. Inspecting the Property to determine if the Land Trust, its successors or its successors or assigns, are complying with the provisions of these Deed Restrictions
- b. Obtaining evidence for the purpose of seeking judicial enforcement of these Deed Restrictions;
- c. Making scientific and educational observations and studies and taking samples in such a manner as will not disturb the quiet enjoyment of the Property;
- d. Posting regulatory signs on selected portions of the Property for purposes of promoting the provisions of these Deed Restrictions; and
- e. Monitoring and management as described below.

5.3. **Limitation of the Village Rights.** Nothing contained herein shall give rise, in the absence of a judicial decree, to any right or ability of the Village to become the operator of the Property within the meaning of the Comprehensive Environmental Response, Compensation and Liability Act by exercising physical control over the day-to-day operations or becoming involved in management decisions regarding the generation, handling or disposal of hazardous substances.

5.4 **Monitoring and Management.** The Land Trust shall, at its own expense, engage a qualified land ecologist to prepare a baseline report, as further defined in Section 6.2 (Property Documentation) below and a land stewardship plan (the "Plan") which Plan shall be mutually agreed and direct the general conservation, preservation and restoration work of the Land Trust. Such Plan shall be reviewed and revised, again with mutual agreement, every five years, to account for new circumstances and/or changes in land management best practices. The Village shall have the right, but not the obligation, to monitor the Land Trust's adherence to said Plan. The Land Trust's

activities shall be in accordance with best management practices set forth by the Wisconsin Department of Natural Resources and may include, but shall not be limited to, mowing, fencing, trapping, prescribed burning, etc. Such management activities shall be consistent with the Plan.

Discretionary Consent. The Village's consent for activities otherwise prohibited under paragraph 2 above or for any activities requiring the Village's consent under paragraphs 2 or 3 above may be given under the following conditions and circumstances. If, owing to unforeseen or changed circumstances, any of the activities listed in paragraph 2 above are deemed desirable by Village and the Land Trust, the Village may, in its sole discretion, give permission for such activities, subject to the limitations herein. Such requests for permission for activities requiring the Village's consent under paragraphs 2 or 3 above, shall be in writing and shall describe the proposed activity in sufficient detail to allow the Village to judge the consistency of the proposed activity within the purposes of these Deed Restrictions. The Village shall give its permission only if it determines, in its sole discretion, that such activities: (a) do not violate the purpose of these Deed Restrictions and (b) either enhance or do not impair any significant Conservation Values of the Property.

6. GENERAL PROVISIONS.

6.1. **Perpetual Burden.** These Deed Restrictions shall run with and burden the Property in perpetuity and shall bind the Land Trust, its successors and assigns, and any future owners of the Property.

6.2 **Property Documentation.** The Village and the Land Trust agree that the natural characteristics, the ecological and aesthetic features, the physical condition and the Conservation Values of the Property at the time of this grant are documented in a baseline report prepared by a qualified land ecologist (EXHIBIT B) at the expense of the Land Trust, who is acknowledged by the Village as a representative of the Land Trust. The baseline report shall establish the condition of the Property at the time of this land transfer. Said baseline report shall include findings, maps, photographs, inventories of plant species, with emphasis on rare, threatened and endangered species and other documentation relevant or useful to the conservation or preservation of the Property.

6.3 **Outlot 1 Access Through Lot 1.** The Village's Community Development Authority has created and established a Declaration of Temporary Access Easement for ingress and egress for pedestrian and vehicular access over and across Lot 1 for access to Outlot 1 subject to the terms and conditions as set forth in Document Number 1584434 recorded at the Kenosha County Register of Deeds Office on April 7, 2009 and attached hereto as EXHIBIT C. The Land Trust shall be entitled to use the Temporary Access Easement to access Outlot 1 insofar as such use does not materially interfere with the ownership rights granted to the Owner of Lot 1. Furthermore, prior to the development of Lot 1, the Lot 1 Owner shall be required by the Village to establish and record a Permanent Access Easement for the benefit of Outlot 1 to access the Frontage Road through Lot 1. Any such Permanent Access Easement shall be subject to the approval of the Village and the Land Trust.

6.4. **Property Land Transfer.** This Land Transfer is in gross. The Land Trust will consult with the Village at least 30 days prior to any transfer of the Property and will provide the Village an opportunity to comment on any proposed transfer. The Land Trust agrees that, if it transfers or assigns any interest in this Property; that:

- a. the organization or entity receiving this interest will be a qualified organization as that term is defined in Section 170(h)(3) of the Internal Revenue Code, as that section may be amended from time to time, and in the regulations promulgated thereunder and which is organized and operated primarily for one of the conservation purposes specified in Section 170(h)(4)(A) of the Internal Revenue Code, as that section may be amended from time to time, and in the regulations promulgated thereunder; and
- b. The transferee or assignee will be bound by and be required to carry out in perpetuity the Deed Restrictions purposes which this document was originally intended to advance.

6.5. **Subsequent Transfers by the Land Trust.** Unless these Deed Restrictions are extinguished, as set forth below, the Land Trust agrees that the terms, conditions, restrictions and purposes of these Deed Restrictions will either be referenced or inserted by the Land Trust into any subsequent deed or other legal instrument by which the Land Trust divests itself of any interest in all or part of the Property.

6.6. **Extinguishment.**

- a. The Land Trust agrees that this Land Transfer gives rise to a property right, immediately vested in the Land Trust, with a fair market value that is at least equal

to the proportionate value that the Deed Restrictions , at the time of this conveyance, bear- to the value of the Property as a whole at that time. The proportionate value of the Deed Restrictions shall remain constant.

- b. If a subsequent unexpected change in the conditions of or surrounding the Property makes impossible or impractical the continued use of the Property for the conservation purposes described herein, and if the Deed Restrictions are released by the Village or are extinguished by judicial proceedings (including, but not limited to, eminent domain proceedings), then upon the sale, exchange or involuntary conversion of the Property, the Village shall be entitled to a portion of the proceeds at least equal to the proportionate value of the Deed Restrictions rights described above. The Land Trust will use its share of any and all proceeds received for such sale, exchange or involuntary conversion in a manner consistent with the conservation purposes of these Deed Restrictions or for the protection of a "relatively natural habitat of fish, wildlife, or plants or similar ecosystem", as that phrase is used in Section 170(h)(4)(A)(ii) of the Internal Revenue Code, as that section may be amended from time to time, and in regulations promulgated thereunder.

6.7. **Title.** The Village hereby warrants and represents that, to the best of its knowledge, the Property is free and clear of liens and encumbrances.

6.8 **Hazardous Waste.** The Village owned the Property for a period of time (since March 2003) prior to the date of this Land Transfer. The Village hereby represents to the Land Trust, to the best of its knowledge, after due and diligent inquiry (i) that no hazardous substance or toxic waste has been generated, treated, stored, used, disposed of, or deposited in or on the Property during the term of the Village's ownership, and (ii) that there are not now any underground storage tanks located on the Property.

6.9 **Real Estate Taxes.** In consideration of the conservation, preservation and educational responsibilities the Land Trust undertakes under these Deed Restrictions, which the Village acknowledges as having significant value to the residents of the Village and to society at large, the Village agrees the Property shall be considered for property tax exemptions, and if applicable, no property tax shall be due from the Land Trust, so long as the Land Trust and Property remain in compliance with Wisconsin's statutory property tax exemption requirements.

6.10 **Costs and Liabilities.** The Land Trust retains all responsibilities and shall bear all costs and liabilities of any kind related to the ownership, operation, upkeep and maintenance of the

Property. The Land Trust shall keep the Village's interest in the Property free of any liens arising out of any work performed for, materials furnished to or obligations incurred by the Land Trust.

6.11 **Re-Recording**. The Land Trust is authorized to record or file any notices or instruments appropriate to assuring the perpetual enforceability of these Deed Restrictions . Without limiting the foregoing, the Village agrees to execute any such instruments upon reasonable request.

6.12. **Definitions**. The terms "Village" and "Land Trust" as used herein shall be deemed to include, respectively, the Village and its successors and assigns, and the Land Trust and its successors and assigns.

6.13. **Notices**. Any notices required by these Deed Restrictions shall be sent by registered or certified mail, return receipt requested, to the following address or such address as may be hereafter specified in writing:

If to Land Trust:

The Kenosha/Racine Land Trust, Inc.
Attn: Thomas J. Hall, Registered
Agent
4457 Lake Meadow Drive
Box 085153
Racine, WI 53408

If to Village:

Village of Pleasant Prairie
Village Municipal Building
9915 - 39th Avenue
Pleasant Prairie, WI 53158
Attn: Village Administrator

And

Village of Pleasant Prairie
Village Municipal Building
9915 39th Avenue
Pleasant Prairie, WI 53158
Attn: Village Community
Development Director

And

Village of Pleasant Prairie
Rodger Prange Municipal
Building
8600 Green Bay Road
Pleasant Prairie, WI 53158
Attn: Village Public Works
Director/Parks Director

6.14. **Severability.** If any provision of these Deed Restrictions or the application thereof to any person or circumstance is found to be invalid, the remainder of the provisions of the Deed Restrictions and the application of such provisions to persons or circumstances other than those as to which it is found to be invalid shall not be affected thereby.

6.15. **Liberal Construction.** Any general rule of construction to the contrary notwithstanding, this Deed Restriction shall be liberally construed in favor of the grant to affect the purpose of these Deed Restrictions and the policy and purpose of Wisconsin Statutes Section 700.40. If any provision in this instrument is found to be ambiguous, an interpretation consistent with the purpose of these Deed Restrictions that would render the provision valid shall be favored over any interpretation that would render it invalid.

6.16. **Entire Agreement.** This instrument sets forth the entire agreement of the parties with respect to the Deed Restrictions and supersedes all prior discussion, negotiations, understandings, or agreements relating to the Deed Restrictions, all of which are merged herein.

6.17. **Termination of Rights and Obligations.** A party's rights and obligations under this document terminate upon transfer of the party's interest in the Property, except that liability for acts or omissions prior to transfer shall survive transfer.

6.18. **Consent of Village.** Any consents or approvals by the Village under the terms of these Deed Restrictions must, in order to be valid, be in writing and signed by the Village Administrator, Village President or Village Clerk of the Village of Pleasant Prairie. All such consents and approvals shall be subject to the sole discretion of the Village.

TO HAVE AND TO HOLD the above-described Restrictive Covenants and Conservation Easement to the use, benefit, and behalf of the Village, its successors and assigns forever.

IN WITNESS WHEREOF, the Village and the Land Trust have executed these Restrictive Covenants and Conservation Easement this ____ day of _____, 2012.

Notarized signatures are on the next page.

VILLAGE OF PLEASANT PRAIRIE

BY: _____
John P. Steinbrink
Village President

ATTEST:

Jane M. Romanowski
Village Clerk

STATE OF WISCONSIN)
 (ss
COUNTY OF KENOSHA)

The foregoing instrument was acknowledged before me this ____ day of _____, 2012 by John P. Steinbrink and Jane M. Romanowski, Village President and Village Clerk, respectively, of the Village of Pleasant Prairie, a municipal corporation under the laws of the State of Wisconsin, on behalf of said Village.

Print Name: _____
Notary Public, Kenosha County, Wisconsin
My Commission Expires: _____

THE KENOSHA/RACINE LAND TRUST, INC. ACCEPTANCE

The foregoing Deed Restrictions are hereby duly accepted by The Kenosha/Racine Land Trust, Inc. this ____ day of _____, 2012.

THE KENOSHA/RACINE LAND TRUST, INC.

BY: _____

PRINT NAME: _____

TITLE: _____

THE KENOSHA/RACINE LAND TRUST, INC.

BY: _____

PRINT NAME: _____

TITLE: _____

STATE OF WISCONSIN)

(ss

COUNTY OF _____)

The foregoing instrument was acknowledged before me this ____ day of _____, 2012 by _____ and _____, _____ and _____ respectively, of The Kenosha/Racine Land Trust, Inc., a non-profit corporation under the laws of the _____, on behalf of said corporation.

Print Name: _____

Notary Public, State of _____

My Commission Expires: _____

This Document was drafted by:

Jean M. Werbie-Harris, Community Development Director
Village of Pleasant Prairie
9915 39th Avenue
Pleasant Prairie, WI 53158 and
Attorney Timothy Geraghty
Godin Geraghty Puntillo Camilli, SC
6301 Green Bay Road
Kenosha, WI 53144

EXHIBIT A

LEGAL DESCRIPTION

Outlot 1 of CSM 2667 (Document #1614259 recorded April 1, 2010) located in that part of the Southwest One Quarter and the Southeast One Quarter of the Northwest One Quarter of U.S. Public Land Survey Section 19, Township 1 North, Range 22 East of the Fourth Principal Meridian lying and being in the Village of Pleasant Prairie, Kenosha County, Wisconsin. Containing approximately 28.17 acres.

EXHIBIT B

PROPERTY APPRAISAL REPORT

(Insert Property Appraisal Report)

CSM # 2612
 Doc. # 1544951
 Recorded on 1/15/08

COPY

Certified Survey Map No. 2612

LOCATED IN PART OF THE NORTHWEST QUARTER OF SECTION 19, TOWN 1 NORTH, RANGE 22 EAST OF THE FOURTH PRINCIPAL MERIDIAN, VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN.

DATE: DECEMBER 14, 2007

SURVEYED BY: JEFFREY B. JOHNSON, R.L.S.-1734
 CLARK DIETZ, INC.
 P.O. BOX 995
 560 SUNRISE DR.
 SPRING GREEN, WI 53588

SURVEYED FOR: VILLAGE OF PLEASANT PRAIRIE
 9915 39TH AVE.
 PLEASANT PRAIRIE, WI 53158

JOB NUMBER: P20029

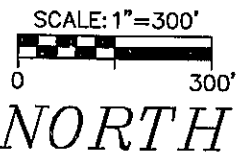
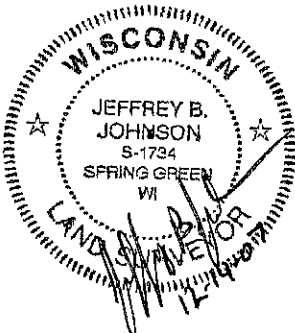
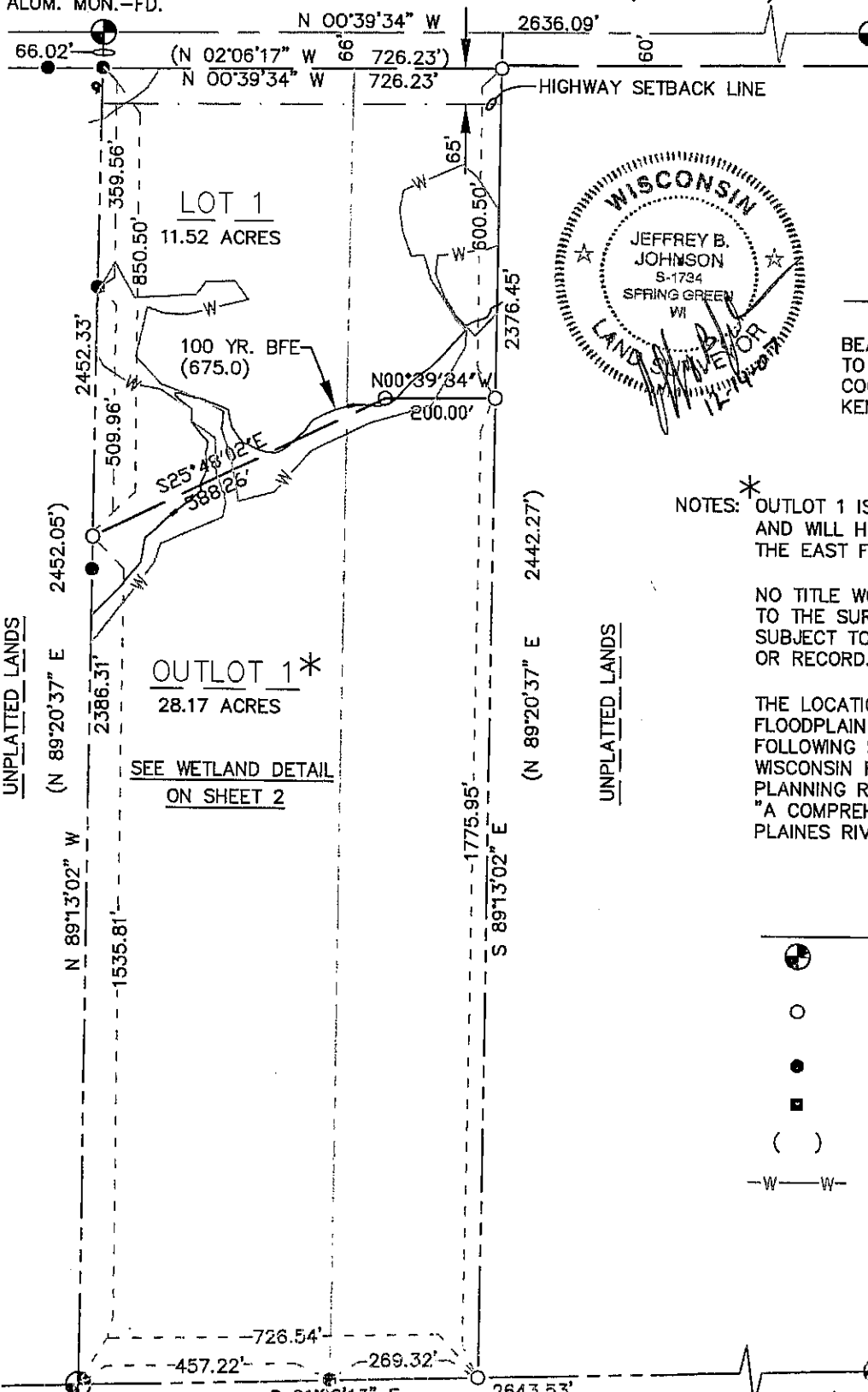
DRAWING FILE: P20029 CSM.DWG

W 1/4 COR.
 SEC. 19
 T.1N., R.22E.,
 KENOSHA CO.
 ALUM. MON.-FD.

INTERSTATE HWY 94

(WIDTH VARIES)

NW 1/4 COR.
 SEC. 19
 T.1N., R.22E.,
 KENOSHA CO.
 ALUM. MON.-FD.



BEARINGS ARE REFERENCED TO WISCONSIN COUNTY COORDINATE SYSTEM KENOSHA COUNTY

NOTES: * OUTLOT 1 IS CONSIDERED UNBUILDABLE AND WILL HAVE NO DIRECT ACCESS TO THE EAST FRONTAGE ROAD.

NO TITLE WORK HAS BEEN PROVIDED TO THE SURVEYOR, PROPERTY IS SUBJECT TO ANY AND ALL EASEMENTS OR RECORD.

THE LOCATION OF THE 100-YEAR FLOODPLAIN AS DELINEATED FROM THE FOLLOWING SOURCE: THE SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION PLANNING REPORT NO. 44, ENTITLED "A COMPREHENSIVE PLAN FOR THE DES PLAINES RIVER WATERSHED"

LEGEND

- SECTION CORNER MONUMENT (SEE COUNTY RECORDS)
- SET 3/4"Ø X 24" LONG REBAR WEIGHING 1.502 LB./FT.
- FD. 1"Ø REBAR
- FD. 1 1/4"Ø REBAR
- () RECORDED AS
- W-W- ASSURED WETLANDS AS DELINEATED BY NRC, INC., APRIL 5, 2007

CENTER OF SEC. 19
 T.1N., R.22E.,
 KENOSHA CO.
 ALUM. MON.-FD.

UNPLATTED LANDS

N 1/4 COR.
 SEC. 19
 T.1N., R.22E.,
 KENOSHA CO.
 ALUM. MON.-FD.

Clark Dietz
 ENGINEERS
 156 W. JEFFERSON ST.
 P.O. BOX 995
 SPRING GREEN, WI 53588
 PHONE No. (608) 588-7484
 FAX No. (608) 588-9322

Certified Survey Map No. _____

LOCATED IN PART OF THE NORTHWEST QUARTER OF SECTION 19, TOWN 1 NORTH, RANGE 22 EAST OF THE FOURTH PRINCIPAL MERIDIAN, VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN.

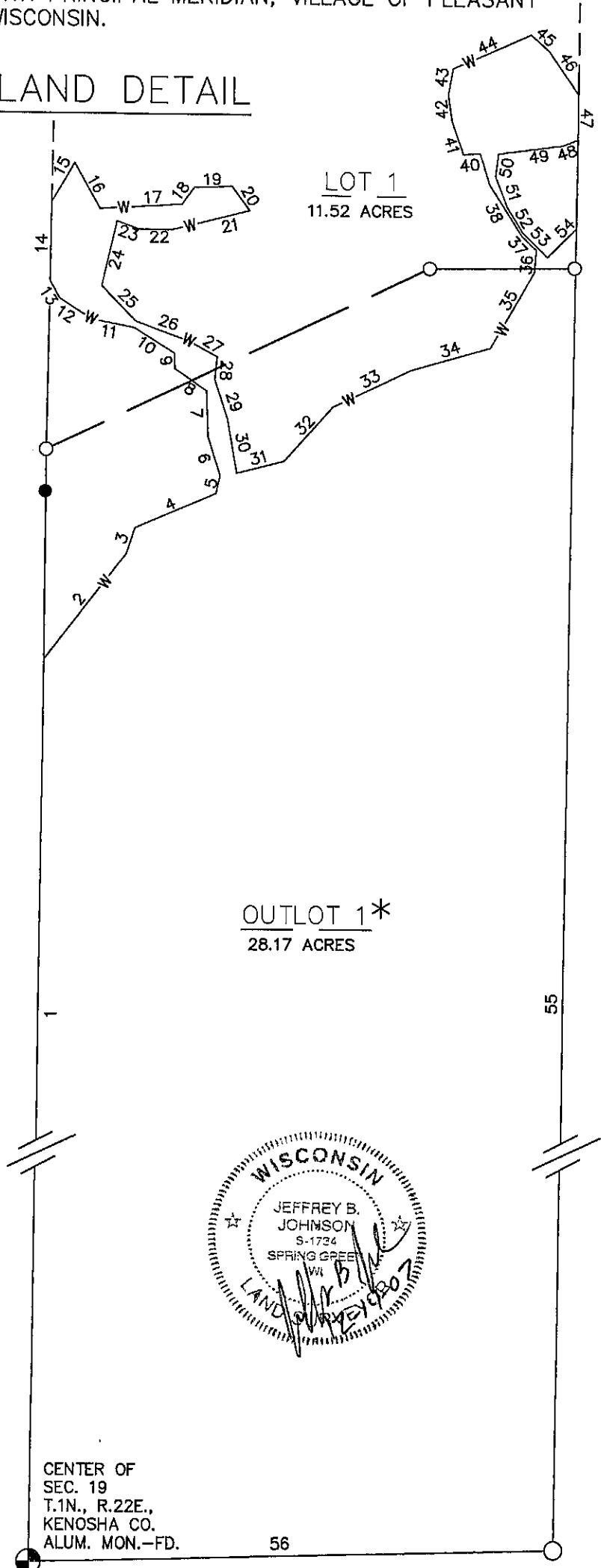
SCALE: 1"=200'

NORTH

BEARINGS ARE REFERENCED TO WISCONSIN COUNTY COORDINATE SYSTEM KENOSHA COUNTY

NUMBER	DIRECTION	DISTANCE
1	N89°13'02"W	1341.55'
2	N52°15'40"W	185.71'
3	S71°09'28"E	38.02'
4	N23°38'11"W	122.48'
5	N77°15'26"W	25.51'
6	S72°33'54"W	57.21'
7	S87°48'23"W	64.03'
8	S34°31'41"W	53.07'
9	S87°11'49"W	22.10'
10	S32°02'59"W	65.13'
11	S10°58'54"W	59.92'
12	S32°32'49"W	53.38'
13	S60°43'53"W	26.96'
14	N89°13'02"W	109.29'
15	N60°17'22"W	63.77'
16	N60°57'30"E	73.17'
17	N03°41'29"W	113.55'
18	S54°05'27"E	29.58'
19	N02°14'43"W	52.07'
20	S54°23'52"W	42.31'
21	S14°14'52"E	110.96'
22	S00°19'41"W	45.40'
23	S20°03'17"W	32.89'
24	S77°07'18"E	91.93'
25	S45°47'14"W	67.95'
26	S20°13'42"W	79.22'
27	S28°45'06"W	44.20'
28	N83°52'27"W	32.49'
29	S71°41'37"W	56.54'
30	N80°09'56"E	77.32'
31	N14°53'08"W	67.55'
32	N48°32'24"W	101.39'
33	N25°59'16"W	119.03'
34	N16°26'35"W	115.05'
35	S60°12'04"E	121.59'
36	N86°10'12"W	31.15'
37	S44°34'48"W	28.56'
38	S57°59'13"W	83.38'
39	S72°57'10"W	45.88'
40	N04°52'30"W	22.91'
41	S70°58'42"W	49.04'
42	S81°33'51"W	37.45'
43	N79°50'51"W	38.06'
44	N24°09'36"W	117.99'
45	S41°37'37"W	34.13'
46	S56°22'49"W	72.84'
47	N89°13'02"W	63.05'
48	N22°33'40"W	22.32'
49	S07°59'17"E	89.86'
50	N82°56'44"W	31.83'
51	S69°37'19"W	46.24'
52	S58°12'33"W	41.71'
53	S44°44'20"W	48.25'
54	N45°18'10"W	56.09'
55	S89°13'02"E	1928.41'
56	N01°26'13"W	726.54'

WETLAND DETAIL



56

Certified Survey Map No. _____

LOCATED IN PART OF THE NORTHWEST QUARTER OF SECTION 19, TOWN 1 NORTH, RANGE 22 EAST OF THE FOURTH PRINCIPAL MERIDIAN, VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN.

DATE: DECEMBER 14, 2007

SURVEY FOR: VILLAGE OF PLEASANT PRAIRIE
COMMUNITY DEVELOPMENT AUTHORITY
9915 39TH AVE.
PLEASANT PRAIRIE, WI 53158

SURVEY BY: JEFFREY B. JOHNSON, RLS-1734
CLARK-DIETZ, INC.
560 SUNRISE DR.
SPRING GREEN, WI 53588

SURVEYOR'S CERTIFICATE

I, JEFFREY B. JOHNSON, REGISTERED WISCONSIN LAND SURVEYOR -1734, HEREBY CERTIFY: THAT IN FULL COMPLIANCE WITH THE PROVISIONS OF CHAPTER 236.34 OF THE WISCONSIN STATUTES AND THE LAND DIVISION ORDINANCES OF THE PLEASANT PRAIRIE, AND UNDER THE DIRECTION OF THE VILLAGE OF PLEASANT PRAIRIE COMMUNITY DEVELOPMENT AUTHORITY, I HAVE SURVEYED AND MAPPED THIS CERTIFIED SURVEY MAP; THAT SUCH PLAT CORRECTLY REPRESENTS ALL EXTERIOR BOUNDARIES OF THE LAND SURVEYED, TO THE BEST OF MY KNOWLEDGE AND BELIEF, AND THAT THIS LAND IS LOCATED IN PART OF THE NORTHWEST QUARTER OF SECTION 19, TOWN 1 NORTH, RANGE 22 EAST OF THE FOURTH PRINCIPAL MERIDIAN, VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN, BEING MORE FULLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE WEST 1/4 CORNER OF SECTION 19, THENCE S89°13'02"E, ALONG THE SOUTHERLY LINE OF THE SW 1/4, 66.02' TO THE POINT OF BEGINNING; THENCE N00°39'34"W, ALONG THE EASTERLY RIGHT-OF-WAY LINE OF INTERSTATE HIGHWAY 94, 726.23'; THENCE S89°13'02"E, 2376.45'; THENCE S01°26'13"E, ALONG THE NORTH-SOUTH 1/4 LINE TO THE CENTER OF SECTION 19, 726.54'; THENCE N89°13'02"W, ALONG THE SOUTHERLY LINE OF THE SW 1/4, 2386.31' TO THE POINT OF BEGINNING.

PARCEL CONTAINS 39.69 ACRES (1,728,873 SQUARE FEET), MORE OR LESS

DATED: DECEMBER 14, 2007


JEFFREY B. JOHNSON
REGISTERED LAND SURVEYOR, S-1734



OWNER'S CERTIFICATE

THE VILLAGE OF PLEASANT PRAIRIE COMMUNITY DEVELOPMENT AUTHORITY, AS OWNER, DOES HEREBY CERTIFY THAT IT CAUSED THE LAND DESCRIBED ON THIS MAP TO BE SURVEYED, DIVIDED, MAPPED AND DEDICATED AS REPRESENTED ON THIS CERTIFIED SURVEY MAP.

THE VILLAGE COMMUNITY DEVELOPMENT AUTHORITY DOES FURTHER CERTIFY THAT THIS CERTIFIED SURVEY MAP IS REQUIRED BY S.236.10 OR S.236.12 TO BE SUBMITTED TO THE FOLLOWING FOR APPROVAL:

VILLAGE OF PLEASANT PRAIRIE COMMUNITY DEVELOPMENT AUTHORITY

IN WITNESS WHEREOF, THE SAID VILLAGE OF PLEASANT PRAIRIE COMMUNITY DEVELOPMENT AUTHORITY HAS CAUSED THESE PRESENTS TO BE

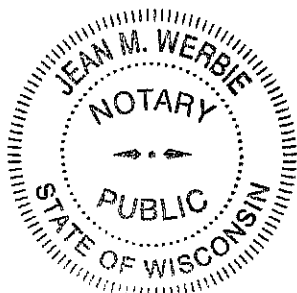
SIGNED BY  MICHAEL R. POLLOCOFF, EXECUTIVE DIRECTOR.

THIS 19th DAY OF DECEMBER, 2007

STATE OF WISCONSIN)

Kenosha COUNTY) SS

PERSONALLY CAME BEFORE ME THIS 19th DAY OF December, 2007, THE ABOVE NAMED MICHAEL R. POLLOCOFF, FOR VILLAGE OF PLEASANT PRAIRIE COMMUNITY DEVELOPMENT AUTHORITY, TO ME KNOWN TO BE THE PERSON WHO EXECUTED THE ABOVE AND FOREGOING INSTRUMENT AND ACKNOWLEDGED THE SAME TO ME.




NOTARY PUBLIC, STATE OF WISCONSIN

PRINT NAME Jean M. Werbie

Kenosha, WI

MY COMMISSION IS EXPIRES 1/17/2010

Certified Survey Map No. _____

LOCATED IN PART OF THE NORTHWEST QUARTER OF SECTION 19, TOWN 1 NORTH, RANGE 22 EAST OF THE FOURTH PRINCIPAL MERIDIAN, VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN

VILLAGE PLAN COMMISSION APPROVAL

THIS CERTIFIED SURVEY MAP IS HEREBY APPROVED BY THE PLAN COMMISSION OF THE VILLAGE OF PLEASANT PRAIRIE ON THIS 19th DAY OF DECEMBER, 2007



THOMAS W. TERWALL
VILLAGE PLAN COMMISSION

VILLAGE BOARD APPROVAL

RESOLVED THAT THIS CERTIFIED SURVEY MAP BEING IS LOCATED IN PART OF THE NORTHWEST QUARTER OF SECTION 19, TOWN 1 NORTH, RANGE 22 EAST OF THE FOURTH PRINCIPAL MERIDIAN, VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN, BEING MORE FULLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE WEST 1/4 CORNER OF SECTION 19, THENCE S89°13'02"E, ALONG THE SOUTHERLY LINE OF THE SW 1/4, 66.02' TO THE POINT OF BEGINNING; THENCE N00°39'34"W, ALONG THE EASTERLY RIGHT-OF-WAY LINE OF INTERSTATE HIGHWAY 94, 726.23'; THENCE S89°13'02"E, 2376.45'; THENCE S01°26'13"E, ALONG THE NORTH-SOUTH 1/4 LINE TO THE CENTER OF SECTION 19, 726.54'; THENCE N89°13'02"W, ALONG THE SOUTHERLY LINE OF THE SW 1/4, 2386.31' TO THE POINT OF BEGINNING.

HAVING BEEN APPROVED BY THE PLAN COMMISSION BEING THE SAME, IS HEREBY APPROVED AND ACCEPTED BY THE VILLAGE BOARD OF TRUSTEES OF THE VILLAGE OF PLEASANT PRAIRIE, ON THIS

19th DAY OF DECEMBER, 2007.

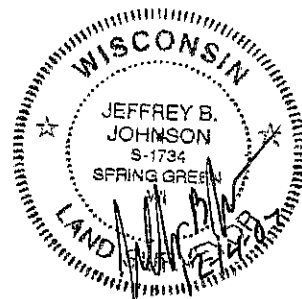


JOHN P. STEINBRINK
VILLAGE PRESIDENT

ATTEST:



JANE M. ROMANOWSKI
VILLAGE CLERK



Certified Survey Map No. _____

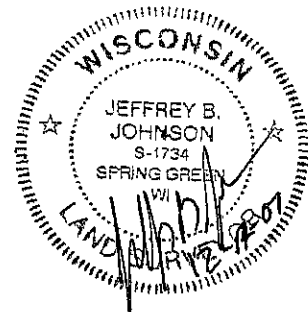
LOCATED IN PART OF THE NORTHWEST QUARTER OF SECTION 19, TOWN 1 NORTH, RANGE 22 EAST OF THE FOURTH PRINCIPAL MERIDIAN, VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN

WETLAND DESCRIPTION

LOCATED IN PART OF THE NORTHWEST QUARTER OF SECTION 19, TOWN 1 NORTH, RANGE 22 EAST OF THE FOURTH PRINCIPAL MERIDIAN, VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN, BEING MORE FULLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE CENTER OF SECTION 19; THENCE N89°13'02"W, ALONG THE SOUTHERLY LINE OF THE SW 1/4, 1341.55'; THENCE N52°15'40"W, 185.41'; THENCE N71°09'28"W, 38.02'; THENCE N23°38'11"W, 122.48'; THENCE N77°15'26"W, 25.51'; THENCE S72°33'54"W, 57.21'; THENCE S87°48'23"W, 64.03'; THENCE S34°31'41"W, 53.07'; THENCE S87°11'49"W, 22.10'; THENCE S32°02'59"W, 65.13'; THENCE S10°58'54"W, 59.92'; THENCE S32°32'49"W, 53.38'; THENCE S60°43'53"W, 26.96'; THENCE N89°13'02"W, 109.29'; THENCE N60°17'22"W, 63.77'; THENCE N60°57'30"E, 73.17'; THENCE N03°41'29"W, 113.55'; THENCE N54°05'27"W, 29.58'; THENCE N02°14'43"W, 52.07'; THENCE N54°23'52"E, 42.31'; THENCE S14°14'52"E, 110.96'; THENCE S00°19'41"W, 45.40'; THENCE S20°03'17"W, 32.89'; THENCE S77°07'18"E, 91.93'; THENCE N45°47'14"E, 67.95'; THENCE N20°13'42"E, 79.22'; THENCE N28°45'06"E, 44.20'; THENCE S83°52'27"E, 32.49'; THENCE N71°41'37"E, 56.54'; THENCE N80°09'56"E, 77.32'; THENCE N14°53'08"W, 67.55'; THENCE N48°32'24"W, 101.39'; THENCE N25°59'16"W, 119.03'; THENCE N16°26'35"W, 115.05'; THENCE N60°12'04"W, 121.59'; THENCE N86°10'12"W, 31.15'; THENCE S44°34'48"W, 28.56'; THENCE S57°59'13"W, 83.38'; THENCE S72°57'10"W, 45.88'; THENCE S04°52'30"E, 22.91'; THENCE S70°58'42"W, 49.04'; THENCE S81°33'51"W, 37.45'; THENCE N79°50'51"W, 38.06'; THENCE N24°09'36"W, 117.99'; THENCE N41°37'37"E, 34.13'; THENCE N56°22'49"E, 72.84'; THENCE S89°13'02"E, 63.05'; THENCE S22°33'40"E, 22.32'; THENCE S07°59'17"E, 89.86'; THENCE S82°56'44"E, 31.83'; THENCE N69°37'19"E, 46.24'; THENCE N58°12'33"E, 41.71'; THENCE N44°44'20"E, 48.25'; THENCE N45°18'10"W, 56.09'; THENCE S89°13'02"E, 1928.41'; THENCE S01°26'13"E, ALONG THE NORTH-SOUTH 1/4 LINE, 726.54'; TO THE POINT OF BEGINNING.

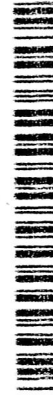
PARCEL CONTAINS 28.63 ACRES (1,247,219 SQUARE FEET), MORE OR LESS





TEMPORARY ACCESS EASEMENT

This Temporary Access Easement granted this 3RD day of April, 2009, by the **Village of Pleasant Prairie Community Development Authority** its heirs, successors, successors-in-title, and assigns to the **Village of Pleasant Prairie Community Development Authority**, its successors and assigns for the properties as legally described below:



DOCUMENT

1584434

RECORDED
At Kenosha County, Kenosha, WI 53140
Louise J. Principe, Register of Deeds
on 4/07/2009 at 10:08AM \$15.00
90013245

RECEIVED JENF

Return to:
Village of Pleasant Prairie
9915 39th Avenue
Pleasant Prairie, WI 53158

15-

Tax Parcel Numbers:
92-4-122-192-0301 and 92-4-122-192-0303

Legal Description:

Lot 1 and Outlot 1 of CSM 2612 (Document #1544951 recorded on January 15, 2008) located in the Northwest One Quarter of U.S. Public Land Survey Section 19, Township 1 North, Range 22 East of the Forth Principal Meridian lying and being in the Village of Pleasant Prairie, Kenosha County, Wisconsin.

WHEREAS, the Village of Pleasant Prairie Community Development Authority, hereinafter referred to as the CDA, is the owner of Lot 1 and Outlot 1 of CSM 2612 as legally described above; and

WHEREAS, the CDA intends to transfer Outlot 1 of CSM 2612 (hereinafter referred to as Outlot 1) to the Kenosha-Racine Land Trust, Inc. for the ownership and management of the wetlands within said Outlot 1; and

WHEREAS, the CDA intends to sell Lot 1 of CSM 2612 (hereinafter referred to as Lot 1) for commercial development; and

WHEREAS, the Owner of Lot 1 is by this document granting a Temporary Access Easement across Lot 1 to the Owner of Outlot 1 to enter upon and access said Outlot 1 until such time as a Permanent Access Easement is granted by the Owner of Lot 1 to the Owner of Outlot 1.

NOW, THEREFORE, it is hereby established as follows:

1. Declaration of Temporary Access Easement. The CDA, hereby creates and establishes for the benefit of the Owner of Outlot 1, a non-exclusive, Temporary Access Easement for ingress and egress for pedestrian and vehicular access over and

across Lot 1. Such ingress and egress easement may be used by the owners of Outlot 1, and its successors, successors-in-title and assigns- to Outlot 1, for access to Outlot 1 subject to the terms and conditions contained herein. The use of said Temporary Access Easement for ingress and egress to Outlot 1 shall not be limited by time, frequency or amount.

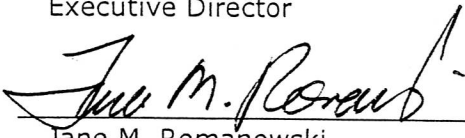
2. Limitations and Rights of the Owner of Lot 1. Neither the Owner of Lot 1, nor any successor owner of either property shall construct, or permit the construction of, improvements within the Temporary Access Easement which blocks or barricades the Temporary Access Easement in a manner to interfere materially with the rights granted by the Owner of Outlot 1 hereunder.
3. Limitations and Rights of the Owner of Outlot 1: The Owner of Outlot 1 shall be entitled to use the Temporary Access Easement to access Outlot 1 insofar as such use does not materially interfere with the rights granted herein to the Owner of Lot 1. The Owner of Outlot 1 shall not be allowed to store overnight vehicles, equipment or materials on Lot 1 or on Outlot 1.
4. Expiration of Temporary Easement. Prior to the Owner developing Lot 1, a Permanent Access Easement to benefit Outlot 1 shall be provided and recorded on the property. At the time the Permanent Access Easement is granted for Outlot 1 the Temporary Access Easement shall automatically expire.
5. Parties Benefited. The Temporary Access Easement created herein is for the benefit of Outlot 1 and users thereof.
6. Governing Law. The interpretation and enforcement of the Temporary Access Easement shall be according to the laws of the State of Wisconsin.
7. Severability. The invalidity or unenforceability of any provision hereof shall not limit or affect the validity or enforceability of any other provision.
8. Entire Agreement. The Temporary Access Easement contains the entire agreement of the parties hereto with respect to the matter, which is the subject of this Temporary Access Easement. No oral understanding or agreement not specifically referencing and amending this Easement shall have any affect on the terms hereof.
9. Runs with Land. The Temporary Access Easement herein created shall run with the land and shall be binding upon and inure to the benefit of the Owner of Outlot 1.
10. No Compensation. No compensation shall be required from the Owner of Outlot 1 in exchange for said Temporary Access Easement.
11. Indemnification. The Owner of Outlot 1 agrees that, to the extent of its negligence or willful misconduct or the negligence or willful misconduct of its employees, contractors or invitees, such Owner of Outlot 1 shall indemnify, defend, and hold harmless the Owner of the Lot 1 from and against any and all claims, actions, damages, liability, demands, costs and expenses, including reasonable attorney's fees, that arise from or are in connection with the indemnifying owner's exercise of the rights granted to it hereunder.

IN WITNESS WHEREOF, the CDA has hereunto setforth its hand on the day and year above written.

[Signatures on Next Page]


**OWNER OF LOT 1 AND OUTLOT 1 OF CSM 2612
VILLAGE OF PLEASANT PRAIRIE COMMUNITY DEVELOPMENT AUTHORITY**

By: 
Michael R. Pollocoff
Executive Director

By: 
Jane M. Romanowski
Secretary

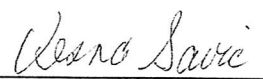
STATE OF WISCONSIN)
)SS
COUNTY OF KENOSHA)

Personally appeared before me this 3RD day of April, 2009 the above named **Michael R. Pollocoff, Executive Director for the Village of Pleasant Prairie Community Development Authority** to me known to be the person who executed the foregoing instrument and acknowledged the same.


Print Name: Vesna Savic
Notary Public: Kenosha County, WI
My Commission Expires: 12-5-2010

STATE OF WISCONSIN)
)SS
COUNTY OF KENOSHA)

Personally appeared before me this 3RD day of April, 2009 the above named **Jane M. Romanowski, Secretary for the Village of Pleasant Prairie Community Development Authority** to me known to be the person who executed the foregoing instrument and acknowledged the same.


Print Name: Vesna Savic
Notary Public: Kenosha County, WI
My Commission Expires: 12-5-2010

This instrument was drafted by:
Jean M. Werbie
Community Development Director
Village of Pleasant Prairie
9915 39th Avenue
Pleasant Prairie, WI 53158

**VILLAGE OF PLEASANT PRAIRIE BOARD OF TRUSTEES
RESOLUTION #12-29**

**RESOLUTION RELATING TO THE DISCONTINUANCE OF 115th STREET AT
18th AVENUE JUST NORTH OF 116th STREET IN THE
VILLAGE OF PLEASANT PRAIRIE, KENOSHA COUNTY, WISCONSIN**

The Village Board of Trustees of the Village of Pleasant Prairie, Kenosha County, Wisconsin, pursuant to Section 66.1003 of the Wisconsin Statutes, may initiate the discontinuance in whole or in part of any road, street, slip, lane or alley by the introduction of a resolution declaring that the public interest requires it.

WHEREAS, the Village of Pleasant Prairie is initiating the discontinuance of 115th Street at 18th Avenue just north of 116th Street, which has been designated as a public right-of-way on the Final Plat of the Kings Cove Subdivision; and

WHEREAS, the 115th Street roadway was never constructed as a part of the development of the Kings Cove Subdivision and it has been determined through a recent floodplain study that the land within and adjacent to this 115th Street right-of-way is located within the 100-year floodplain; and

WHEREAS, municipal sanitary sewer, water and storm sewer infrastructure were never constructed in said right-of-way; and

WHEREAS, it is unlikely that with the environmental floodplain restrictions on the land within and adjacent to the platted 115th Street right-of-way, that further development would not occur west of the 115th Street right-of-way; and

WHEREAS, a plat of survey and legal description of the 115th Street right-of-way encompassing the discontinuance has been prepared and is shown on **Exhibit A**; and

WHEREAS, the Village of Pleasant Prairie Plan Commission shall review said legal description and plat of survey and forward a recommendation regarding the discontinuance to the Village Board; and

WHEREAS, a Public Hearing to consider this discontinuance shall be set before the Village Board not less than 40 days after the passage of this Resolution.

NOW THEREFORE BE IT RESOLVED that consideration of the discontinuance is a matter to be decided by the Village Board of Trustees at an October 15, 2012 Public Hearing.

Adopted this 4th day of September, 2012.

VILLAGE OF PLEASANT PRAIRIE

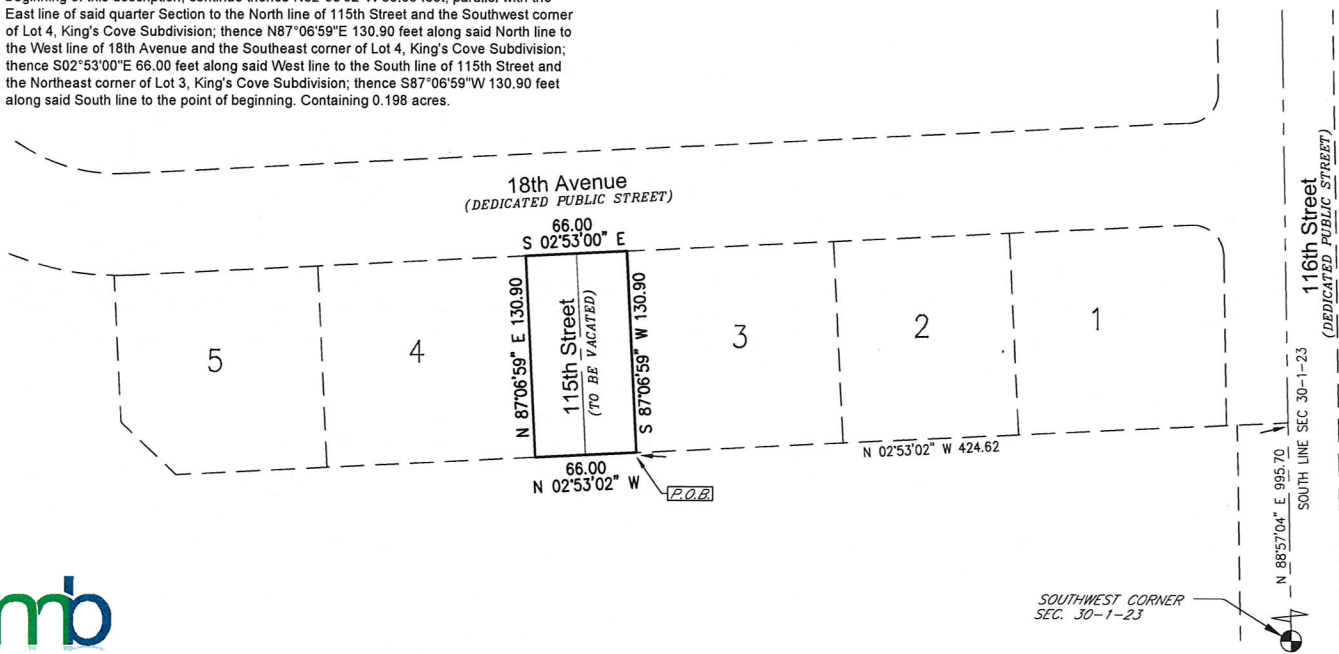
John P. Steinbrink
Village President

ATTEST:

Jane M. Romanowski
Village Clerk

VACATION OF 115th STREET "KING'S COVE SUBDIVISION"

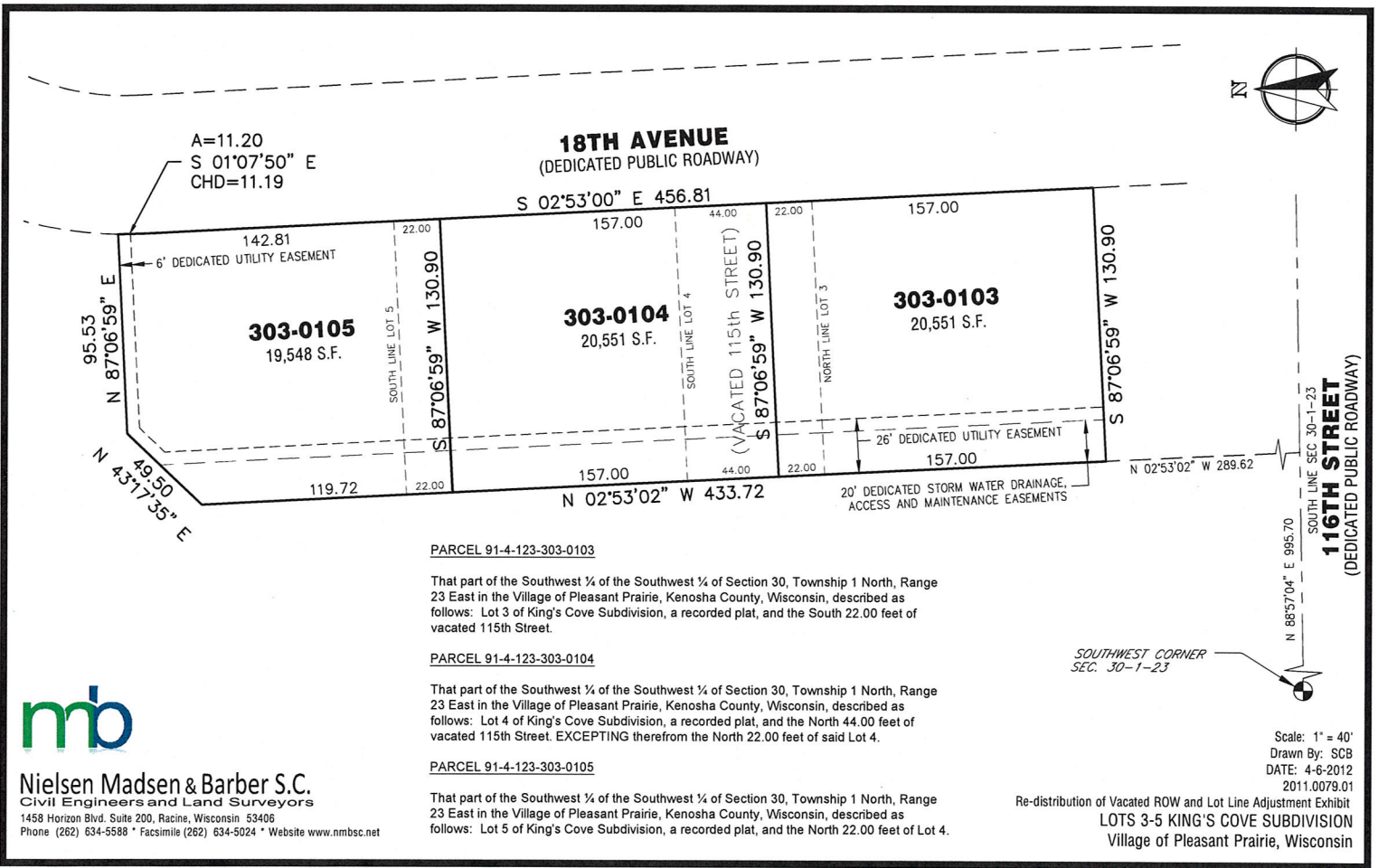
That part of the Southwest 1/4 of the Southwest 1/4 of Section 30, Township 1 North, Range 23 East in the Village of Pleasant Prairie, Kenosha County, Wisconsin, described as follows: Commence at a point on the South line of said Section 30 located N88°57'04"E 995.70 feet East of the Southwest corner of said 1/4 Section; thence N02°53'02"W 424.62 feet, parallel with the East line of said quarter Section to the South line of 115th Street and the Northwest corner of Lot 3, King's Cove Subdivision, a recorded plat and the point of beginning of this description; continue thence N02°53'02"W 66.00 feet, parallel with the East line of said quarter Section to the North line of 115th Street and the Southwest corner of Lot 4, King's Cove Subdivision; thence N87°06'59"E 130.90 feet along said North line to the West line of 18th Avenue and the Southeast corner of Lot 4, King's Cove Subdivision; thence S02°53'00"E 66.00 feet along said West line to the South line of 115th Street and the Northeast corner of Lot 3, King's Cove Subdivision; thence S87°06'59"W 130.90 feet along said South line to the point of beginning. Containing 0.198 acres.



Nielsen Madsen & Barber S.C.
Civil Engineers and Land Surveyors
1458 Horizon Blvd. Suite 200, Racine, Wisconsin 53406
Phone (262) 634-5588 * Facsimile (262) 634-5024 * Website www.nmbasc.net

Scale: 1" = 60'
Drawn By: SCB
DATE: 4-6-2012
2011.0079.01

115th Street Vacation Exhibit
KING'S COVE SUBDIVISION
Village of Pleasant Prairie, Wisconsin



A=11.20
S 01°07'50" E
CHD=11.19

18TH AVENUE
(DEDICATED PUBLIC ROADWAY)

S 02°53'00" E 456.81

303-0105
19,548 S.F.

303-0104
20,551 S.F.

303-0103
20,551 S.F.

PARCEL 91-4-123-303-0103

That part of the Southwest ¼ of the Southwest ¼ of Section 30, Township 1 North, Range 23 East in the Village of Pleasant Prairie, Kenosha County, Wisconsin, described as follows: Lot 3 of King's Cove Subdivision, a recorded plat, and the South 22.00 feet of vacated 115th Street.

PARCEL 91-4-123-303-0104

That part of the Southwest ¼ of the Southwest ¼ of Section 30, Township 1 North, Range 23 East in the Village of Pleasant Prairie, Kenosha County, Wisconsin, described as follows: Lot 4 of King's Cove Subdivision, a recorded plat, and the North 44.00 feet of vacated 115th Street. EXCEPTING therefrom the North 22.00 feet of said Lot 4.

PARCEL 91-4-123-303-0105

That part of the Southwest ¼ of the Southwest ¼ of Section 30, Township 1 North, Range 23 East in the Village of Pleasant Prairie, Kenosha County, Wisconsin, described as follows: Lot 5 of King's Cove Subdivision, a recorded plat, and the North 22.00 feet of Lot 4.

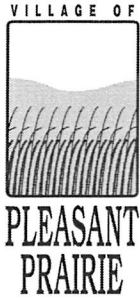
SOUTHWEST CORNER
SEC. 30-1-23

Scale: 1" = 40'
Drawn By: SCB
DATE: 4-6-2012
2011.0079.01

Re-distribution of Vacated ROW and Lot Line Adjustment Exhibit
LOTS 3-5 KING'S COVE SUBDIVISION
Village of Pleasant Prairie, Wisconsin




Nielsen Madsen & Barber S.C.
Civil Engineers and Land Surveyors
1458 Horizon Blvd. Suite 200, Racine, Wisconsin 53406
Phone (262) 634-5588 * Facsimile (262) 634-5024 * Website www.nmbc.net



Office of the Village Finance
Director/Treasurer
Kathleen Goessl

TO: Village of Pleasant Prairie Board

FROM: Kathy Goessl, Finance Director 

DATE: September 4, 2012

SUBJECT: Budget Amendment Requests

Board approval is needed for any budget amendment requests that move dollars between a department's revenue and expense, or between two departments' budgets. Below are listed budget amendments that need board approval.

1. Pre Phoenix software maintenance of \$28,838 was budgeted in the IT department, but should have been budgeted and paid from the police department to increase the amount of road aids received. Pre Phoenix software was implemented by the police department in 2011.
2. The police department is in the process of hiring a part-time law enforcement support employee, whose main responsibility is monitoring parking at RecPlex, Premium Outlets, and Shoppes of Prairie Ridge. This position is anticipated to bring in enough parking ticket revenue to cover its cost. The budget amendment attached for \$11,378 anticipates a start date of 10/1/2012.
3. The police department obtained more grant money for traffic enforcement than originally budgeted and received an unbudgeted grant for the purchase of computer docking stations for all marked squad. This budget amendment is requesting to increase law enforcement grant revenue by \$40,111, to cover overtime wages of \$35,549 and computer docking stations for \$4,562.
4. The fire department generated additional revenue, but also spent additional money to review sprinkler and fire alarm installations, thus requesting a budget amendment of \$8,100. They also sold more Knox boxes than budgeted, thus requesting a \$3,080 increase in both revenue and expense for that program.
5. The municipal court's jail fees increased this year beyond the budget because of increased enforcement efforts. Municipal court revenue, anticipated to be up by \$90,000 because of collections received through the Wisconsin state tax refund intercept program, will more than cover the requested \$5,000 increase in jail fees.

I recommend approved of all budget amendments listed above.

VILLAGE OF PLEASANT PRAIRIE

#1

Budget Amendment Request *Board Approval Needed*

DEPARTMENT: Information Technology

BUDGET YEAR: 2012

DATE REQUESTED: 08/24/2012

FUNDS NEEDED			EXPLANATIONS
ACCOUNT #	ACCOUNT DESCRIPTION	AMOUNT	(include a brief description - limited to 100 characters)
100-522110-241	Software Maintenance Agreements	\$28,838	PrePhoenix Software Maintenance being paid by Police but budgeted by IT

Total Funds Needed: \$28,838

FUNDS OBTAINED FROM			EXPLANATIONS
ACCOUNT #	ACCOUNT DESCRIPTION	AMOUNT	(include a brief description - limited to 100 characters)
100-514150-241	Software Maintenance Agreements	\$28,838	PrePhoenix Software was budget in 2012 in this IT account

Total Funds Obtained From: \$28,838


 Department Head/Division Manager

8/24/12
 Date


 Department Head/Division Manager

8/27/12
 Date

Department Head/Division Manager

Date


 Finance Director

8/27/12
 Date

Village Administrator

Date

Village President

Date

Entered By

Date

VILLAGE OF PLEASANT PRAIRIE

Budget Amendment Request

DEPARTMENT: Police

BUDGET YEAR: 2012

DATE REQUESTED: 08/27/2012

#2

FUNDS NEEDED			EXPLANATIONS
ACCOUNT #	ACCOUNT DESCRIPTION	AMOUNT	(include a brief description - limited to 100 characters)
100-522110-111	Part-time Salaries	\$4,572	Hire Law Enforcement Support Part-time Employee
100-522110-151	Social Security	\$350	Hire Law Enforcement Support Part-time Employee
100-522110-152	WI Retirement	\$306	Hire Law Enforcement Support Part-time Employee
100-522210-153	Workers Comp	\$140	Hire Law Enforcement Support Part-time Employee
100-522110-154	Health Life Benefit	\$10	Hire Law Enforcement Support Part-time Employee
100-522110-350	Minor Equipment	\$6,000	Equip Squad Car

Total Funds Needed: \$11,378

FUNDS OBTAINED FROM			EXPLANATIONS
ACCOUNT #	ACCOUNT DESCRIPTION	AMOUNT	(include a brief description - limited to 100 characters)
100-451002-000	Parking Ticket Revenue	\$11,378	Increase in Parking Ticket Revenue Due to New Law Enforcement Support Employee

Total Funds Obtained From: \$11,378


 Department Head/Division Manager

8/27/12
 Date

 Department Head/Division Manager

 Date

 Department Head/Division Manager

 Date


 Finance Director

8/27/12
 Date

 Village Administrator

 Date

 Village President

 Date

 Entered By

 Date

VILLAGE OF PLEASANT PRAIRIE

#3

Budget Amendment Request - Board Approval Needed

DEPARTMENT: Police

COPY

BUDGET YEAR: 2013

DATE REQUESTED: 08/22/2012

FUNDS NEEDED			EXPLANATIONS	
ACCOUNT #	ACCOUNT DESCRIPTION	AMOUNT	(include a brief description - limited to 100 characters)	
100-522110-112	Overtime Wages	\$35,549	Obtained grant money for traffic enforcement overtime	
100-522110-350	Minor Equipment	\$4,562	Obtained grant money to purchase computer docking stations for all marked squads	

Total Funds Needed: \$40,111

FUNDS OBTAINED FROM			EXPLANATIONS	
ACCOUNT #	ACCOUNT DESCRIPTION	AMOUNT	(include a brief description - limited to 100 characters)	
100-435210-000	Law Enforcement Grant	\$40,112	Obtained grant money, not budgeted	

Total Funds Obtained From: \$40,112


 Department Head/Division Manager

8/23/12
 Date

Department Head/Division Manager

Date

Department Head/Division Manager

Date


 Finance Director

8/24/12
 Date

Village Administrator

Date

Village President

Date

Entered By

Date

VILLAGE OF PLEASANT PRAIRIE

Budget Amendment Request - *Board Approval Needed*

DEPARTMENT: Fire & Rescue

#4

BUDGET YEAR: 2012

DATE REQUESTED: 8/1/2012

FUNDS NEEDED			EXPLANATIONS
ACCOUNT #	ACCOUNT DESCRIPTION	AMOUNT	(include a brief description - limited to 100 characters)
100-522210-275	Fire Sprinkler Plan Review	\$8,100	Increased number of sprinkler and fire alarm installations have generated additional reve...
100-522210-350	Minor Equipment	\$3,080	Cost of Knox Boxes which is offset by the revenue that is generated from their sales

Total Funds Needed: \$11,180

FUNDS OBTAINED FROM			EXPLANATIONS
ACCOUNT #	ACCOUNT DESCRIPTION	AMOUNT	(include a brief description - limited to 100 characters)
100-443004-000	Fire Dept. Permits	\$8,100	Increased number of sprinkler and fire alarm installations have generated additional revenue
100-443004-000	Fire Dept. Permits	\$3,080	Revenue received from the sales of Knox Boxes

Total Funds Obtained From: \$11,180



 Department Head/Division Manager

8-21-12

 Date

 Department Head/Division Manager

 Date

 Department Head/Division Manager

 Date



 Finance Director

8/22/12

 Date



 Village Administrator

8-23-12

 Date

 Village President

 Date

 Entered By

 Date

1565

RESOLUTION #12-28

**RESOLUTION RELATING TO AMENDMENT
OF THE 2012 BUDGET**

WHEREAS, the Village Board of the Village of Pleasant Prairie, authorizes amendments to the 2012 Budget, and;

WHEREAS, it is necessary to *make* certain adjustments in departmental budgets prior to the end of the fiscal year, and;

WHEREAS, certain expenses of the Police department, Fire & Rescue department, and the Municipal Court has exceeded budget, but has been offset by an increase in revenue;

WHEREAS, a budget amendment is necessary to increase budgeted expenses and respectively increase budgeted revenue the same amount to compensate for the increase in expenses and;

WHEREAS, the IT department budgeted for police software maintenance, which should have been budgeted for and paid by the Police department and;

WHEREAS, a budget amendment is necessary to move budgeted dollars between the IT and Police department and;

WHEREAS, the 2012 budget in total remains unchanged;

NOW, THEREFORE, BE IT RESOLVED that the Village Board of the Village of Pleasant Prairie hereby authorizes amendments to the 2012 Budget.

Passed this 4th of September, 2012

John P. Steinbrink, President
Village of Pleasant Prairie

Attest:

Jane M. Romanowski, Village Clerk



Office of the Village
Director of Public Works
John Steinbrink, Jr.

To: Michael Pollocoff
From: John Steinbrink, Jr.
Subject: Ordinance Revision §305-6 Concrete Driveways
Date: August 28, 2012

The Public Works Department is requesting a revision to Ordinance §305-6, Concrete Driveways, to clarify specific limits regarding concrete driveway approach construction connecting to rural profile streets.

* * * * *

ORDINANCE NO. 12-30

ORDINANCE TO AMEND CHAPTER 305
OF THE MUNICIPAL CODE OF THE
VILLAGE OF PLEASANT PRAIRIE,
KENOSHA COUNTY, WISCONSIN
RELATING TO CONCRETE DRIVEWAYS

BE IT ORDAINED AND ESTABLISHED by the Board of Trustees of the Village of Pleasant Prairie, Kenosha County, Wisconsin that Section 305-6 of the Municipal Code be amended as follows:

§ 305-6. Concrete driveways.

On municipal streets that are constructed to a rural profile, concrete driveways are not permitted ~~in the public right-of-way~~ from road edge to five (5) feet from the ditch centerline.

A. Rural profile streets. On municipal streets that are designed and constructed to a rural profile, the construction of a concrete driveway ~~within from the right-of-way~~ road edge to five (5) feet of the ditch centerline is prohibited. The only improved surface that connects a private drive to this type of public street is either asphaltic cement or No. 2 crushed limestone, compacted with screenings. Nothing in this section shall be construed to limit the construction of a concrete cement driveway on private property. In addition, the width of a driveway between the paved or gravel street edge and the property line shall be a minimum of 12 feet and a maximum of 24 feet; however, a maximum radius of three feet is allowed where the driveway meets the street edge. In no case shall a driveway extend into the right-of-way so as to cross the extension of the side property line unless approved by the ~~Superintendent of Streets~~ Director of Public Works.

B. Urban profile streets. On municipal streets that are designed and constructed to an urban profile, the construction of a concrete driveway is permitted within the right-of-way. The only type of improved surface that connects a private drive to this type of public street is either asphaltic cement or concrete cement. In addition, the width of a driveway between the street pavement and the property line shall be a minimum of 12 feet and a maximum of 24 feet; however, a maximum radius of three feet is allowed where the driveway meets the street edge. In no case shall a driveway extend into the right-of-way so as to cross the extension of the side property line unless approved by the Superintendent of Streets.

C. The Director of Public Works will make the determination when the ditchline is not present.

Passed and adopted this 4th day of September,, 2012.

VILLAGE OF PLEASANT PRAIRIE

John P. Steinbrink, President

ATTEST:

Jane M. Romanowski, Clerk

Posted: _____

ORDINANCE NO. 12-31

**ORDINANCE TO AMEND CHAPTER 250-3
OF THE MUNICIPAL CODE OF THE
VILLAGE OF PLEASANT PRAIRIE,
KENOSHA COUNTY, WISCONSIN
RELATING TO FIREARM AND WEAPON REGULATONS**

BE IT ORDAINED AND ESTABLISHED by the Board of Trustees of the Village of Pleasant Prairie, Kenosha County, Wisconsin that Section 250-3 C. of the Municipal Code is created to read as follows:

§ 250-3. Discharge of firearms restricted.

- A. No person shall fire or discharge any firearm, air rifle, spring gun or air gun (commonly referred to as BB guns, dart guns, pellet guns or paintball guns) of any description or fire or discharge any instrument, bow and arrow, crossbow, slingshot or other weapon or device capable of discharging a single projectile, including an arrow, except this section shall not apply to the following:
- (1) Any authorized officer of the law in the performance of his duties.
 - (2) At a shooting range, shotgun trap or skeet-shooting field, archery range, shooting gallery or public or private sportsman's range or club approved by the Village Board.
 - (3) Gun salutes as a special function at a parade, program or funeral.
 - (4) The discharge of blank cartridges in a firearm suitable for their safe use when utilized as a starting signal device at athletic events or as a prop in any stage performance.
 - (5) Hunting.
 - (a) The discharge of a shotgun or use of a bow and arrow for hunting wild animals and birds under licenses issued pursuant to Ch. 29, Wis. Stats., including the hunting of deer during the State of Wisconsin gun and bow and arrow deer seasons.
 - (b) Anyone engaged in the discharge of a shotgun or use of bow and arrow for hunting wild animals and birds under this section shall comply with all state statutes and rules promulgated by the Department of Natural Resources pertaining to game, including but not limited to the following:
 - [1] State-designated hunting seasons, times, and zones.
 - [2] State limits on the number of game obtained per season.
 - [3] Safety measures.
 - [4] Acquisition of necessary permits and licenses.
 - [5] Penalties and fines for violations and noncompliance

B. Transporting weapons.

- (1) No person shall possess, use or transport, while on the lands of another, within the Village, any firearm, air gun or other weapon or device capable of discharging a missile, unless the express permission of the owner or occupant of such land has been first obtained.

C. Hunting and Trapping Prohibited. Hunting and/or trapping on all Village owned property is prohibited.

Passed and adopted this 4th day of September, 2012.

VILLAGE OF PLEASANT PRAIRIE

John P. Steinbrink, President

Attest:

Jane M. Romanowski, Clerk

Posted:

MEMORANDUM

TO: Village Board of Trustees

FROM: Jane M. Romanowski
Village Clerk

DATE: August 30, 2012

RE: Radigan's Restaurant request for an temporary outdoor extension of its liquor license premise for a private event October 5, 2012

In April, 2010, the Village Board concurred with staff's recommendation to repeal the outdated Municipal Code provision available to Class B liquor license establishments to request a temporary extension of a licensed premise to an outdoor area. Attached is the memorandum and Ordinance amendment presented in 2010 for your reference.

Radigan's Restaurant, 11712 Sheridan Road, has submitted the attached request to extend its liquor license premise to an outdoor tent for one private event October 5, 2012. The tent would be located in the parking area at the back of the building.

The Village Board has the authority to amend a premise description for any liquor license and it is my recommendation that this request be granted. If approved, an additional license for the one day private event will be issued in the same format as the current license which references compliance with all state laws and Village ordinances and will specifically describe the hours and location of the temporary premise.

* * * * *

Attachments

MEMORANDUM

TO: Village Board of Trustees

FROM: Jane M. Romanowski
Village Clerk

DATE: March 31, 2010

RE: Repeal Chapter 194-6 P. of the Municipal Code relating
to a temporary outdoor extension of a liquor license premise

Recently staff discussed an ordinance which has been in effect since June 1990 that sets forth regulations and restrictions for an establishment holding a liquor license to temporarily extend a licensed premise to an outdoor area for a specific event. The law defines a premise description on a liquor license to be where alcohol beverages will be sold, served, consumed or stored. This extension would only required if an outdoor area was not included in a premise description on a current license.

The last outdoor extension permit granted by the Village Board was in September 1996 to the Wooden Nickel for a pig roast. Prior to that time, the Board approved temporary outdoor extensions of a licensed premise to both Kreuser's Lagoon and Bohat's for special events. The Lagoon and Bohat's no longer exist as the buildings have been removed from these two properties.

While the intent of this ordinance was to permit special events it could be used in a manner that is disruptive to neighborhoods or determined by a court of law to be applicable for a use other than for special events. Staff recommends the Village Board follow the statutory authority which defines premises for liquor licenses as a means to control where alcohol is sold, served, consumed or stored rather than through a special Village ordinance. The Village Board has the discretion to approve or disapprove a requested liquor license premise description, for indoor or outdoor areas, at any time without going through the revocation process and, therefore, it is staff's recommendation to repeal Chapter 194-6 P. of the Municipal Code.

* * * * *

ORDINANCE #10-25

**ORDINANCE TO REPEAL
CHAPTER 194-6 P. OF THE MUNICIPAL CODE
VILLAGE OF PLEASANT PRAIRIE,
KENOSHA COUNTY, WISCONSIN
RELATING TO AN OUTDOOR EXTENSION OF A
LIQUOR LICENSE PREMISE**

BE IT ORDAINED AND ESTABLISHED by the Village Board of Trustees, of the Village of Pleasant Prairie, Kenosha County, Wisconsin that Chapter 194-6 P. of the Municipal Code is hereby repealed in its entirety.

~~P. Outdoor extension of "Class "B" intoxicating liquor or reserve "Class B" intoxicating liquor and Class "B" fermented malt beverage licenses.~~

~~(1) Permission required. No holder of a retail "Class B" liquor license, reserve "Class B" liquor license or Class "B" fermented malt beverage license may operate under said license(s) in any outdoor area, unless not said outdoor area was included in a description of the licensed premises on a current license(s), without first having obtained the permission of the Village Board therefor in accordance with the terms and conditions set forth below. The granting of permission hereunder shall result in the outdoor area becoming a part of the description of the licensed premises, with said outdoor area also being subject to all state and Village laws, rules, regulations and lawful order governing the licensed premises.~~

~~(2) Application. Application for an outdoor extension of a retail "Class B" liquor, reserve "Class B" liquor and/or Class "B" fermented malt beverage license shall be made to the Village Clerk on forms furnished by the Village Clerk. The application shall include a map describing the outdoor area sought to be included within the description of the licensed premises.~~

~~(3) Definition of "outdoor area" as used herein. "Outdoor area" shall mean an area, whether or not enclosed by a roof, which is open to the elements, and which is not constructed for year round use.~~

~~(4) Requirements. An application for an outdoor extension of a retail "Class B" liquor, reserve "Class B" liquor and/or Class "B" fermented malt beverage license may not be approved by the Village Board unless the following terms and conditions are complied with:~~

~~(a) The outdoor area sought to be included within the description of a licensed premises shall not:~~

~~[1] Lie within a residentially zoned area of the Village.~~

~~[2] Be within a parcel of property the boundaries of which abut a residentially zoned area of the Village.~~

~~[3] Have boundaries within 100 feet of any family dwelling unless the only dwelling within 100 feet of said boundary is occupied by the applicant and/or his or her immediate family and no others.~~

~~(b) Any or all prohibitions set forth in Subsection [P\(4\)\(a\)\[1\]](#) and [\[3\]](#) above may be waived by the Village Board if the area in the Village is zoned commercial. Any applicant for a waiver pursuant to this subsection must file with his or her application a list of names and addresses of all property owners residing within 100 feet of the boundaries of the outdoor area sought to be included within the description of the licensed premises. The application, along with the list of names, shall be filed with the office of the Village Clerk no later than 14 days before final action of the Village Board. Upon receipt of an outdoor extension application and list of property owners within the prescribed one hundred foot radius of the subject licensed premises, the Village Clerk will notify all property owners named on the subject list. Said notice shall inform the addressee of date, time and location of the Village Board meeting where the matter of the application shall be discussed.~~

~~(c) There shall be a six foot solid fence surrounding the outdoor area sought to be within the description of the licensed premises which shields it from view. The Village Board, upon written request, may waive this requirements where the licensed premises including the outdoor area equal or exceed one acre in size, or where the licensed premises is operated as a restaurant within the meaning of Ch. [125](#), Wis. Stats. The fencing requirement may be waived upon request for that portion of the boundary of the area sought to be within the description of the license, which has a commercial building directly abutting and contiguous to the boundary.~~

~~(d) The Building Inspector or his or her designee shall investigate each application under this chapter for compliance with all Building and Zoning Codes. Editor's Note: See Ch. [370](#), Building and Mechanical Code, and Ch. [420](#), Zoning.~~

~~(5) Restrictions governing the use of the outdoor area included within the description of the licensed premises.~~

~~(a) Cabaret licenses shall not apply thereto.~~

~~(b) There shall be no amplified music or sound. The Village Board, upon written request, may waive this prohibition where the licensed premises, including the outdoor area, equals or exceeds one acre in size. Amplified music or sound, if waived by the Village Board, shall not exceed 55 decibels at the property line.~~

~~(c) Any lighting of the outdoor area must be shielded so as not to shine directly onto adjoining property or create glare which is distracting to adjoining property owners or occupiers.~~

~~(d) The licensee shall be responsible for cleaning litter from abutting properties which was deposited by patrons.~~

~~(e) No glass containers shall be utilized for the service of food or beverages within the outdoor area.~~

~~(f) Any separate bar operating within the outdoor area shall be operated in conformity with Ch. [125](#), Wis. Stats., and this chapter of the Code of the Village of Pleasant Prairie.~~

~~(6) Closing hours. Any outdoor area included within the description of the licensed premises pursuant to this chapter shall be closed for business during the hours of 8:00 p.m. to 10:00 a.m. However, a request may be made by the license holder to the Village Board for an extension of the closing hour to 10:00 p.m.~~

~~(7) Processing fee. At the time of each application for permission hereunder, applicant shall pay to the Village Clerk a processing fee of \$50.~~

~~(8) Scope of use. The Village Board, upon notice and hearing and following review and recommendation by the Village Clerk, may limit the scope and use of the outdoor area included or sought to be included within the description of the licensed premises, either in the process of the original approval or after the initial approval of the application for an extension of a license to an outdoor area. The limitation imposed may provide for a limitation on the activities permissible within the outdoor area during part or all of the time which the outdoor area is permitted to be or remain open. After the initial granting of permission for an outdoor area being included within the description of the licensed premises under this chapter, the Village Board, in order to protect the rights of abutting owners and occupiers of land, may limit the closing hours of outdoor areas to any hours between 8:00 p.m. and 10:00 p.m.~~

~~(9) Temporary permits. The Village Board may temporarily extend a retail "Class B" liquor, reserve "Class B" liquor and/or fermented malt beverage license to an outdoor area for up to three days in any calendar year and waive the requirement of Subsection [P\(4\)\(b\)](#) of this section. There shall be a processing fee of \$50 for each such application.~~

Passed and adopted this 5th day of April, 2010.

VILLAGE OF PLEASANT PRAIRIE

John P. Steinbrink, President

Attest:

Jane M. Romanowski, Clerk

Posted: _____

August 29, 2012

Dearest Board Members:

I am writing this letter in hopes of being able to hold a temporary outdoor liquor license for Ray Radigan's Restaurant on the day of Friday, October 5th. The license would be necessary to have a wedding on our property. Alejandro Estrada is getting married, he is the son of our Chef, Pascual Estrada. Pascual has been with us for just short of twenty years and is truly part of our family. I would really love to be able to have this wedding for family.

The wedding would be held here at night. And with 150 people we felt the wedding would have a lot more room having a tent behind the restaurant. The restaurant will be closed to the public, so there would be no interaction with "outside" people. And the wedding party wanted a cash bar so I will still be charging people to drink, which still fits within the liquor license.

If you would be so kind to consider this temporary license for our restaurant I would greatly appreciate it. Thank you very much.

Warmest regards, I remain cordially,


Mary S. Radigan

RECEIVED
AUG 29 2012
PLEASANT PRAIRIE

**CLERK'S CERTIFICATION OF
BARTENDER LICENSE APPLICATIONS**

Period Ending: August 28, 2012

I, Jane M. Romanowski, Village Clerk of the Village of Pleasant Prairie, Kenosha County, Wisconsin, do hereby certify the following persons have applied for bartender licenses and **each applicant is in compliance with the guidelines set forth in Chapter 194 of the Municipal Code.** I recommend approval of the applications for each person as follows:

NAME OF APPLICANT

LICENSE TERM

- | | |
|------------------------|--------------------|
| 1. Meghan R. LaForge | thru June 30, 2014 |
| 2. Jonathan A. Melcher | thru June 30, 2014 |

Jane M. Romanowski
Village Clerk