PUBLIC NOTICE

AGENDA FOR REGULAR VILLAGE BOARD MEETING #2025
Tuesday, January 7, 2020 at 7:00 PM
Village Hall Board Room, 12621 W. Hampton Avenue

PLEASE TAKE NOTICE that a Regular Meeting of the Butler Village Board will be held on the 7th day of January, 2020 at 7:00 PM at the Village Hall Board Room, 12621 W. Hampton Avenue, Butler, Wisconsin, at which time and place the following items of business will be considered and possibly acted upon:

I. Pledge of Allegiance

II. Roll Call

III. Persons Desiring to be Heard

IV. Consent Agenda:
Note: Prior to voting on the Consent Agenda, items may be removed at the request of any Trustee and be placed on the agenda under New Business.

1) December 3, 2019 Regular Village Board Meeting Minutes
2) Bartender License: None

V. Communications

VI. Committee Reports
a. Park & Recreation Commission

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VII. Report of the Administrator

VIII. New Business
A) Presentation of the first draft of the Butler Strategic Plan.

IX. Adjournment

Dated: December 31, 2019

VILLAGE OF BUTLER

Patricia Tiarks, President

Kayla Chadwick, Administrator/ Clerk

Notice: It is possible that members of, and possibly a quorum of, other governmental bodies of the Village may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to in the above notice .Please note that, upon reasonable notice, good faith efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact the Village Administrator /Clerk at 262-783-2525 at least 24 hours in advance of the meeting.

Minutes.Agenda 01-07-2020 #2025

MINUTES OF THE BUTLER VILLAGE BOARD REGULAR MEETING #2023 December 3, 2019

Minutes not formally approved until Regular Board Meeting on January 7, 2020

Village President Patricia Tiarks called the Board Meeting to order at 7:00 PM at the Village Hall Board Room.

PLEDGE OF ALLEGIANCE

ROLL CALL

Present: Village President Patricia Tiarks, Trustees, Thomas Sardina, Jerry Orvis, Mark Holdmann, Paul Kasdorf William Benjamin and Michael Thew

Also present: Administrator Kayla Chadwick, Chief David Wentlandt

PERSONS DESIRING TO BE HEARD - Charlene Benjamin, 12920 W. Hampton Ave., informed staff of Christmas parade and celebration being held on Saturday, December 7, 2019 and needs help with Bingo promotion.

CONSENT AGENDA:

1) November 19, 2019 Regular Meeting Minutes
2) Bartender License: Shannon M. McKeon Bottoms Up

Motion by Kasdorf, seconded by Orvis to adopt the consent agenda. Motion carried unanimously.

COMMUNICATIONS – Chief Wentlandt announced Citizen Commendation recommendations.

COMMITTEE REPORTS

Public Safety Committee

Trustee Benjamin reported on the Police and Fire Department reports.

Park & Recreation Committee

Trustee Orvis reported the Park & Recreation Committee met on November 20, 2019 and various items were discussed.

REPORT OF THE ADMINISTRATOR: Administrator Chadwick reported that the property taxes, and water bills have been sent out, our department has been preparing for the Audit preliminary field work next week Tuesday, December 10th and Wednesday, December 11th and reminded staff of the Employee Appreciation lunch next Thursday, December 12, 2019.

NEW BUSINESS

A) Motion by Benjamin; second by Holdmann to approve the Poll Worker List from January 1, 2020 to December 31, 2021 according to Wisconsin Statute 7.30(4). Motion carried unanimously.
B) Motion by Kasdorf; second by Sardina to approve Ordinance 19-08; an Ordinance Repealing Section 32-80 of the Municipal Code with regard to Parking in Metered Spaces. Motion carried unanimously.
C) Motion by Kasdorf; second by Sardina to approve Ordinance 19-09; an Ordinance Amending Section 32-85 of the Municipal Code with regard to Parking Duration Limited on Certain Streets During Certain Hours. Motion carried unanimously.
D) Motion by Kasdorf; second by Sardina to approve Ordinance 19-10; an Ordinance Amending Section 32-82 of the Municipal Code with regard to Municipal Parking Lots. Motion carried unanimously.
E) Motion by Kasdorf; second by Sardina to approve Ordinance 19-11; an Ordinance Amending Section 32-78 of the Municipal Code with regard to Parking Prohibited At All Times in Certain Public Areas. Motion carried unanimously.

ADJOURNMENT

Motion by Orvis; second by Holdmann to adjourn. Motion carried unanimously. The meeting was adjourned at 7:21 PM.

Submitted by:
Kayla Chadwick, Village Administrator/Clerk

Approval Date: _____ Correction/Amendment

DRAFT Strategic Plan

Detailed Notes from August 14 and 26th Strategic Planning Retreat

2020-2024 Strategic Plan

Mission: *Defines the fundamental purpose of an organization, succinctly describing why it exists*

Option 1: The Village of Butler's mission is to provide a safe and inviting community that provides service with integrity and excellence

Vision: Outlines what the organization wants to be in 3 to 5 years?

Option 1: The Village of Butler is a full service community that provides the highest quality of services to all residents and visitors. The Village prides itself on an inclusive, ethical and transparent workforce that are dedicated to providing for the needs and safety of the Village. ~~The Village is a leader in effective service delivery, is a regional destination offering a wide variety of recreational and business opportunities.~~

Values

- As a Village, what do you value?
- What do you look for from leadership and staff?
- What are the top characteristics of the "ideal staff and leader?"

1. **Leadership (2)**
   TBD
2. **Integrity (2)**
   TBD
3. **Excellence in Customer Service (2)**
   TBD
4. **Communication**
   TBD
5. **Forward Thinking**
   TBD
6. **Financial Responsibility**
   TBD
7. **Transparent**
   TBD

I. Improve Our Communications

Lead: *Kayla Chadwick*

Issues: *We need to more effectively tell our Village story*
Often citizens do not understand what it takes to accomplish something in the Village
Older residents often do not access electronic posts
We need to build Village camaraderie and knowledge of community events and local businesses

Future State: *Village resident and businesses are informed of Village operations, are actively engaged in how the community operates and receive communications frequently and in multiple mediums. Feedback and participation in the decision making process are encouraged.*

A. Develop a Comprehensive Communications Plan (KC - 2020Q1)

1. Develop schedule of regular communications by audience
   a. Village Board
   b. Staff
   c. Business
   d. Residents
2. Develop communication strategy to older residents (KC - 2020Q2)
3. Generate knowledge and understanding of Village routine issues and decisions (KC - 2020Q3)
4. Personalize communication to trustees (KC - 2020Q2)
5. Implement Communications plan (online/in person/print) (KC - 2020Q2)

B. Increase Understanding of Village Government

1. Develop and deliver a Budget 101 Class - understanding where your tax $ goes (2020Q4)
2. Hold a "Ask the Administrator" session once a quarter. (KC- starting 2020Q2 and then ongoing)
3. Day with DPW educational type event. (2020TBD)

C. Improve the Promotion and Pride for Butler

1. Develop and implement a property maintenance / pride and Community engagement (TBD)

D. Improve External Communications

1. Implement an electronic sign (2020)
2. E-Caboose (2020)
3. Paper caboose (2020)
4. Post in library (2020)

E. Improve Internal Communications

1. Implement regular, face to face Department Head meeting (2020Q2)
2. Streamline electronic weekly updates (2020)

F. Better Recognize Staff

1. Implement a staff recognition program (2020)
2. Develop opportunities for "unscripted" or informal employee recognition across depts - Utilize Social Media if ok with employee. (2020)
3. Recognize staff for excellence (2020)
   a. Merit pay
   b. Gift cards
4. Recognize employees contributing to and encouraging to make improvements/innovations (2020)
5. Ensure resident and business feedback is forwarded onto staff (2020)
6. Annual Employee Appreciation Luncheon (ongoing)

Key Performance Indicator	Comment
☐ *Persons attending public meetings*	
☐ *# of e-newsletters send, mailed, posted*	
☐ *# of subscribers to e-newsletters*	
☐ *# of employee recognitions*	

II. Create Pride in Property and Strengthen Public Safety

Lead: *Kayla Chadwick, Chief Wentlandt, Jim*

Issues: *Some properties are not kept up to standards*
We sometimes do not enforce property maintenance issues on a regular basis.

Future State: *Village resident and businesses properties are well maintained and creates pride in our Village.*
Butler is a safe environment to live, work, and play

A. Strengthen Property Maintenance Code and Enforcement

1. Increase / improve the enforcement of property maintenance codes – (2020 and ongoing)
2. Refine property maintenance process and code - EOY 2020 - VB/KC
3. Streamline and improve the process – "Process is cumbersome and confusing," "Property maintenance - no ways of doing it, faster results"

B. Develop Incentives for Businesses and Residents

1. Investigate matching grant to businesses for external improvements (TBD)
2. Investigate matching grant to residents for external home improvements (TBD)
3. Develop positive recognition for maintained and/or improved property – "Pride Property of the Month" article in Social Media (TBD)
4. Improve Hampton Ave (business district) appearance and perception (TBD)

C. Increase Residential Enforcement

1. Strategically increase the patrol of residential streets (2020Q1)
2. Develop expectations/Guidance materials (2020Q1)
3. Traffic control needs (signs) analysis (2020Q3)

D. Improve Law Enforcement Engagement

1. Survey residents and business on "public safety/law enforcement" needs (2021 Q1)
2. Increase participation in law enforcement outreach (Coffee with a Cop) (2020 Q3)
3. Develop and implement Residential/Business Security Initiatives (2020 Q3)
   a. Vacation Check
   b. Officer on Patrol
   c. Home Camera Registration
4. Identify chronic nuisance properties, strengthen nuisance ordinance, and engage residents/property owners to self-mediate issues prior to Village involvement. (2021 Q1)

Key Performance Indicator	Comment
☐ *Code enforcement officer hired and trained*	
☐ *# of code of enforcement cases investigated*	
☐ *Creation of Citizen Advisory Group*	
☐ *TBD*	

III. Improve Community Involvement and Engagement

Lead: *Kayla Chadwick, Chief Wentlandt, Jodi, Robin, Jim*

Issues: *Lack of engagement/involvement and volunteers for Community events*
We need to connect young families, residents, and businesses to each other and the Village
Need to build civility within the community
Want to attract young families to the Village and make them feel welcome

Future State: *Village residents and businesses are actively involved in the Community and there is a mutual respect and support.*

A. Increase Volunteers and Community Involvement

1. Establish a Volunteer Network (2021Q3)
2. Promote benefits of volunteering and match volunteers with their skill sets.
3. Create and promote resident advisory groups. (TBD)

4. Market to volunteers that reside outside of the Village.

B. More Effectively Welcome New Business and Residents

1. Develop "Welcome to Butler" Packets Outreach (2021Q1)
2. Develop and deploy a "Shout out" for new businesses in Village communications. (TBD)
3. Create and maintain a business directory (TBD)

C. Improve Participation and Promotion of Village Activities

1. Get business community involved in the planning and execution of Community events (2020 TBD)
2. Promote business sponsorship of Village activities.

Key Performance Indicator	Comment
☐ *# of village activities*	
☐ *# of volunteers*	
☐ *# of meeting attendees*	

IV. Strengthen the Business Community

Lead: *Kayla Chadwick – Village Board*

Issues: *We need the intentional seeking of new business, courting certain kinds that we deem desirable*
Not enough support of current business by Village and residents
There is no entity that coordinates Village businesses (no Chamber)

Future State: *The Village's business community is thriving and diverse to meet the needs and wants of the community as a whole.*

A. Support Existing Businesses

1. Establish a Business Outreach Committee/Taskforce (2021Q3) – start the process for a revitalized Chamber
2. Encourage and develop events that connect local businesses with residents
   a. Concerts in the park
   b. Beer garden / food trucks in the park
   c. Promotion of "Shop Local" "Small Business Saturday"
3. Develop a Butler business directory in Welcome Packet
4. Village Board engage and network with businesses

B. Attract New Business to Butler

1. Survey residents on business needs. Communicate challenges to diversifying business population. (Q1 -2021)
2. Produce and publish a "Business Welcome Guide" to promote Butler and our regional opportunities (Q4-2020)
3. Work with building owners when a building becomes vacant to identify and mutually beneficial business type. (ongoing)
4. Review and revise zoning ordinances to promote economic diversity. (2022 Q1)

C. Strengthen Economic Development Partnerships and Collaboration

1. Collaborate with other organizations to implement Economic Development priorities (ongoing)
   a. Waukesha County Center for Growth
   b. School District
   c. Area Chamber of Commerce
   d. City of Brookfield, Village of Menomonee Falls, City of Wauwatosa
2. Collaboratively develop and deliver marketing and education (see Goal I)
   a. Market the Village to encourage development
   b. Encourage young professionals and middle-class families & commuters to make Butler their home
   c. Market the benefits of starting a new business

Key Performance Indicator	Comment
☐ *TBD*	
☐	
☐	

V. Develop Community Recreation Programs and Activities

Lead: *Kayla Chadwick*
Issues: *There is significant demand for "summer park and rec programs we had as a kid"*
There is a demand for non-traditional services i.e. splash pad/food trucks, etc
Future State: *Kids and adults have opportunities for "cool things to do"*

A. Develop Partnerships and Build the "Recreation Team"

1. Establish a collective "programming" team (TBD)
    a. Library Programs
    b. YMCA Programming
    c. Boys and Girls Club
    d. Other Non-profits
2. Partner with existing programs/communities (TBD)
3. Survey residence (sic) about wants/needs (2020Q3)
4. Expand Holiday Celebrations (2020)
    a) After parade 4th of July events
    b) Holiday tree lighting, etc

B. Develop Park and Recreation Programs for Children

1. Design and implement activities for:
    a. School age children/families
    b. Teens
    c. Community
    d. Tweens
2. Develop and promote a Community Beer garden/food truck fest (TBD)

Key Performance Indicator	Comment
☐ *# of participants / attendees by age group*	
☐ *#*	
☐	

VI. Strategically Invest, Improve and Maintain Roads and Infrastructure

Lead: *Jim and Kayla Chadwick*
Issue: *Limited resource for roads and infrastructure*
Future State: *We have a thoughtful plan and investment for the update of our aging infrastructure*

A. Execute the 20 Year Road Plan

1. Publicize 20 year plan (2020 Q2)
    a. Dedicated page on website.
2. Regular updates on yearly work plan (2020 Q2)
3. Communicate funding challenges – ongoing
4. Continue replacement / expansion programs
    a. Streets
    b. Utilities

B. Address Parking Issues

1. Remove parking meters (2020 Q1)
2. Communicate the why and the how with residents and businesses

Key Performance Indicator	Comment
☐ *Average road PACE rating*	
☐ *Road miles replaced/upgraded*	
☐ *# of water main replaced*	
☐ *# of streets replaced*	
☐ *Amount of $ borrowed for projects*	

VII. Develop Our Staff

Lead: *Kayla Chadwick, Chief Wentlandt*

Issue: *We are short staffed in key areas (DPW and Police) due to increase in demand*

Future State: *We have adequate staffing and talent to meet or exceed the needs of the Village. Employees are engaged in their workplace and feel a sense of appreciation and loyalty to their work.*

A. Address Staffing Needs

1. Increase DPW staff
2. Increase police staff

B. Develop a Succession Plan

1. Develop a plan for how to retain institutional knowledge (document processes, transition roles and cross-train, etc.) (TBD)
2. Police Department Command Staff
3. DPW Supervisor
4. Court

C. Evaluate Staff Wages

1. Possible Comp/Class study (TBD)
2. Explore non-cash incentives (additional vacation time off, flexibility in work schedule, etc) (TBD)

D. Develop Our Staff

1. Identify employee wants and needs for additional training both inside and outside the scope of their current duties. (TBD)
2. Develop a cross training plan of key employees and services to ensure service continuity. (TBD)
3. Develop and instill a "Customer Service" philosophy and basic guidelines for interacting with the public. (TBD)
4. Annual sexual harassment training for all employees. (TBD)
5. Develop and deploy annual Safety training for all employees. (TBD)

Key Performance Indicator	*Comment*
☐ *Adopted succession plan*	
☐ *Addition of new staff*	
☐ *# of training events per year*	

Detailed Strategic Plans by Group

Group 1 Strategic Plan

Mission:

Provide a safe and inviting community that provides service with integrity and excellence.

Values:

1. Leadership (2)
2. Integrity (2)
3. Excellence in customer service (2)
4. Communication
5. Forward Thinking
6. Financial Responsibility
7. Transparency

#1 Communication

a. Generate knowledge and understanding - ongoing
b. Regular comm w/ board/staff/rosi/business - ongoing
c. Develop communications plan - Q1 - 2020 - KC
d. Implement Communications plan (online/in person/print) Q2 - 202 - KC

#2 - Public Safety and Appearance

a. Patrol of residential streets - Q1 - 2020
b. Expectations/Guidance - Q1 - 2020
c. Property maintenance - enforcement of codes - ongoing
d. Refine property maintenance process and code - EOY 2019 - VB/KC
e. Traffic control needs (signs) analysis - Q3 - 2020

#3 - Engagement and Involvement

a. Establish volunteer network - Q3 - 2021
b. Business outreach committee/task force - Q3 - 2021
c. "Welcome to Butler" packets - outreach - Q1 - 2021
d. Budget 101 class - understanding where your tax $ goes - Q4 - 2020

#4 - Roads and Infrastructure Improvements

a. Publicize 20 year plan - Q2 - 2020
b. Regular updates on yearly work plan - Q2 - 2020
c. Communicate funding challenges - ongoing

#5 - Park and Rec Programs

a. Survey residence (sic) about wants/needs - Q3 - 2020
b. Recruit committee members - Q4 - 2019
c. Recruit Volunteers

Group 1 - Detailed Activity Notes

A. **Proud**
   1. Budget
   2. Road const.
   3. Community involvement
   4. Full staff until recently
   5. Financial success/stability

6. Capital planning
7. Bill
   a. Low tax rate
   b. Roads/infrastructure
8. The park/community building and appearances
9. Accomplishing my workload

B. External Factors

1. Safe environment to live, work and play
2. Crime, property maintenance
3. Continue to replace roads and infrastructure
4. Business development – village wide
5. Citizen involvement

C. Customers/Gaps

Lead Customers

1. Long term property owners
   a. Property maintenance
   b. To facilitate the ___ of ___ to older residents
   c. Traffic improvement in residential
2. Small business
   a. Safer community perception
   b. Process cumbersome and confusing

Target Customers

1. Young families
   a. Want large houses – larger lots
   b. Demand for non-traditional services ie splash pad, food truck
2. Diversified Businesses
   a. Location
   b. Current business make up

D. Village Board Gaps

a. Personalized communication to trustees
b. Communication on routine issues

E. Staff Needs Gaps

a. Wages
b. Job security

F. Culture, Process, Measures

a. None

Group 1 – Grouped Sticky Notes

#1 Communication

1. Personalized communication to trustees
2. Communication on routine issues
3. Do not understand what it takes to accomplish anything
4. To facilitate the delivery of info to older residents

#2 Public Safety

1. Property maintenance (3)
2. Staffing (2)
3. Safe environment to live, work, play
4. Traffic enforcement in residential areas
5. Job security
6. Technology
7. Process is cumbersome and confusing
8. Property maintenance - no ways of doing it, faster results

9. Crime

#3 Engagement/Involvement: A. Residential B. Business

1. Young families
2. Want large houses - larger lots
3. Long term property owners
4. Soften community perception
5. Different values/vision/etc
6. Conflicting priorities
7. Community involvement - full staff until recently
8. Citizen involvement
9. Lack of volunteers for events
10. Getting volunteers
11. Community involvement
12. Community pride (property maintenance)
13. Lack of engagement/involvement

#4 Roads Infrastructure

1. roads/maintenance
2. Parking meters
3. Parking issues
4. Continue to replace roads and infrastructure

#5 Park/Rec

1. The park/community building and appearances
2. Park and rec programs
3. Demand for non-traditional services i.e. splash pad/food trucks

Budget

1. Road Construction
2. Wages
3. Financial Success/Stability
4. Capital planning
5. Bill - low tax rate
6. Roads/infrastructure
7. Responsible budgeting
8. Numbers gap

LI

1. Police services
2. DPW staffing
3. Succession planning

Group 2 Strategic Plan

Values:

1. Leadership (2)
2. Integrity (2)
3. Excellence in customer service (2)
4. Communication
5. Forward Thinking
6. Financial Responsibility
7. Transparency

I. **Improve Communication**
   - A. **Internal**
     1. Dept head mtg, face to face (2019)
     2. Weekly updates electronically (2019)
   - B. **External**
     7. Electronic sign (2020)
     8. E-caboose (2019)
     9. Paper caboose (2019)
     10. Post in library (2019)

II. **Create Pride in Property**
   - A. **Residential (code enforcement)**
     1. Matching grant to residents for external home improvements
     2. Positive recognition for maintained and/or improved property
   - B. **Business (code enforcement)**
     1. Matching grant to residents for external home improvements
     2. Positive recognition for maintained and/or improved property

III. **Enhance Business Community**
   - A. **Support Existing businesses**
     5. Butler business directory in Welcome Packet
     6. Engaging and networking from Village Board
   - B. **Draw new business to Butler**
     5. Grocery Store
   - C. **Hampton Ave Improvements**

IV. **Develop Community Recreation Activities**
   - A. **Adult**
   - B. **Children**

V. **Increase Community Involvement**
   - A. **Volunteers**
   - B. **Children**

VI. **Continue Infrastructure Projects**

VII. **Address staffing Needs**
   - A. **Increase DPW staff**
   - B. **Increase police staff**

VIII. **Address Parking**
   - A. **Remove parking meters**

Group 2 - Detailed Activity Notes

A. Proud

1. Community building remodeled
2. Street resurfacing
3. Change in pw budget
4. The integrity and organization of the PD
5. The planning and implementation of the road improvement project

B. External factors

1. Aware of crime
2. Property maintenance
3. Lack of volunteer
4. Budget
5. Infrastructure
6. Business attract and support

C. Customers/Gaps

Lead Customer - School age children families

1. Park and rec activities
2. Grocery store
3. Thriving business
4. Chamber lack of one
5. Fast food/lunch spot
6. Parking/meters

Target Customer

1. Specialty deli
2. Visibility
3. Parking
4. Grocery store
5. Not owning the old sentry lot
6. Making room for a grocery

D. Village board gaps

1. Effectively telling our story to the public
2. Regular debt head meetings

E. Staff Needs / Gaps

1. Inadequate staffing
2. Lower wages
3. Recognition sense of appreciation and value

F. Culture, Process, Measures

1. Openness to change
2. People are recognized

Group 2 – Grouped Sticky Notes

Property Maintenance:

1. Property Maintenance (3)
2. Property maintenance and appearance: residential and business
3. Create pride in Property

Increase Community Involvement:

1. Promotion and pride for Butler
2. Community involvement
3. Participation and promotion of residents and business in and for village activities
4. Lack of volunteers

Enhance Business Community

1. Grocery Store (2)
2. Intentional seeking of new business, courting certain kinds that we deem desirable
3. Hampton Ave (business district) Appearance and Perception
4. Not enough support of current business by village and residents
5. Thriving Business
6. Chamber lack of one
7. Fast food/Lunch spot
8. Not owning the old Sentry lot
9. Making room for grocery
10. Specialty deli
11. Visibility
12. Business attract and support
13. Business retention and cultivation (chamber)

Develop Community Recreation and Activities

1. Activities for children and teens
2. Park and recreation program for kids
3. School age children/families
4. Park and rec activities
5. Community recreational activities
6. Programs for teens and tweens

Communication

1. People are recognized
2. Information exchange
3. Lack of information exchange
4. Openness to change
5. Communication govt to resident and among village staff and board
6. Regular dept head meetings
7. Lack of community events and village camaraderie
8. Effectively telling our story to the public
9. Staff needs gap: recognition, sense of appreciation and value

Continue Infrastructure

1. Infrastructure
2. Fixing roads and infrastructure
3. Community building remodel, street resurfacing
4. The planning and implementation of the road improvement project

Staffing Needs:

1. Increase staffing for police and DPW
2. Staff needs gap: inadequate staffing
3. Staff needs gap: lower wages

Parking

1. Remove parking meters
2. Parking
3. Parking/meters