



Village of Mount Horeb

138 E Main St

Mount Horeb, WI 53572

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VILLAGE BOARD

WEDNESDAY, MARCH 4, 2020

The Village Board of the Village of Mount Horeb will meet on the above date at 7:00pm in the Board Room of the Municipal Building, 138 E Main Street, Mount Horeb, WI. Agenda as follows:

- 1) Call to order
Pledge of Allegiance
Roll call
- 2) Public Comments – non-agenda items
- 3) Consent Agenda:
 - a) February 5, 2020 Village Board minutes
- 4) Consider Resolution 2020-15, "RESOLUTION ESTABLISHING VILLAGE OF MOUNT HOREB DONATION POLICY"
- 5) Consider UW Extension proposal for Housing Taskforce
- 6) Consider Community Development Director job description
- 7) 2019 Arbor Day Proclamation
- 8) Committee reports:
 - a. Mount Horeb Area Chamber of Commerce
 - b. Mount Horeb Area Joint Fire Department
 - c. Library Board
 - d. School Liaison
 - e. Parks, Recreation, and Forestry Commission
 - f. Plan Commission
 - g. Public Works Committee
 - h. Public Safety Committee
 - i. Finance/Personnel
 - j. Utility Commission
 - k. Tourism Commission
- 9) Village President's report
- 10) Village Administrator's report

11) Village Clerk/Deputy Treasurer's report

12) Adjourn

UPON REASONABLE NOTICE, EFFORTS WILL BE MADE TO ACCOMMODATE THE NEEDS OF DISABLED INDIVIDUALS THROUGH APPROPRIATE AIDS AND SERVICES. FOR INFORMATION OR TO REQUEST THIS SERVICE, CONTACT ALYSSA GROSS, CLERK, AT 138 E MAIN STREET, MOUNT HOREB, WI (608) 437-9404.

VILLAGE OF MOUNT HOREB
VILLAGE BOARD MEETING MINUTES
FEBRUARY 5, 2020

The Village Board met in regular session in the Board Room of the Municipal Building, 138 E. Main Street, Mount Horeb, WI.

Call to Order/Roll Call: Village President Randy Littel called the meeting to order at 7:00pm. Present were Trustees Jackson, Fendrick, Czyzewski, Hill, and Scott. Trustee Monroe was absent. Youth In Government students Declan Smith, Sara Fritz, and Delaney Mertz were present. Levi Carr was absent. Also present were Administrator Nic Owen, Assistant Administrator Kathy Hagen, and Clerk/Deputy Treasurer Alyssa Gross. The Pledge of Allegiance was recited.

Public Comments: Lance Maerz voiced his support of the need for sidewalk and park improvements within the village.

Consent Agenda: Czyzewski moved, Fendrick seconded to approve the following consent agenda items: January 8, 2020 Village Board minutes; Operator's Licenses for approval: Isabel Koehler, Benjamin Hoffman, Andrew Maas; Resolution 2020-02, **"RESOLUTION LEVYING SPECIAL ASSESSMENTS AGAINST BENEFITTED PROPERTY FOR THE 2019 STREET IMPROVEMENT PROJECT"**; **Recommended Main Street ADA Spaces**. Motion carried by unanimous voice vote.

Consider appointment of Chief of Police Douglas Vierck and Oath of Office: The Village Board welcomed Douglas Vierck. Scott moved, Hill seconded to approve the appointment of Douglas Vierck as the new Chief of Police. Motion carried by unanimous voice vote. Clerk Gross swore Chief Vierck into office.

Consider 2020 Street Project: Village Engineer Rob Wright explained the project. Fendrick moved, Jackson seconded to approve Resolution 2020-03, **"PRELIMINARY RESOLUTION TO LEVY SPECIAL ASSESSMENTS"**. Motion carried by unanimous voice vote. Hill moved, Czyzewski seconded to authorize the Village Engineer to advertise for bids. Motion carried by unanimous voice vote. Scott moved, Czyzewski seconded to set the public hearing for 2020 Street Project preliminary special assessments for February 24, 2020 at 6:00pm at the Public Works Committee meeting. Motion carried by unanimous voice vote.

Consider Ordinance 2020-03 **"AN ORDINANCE CHANGING THE ZONING CLASSIFICATION FROM R-2 TWO FAMILY RESIDENTIAL TO MAIN STREET BUSINESS 320 W MAIN STREET"**: Owen explained this item. Czyzewski moved, Jackson seconded to approve the ordinance. Motion carried by unanimous voice vote.

Consider Community Development Director job description: Czyzewski moved, Hill seconded to table this item. All voted aye, with the exception of Scott, who voted no. Motion carried.

Consider creation of a Community Development Committee: Jackson moved, Fendrick seconded to table this item, with the understanding that this will be approved at a later date. All voted aye, with the exception of Scott, who vote no. Motion carried.

Committee reports: Committee reports were heard with none requiring Village Board action.

Village President's report: Littel stated there was a great turnout for the Scandihoovian Festival.

Village Administrator's report: Owen stated that he has been attending the Wisconsin Economic Development Association's Governors conference this week.

Village Clerk/Deputy Treasurer's report: Gross stated the Spring Primary Election is on February 18th with Justice of the Supreme Court being the only race on the ballot. She also added that absentee voting is currently being conducted in the Village Office, through February 14th at 5pm.

Adjournment: There being no further business before the Board, Scott moved, Jackson seconded to adjourn the meeting at 8:04pm. Motion carried by voice vote.

Minutes by Alyssa Gross, Clerk/Deputy Treasurer

RESOLUTION 2020-05

RESOLUTION ESTABLISHING
VILLAGE OF MOUNT HOREB DONATION POLICY

WHEREAS the Mount Horeb Village Board receives requests for donations from various organizations within the Village; and

WHEREAS the Mount Horeb Village Board, in keeping with its commitment to be good stewards of tax dollars, adopts the following donation policy:

The Village of Mount Horeb will not make donations of taxpayer funds. The Village will consider memberships or partnerships with non-profit organizations when there is a benefit to the Village or the non-profit is performing a service the Village would otherwise perform. All partnerships require an executed Memorandum of Understanding or contract, specifying the obligations of each party. Decisions on memberships and partnerships will be made on a case by case basis.

NOW THEREFORE, be it resolved that the Village Board of the Village of Mount Horeb recognizes the value and importance of local organizations and adopts this donation policy to ensure requests are treated similarly.

Adopted this 4th day of March, 2020.

Randy J Littel, Village President

ATTEST:

Alyssa Gross, Village Clerk

Program planning and facilitation support for the Village of Mt. Horeb Housing Task Force

Provided by Extension-Dane County and the Center for Community Economic Development,
University of Wisconsin-Madison Division of Extension

Introduction

The Village of Mount Horeb (pop. 7,443 in 2018) seeks to establish a housing task force to evaluate the current housing inventory and to make recommendations to address gaps in housing availability.

A housing market study from November, 2017 (conducted by the Wisconsin Partnership for Housing Development) identified the following gaps in existing housing stock:

- Owner occupied single family housing is limited across a range of price points;
- Largest gap for housing options is for households making less than \$25,000 annual income;
- Limited availability of housing at the higher end, for those households making over \$75,000;
- The need for rental options remains acute, as rental vacancy rates are close to zero.

Recommendations from the 2017 report include:

- Exploration of housing options for the population over 65;
- Expansion of workforce housing options, particularly for lower paid workers in the service and retail sectors;
- Growth in the number of rental units and multifamily developments;
- Growth in the number of owner occupied housing options across an income range;
- New ownership options for those who currently live and rent outside of Mt. Horeb.

Purpose

The Mt. Horeb Housing Task Force will be a deliberative body charged with making recommendations to the Plan Commission and the Village Board. The Housing Task Force will be comprised of a diverse group of interested citizens across a range of demographic, geographic, and professional categories, in order to assure that a wide range of experiences are considered in discussion of the issue.

The Housing Task Force will meet monthly for a period of approximately 6 months in order to discuss issues in housing development, and to deliberate about options suitable for Mt. Horeb. During these sessions, Task Force members will be working toward agreement on recommendations to forward to the Plan Commission. The charge for the task force is to use existing data and community surveys to make recommendations on the following:

- 1) Types of housing that are necessary and most optimal for the community,
- 2) Potential sites for developing housing,
- 3) Ways to identify and incentivize developers.

The approach that we take, as Extension Educators, is different than the “outside expert” consultant approach. This effort is a community led initiative in response to a community issue. Local residents (those assigned to the Task Force) are actively involved in information gathering, deliberation, and decision making. Task Force members are charged with

reviewing and interpreting data, background reports, and speaker presentations in order to make informed decisions. Extension Educators guide learning and provide a decision-making process, but Task Force members are responsible for developing recommendations. The resident driven approach acknowledges that solutions developed by people of the place will be most appropriate for the place.

UW-Madison Extension personnel will be responsible for the following:

- (1) Identifying speakers and background materials to support Task Force understanding of the issues,
- (2) Facilitation of Task Force discussion, deliberation, and decision-making,
- (3) Support information gathering through survey design and distribution,
- (4) Provide a summary of Task Force findings and recommendations

Plan of Work and Responsibilities

The following tasks will be performed by the party specified (Village administrators, Task Force members, Extension-Dane County, Extension-Center for Community Economic Development). Fees associated with work done by University of Wisconsin-Madison Extension are specified. The sections in yellow are optional; if done, details to be worked out with the Village Administration.

Component	Primary methods	Responsible Party	Fee
Identify Task Force Members	To be determined: possibility of a demographic matrix chart, invitations, Request for participation participant form, participant selection team.	Village administrators, with assistance from Extension	
Develop curriculum plan and identify speakers & background study materials	Identify and recruit appropriate speakers	Extension-CCED & Dane County Extension	
Post meeting notices, minutes, and assignments	On-line portal, e-mail (to be determined)	Village Administration	
Develop meeting agenda and facilitation process	Identify process techniques for deliberation and decision-making; facilitate meetings	Extension-Dane County	\$1,500*
Meeting note-taking	Either video or voice recording or proceedings for accurate transcription	Village Administration	
Survey-residents	Qualtrics survey of resident perception of the issues and of affordable housing (survey	Extension-CCED	\$1,500

	development, delivery, analysis, report writing)		
Develop recommendations	Meeting deliberation & decision-making	Task Force Members	
Report and Executive Summary	Written report** prepared for distribution and consideration by Plan Commission & Village Board	Extension-CCED	\$500
Total Fees			\$3,500

*Estimate based on 6 meetings of 2 hours each with 3 hours of meeting prep time per meeting, at a reduced rate of \$50.00/hour. This rate includes provision of facilitation supplies.

** Additional data to supplement the 2017 Mt. Horeb housing study will be collected. This is data typically needed to make the case to developers.

Participation

The University of Wisconsin Extension will assist the Village of Mt. Horeb in selecting task group members, by developing a matrix worksheet to identify diverse populations. We recommended that the Task Force include lay community members selected to be representative of the diverse groups of citizens living in Mt. Horeb, individuals involved in real estate and the building trades, business representatives, and school board officials. We recommend that Village leaders and staff involved in housing and community development attend meetings but refrain from participating in deliberation and decision making aspects of the agenda.

Village officials should determine how the public is invited to attend and/or participate in Task Force meetings. Village officials will also be tasked with assuring non-harassment of Task Force members by other members of the public.

Proposed Task Force Sessions

Facilitators: Sharon Lezberg & Kristin Runge

Potential Speakers & Resource People

Social & Community Identity Issues Related to Housing

Community Identity Survey

Kristin Runge, PhD.

Communication Researcher & Community Development Specialist

University of Wisconsin-Extension

(Supplemental Project: Waunakee Community Identity Survey)

Housing Trends & Options

Dane County's Workforce Housing Shortage

Kurt Paulsen, PhD.

UW Madison –Department of Planning & Landscape Architecture

Affordable Housing Task Force, City of Middleton

Financing Housing Development

Thomas Landgraf, UW-Madison School of Business, Real Estate & Urban Land Economics

Incremental Development, Non-subsidized Affordable Housing & Community Design

Todd Johnson, M.S.

Land Use Planning & Community Development Specialist
Community Vitality & Placemaking Team/Design Wisconsin
University of Wisconsin-River Falls/UW Extension

Proposed Session Outline

Session One: Introduction

- 1) The charge/responsibility of the Task Force
- 2) Group Agreements
- 3) Decision Making Protocols
- 4) The Context for Housing in Mt. Horeb – review of 2017 Housing report (presentation by Kathy Kamp and/or Village staff)

Session Two: Community Identity and Perception of Housing Needs

- 1) Presentation – how the data can be used
- 2) Discussion: Survey development (key questions) & distribution
- 3) Timeline for survey development, distribution, and analysis

Session Three: Getting down to details: (1) Financial and Policy Mechanisms to Support Development of Workforce Housing, (2) The Missing Middle – Housing Options for range of rental & owner occupied developments

- 1) Presentation: Housing options to meet identified needs; finance & policy mechanisms to support development of workforce housing (Kurt Paulsen, Tom Landgraf)
- 2) Deliberation: Vision for Housing Development in Mt. Horeb
 - a. Highest priority needs
 - b. Renovation of existing stock/development of new stock
 - c. Housing mix desired
 - d. Financial & policy mechanisms to address gaps in housing supply

Session Four: Community Design & discussion about recommendations

- 1) Presentation: Incremental Development, Non-subsidized Affordable Housing & Community Design (Todd Johnson)
- 2) Generate, prioritize recommendations
- 3) Decision-making: Identify major recommendations to forward to the Plan Commission

Session Five: Analysis of Community Survey

- 1) Review results from Community Identity Survey – is there support for workforce housing?
- 2) Deliberation: In what way do these results confirm the recommendations identified? In what ways do survey results conflict with suggested options?
 - a. Eliminate any options that will not be accepted by community
 - b. Refine recommendations
- 3) Discussion: How should recommendations be shared with residents? (designing community input)

Session Six: Draft Report Review & Confirm recommendations to the Plan Commission

- 1) Review report highlights; questions, edits?
- 2) Review recommendations being forwarded to the plan commission

University of Wisconsin Extension Personnel associated with this proposal

Kristin Runge, PhD.

Center for Community & Economic Development Communication Research Specialist

Kristin Runge's primary areas of focus are: communication research, economic development, community branding, placemaking, and the development of public opinion related to controversial issues. Previously, Dr. Runge worked as a lecturer in the Department of Life Sciences Communication at the University of Wisconsin-Madison, and held several marketing positions for non-profit organizations including the American Red Cross, American Cancer Society and Community Blood Center of Appleton. As a quantitative social scientist, Dr. Runge's work focuses on individual media use and personal predispositions as filters for attitudes related to controversial issues in both emerging technology and economic development. Dr. Runge holds a B.A. in communication arts from the University of Wisconsin-Stevens Point, an M.S. in marketing from The Robinson School of Business at Georgia State University and a PhD. in mass communication from the University of Wisconsin-Madison.

Sharon Lezberg, PhD.

Community Development Educator, Extension-Dane County

Sharon Lezberg's primary areas of focus include organizational development, food systems, community economic development, and participatory engagement. Over the last six years, Dr. Lezberg has worked with numerous non-profit organizations on strategic planning, program development and evaluation, and curriculum planning. Sharon is often called on to facilitate coalition, task force, and community meetings. Previously, Dr. Lezberg worked as an Associate Scientist at the University of Wisconsin-Madison on research and outreach projects addressing community, local and regional food systems (food security/food access within local food systems), bioenergy training, and women in sustainable agriculture. Dr. Lezberg's work brings together research, outreach, and community engagement. Dr. Lezberg holds a BA in Anthropology from the University of Michigan, an MA in International Development and Social Change from Clark University, and a PhD in Environment and Resources from the Nelson Institute of Environmental Studies at the University of Wisconsin-Madison. Contact Information: Sharon Lezberg, Extension-Dane County, lezberg.sharon@countyofdane.com <http://dane.uwex.edu>

Village of Mount Horeb Job Description

Title: ~~Economic Community~~ Development Director
Department: Administration
Supervisor: Village Administrator
FLSA Status: Non-Exempt
Employment Status: At will
Effective Date: March 6, 2019

Summary: The ~~Economic Community~~ Development Director provides leadership and direction for Economic Development, Planning, Building Services, and Project Management. Provides leadership to the physical development of the community and the continued enhancement of our residents quality of life. Provides guidance to the village administrator, committees and the community as they direct the plans for the community. A significant part of the job is serving in a leadership role in pursuit of assigned initiatives. The ~~Economic Community~~ Development Director position establishes functional policies, makes tactical decisions within overall strategic directions, and provides oversight for the budget of the departments that are assigned. As an active member of the Village's Executive Leadership Team this position maintains strong, productive, and cooperative relationships with other Village Departments to maximize use of Village resources and talent.

The ~~Economic Community~~ Development Director must be creative, passionate, and engaging with the ability to build trusting relationships. This position will be considered an integral part of the community who will engage the village president and trustees, staff, public and community groups. Duties are performed with significant latitude for independent judgment in accordance with department and city policies, federal, state and local regulations.

Essential Job Functions

- Serves as a point of contact for businesses, developers and contractors who use Village economic development services including financial assistance, site selection assistance, tax increment financing, and other municipal actions and services related to a specific project
- Promotes economic development in the Village of Mount Horeb through personal contacts with existing/new businesses and professional development groups
- Direct the Village's overall built environment and long-range plan through policies and ordinances of building and property inspections and zoning, updates to the Comprehensive Plan and leading short-term planning initiatives
- Provide land use planning and development expertise to the community and stakeholders
- Conducts negotiations with developers, businesses, and others regarding the public participation necessary for desired economic development
- Negotiate large scale development contracts including both residential and commercial projects and manage the preparation of development agreements

- Establish and maintain business and other outside relationships for the Village including Federal, state and local economic development entities and non-profits
- Coordinates input from neighborhood and community groups on a wide variety of economic development related issues
- Analyzes both short-term and long-term opportunities and constraints facing the local economy
- Produces and manages ~~Monitors~~ project schedules, project budgets, and compliance requirements
- ~~• Works with others to assemble cost estimates for various public actions such as land acquisition, relocation, demolition, and public improvements~~
- ~~• Manages the preparation of Development Agreements~~
- Provides input in the refinement of the Village's development-related standards, procedures, and ordinances to help meet the needs of business and industry
- Manages the oversight of developing and maintaining a comprehensive inventory of available buildings and sites, in and adjacent to the community, for economic development purposes
- Seeks, prepares and implements grants and/or funding sources for economic development projects
- Demonstrate excellent problem solving, public presentation, communication and organizational skills
- Prepares memoranda, reports, monthly schedule of work –and other documents for a range of audiences and present recommendations to policy making bodies
- Serves as a liaison on wide variety of public boards dealing with community issues and a liaison to a variety of departments, specifically Planning Commission/Historic Preservation Committee and Economic Development Committee
- Maintain and build ecosystem for innovation and entrepreneurship in Mount Horeb
- Conduct Business Retention and Expansion visits
- Performs work in a confidential nature
- Develop annual strategic business plan and budget for Board approval
- Performs other related duties as necessary to forward the mission of the Village

Knowledge, Skills and Abilities

- Supports the Village's Mission/Vision/Values by personal example and encourages other staff to do so
- Is a proactive visionary who thinks globally, sees the "big picture" and serves as a "salesperson" for the Village
- Knowledge of current principles and practices involved in the operations of land use planning, housing, neighborhood development, permitting and inspections
- Is a personable individual with excellent communication skills and the ability to facilitate dialogue
- A respectful, approachable leader who listens carefully and thoughtfully to others
- An effective manager able to offer and execute practical ideas while fostering a climate/culture of innovation
- A person of empathy who is a good listener, shows compassion, and creates an inclusive environment that values everyone

- Able to prepare and present accurate and reliable reports containing findings and recommendations
- Strong research, analytical, and problems solving skills
- Able to inspire confidence in citizens, staff, Village Board and development community
- Able find a balance point for conflicting political goals and directions with an outcome of positive direction for the organization
- Able to perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines
- Able to demonstrate integrity, ingenuity and inventiveness in the performance of assigned tasks
- Able to maintain highest confidentiality when dealing with sensitive or private information

Qualifications & Working Conditions

Minimum

- Bachelor's Degree from an accredited college or university in Business Administration, Real Estate, Marketing, Economics, Public Administration, Finance, Community and Regional Planning or related field
- Three years' experience in supervision and/or administration
- Five years' experience in the field of community development, economic development, redevelopment, real estate, business financing, or related field
- Valid driver's license

Desirable

- Master's degree in Business Administration, Marketing, Economics, Public Administration, Finance, Community and Regional Planning or related field
- Certified Economic Developer (CEcD), graduate of the Economic Development Institute, National Development Council certification
- ~~AICPA Certification~~

WORKING CONDITIONS/PHYSICAL DEMANDS

- Work is primarily performed indoors. Occasional work outdoors which would involve working in all weather conditions (cold, rain, humidity) to multiple locations in the City.
- Physical effort is light, with lifting or carrying limited to 25 pounds intermittently.
- There is a need to deliver information, which may involve public speaking in front of groups impacted by projects.
- Report preparation and writing will at times require extended use of a keyboard.
- Work interruptions are frequent.
- The job may involve dealing with and calming individuals who are emotionally charged over an issue.
- Requires a high-degree of skill in conflict/resolution and an ability to deal with developers and the general public.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

VILLAGE OF MOUNT HOREB
ARBOR DAY PROCLAMATION

WHEREAS, the Village of Mount Horeb understands the need for a well-developed urban forest in the community, and

WHEREAS, the Park, Recreation and Forestry Commission implements a Village-wide forestry program to better manage trees within the Village, and

WHEREAS, Arbor Day has been observed throughout the nation for many years, and

WHEREAS, trees benefit the community by their ability to moderate the temperature, clean the air, reduce storm water runoff, produce oxygen and produce habitat for wildlife, and

WHEREAS, trees in our Village increase property values, enhance the economic vitality of business areas and beautify our community, and

WHEREAS, the Village of Mount Horeb desires to continue **expanding its'** tree planting program,

NOW, THEREFORE, I, Randy Littel, Village President of Mount Horeb, do hereby proclaim April 24, 2020 through April 30, 2020 as Arbor Day Week in the Village of Mount Horeb, and I urge all citizens to support efforts to care for our trees and urban forest and to support our community urban forestry program, and

FURTHER, I urge all citizens to plant trees and promote the urban forest today and always.

DATED this 4th day of March, 2020.

Randy Littel, Village President