

TOWN OF BROOKFIELD
TOWN BOARD
OCTOBER 6, 2009

The regular meeting of the Town Board was held on Tuesday October 6, 2009 in the Erich Gnant Room of the Town Hall, 645 N Janacek Road, Brookfield, WI.

Chairperson Keith Henderson called the meeting to order at 7:04 p.m. with the following people present: Supervisors: John Schatzman, Kevin Van Kirk, Dan Shea and Patrick Stroebel, Administrator Rick Czopp, Attorney James Hammes, Building Inspector Gary Lake and the Town Clerk Jane Carlson to record the minutes.

APPROVAL OF AGENDA

Supervisor Shea moved to approve the agenda as presented, seconded by Supervisor Van Kirk, voted on, and carried unanimously.

APPROVAL OF MINUTES

Supervisor Van Kirk moved to dispense with the reading of the minutes of the September 15, 2009 Town Board meeting and approve them as presented seconded by Supervisor Shea, voted on, passed 4 – 0 – 1 with Supervisor Stroebel voting present.

PUBLIC COMMENT

Jay Walt, 1250 Boxwood Court commented on a non-agenda item saying he would like to tell the Board that they are doing a nice job.

OLD BUSINESS

a. CREATION OF MIXED USE ZONING DISTRICT

Chairman Henderson asked Inspector Lake to explain what the meaning of a bulb-out is.

Inspector Lake explained that a bulb-out is a curb that is built out in the lane of traffic and is utilized to calm or slow down the traffic. They have them on Brookfield Road in the village area of Brookfield and on Main Street in downtown Waukesha.

Supervisor Schatzman said that he is concerned that the diversity of language could result in a residential property having a large satellite dish on one side and commercial use on the other side.

Inspector Lake said that a satellite dish would require a Conditional Use Permit because it would be an accessory to a permitted principle use.

Supervisor Van Kirk said that the Plan Commission was looking to have language that was diverse enough that a developer can work with, and the Town would be competitive with adjoining communities.

Supervisor Van Kirk moved to follow the Plan Commission recommendation and adopt the draft language for the Mix Use Zoning District and send it to the County for approval, seconded by Supervisor Schatzman, voted on, carried unanimously.

NEW BUSINESS

a. PRESENTATION FROM CONVENTION AND VISISTORS BUREAU

Jay Walt, 1250 Boxwood Court explained that he was the public appointee on the Convention & Visitor Bureau Board in the mid 1990's eventually the president. At that time there was some question and uncertainty whether it would continue. About a year ago Administrator Czopp talked with him and requested that he return as a member of the Board. He said that after talking with the Executive Director Nancy Justman and the people that are involved and meeting the board members and see the diversity, knowledge and experience on the board he feels it is a tremendous board. There is a need and opportunity for growth and with the new leadership he is very encouraged and thinks that the hospitality will be impressed. He then introduced Ms. Justman.

Ms. Justman said that the Brookfield Convention and Visitors Bureau have just over a 20 year history of being in the area. The current economic conditions are hitting the hospitality industry as hard as most other industries and in some cases even more. Room revenues are down about 25% this year compared to last year. There is modest growth projected for next year of only 2 to 5% for 2010 above 2009. They do not anticipate the 1st and 2nd quarter of 2010 to be growth areas.

They are seeing changing times for the industry with the internet to be used for promoting tourism. The vast majority travelers seek information on the internet they predict that by 2010 about 70% of all travelers will have a blackberry or some type of smart phone that they will do most of their research on. There still is a strong market for publications and different types of promotions especially with direct sales. As the BCVB continues to move forward they want to place themselves in a position to be ahead of the competition so that when the economy does come back we will be ahead.

The focus areas for 2010 and beyond are meetings and conference sector of hospitality that will increase room stays and also the revenues for restaurants, shops and attractions. Even though there is not large conference space within the Brookfield area there are small and unique venues such as the Marcus Majestic. Another area is sports and currently they have 3 proposals out for main sports events. The leisure market is one of the largest hospitality markets and some examples of that are the family gatherings, girls/guys weekend, and romantic getaways. They will look into bus tours with groups outside of Wisconsin which Brookfield has not looked at in the past and they have a group coming from Ohio next year filling up 6 buses.

She said that they are looking to promote using the valuable tools that the internet has such as search engine results, social media presence on Twitter, Facebook and paid banner ads.

They have ventured into a contract with Discover Wisconsin and will be doing a segment and program specifically on Brookfield and will begin filming later this month for fall and then spring and summer next year. They hope to roll out late 2010 and used all of 2011.

She said that she feels as Mr. Walt pointed out that they are on a growth mode and thanked the Board for their continued support.

b. **BARTENDER LICENSES**

Supervisor Stroebel moved to approve the bartender licenses for Scott M. Huss at Applebee's; Clarence H. Kuehmel at Prime Cigars; James r. McCray at Three Brothers Pumping, seconded by Supervisor Shea, voted on, carried unanimously.

DEPARTMENT, BOARDS, COMMITTEE/COMMISSIONS RECOMMENDATIONS

a. PLAN COMMISSION

1. REVISED SITE DEVELOPMENT PLAN FOR 19180 W BLUEMOUND ROAD
Supervisor Shea, moved to table the revised site development plan to add 14,000 square feet of paving at Acura of Brookfield, seconded by Supervisor Stroebel, voted on and carried unanimously.
2. INTERPRETATION OF PLAN OF OPERATION AT 19775 W. SOMMER DRIVE
Supervisor Van Kirk moved to follow the Plan Commission recommendation and approve corroboration of interpretation of the Zoning Administrator concerning the Plan of Operation for a manufacturing use at 19775 W. Sommer Drive, subject to the property owner having until April 30, 2010 to bring the salt storage sheds up to Town and County ordinance, seconded by Supervisor Shea, voted on and carried unanimously.
3. LAND USE PLANNING FOR NORTHWEST CORNER OF BLUEMOUND ROAD AND BROOKFIELD ROAD COMMERCIAL NODE
Supervisor Schatzman moved to follow the Plan Commission recommendation and approve apply to Waukesha County to amend the land use plan for the commercial node at the northwest corner of Bluemound Road and Brookfield Road bounded to the north by Wisconsin Ave to a Mixed Use Zoning District, seconded by Supervisor Van Kirk, voted on and carried unanimously.

Supervisor Schatzman moved to reconsider agenda item number 5(a), the draft language for the creation of a Mixed Use Zoning District, seconded by Supervisor Stroebel, voted on, carried.

Supervisor Schatzman said that he would like to absolutely make certain that the same mixed use language applies to both areas and that it includes the Town does not approve rental storage facilities or lockers.

Supervisor Schatzman moved to include language in the Mixed Use Zoning District that prohibits rental use storage facilities or lockers, seconded by Supervisor Shea, voted on, carried unanimously.

Chairman Henderson said that since the previous action for agenda item 5(a) was brought back up for reconsideration, if the Board wants to approve the language for the Mixed Use Zoning District and send it to the county a new motion would need to be made.

Supervisor Schatzman moved to approve adopting the draft language for the Mix Use Zoning District subject to it including prohibiting rental storage facilities or lockers, and send it to the County for approval, seconded by Supervisor Stroebel, voted on, carried unanimously.

b. ADMINISTRATOR'S REPORT

1. REVIEW 2010 BUDGET

Administrator Czopp said that the expenses he can control but can not control the revenues. There is substantial drop in room tax, shared revenue has been reduced by about \$20,000.00, general highway funds are projected to be \$14,000.00 less, and licenses and permits have dropped. The police officers have been enforcing the law so court penalties have increased. The other source of revenue that has drastically decreased in interest rates.

As for expenses he is still trying to trim over \$200,000.00 in the general fund. The debt service needs \$217,000.00 it was always expected to take that from the land sales. He highlighted some of the expenses and said that he has cut the town tidings in half and maybe will send out 2 mailings a year dependent on printing and postage cost, we will try to utilize the internet more to get information out to the public and make hard copy information available at the Town Hall. He has cut in every department except the municipal court and feels that it will need to be discussed by the board and the judge. Legal fees hopefully will not be much for fire department because contracts are settled but he will be negotiating with the police department. For the non-union employees there will be no wage increase, the health and dental he is projecting 15% increase. He further explained that each department except the municipal court has made some type of cut back on staffing for 2010 and over the years taken on new responsibilities to help out other departments.

VOUCHERS

Supervisor Van Kirk moved to approve the vouchers as presented in the amount of \$195,938.42, seconded by Supervisor Schatzman, voted on, and carried unanimously.

Included in the approved vouchers were: \$29,195.33 to Liberty Mutual Insurance Group for liability, vehicle and workers compensation insurance; \$28,828.82 to Veolia ES Solid Waste for recycling, refuse and yard waste collection; \$22,170.27 to Oshkosh Capital for the final ambulance lease payment \$14,850.00 to Ray Galinsky Contractors for catch basin work \$8,146.90 to Sherwin Industries Inc for equipment rental and crack fill material and \$6,694.87 to Cramer, Multhauf & Hammes for legal services.

COMMUNICATIONS AND ANNOUNCEMENTS

The attached list of correspondence was reviewed by members of the Board with no comment.

Chairman Henderson noted #4.

There being no further business Supervisor Van Kirk moved to adjourn, seconded by Supervisor Schatzman, voted on and carried unanimously. The meeting adjourned at 9:20 p.m.

Respectfully submitted,
Jane F. Carlson, Town Clerk

CORRESPONDENCE
October 6, 2009

1. "Focus", 9/8 & 9/21/09.
2. Letter from Time Warner regarding new cable lineup.
3. Update from Brookfield Chamber rep, Gloria Albrecht.
4. Letter from Doug Westphal regarding border agreement with Town of Waukesha.

October 2, 2009

MEETING NOTICES

All meetings will be held at the **TOWN HALL**, 645 N Janacek Road, Brookfield, WI:

TUESDAY, OCTOBER 6, 2009

7:00 P.M.

**UTILITY DISTRICT
NO 1**

AGENDA:

1. Call to Order.
2. Approval of Agenda.
3. Approval of Minutes.
4. Citizen comments: Three-minute limit.
5. Old Business: None.
6. New Business:
 - a. Authorization to advertise and go out for bid for Brook Park Pond project.
7. Communications and Announcements.
8. Adjournment.

TUESDAY, OCTOBER 6, 2009

**IMMEDIATELY
FOLLOWING THE
UTILITY DISTRICT NO 1
MEETING**

TOWN BOARD

AGENDA:

1. Call to Order.
2. Approval of Agenda.
3. Approval of Minutes.
4. Citizen comments: Three-minute limit.
5. Old Business:
 - a. Discussion and direction on draft language for the creation of a Mixed Use Zoning District, consistent with the recommendation in the Bluemound Road Land Use Plan.
6. New Business:
 - a. Presentation from the Convention and Visitors Bureau.
 - b. Approve bartender licenses.
7. Department, Boards, Committee/Commission Reports/Recommendations:
 - a. Plan Commission Recommendations:
 1. RE-0909-001 Betsy Powers/ BT² Inc. for a recommendation for approval of a revised site development plan to add 14,000 square feet of paving at Acura of Brookfield, 19180 West Bluemound Road.
 2. P-0909-001 Zoning Administrator Gary Lake for corroboration of an interpretation concerning approval of a Plan of Operation for a manufacturing use at 19775 West Sommer Drive.

3. P-0509-001 Discussion and necessary action on land use planning for the commercial node at the northwest corner of Bluemound Road and Brookfield Road.
 - a. Administrator's Report:
 1. Discussion and review of 2010 Budget.
8. Approval of Vouchers and Checks.
9. Communications and Announcements
10. Adjournment.

TUESDAY, OCTOBER 6, 2009

**IMMEDIATELY
FOLLOWING THE
TOWN BOARD
MEETING**

**SANITARY DISTRICT
NO 4**

AGENDA:

1. Call to Order.
2. Approval of Agenda.
3. Approval of Minutes.
4. Citizen comments: Three-minute limit.
5. Old Business: None.
6. New Business:
 - a. Discuss and award bid for the Poplar Creek Water Main Interconnections.
7. Approval of Vouchers and Checks.
8. Communications and Announcements.
9. Adjourn into **CLOSED SESSION**, according to Section 19.85(1)(g) Wisconsin Statutes for conferring with legal counsel with respect to litigation.
10. Adjourn into **OPEN SESSION**, according to Section 19.85(2) Wisconsin Statutes, for any necessary action resulting from the Closed Session and to adjourn the meeting.
11. Adjournment.

Jane F. Carlson, Town Clerk

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meetings to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services contact the clerk's office at the above location.