



136 N. MONROE STREET, WATERLOO, WI 53594  
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## PUBLIC NOTICE OF A COMMITTEE MEETING OF THE COMMON COUNCIL OF THE CITY OF WATERLOO

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and to the news media, that the following meeting will be held:


**COMMITTEE:** COMMUNITY DEVELOPMENT COMMITTEE

**DATE:** Thursday, January 16, 2014 **TIME:** 6:30 p.m.

**LOCATION:** Municipal Building - 136 N. Monroe Street, Police Training Room

to consider the following:

1. CALL TO ORDER & ROLL CALL
2. APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES
3. CITIZEN INPUT
4. UNFINISHED BUSINESS
  - a. County/Municipal Trash and Recycling Opportunities – E-Waste, Chemical Waste And Other Waste Streams
  - b. Rock River Coalition – Local Chapter
  - c. Neighborhood Project Ideas – Review and Comments On Community & Neighborhood Improvement Project Business Plan Including Mural Project
  - d. Weiner & Kraut Festival Post-Event Review
5. NEW BUSINESS
  - a. Economic Development Planning Process – Overview
  - b. A Partnership With University of Wisconsin – Milwaukee Master of Urban Planning Program
6. FUTURE AGENDA ITEMS AND ANNOUNCEMENTS
7. ADJOURN

  
Morton Hansen  
Clerk/Treasurer

\*\*\* See Council Packet

Committee Members: Van Holten, Ziaja and Reynolds

Posted, Emailed & Distributed: January 14, 2014

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 meeting(s) 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 please contact the clerk's office at the above location.

## City Hall

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**From:** City Hall [cityhall@waterloowi.us]  
**Sent:** Wednesday, October 02, 2013 8:27 AM  
**To:** 'frankn@uwm.edu'  
**Cc:** Bob Thompson Traveling (zip53594Mayor@hotmail.com); City of Waterloo, Mayor; Errin Welty; Waterloo Clerk/Treas Office; Angie Stinnett; bspringr@charter.net; cottengel@gmail.com; Dale Van Holten (dvdutchvh1@gmail.com); jeni@highenergydj.com; Lindsay Reynolds ; Ziaja, Matt  
**Subject:** City of Waterloo project idea submittals  
**Attachments:** 20131002072610.pdf

Nancy:

Thanks for your call and for the opportunity to forward project ideas to your UW-Milwaukee students currently enrolled in your Urban Planning Department course on sustainable energy.

Given that your students are meeting today, I am forwarding initial project ideas at this time. Gene Weihert, our Utility Superintendent, may also have project concepts to share. I understand that your students may or may not select a Waterloo project as you have options from numerous communities. Please see the list below (in no order or preference...).

- 1. Municipal Government Level Sustainable Energy Needs Assessment.** The project would identify proven existing successful sustainable municipal projects from around US or internationally, then conduct a Waterloo municipal level needs assessment and submit prioritized recommendations to the City Council.
- 2. Commuting Analysis Relating To Retail Purchasing For a Typical Waterloo Household.** Waterloo is located 25 minutes from the Madison's eastside. Many residents and those employed in Waterloo buy retail goods in Dane County, Madison or Watertown. The project would document costs and energy usage associated with traveling to purchase versus buying local.
- 3. Installing a Geothermal Heat Pump System to Heat and Cool Buildings At The 50 Acre Firemen's Park (Testing Project Feasibility Only).** This topic would have an engineering focus. The project would consist of a site analysis and feasibility testing – from an urban planning perspective -- for the concept of installing a geothermal heating/cooling system in Firemen's Park to provide HVAC for one or multiple existing older buildings in the park.
- 4. Walk Score & Healthy Community Comparisons (Waterloo Versus Area Communities).** The objective is to specifically demonstrate how Waterloo is pedestrian and bike friendly in comparison to other communities. As with item #2 documenting that it is a good place to both live and work, thus eliminating vehicle commuting.
- 5. Documenting Energy Savings When Comparing Recreational Opportunities in Jefferson County versus Northern Wisconsin.** Waterloo is the center of the Wisconsin DNR's Glacial Heritage Area [[\(GHA\) background information](#)]. The long term vision is to have this area become something like the *next Kettle Moraine Park System*. The specific project would be researching regional energy related costs for recreational and tourism travel. The objective would be to document carbon footprint benefits to have a family from Milwaukee County or Dane County travel to Jefferson County for a recreational experience versus that same family traveling north two hours or three hours.

Attached is a generalized conceptual outline I use to help me think through project steps. The student projects would be expected to follow their own streamlined version of this outline (or some project management checklist you recommend).

Budgets are tight. We don't have significant dollars to devote to these projects. We may be able to get donated printing, cover mileage expense, and other similar things.

[About Waterloo Wisconsin: Community Profile](#)

Thank you for making this opportunity available to the City of Waterloo.

Mo Hansen  
Clerk/Treasurer  
City of Waterloo  
136 North Monroe Street  
Waterloo, WI 53594-1198

voice - 920-478-3025 / fax - 920-478-2021

website - <http://www.waterloowi.us>

email - [cityhall@waterloowi.us](mailto:cityhall@waterloowi.us)

Please consider the environment before printing this email.

**From:** City Hall [<mailto:cityhall@waterloowi.us>]  
**Sent:** Wednesday, October 02, 2013 7:02 AM  
**To:** Eugene Weihert ([eweihert@wppienergy.org](mailto:eweihert@wppienergy.org))  
**Subject:** FW: Do you need help with an energy-related planning or implementation project?

Gene:

Nancy Frank is with UW-Milwaukee. She currently has students in a Sustainable Energy course offer through the UW-Milwaukee Urban Planning Department that are looking for semester projects.

Any suggestions?

-Mo

**From:** City Hall [<mailto:cityhall@waterloowi.us>]  
**Sent:** Saturday, September 28, 2013 6:17 AM  
**To:** 'frankn@uwm.edu'  
**Cc:** Errin Welty; Bob Thompson Traveling ([zip53594Mayor@hotmail.com](mailto:zip53594Mayor@hotmail.com)); City of Waterloo, Mayor  
**Subject:** FW: Do you need help with an energy-related planning or implementation project?

Nancy:

The City of Waterloo located in Jefferson County is very interested partnering with UWM on a sustainable energy project in our City of 3,300. Please call to discuss. Thank you.

Mo Hansen  
Clerk/Treasurer  
City of Waterloo  
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## Proposal for a Student Project

University of Wisconsin – Milwaukee  
Master of Urban Planning Program  
Applied Planning Workshop course  
Spring 2014  
[frankn@uwm.edu](mailto:frankn@uwm.edu)

### Background on “Applied Planning Workshop”

Applied Planning Workshop (APW) is the capstone course taken at the end of the two-year Master of Urban Planning degree program. It is taught by Carolyn Esswein, Director of the UWM Community Design Solutions and formerly a principle with GRAEF, and Associate Professor Nancy Frank, who also serves as chair of the Sweet Water board of directors.

Students work in groups of 4-5 for a single client for an entire semester. At the end of the semester, the students do a 20-minute presentation summarizing their findings and recommendations and deliver to the client a substantial report that resembles a planning document that you might receive from a private consultant. While student work is always uneven, I am generally quite pleased with the quality of work, and many projects are a source of great pride. Several have gone on to win awards from the American Planning Association – Wisconsin Chapter.

The responsibilities of the client include:

- Attending three evening class sessions
  1. On a Tuesday evening in late January or early February, the client does a 20-minute presentation to the full class to orient the student team to the work. The team will already have been assigned at this time.
  2. About a month later, the client returns to hear a presentation by the student team, describing their proposed scope of work and to obtain an oral approval of the scope.
  3. At the end of the semester, the client returns to hear the students’ final presentation.
- Providing background documents and data and being available by email or phone to respond to questions.
- Cooperating with the student team in planning and conducting some sort of stakeholder involvement activity. The client usually reviews the plan for this event and identifies any concerns about the approach the students are taking for stakeholder involvement. The client also provides some assistance, in most cases, in identifying an appropriate venue for the event and in publicizing the event to the right audience or selected invitees. Some clients also provide refreshments for the event and help to staff the welcome table at the event. This stakeholder outreach varies depending on the character of the project—from a full-blown public open house to a focus group of key stakeholders “by invitation only”. Students work with the client to ensure that the approach proposed by the students fits with the needs of the client.
- Being motivated to receive a work product that can be useful to the client. Our greatest need is for this to be real work, not merely an academic exercise. That means that the client needs to want what the students are producing. **The scope needs to meet real client needs.**