

It is expected that a quorum of the personnel committee, board of public works, plan commission, and administration committee will be attending this meeting; (although it is not expected that any official action of any of those bodies will be taken).

**City of Menasha
Common Council
2024 Budget Review Session
First Floor Conference Rooms
100 Main Street
Wednesday, November 1, 2023
5:00 PM
AGENDA**

- A. CALL TO ORDER
- B. PLEDGE OF ALLEGIANCE
- C. ROLL CALL
- D. PUBLIC COMMENTS ON ANY MATTER LISTED ON THE AGENDA
(five (5) minute time limit for each person)
- E. MAYOR MERKES – INTRODUCTION OF THE 2024 CITY OF MENASHA BUDGET
- F. COMMUNITY DEVELOPMENT
 - Community Development/Urban Redevelopment – Pg. 240
 - Valley Transit – Pg. 252
 - CDBG – Pg. 84
 - Building Inspector – Pg. 245
 - Code Enforcement – Pg. 249
 - Façade Improvement – Pg. 83
 - Strong Neighborhoods – Pg. 86
 - TIF Districts – Pgs. 51-80
 - Dial a Ride – Pg. 252
 - RDA – Pg. 174
- G. MAYOR/COMMON COUNCIL
 - Mayor – Pg. 181
 - Common Council – Pg. 178
 - Civic Commemorations – Pg. 186
- H. ADJOURNMENT

City of
Menasha
1874-2024



Budget Drivers

\$340,000
previously borrowed

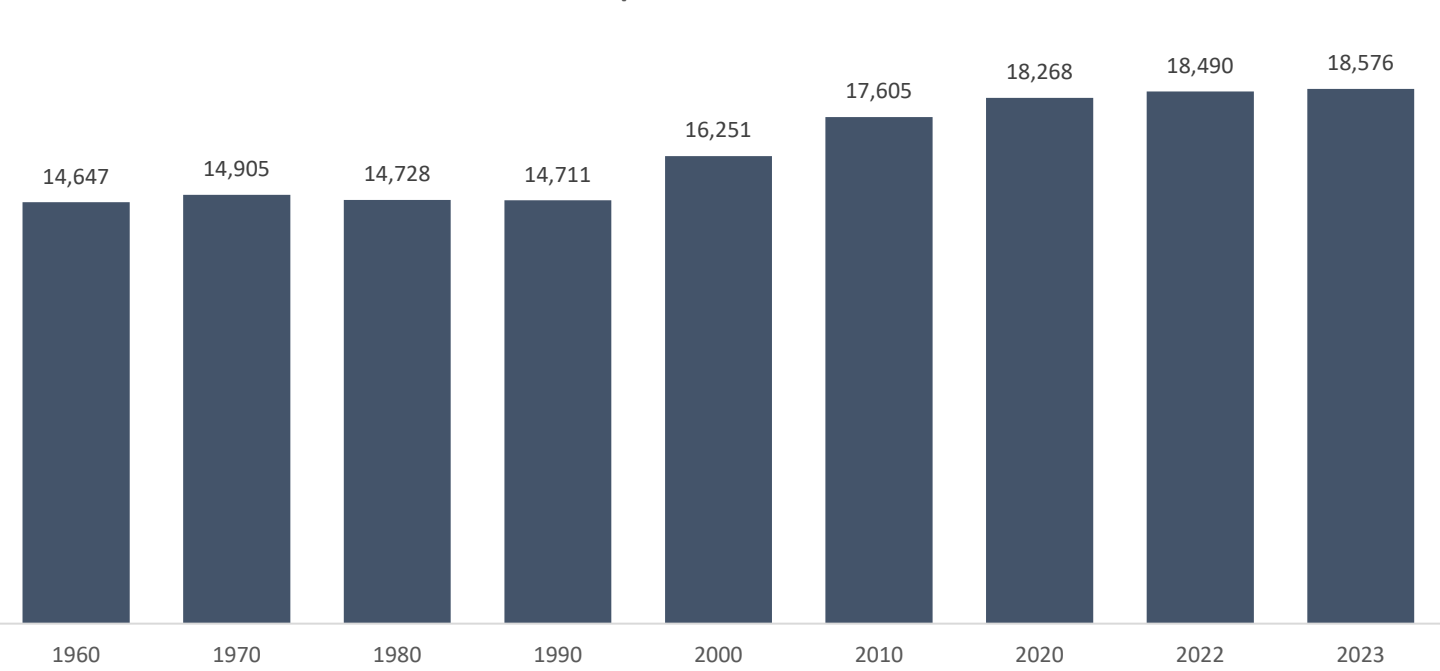
\$130,000
increased debt service

\$200,000
equipment fund

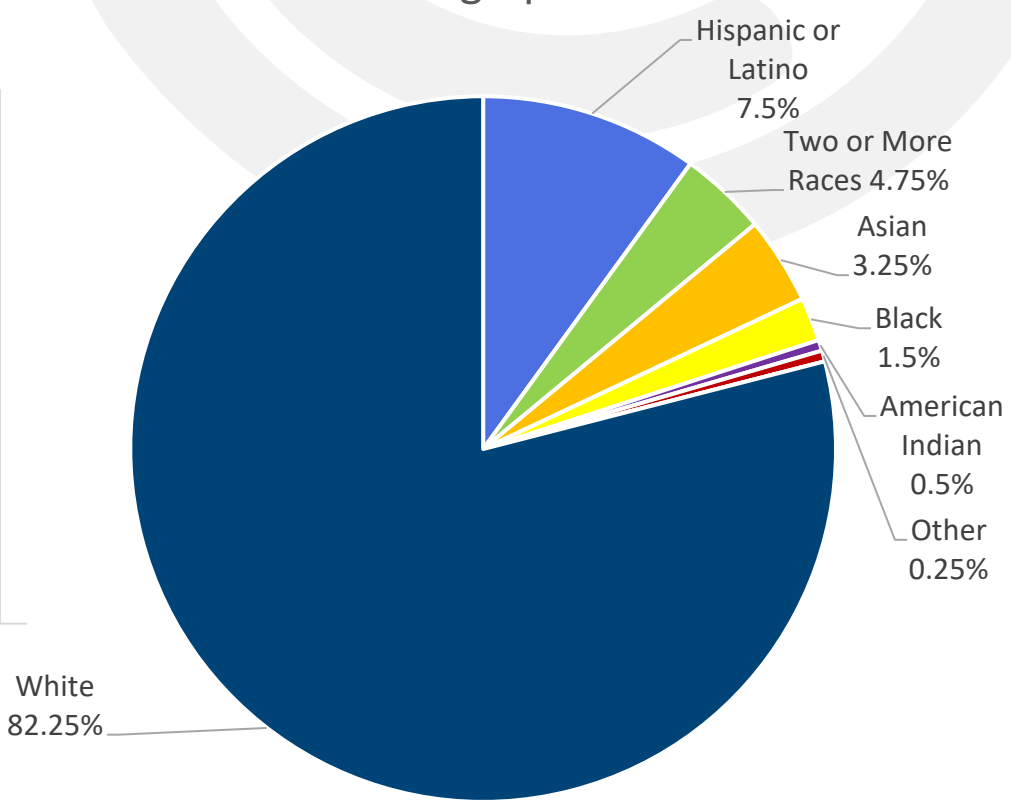
\$280,000
salary study implementation

POPULATION & DEMOGRAPHICS

Population

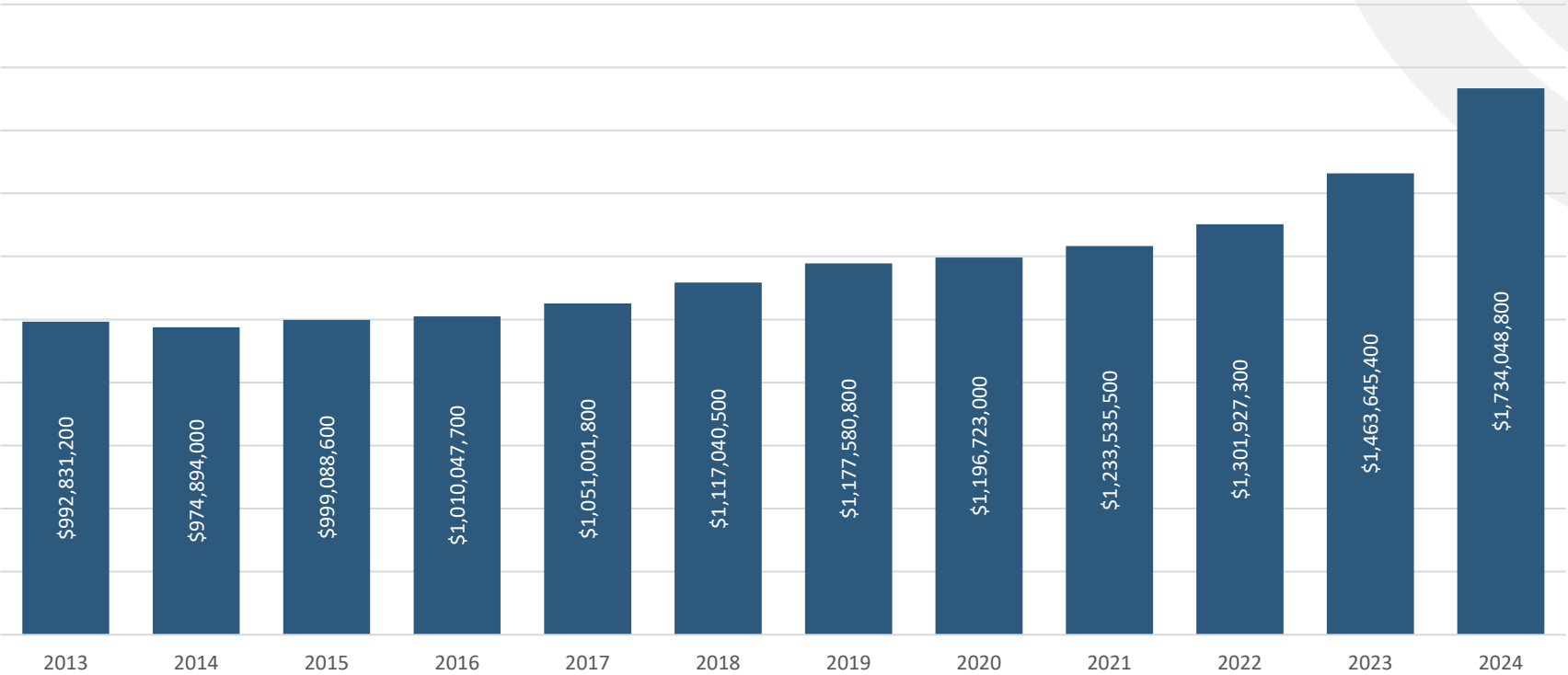


Demographics



EQUALIZED VALUE

Total Value

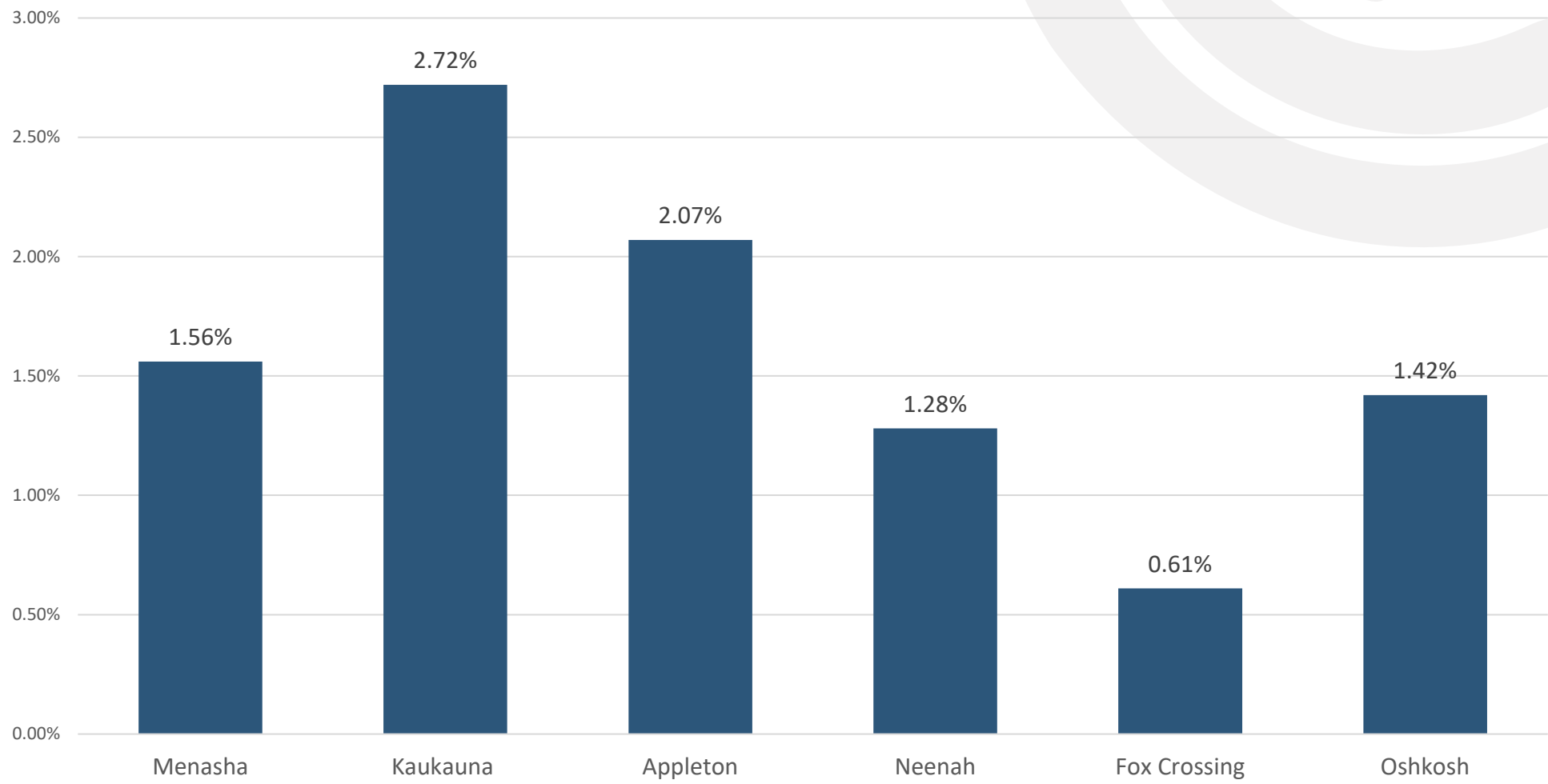


Equalized Value grew:

- Menasha 18%
- Harrison 18%
- Kaukauna 16%
- Appleton 15%
- Neenah 14%
- Fox Crossing 12%
- Oshkosh 9%

NET NEW CONSTRUCTION

Area Communities for the 2024 Budget



BUDGETING BASICS

1. Motions can be made at review sessions or Common Council meeting to increase or decrease the budget.
2. Motions shall be for a specific amount and specific line item. Percentages or amounts subtracted/added from department totals will not be considered germane.
3. Motions can only be made for departments on the agenda for that evening.
4. This budget is within \$634 of the State imposed levy limit, amounts added to the general fund will have to be matched by an equal or greater amount subtracted

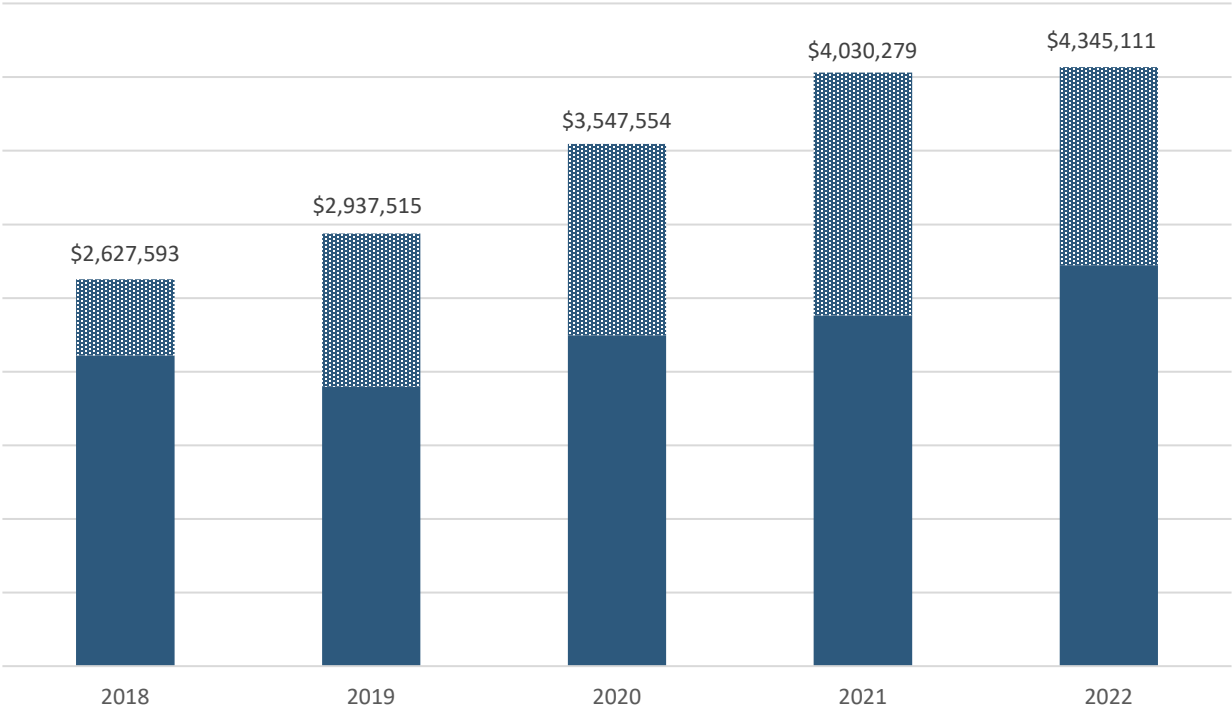


City of
Menasha

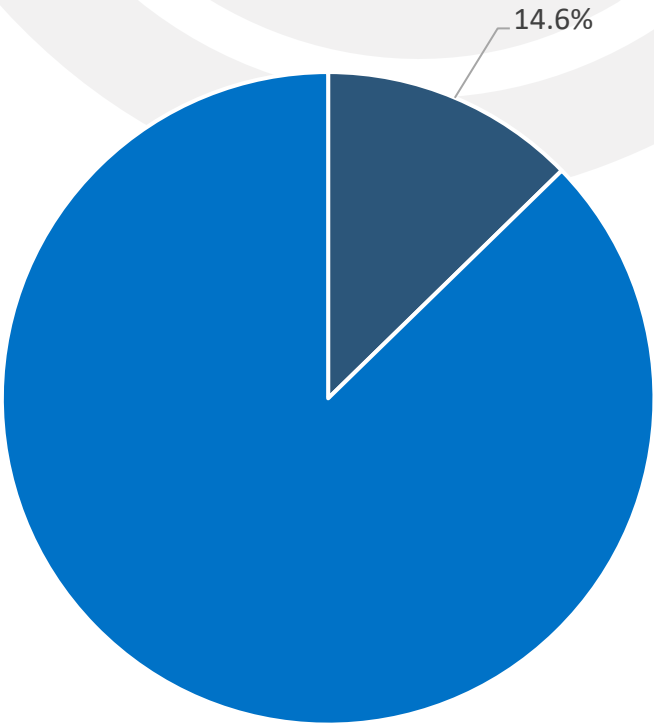
**Financial Status
2024**

GENERAL FUND RESERVE

General Fund Reserve

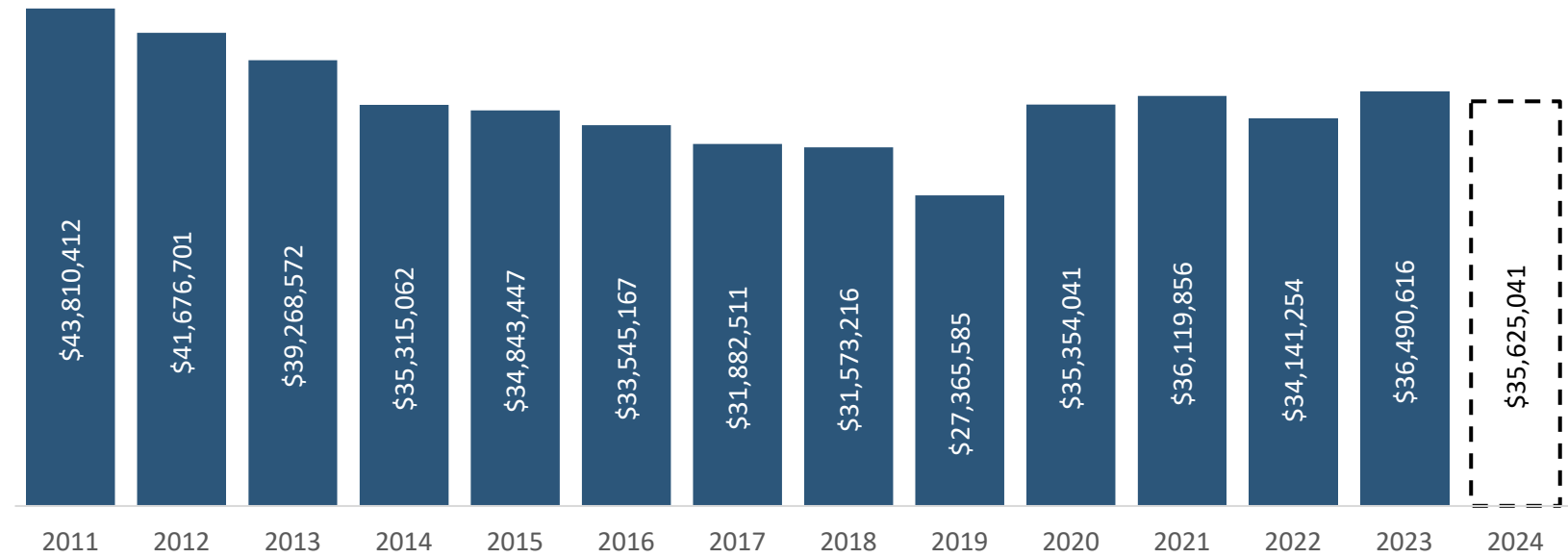


% of Expenditures backed by undesignated general fund balance

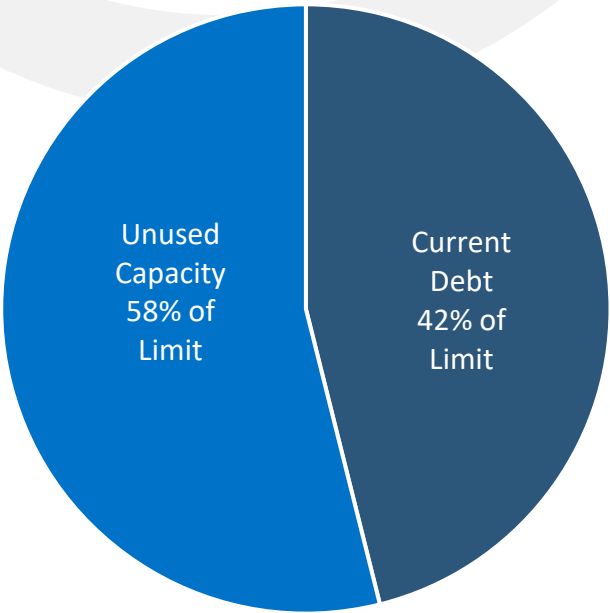


GENERAL OBLIGATION DEBT

Total Debt



Allowable Debt Margin
State Statute Limits Municipal Debt to 5% of
Equalized Value
Maximum \$86,702,440



Note:

GO Debt includes borrowing for 2023 projects of \$1.9 million, borrowing for 2024 projects will occur in 2025

City of
Menasha

**Budget Details
2024**



LEVY LIMITS

Levy Limit based on Net New Construction

\$11,402,283 (+\$176,083)

Additional Levy Limit using exemption for joint fire department levy and unused previous years levy amounts

\$11,553,283 (+\$151,000)

Proposed Levy \$11,552,649

(Unused levy \$634)

\$435,000
reduction in tax levy
compared to requests



MAJOR REVENUE COMPARISONS

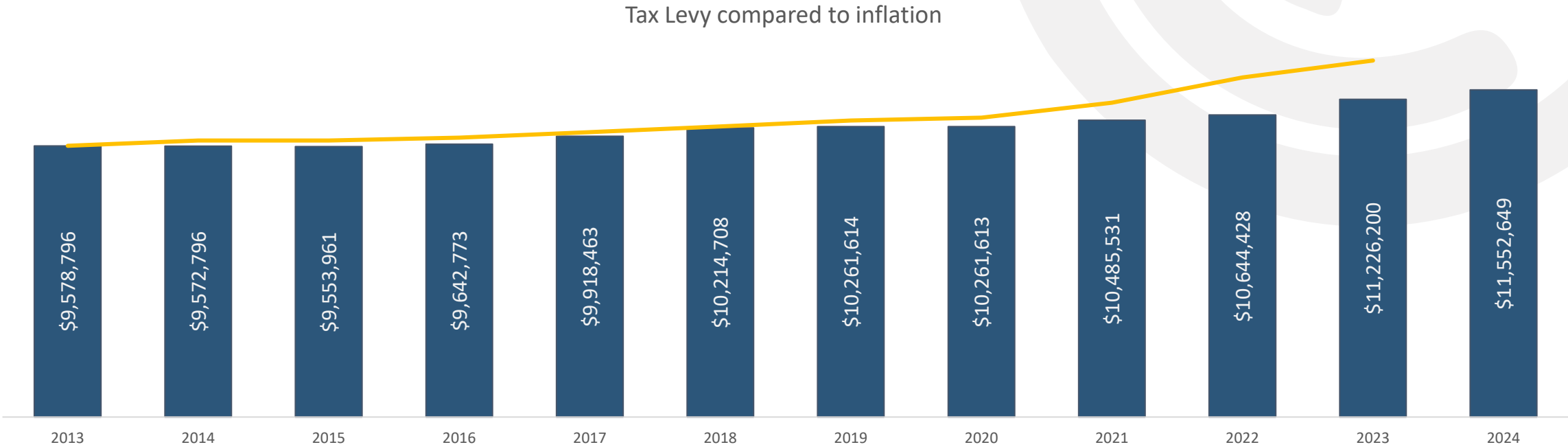
REVENUES 2023

Shared Revenue	\$3,713,125
Highway Aids	\$872,595
Library Aid	\$593,036
Payment For Municipal Services	\$108,000
Menasha Utilities Water PILOT	\$752,972
Health Department	\$1,082,055
Total General Fund Revenues	\$10,327,077
Menasha Utilities Electric PILOT Applied to Debt Service fund	\$734,798

Shared Revenue	\$4,510,823	(+797,698)
Highway Aids	\$1,007,576	(+134,981)
Library Aid	\$606,981	(+13,945)
Payment for Municipal Services	\$105,500	(-2,500)
Menasha Utilities Water PILOT	\$741,959	(-11,013)
Health Department	\$910,900	(-171,155)
Total General Fund Revenues	\$11,276,543	(+949,466)
Menasha Utilities Electric PILOT Applied to Debt Service fund	\$716,157	(-18,641)

REVENUES 2024

TAX LEVY



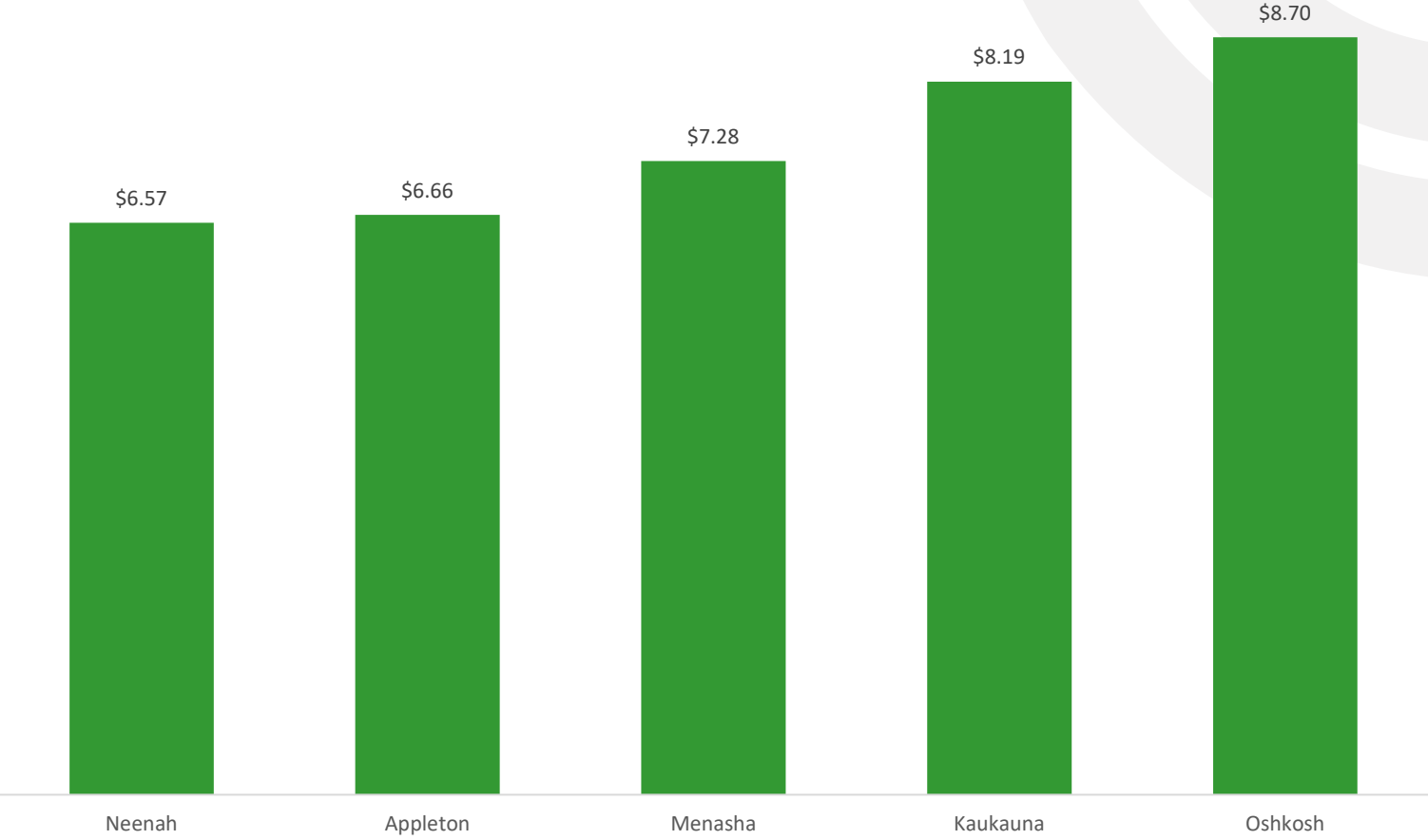
EQUALIZED TAX RATES

Menasha Equalized Rate



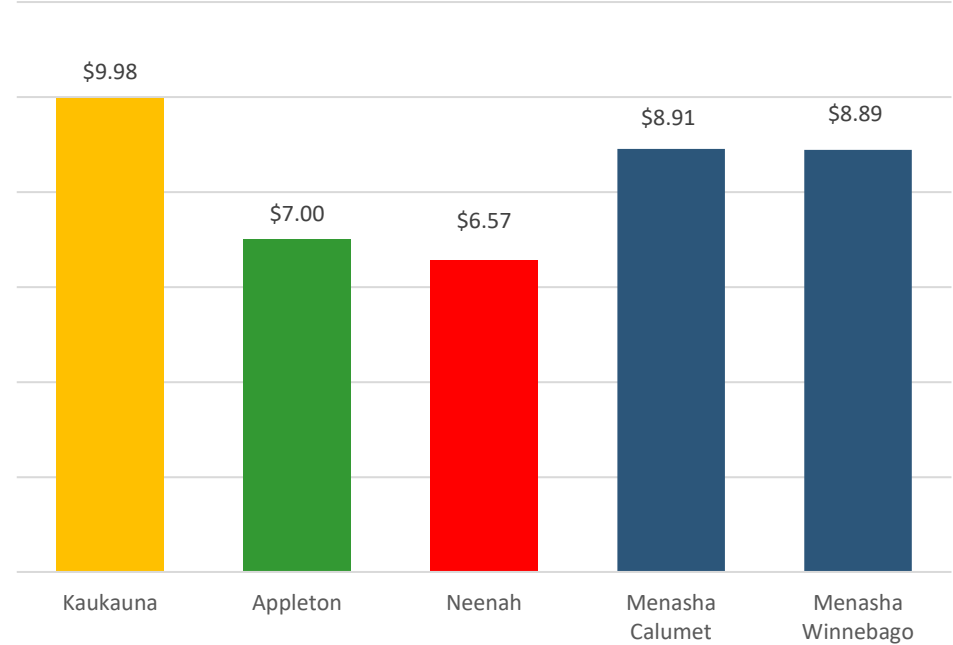
2024 EQUALIZED TAX RATES

Area Communities Proposed Equalized Rate



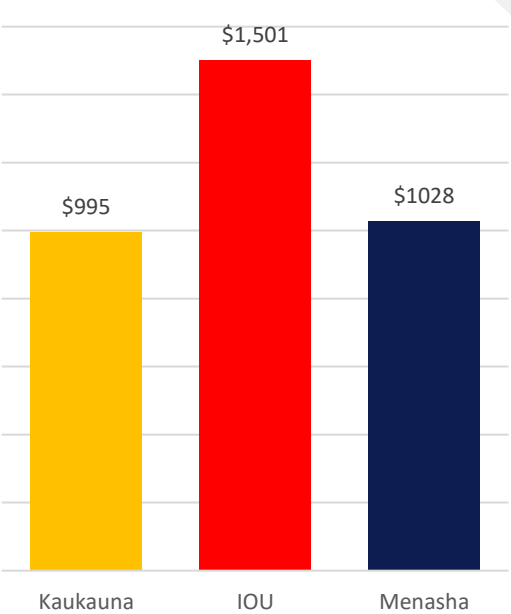
COST OF LIVING

Proposed 2024 Assessed Tax Rates

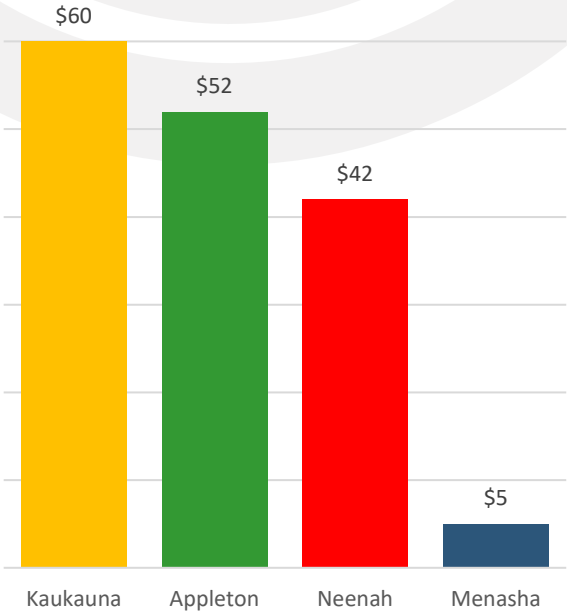


Note: 2023 Rates
\$8.55 Winnebago
\$8.72 Calumet

Electric Rates
750 kWh Monthly



Refuse / Recycling Fees





City of
Menasha
Department Highlights
2024

Community Development

2023 Accomplishments

- Continued construction of three subdivisions
- Approval of new Maplewood School
- Third Menasha Kwik Trip

2024 Goals

- Market available City owned properties and redevelopment opportunities
- Complete the Comprehensive Plan update (current plan from 2008)
- Close TID₄



Mayor / Common Council

2023 Accomplishments

- Managed budget, increased equalized values
- Supported economic development projects

2024 Goals

- Year long celebration of Menasha's Sesquicentennial
- Manage budget, support community growth, enhance community image





Public Works

2023 Accomplishments

- Completed Brin Underground Stormwater
- Constructed Tayco/Main intersection with internal workforce
- Secured over \$1 million in grants
(underground stormwater, carbon reduction, stormwater planning, solar, traffic signals)

2024 Goals

- \$6.6 million in street construction including:
 - \$1.1 million assessable, Grassymeadows & Gosling
 - \$957,000 annual street projects, Elizabeth, Kenwood, Lucerne, Naymut
 - \$3.8 million Water Street
 - \$650,000 Kargus Drive
- PWF Solar & east side LED conversion



Parks & Recreation

2023 Accomplishments

- \$100,000 grant to repave Jefferson Park Trail
- Increased recreation program participation
- Began sitework for Jefferson Playground

2024 Goals

- Complete Jefferson Park vision plan
- Install Shepard Park playground
- Work to implement High Cliff Connection

Neenah Menasha Fire Rescue

2023 Accomplishments

- Accepted new Fire Engine
- Hired & trained four new firefighters with joint fire academy
- Transferred records management software to three new platforms

2024 Goals

- Onboard new Fire Chief
- Living quarters remodel station 35
- Maintain response times with new development



Public Health

2023 Accomplishments

- Implemented new performance management system

- Will complete the 2023 Community Health Assessment

- Implemented all recommendations from Safety Program Audit

2024 Goals

- Initiate department strategic planning

- Prepare for DHS 140 Review

- Increase outreach to Retail Food Establishments



Finance / Assessor / IT

2023 Accomplishments

- Multi department effort to update the City website
- Enhanced the security of the City's network
- Performed all regulatory reporting timely and accurately
- Worked with all City departments to develop a responsible budget that fit within State levy limits

2024 Goals

- Implement city-wide credit card acceptance
- City-wide revaluation
- Continue network security efforts
- Implement Office 365 & move email exchange to the cloud





Police

2023 Accomplishments

- Restructure and redesign of clerical staff working environment and interview rooms.
- Transitioned to Tracs for parking enforcement for cost savings to the city.
- MJSD Crossing Guard Joint Program
- Completed training with all staff members on: diversity and inclusion, implicit bias and procedural justice

2024 Goals

- Deploy facility dog
- Continue wellness initiatives & mental health support
- Negotiate union contract
- Maintain WILEAG accreditation



Library

2023 Accomplishments

- 38% increase in meeting room use
- 14% increase in new card applications
- 5300 attendees of SmithWorks programs

2024 Goals

- Fundraise and begin construction on library renovations
- Continue to develop in person programming
- Develop programs to support early literacy and 21st Century skillsets



Attorney / HR /Clerk

2023 Accomplishments

- Began recodification
- Implemented salary study
- Implemented Family Advantage Insurance

2024 Goals

- Complete recodification
- Successfully complete presidential election cycle
- Negotiate Police Union contract
- Create City-wide fee schedule

WORKSHOP SCHEDULE

Wednesday November 1

- Introduction
- Community Development
- Mayor/Common Council

Thursday November 2

- Public Works
- Parks and Recreation

Wednesday November 8

- Neenah-Menasha Fire Rescue
- Public Health
- Finance/Assessor/IT

Thursday November 9

- Police
- Library
- Attorney
- Budget Recap / CIP / Borrowing



Sam Schroeder, Community Development Director

Matt Larsen, Principal Planner

Kristi Heim, Associate Planner

Alison Humski, Building Inspector/Housing Specialist

Lori Fulcer, Code Enforcement Specialist

Al Verkuylen, ALV Inspections – Commercial Building and Electric

Community Development Department 2024 Budget Presentation

City of Menasha – November 1, 2023

2023 Major Accomplishments

- Implemented Strong Neighborhoods Menasha Program
- Continued Construction of Three Subdivisions – Creating an Additional 129 New Single Family Residential Lots
 - Woodcrest Heights
 - Woodland Lakes Cottages
 - Lake Park Heights – 1st Addition
- Development Projects
 - The Brin Construction
 - Banta Lofts
 - Harbor Lofts
 - Lakeshore Ridge Condos
 - Lakeshore Ridge Apartments – Phase II
 - Tri-City Auto
 - CoVantage Credit Union
 - Gold Cross
 - Kwik Trip – Racine St
 - Earl Litho Addition
 - Menasha Plaza Redevelopment
 - Development Agreement CMK Properties – Lot north of Stone Toad
- EPA Brownfield Site Assessment Grant Implementation
- Water Street Design and Grant Implementation
- Rehired Principal Planner – 5 month vacancy
- And much more!

2024 Objectives

- Continue to implement the Strong Neighborhoods Menasha Housing Program
- Conduct a Housing Analysis following recent developments and future needs
- Work with the City of Appleton on the acquisition of the Water Plant Property
- Work with our regional partners to clean up borders and provide adequate service including an east to west off street trail connection
- Continue to market the sale of available commercial properties
- Complete the Update of the Remaining Comprehensive Plan Chapters (Carry 2023 Funds)
- Work towards redevelopment of the Whiting Corridor
- Work towards further development around the Banta and Gilbert property including the construction of Oak Street Extension and the continued design of the Lawson Canal
- Implement the revitalizing Water Street
- Continue Business Retention and Expansion Visits
- Continue to advance the redevelopment of Downtown Menasha
- Continue to update Municipal Ordinances
- Close TID #4

OVERVIEW

- Code Enforcement
- Building Inspections
- Valley Transit and Dial-a-Ride
- Community Development
- Urban Redevelopment
- Façade Improvement
- CDBG Revolving Loan
- Housing Programs
- TIF Districts: 4 through 14
- Redevelopment Authority
- Stormwater Utility – Community Development
- EPA Brownfield Grant

Code Enforcement (pg. 249-251)

- Major Items/Changes
 - 100-0811-521.10-01 (Wages):
 - Code Enforcement Specialist- \$50,982
 - 100-0811-521.34-02 (Registration):
 - Continued Education for Code Enforcement - \$1,500

Building Inspections (pg. 245-248)

- Major Items/Changes

- 2024 Review Delegation-Ordinance-Commercial Plumbing Inspections-Third Party Plan Review
- Outsource CDBG – Working with Habitat for Humanity on Long and Short term solutions
- 100-0301-523.10-02 (Salaries):
 - In-House Residential Building Inspector and Housing Specialist - \$77,132
- 100-0301-523.21-06 (Management):
 - Based upon permit revenues
 - 85% of commercial permit fees and hourly annual liquor license
- 100-0301-523.21-06 (Inhouse Info Tech Services):
 - Added permitting software – estimated total at \$40,000 to \$60,000 – various fund sources include building inspections and IT Fund

Valley Transit and Dial a Ride (pg. 252-254)

- Major Items

- 100-0302-545.25-01 (Other Municipal Entities):
 - Valley Transit Subsidy based upon routes and miles w/in City Limits - \$252,583 (est. \$46,647.00 net cost following federal, state and other local credits)
 - Net \$1,453.00 increase from 2023
- 100-0303-542.25-01 (Other Municipal Entities):
 - Dial-a-Ride - \$11,200



Community Development (pg. 240-244)

- Major Items/Changes

- Community Development Coordinator Promoted to Associate Planner – salary position - wages now reflected under Salaries not Wages
- 100-0304-562.10-02 (Salaries):
 - Accounts for 95% of Associates Salary, 70% of Director Salary, and 70% of the Planner Salary - \$178,089
- 100-0304-562.21-02 (Engineering):
 - Comprehensive Plan Update 2024 - \$20,000
 - Request to carry forward 2023 dollars to use the full \$40,000 to update the remaining chapters of the comprehensive plan.
- 100-0304-562.21-10 (Marketing):
 - \$1,000 Historic Preservation and \$11,500 Marketing Opportunities
 - Offset by \$13,722 Winnebago County IDB Dollar per Capita Economic Development Grant – Specific Use towards Marketing
- 100-0304-562.30-12 (Computer):
 - Scheduled Director PC Replacement - \$1,500
- 100-0304-562.34-02 (Registration):
 - Leadership Fox Cities - Planner AICP - Director IEDC \$2,000

Urban Redevelopment (pg. 243)

- Major Items/Changes
 - On-going costs for miscellaneous City owned properties
 - Previously used for housing programs and lead lateral replacement fund
 - NEW – Annual \$6,000 payment to the village of Fox Crossing to satisfy the intergovernmental agreement (year 1 of 10)

Façade Imp. (pg. 83)

- SPECIAL REVENUE FUND
- 203-0307-562.70-01 (Acq./Rehab/Conv.):
 - Historic Façade Program Grant - \$10,000
- Existing Fund Balance: \$21,871

The background of the slide features a large, light blue watermark of the Wisconsin Department of Administration logo. The logo is a circular seal. The top half is a semi-circle containing the word "WISCONSIN" in yellow, arched capital letters. In the center is a white line-art illustration of the Wisconsin State Capitol dome. The bottom half is a semi-circle containing the words "DEPARTMENT OF" and "ADMINISTRATION" in blue, stacked vertically. At the very bottom, the text "DOA.WI.GOV" is written in yellow, arched capital letters.

CDBG Revolving Loan Program (pg. 84-85)

- SPECIAL REVENUE FUND
- 2023/2024 – Look to Outsource
- 263-0306-562.70-01 (Acq./Rehab/Conv.):
 - CDBG Revolving Loan Program - \$55,000
- Existing Fund Balance: \$489,252
- Out Balance: \$1.1M+

Strong Neighborhoods Menasha (pg. 86-87)

- SPECIAL REVENUE FUND
- 204-0308-562.21-10 (Marketing):
 - Marketing the Program - \$1,500
- 204-0308-562.70-01 (Acq./Rehab/Conv.):
 - Strong Neighborhoods Program - \$300,000
 - Site Acquisition – \$350,000
- Fund Balance: \$795,305

TIF 4 (Pg. 51-52)

- Past Expenditure Period – Statutory Closing 5/19/2024
- Closing Resolution in 2024 after April 15th and before May 19th

TIF DISTRICT #4

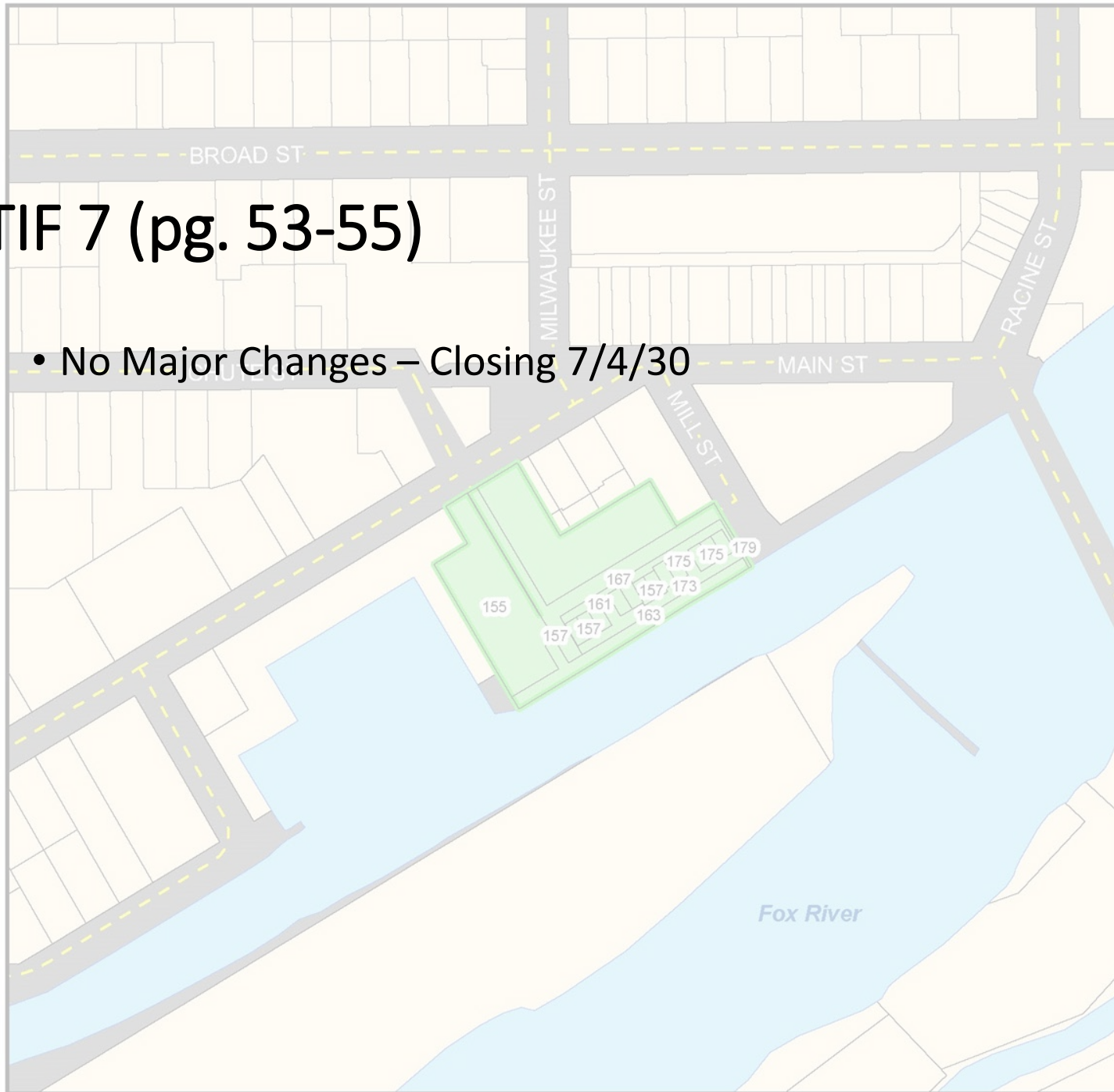


Tax Increment District #4 was created to support the development of the Riverview Plaza office building and the commercial development of Third and Racine Streets.



TIF 7 (pg. 53-55)

- No Major Changes – Closing 7/4/30



TIF DISTRICT #7

 TIF District #7

Tax Increment District #7 was created to support the development of Marina Place condominium/apartment project and the restoration of the Main Street rear facades.

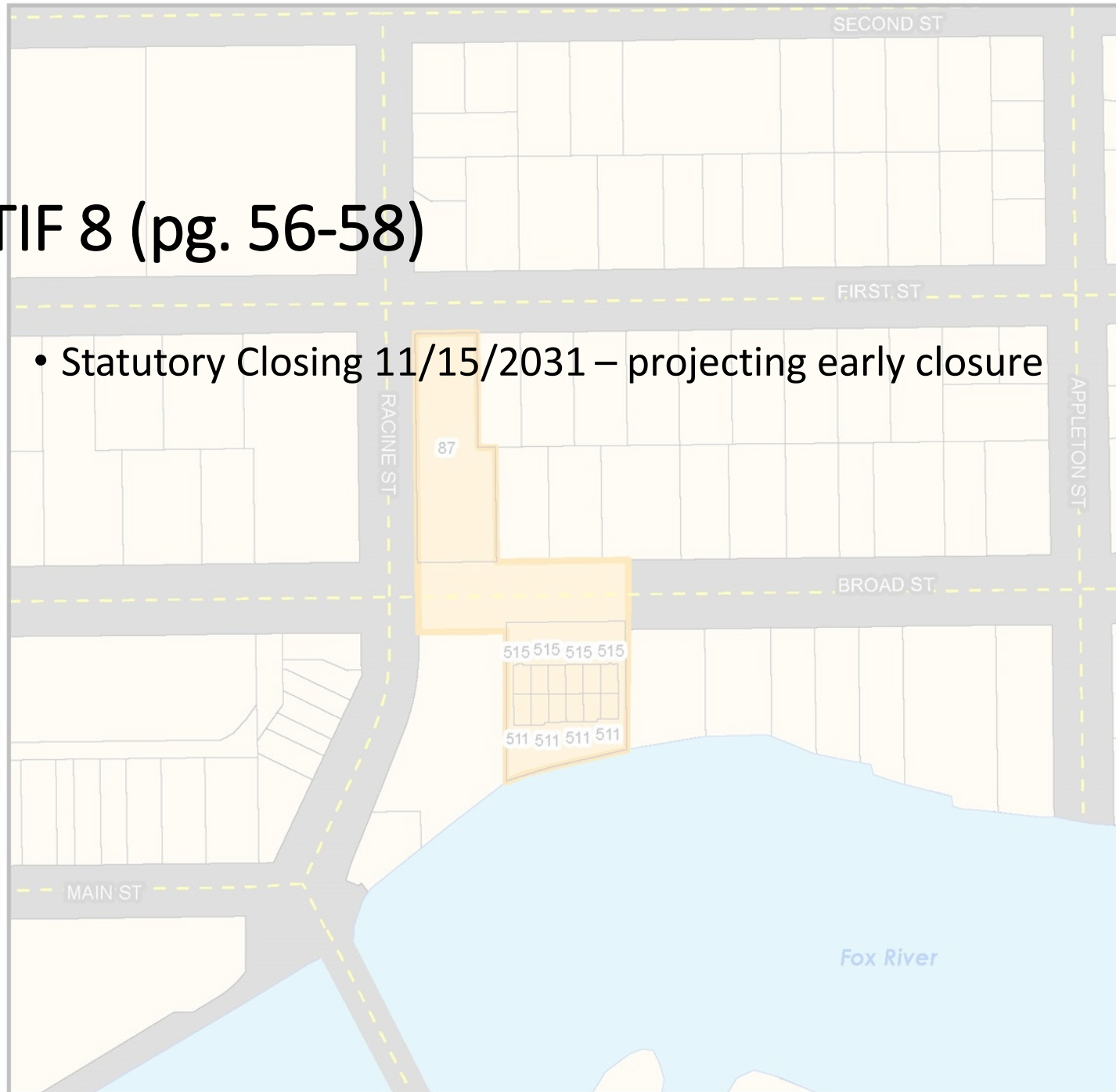


0 75 150 300
Feet



TIF 8 (pg. 56-58)

- Statutory Closing 11/15/2031 – projecting early closure



TIF DISTRICT #8

 TIF District #8

Tax Increment District #8 was created to support the condominium project in the 500 block of Broad Street.



0 50 100 200
Feet



TIF 10 (pg. 59-62)

- Major Items

- 487-0305-562.73-01 (Awards and Claims):
 - \$15,909 – Bertram Dental Development Incentive

- Statutory Closing 6/5/33 – projecting early closure

TIF DISTRICT #10

 TIF District #10

Tax Increment District #10 was created to support the cinema development and the redevelopment of the former Doerings Super Valu at Milwaukee and Third Streets.

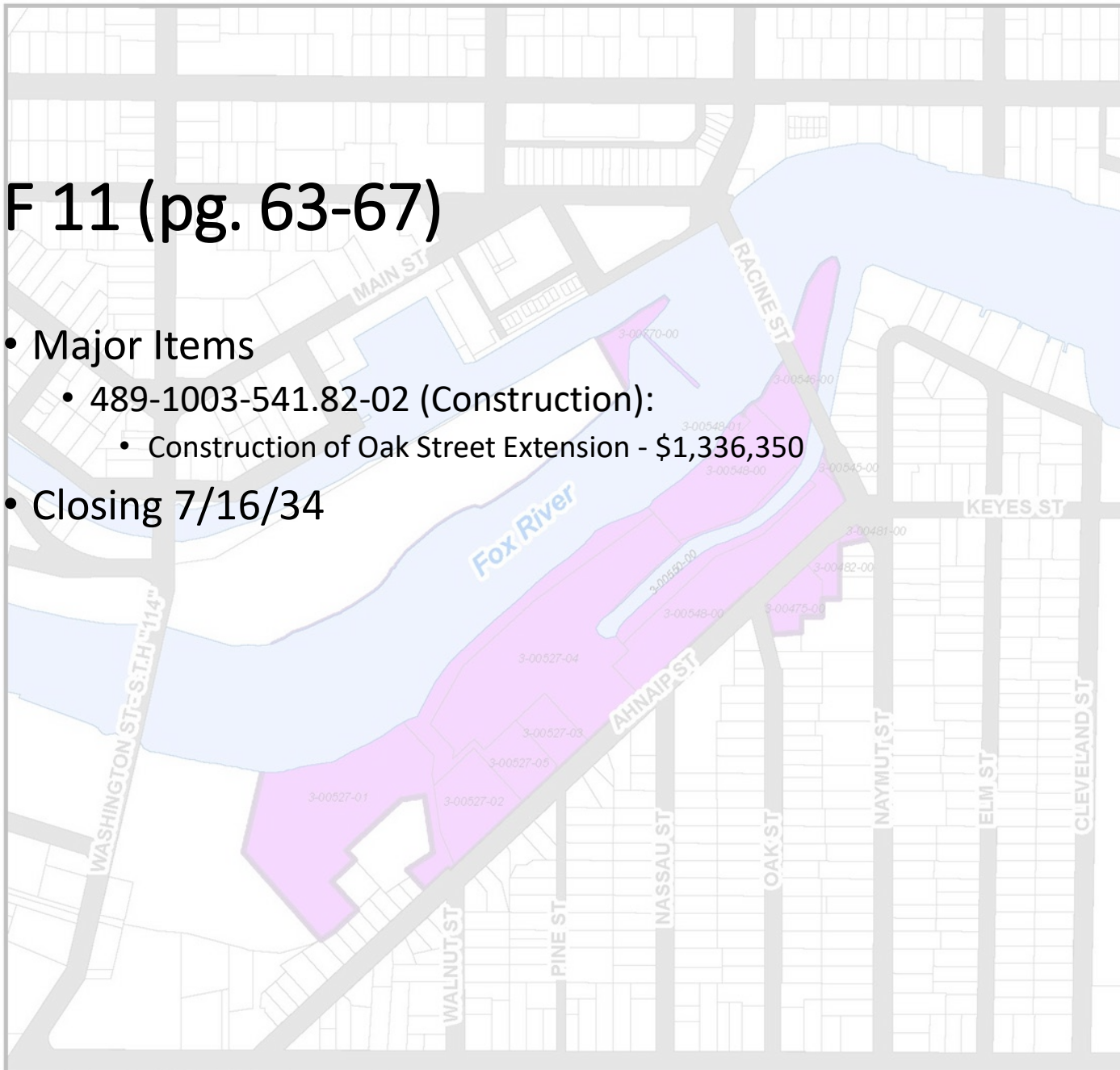


0 150 300 600
Feet



TIF 11 (pg. 63-67)

- Major Items
 - 489-1003-541.82-02 (Construction):
 - Construction of Oak Street Extension - \$1,336,350
- Closing 7/16/34



TIF DISTRICT #11

 TIF District #11 Boundary

Tax Increment District #11 was created to support the redevelopment of the former Gilbert Paper Mill Site.

Boundary Amendment #1, is being proposed to continue to support the redevelopment of the Ahnaip Street corridor including the Banta Publishing Site.



0 170 340 680
Feet
1 inch = 447 feet



TIF 12 (pg. 68-75)

• Major Items

• 492-0304-562.10-02 (CD Salaries):

- Accounts for 10% of Community Development Director Salary and 5% of the Principal Planner - \$13,294

• 492-0304-562.21-10 (Marketing):

- \$6,000 Fox Cities Regional Partnership

• 492-0304-562.21-11 (CD Development Assistance):

- \$440,815 Dev. Incentive RDA

• 492-0305-562.21-11 (UR Development Assistance):

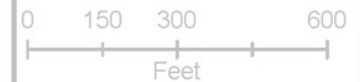
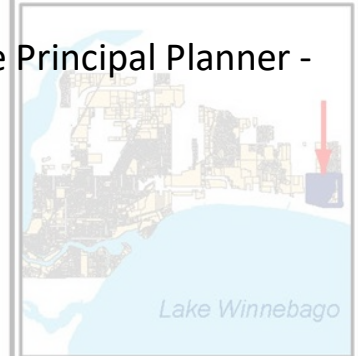
- \$391,525 The Ponds Incentive Payment
- \$236,149 Lakeshore Ridge Incentive Payment

• Closing 5/16/31

TIF DISTRICT #12

 TIF District #12

Tax Increment District #12 was created to stimulate development in the Lake Park Villas area at STH 114 and Lake Park Road.



TIF 13 (pg. 76-79)

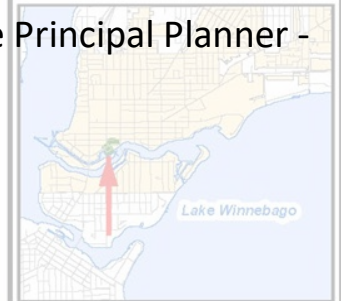
- Major Items

- 493-1003-541.82-02 (Construction):
 - 2023 Racine Street Bridge Amenities - \$145,318
- 493-0304-562.10-02 (CD Salaries):
 - Accounts for 10% of Community Development Director Salary and 5% of the Principal Planner - \$13,294
- 493-0304-562.21-02 (Engineering):
 - \$25,000 Housing Study
- 493-0304-562.21-10 (Marketing):
 - \$6,000 Fox Cities Regional Partnership
- 493-0304-562.21-11 (CD Development Assistance):
 - \$467,553 Menasha DT Incentive – One Menasha Center/Ramp
- 493-0305-562.70-01 (Acq/Rehab/Conv):
 - \$650,000 Future Acquisition – Council Approval

- Closing 7/6/42

TIF DISTRICT #13

-  Proposed Boundary Amendment
-  TID 13 (Existing)



Redevelopment Authority (pg. 174-176)

- Major Items

- 501-0304-562.21-02 (Engineering):
 - Cont. Investigation and Planning Efforts - \$30,000
- 501-0304-562.32-01 (Dues):
 - Lake Park Villas HOA Annual Dues - \$0.00 – paid in full in 2023
- 501-0304-562.74-01 (Sale of Land):
 - Loss on sale of land, development incentives/builders credits, and closing costs - \$0.00 (Sold remaining lots in 2022)

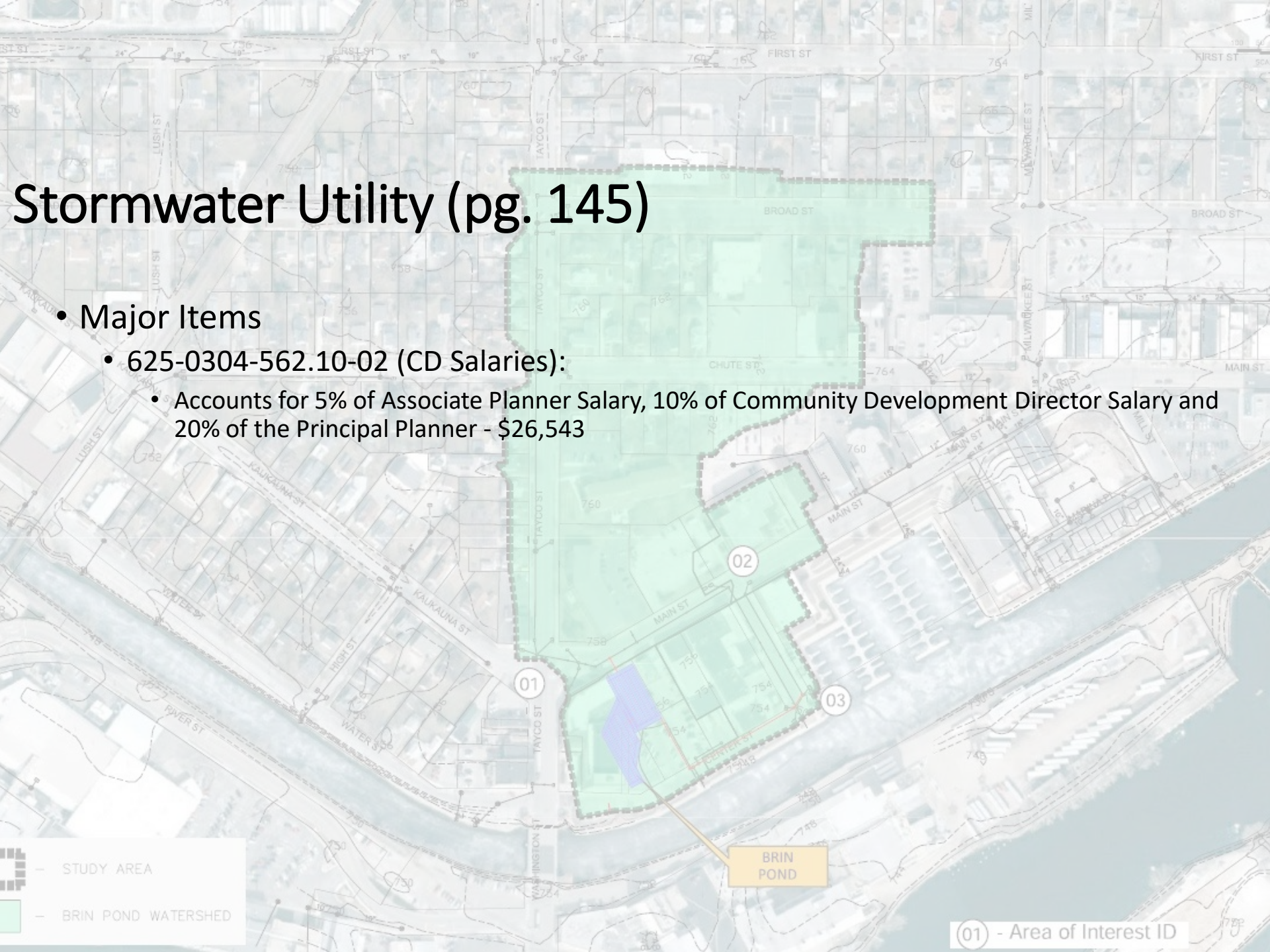


Stormwater Utility (pg. 145)

- Major Items

- 625-0304-562.10-02 (CD Salaries):

- Accounts for 5% of Associate Planner Salary, 10% of Community Development Director Salary and 20% of the Principal Planner - \$26,543



EPA Brownfield Grant (pg. 113-114)

- SPECIAL REVENUE FUND
- 256-0304-562
 - \$172,098 Projected for 2023
 - \$271,762 Projected for 2024

Upcoming/On-Going Development Activity

- Projects in the Works/Discussion
 - The Brin Completion
 - Water Street Revitalization and Redevelopment
 - Oak Street Development
 - Whiting Paper Mill Redevelopment and Investigation
 - Becher Electric Redevelopment
 - Nicolet School Site Redevelopment
 - Oneida St Retail Development
 - Maplewood Middle School
 - Additional Subdivision Growth – Single/Two Family
 - Lawson Canal/Oak Street Extension
 - Gilbert/Banta Redevelopment Site
 - Commercial Development – Lake Park
 - Shopko Area Redevelopment
 - Trail Connectivity – High Cliff – Water Street – East Side Connections

Questions?

