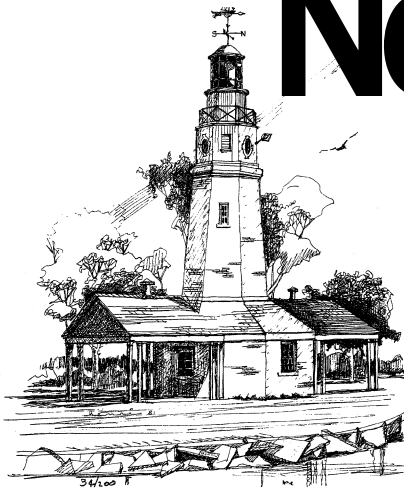


# Neenah Notes

The City of Neenah Newsletter

VOL. 5 NO. 3

Summer 2004



## Message from Mayor George Scherck

Summertime in Neenah—what a great place to be. Community Band concerts in the park, Street Ball downtown, and Communityfest are joined by a beautiful municipal pool, an outstanding library, and one of Wisconsin’s best park and recreation programs. This community has been the benefactor of the volunteer spirit and generosity of past generations. That community spirit continues today as the Friends of Neenah Riverwalk close in on their goal of raising almost \$1 million to complete Clara Shattuck’s vision of a beautiful urban park on the water.



In April, we had contested aldermanic races in all 3 districts. In May, Neenah citizens, young and old, came out for the annual clean-up day. In September, many volunteers will come together to put on the Mayor’s Charity Golf Outing. In October, citizens and the City are working to bring an exciting new fall festival called BooFest to our community. I continue to get volunteers willing to serve on boards and commissions. Neenah citizens care about their community and are working together to make it an even better place for all of us.

Organized, planned growth is bringing new housing, retail, and industrial development that creates new jobs, increases the tax base, and improves our quality of life. By holding the line on operational spending, taxes are controlled, making living in this beautiful community more affordable, while at the same time continuing high levels of public services.

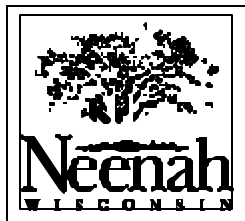
Despite all this good news, some are cynical and suspicious of everything local government does. Elected officials in Neenah are your friends and neighbors, with the same problems, same dreams for the future, and same concern for their children and grandchildren. We are average people, committed to serving the best interests of all citizens. When we make mistakes it is not because we don’t care or are not trying to do our best, but rather it is because we are human. We will not always agree, but let’s agree that good people can see things differently.

As your Mayor, I welcome your constructive criticism and concerns. Don’t criticize or condemn, call. Let me know what you think, ask questions, get all the facts, provide suggestions on how we can serve you better. My goal is to keep government open, keep you informed, and to continue to seek better, more cost-effective ways to provide quality services at a cost you can afford. When all of us work together with a shared vision for our future, those goals will be realized.

Best wishes,

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Look out! It’s coming....



Free information:  
[www.neenahlibrary.org](http://www.neenahlibrary.org)

Visit the City’s web site!  
[www.ci.neenah.wi.us](http://www.ci.neenah.wi.us)

## Contact us!

### Mayor

George Scherck 886-6104

### City Assessor

Jack Ophoven 886-6115

### City Attorney

Jim Godlewski 886-6106

### City Clerk

Patty Peterson 886-6100

### Community Development Director

Bob Buckingham 886-6125

### Finance Director

Mike Easker 886-6140

### Fire Chief

Len Vander Wyst 886-6200

### Health Department Director

Judy Crouch-Smolarek 886-6155

### Human Resources Coordinator

Cindy Christensen 886-6103

### Information Systems Director

Joe Wenninger 886-6170

### Library Director

Steve Proce 886-6300

### Parks & Recreation Director

Eileen McCoy 886-6060

### Police Chief

Ray Appel 886-6010

### Public Works Director

Tim Hamblin 886-6240

### Water Works Director

Larry Wattering 886-6180

### Aldermanic District 1

Jim Hemes 729-1289

Mark Lange 729-0831

Nick Piergrossi 751-0842

### Aldermanic District 2

John Ahles 727-1306

Don Winter 725-1520

Judy Zaretzke 722-1291

### Aldermanic District 3

Kip Kitzerow 722-3551

Bruce Rhoades 727-0243

Todd Stevenson (Pres.) 722-5440

## Pools must be fenced

Each year, hundreds of young children die and thousands come close to death due to submersion in residential pools. The U.S. Consumer Product Safety Commission has estimated that each year about 300 children under 5 years old drown in pools. The Commission estimates hospital emergency room treatment is required for more than 2,000 children under 5 years of age who were submerged in residential pools.



For this reason, the City requires permits for all man-made pools capable of holding 2 feet or more of water. This permit is required for both permanent and temporary installations including inflatable pools with walls over 2 feet high.

All pools requiring permits should have barriers to keep children away from the pool which usually consists of a 44 inch high fence enclosure around the pool or the pool structure itself can serve as a barrier if the walls of the pool are 44 inches above grade and ladders can be removed.

For more info on pool requirements please contact the Department of Community Development at 886-6130 or visit our Inspection Department web page at <http://www.ci.neenah.wi.us/>.

## Colección en Español

Neenah Public Library has received a grant from Winnebago County to purchase English as a second language materials. The collection includes basic English workbooks, tapes and CDs, as well as Spanish language books to help with health issues, parenting, legal concerns and employment. The library also provides free Internet access, where customers can read Spanish-language newspapers and magazines online, as well as send and receive e-mail. The Youth Department also has a collection of Spanish-language materials for children and teens. For more information, contact the library at 886-6315.

## Parks & Recreation special events

Pre-registration required for all events except *Chalk It Up*. Call 886-6061 or stop by City Hall Parks & Rec. office.

### • Father's Day Fun T-Shirt Creation

— Thu., June 10. (All ages)

### • Chalk It Up!

— Tue., June 29. (Ages 4-12)

### • Wal-Mart® Kids' All-American Fishing Derby

— Fri., June 25. (Ages 6-16)

### • 6 Flags Great America Bus Trip

— Wed., July 7. (Ages 13-17)

### • Froggy Fun Bus Trip (Heckrodt Wetland)

— Wed., July 14. (Ages 4-6)

### • Timer Rattlers Baseball Game Bus Trip

— Thu., July 15. (Ages 7-14)

### • Sportstown All-City Playground Event

— Thu., July 22. (All ages)

### • Bowling (Regular & Bumper)

— Thu., July 29. (Ages 4-12)

### • N.E.W. Zoo/Old Fashioned Picnic

— Thu., Aug. 5. (Ages 6-12)

### • Elks Club Soccer Shootout

— Sat., Aug. 7. (Ages 6-13)

### • 18th Annual Fox Cities Senior Games

— Tue., Aug. 17. (All Fox Cities Seniors)

## Meet your alderperson

**Name:** Don Winter

**Address:** 451 Hawthorne Street

**District:** 2

**Years on the Council:** 20

**Community involvement:** Boy Scouts of America, Junior Achievement, and the Neenah-Menasha Chapter of Credit Unions.

**Occupation:** Retired.

**Family:** Widower; 4 adult children and 9 grandchildren.

**Interest/hobbies:** Swimming, golf, professional sports, politics.

**Reason for government involvement:** Neenah is a good place to live and raise a family. I am not satisfied with maintaining the status quo. We can make it better. With decreasing State shared revenue, it is imperative to explore consolidation and shared services. We also need to increase our tax base to help stabilize our property tax.



## Election Year 2004

The City Clerk's Office is preparing for the next elections, which include the Presidential election in November 2004.

### Upcoming Election Dates:

Sept. 14—Fall Primary

Nov. 2—Fall General Election (Presidential)

If you are interested in assisting your fellow citizens on election day by becoming a poll worker, please contact the City Clerk's Office at 886-6100. You will receive ample training and there is a small compensation.

## The Legend of BooFest

Neenah's rich and interesting past also has a dark side that includes the legend of a spooky train, a steam powered ferry that sunk but still rides the waves of Lake Winnebago, scary voices from the Memorial woods during soccer games, and a mysterious bicyclist on the Bill Miller trail. Help us rid Neenah of this ghostly reputation by joining in the month long celebration of BooFest. Coming in October, fun for the entire family!



## Winnebago County Crime Prevention Fund

Law enforcement agencies in Winnebago County are committed to community policing programs targeted at creating attitudes and behaviors that both reduce the threat of crime and enhance the sense of safety and security. These programs positively influence the quality of life in our community and help develop an environment where crime cannot flourish. Just a few of the many programs include:

- Alcohol, Drug, and Tobacco Prevention Programs:
  - D.A.R.E.
  - CHOICES
  - G.R.E.A.T.
  - Alcohol and Tobacco Diversion Programs
- Neighborhood Watch
- Senior Safety Programs
- Child Safety Programs
- Theft and Fraud Prevention
- Personal Safety
- Traffic Safety
- Victim Crisis Response Team
- Business and Residential Security Surveys

Residents who believe that crime prevention is a good investment now have the option to help support these valuable programs. The Winnebago County Crime Prevention Fund is an endowment fund, established to provide lasting financial support for crime prevention activities throughout Winnebago County. The fund is an initiative of the Oshkosh Area Community Foundation and these law enforcement agencies:

- Neenah Police Department
- Menasha Police Department
- Omro Police Department
- Oshkosh Police Department
- Town of Menasha Police Department
- Winnebago County District Attorney's Office
- Winnebago County Sheriff's Office
- Winneconne Police Department

The Crime Prevention Fund is governed by an independent citizen advisory committee. Each year, the committee will recommend financial support for effective crime prevention programs in Winnebago County. Any organization working collaboratively with law enforcement agencies on crime prevention programs are eligible to apply for the funding.

For more information about the Winnebago County Crime prevention Fund contact the Oshkosh Area Community Foundation (920) 426-3993.

[www.OshkoshAreaCF.org](http://www.OshkoshAreaCF.org)

## Increasing oversight and accountability

To create more public accountability and oversight of major projects, the City Council has adopted two new initiatives.

### Board of Public Works (BPW)

**Membership:** Mayor; Directors of the Public Works, Finance, and Community Development departments; the City Attorney and two alderpersons.

**Purpose:** To implement City Council policies and supervise capital projects.

**Specific Duties:** To review contracts, change orders, development agreements, contract payments, and construction progress.

**Public Benefit:** To make administrative actions more public—improving oversight and accountability of major capital projects.

### Community Development Authority (CDA)

**Membership:** Five Neenah-resident citizens with expertise in urban renewal, community development, and housing plus two alderpersons.

**Purpose:** To provide a more focused, collaborative effort in completing successful, tax-producing redevelopment and urban renewal projects designed to increase the tax base and create and retain jobs.

**Specifics:**

- City Council approves a capital project.
- City Council directs CDA to prepare a redevelopment plan for the project.
- City Council approves CDA's plan by two-thirds majority.
- City Council approves capital budget for project.
- CDA can acquire real estate, exercise eminent domain, and issue debt—subject to City Council approval.

**Public Benefit:**

- Improves public involvement and knowledge of major projects.
- Brings citizen expertise to the process of redevelopment.
- Improves ability to attract private capital.
- Helps City maintain favorable bond rating, reducing interest costs on capital projects.

This is the first overhaul of Neenah's governmental structure since 1982. Government has to adapt to meet the needs of the 21<sup>st</sup> century, providing increasing levels of oversight and accountability to protect the public's interest.

## Voter information

- Who's my alderperson?
- What district am I in?
- Where do I vote?

These are common questions. To help answer them go to the City of Neenah website [www.ci.neenah.wi.us](http://www.ci.neenah.wi.us) or call 886-6100.



## City historic landmarks' guide

Guides to the location of historic landmarks in the City of Neenah are now available at City Hall.

The full color map includes photos and descriptions of many buildings in the community that are historically and architecturally significant, as well as information about the history of Neenah. The guides are free of charge and great for students, visitors and all who are interested in the treasures in our own backyard!



% of 2004 capital improvement budget financed by the tax levy.

1.4

## Volunteer Spotlight

In every community there is work to be done and problems to overcome. But in the heart of every citizen there is the power to do both. No organization epitomizes that special spirit better than the hundreds of volunteers who make up the **Neenah-Menasha Red Cross**. So, the Community Spotlight today focuses on people like Burt Westover, who has served the Red Cross for many years. Burt is an enthusiastic volunteer who has devoted his time to many area organizations that make life better for all of us.



**American  
Red Cross**

A tornado hits, there is a gas leak, a soldier needs help or an accident victim needs blood. The Red Cross volunteers are always there to provide a helping hand. Food, lodging, clothing—even a Teddy Bear and birthday cake for a 4 year old—are part of the mission of our Red Cross.

Hubert Humphrey once said, “The impersonal hand of government can never replace the helping hand of a neighbor.” Our Red Cross neighbors reach out to all of us in times of need. When personal or community crisis strikes, our local government and the Red Cross stand side by side to provide assistance. That is one of the reasons that the Red Cross will be one of the recipients of the proceeds from the 2<sup>nd</sup> annual Mayor’s Charity Golf Outing, scheduled for September 3. Come out and support the Red Cross and enjoy a Friday of golf, good food, and Wisconsin’s great fall weather.

## A tale of two bridges

State Department of Transportation (DOT) projects will replace both the N. Commercial St. bridge (2004) and the Oak St. bridge (2006). While this will create serious traffic concerns, it will also provide improved movement and enhanced safety once completed.

A new DOT program called Community Sensitive Design allows enhancements that will make such projects more acceptable to the community. **WE NEED YOUR HELP.** What would you like to see included on the Oak St. bridge project? Call Mayor Scherck at 886-6104.



% of 2004 capital  
improvement budget  
financed by Tax  
Incremental Financing.

**94.0**



## NEENAH COMMUNITY BAND SUMMER CONCERTS TUESDAYS ~ RIVERSIDE PARK

**JUNE 8.....NCB.....7:00 PM**

**JUNE 22.....NCB.....7:00 PM  
GERMAN BAND - 6:45PM**

**JULY 4 (Sunday)....NCB.....7:45 PM  
COMMUNITYFEST CONCERT**

**JULY 13.....NCB.....7:00 PM**

**JULY 27.....NCB.....7:00 PM  
CHILDREN’S CONCERT**

**AUG 10.....NCB.....7:00 PM**

**AUG 17.....NCB.....7:00 PM  
AMBASSADOR DANCE BAND**

FREE admission — DONATIONS accepted

## Fall co-ed adult kickball league

(Ages 16+) Revisit your schoolyard days by getting a kickball team together for a night of hitting the big red ball! Play begins September 1. Registration packets available at City Hall Parks & Recreation Office and at [www.neenahgov.org](http://www.neenahgov.org).



## Mayor Scherck answers citizen concerns

As a regular feature, the Mayor will provide information on those issues which have been addressed to City Hall most often. If you have a subject you would like him to include, please call 886-6104.

### How does Tax Incremental Financing (TIF) work to keep taxes down?

Let's look at a hypothetical example. A large open property is assessed at \$100,000. The City collects approximately \$960 in property taxes. The City invests \$1 million in roads, sewers, and development assistance so a commercial development can be built with an assessed value of \$10 million. All of the property taxes paid on that \$10 million property (\$270,000) goes to pay off the City's \$1 million investment.

After the City collects sufficient tax revenues to pay off all the borrowing costs, the taxes generated will be shared with the school district, the county, and the technical college forever, holding down future taxes. In addition, the City helps to create new jobs and new shopping opportunities and brings new taxpaying homeowners into the community.

### What has been Neenah's track record with TIF? Does it really work?

Since 1982, Neenah has invested \$30 million in TIF districts, creating \$192 million in new tax base. **If not for TIF investments, the average taxpayer would be paying an additional \$390 in property taxes each year.** In addition, we have helped create 3,800 new jobs, bringing 143 new businesses to the community.

In Tax Increment District #4 in the South Commercial Street Corridor, the City's \$4 million investment, spurred the creation of \$28 million in new tax base, paying off all of the City costs and creating a surplus of over \$2 million. Taxes will continue to be paid on that increment forever. The old Butterfly Bar, Lakeroad Lanes, and Bricco's Video Vault are gone and in their place is a new housing complex, mini-mall and auto repair shop. At the south

end of the business corridor, Copp's and the Shops at Mahler Farms adds shopping opportunities to the east side that would not otherwise exist. TIF works in Neenah!

### Why did the City Council adopt the Mayor's proposed 2004 capital improvement budget?

Your City Council consists of your friends and neighbors, people devoted to public service with a vision for a better Neenah. Our shared goal has been to reduce operational spending while maintaining vital City services.

Continuing to make investments, which are one-time expenditures, is the second prong of our #1 priority—controlling taxes—because these investments bring new tax revenues forever.

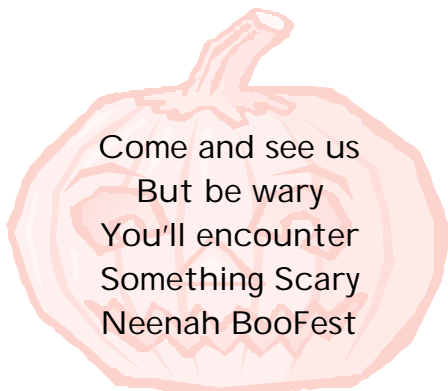
Ninety-four percent of the general obligation borrowing for 2004 will be financed by Tax Incremental Financing, a development tool that allows Neenah to make significant investments in our future and finance those investments with taxes generated from new development. Only 1.4% of the 2004 capital spending proposal is financed by the tax levy.

The City invests in infrastructure and development assistance and the private sector investments that follow create additional tax increment to pay for the City expenditure. Once paid off, the City has a higher tax base to help keep down future taxes.

The Cecil Street overpass will eliminate the waste of time and gasoline, as well as the aggravation caused by 75 daily gate actuations. The parking structure downtown is the key to bringing \$58.6 million in new tax base as well as the retention of over 500 jobs in Neenah. The expansion of our industrial park will also increase the tax base and help us create hundreds of new jobs.

We are not spending money but investing in our future quality of life and our ability to control taxes.

For a complete list of answers to your concerns go to [www.ci.neenah.wi.us](http://www.ci.neenah.wi.us).



## Credits

The 'Lighthouse' artwork courtesy of Henri Miles. Photographs courtesy of Gretchen Raab.

Additional \$\$ average taxpayer would be paying if the City had not used Tax Incremental Financing to increase the tax base.

# 390

## Friends of the Library name McFarland Volunteer of the Year

The Friends of the Neenah Public Library has named **Jane McFarland**, Neenah, as its 2004 Volunteer of the Year. McFarland has been an active volunteer in the children's department for over 10 years. She helps with shelving and works on special projects. Recently, she shifted the entire youth non-fiction collection of 20,000 books to make more room in growing collection areas.



"We enjoy Jane because she is so positive and joyful," said Youth Library Manager Patricia Hewitt-McNichols. "She has helped us immensely and we are very pleased that she has received recognition for all her volunteer hours!"

McFarland became interested in volunteering at the library when she and her husband, Tim, started bringing their children, Ryan, 14, and Jennifer, 11, to the youth department's storytimes when they were toddlers.

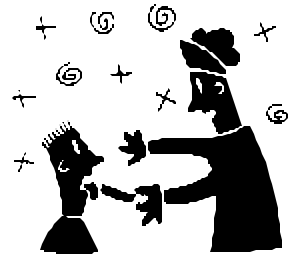
The Friends of the Neenah Public Library is a not-for-profit group that raises funds to support the library—especially for youth programming. The Friends annually recognize an outstanding library volunteer.

## Neenah public health facts

In 2003, there were 9,878 Public Health Nursing visits made to individuals and families within the City of Neenah.

Of these visits:

- 2,859 visits were made to individuals with health problems related to the nervous system and/or sense organs.
- 2,129 visits were made in regard to Infant and Child Health issues.
- 927 visits were made to individuals and families with health problems related to the cardio/vascular system.
- 890 visits were made to individuals or families with health problems involving infectious or parasitic diseases.



Since 1982, # of new businesses/new jobs resulting from City TIF investments.

**143/  
3800**

## 48<sup>th</sup> Season *Riverside Players* *Theatre in the Park*

presents

### **It Runs in the Family**

*A British Farce by Ray Cooney*

*Directed by Debbie Barkholtz*

*June 23 – 27*

### **Cabaret**

*Book by Joe Masteroff, Music by John Kandler,*

*Lyrics by Fred Ebb. Directed by Michael Schuh*

*July 22 – 25 & July 28 – Aug 1*

*Riverside Park, Neenah*

*8:00 p.m. Wed.-Sat. 7:00 p.m. Sunday*

**For Reservations Call 886-6090**

*or buy your tickets at*

*Washington Park Rec. Building, Winneconne Avenue*

**Tickets: \$10/\$12 Adults**

**\$7/\$9 Student (under 18) and Senior (55+)**

*Season Tickets Available for a \$3.00 Savings!*

## Tax collection hours for fourth installment due July 31

The final installment of Real Estate Property Taxes is due on Sat., July 31. Because the installment due date falls on a weekend, taxes may be paid on Mon., Aug. 2 in the Treasurer's office at City Hall 7:30 a.m.-4:30 p.m. Taxes may be placed in the night deposit box next to the drive-up window on or before August 1. Payments may be postmarked August 2 and will be considered on time. Please note that tax payments placed in the night deposit box on August 2 will be considered delinquent.



# Summer Library Program

Join the *reading* program for  
8 weeks of discovery!

## Neenah Public Library & Neenah Joint School District

Kids: check with your school librarian for  
dates and times at your school library!



### Neenah Public Library Summer Program June 7 - July 30

**Tom Pease** — Mon., June 7 at 6:30 p.m. Music and fun  
for everyone! (All ages)

**David Stokes** — Tue., June 8 at 6:30 p.m. Using humor,  
songs, stories, and live animals, David will entertain and  
educate. Celebrate *Smokey the Bear's* 60th birthday after  
the program! Cake and punch! (Ages 5+)

**Jeff McMullen** — Mon., June 14 at 1:00 & 6:30 p.m.  
Jeff is a very funny guy who makes fun for everyone!  
(All ages)

**Judy Farrow-Busack** — Thu., June 24 at 6:30 p.m.  
Lively participatory stories, humor, rhymes, and play!  
(Ages 3+)

**Debra Morningstar** — Thu., July 8 at 6:30 p.m. This  
Oneida storyteller will engage children using a *Native  
Story Basket*, hand drums, rattles, and shakers. (Ages 4+)

**Bob Lettenberger** — Mon., July 12 at 1:00 & 6:30 p.m.  
*Tales Along the Rails* with the general manager of the Na-  
tional Railroad Museum! (Ages 4+)

**Dr. D. Light** — Wed., July 14 at 6:30 p.m. *Ridin' the  
Rails to USA Trails*. Hop aboard for stories! (Ages 3+)

**Calamity Jane's Wild Mid-Western Show** — Tue., July  
20 at 6:30 p.m. Hear about Wild Bill Hickock, Annie  
Oakley, & the Pony Express. See rope spinnin' and meet  
Calamity Jane and Laura Ingalls Wilder! (Ages 6+)

**Bob Kann** — Fri., July 30 at 1:00 p.m. Comedy, jug-  
gling, & storytelling. The program finale! (Ages 3+)

### Weekly Programs

Call 886-6335 or stop by for more detailed information on  
the dozens of weekly youth programs:

**Family Storytimes** – Tue.-10:00 a.m. (Esp. ages 3-5)

**Afternoon Classics** – Tue.-1:00 p.m. (Ages 7+)

**Babytime** – Wed. & Thu.-9:15 a.m. (Ages birth-1)

**Lapsit** – Wed. & Thu.-10:00 a.m. (Age 2)

**Toddletime** – Wed. & Thu.-10:30 a.m. (Age 1)

**Family Twilight Tales** – Thu.-6:30 p.m. (All ages)

**Film & Fun** – Thu.-1:00 p.m. & Fri.-10:00 a.m.  
(Ages 4-6)

All programs are free, paid for by the  
**Friends of the Neenah Public Library.**



Discover New Trails

@your library

— R E A D —

Neenah WI 54956  
Postal Customer

PRSRST STD  
ECRWSS  
U.S. POSTAGE  
PAID  
PERMIT #2  
54956  
NEENAH WI

City of Neenah  
211 Walnut Street  
Neenah, WI 54956

