



Committee of the Whole Meeting Agenda

March 25, 2025 - 6:00 PM
Council Chambers
3805 S. Casper Drive

Published: 3/21/2025

AGENDA

1. **CALL MEETING TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. March 11th, 2025, Committee of the Whole Meeting Minutes
4. **UTILITY & FINANCE**
 - A. Discussion and possible action to recommend to the Common Council approval of the March 26th, 2025, Water Utility Claims in the amount of \$122,523.69, Sewer Utility claims in the amount of \$7,539.84 and General City claims in the amount of \$1,506,203.99. Tax overpayment checks totaling \$28,591.04 were also generated. US Bank EFT of \$37,944.82 and We Energies EFT of \$71,068.88
5. **LICENSES & PERMITS**
 - A. Discussion and possible action to recommend to the Common Council approval for a Change of Agent for FPG Krause, LLC, doing business as Krause Funeral Home, appointing Jean Davies as the new agent for the liquor licensing period ending June 30, 2025
6. **MISCELLANEOUS**
 - A. Department of Community Development (DCD) Update
 - B. Discussion and possible action to recommend to Common Council approval of the Requested Action Statement for the Memorandum of Understanding between the City of New Berlin and Waukesha County for the provision of damage assessment services
 - C. Discussion and possible action to recommend to Common Council approval of a Requested Action Statement for the Memorandum of Understanding between the City of New Berlin and Kwik Trip for the provision of fueling services to help ensure the continuation of services during a major incident within the city
 - D. Discussion and possible action to recommend to Common Council approval of a joint public hearing to be set for May 5, 2025, at 6:00 p.m. to be held before the Plan Commission to amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 and Chapter 18) for the property located at 6151 S. Moorland Road (Tax Key #: 1288.997.002) from Business Park / Industrial to Mixed-Use Residential AND rezone the property from A-1 and C-1 to Rm-1/PUD and C-1/PUD
 - E. Discussion and possible action to recommend to Common Council that a joint public hearing be set for May 5, 2025 at 6:01 p.m. to be held before the Plan Commission to amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 –

Land Use and Chapter 15 – “Neighborhood E” National Avenue East Corridor) for the properties located at 16200 W. National Avenue (Tax Key #: 1237.980) and Tax Key: 1237.979 from Suburban Commercial to Urban Residential and rezone from B-2 to R-4.5.

- F. Discussion and possible action to recommend to Common Council approval of Resolution No. 2025-08, A Resolution amending the 2025 Capital Projects Budget to allocate funding for the Malone Park playground bathroom and the Malone Park west soccer field shelter projects, as outlined in the RAS

7. ADJOURN

Additional Information

- The agenda packet, including supplemental information related to agenda items, is available online at www.NewBerlinWI.gov. Once finalized by the governing body, approved meeting minutes will also be posted online.
- Agenda items may be taken out of order at the governing body's discretion.
- Members, and possibly a quorum, of other municipal governmental bodies may attend this meeting to gather information. However, no action will be taken by any governmental body other than the one referenced in this notice.
- Accommodations will be provided under the Americans with Disabilities Act (ADA) to meet the needs of individuals with disabilities. If you require assistance or appropriate aids and services, please contact the Office of the City Clerk at (262) 786-8610 with reasonable notice.



Committee of the Whole MEETING MINUTES

March 11, 2025 - 6:00 PM
Council Chambers
3805 S. Casper Drive

MINUTES

1. CALL MEETING TO ORDER

Mayor Ament called the Committee of the Whole meeting to order at 6:00 PM.

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

City Clerk Rubina R. Medina took the roll call as follows:

Present: Alderperson Hopkins, Alderperson Maxey, Alderperson Harenda, Alderperson Horbinski, Alderperson Kroupa, Alderperson La Fever

Excused: Alderperson Joseph Stribl

Staff Present: Mayor Dave Ament, City Attorney Thomas Schmitzer, City Clerk Rubina R. Medina

The City Clerk confirmed that a quorum was present and that the meeting was properly posted in compliance with open meetings law.

3. APPROVAL OF MINUTES

A. February 25, 2025, Committee of the Whole Meeting Minutes

MOTION: Motion to approve

VOTE: Motion by: Kroupa
Second by: Horbinski
Motion 6-0

4. UTILITY & FINANCE

A. Discussion and possible action to recommend to the Common Council approval of the March 12th, 2025 Water Utility claims in the amount of \$24,916.03, Sewer Utility claims in the amount of \$158,573.68 and General City claims in the amount of \$796,409.18

MOTION: Motion to approve

VOTE: Motion by: La Fever
Second by: Horbinksi
Motion 6-0

5. LICENSES & PERMITS

- A.** Discussion and possible action to recommend to the Common Council approval for a Change of Agent for Cool Golf, LLC, doing business as Sunny Slope Golf Course, appointing Stu Bloom as the new agent for the liquor licensing period ending June 30, 2025

MOTION: Motion to approve

VOTE: Motion by: Hopkins
Second by: Harenda
Motion 6-0

6. MISCELLANEOUS

- A.** Discussion and possible action to recommend to the Common Council approval of a Scope of Services to hire raSmith to conduct the bi-annual citywide roadway PASER evaluation in an amount not to exceed \$35,700

MOTION: Motion to approve

VOTE: Motion by: Horbinski
Second by: Hopkins
Motion 6-0

7. ADJOURN

MOTION: Motion to adjourn at 6:04 PM

VOTE: Motion by: Harenda
Second by: Kroupa
Motion 6-0

Respectfully Submitted,
Rubina R. Medina, City Clerk

Alcohol Beverage
Appointment of Agent

Date

Agent Type (check one)

- ☐ Original (no fee) ☒ Successor (\$10 fee for municipal licensees only)

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)

FPG Krause LLC

2. Business Trade Name or DBA

3. Entity Type (check one)

- ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization

4. Alcohol Beverage Business Authorization (check one)

- ☒ Municipal Retail License ☐ State Permit

5. If successor agent, provide State Permit or Municipal Retail License Number

2024-R 1

6. Describe the reason for appointing a successor agent, if successor is checked above.

Previous agent is no longer employed with company

Part B: Agent Information

1. Last Name

Davies

2. First Name

Jean

3. M.I.

T

6-7597

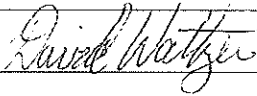
Part C: Agent Questions

1. Have you satisfied the responsible beverage server training requirement? ☒ Yes ☐ No
Submit proof of completion.
2. Have you completed Form AB-100, Alcohol Beverage Individual Questionnaire? ☒ Yes ☐ No
Submit a completed Form AB-100 with this form.
3. Have you been a Wisconsin resident for at least 90 continuous days? ☒ Yes ☐ No
See instructions for exceptions.

Continued →

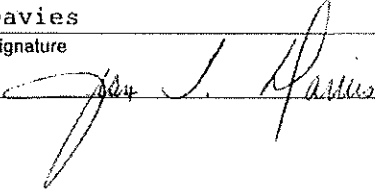
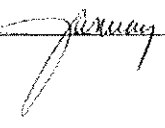
Part D: Business Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Undersigned**, authorize the above-named individual to act for the above-named corporation, nonprofit organization, or limited liability company with full authority and control of the premises and of all alcohol beverage activities on such premises. I certify that I am authorized by the above-named entity to authorize this individual to act on behalf of the entity. If I am appointing a successor agent, I rescind all previous agent appointments for this premises. Further, I understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Waltzer		First Name David		M.I.
Title CFO	Email permits@foundationpartners.com		Phone (407) 680-2777	
Signature 			Date 2/13/2025	

Part E: Agent Attestation

READ CAREFULLY BEFORE SIGNING: I, the **Agent**, hereby accept this appointment as agent for the above-named corporation, nonprofit organization, or limited liability company and assume full responsibility for the conduct of all alcohol beverage activities on the premises for the above-named business. I further understand that I may be prosecuted for submitting false statements and affidavits in connection with this application, and that any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000 if convicted.

Last Name Davies		First Name Jean		M.I. T
Signature 			Date  23. 2025	



CITY OF NEW BERLIN



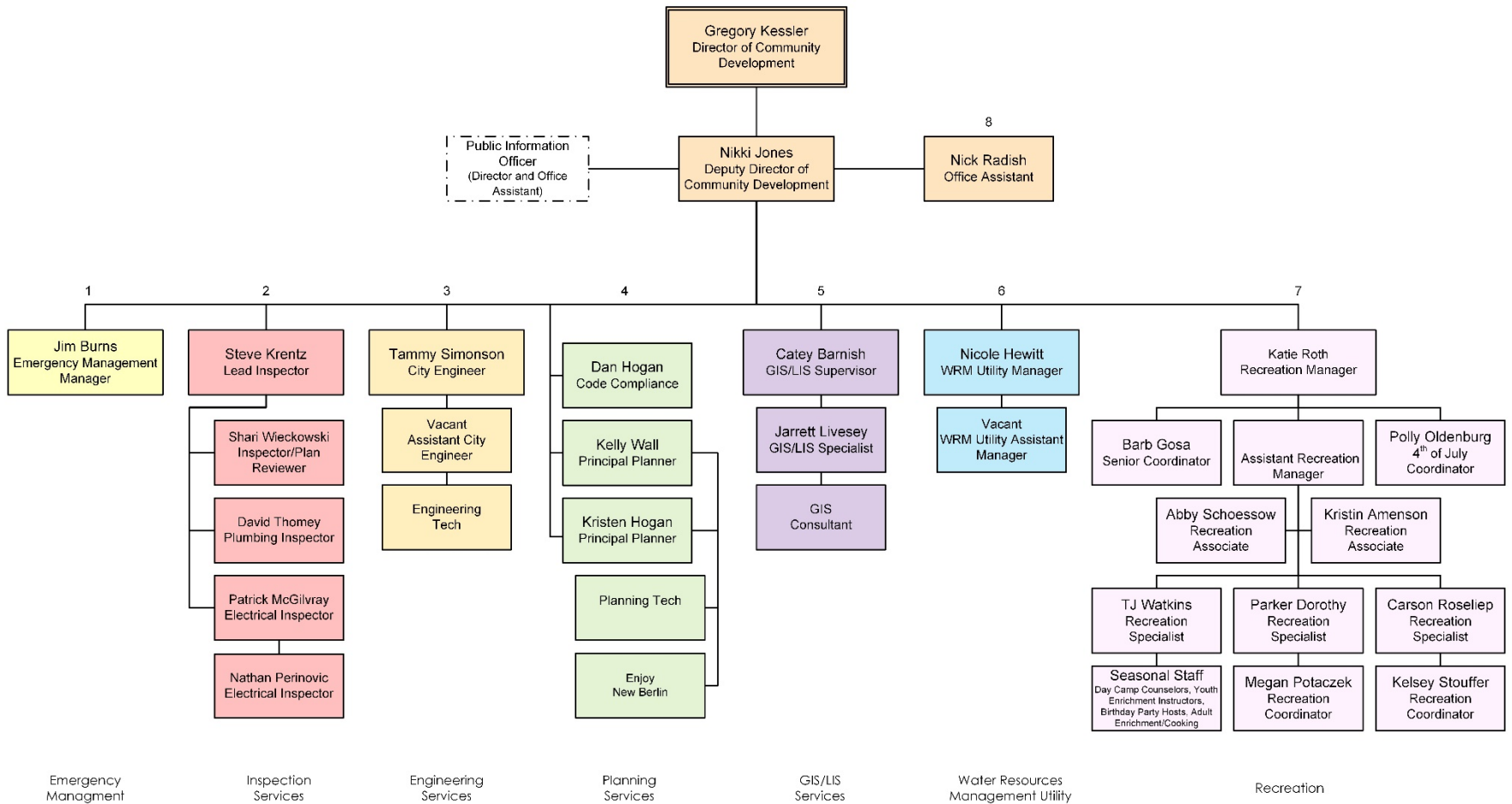
AN OVERVIEW OF THE DEPARTMENT OF COMMUNITY DEVELOPMENT 2025

DIVISIONS OF DCD

- Emergency Management
- Engineering Services
- GIS/LIS Services
- Inspection Services
- Planning Services & Tourism (*Enjoy New Berlin and Economic Development*)
- Recreation
- Water Resources Management Utility
- Public Information Office (PIO)
- Activity and Recreation Center
- Hickory Grove

Department of Community Development Organizational Chart

January 2025



Staff Position Allocation Notes:

- Director of Community Development
85% City and 15% WRM
- Water Resources Division Engineer
25% City and 75% WRM
- City Engineer
95% City and 5% WRM
- Code Compliance Specialist
50% City and 50% WRM
- Water Resources Project Engineer
100% WRM

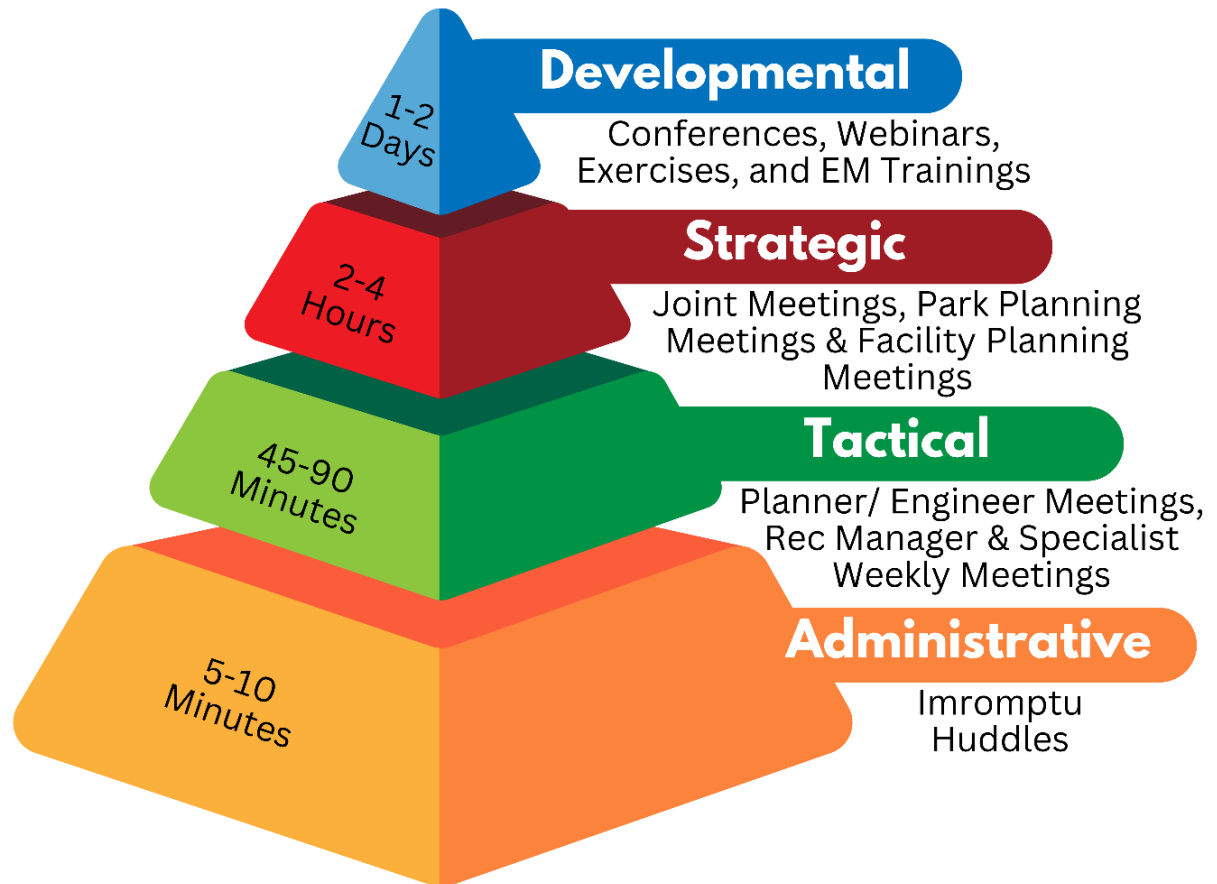
HOW WE COORDINATE BOTH INTERNALLY W/ DCD AND EXTERNALLY

The Concept (“What we do”):

- Daily Check-In
- Weekly Tactical (Planner/Engineer Meetings (including Fire)
- Strategic Bi-Weekly or Monthly Strategic (Joint Meeting w/ DCD, DPW and Utility)
- Developmental (less frequent or Quarterly/Yearly Review

**This model was originally presented in Patrick Lencioni's book Death By Meeting*

HOW DO WE CONNECT, COMMUNICATE AND COORDINATE (C³)



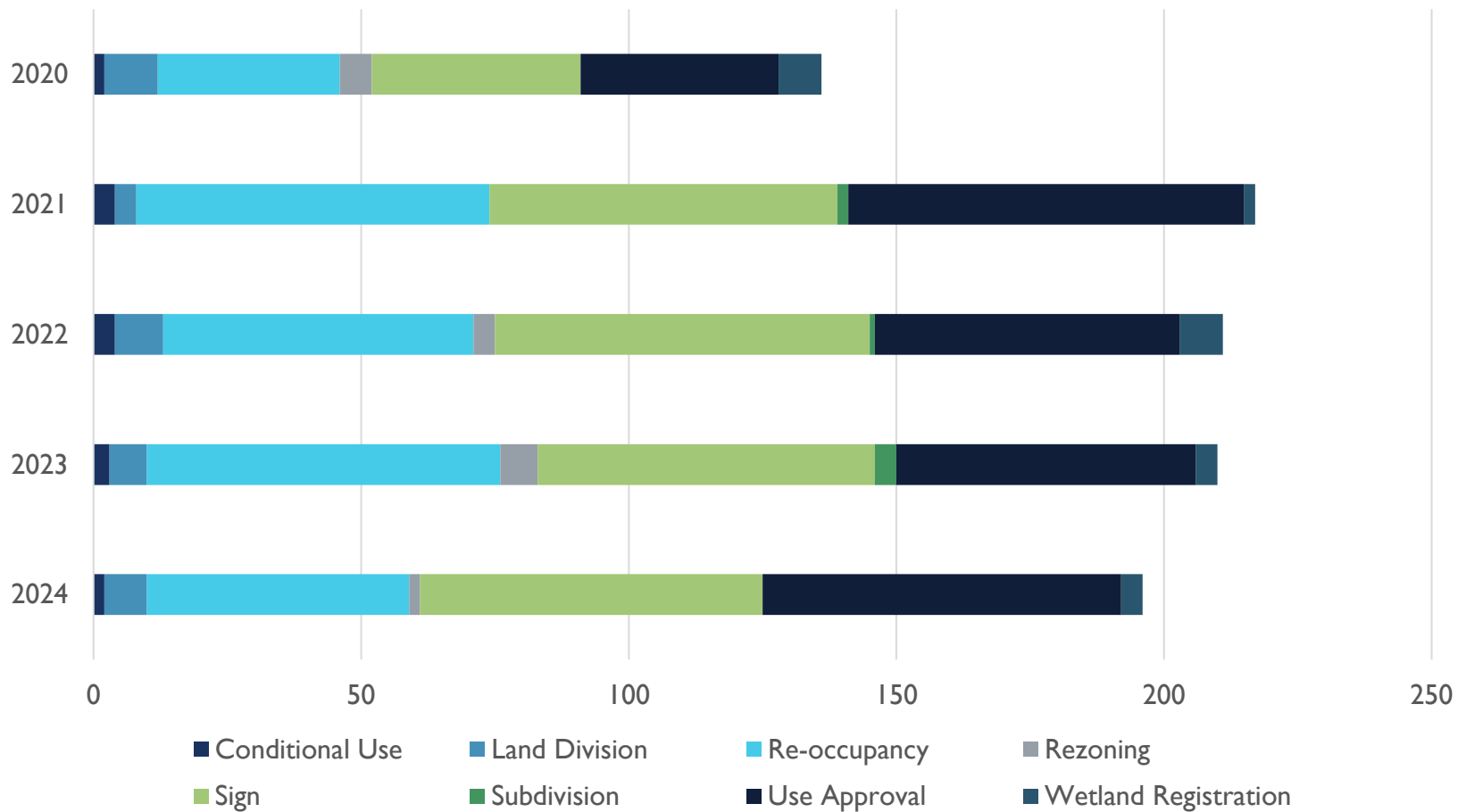
PLANNING SERVICES

RESPONSIBILITIES

- Comprehensive Planning
- Development Review
- Economic Development
- Emergency Management
- Housing Trust Fund Board
- Park Planning
- Tourism Commission (*Enjoy New Berlin*)
- Zoning and Subdivision Codes
- Zoning Code Violations and Enforcement
- Facility Planning

PLANNING APPLICATIONS

2024



DEVELOPMENT HIGHLIGHTS

COMPLETION

Caribou Coffee

- 5276 S. Moorland Rd
- Granding Opening November 2024

Matty's Bar and Grille

- 14460 W. College Ave
- 4,375 SF catering and event building



DEVELOPMENT HIGHLIGHTS

COMPLETION

Grand Hills Castle (Phase 2)

- 13050 W. Cleveland Ave
- 55 unit RCAC



DreamPak Addition

- 17100 W. Ryerson Rd
- 48,278 SF building addition



DEVELOPMENT HIGHLIGHTS

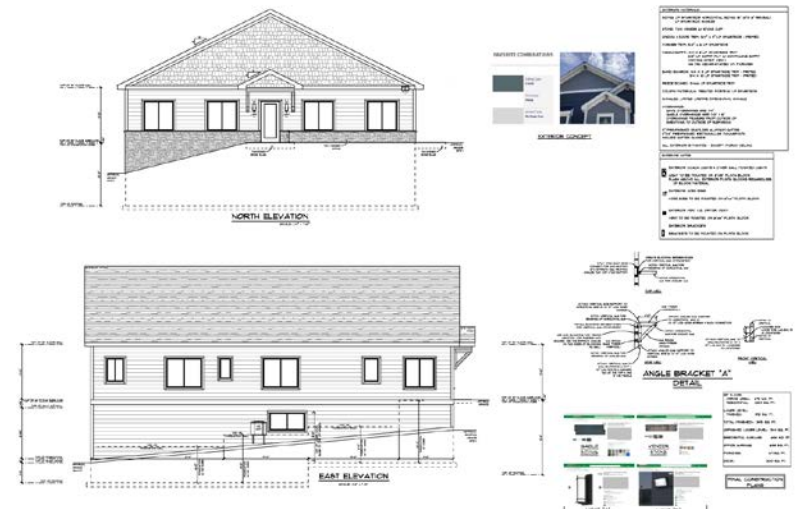
CONSTRUCTION

Chase Bank

- 15525 W. National Ave
- New 3,879 SF bank with drive-thru
- Construction expected to begin in spring 2025

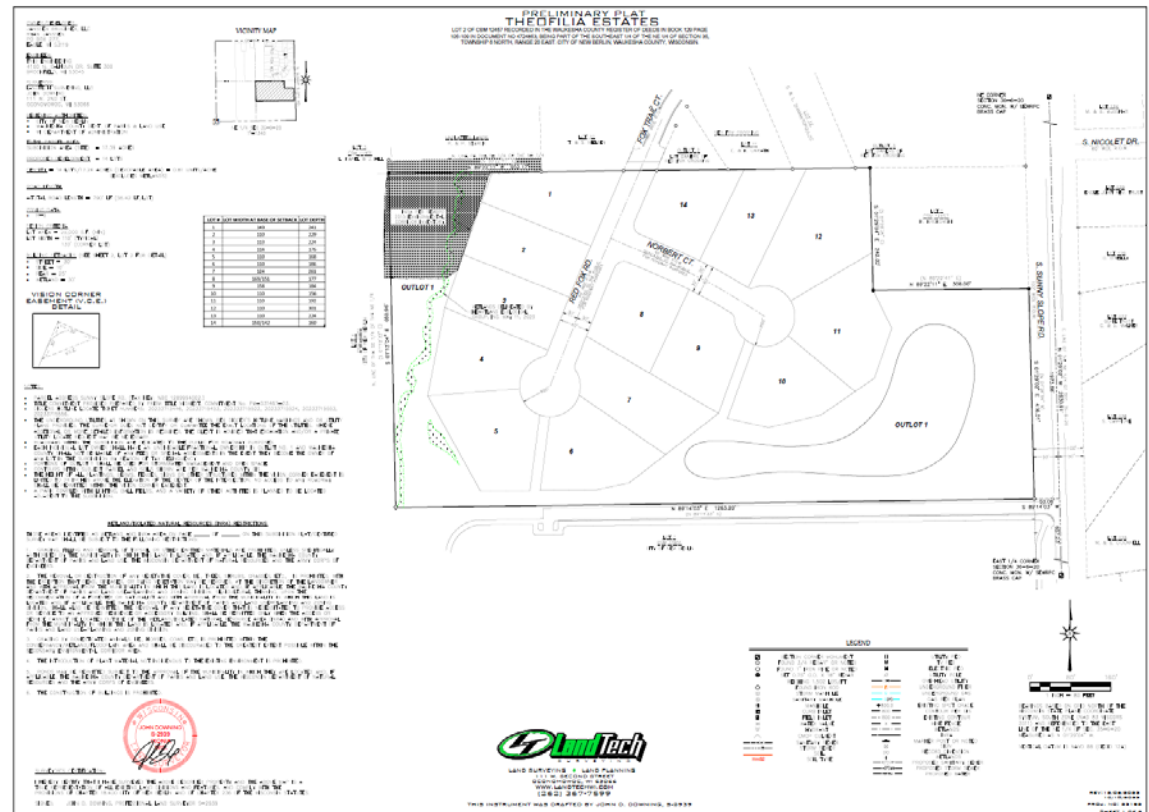
Adamczyk Heating

- 16551 W. Greenfield Ave
- 5,760 SF heating and cooling business
- Construction expected to begin in spring 2025



Theofila Estates Subdivision

- Final Plat Approval for 14 lots
- The infrastructure is expected to be completed in spring 2025



DEVELOPMENT HIGHLIGHTS

DEVELOPMENT REVIEW

The Conservancy Neighborhood Development & PUD

- 375 Multi-family units
- 19,600 SF Commercial Development

Master Land Use Plan

THE CONSERVANCY

Conservancy Center									
Bldg. No.	Name	Sq. Footage		Surface Parking		Garage Parking		Parking Ratio	
2	Conservancy Center N	9,800		49				1 Space per 200 SF	
3	Conservancy Center S	9,800		49				1 Space per 200 SF	
Total		19,600		98				1 Space per 200 SF	

The Conservancy - Residential									
Bldg. No.	Name	1 Bdrm	2 Bdrm	3 Bdrm	Total	Surface Parking	Garage Parking	Total	Parking Ratio
1	The Conservator	28	43	71	71	71	71	144	2.03 to 1
2	Conservancy Center N	10	13	23	43	34	34	76	3.30 to 1
3	Conservancy Center S	10	13	23	35	34	69	69	3.00 to 1
4	The Woodlands 1	29	23	52	54	52	106	106	2.04 to 1
5	The Woodlands 2	28	33	61	39	63	102	102	1.67 to 1
6	The Woodlands 3	28	33	61	37	63	100	100	1.64 to 1
7	The Woodlands 4	29	23	52	71	52	123	123	2.37 to 1
8	The Meadows North	2	2	4	6	4	10	10	2.5 to 1
9	The Meadows North	2	2	4	6	4	10	10	2.5 to 1
10	The Meadows North	2	2	4	6	4	10	10	2.5 to 1
11	The Meadows North	2	2	4	5	4	9	9	2.25 to 1
12	The Meadows South	2	2	4	5	4	9	9	2.25 to 1
13	The Meadows South	2	2	4	5	4	9	9	2.25 to 1
14	The Meadows South	2	2	4	5	4	9	9	2.25 to 1
15	The Meadows South	2	2	4	5	4	9	9	2.25 to 1
Total		162	197	16	375	394	401	795	2.12 to 1

The Conservancy - Recreation									
Bldg. No.	Name	Sq. Footage		Surface Parking		Garage Parking		Parking Ratio/ Sq. Ft.	
16	Resident Club	9,000		73				0.46 Space per 200 SF	

Select Residential surface parking shall be shared between Retail/Office Use primarily from 8:00 am - 5:00 pm with Residential Use from 5:00 pm - 8:00 am

Conservancy Center									
Bldg. No.	Name	Sq. Footage		Surface Parking		Garage Parking		Parking Ratio	
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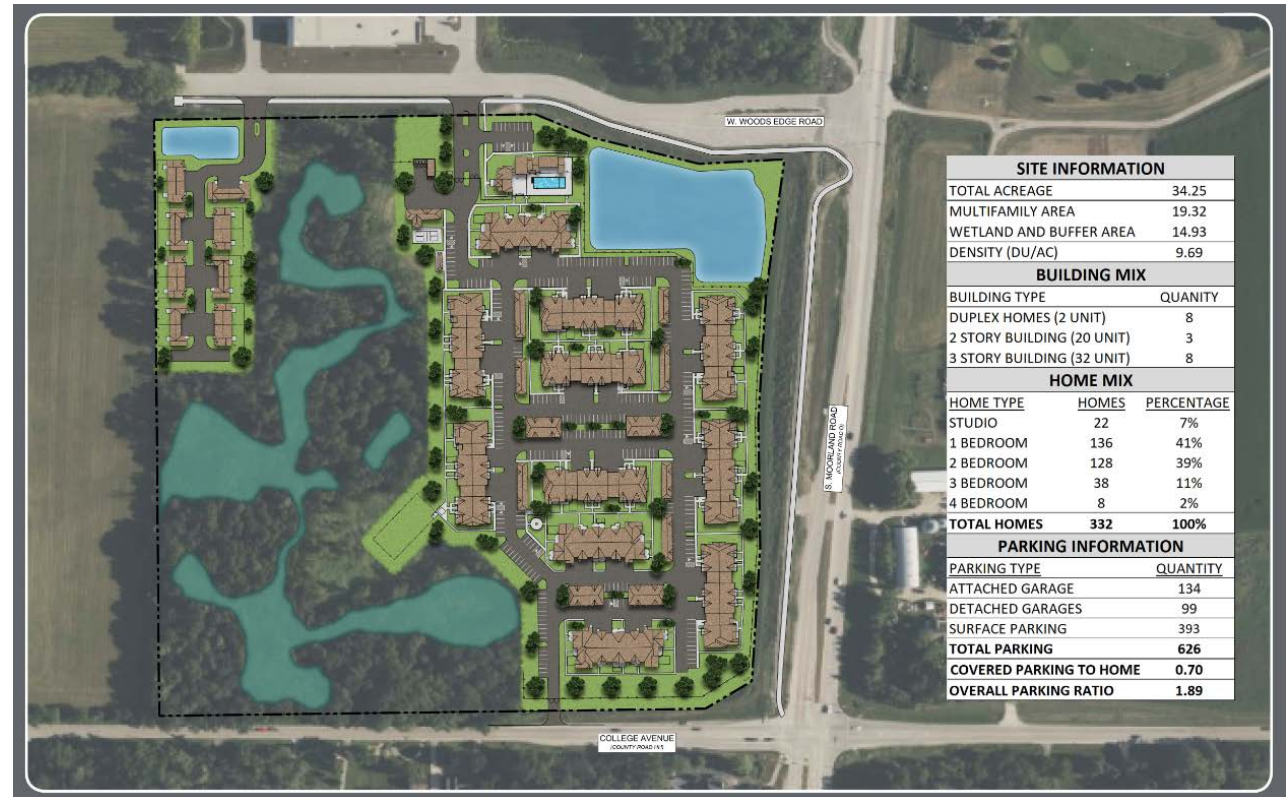


DEVELOPMENT HIGHLIGHTS

DEVELOPMENT REVIEW

Continental Properties Multi- Family Development Concept Plan

- 332 Multi-family units



DEVELOPMENT HIGHLIGHTS

DEVELOPMENT REVIEW

On Time Promo & Apparel

- 12860 W. National Ave
- Approved January 2025



Overland Industrial Building

- 15775 W. Overland Dr
- Approved January 2025



National Avenue Multi-Tenant Building

- 14300 W. National Ave
- Approved February 2025

DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Malone Park

- Coordination between DCD and DPW to design and construct Cornhole Courts in honor of Ed Bartz



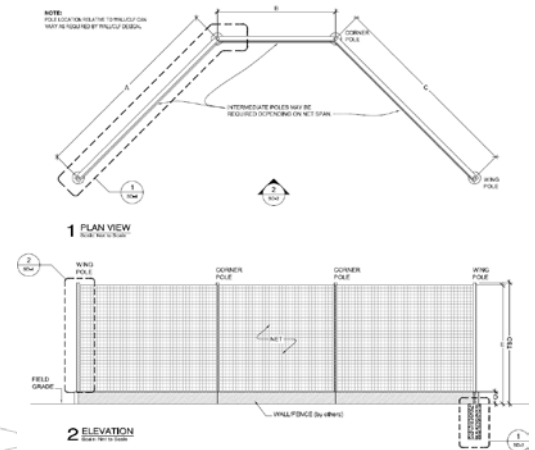
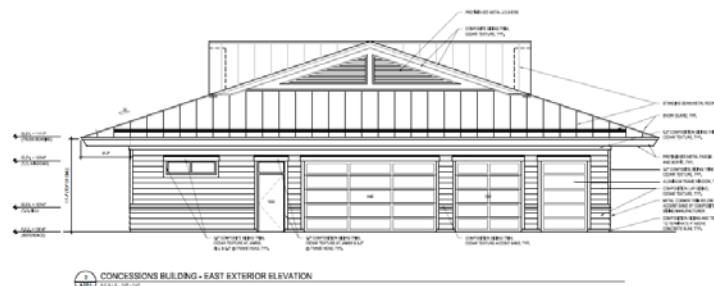
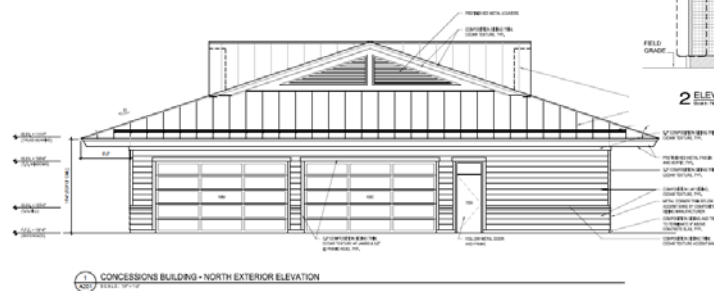
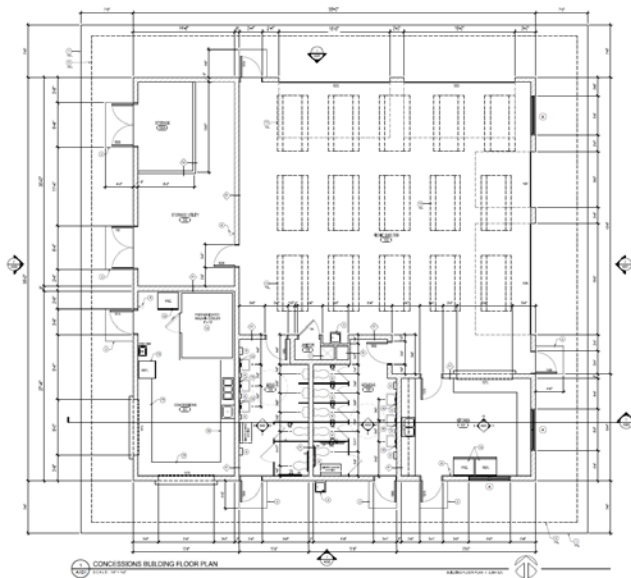
Winterfest 2025

DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Malone Park

- Ball Diamond Improvements & Park Structure and Path Replacements
- Construction to begin late July 2025



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Activity & Recreation Center – Phase 2



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

Activity & Recreation Center – Phase 2



DEVELOPMENT HIGHLIGHTS

CITY PROJECTS

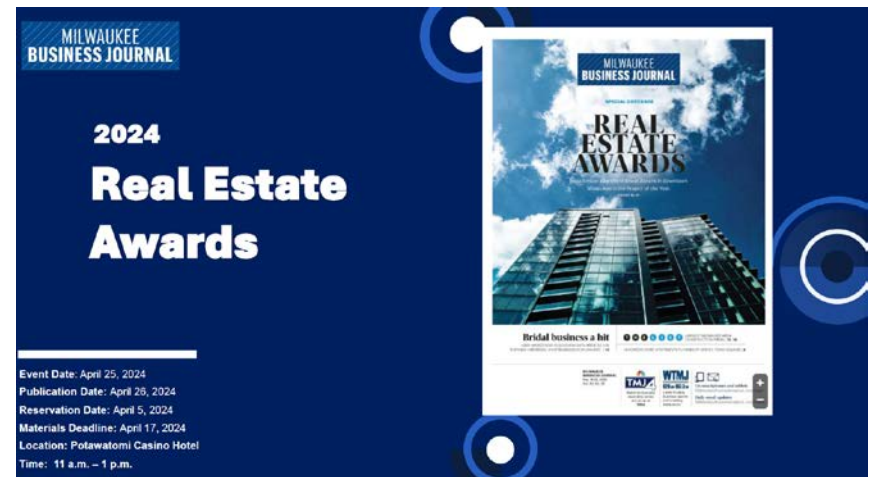
Activity & Recreation Center – Phase 2





DEVELOPMENT HIGHLIGHTS CITY PROJECTS

- Activity & Recreation Center – Phase 2
 - Award Winning



DEVELOPMENT HIGHLIGHTS CITY PROJECTS

- Activity & Recreation Center
– Phase 2
 - Award Winning



FACILITY PLANNING, RENOVATIONS AND REHAB STUDIES

HICKORY GROVE | COMMUNITY CENTER





CHEV TRUCKS	FORD TRUCKS	HEAVY EQUIPMENT	TRAILERS
chevy blazer 17' x 11'	ford f-250 51-5 17' x 25'	ford f-350 12-17 17' x 25'	new holland grain 50 17' x 23'
chevy 2500 14' 17' x 27'	ford f-250 81-9 14' x 23'	ford f-350 camp truck 13-17 17' x 25'	john deere trailer 50 17' x 27'
chevy 3000 16-18 17' x 27'	ford f-350 13-15 17' x 27'	ford f-550 14' truck 17-17 17' x 27'	john deere trailer 51-56 17' x 27'
	ford f-350 dump truck 13-17 17' x 27'	cat wheel loader 60-75 12' x 27'	newstar trailer 6-15 17' x 27'
	ford f-350 dump truck 13-17 17' x 27'	new holland loader 10-15 12' x 27'	newstar trailer 10-16 12' x 27'
	ford f-350 flatbed 17' x 25'	ford econo. at truck 300 12' x 25'	at wheel 10-17 12' x 27'
	ford f-350 flatbed 17-17 17' x 25'	john deere loader 17 12' x 25'	dc entrance 51-55 17' x 25'
	ford f-350 81 17' x 27'	john deere 51-55 17' x 25'	vermeer 10-15 17' x 5'
	ford f-350 11-14 17' x 27'	latham excavator 10-15 17' x 25'	eigh wheeling 11-16 17' x 25'
	ford f-350 17 17' x 25'	hutchinson excavator 12 12' x 25'	cat excavator 51-55 17' x 25'
	ford f-350 11-11 17' x 27'		
	ford f-350 flatbed 11-17 17' x 25'		

LONG TERM FACILITIES PLANNING

- Our department in conjunction with the Department of Public Works has been working on developing long term facilities planning for multiple buildings and sites within the City.
- Allowing DCD to coordinate this work allows for DPW to continue its focus on the day-to-day maintenance and operation of City buildings and assets.
- DCD and DPW have initiated bi-weekly update meetings regarding current and future large scale facility projects.
- New Berlin facilities span a wide range with some current facilities dating back to the 1960s with little to no modifications. With modern requirements for ADA compliance, shifts in the workforce demographic and the cost of building operations, DCD and DPW agree that multiple buildings within our portfolio require a comprehensive review.

LONG TERM FACILITIES PLANNING

NEW BERLIN HISTORIC PARK

■ WESTON HOUSE AND APPLE ORCHARD

- Weston Apple Orchard property was donated to the city in 2004 and as part of that agreement the City is required to perform the necessary maintenance.
- In 2025 DCD will coordinate a conditions report for the house to determine its viability for restoration.



LONG TERM FACILITIES PLANNING

NEW BERLIN SAFETY BUILDING AND NEW BERLIN LIBRARY

- DCD will coordinate facilities studies in 2025 for the New Berlin Safety Building and the New Berlin Library.
- Objectives of the studies would include:
 - Building envelope
 - Mechanicals
 - Life safety equipment
 - Future building needs
 - Modern workforce requirements
 - ADA compliance

LONG TERM FACILITIES PLANNING

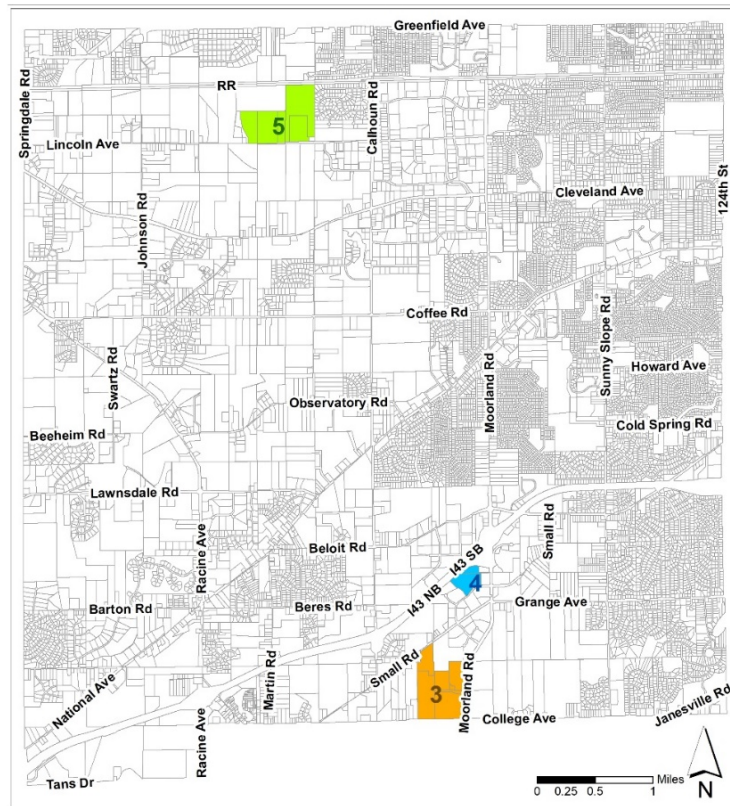
DEPARTMENT OF PUBLIC WORKS CAMPUS

- The buildings on the current DPW campus date back to the 1960s and have seen minimal to no renovation. The current layout and design of the campus do not meet current standards to efficiently operate a modern DPW.
- Our department has been working with multiple consultants to determine a plan for the campus that makes the most efficient use of the space.
- In 2025, we intend to formulate a concept plan for the campus. If funding allows, full design would occur in 2026 with construction beginning in 2027.

ACTIVE CITY TIDS

Active TIDs

February 2022



Legend

- Parcels
- Moorland Hospitality Group TID #4
- Briohn Small Road TID #3
- Lincoln Ave TID #5



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TID #: 3

- Created on February 13, 2018
- Base Value: **\$729,000**
- Added Incremental Value above Base Value (as of January 1, 2024): **~\$56 million**
- Projected Closure Date (based on current cash flow): **2032**
- **\$4,795,000** Total Expenditures.

TID #: 4

- Created on June 4, 2020
- Base Value: **\$13,234,500**
- Incremental value as of January 1, 2024 is **\$5,000,000.**
- Whether this district can support infrastructure or other costs will be dependent on development occurring.
- Project was established to support a new Hampton Inn Hotel, but the project has been put on hold.

TID #: 5

- Created on January 18, 2022
- Base Value: **\$1,213,470**
- *Initial “Projected”* Incremental Value above Base Value is **\$34 million** with full value estimated at **~\$55 million at full build out.**
- Projected Closure Date (based on current cash flow): **2037**
- Projected Incremental Tax Revenue for Projects: **\$16,340,925 (\$6,150,000 of project costs identified in 2023 CIP.)**
- **Estimated to have saved the City savings in its CIP budget of approximately \$6.5+ million**

WORK PLACE VISITS

- ABB (right)
- Brunch Berry (below)
- Caribou Coffee
- DMS Accounting



ECONOMIC DEVELOPMENT WATCH NEWSLETTER



CITY CALENDAR

NEW BERLIN
NEWS

MINUTES &
AGENDAS

DEVELOPMENT PROJECTS



NEW BERLIN, WI

CONTINENTAL
PROPERTIES

Concept Multi-family Community 6151 S. Moorland Road

Continental Properties is proposing a conceptual multi-family community that includes approximately 332 residential units. The Plan Commission will review and discuss the concept plans at the February 3, 2025 meeting.

BUSINESS SPOTLIGHT

Welcome New Businesses

City Electric Supply
2985 S Moorland Rd

New Berlin Beauty Salon
3850 S Moorland Rd

3D Wellness
15177 W National Ave

Amish Cabinet Company
17043 W Greenfield Ave

Giselle's Beauty And Wellness LLC
15350 W National Ave

Anitas Dance Center
2520 S 170th St

Remax
5000 S Towne Dr

Doral
15800 W Overland Dr

Ixapack Global Usa Inc
16972 W Victor Rd

Gamers Realm
14666 W National Ave

Serendipity Venue Solutions
15350 W National Ave

Work Place Visits



Mayor Dave Ament is committed to maintaining a focus on economic health and development in the City of New Berlin. As part of this focus, the Mayor



TOURISM COMMISSION

Stay LOCAL

Holiday Inn Express
15451 W. Beloit Road
(262) 717-0700

La Quinta Inn & Suites
15300 W. Rock Ridge Road
(262) 717-0900

[BOOK NOW](#)

www.enjoynewberlin.com/hotels

Welcome TO NEW BERLIN!

Enjoy New Berlin is the City of New Berlin's Official Tourism Entity
We work in conjunction with the City's Tourism Commission to oversee tourism promotion and development. We want everyone who lives, works, plays, and visits New Berlin, to *Enjoy* New Berlin!

OUR HOTELS

HOLIDAY INN EXPRESS & SUITES
15451 BELLOIT ROAD
262-787-0700

LA QUINTA INN & SUITES
15300 ROCK RIDGE ROAD
262-717-0900

Every overnight stay at a New Berlin hotel generates hotel tax that is passed to the community. The tax is then used to promote events and activities, that in return produce overnight stays. Next time you have a family or friends here, please encourage them to stay local at one of our hotels!

2024 UPCOMING EVENTS

NEW BERLIN RECREATION DEPARTMENT
WINTERFEST
January 6, 2024

CITY OF NEW BERLIN
GRAND OPENING
February 24, 2024

NEW BERLIN CHAMBER OF COMMERCE
DISCOVER NEW BERLIN
April 27, 2024

NEW BERLIN CHAMBER OF COMMERCE
CARVING SOCIETY
Saturdays / May-October

NEW BERLIN POLICE DEPARTMENT
SAFETY SATURDAY
May 18, 2024

CITY OF NEW BERLIN
JULY FEST
July 2-5, 2024

NEW BERLIN HISTORICAL SOCIETY
APPLEFEST
October 12, 2024

NEW BERLIN RECREATION
OPEN YEAR-ROUND

FOLLOW US
FOR MORE UPCOMING EVENTS & ACTIVITIES!
ENJOY OUR MONTHLY EVENT CALENDAR!
ENJOYNEWBERLIN.COM

NEW RESIDENT HANDOUT

WE WANT TO PROMOTE You!

Enjoy New Berlin is the City of New Berlin's Official Tourism Entity
We work in conjunction with the City's Tourism Commission to oversee tourism promotion and development. We want everyone who lives, works, plays, and visits New Berlin, to *Enjoy* New Berlin!

HELPING YOU -
We are happy to promote your events, activities, and specials on our social media pages, website, and monthly event calendar! Please email us the information you'd like us to share or simply submit it on our website!

HELPING THE COMMUNITY -
Our mission is to promote local businesses and events that *in return* generate hotel stays and support the local hotels, community, businesses, and organizations.

OUR HOTELS

HOLIDAY INN EXPRESS & SUITES
15451 BELLOIT ROAD
262-787-0700

LA QUINTA INN & SUITES
15300 ROCK RIDGE ROAD
262-717-0900

Every overnight stay at a New Berlin hotel generates hotel tax that is passed to the community. The tax is then used to promote events and activities, that in return produce overnight stays. Next time you have employees, guests, or friends in town, please encourage them to stay local at one of our hotels!

CONTACT US

Kelly Wall
tourism@newberlin.org
262-797-2445

Visit Our Website
Events can be submitted directly to us at enjoynewberlin.com
Facebook & Instagram
Send us a message!

FOLLOW US
ENJOYNEWBERLIN.COM

BUSINESS HANDOUT



THE ENJOY NEW BERLIN FOCUS



HOTELS



BUSINESSES



ORGANIZATIONS



OUR FOCUS

OUR FOCUS IS TO **PROMOTE LOCAL BUSINESSES** AND **EVENTS** THAT **IN RETURN** **GENERATE HOTEL STAYS** AND **SUPPORT** THE **LOCAL HOTELS, COMMUNITY, BUSINESSES, AND ORGANIZATIONS.**



A.R.C.



COMMUNITY



CITY



TOURISM COMMISSION

January in New Berlin						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Berlin & Co. Winterfest	2 New Berlin & Co. Winterfest	3 New Berlin & Co. Winterfest	4 New Berlin & Co. Winterfest	5 New Berlin & Co. Winterfest	6 New Berlin & Co. Winterfest	7 New Berlin & Co. Winterfest
8 New Berlin & Co. Winterfest	9 New Berlin & Co. Winterfest	10 New Berlin & Co. Winterfest	11 New Berlin & Co. Winterfest	12 New Berlin & Co. Winterfest	13 New Berlin & Co. Winterfest	14 New Berlin & Co. Winterfest
15 New Berlin & Co. Winterfest	16 New Berlin & Co. Winterfest	17 New Berlin & Co. Winterfest	18 New Berlin & Co. Winterfest	19 New Berlin & Co. Winterfest	20 New Berlin & Co. Winterfest	21 New Berlin & Co. Winterfest
22 New Berlin & Co. Winterfest	23 New Berlin & Co. Winterfest	24 New Berlin & Co. Winterfest	25 New Berlin & Co. Winterfest	26 New Berlin & Co. Winterfest	27 New Berlin & Co. Winterfest	28 New Berlin & Co. Winterfest
29 New Berlin & Co. Winterfest	30 New Berlin & Co. Winterfest	31 New Berlin & Co. Winterfest				

JUNE in New Berlin						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Summer Staycation!	2 Summer Staycation!	3 Summer Staycation!	4 Summer Staycation!	5 Summer Staycation!	6 Summer Staycation!	7 Summer Staycation!
8 Summer Staycation!	9 Summer Staycation!	10 Summer Staycation!	11 Summer Staycation!	12 Summer Staycation!	13 Summer Staycation!	14 Summer Staycation!
15 Summer Staycation!	16 Summer Staycation!	17 Summer Staycation!	18 Summer Staycation!	19 Summer Staycation!	20 Summer Staycation!	21 Summer Staycation!
22 Summer Staycation!	23 Summer Staycation!	24 Summer Staycation!	25 Summer Staycation!	26 Summer Staycation!	27 Summer Staycation!	28 Summer Staycation!
29 Summer Staycation!	30 Summer Staycation!	31 Summer Staycation!				

August in New Berlin						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Follow Us for upcoming events	2 Follow Us for upcoming events	3 Follow Us for upcoming events	4 Follow Us for upcoming events	5 Follow Us for upcoming events	6 Follow Us for upcoming events	7 Follow Us for upcoming events
8 Follow Us for upcoming events	9 Follow Us for upcoming events	10 Follow Us for upcoming events	11 Follow Us for upcoming events	12 Follow Us for upcoming events	13 Follow Us for upcoming events	14 Follow Us for upcoming events
15 Follow Us for upcoming events	16 Follow Us for upcoming events	17 Follow Us for upcoming events	18 Follow Us for upcoming events	19 Follow Us for upcoming events	20 Follow Us for upcoming events	21 Follow Us for upcoming events
22 Follow Us for upcoming events	23 Follow Us for upcoming events	24 Follow Us for upcoming events	25 Follow Us for upcoming events	26 Follow Us for upcoming events	27 Follow Us for upcoming events	28 Follow Us for upcoming events
29 Follow Us for upcoming events	30 Follow Us for upcoming events	31 Follow Us for upcoming events				

JULY in New Berlin						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Summer Staycation!	2 Summer Staycation!	3 Summer Staycation!	4 Summer Staycation!	5 Summer Staycation!	6 Summer Staycation!	7 Summer Staycation!
8 Summer Staycation!	9 Summer Staycation!	10 Summer Staycation!	11 Summer Staycation!	12 Summer Staycation!	13 Summer Staycation!	14 Summer Staycation!
15 Summer Staycation!	16 Summer Staycation!	17 Summer Staycation!	18 Summer Staycation!	19 Summer Staycation!	20 Summer Staycation!	21 Summer Staycation!
22 Summer Staycation!	23 Summer Staycation!	24 Summer Staycation!	25 Summer Staycation!	26 Summer Staycation!	27 Summer Staycation!	28 Summer Staycation!
29 Summer Staycation!	30 Summer Staycation!	31 Summer Staycation!				

MONTHLY EVENT CALENDARS
LOCAL BUSINESSES AND ORGANIZATIONS ARE WELCOME TO SUBMIT EVENTS - VIA EMAIL, FACEBOOK, INSTAGRAM OR ON ENJOYNEWBERLIN.COM



TOURISM COMMISSION

PARTNERSHIPS WITH THE NEW BERLIN PUBLIC LIBRARY & NEW BERLIN RECREATION DEPARTMENT



Welcome TO NEW BERLIN!

Enjoy New Berlin is the City of New Berlin's Official Tourism Entity. We work in conjunction with the City's Tourism Commission to oversee tourism promotion and development. We want everyone who lives, works, plays, and visits New Berlin, to *Enjoy* New Berlin!

OUR HOTELS

HOLIDAY INN EXPRESS & SUITES
LA QUINTA INN & SUITES

Every overnight stay at a New Berlin hotel generates hotel tax that is passed to the community. The tax is then used to promote events and activities, that in return produce overnight stays. Next time you have family or friends in town, please encourage them to stay local at one of our hotels!

UPCOMING EVENTS

EVENT CALENDAR
Check out our monthly event calendar for events and activities, year-round! Visit our website at enjoynewberlin.com to view the calendar or check out our Facebook/Instagram pages!

FOLLOW US
FOR MORE UPCOMING EVENTS & ACTIVITIES
ENJOY OUR MONTHLY EVENT CALENDAR!
ENJOYNEWBERLIN.COM





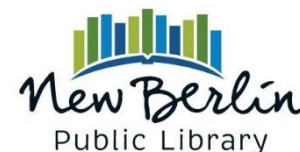
TOURISM COMMISSION

2024 ROOM TAX GRANTS

16 GRANTS AWARDED

2025 ROOM TAX GRANTS

17 GRANTS AWARDED





TOURISM COMMISSION

Stay LOCAL



Holiday Inn Express
15451 W. Beloit Road
(262) 787-0700



LaQuinta Inn & Suites
15300 W. Rock Ridge Road
(262) 717-0900

BOOK NOW

www.enjoynewberlin.com/hotels

NEW BERLIN SAFETY SATURDAY
A Health and Wellness Event
Attractions: Inflatable Rides,
DJ-Kids Are People Too-Free Buffet Prices,
Free size helmets (while supplies last),
Life Jacket Giveaway/Riding (reservation
required),
Free Speecher Rides (while supplies last),
Flight for Life (12pm-1pm- contingent upon
weather/Event deployment),
and much more...

Saturday, May 20th, 2023
9:00AM to 1:00 PM

CHILDREN'S W/ - NEW BERLIN CLINIC AT 4855 S. MOORELAND ROAD
Free parking available next door at the Prodiert Moorland Reserve Health Center.

Presented by the New Berlin Safety Saturday Committee &
the New Berlin Public Safety Departments

MARCH IS HERE!

MARCH IN NEW BERLIN

DATE	TIME	LOCATION	ACTIVITIES
March 1st	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 2nd	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 3rd	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 4th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 5th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 6th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 7th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 8th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 9th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 10th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 11th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 12th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 13th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 14th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 15th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 16th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 17th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 18th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 19th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 20th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 21st	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 22nd	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 23rd	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 24th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 25th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 26th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 27th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 28th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 29th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House
March 30th	10:00 AM - 12:00 PM	St. Ann's Church	St. Ann's Church Open House

FOR MORE EVENTS AND ACTIVITIES, VISIT:
ENJOYNEWBERLIN.COM

Enjoy NEW BERLIN'S
GUIDE TO THE
BEST SLED SPOTS
IN NEW BERLIN

CALHOUN PARK
3400 S. CALHOUN ROAD

VALLEY VIEW PARK
5100 S. SMALL ROAD

MINOOKA COUNTY PARK
1707 SWEET DRIVE

GATEWOOD PARK
14201 W. KOSTERHILF LANE

enjoynewberlin.com

OPEN SATURDAYS FROM 8AM-NOON!

NEW BERLIN FARMERS MARKET

The New Berlin Chamber of Commerce & Visitors Bureau
proudly presents the
New Berlin Farmers Market
8am - Noon
every Saturday from May through last weekend in October
15005 W National Avenue in the City Center
(at the intersection of National Avenue and the City Center
at the intersection of National Avenue and the City Center
at the intersection of National Avenue and the City Center)

newberlinchamber.org/newberlin

Presented by the New Berlin Chamber of Commerce & Visitors Bureau
www.newberlinchamber.org/newberlin-market

The Official
WISCONSIN SNOW REPORT

For the most up-to-date snow reports,
check out the Wisconsin Snow Report at
enjoynewberlin.com

CONGRATS TO **COUSINS SUBS** EST. 1972

MAKE IT BETTER Foundation

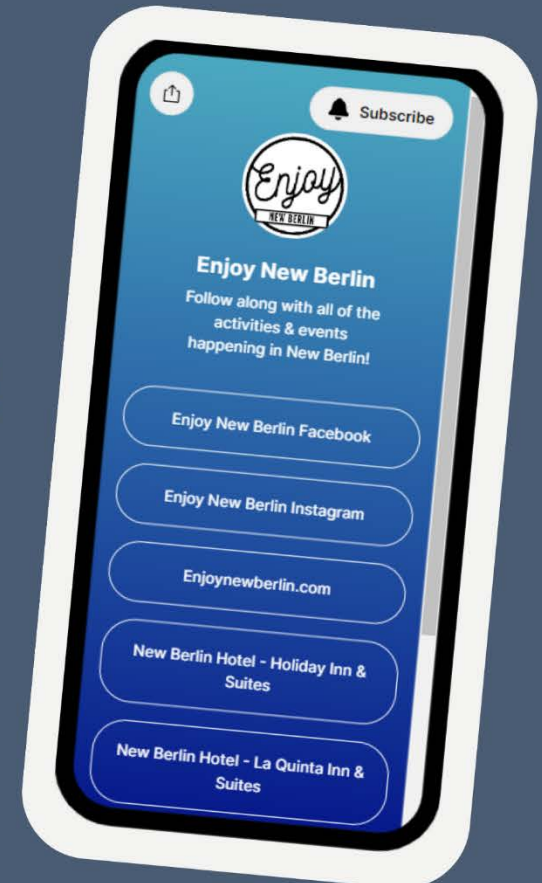
CONGRATS TO **Moorland Road Golf Center**

CONGRATS TO **TOBIN JEWELERS** THIRD GENERATION JEWELERS



FOLLOW US & PROMOTE US!

IF YOU HAVEN'T DONE SO
ALREADY, PLEASE BE SURE
TO FOLLOW US ON
FACEBOOK AND INSTAGRAM!



INSPECTION SERVICES

- Issuance of Building Permits
- Field Inspections
- Development & Plan Review
- Enforces the Commercial Building Code, the Uniform Dwelling Code, Wisconsin Plumbing Code, other various Wisconsin statutes under Ch. 101, and the National Electrical Code
- Zoning Code Violation and Enforcement

INSPECTION SERVICES

2024 PERMITS ISSUED

ELECTRIC PERMITS	1294
PLUMBING PERMITS	739
COMMERCIAL BUILDING (INCLUDING NEW, ADDITIONS & ALTERATIONS)	60
RESIDENTIAL BUILDING (INCLUDING NEW, ADDITIONS & ALTERATIONS)	746
HVAC	449
TOTAL	3288

INSPECTION SERVICES

2024 INSPECTIONS PERFORMED

BUILDING	2,368
ELECTRIC	2,039
PLUMBING	1,436
TOTAL	5,843

INSPECTION SERVICES

2024 EARLY MORNING INSPECTIONS PERFORMED (7AM)

JUNE	51
JULY	68
AUGUST	71
SEPTEMBER	24
TOTAL	214

INSPECTION SERVICES

2024 CODE ENFORCEMENT

DOCUMENTED COMPLAINTS	90
REFERRALS FOR MUNICIPAL CITATIONS	10
ACTIVE CIRCUIT COURT ACTIONS	2

ENGINEERING

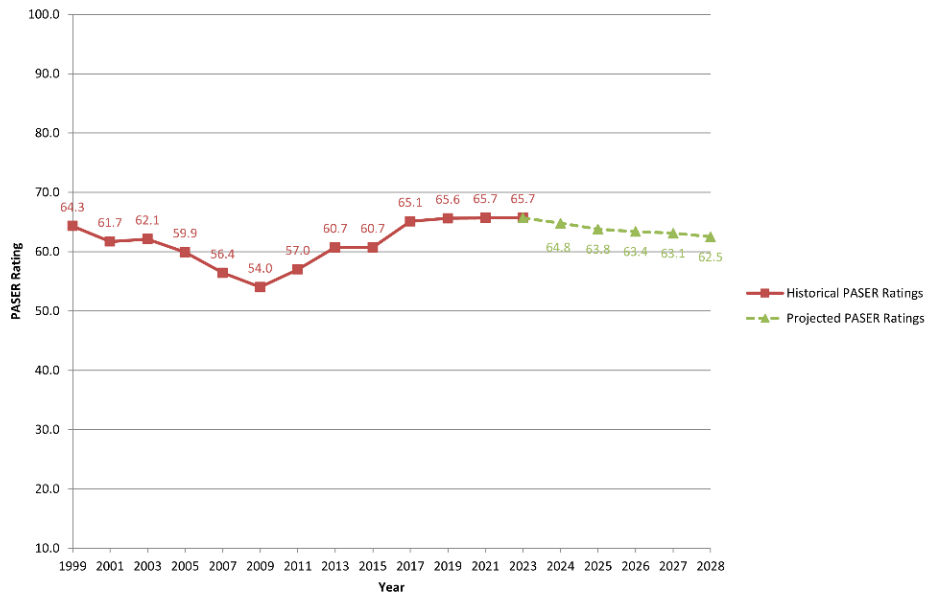
- Development & Building Permit Reviews
- Infrastructure Plan Reviews
- Construction Field Inspections
- Streets/Transportation
 - Roadway Reconstruction
 - Roadway Rehabilitation
 - Roadway Maintenance
 - Roadway Design
- New Berlin “*Infrastructure and Site Design Standards*” (Development Handbook)

ENGINEERING

ROADWAY REHABILITATION PROJECTS

- 2023: 8.1 miles of roadways
- 2024: 3.55 miles of roadways, (included Lincoln Ave. east of Springdale Rd.)
- 2023 PASER rating was 65.7, the next PASER inspection will be completed in 2025

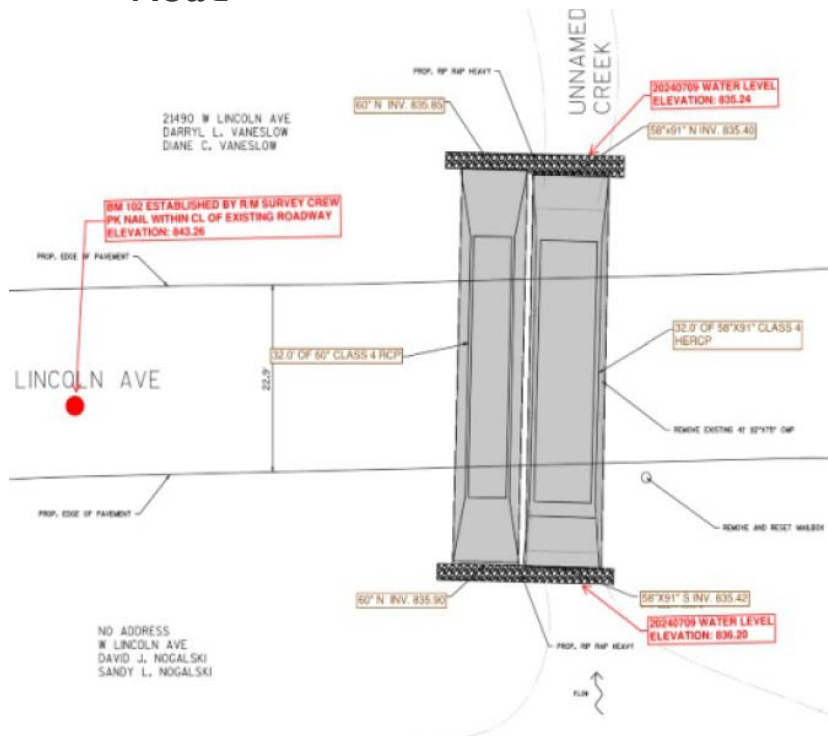
City of New Berlin
PASER Rating Over Time



ENGINEERING

ROADWAY REHABILITATION PROJECT

- Replaced dual cross culverts under Lincoln Avenue
- Rehabilitated Lincoln Avenue from Springdale Road to ½ mile east of Johnson Road



Plan



Plan in action

ENGINEERING

PEDESTRIAN LIGHTING

- Construction of 15 new pedestrian lights along the south side of National Ave from 147th Street to Glen Park Road
- Work consisted of connecting to an existing cabinet, running conduit, wiring, and installation of City-furnished light poles.



ENGINEERING

ROADWAY MAINTENANCE PROJECTS

- Crack Sealed 31.5 miles of roadways in 2024
- In coordination with the DPW, removed and replaced deteriorated concrete sidewalks
- Conducted biennial Bridge and annual Traffic Signal inspections
- City wide pavement marking



ENGINEERING

ROADWAY DESIGN PROJECTS



Grange Avenue

- Sunny Slope Road from Grange Avenue to College Avenue is being designed and is planned for reconstruction in 2026.
- Grange Avenue from 124th Street to Moorland Road is being designed and is planned for reconstruction in 2028.

ENGINEERING

2024 PERMITS & DEPOSITS

Driveway Approach Permits

- 147 permits issued & inspected

Curb and Ditch Deposits

- 28 permits issued
- 40 permits returned



ENGINEERING

SAFETY COMMISSION

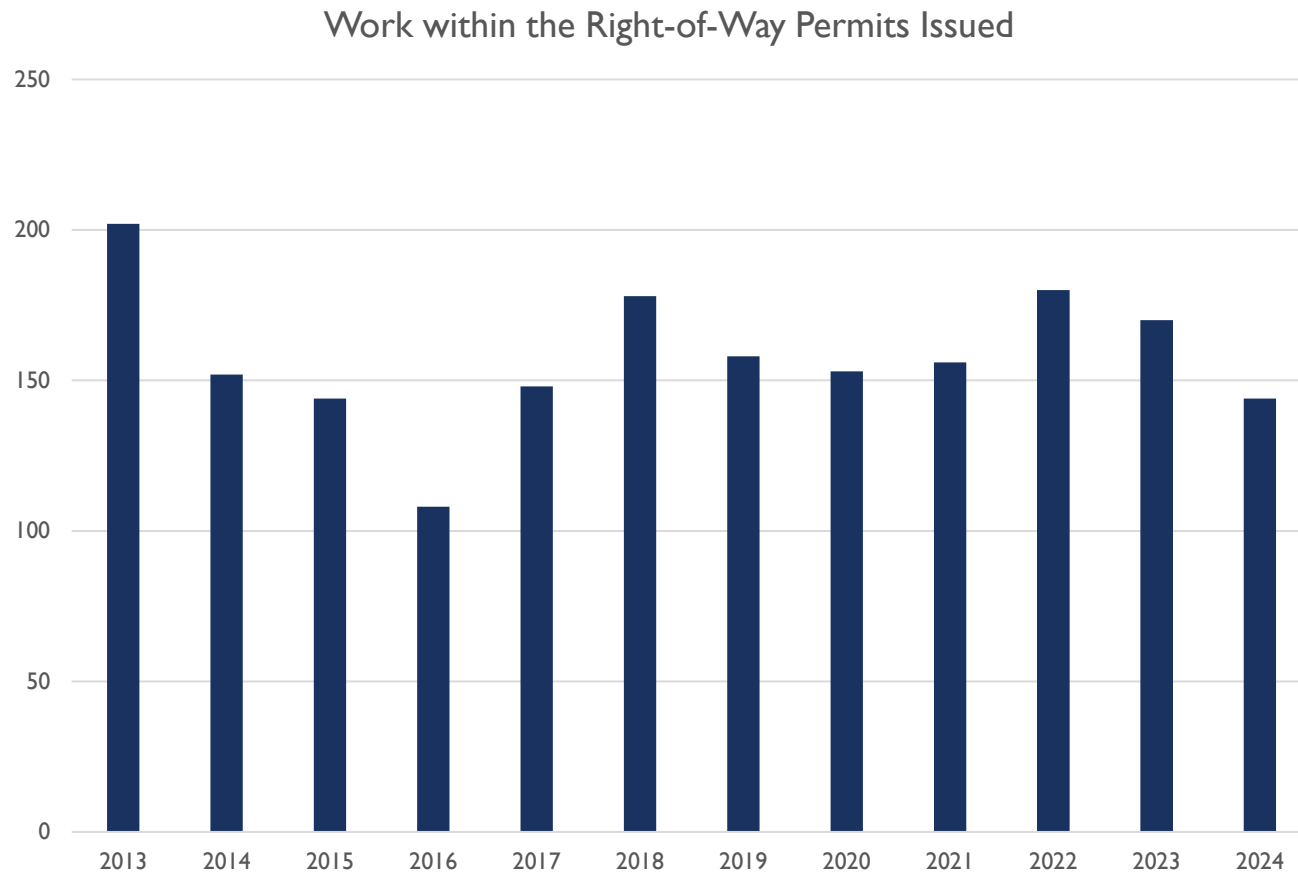
- Engineering serves as a representative of DCD on the Safety Commission which meets monthly
- Received 19 new agenda items in 2024, requiring 27 engineering studies
- Conducted 12 traffic counts and speed studies



ENGINEERING

WORK WITHIN THE RIGHT-OF-WAY PERMITS

- 144 permits in 2024



ENGINEERING

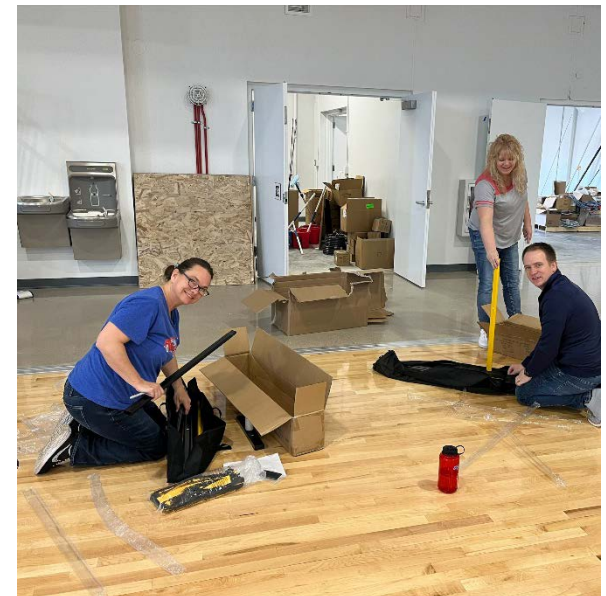
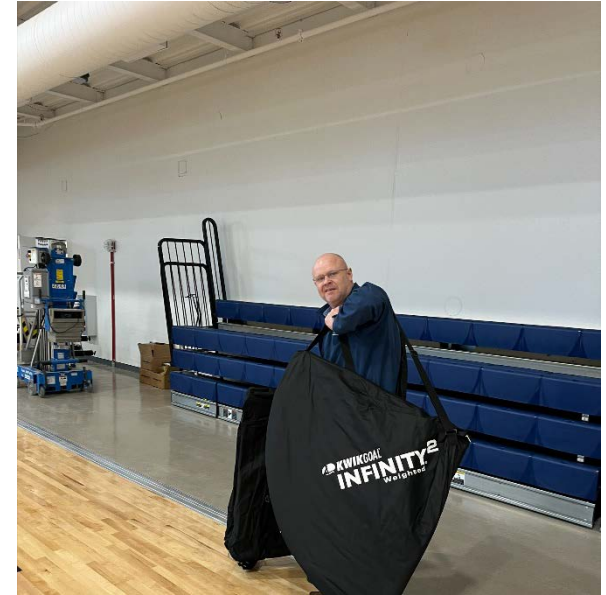
WAUKESHA COUNTY COORDINATION



- Moorland Road
 - 2023: Beloit Road to National Avenue - Complete
 - 2025: National Avenue to Cleveland Avenue
 - 2026: Cleveland Avenue to Greenfield Avenue
 - 2027: College Avenue to Grange Avenue

ENGINEERING COLLABORATION

- Provided planning input and construction plan review, and site surveying in coordination with Planning, IT, and Recreation Departments
- Working with the Streets Department on Sidewalk repair
- Coordination with DPW on new sign and vegetation management within Rights-of-Way
- And if duty calls, inflating basketballs and assembling volleyball nets at the ARC



ENGINEERING

PUBLIC INFRASTRUCTURE INSPECTION FOR PRIVATE DEVELOPMENTS

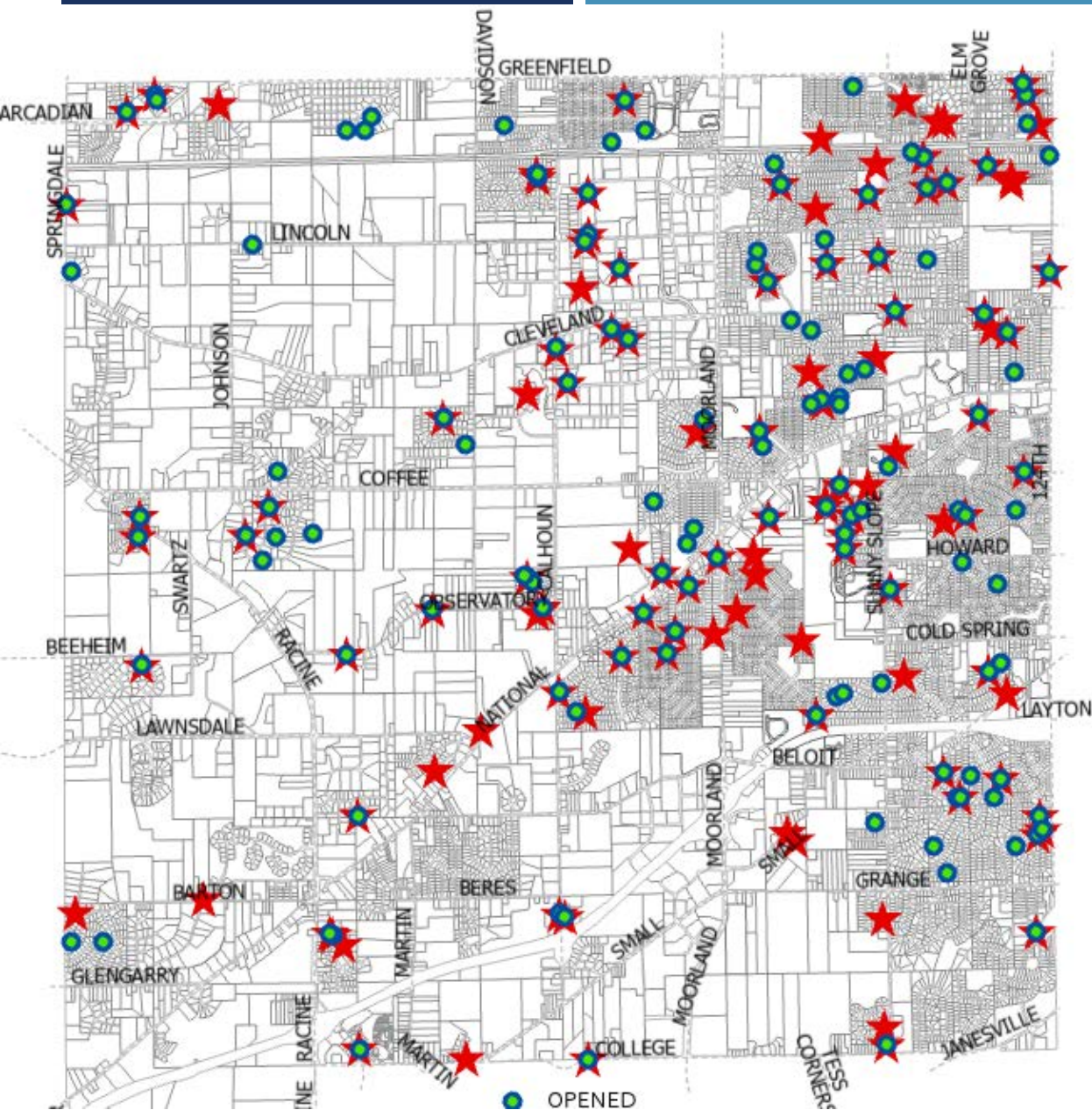


- Theofila Estates Subdivision



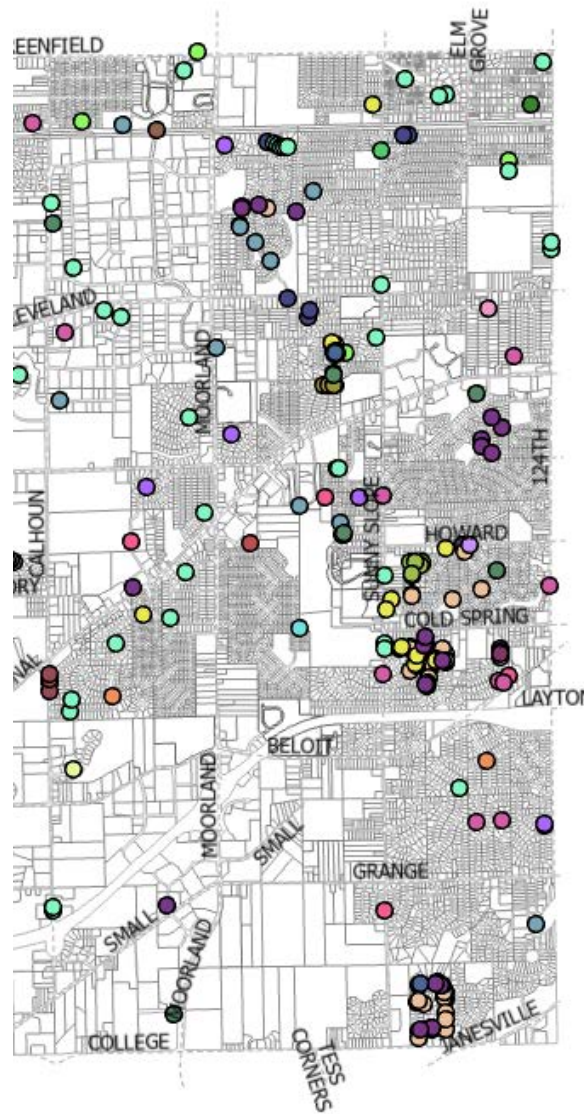
WATER RESOURCES MANAGEMENT UTILITY

- Development & Building Permit Plan Reviews
- Infrastructure Plan Reviews
- Construction Field Inspections
- Completes and coordinates research, design and engineering for various large-scale stormwater projects
- Assists the Engineering Services Division in coordinating roadway related stormwater improvements
- Tracks flooding and stormwater issues citywide
- Administers the City's *Wisconsin Pollutant Discharge Elimination System Permit* (WPDES) that regulates the quantity and quality of stormwater leaving the city, pollution prevention, illicit discharge screening, public education & outreach, construction site pollutant control & post-construction stormwater management and represents the City in the Clean Water Network



WATER RESOURCES MANAGEMENT UTILITY DRAINAGE COMPLAINT TRACKING

WATER RESOURCES MANAGEMENT UTILITY STORM TASK TRACKING



- Clean Storm Channel (20)
- Clean Storm Culvert (5)
- Clean Storm Inlet (2)
- Clean Storm Pipe (3)
- Ditch - Asphalt Upgrade Storm Channel (3)
- Drainage Engineering Survey Storm Chann
- Grade Ditch Storm Channel (46)
- Install Storm Channel (1)
- Install Storm Culvert (3)
- Maintain - Vegetation Management Storm
- Maintain Storm Channel (1)
- Maintain Storm Culvert (1)
- Rebuild (Partial) Storm Inlet (62)
- Relocate Storm Culvert (1)
- Remove - Debris Storm Channel (3)
- Repair Storm Channel (4)
- Repair Storm Culvert (3)
- Repair Storm Inlet (9)
- Repair Storm Manhole (1)
- Repair Storm Outlet (1)
- Repair Storm Pipe (1)
- Replace - Endwall Storm Culvert (5)
- Replace - Lid Storm Manhole (9)
- Replace Storm Culvert (16)
- Replace Storm Inlet (19)
- Replace Storm Pipe (1)
- Retire Storm Culvert (3)
- Tuckpoint Storm Inlet (25)
- Tuckpoint Storm Manhole (2)

EMERGENCY MANAGEMENT

ORGANIZATIONAL CHART

UNDER DCD, PER ORDINANCE # 2657 (APPROVED 1/25/22)

Elected
Leadership

Mayor and
Common
Council

Administration

Director of
Community
Development

Deputy Director
of Community
Development

Operations

Emergency
Management
Manager

EMERGENCY MANAGEMENT

2023-24 PROJECTS

- After Incident / Action Survey and Report (01/12 thru 01/15/2024 Snowstorm, Power Outages and Below Freezing Temps Incident)
- Local Damage Assessment Training
- Create City Damage Assessment Teams
- CEMP & COOP “In-House” Training Sessions (some complete and some still being planned)
- Continue to provide regular updates on social media
- Volunteer Resource Center (VRC) training with Waukesha County HHS & County EM
- County / City EOC Exercise with PIO Emphasis (May 15th)

EMERGENCY MANAGEMENT

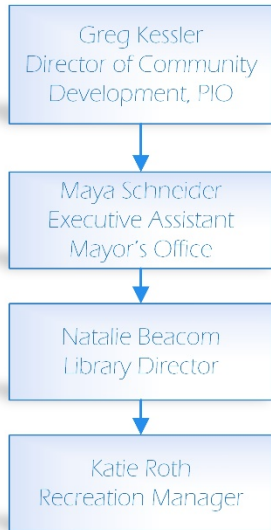
- Establish a Public Information Officer Office (PIO – Director of Community Development)
- Coordinate a new Communication Team made up of representatives from the Mayor's Office / Community Relations, Police, Fire and DCD / EM, Library and Recreation.
- Working to establish policies and protocols for press releases, social media updates to ensure coordination amongst departments and “subject matter experts” during events.
- EM “on-call” 24/7 and will respond to an event when requested to do so by PD and/or Fire. Also, continuously watching for weather events.

Draft Communications Team Structure

Incident Severity

- Level 1 Large Scale Emergency Disaster, significant loss of life or property damage
- Level 2 Single loss of life or significant property damage
- Level 3 Normal day to day operations

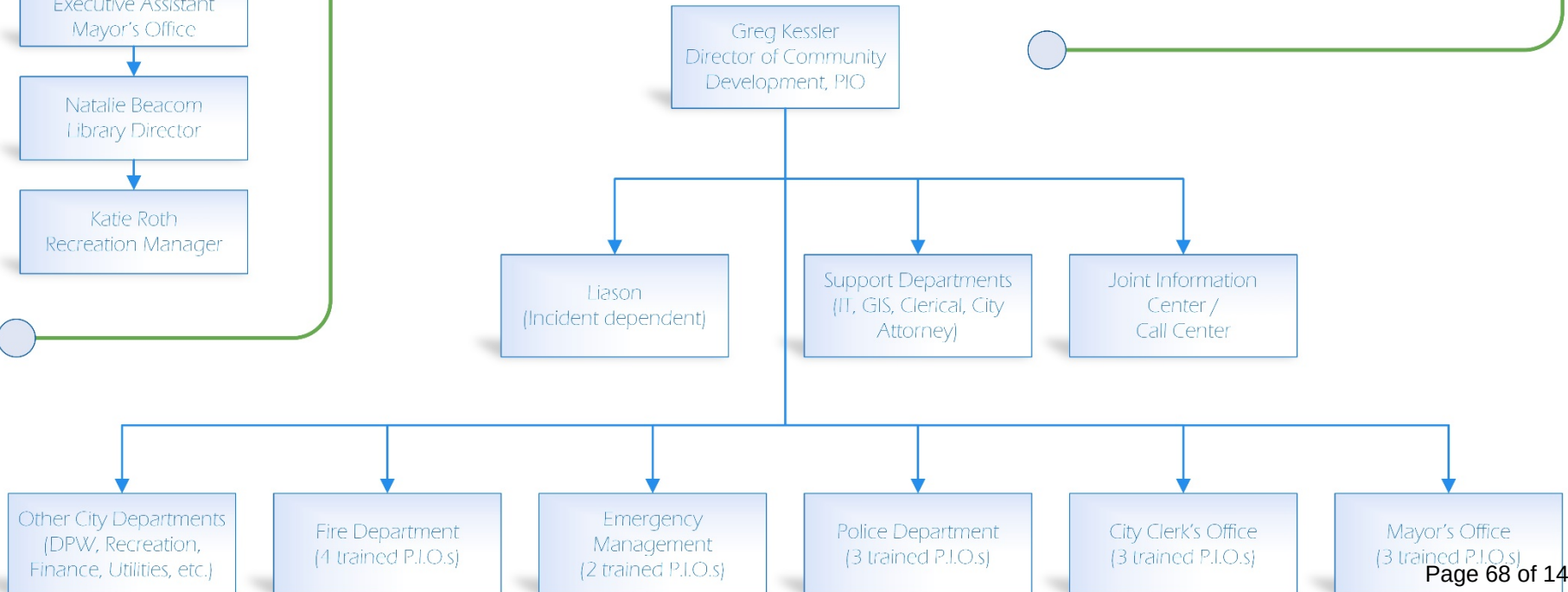
Succession Plan



Planning and Support Documents

- Standard Operating Procedures
- Standard Templates (Incident dependent)
- Press Release
- Social Media
- Policies
- Talking points for interviews

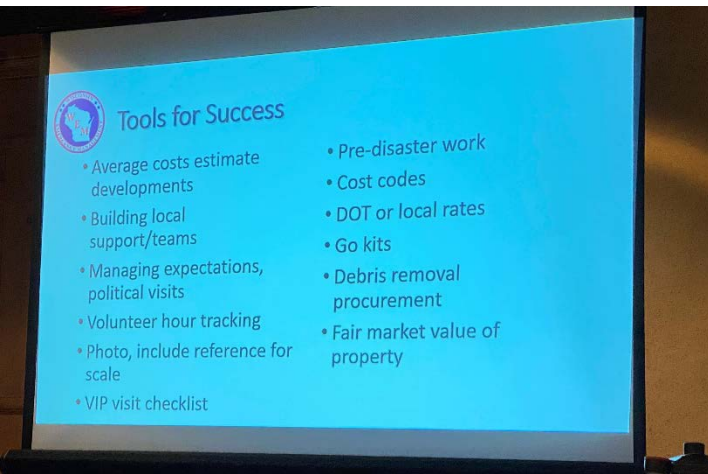
Organizational Chart





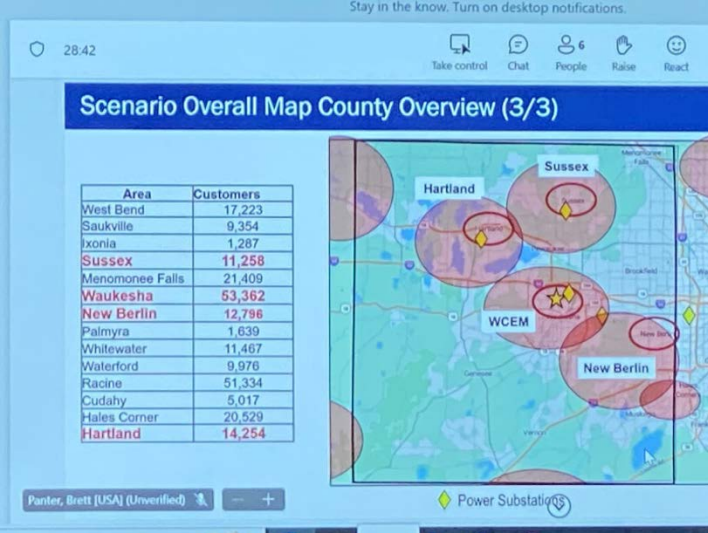
EMERGENCY MANAGEMENT

- EOC Staff will be attending a one-week FEMA EOC Operations Team Training in Emmitsburg, VA along with additional EOC Training in 2025 (partnership with Waukesha County)
- Public Information Officer (PIO) Training
- Continuing Staff PIO Team Training Classes
- Safety Saturday
- Discover New Berlin
- City Staff Spill Response Training in 2024 and 2025
- IMT Staffing During 4th of July Festival





WAUKESHA COUNTY HEALTH & HUMAN SERVICES TEAM VOLUNTEER MANAGEMENT TRAINING (PARTNERSHIP W/ WAUKESHA COUNTY) AT THE NB COMMUNITY CENTER



EOC OPERATIONAL TRAINING W/ WAUKESHA COUNTY AND PARTNER COMMUNITIES



NEW BERLIN AND UW MADISON WEATHER STATION

Station Dashboard - WiscoNet

- The link above will take you directly to the New Berlin station. You will be able to see “real” time data and can build historical weather data sets from it.
- The Wisconsin Environmental Mesonet (Wisconet) is a growing network of weather and soil monitoring stations across Wisconsin, designed to provide high quality data at high spatial and temporal resolutions.
- The weather data from this weather station is available in real time to our citizens and businesses via a UW web link above. Available through the Homepage of the City’s website (www.newberlin.org).

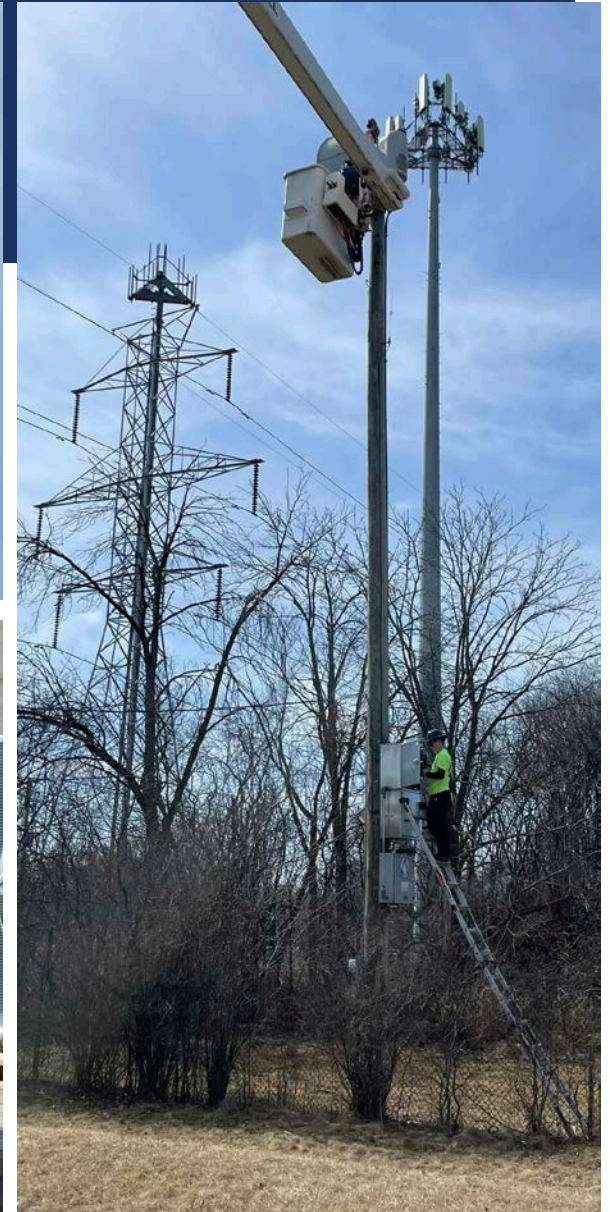


ADDITIONAL 2025 EM PROJECTS

-
- EOC Expansion
 - City Warning Siren Software & IT Upgrades (National Weather Service connection)
 - Continuing to Rebuild the Warning Siren Heads (9 total sirens & 2 being rebuilt in 2025)
 - Bi-Directional Public Safety Radio Amplification at the ARC
 - Community Damage Assessment Team

NINE (9) CITY OUTDOOR WARNING SIRENS

- Current New Berlin Outdoor Warnings Sirens were installed around 2007. Emergency Management is charged with activating them for Severe Weather and other large-scale emergencies. To assure these sirens are always ready, we test them weekly and perform detailed annual maintenance. During last year's maintenance it was determined two of the nine siren heads were nearing the end of their service lives and major overhauls were recommended.
- This month (March 2025), two overhauled sirens heads were installed.
- To date, we have overhauled six of the nine city Outdoor Warnings Sirens.





EM SPILL TRAILER





EM SPILL RESPONSE TRAILER





RESPONDED TO 12 SPILLS IN 2024

A Sample:

- Bodycote (2 spills)
- 14645 W. Armour
- Dreampak
- WE Energies Transformer





- EM Recovered \$23,411.51 in 2024 from two spillers for resources expended by the city
- Protecting city infrastructure



SPILL RESPONSE PROCEDURES

- Developed by a working group from DCD/EM, DPW, PD and FD.



Spill Response Procedures

Call taker please get:

- Reporting Party Name
- Cell Phone Number
- Location/Address of Spill
- Problem/Size

911

City Departments

Social Media

Spill Occurs

Notification received

Call taker call Battalion Chief **262-402-2541**
If you cannot contact, call 911

Fire Department conducts size-up

Battalion Chief creates a run and equipment assignment

Notify EM via call or dispatch

Is there immediate danger to human life or health?

Yes

Is there immediate threat to the environment, a storm drain or waterway?

Yes

Is spilled material too large to contain with available resources (> 100 gal.)

Yes

Is spilled material unknown or extremely hazardous?

Yes

Non-Emergency Cleanup Procedures
Contact the responsible party (spiller) to hire environmental clean up ASAP. Provide the following information:
• Location of Spill
• Quantity and type of material
• Your name and phone #

Emergency Procedures

1. Evacuate the area to a safe distance in life threatening situations
2. Notify personnel in immediate area and isolate area and deny entry
3. Contact Waukesha Hazmat and DNR
4. Request NB Spill Trailer
5. **Do the following only if you have adequate training and can do so without risking your own personal safety or the safety of anyone else:**
 - Stop material discharge (i.e. shut off valve, stand drum upright, etc.)
 - Contain by using spill response equipment (absorbent pads/socks, booms, sand bags)
 - Divert from storm drains and ditches using dikes or berms
 - Stand by to provide information to emergency response personnel
6. DNR Spill Line notification (800) 943-0003

DNR Reporting Quantities

Petroleum Compounds

- 1 gallon of gasoline onto a pervious surface or runs off an impervious surface
- 5 gallons of a petroleum product other than gasoline onto a pervious surface or runs off an impervious surface

Agrichemical Compounds

- 250 pounds of dry fertilizer
- 25 gallons of a liquid fertilizer
- Pesticides that would cover less than 1 acre of land if applied according to label instruction

SPILL RESPONSE PROCEDURES

- Developed by a working group from DCD/EM, DPW, PD and FD.

Hazardous Materials Response (NB Fire Awareness & Ops)

Approach and Position

- Obtain _____ windspeed and _____ direction
(WISCO City Hall NB Weather Station:
https://wisconet.wisc.edu/stations/new_berlin/index.html)
- Approach from an uphill/upwind direction
- Observe conditions found through visible/audible clues

Phone Numbers:

CWFD Dispatch:
On Duty Battalion Chief:
Fire Station 5:

Site Management

- Establish command
- Isolate immediate area (1,000 ft. for flammable/toxic releases)
- Establish HazMat Branch
- Control any contaminated victims for decontamination
- Consider additional resources (MABAS, Waukesha FD SST)

Staging Areas

- Identify staging area and officer in safe location
- Identify triage and treatment area for ambulance transport as needed

Public Protection

- Consider immediate evacuation or protection in place (PIO, IPAWS)
- If public life is found to be in immediate danger, responders may risk using SCBA and structural firefighting PPE to remove trapped or injured civilians

Identify the problem

- Recognize identifiable clues and gather information
 - Exposures
 - Clouds/Plumes
 - Fire/Smoke
 - State of Matter (solid, liquid, gas)
 - Identify Responsible Party
- Identify the potential chemicals involved
 - Emergency Response guidebook (ERG)
 - UN Number
 - DOT Markings and Colors
 - CAS Number
 - Labels and Placards
 - Shipping papers, MSDS or SDS documents
- Evaluate isolation perimeters based on findings

If spill is beyond City Resources consider:

- Activate IMT and/or EOC
- Notify Senior Public Safety and Mayor
- Notify County EM
- Hazmat Team City of Waukesha
- Police Department/Drone
- DPW for barricades/support
- PIO
- Storm Water/Water Utility support

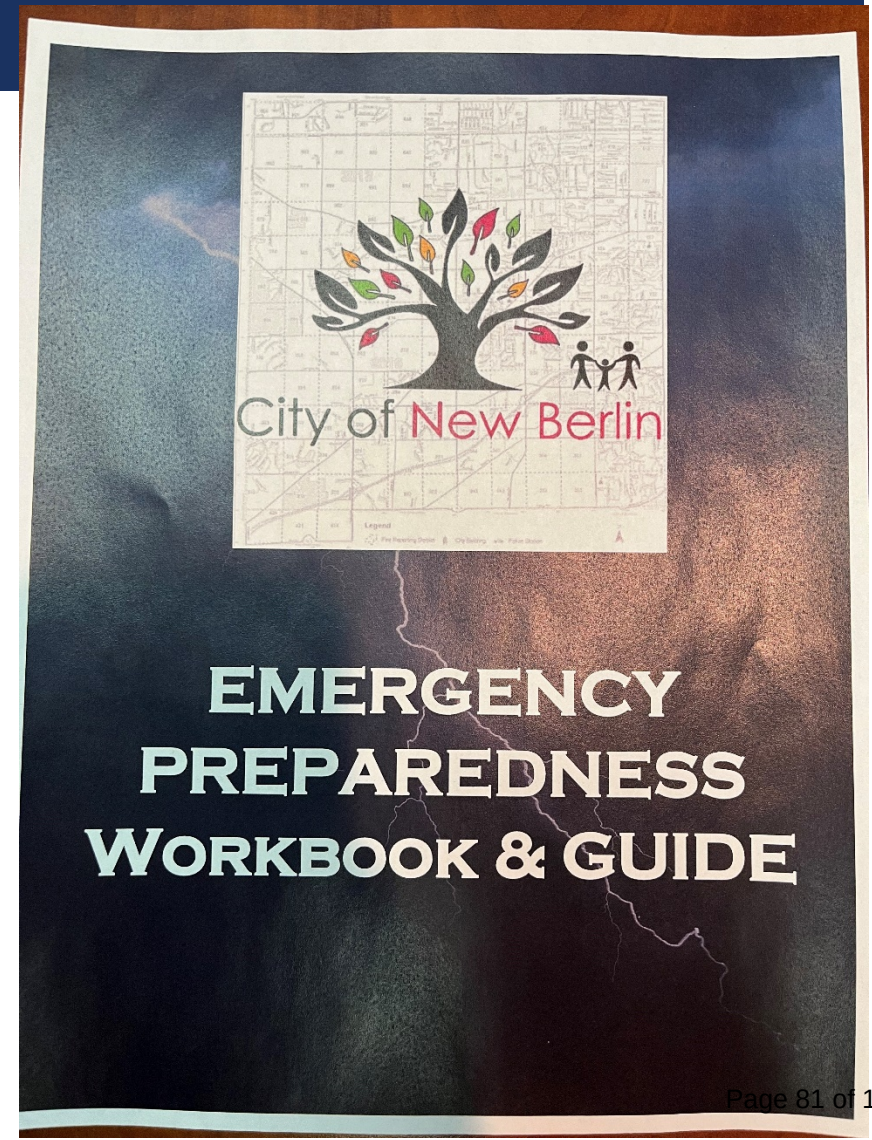
Spill Response Resources

		Absorbs up to	
NBFD Engine	75 lbs. oil dry	10 gal.	
EM-1 (Explorer) #1346/504	8 Booms 125' of 30" pad 100 lbs. of oil dry Test kits (2)	60 gal. 50 gal. 10 gal. 120 gallons	
Engineering1 (Pickup) #346	4 Booms 30' of 30" pad 50 lbs. of oil dry Test kits (2)	30 gal. 15 gal. 5 gal. 50 gallons	
EM Trailer	TBD		

Total City oil spill
absorption capacity:
1,000 gallons

CITY EMERGENCY PREPAREDNESS WORKBOOK & GUIDE

- Emergency-Preparedness-Workbook—Guide
- Partnership with the Mayor's Office and Fire Department



GIS/LIS SERVICES

MISSION STATEMENT

To build, maintain and proactively support a comprehensive Enterprise GIS that promotes information sharing and the effective use of geospatial technology for the benefit of our partners, our customers and our community.

SIGNIFICANT ACHIEVEMENTS

- Updated all maps, including public property viewer, to work with new data format from Market Drive and Munis
- Expanded the use of FME to replace legacy scripts.
- Improved integration with the County for parcel-related data.
- Continued support of Cartegraph.
- Ongoing development of GIS applications for the Police Department.

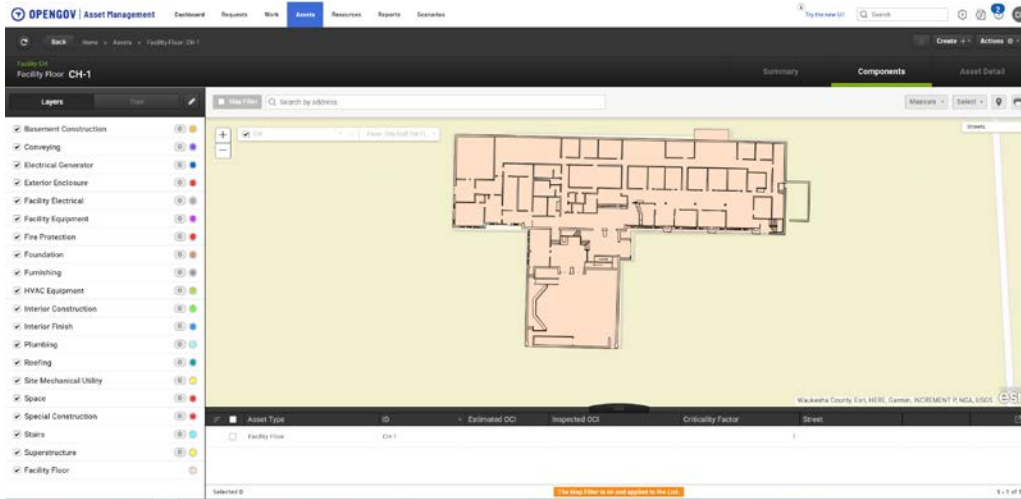
GIS/LIS SERVICES

FUTURE PLANS AND GOALS

- Continue to develop an Enterprise GIS/LIS System
- Upgrade all public maps with better cartography and improve functionality on mobile devices.
- Expand use of Cartegraph Asset Management to go beyond tracking history and into planning and forecasting asset lifecycles
- Work in conjunction with the GIS/LIS User Group and Department Heads to determine a clear path and prioritized goals
- Continue department needs analysis to ensure we are provided the best service possible to all departments

GIS/LIS SERVICES

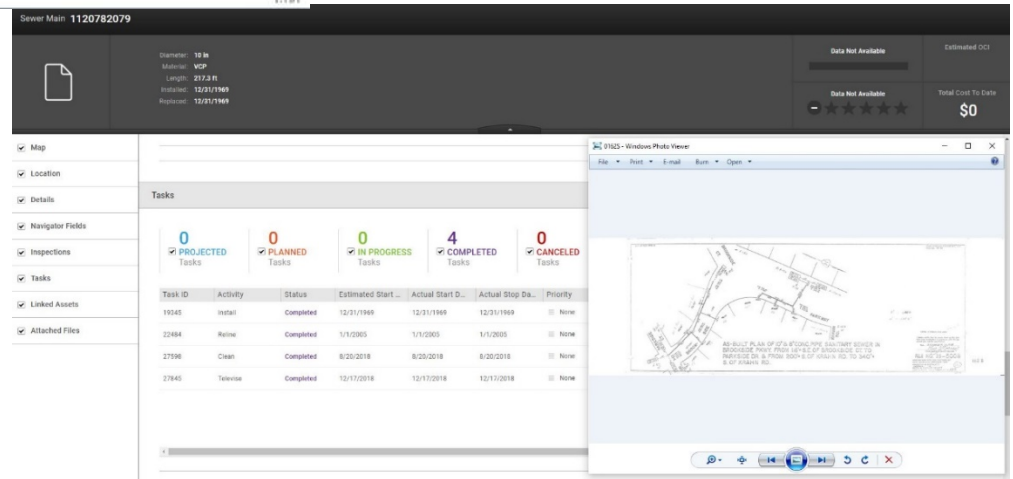
CARTEGRAPH ASSET MANAGEMENT



Maps in Cartegraph are supplied by our Enterprise GIS/LIS system. We maintain dozens of layers for almost every department in the City.

We continue to work with Emergency Management on the use of Cartegraph for calls for service during emergency events.

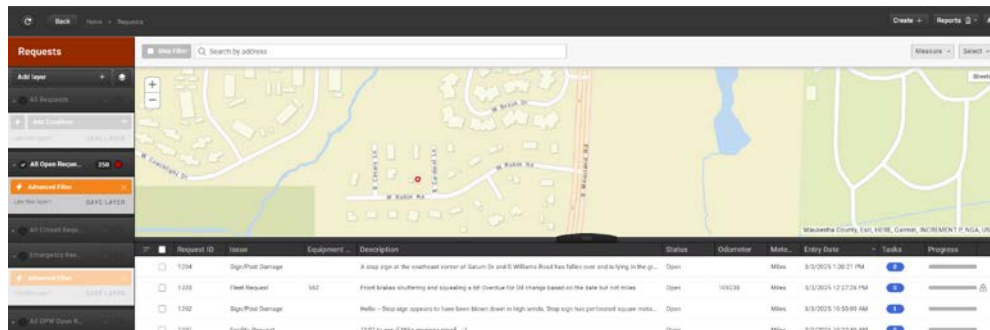
In 2025 we will be assisting Building Maintenance and Parks with the conversion to Cartegraph. We will also be creating a request system for room rentals at the ARC. We will provide training and assistance in inventory collection, using bar codes and ipads, within the mobile application.



GIS/LIS SERVICES

DPW CARTEGRAPH IMPLEMENTATION & CITIZEN REQUEST PORTAL

In early 2025 GIS updated the “Report a Concern” section on the City’s website. This public facing system allows citizens to select a location from a map and integrates directly with Cartegraph. The request received is then converted to a task and assigned to City employees all within the Cartegraph application.



Request ID	Issue	Equipment	Description	Status	Odometer	Mile	Entry Date	Tasks	Progress
1204	Sign/Post Damage		A stop sign at the southeast corner of Saturn Dr and S Williams Road has fallen over and is lying in the grass.	Open		Miles	8/12/2025 1:26:21 PM		
1205	Fleet Request	162	Front brakes clunking and squeaking a bit (drive for 1st change based on the date but not miles)	Open	100028	Miles	8/12/2025 12:27:26 PM		
1202	Sign/Post Damage		Hefty - Stop sign appears to have been blown down in high winds. Stop sign has performed square miles.	Open		Miles	8/12/2025 10:50:01 AM		
1201	Facility Request		1201 to see if Miles receives email...	Open		Miles	8/12/2025 10:52:41 AM		

Report a Concern - New Berlin, WI



IF THIS IS AN EMERGENCY, PLEASE CALL 911

This portal provides a means to quickly and easily report non-emergency concerns related to the City's infrastructure and zoning requirements. When this form is completed a notification will be sent to the appropriate department. If you enter your email address you may receive updates as the issue is addressed.

Concerns submitted through this portal after regular business hours, on weekends, or on holidays will be seen the next business day.

Concern*

--Please select--

Location of concern*

Click the map to start - You can search for an address or manually zoom and click location on map. Location should reflect where the concern is, not necessarily your home address.



GIS/LIS SERVICES

OTHER CARTEGRAPH PROJECTS

- DPW work order management (In progress)
- Fleet conversion from Dossier completed (Early 2025)
- Automate fuel imports after installation of new fueling equipment (Spring 2025)
- Emergency Management supply inventory (Late 2024)
- Emergency Management FEMA Resource typing (Early 2025)
- Mowing / Landscape Areas (In progress)
- Cemetery Sites (Ready for implementation)
 - Online site viewer
 - Cartegraph application for site management
- Fleet parts inventory (Early 2025)
- Fleet preventative maintenance plans (Later in 2025)

GIS/LIS SERVICES

MULTI-DEPARTMENT INTERNAL REQUEST SYSTEM

City staff can now enter requests for other departments through web browser. These request go directly into Cartegraph where the work is then assigned accordingly.

Select an Issue

* Issue:

- Facility Request
- Fleet Request
- Parks Request
- Signs Request
- Streets Request

Request ID	Issue
No records to display	



RECREATION DIVISION

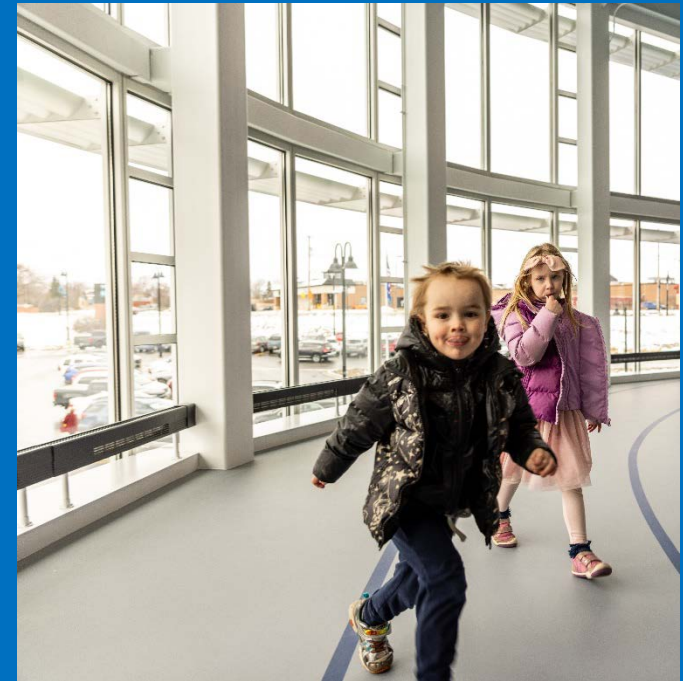
- **9 Full Time Staff & 2 Part Time Year-Round Coordinators**
 - **Recreation Manager**
 - **Asst. Recreation Manger**
 - **(3) Recreation Specialists**
 - **Youth, Youth Sports, Adult**
 - **(2) Recreation Coordinators**
 - **(2) Recreation Associates**
 - **Seniors Coordinator**
 - **4th of July Coordinator**
- **Over 150 Part Time Seasonals**
- **200 Volunteers (Pickleball, Safety Town, SNAP Poms, NBYA)**
- **Over 40 Contracted Instructors**





OUR PROGRAM CORE AREAS

- **Adaptive and Inclusion**
- **Children, Youth, and Family**
- **Health and Wellness**
- **Seniors**
- **Special Events**
- **Special Interest**
- **Sports and Athletics**
- **Teens**
- **Volunteerism**





OUR MISSION

Our mission is to enhance the quality of life in the City of New Berlin by providing affordable, inclusive, and high-quality recreational programming. We are committed to serving the community and offering programs and services that contribute to a thriving and fulfilling life for all residents and participants.



VALUE ON INVESTMENT

The Value on Investment (VOI) for our recreation division extends far beyond financial metrics. It encompasses the overall impact and benefits that the division provides to the community. Here are some key aspects of VOI for our Recreation Division:

- 1. Community Well-being:** The recreation division contributes to the physical, mental, and social well-being of residents. By offering a variety of programs and facilities, it promotes healthier lifestyles, reduces stress, and fosters social connections among community members.
- 2. Quality of Life:** A vibrant recreation division enhances the overall quality of life in the community. Accessible and diverse recreational opportunities contribute to a sense of belonging, pride, and satisfaction among residents.
- 3. Youth Development:** Recreation programs play a crucial role in the development of children and youth. They provide opportunities for skill-building, character development, leadership training, and positive social interaction, helping young people grow into productive and responsible citizens.
- 4. Social Inclusion:** The recreation division strives to be inclusive and accessible to all members of the community, regardless of age, ability, or background. By offering programs that cater to diverse interests and needs, it promotes social equity and fosters a sense of belonging for everyone.
- 5. Economic Impact:** A strong recreation division can have positive economic effects on the community. It attracts visitors, supports local businesses (such as sports equipment vendors or nearby eateries), and enhances property values by making the area more desirable to live in.
- 6. Healthcare Cost Reduction:** By promoting active lifestyles and preventive health measures, recreation programs can help reduce healthcare costs associated with sedentary behavior and chronic diseases. This contributes to the overall health and vitality of the community.



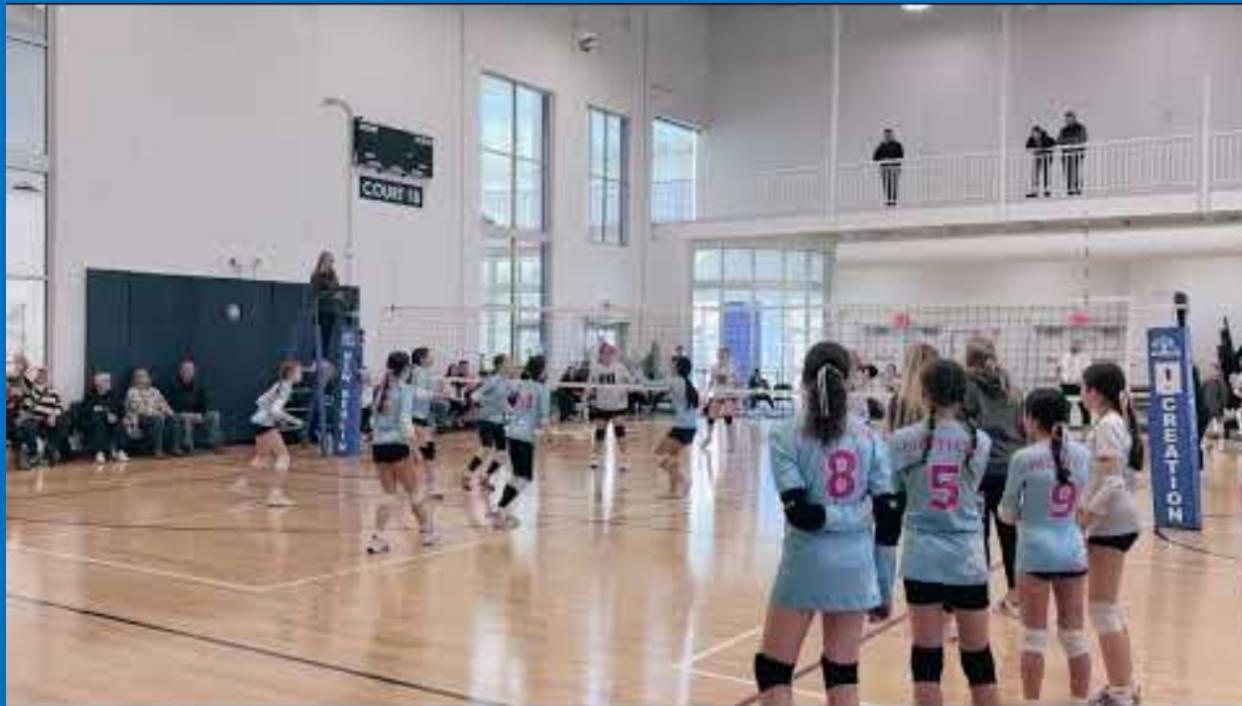
REVENUE STREAMS

Diversifying revenue streams for our recreation division is essential for financial sustainability and flexibility.

1. **Programs and Classes:** We offer a variety of programs and classes that cater to different age groups, interests, and skill levels. These may include fitness classes, sports leagues, camps, arts and crafts workshops, cooking classes, and educational seminars.
2. **RecPASS and Memberships:** Our RecPASS memberships that grant access to our activity and recreation center to use our gym, walking track, fitness mezzanine, and playground!
3. **3RD Party Memberships:** Our 3rd party health insurance memberships that will assist in members supplementing the cost of their membership introducing an additional revenue stream.
4. **Facility & Room Rentals:** We have created partnerships with organizations such as Miss Wisconsin, to reserve the ARC for their special events.
5. **Court Rentals:** In 2024, we begun renting out the ARC to various groups such as Special Olympics, Wisconsin Lutheran Track Team, and Field 99 to reserve the ARC.
6. **Tournaments and Events:** We hosted our first Volleyball Tournament on February 10th with Motion Volleyball Program (MVP), where we hosted over 1500 athletes and attendees.
7. **Sports Camps and Clinics:** We built a partnership with the Milwaukee Bucks to offer spring break and summer break sports camp options!
8. **Partnerships and Sponsorships:** We establish partnerships with local businesses, organizations, or schools to co-host events or programs. We seek sponsorships or donations from businesses in exchange for advertising opportunities or naming rights for facilities or programs.
9. **Concession Stand:** Is available for rental as an add-on during tournaments or would be run in-house by the recreation division.



MVP VOLLEYBALL TOURNAMENT



- **February 10th 2025**
- **Over 1,500 athletes and spectators.**
- <https://www.youtube.com/watch?v=mytP5eNMrKY> -



RecPASS MEMBERSHIPS

- **As of 3/17/25...**
- **Issued 5,424 Daily Passes**
- **Issued 594 Monthly Memberships**
- **Issued 608 Annual Memberships**
- **Partnered with Health Insurance Providers to offer free memberships.**
- **Celebrated our 1-year Anniversary.**





FREE MEMBERSHIPS

- **199 Silver Sneakers Memberships**
- **482 Optum Memberships**
- **691 Total Insurance Memberships**
- **3911 Insurance Membership Scans into the ARC from January 1st-March 17th 2025**
- **3 staff certified to provide Silver Sneakers fitness classes (Stability, Yoga, Boom Muscle, Circuit)**
- **Added Four Fitness Classes that are free to insurance members**



**PROUD
PARTNER**



Optum



YOUTH ENRICHMENT



- Offer a wide variety of classes from art to dance to e-sports!
- Classes are available from 9 months to 17 years old!
- Focused on expanding class days and times
 - Dance and sports added on Saturdays
- Expanded programming and offered:
 - Family Nights
 - Nerf Battle Blaster
 - E-Sports, Pokémon, and much more!



YOUTH SPORTS

- **Expanding class offerings year round because of ARC**
- **Added new classes**
 - **3 on 3 Basketball League**
 - **3 on 3 Volleyball League**
 - **Grandparent and Child Pickleball**
 - **All-Star Sports Camps**
 - **Flag Football**





NBYA

(New Berlin Youth Athletics)

We have successfully completed the transition of all NBAA youth sports to the City. These programs are now fully integrated under the **New Berlin Youth Athletic Association (NBYA)** within the Recreation Division. This is our **first official year** running **Basketball, Baseball/Softball, and Soccer** directly through Recreation. To support this transition, **the Common Council approved a full-time Recreation Specialist** dedicated to youth sports, the position started 11/2024.



We have generated \$68,580 for Basketball & Baseball/Softball with an anticipated \$37,870 for the upcoming Fall Soccer = \$106,450 of annual revenue.



NBYA SOCCER

NBYA Soccer 2024

Total number of participants: 541

- Tots (5K): 10 teams
- Boys Minis (1st-2nd): 14 teams
- Girls Minis (1st-2nd): 10 teams
- Boys Minors (3rd): 4 teams
- Girls Minors (3rd-4th): 6 teams
- Boys Juniors (4th-5th): 6 teams
- Girls Juniors (5th-8th): 4 teams
- Boys Majors (6th-8th): 4 teams
- **Total Teams: 48**





NBYA BASKETBALL

NBYA Basketball 2024

Total number of participants: 457

- 65 Co-Ed Tots (5K)
- 93 Boys Minis (1st-2nd)
- 75 Girls Minis (1st-2nd)
- 71 Boys Minors (3rd-4th)
- 37 Girls Minors (3rd-4th)
- 55 Boys Juniors (5th-6th)
- 61 Boys Majors (7th-8th)
- **Total Teams: 52**





NBYA BASEBALL & SOFTBALL

NBYA Baseball/Softball 2025

Total number of participants: 503

- 124 Co-Ed Tots (5K)
- 86 Boys Minis (1st-2nd)
- 67 Girls Minis (1st-2nd)
- 80 Boys Minors (3rd-4th)
- 57 Girls Minors (3rd-5th)
- 39 Boys Majors (5th-6th)
- 24 Girls Majors (6th-8th)
- 27 Boys Seniors (7th-8th)

• **Total Teams: TBD-**

Currently in the process of completing rosters.





WELNESS PROGRAMS

- **1,368 Participants in 2024**
(WS 614/ S 289 / F 465)
- **100+ Class Offerings**
(WS 46/ S 21/ F 33)
- **Added new classes**
 - **Glow WERQ**
 - **Silver Sneakers Circuit**
 - **Silver Sneakers Boom Muscle**
 - **Silver Sneakers Yoga**
 - **Silver Sneakers Stability**
 - **Hatha Yoga**
 - **Gentle Flow Yoga**
 - **Tai Chi**
 - **Kick Boxing**
 - **Self-Defense**
 - **Dance Fitness Mashup**
- **Classes offered at Community Center and ARC**





ADULT CORNHOLE

- **SUMMER 10 TEAMS (2ND SEASON)**
- **FALL 10 TEAMS (1ST SEASON)**
- **FOURTH OF JULY 25 TEAMS (7TH SEASON)**





ADULT VOLLEYBALL

- **WINTER/SPRING- CO-REC- 8 TEAMS- 61 PARTICIPANTS**
- **SUMMER- WOMENS LEAGUE- 4 TEAMS- 24 PARTICIPANTS**
- **FALL- WOMENS LEAGUE- 4 TEAMS- 32 PARTICIPANTS**





ADULT SOFTBALL

- **SUMMER LEAGUE- 14 WEEKS- 46 TEAMS- 536 PARTICIPANTS**
- **CONCESSION STAND AT MALONE IS OPEN MONDAY-THURSDAY NIGHTS**
- **MODIFIED SCHEDULE FOR 2025 DUE TO MALONE PARK CONSTRUCTION**





PICKLEBALL

- Winter/Spring

- ARC - 2 Program- 162 participants
- Poplar Creek- 3 Programs- 186 participants
- Learn to Play- 3 Sessions- 36 Participants
 - Waitlist = 47 participants
- Everything Pickleball Lessons
 - 16 Sessions- 143 participants
 - Waitlist = 27 participants

- Summer

- Outdoor @ Valley View- 4 Programs
 - 424 participants
- Learn to Play- 4 Sessions- 48 participants
 - Waitlist = 10 participants
- Grandparent & Me- 3 Sessions- 33 participants
- Everything Pickleball Lessons
 - 10 Sessions
 - Enrolled = 99 participants
 - Waitlist = 9 participants

- Fall

- Outdoor @ Valley View- 3 Sessions- 290 participants
- Indoor @ ARC- 3 Sessions- 310 participants
- Indoor @ Poplar Creek- 3 Sessions- 150 participants
- Learn to Play- 3 Sessions- 48 participants
 - Waitlist = 10 participants
- Grandparent & Me- 1 Session- 9 participants
- Everything Pickleball Lessons
 - 14 Sessions- 123 participants

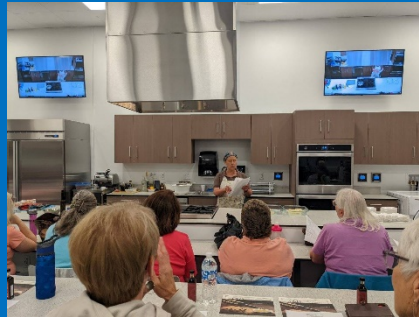
- Tournaments

- Battle of the Paddles- 102 participants
- Fall Brawl 2024- 74 participants



CULINARY PROGRAMS

- **2024 864 Culinary Participants for 82 different classes!**
- **State-of-the-art Kitchen with the ability to teach a wide range of cooking and baking techniques**
- **Demonstration and hands-on teaching styles available**





SUMMER DAY CAMP

- 2018 Revenue \$61,587
- 2023 Revenue \$228,861
- 2024 Revenue \$264,279
- 2025 Revenue \$303,242
 - **392% INCREASE FROM 2018**
- 2025 1,465 Camper Weeks





4TH OF JULY

- **56th Annual**
- **Held at Malone Park**
- **Attracts over 40,000 people**
- **3 Day festival**
- **Added Drone Show on July 5th in addition to enhancing offerings**
- **City-wide initiative to ensure a successful event!**
- **Boots and Beats Line Dancing Event raised \$1,200 in support of 4th of July!**
- **\$96,622 Raised through pledges & goods and services**
- **Huge fundraiser for New Berlin Lions, Prospect Lions, Educational Foundation, NB Citizens against Muscular Dystrophy.**





COLOR CLASH

- 2nd Annual
- Held at Malone Park
- 203 Participants
- 5 Colors
- 250 Pounds of colored Powder





BEER GARDENS

- Partnered with Component Brewing on Beer Gardens.
- Component also was at Winterfest 2025.
- Hosted 7 Summer 2024, have 10 planned for 2025.
- Looking to bring back Recreation(ALE) for 2025 season.





BREWS & BOOS

- 2nd Annual
- Held at Malone Park
- Partnered with 1840 Brewing, 1848 Coffee, and Flour Girl and Flame
- Many other city departments participated
- Over 1000 participants
- Flour Girl & Flame sold out of pizza!



NEW BERLIN RECREATION PRESENTS

BREWS & BOOS PARTY

a kick-off to trick or treat

SATURDAY 11-3PM
OCTOBER 26
@ MALONE PARK

CANDY! BEER! MUSIC! FOOD!
CORNHOLE TOURNAMENT!

1848
[COFFEE]
and more spooky halloween fun!

CORNHOLE TOURNAMENT TEAM FEE \$25
11AM START

FOR MORE INFORMATION VISIT WWW.NEWBERLIN.ORG



CHRISTMAS TREE LIGHTING



CITY OF NEW BERLIN CHRISTMAS TREE LIGHTING

**THURSDAY,
DECEMBER 5**

NEW BERLIN ACTIVITY AND
RECREATION CENTER
15321 W. NATIONAL AVE

4:30-7PM



SCHEDULE

4:30 CHRISTMAS STOCKING GIVEAWAY
BY NB LIONS CLUB
5:00 DANCE PERFORMANCE
5:15 SANTA GRAND ARRIVAL
5:30 TREE LIGHTING
5:35 IKE BAND PERFORMANCE
5:45 CHRISTMAS STORY TIME

LETTERS TO SANTA,
HOT COCOA,
PHOTO OPPORTUNITIES,
AND CHRISTMAS MUSIC!

TOY & FOOD DRIVE

JOIN US TO HELP MAKE CHRISTMAS BRIGHTER
FOR DESERVING FAMILIES! PLEASE DONATE
NEW, UNWRAPPED TOYS AND
NON-PERISHABLE FOOD FOR THE NEW BERLIN
FOOD PANTRY! PRE-TEEN ITEMS REQUESTED
(LEGOS, CRAFTS, HAIR PRODUCTS, ETC.)





WINTERFEST

- 6th Annual
- Held at Malone Park
- Partnered with Enjoy New Berlin and New Berlin Library
- 2022 Wisconsin Park and Recreation Silver Star Winner
- Over 2000 participants
- Added Fireworks to the show
- Added credit card as payment with concessions
- Highlighted on Fox 6 Weekend Wake-up

SATURDAY, JANUARY 11TH
6TH ANNUAL NEW BERLIN RECREATION
WINTERFEST

NEW BERLIN PUBLIC LIBRARY	ARC Activity & Recreation Center	MALONE PARK 16400 W Al Stigler Pkwy
9:30am.....Fireside Stories All Ages, Community Room	8am.....Snowball Smash Pickleball Tournament Pre-registration Required	2pm.....Medallion Hunt
10:30am.....Fireside Stories All Ages, Community Room	9-12pm.....Discover New Berlin Community Hosted by the New Berlin Chamber	2-6pm.....Sled Dog Meet & Greet H2M2 Nation
1-3pm.....Trivia Pre-registration with NBPL Required, Community Room	10:30am.....Sheepshead Tournament Pre-registration Required, Located at the New Berlin Community Center	2-6pm.....JR's Pets n Stuff Dog Adoption Event
Activities at City Center are hosted by: 		2-7pm.....Arctic Mini Golf
		2-7pm.....Winter Beer Garden Component Brewing
		2-7pm.....Food Trucks Tots on the Street Pita Mexican Eats Nice Bites Dog Gone Great Brew City Snowballs and BSG Troop 68!
		3-6pm.....Live Music Cold Soda Club
		3-6pm.....Bonfire & S'mores
		4pm.....Snowman Competition
		5pm.....Candlelight Hike
		6pm.....Fireworks



**Winterfest Mug
& Unlimited
Hot Cocoa**
\$9 in Advance
(at the ARC)
\$13 Day of Event
(at Malone, City Center, & ARC)
Supplies are limited



Event Generously
Sponsored By

Enjoy NEW BERLIN

All activities are weather dependent • For More information visit www.newberlinwi.gov



WINTERFEST





SENIOR CITIZENS CLUB

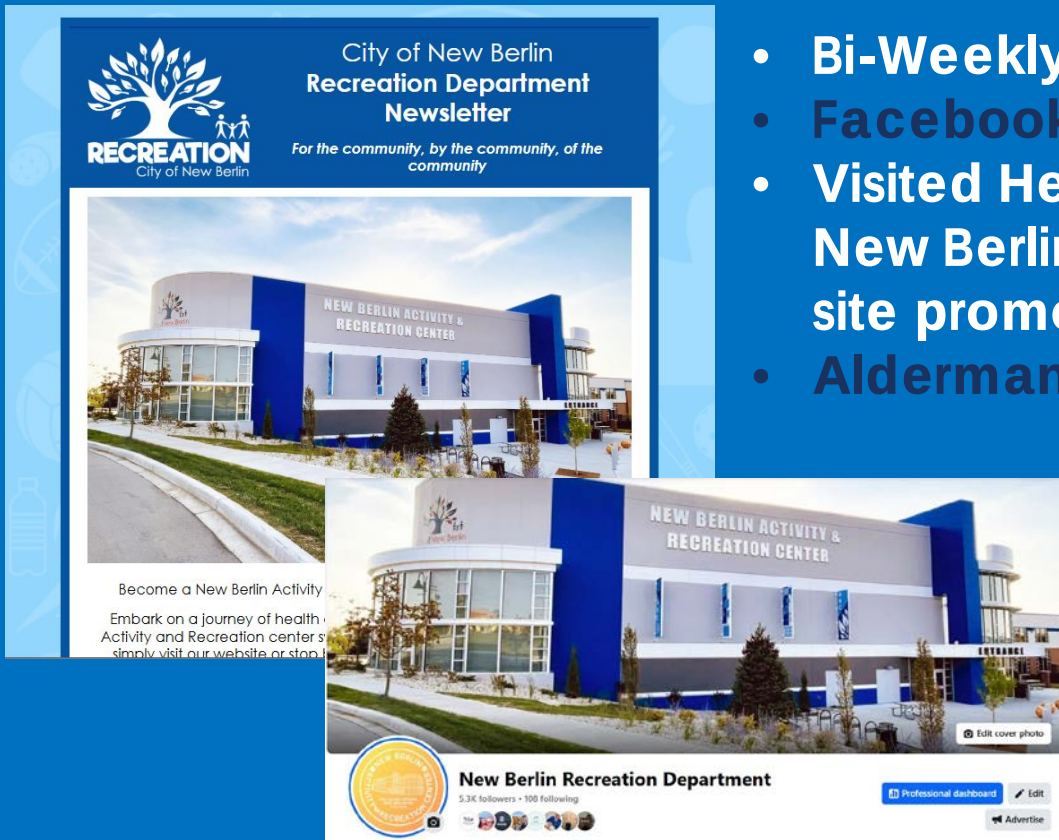


- **300 Active Members (200 in 2023)**
- **Expanded Times**
 - **Monday 8:30-4:00pm**
 - **Tuesday 8:30am-1:00pm**
 - **Wednesday 8:30am-1:00pm**
 - **Thursday 8:30am-1:00p**
- **New Programs Offered**
 - **Chair Yoga**
 - **Line Dancing**
 - **Intro to Dart Ball**
 - **Crafts**
 - **Cooking Classes at ARC**
 - **Wii Bowling**
 - **Book Club**
 - **Cornhole**



COMMUNITY ENGAGEMENT

- **Bi-Weekly Newsletter 8,750 subscribers**
- **Facebook 5.3K Followers**
- **Visited Heritage at Deer Creek and New Berlin Senior Citizens Club for on-site promotion of activities and events**
- **Alderman referral program**



WHERE TO FIND US....

- www.newberlin.org/dcd
- Facebook
- Twitter
- LinkedIn
- Phone: 262-797-2445
- Email: gkessler@newberlin.org
- <https://www.enjoynewberlin.com/>



FIND US ON FACEBOOK, TWITTER, AND LINKEDIN!



Get all the up-to-date information anywhere you go! **The New Berlin Department of Community Development** is on all your favorite social media sites.

Stay connected and become our friend, fan, and follower to receive updates and announcements regarding ...

- Development projects
- Permits and licenses
- Economic development news
- New businesses
- Meetings, events, and activities



New Berlin Department of Community Development
3805 S. Casper Dr.
New Berlin, WI 53151-0921
262.786.8610
www.newberlin.org

REQUESTED ACTION STATEMENT

TO: Common Council
Mayor Dave Ament

FROM: Gregory Kessler, AICP – Director of Community Development 

RE: Requested Action Statement for the approval of a Memorandum of Understanding between the City of New Berlin and Waukesha County regarding the coordination of damage assessment services amongst participating communities within the County.

DATE: March 17, 2025

REQUESTED ACTION: Requested Action Statement for the approval of a Memorandum of Understanding between the City of New Berlin and Waukesha County for the provision of damage assessment services.

FISCAL IMPACT: Not Applicable

SOURCE OF FUNDS: Not Applicable

RATIONALE / BACKGROUND: Performing a Damage Assessment is a crucial step in the aftermath of various events such as, but not limited to, emergencies, natural disasters and man-made catastrophes. A Damage Assessment plays a pivotal role in understanding the extent of the impact on affected areas and populations. Timely and accurate Damage Assessments provide essential information for effective emergency response, resource allocation, and long-term recovery planning. The prompt completion of Damage Assessments is vital, as it directly influences the speed and efficiency of emergency response efforts. Swift assessments enable authorities to prioritize immediate needs, deploy resources efficiently, and minimize further damage. The Agreement provides coordination of effort for the effective and efficient collection of Damage Assessment information within Waukesha County.

Approval of this MOU and participation in the Damage Assessment Team within Waukesha County would entail the city of New Berlin offering up qualified personnel to assist in these assessments to any other participating community. Note, New Berlin shall retain the right, always, to make final decisions about our own ability to provide such resources under this Agreement or whether New Berlin can continue to provide such resources if staff were dispatched to assist. Rendering assistance under the terms of this Agreement is not mandatory and a Participating Jurisdiction may refuse if local conditions of the Participating jurisdiction prohibit response.

New Berlin's participation under this Agreement affords us the ability to seek aid from other communities for Damage Assessment services, at not cost to the city, when circumstances require quick and immediate response when our own staffing may have limitations or be stretched. Damage Assessments must be completed within 72 hours, and they are required when requesting state and federal Individual and Public Assistance.

MEMORANDUM OF UNDERSTANDING

For

Countywide Damage Assessment Services

THIS MEMORANDUM OF UNDERSTANDING (“Agreement”) is hereby made and entered into the date set forth next to the signature of the respective parties, by and between Waukesha County (“the County”) and each of the units of local government subscribed hereto, hereinafter referred to singularly as a “Participating Jurisdiction” and collectively as “Participating Jurisdictions”, that have executed this Agreement and adopted same in manner as provided by law and hereafter listed at the end of this Agreement.

RECITALS

WHEREAS, it is desirable to coordinate Countywide damage assessment services across municipal boundaries within Waukesha County in an effort to obtain accurate, quick, and efficient accounting of damages resulting from a disaster; and

WHEREAS, disasters often cross municipal boundaries and Waukesha County Emergency Management must collect data from all impacted municipalities; and

WHEREAS, in accordance with Wisconsin Statute § 323.15(1)(a)-(b), the county head of emergency management shall coordinate and assist in developing city, village, and town emergency management plans within the county, integrate those emergency management plans with the county’s emergency management plan, direct and coordinate emergency management activities throughout the county during a state of emergency, and advise the Department of Military Affairs of all emergency management planning in the county and submit required reports to the adjutant general, as per his or her request; and

WHEREAS, in accordance with Wisconsin Statute § 323.15(1)(c)(1)-(4), the city, village, and town head of emergency management shall direct participation in emergency management programs ordered by the adjutant general or the county head of emergency management, advise the county head of emergency management on local emergency management programs, and submit to the county head of emergency management any reports required, as per his or her request; and

WHEREAS, each Participating Jurisdiction is obligated to coordinate with the County's Emergency Management Office if damages and citizens' needs meet thresholds for a Presidential Disaster Declaration for federal assistance under the Robert T. Stafford Disaster Relief and Emergency Assistance Act, 42 U.S.C. §§ 5121-5208; and

WHEREAS, damage assessments must be completed before disaster assistance is provided by the Small Business Administration (SBA) and the Federal Emergency Management Agency (FEMA); and

WHEREAS, a Participating Jurisdiction may lack available staff to complete damage assessments and have a condensed timeline to complete damage assessment submissions to Wisconsin Emergency Management; and

WHEREAS, affected jurisdictions would greatly benefit from assistance of neighboring jurisdictions in the assessment process and such cooperation would, therefore, benefit the County as a whole when seeking federal assistance; and

WHEREAS, it is therefore desirable that the County and Participating Jurisdictions enter into this Agreement to outline their understanding of the processes and resources that will be used to cooperatively complete damage assessments when assistance is requested by a Participating Jurisdiction.

NOW, THEREFORE, in consideration of the foregoing recitals, the County and Participating Jurisdictions **HEREBY AGREE AS FOLLOWS:**

SECTION ONE

Purpose

Performing a Damage Assessment is a crucial step in the aftermath of various events such as, but not limited to, emergencies, natural disasters and man-made catastrophes. A Damage Assessment plays a pivotal role in understanding the extent of the impact on affected areas and populations. Timely and accurate Damage Assessments provide essential information for effective emergency response, resource allocation, and long-term recovery planning. The prompt completion of Damage Assessments is vital, as it directly influences the speed and efficiency of emergency response efforts. Swift assessments enable authorities to prioritize immediate needs, deploy resources efficiently, and minimize further damage. This Agreement provides coordination of effort for the effective and efficient collection of Damage Assessment information within Waukesha County.

SECTION TWO

Definitions

The following terms used in this Agreement are defined as follows:

- A. “Comprehensive Emergency Management Plan or CEMP”: A structured and systematic document that outlines strategies and procedures for preparing for, responding to, recovering from, and mitigating the impacts of various emergencies and disasters. The primary goal of a CEMP is to enhance the ability of organizations, communities, and governments to effectively manage and coordinate resources in order to protect lives, property, and the environment during emergencies.
- B. “County Damage Assessment Coordinator”: A designated representative of Waukesha County responsible for the overall coordination and collaboration of Damage Assessment services with the deployed damage assessment teams, Municipal Damage Assessment Coordinator, and other Participating Jurisdictions.
- C. “Damage Assessment”: The process for determining the nature and extent of the loss, suffering, and/or harm to the community resulting from a natural, accidental or human-caused disaster. A Damage Assessment provides situational awareness and critical information on the type, scope and severity of the event.
- D. “Damage Assessment Team”: A group of trained professionals tasked with evaluating the extent of destruction and losses caused by an emergency or disaster. Their primary objective is to systematically survey affected areas, collect data on damages to infrastructure, and provide accurate information to inform decision-making in the response and recovery phases of emergency management.
- E. “Emergency”: An occurrence or condition which results in a situation of such magnitude and/or consequence that it cannot be adequately handled by the Requesting Jurisdiction, so that it determines the necessity and advisability of requesting aid.
- F. “Emergency Support Function”: Specialized functional areas established to organize and coordinate the response and recovery efforts during Emergencies or Natural Disasters.
- G. “FEMA”: The Federal Emergency Management Agency within the U.S. Department of Homeland Security.

- H. “Municipal Damage Assessment Coordinator”: A designated representative of Participating Jurisdictions responsible for the coordination and collaboration of Damage Assessment services with the deployed Damage Assessment Teams and County Damage Assessment Coordinator.
- I. “Natural Disaster”: An event that has resulted in severe property damage, including but not limited to a tornado, storm, flood, earthquake, snowstorm, or fire.
- J. “Participating Jurisdiction”: A city, village, town, or lake district within Waukesha County that has been authorized by its governing body to enter into and execute this Agreement pursuant to Wis. Stat. § 66.0301 for the purpose of cooperating in the completion of Damage Assessments throughout Waukesha County in the event of an Emergency.
- K. “Personnel”: Persons employed full-time, part-time, or contracted by the Participating Jurisdictions.
- L. “Requesting Jurisdiction”: A Participating Jurisdiction which requests aid in the event of an Emergency.
- M. “Small Business Administration”: The Small Business Administration (SBA) provides home and business disaster loans to communities affected by disasters.
- N. “Training”: The regular scheduled practice of conducting and collecting Damage Assessments during non-emergency drills to implement the necessary joint operations of the Damage Assessment Team.

SECTION THREE

Waukesha County Obligations

Waukesha County, through the Waukesha County Office of Emergency Management, shall:

1. In accordance with Wisconsin Statute § 323.15, serve as the convener and coordinator of Participating Jurisdictions to oversee the Damage Assessment process to provide Damage Assessment information to the State of Wisconsin Department of Military Affairs and Federal Government as requested. The County Damage Assessment Coordinator, in conjunction with the Waukesha County Office of Emergency Management, will determine the need for the Damage Assessment Team to be deployed to Requesting Jurisdiction(s) based on the initial damage information submitted by the Requesting Jurisdiction(s).
2. Support response and recovery efforts by working with the State of Wisconsin and Federal Emergency Management Agency (FEMA) to provide preliminary Damage Assessment information

and statistics through the County's Emergency Operations Center or Emergency Management Office.

3. Designate a representative and backup representative to act as the "County Damage Assessment Coordinator".
4. Provide, at a minimum, one representative other than the "County Damage Assessment Coordinator" to participate in the Countywide Damage Assessment Team.
 - a. Participation in the Countywide Damage Assessment Team entails participating in reoccurring trainings relating to Damage Assessment, participating in county or municipal lead exercises as necessary, and deploying to Requesting Jurisdictions within Waukesha County to perform Damage Assessments.
5. Provide damage assessment software, training, and documents to Participating Jurisdictions necessary to collect Damage Assessment information in accordance with State and Federal guidelines.
6. Collect data from Damage Assessments, share information with Requesting Jurisdictions and submit Damage Assessments to the State of Wisconsin, Department of Military Affairs and the Federal Emergency Management Agency as needed. All information collected from a Damage Assessment will be provided to the Requesting Jurisdiction.

SECTION FOUR

Participating Jurisdiction Obligations

Each Participating Jurisdiction shall:

1. Designate a representative and backup representative from the Participating Jurisdiction to act as the "Municipal Damage Assessment Coordinator".
2. Provide at a minimum one representative, other than the Municipal Damage Assessment Coordinator, to participate in the Countywide Damage Assessment Team.
 - a. Participation in the Countywide Damage Assessment Team entails participating in reoccurring trainings relating to Damage Assessment, participating in county or municipal led exercises as necessary, and deploying to Requesting Jurisdictions within Waukesha County to perform damage assessments.
3. Upon receiving a request for assistance, assess its ability to provide assistance under this Agreement and provide assistance to the extent that it has the capacity and resources to do so

keeping in mind the availability of staffing and the needs of that Participating Jurisdiction. A Participating Jurisdiction will have no responsibility to respond if it determines it is unable to do so and may withdraw its assistance when its own staffing and the needs of that Participating Jurisdiction so require. Participating Jurisdictions commit to offering their available resources to assist Requesting Jurisdictions, subject to resource and staff availability, affected by a localized disaster within the geographic area(s) of the Requesting Jurisdiction within the County.

4. Use their best efforts to ensure Damage Assessment information is collected accurately and in an efficient manner within the confines of the geographical boundaries of the Requesting Jurisdiction(s).
5. Work cooperatively with each other and a Requesting Jurisdiction to collect, validate, and produce preliminary Damage Assessment information as the resources of responding jurisdictions permit.
6. Submit to Waukesha County Emergency Management all relevant Damage Assessment information, including but not limited to, windshield Damage Assessments, initial Damage Assessments, and preliminary Damage Assessments.

SECTION FIVE

Scope of Agreement

Nothing in this Agreement is intended to forfeit any right or responsibility of the County or Participating Jurisdiction under federal, state or local laws. Nor does this Agreement supersede existing mutual aid agreements, except to the extent they might expressly relate to the subject matter hereof. This Agreement is intended to cover only the parties' interactions and cooperation in completing Damage Assessments following an Emergency or Natural Disaster. Participating Jurisdictions hereby authorize and direct their respective personnel and Municipal Damage Assessment Coordinator or his/her designee to the extent reasonable and practicable to take necessary and proper action to render and/or request assistance from the other Participating Jurisdictions in accordance with the policies and procedures established and maintained in accordance with Waukesha County's Emergency Support Function (ESF) #21: Damage Assessment, as per the County's Comprehensive Emergency Management Plan (CEMP)..

SECTION SIX

Control Over Personnel and Equipment

Personnel dispatched to aid a Requesting Jurisdiction pursuant to this Agreement shall remain employees of their respective Participating Jurisdiction. Personnel shall report for direction and assignment at a location determined by the County Damage Assessment Coordinator, Requesting Jurisdiction's Municipal Damage Assessment Coordinator, or their designees. The Participating Jurisdiction shall at all times have the right to make final decisions about its ability to provide resources under this Agreement and once initially dispatched to determine its continuing ability to provide such resources and where necessary to withdraw any and all aid upon the order of its Chief Elected Official or his/her designee; provided, however, that a Participating Jurisdiction withdrawing such aid shall notify the County Damage Assessment Coordinator, Municipal Damage Assessment Coordinator, or his/her designee of the Requesting Jurisdiction of the withdrawal of such aid and the extent of such withdrawal.

Notwithstanding Section Seven and except to the extent subject to an indemnification obligation under Section Nine below, each Participating Jurisdiction shall be solely responsible for the benefits, wages, disability payments, pensions and worker's compensation claims and any other compensation accrued or incurred by each of its own employees while participating in the provision of services under this Agreement and for any damage to the Participating Jurisdiction's vehicles and equipment while participating in the provision of services under this Agreement.

SECTION SEVEN

Compensation

Equipment, personnel, and/or services provided pursuant to this Agreement shall be at no charge to the Requesting Jurisdiction. Notwithstanding the foregoing, and in recognition that provision of assistance to a Requesting Jurisdiction requires the County and Participating Jurisdictions to incur costs, nothing in this provision or elsewhere in this Agreement shall preclude the recovery of expenses incurred from third parties, responsible parties or from any state or federal agency under applicable state and federal laws or assistance programs for services rendered or equipment used in the performance of this Agreement.

SECTION EIGHT

Insurance

Participating Jurisdictions shall procure and maintain, at its sole and exclusive expense, insurance coverage, including: comprehensive liability, personal injury, property damage, worker's compensation,

with minimal limits of \$1,000,000 auto and \$1,000,000 combined single limit general liability per occurrence, and \$2,000,000 in the aggregate. Professional liability coverage shall be required with similar limits. No party hereto shall have any obligation to provide or extend insurance coverage for any of the items enumerated herein to any other party hereto or its personnel. The obligations of this Section may be satisfied by a party's membership in a self-insurance pool, a self-insurance plan or arrangement with an insurance provider approved by the state of jurisdiction. A certificate of insurance and policy endorsement evidencing the required insurance shall be furnished to the County upon execution of this Agreement and upon request at any time during the life of the Agreement.

SECTION NINE

Waiver of Claims/Indemnification

Each party hereto agrees to waive all claims against all other parties hereto for any loss, damage, personal injury or death occurring in consequence of the performance of this Agreement (a "Claim") except to the extent such Claim is the result of a malicious act by a party or its personnel or an act done by them with an intentional disregard of the safety, health, life or property of another. Each Requesting Jurisdiction agrees to indemnify, defend and hold all other parties to this Agreement harmless for all claims, demands, liability, losses, including attorney fees and costs, and damages arising or incurred that are made or asserted by a third party that may arise from the party providing services under this Agreement at the request of the Requesting Jurisdiction, except to the extent the result of a malicious act by a that party or its personnel or an act done by them with an intentional disregard for the safety, health, life or property of another.

Notwithstanding the foregoing, nothing contained within this Agreement is intended to be a waiver or estoppel of Waukesha County, Participating Jurisdiction or its respective insurer to rely upon the limitations, defenses, and immunities contained within Wisconsin Law, including those set forth within Wisconsin Statutes 893.80, 895.52, and 345.05.

SECTION TEN

Non-Liability for Failure to Render Aid

The rendering of assistance under the terms of this Agreement shall not be mandatory and the Participating Jurisdiction may refuse if local conditions of the Participating Jurisdiction prohibit response. It is the responsibility of the Participating Jurisdiction to immediately notify the County Damage Assessment Coordinator of the Participating Jurisdiction's inability to respond. Failure to immediately

notify the County Damage Assessment Coordinator of such inability to respond shall not constitute evidence of noncompliance with the terms of this section and no liability may be assigned.

No liability of any kind or nature shall be attributed to or be assumed, whether expressly or implied, by a party hereto, its duly authorized agents and personnel, for failure or refusal to render aid. Nor shall there be any liability of a party for withdrawal of aid once provided pursuant to the terms of this Agreement.

SECTION ELEVEN

Effective Date, Term, Termination

This Agreement shall become legally binding upon approval by the involved parties in accordance with applicable law and the execution thereof. The duration of this Agreement shall be a one-year period from the date of execution by the County; and shall automatically renew on a year-to-year basis unless terminated in accordance with this Section. Any of the parties may terminate their participation in this Agreement by providing written notice of said intent to terminate participation in the Agreement to all other parties to the Agreement not less than ninety (90) days in advance of the proposed termination date. The Agreement shall remain in full force and effect among the County and remaining Participating Jurisdictions until the County or all Participating Jurisdictions have terminated their participation in the Agreement.

SECTION TWELVE

Miscellaneous Provisions

1. **No Legal Entity, Partnership, Joint Venture.** No new legal entity is created by this Agreement. This Agreement shall not in any way be deemed to create a partnership or joint venture among the parties.
2. **Amendments.** All changes to this Agreement shall be mutually agreed upon among the parties and shall be in writing and designated as written amendments to this Agreement.
3. **Binding Agreement.** This Agreement is binding upon the parties hereto and their respective successors and assigns. This Agreement may not be assigned by a Participating Jurisdiction without prior written consent of the parties hereto.
4. **Severability.** If any clause, provision, or section of this Agreement shall be declared invalid by any Court of competent jurisdiction, the invalidity of such clause, provision, or section shall not affect any of the remaining provisions of this Agreement.
5. **Notices.** Notices regarding termination of this Agreement or participation therein shall be sent by the party via email and deemed served upon a "Read Receipt" received or in writing and deemed served upon depositing same with the United States postal Services as "Certified Mail, Return Receipt Requested" to the Waukesha County Office of Emergency Management and all Participating Jurisdictions.
6. **Governing Law.** This Agreement shall be governed, interpreted and construed in accordance with the laws of the State of Wisconsin.

7. **Execution in Counterparts.** This Agreement may be executed in multiple counterparts or duplicate originals, each of which shall constitute and be deemed as one and the same document.
8. **Captions.** Captions used in this Agreement are used for convenience only and shall not be used in interpreting or construing this Agreement.
9. **Survival.** Any payment or indemnification obligation incurred under this Agreement shall survive the termination of this Agreement.
10. **Non-Discrimination.** In the performance of the services under this Agreement each party agrees not to discriminate against any employee or applicant because of race, religion, marital status, age, color, sex, handicap, national origin or ancestry, income level or source of income, arrest record or conviction record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status.
11. **Compliance With Other Laws.** The parties agree to comply with all applicable Federal, State and local laws, codes and regulation in the performance of this Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date indicated.

WAUKESHA COUNTY

Dated: _____

By: _____

Gail Goodchild

Director of Emergency Preparedness

[Participating Jurisdiction Signature Pages Follow]

PARTICIPATING JURISDICTION:

Municipality/District

By: _____
Chief Elected Official (Executive, President, Mayor, or Chairperson)

Date: _____

By: _____
Municipal Clerk (if applicable)

Date: _____

REQUESTED ACTION STATEMENT

TO: Common Council
Mayor Dave Ament

FROM: Gregory Kessler, AICP – Director of Community Development 

RE: Requested Action Statement for the approval of a Memorandum of Understanding between the City of New Berlin and Kwik Trip for the provision of fueling services to help ensure continuation of services during a major incident within the city.

DATE: February 26, 2025

REQUESTED ACTION: Requested Action Statement for the approval of a Memorandum of Understanding between the City of New Berlin and Kwik Trip for the provision of fueling services to help ensure continuation of services during a major incident within the city.

FISCAL IMPACT: Not Applicable

SOURCE OF FUNDS: Not Applicable

RATIONALE / BACKGROUND: Preparedness is a cornerstone of any municipality's emergency management capabilities. Establishing plans and resources during "blue sky" days is essential to ensure an effective response when a crisis occurs. Waiting until an emergency strikes to secure critical resources can leave a community vulnerable and unprepared. The City's Comprehensive Emergency Management Plan (CEMP) serves as the framework for building and maintaining emergency preparedness.

In accordance with the CEMP, specifically Chapters 1 (Introduction) and 3 (Concept of Operations), as well as Emergency Support Functions (ESF #1 and #7), the attached Memorandum of Understanding (MOU) establishes a designated fueling location to support emergency operations. This agreement

ensures access to essential fuel resources in the event of natural or man-made incidents that may compromise the City's ability to utilize its own fuel supplies. Importantly, there is no cost associated with this agreement unless the city utilizes Kwik Trip as a fueling location during an emergency. The City Attorney has reviewed this MOU.

Background:

The CEMP establishes the framework for the City response to, recovery from, and mitigation of all hazards. The plan unifies and coordinates the efforts of City agencies and departments, non-governmental and voluntary organizations, and county, regional, state, and federal partners involved in emergency management with the goal of protecting life, property, and the environment and ensuring public safety. To facilitate effective intergovernmental operations, this CEMP adopts a functional approach that groups the type of assistance that the City provides under Emergency Support Functions (ESFs). A primary City department leads each ESF that the City has selected based on its authorities, resources, and capabilities in the functional area. ESFs are the primary mechanisms by which the city will coordinate resources and assistance to citizens in an emergency.

The CEMP also institutionalizes the following as shared City goals:

- (1) Promote mitigation strategies that will strengthen current efforts to improve the structural and non-structural integrity of critical facilities and infrastructure, make essential systems more resilient to interruptions, and protect vital assets.
- (2) Continue efforts to reduce community exposure to disaster risks that could cause injuries, loss of life, property damage, economic hardship, or environmental harm. Such initiatives may:
 - Identify potential vulnerabilities within the community.
 - Seek federal/state mitigation or grant opportunities.
 - Leveraging land use and building code authority to improve resiliency.
 - Build on risk management "best practices."
 - Leverage public/private partnerships.
 - Create public policy discussions and decisions.
 - Provide public information and outreach to mitigate vulnerabilities.

MEMORANDUM OF UNDERSTANDING

Between

City of New Berlin Emergency Management

and

Kwik Trip, Inc.

The Memorandum of Understanding ("MOU") is made and entered into between the City of New Berlin Emergency Management and Kwik Trip, Inc. of La Crosse, WI ("Kwik Trip"). This agreement establishes a framework for implementing new and enhanced coordination efforts to plan for continuation of essential retail services during/following a major incident in or affecting the City of New Berlin.

PURPOSE

The purpose of this public-private MOU is to establish a plan through which essential retail services (i.e. gasoline, diesel fuel, ATM services, limited groceries) can be made available for normal retail sale during times of emergency or disaster which would normally prevent these essential goods and services from being available. This MOU ensures an organized public/private method of coordinating resources to expedite availability of essential goods and services for retail sale by Kwik Trip.

BACKGROUND

The City of New Berlin is geographically the 3rd largest City in Waukesha County and the 24th in the State of Wisconsin. It encompasses 33.5 square miles and has a population of approximately 40,538. Numerous threats could disrupt the City of New Berlin, causing injury, damage and the loss of life. Possible natural hazards include tornados, floods, down bursts, snowstorms, and ice storms. Other disaster situations include cyber, hazardous materials, major transportation accidents, long-term power outages, major structure fires, terrorism, pandemic or other civil disorder.

It is recognized that the response to any major emergency will require a coordinated public-private effort to ensure rapid response, avoidance of duplication of effort, maximizing available resources to ensure citizen safety, preservation of property and protection of the environment.

TERMS OF THE MOU

Oversight of this agreement is administered through the City of New Berlin Emergency Management Office.

This MOU supplements the City of New Berlin Emergency Operations Plan for the governance of response to incidents beyond the scope of day-to-day operations.

The principal parties to this agreement shall coordinate annually or more often if conditions require to review and update this plan.

The Kwik Trip stores identified as Pre-Designated Points of Distribution for City of New Berlin are listed below. See store details on Attachment 1.

Kwik Trip #499 located at 15700 Small Rd New Berlin WI

Kwik Trip #971 located at 2101 S Moorland Rd New Berlin WI

Fuel cost supplied to the City of New Berlin will be available at then current market retail price.

RESPONSIBILITY

It shall be the responsibility of each party to ensure that the procedures outlined in this plan are known and practiced by those individuals that will be charged with its implementation.

No provisions of this MOU shall obligate the expenditure of appropriations by Kwik Trip or City of New Berlin. This MOU does not require or create the entrance into any contract or other obligation.

The sole intent of this MOU is to ensure parties understand the availability of essential retail services Kwik Trip may be capable of providing for retail sale. This agreement does not create any right, benefit, or trust responsibility, substantive or procedural, enforceable at law or in equity by a party against Kwik Trip, City of New Berlin, corresponding agencies and departments or any individual person.

EXPIRATION

This MOU will commence upon signature and continue until updates and/or modifications are made by mutual written agreement by all parties and a new signature page verifying the understanding of changes has been executed. This MOU will terminate upon 10 days prior written notice by either party

PROCEDURES

Kwik Trip, having several stores within City of New Berlin, will work with the City of New Berlin Emergency Management Director in identifying which specific retail store(s) Kwik Trip may be requested to provide the necessary essential retail services (fuel, grocery items, ATM) that are needed during/following an emergency event for City of New Berlin and its citizens. Besides store location, lot size and fuel variety are critical components in selecting the store.

Request for assistance (power outage): Where there is a City of New Berlin Disaster Declaration and a need to acquire essential retail services for the community, City of New Berlin Emergency Management should contact Kwik Trip Operations Support (608-793-6267) requesting assistance. Operations Support is operational 24/7.

City of New Berlin will provide Operations Support with the following information:

- ☐ Type of disaster being experienced
- ☐ What areas are affected
- ☐ What services the community needs
- ☐ Call-back/contact information
- ☐ Other information that may be necessary to help with the response/recovery operations

Kwik Trip will expeditiously assess what assistance can be provided and will coordinate their response with the City of New Berlin Director of Emergency Management or designee. City of New Berlin is responsible to keep Kwik Trip informed when the contact person changes.

City of New Berlin may be required to assist in providing route guidance throughout the City of New Berlin to ensure primary routes within the City of New Berlin to the store(s), so a generator and resupply trucks (grocery/petroleum) can access the store.

For an extended power outage in the worst-case scenario, Kwik Trip shall use reasonable efforts to expedite the delivery and temporary installation of a generator with sufficient capacity to fully

operate the store and fuel dispensers (with the exception of the CNG dispenser and associated equipment). Kwik Trip will coordinate generator hook-up procedures with the local power company. Kwik Trip will provide at no cost to the City of New Berlin, a Wisconsin master certified electrician to perform the hook-up procedures. City of New Berlin agrees to work with the impacted municipality to waive all associated permit and inspection fees.

KWIK TRIP, INC.

By:

John Paul Gales / Business continuity Analyst
Name/Title (printed): 

Date:

1/7/2025

CITY OF NEW BERLIN EMERGENCY MANAGEMENT

By:

Name/Title (printed):

Date:

Attachment 1

Pre-Designated Fuel Points of Distribution - City of New Berlin

Facility Name	Street Address	Municipality	Zip Code	Fuel Types	Tank Size (Gal)	Tank Type	Generator Capable?+ (yes/no)	Generator On-Site? (yes/no)	Backup Gen Fuel Type
Kwik Trip#499	15700 W Small Rd	New Berlin	53151	Unleaded 87	14,976	UST	No	No	DSL
				Unleaded 88	9,684	UST	No	No	DSL
				Unleaded 93	9,684	UST	No	No	DSL
				DSL/Winterized DSL	15,022	UST	No	No	DSL
				DSL	15,022	UST	No	No	DSL
Kwik Trip#971	2101 S Moorland Rd	New Berlin	53151	Winterized/Premium	15,022	UST	No	No	DSL
				Unleaded 87	12,032	UST	No	No	DSL
				Unleaded 88	8,022	UST	No	No	DSL
				Unleaded 93	8,022	UST	No	No	DSL
				DSL/Winterized DSL	8,022	UST	No	No	DSL

*No transfer switches, but we can hook up a generator to any of our stores.

REQUESTED ACTION STATEMENT

MEMO TO: Mayor David Ament
Common Council

CC: Plan Commission (via email)

MEMO FROM: Gregory W. Kessler, AICP - Director

DATE: March 25, 2025

ISSUE: Katie Skelton has filed petitions to:

- Amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 – Land Use and Chapter 18 – “Neighborhood H” Westridge & Moorland Road) for the property located at 6151 S. Moorland Road (Tax Key #: 1288.997.002) from Business Park / Industrial to Mixed Use Residential.

AND

- Rezone the property located at 6151 S. Moorland Road (Tax Key #: 1288.997.002) from A-1, C-1 and C-2 to Rm-1/PUD, C-1/PUD and C-2/PUD.

REQUESTED: Recommend to the Common Council that a joint public hearing be set for May 5, 2025 at 6:00 p.m. to be held before the Plan Commission to amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 – Land Use and Chapter 18 – “Neighborhood H” Westridge & Moorland Road) for the property located at 6151 S. Moorland Road (Tax Key #: 1288.997.002) from Business Park / Industrial to Mixed Use Residential.

AND

Recommend to the Common Council that a joint public hearing be set for May 5, 2025 at 6:00 p.m. to be held before the Plan Commission to rezone the property located at 6151 S. Moorland Road (Tax Key #: 1288.997.002) from A-1, C-1 and C-2 to Rm-1/PUD, C-1/PUD and C-2/PUD.

RATIONALE: Per Chapter 275-21.1 of the City's Zoning Code, the applicant has filed a completed application and petitioned the City to amend the Comprehensive Plan / Future Land Use Map for this property. Per this section, the applicant submits the application to the Common Council for

initial review. DCD staff prepares a requested action statement to refer the request to the Plan Commission to hold a public hearing and take action via a resolution. A report shall be forwarded to the Common Council for final action.

Per Chapter 275-22 of the City's Zoning Code, the applicant has filed a completed application and petitioned the City to rezone these properties. In addition, per State Statute 62.23(7), the Common Council may refer to the Plan Commission all petitions to rezone a property and require that a public hearing be held to obtain public input and that the Plan Commission formulate a recommendation. These recommendations shall be forwarded to the Common Council for final action.

Note: Staff is continuing to prepare the 2030 Comprehensive Plan Updates as time permits. Please note this request will include other basic changes to these chapters. This will represent a public hearing for the 2030 Comprehensive Plan updates. Additional public hearings will be set up to handle the remaining chapters at a future date.

REQUESTED ACTION STATEMENT

MEMO TO: Mayor David Ament
Common Council

CC: Plan Commission (via email)

MEMO FROM: Gregory W. Kessler, AICP - Director

DATE: March 25, 2025

ISSUE: Donald R Gehr III has filed petitions to:

- Amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 – Land Use and Chapter 15 – “Neighborhood E” National Avenue East Corridor) for the properties located at 16200 W. National Avenue (Tax Key #: 1237.980) and Tax Key: 1237.979 from Suburban Commercial to Urban Residential.

AND

- Rezone the properties located at 16200 W. National Avenue (Tax Key #: 1237.980) and Tax Key: 1237.979 from B-2 to R-4.5.

REQUESTED: Recommend to the Common Council that a joint public hearing be set for May 5, 2025 at 6:01 p.m. to be held before the Plan Commission to amend the Future Land Use Map within the City's Comprehensive Plan (Chapter 10 – Land Use and Chapter 15 – “Neighborhood E” National Avenue East Corridor) for the properties located at 16200 W. National Avenue (Tax Key #: 1237.980) and Tax Key: 1237.979 from Suburban Commercial to Urban Residential.

AND

Recommend to the Common Council that a joint public hearing be set for May 5, 2025 at 6:01 p.m. to be held before the Plan Commission to rezone the properties located at 16200 W. National Avenue (Tax Key #: 1237.980) and Tax Key: 1237.979 from B-2 to R-4.5.

RATIONALE: Per Chapter 275-21.1 of the City's Zoning Code, the applicant has filed a completed application and petitioned the City to amend the Comprehensive Plan / Future Land Use Map for this property. Per this section, the applicant submits the application to the Common Council for initial review. DCD staff prepares a requested action statement to refer the request to the Plan Commission to hold a public hearing and take action via a resolution. A

report shall be forwarded to the Common Council for final action.

Per Chapter 275-22 of the City's Zoning Code, the applicant has filed a completed application and petitioned the City to rezone these properties. In addition, per State Statute 62.23(7), the Common Council may refer to the Plan Commission all petitions to rezone a property and require that a public hearing be held to obtain public input and that the Plan Commission formulate a recommendation. These recommendations shall be forwarded to the Common Council for final action.

Note: Staff is continuing to prepare the 2030 Comprehensive Plan Updates as time permits. Please note this request will include other basic changes to these chapters. This will represent a public hearing for the 2030 Comprehensive Plan updates. Additional public hearings will be set up to handle the remaining chapters at a future date.



REQUESTED ACTION STATEMENT

TO: Common Council
Mayor Dave Ament

FROM: Department of Community Development

RE: Requested Action Statement to amend the 2025 CIP budget for the Malone Park Improvements Project, stemming from a request by Alderman Ken Harenda to analyze the financial implications of adding the playground bathroom and west soccer field shelter.

DATE: March 25, 2025

REQUESTED ACTION: Amend the 2025 CIP budget to include an additional \$650,000 for the alternate projects for the Malone Park improvement projects. These funds would cover the cost for the additional bathroom near the Malone Park playground and the shelter structure near the west soccer fields.

FISCAL IMPACT: The funds would increase the project budget to \$3,955,000.00.

SOURCE OF FUNDS: 2025 CIP

RATIONALE/BACKGROUND: Alderman Ken Harenda asked our department to analyze the possibility of re-establishing the Malone Park playground bathroom and west soccer field shelter into the 2025 Malone Park project. The original 2025 Malone Park CIP request from staff did not include these items.

In order to maintain one 2025 CIP borrow, the City must have an accurate borrowing number for Ehlers to use when coordinating their borrowing efforts. If these funds were approved at a later date, a second borrowing would be required and that would include additional fees.

The current project scope of the Malone Park improvement project consists of a new concession, restroom and shelter building located

adjacent to the existing structure. The plan also calls for trail reconstruction and diamond netting replacement. This work, which includes major underground utility installation, will have significant impact on the overall operation and public use of the park during the late summer and early fall months of 2025. Full restoration may not occur until 2026 when weather allows. There will be considerable disturbance to a vast majority of the park. Staff have coordinated with the 4th of July Committee, multiple sports clubs and our recreation division to move or cancel the programming to accommodate this work.

The alternate projects that consist of a new restroom facility near the Malone Park playground and a new shelter near the west soccer fields will also cause significant disturbance at the park if they are completed in future years.

It is the recommendation of staff that to ease future disruptions to the City's largest and busiest park that the City complete these large infrastructure projects as part of the currently scheduled improvements.

Our department has also seen a cost increase in materials and labor from other building projects and anticipated costs only rise in future years.

Lastly, DCD has implemented a long-term facilities strategy that coordinates projects throughout the City. There are future high cost projects that the City will need to move forward on in order to keep those buildings functioning and efficient. The restroom and shelter projects may be delayed multiple years if not constructed as part of the 2025 Malone Park improvement project.

Tax Impact of Additional \$650k Borrowing for Malone Park

	Debt Service Cost	Assessed Value	Tax Rate	Taxes on Ave Residential Single family Property \$398,000 value
		7,385,906,400		
2026	124,713	7,459,765,464	0.016718	\$ 6.65
2027	79,291	7,534,363,119	0.010524	\$ 4.19
2028	77,275	7,609,706,750	0.010155	\$ 4.04
2029	75,236	7,685,803,818	0.009789	\$ 3.90
2030	73,166	7,762,661,856	0.009425	\$ 3.75
2031	71,055	7,840,288,475	0.009063	\$ 3.61
2032	68,920	7,918,691,360	0.008703	\$ 3.46
2033	66,767	7,997,878,274	0.008348	\$ 3.32
2034	64,584	8,077,857,057	0.007995	\$ 3.18
2035	68,854	8,158,635,628	0.008439	\$ 3.36
			Total	\$ 39.47

*Assumes assessed values increase 1%/ year

Current taxes on a \$398k value home = \$1,981.20

RESOLUTION NUMBER 2025-08

A RESOLUTION AMENDING THE 2025 CAPITAL PROJECTS BUDGET

WHEREAS, to provide the necessary funding for the Malone Park playground bathroom and Malone Park west soccer field shelter projects.

WHEREAS, It was determined that the 2025 Capital Projects Budget had to be amended to accomplish these goals.

NOW THEREFORE BE IT RESOLVED, by the Common Council of the City of New Berlin that the Capital Projects Fund Budget be amended as follows:

EXPENDITURES - Increase

04252900-61118-C2025	PARK STRUCTURES & TRAIL MALONE PARK	\$ 650,000
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REVENUES - Increase

04011800-49505-C2025	BOND PROCEEDS	\$ 650,000
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BE IT FURTHER RESOLVED that the City Clerk is hereby directed to publish this resolution in the The Freeman within 10 days of adoption by the Common Council.

RESOLUTION ADOPTED by the New Berlin Common Council this 25th day of March 2025.

David Ament, Mayor

Countersigned:

Rubina R Medina, City Clerk