



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2914
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www.cityofmequonwi.gov

Office of the City Clerk

COMMITTEE OF THE WHOLE
Tuesday, June 10, 2025
6:30 PM
American Legion Post #457
6050 W. Mequon Road

Agenda

1. Call to Order, Roll Call
2. Approval of Meeting Minutes
 - a. May 13, 2025
3. Discussion
 - a. Mequon Commons - Public Engagement Summary Results
 - b. Town Center - Proposed Monument Signage & Street Banner Designs
 - c. Council Resolution Request - Campaign Finance Reform
 - d. Southern Ozaukee Fire & EMS Department - Annual Update (Time Permitting)
4. Informational Items
 - a. Committee of the Whole Planning Calendar
5. Adjourn

Dated: June 10, 2025

/s/ Andrew Nerbun, Mayor

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM.



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COMMITTEE OF THE WHOLE
Tuesday, May 13, 2025
7:00 PM
American Legion Post #457
6050 W. Mequon Road

Minutes

1. Call to Order, Roll Call

Mayor Nerbun called the meeting to order at 7:00 PM

Present:

Mayor Andrew Nerbun
 Alderman Robert Strzelczyk
 Alderman Kelly Tolocko
 Alderman Dale Mayr
 Alderman Jeffrey Hansher
 Alderman Gregg Bach
 Alderman Brian Parrish
 Alderman Peter Bratt
 Alderman William Gebhardt

Also present: City Administrator Jones, Assistant City Administrator Schoenemann, City Attorney Sajdak, City Clerk Fochs, Director of Public Works/City Engineering Lundeen, Assistant City Engineer McCraw, Director of Community Development Tollefson, Assistant Director of Community Development Zader, IT Specialist Sauerland, press and interested public.

2. Approval of Meeting Minutes

a. March 11, 2025

RESULT: **Approved by Voice Acclamation [Unanimous]**
MOVED BY: Alderman Mayr
SECONDED BY: Alderman Nerbun

AYES: Nerbun, Strzelczyk, Tolocko, Mayr, Hansher, Bach, Parrish, Bratt, Gebhardt

3. Ordinance

a. **ORDINANCE 2025-1681** An Ordinance Amending Chapter 58 of the Mequon Municipal Code, Related to Structures on the Lake Michigan Bluff

Attachment: 5.13.25 (10392 : May 13, 2025)

Director Tollefson provided an overview of the proposed amendment that began in August 2024, which will enact the regulation of Lake Michigan Bluff (LMB) structures for shoreline access. Tollefson provided comprehensive data with considerations related to lack of bluff stability along the Mequon coastline and building codes currently adopted by the City. The drafted guidelines approved by the Planning Commission and the Public Welfare Committee include property owner and qualified engineer responsibility and risk awareness, size, height, and location limitations, and ongoing maintenance of the structure, such as repairs, replacement, or removal of the structure.

Committee discussion topics included safety concerns and liability, impact on neighbors, engineering qualifications and plan drafting timeline, inspection clauses, enforcement of conditions, and County involvement.

4. Discussion

a. New Hotel Development Feasibility Analysis Port Washington Road Request For Proposals (RFP)

Director Tollefson introduced the drafted RFP for a potential hotel build along Port Washington Road between County Line Road and Glen Oaks Lane following the recommendation from the Real Estate Market Analysis completed in November 2024. The Economic Development Board provided the zoning recommendations to the Planning Commission with thirteen redevelopment sites.

The corridor is a favorable location with a high-demand market. The Committee members expressed their concern for the residential impact and will defer to City staff relating to developer criteria. Mayor Nerbun called for a straw poll from the Committee, resulting in unanimous agreement for the RFP release.

5. Information Items

a. Committee of the Whole Planning Calendar

6. Adjourn

Motion to adjourn at 7:44 PM

RESULT: Approved by Voice Acclamation [Unanimous]
MOVED BY: Alderman Bach
SECONDED BY: Alderman Gebhardt

AYES: Nerbun, Strzelczyk, Tolocko, Mayr, Hansher, Bach, Parrish, Bratt, Gebhardt

Respectfully Submitted,

Janet Meyer
Deputy Clerk



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Office of Community Development

TO: Committee of the Whole
FROM: Kim Tollefson, Director of Community Development
DATE: June 10, 2025
SUBJECT: Mequon Commons - Public Engagement Summary Results

Background

In December of 2024, the Common Council authorized a contract for civic campus planning efforts through ARPA funding with The Lakota Group. Since the execution of the contract, staff and the consultant have completed the first phase of work as follows:

- Organization Meeting with Staff Committee Members: Overview of project schedule, issues and opportunities, community engagement needs
- On-Site Fieldwork and Baseline Data Collection: Project team site visit(s) of civic campus and development of a working base map of the study area and context of surrounding area
- Inventory and Evaluation: Review and evaluation of all available data, previous plans, studies and campus features/amenities
- Create a Project Brand, Website and Social Media: Develop streamline and direct communications throughout the entire project including timeline, documents, events

<https://www.mequoncommonsplan.com/>

- Stakeholder Focus Group Discussions: The Lakota Group hosted two (2) full days of stakeholder focus group sessions
- Visioning Open House Event(s): The Lakota Group hosted an open house with interactive exercises and hosted a pop-up event at the Redbud Festival in May.

Phase 1 Summary

Conclusion of Phase 1 of the project includes a summary of the work, focusing on the public input to-date. The internal staff committee has reviewed the summary provided by The Lakota Group and submits such for the Council and public's review (please see attached Exhibit A). The Park and Open Space Committee will also receive the summary at their meeting in June. The key themes are as follows, with detail included in the attached summary:

- **Connected Town Center:** Desire of a true downtown core, physical and engaged connection between the community, commercial activity and public green, open space

- **Civic Reinvestment:** revitalize aging infrastructure, invest in flexible, year-round amenities for all, and acknowledgment for an adequate baseball facility for the future
- **Access to Nature:** expansion of access to nature and the open space and connection to neighborhood beyond the civic campus, desire for an upgraded aesthetic and native, sustainable landscaping
- **Sustainable Growth:** Funding capital improvements and planning for long-term maintenance and on-going investment is critical, including public-private collaboration, desire to maintain Mequon's character through thoughtful growth

Phase 2: Envision | June-August 2025

Phase 2 will include the envision phase of the project including preliminary design options, a public open house event and summary report of such, preferred plan refinement and cost estimates. The internal staff committee, Park and Open Space Committee and Common Council will engage throughout this phase of the process.

Staff Summary

A summary of the Phase 1 work including results of the focus group discussions and open house events are included for review, discussion and direction to the internal staff committee and the consulting team.

Attachments:

Stakeholder Focus Group Interview Summary (PDF)

Mequon Commons Public Input Summary (PDF)

1 E. Wacker Dr.
 Floor 27
 Chicago, Illinois 60601
 p 312.467.5445

thelakotagroup.com

STAKEHOLDER INTERVIEW SUMMARY

INTERVIEW DATES: February 26, 2025
 March 5, 2025
 March 13, 2025

SUMMARY OF CIVIC CAMPUS STAKEHOLDER ENGAGEMENT IN MEQUON

INTRODUCTION

The City of Mequon is at a pivotal moment in shaping its Civic Campus, with community growth and evolving needs prompting critical conversations about space, infrastructure, identity, and long-term investment. Stakeholder engagement revealed a strong desire for a centralized, walkable town center that brings together civic life, recreation, and public gathering. At the heart of this vision lies the opportunity to strengthen Mequon's unique character while addressing outdated infrastructure and limited funding.

COMMUNITY NEEDS AND DEVELOPMENT

Lack of a Downtown, Public Safety, and Aging Infrastructure

Mequon stakeholders expressed a strong desire for the creation of a true downtown core. While the city continues to grow, it lacks a centralized space that fosters community connection and identity. The current Civic Campus does not provide the type of vibrant, walkable gathering place residents envision—a hub that brings people together and reflects Mequon's evolving needs.

Public safety also emerged as a major concern, particularly the relocation of shared police and fire services between Mequon and Thiensville. While co-locating these services on the Civic Campus has been proposed, many are concerned this could compromise valuable green space and gathering potential. Alternative locations, including nearby MATC campus and sites in Thiensville, were discussed as potential solutions.

Aging infrastructure, especially City Hall and the Community Pool, is also a pressing issue. Built in the 1930s, City Hall is seen as outdated, with calls for interior remodeling, possible expansion, or reprogramming to include the library. Stakeholders were divided on whether the building needs more office space or should prioritize community gathering areas. The Community Pool similarly drew mixed opinions—some see it as a cherished community asset, while others question its relevance and cost, given the availability of regional aquatic options and the "Super Pass." Many agree that Mequon should continue to offer a community pool, but there is openness to relocating it or forming partnerships to create a more age-inclusive and flexible aquatic space.

CIVIC CAMPUS AND SPACE UTILIZATION:

Community Pool, Rennie Field & Other Sports, Open Space & Accessibility, and Events & Staging

Discussion about the Civic Campus centered on how its limited space can best serve multiple—and sometimes competing—needs. Feedback about the Community Pool ranged from appreciation to frustration. Some believe it

continues to serve families, while others suggest the space could be repurposed for more flexible public use. The desire to maintain some element of water play was clear, but stakeholders stressed exploring context sensitive opportunities that complement existing aquatic features in the surrounding area. For example, desired upgrades include zero-depth entry, age-inclusive play features, and rentable event spaces that may extend the programming and seasonal use of the aquatic facilities. There is a belief that the pool and baseball field can coexist with reconfigurations to maximize space, including shared spaces (e.g., bathrooms and concession stands), but the reality may be that adequately sized footprints will be at odds.

Rennicke Field was also the focus of passionate discussion. Used by Homestead High School and TMYBA, the field supports city-wide youth baseball and has benefited from significant community investment—including fundraising efforts that led to new bleachers, scoreboards, and backstops. While Homestead High voiced its willingness to adapt if changes are made, the field is currently one of the only spaces in Mequon suitable for tournament-level play. Proposals for improvements include upgraded fencing, expanded batting cages, and potentially converting the adjacent pool house into locker rooms, training spaces, and concessions. However, physical constraints on the Civic Campus mean that the pool and baseball field may not be able to coexist without significant spatial reconfiguration. Alternate field locations were proposed, such as River Barn Park, Rotary Park, and MATC, but there is a contingent of the community—demonstrated by a petition with over 1,000 signatures—that adamantly supports preserving and enhancing Rennicke Field in its current configuration.

The need for open space and accessibility improvements was another common theme. Stakeholders advocated for flexible, multi-use spaces that support gatherings, markets, and informal recreation. Improved trail and riverfront connectivity was emphasized, particularly opportunities to enhance access from the Interurban Trail and redevelop floodplain areas around the library into functional greenspaces. Ideas like a storybook garden, permanent market stalls, and a gazebo for book clubs were floated to capitalize on the library’s location and programming. Parking and ADA access near the library remain pain points, though some stakeholders believe shared parking with the Public Market could alleviate congestion.

The Taste of Mequon, Winter Festival, and the new Red Bud Festival showcase the community’s desire for engaging, city-hosted events. However, infrastructure limitations and congestion issues reveal the need for a more flexible event plaza, integrated vendor spaces, and permanent staging. Stakeholders mentioned the desire and ability to have events that could scale up beyond the current extent of the festival street. A reimagined Civic Campus could accommodate these evolving event needs.

PARKS AND RECREATION

While large parks like Rotary and River Barn are highly valued for outdoor recreation, many believe the Civic Campus offers a unique opportunity to provide a more urban, integrated, and centrally located park experience. Current playground offerings at the Civic Campus were criticized as underwhelming—usable but not engaging for extended periods. Families would benefit from safer, more interactive playgrounds with better visibility and proximity to other amenities like the pool and library. Strengthening visual and physical connectivity between family-focused amenities was noted as a key priority. The combination of the pool, park, and library, described by one stakeholder as a “moms’ oasis,” could become a vibrant family destination with improved design, sightlines, and shared infrastructure.

FUNDING AND BUDGET CONSTRAINTS

Budget limitations were a recurring concern throughout stakeholder conversations. There is a desire to create more capital investment in parks, but funding mechanisms are constrained by low tax rates and a lack of non-profit or commercial partnerships, creating challenges in addressing aging infrastructure and expanding community services. Stakeholders repeatedly emphasized the importance of not only funding capital improvements but also planning for the long-term maintenance and lifecycle of new investments, underscoring the need for sustainable operations to ensure ongoing success.

BALANCING GROWTH AND COMMUNITY CHARACTER

Mequon is grappling with how to grow while preserving its small-town charm. There is a shared concern that overdevelopment or unchecked commercial expansion could erode the city's unique identity. While MTC1 has been successful in activating the area and drawing people to the Town Center, stakeholders see the Civic Campus as an opportunity to build upon this momentum—creating a space that supports both civic life and community gathering.

However, space is limited, and tensions exist between prioritizing communal gathering areas versus active recreation needs. This raises fundamental questions about the Civic Campus's civic purpose and which values, such as flexibility, tradition, and inclusivity, should guide its future development. With limited available land, these priorities often compete, necessitating careful balancing in the master planning process.

FUTURE VISION

Stakeholders see promise in exploring public-private partnerships as a way to supplement the city's limited park funding. Ideas like a beer garden, food concessions, or a small restaurant were floated, with the caveat that any commercial offerings should not compete with existing businesses in the Town Center. There's broad interest in finding a sustainable model to manage and program the Civic Campus, potentially involving third-party organizations or nonprofit partnerships.

Long-term planning is essential, particularly in terms of funding, maintenance, and integration with nearby institutions like Christ Alone Church, which is currently planning a campus expansion. Opportunities for collaboration on streetscape improvements (sidewalks, parking) along Division Street were mentioned as ways to further knit together the district.

CONCLUSION

The Stakeholder focus group engagement process surfaced a clear desire to transform Mequon's Civic Campus into a vibrant, multifunctional destination that reflects the city's civic pride and evolving identity. The future of Mequon's Civic Campus hinges on balancing community desires, site constraints, and budget realities. Stakeholders overwhelmingly want a walkable, central gathering place that reflects Mequon's unique identity while supporting community needs—from youth baseball and aquatic programs to library access and family-friendly events. There is strong grassroots engagement and a shared willingness to find creative solutions to complex challenges.

Moving forward, key priorities include:

- Creating a walkable town center that promotes gathering and recreation
- Revitalizing aging infrastructure like the Community Pool and City Hall
- Expanding public access to green space, riverfront, and trails
- Investing in flexible, year-round amenities and scalable event infrastructure
- Securing sustainable funding through public-private collaboration
- Maintaining Mequon's distinct character through thoughtful growth
- Cultivating strong community engagement and ownership in parks and events
- Acknowledging the importance of baseball for the community and High School and ensuring there are adequate facilities in the future

To succeed, the Civic Campus must serve multiple roles: as a cultural heart, recreational hub, and civic anchor. It will need flexible design, inclusive amenities, and long-term planning rooted in community values. With thoughtful coordination among residents, institutions, and potential private partners, Mequon has a real opportunity to create a space that both grows with the city and honors its small-town spirit.



STEERING COMMITTEE MEETING

JUNE 3, 2025

Our Stakeholders



1

*Mequon
Common Council
Members*

2

*Mequon Chamber
of Commerce*

3

*Weyenberg Library
Director & Staff*

4

*Mequon City
Administrators*

5

Mayor Nerbun

6

*Event
Organizers*

7

*The Rennie
Family*

8

*Homestead High
School*

9

*Thiensville
Village Admin*

10

*Parks and
Open Space
Chair*

11

*TMYBA &
Friends of
Rennie
Foundation*

12

*Rotary Clubs,
and more!*

Engagement Timeline



Stakeholder Interviews

February 26th
March 5th
March 13th



Open House #1

April 30th



Redbud Festival Pop-Up

May 10th

Key Themes

Connected Town Center



Walkable Town Center that Promotes Gathering & Recreation



Strong Community Engagement and Ownership in Parks & Events

Civic Reinvestment



Revitalizing Aging Infrastructure

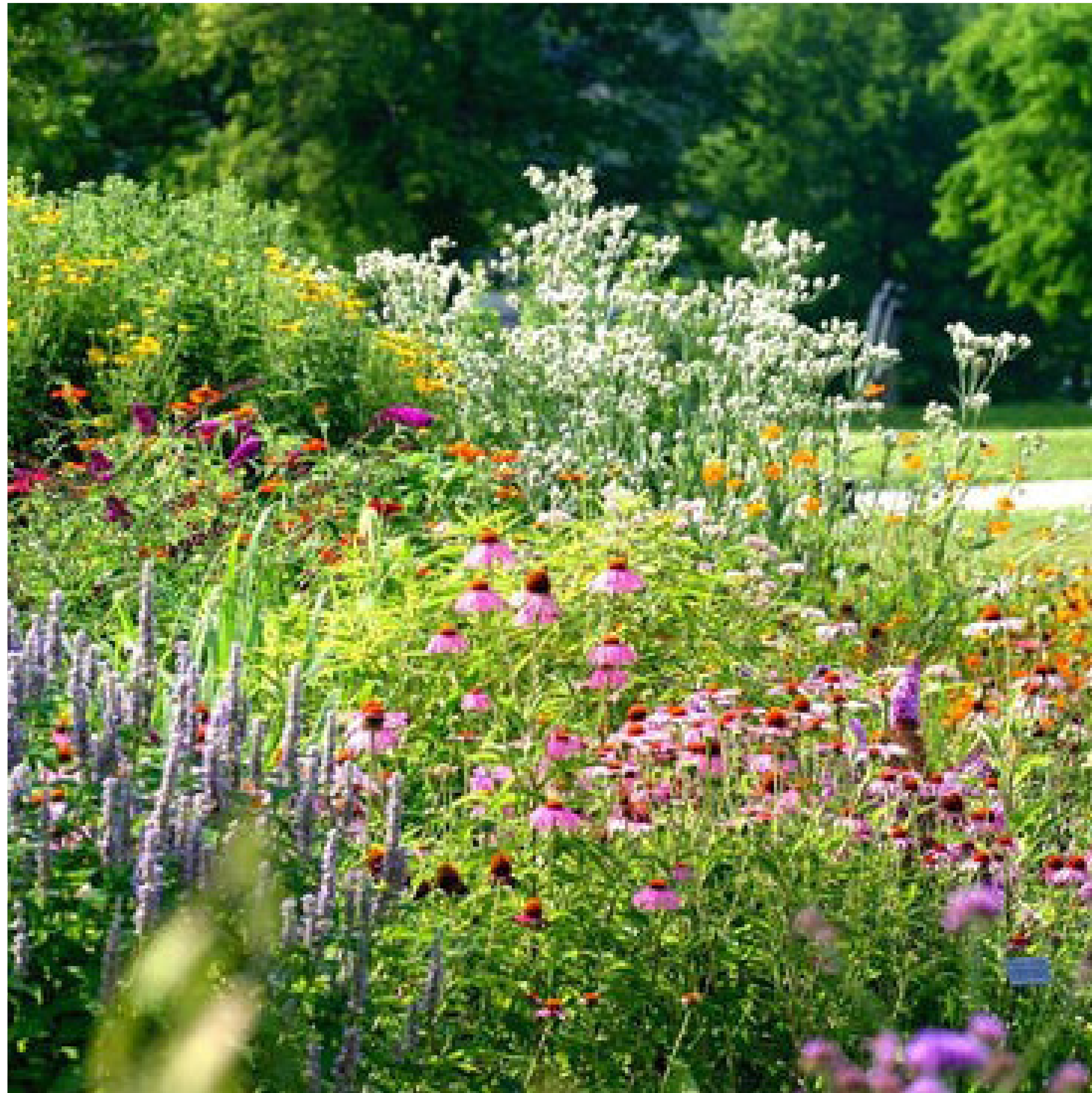


Investing in Flexible, Year-round Amenities and Event Infrastructure



Acknowledging the Significance of Baseball and Ensuring Adequate Facilities for the Future

Access to Nature



Expanded Public Access to Green Space & Sustainable Landscapes



Expanded Connectivity to Riverfront and Trails



Securing Sustainable Funding through Public-Private Collaboration



Maintaining Mequon's Character through Thoughtful Growth



What Did We Hear?

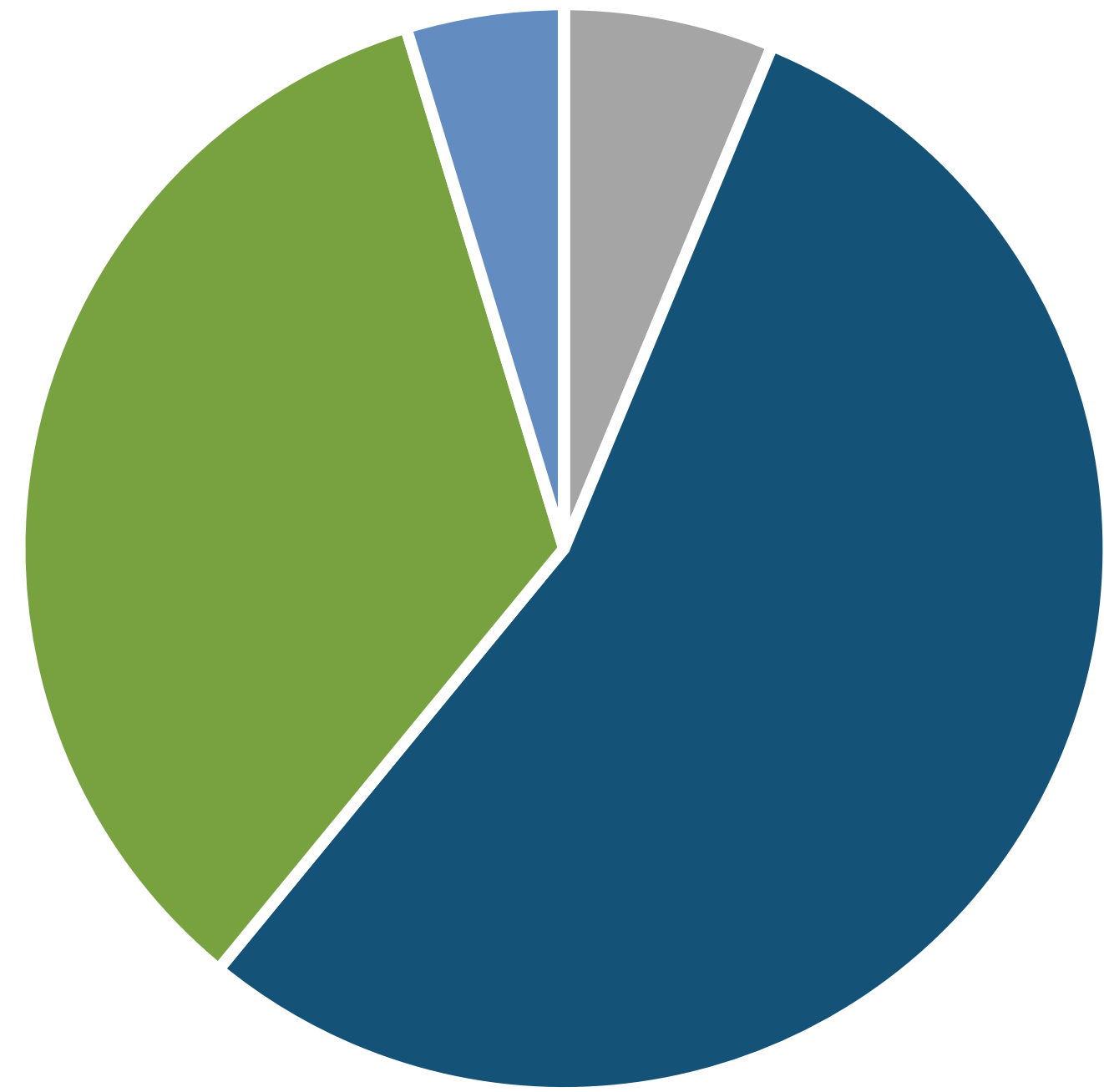


FOCUS AREAS

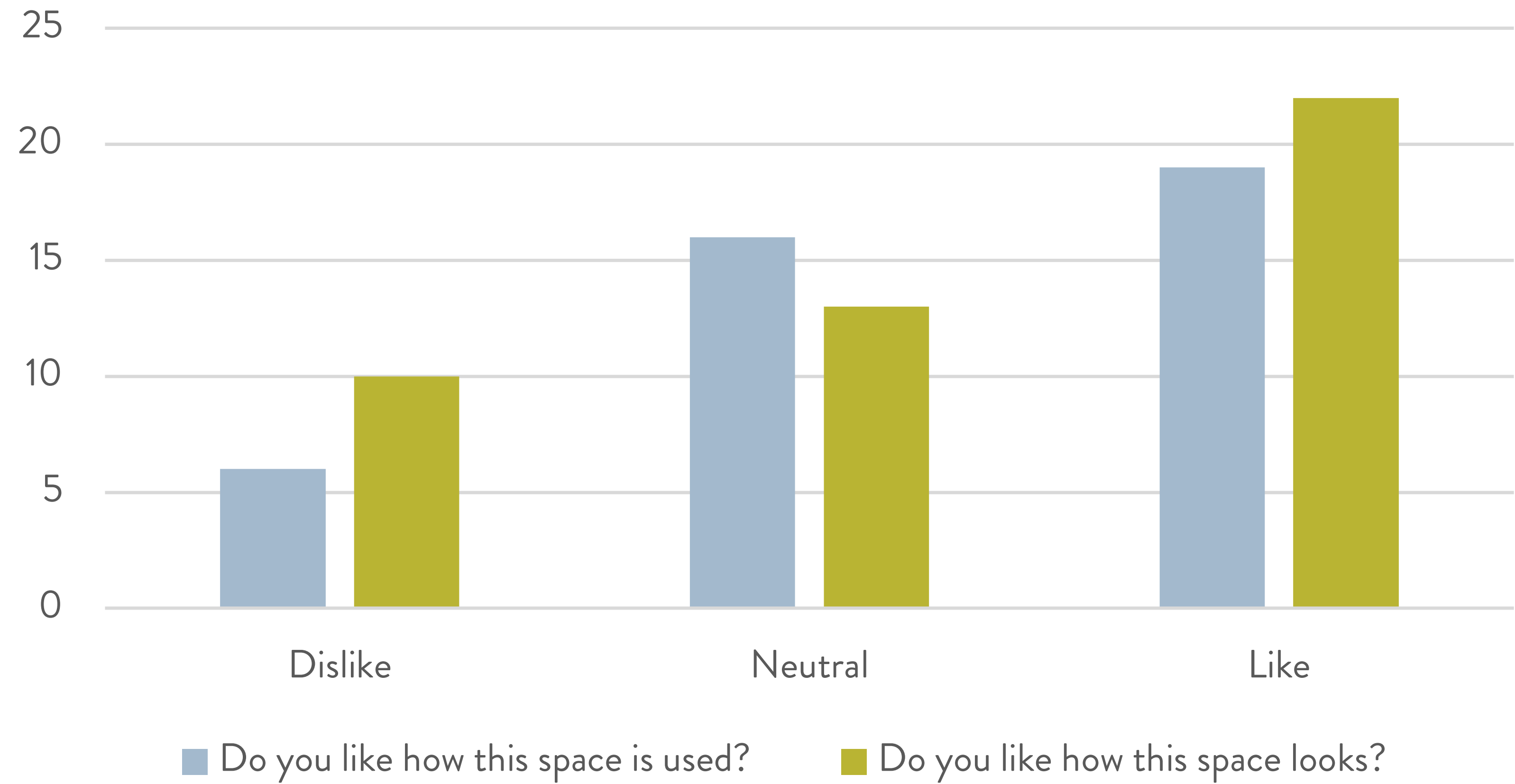


“How frequently do you visit City Hall?”

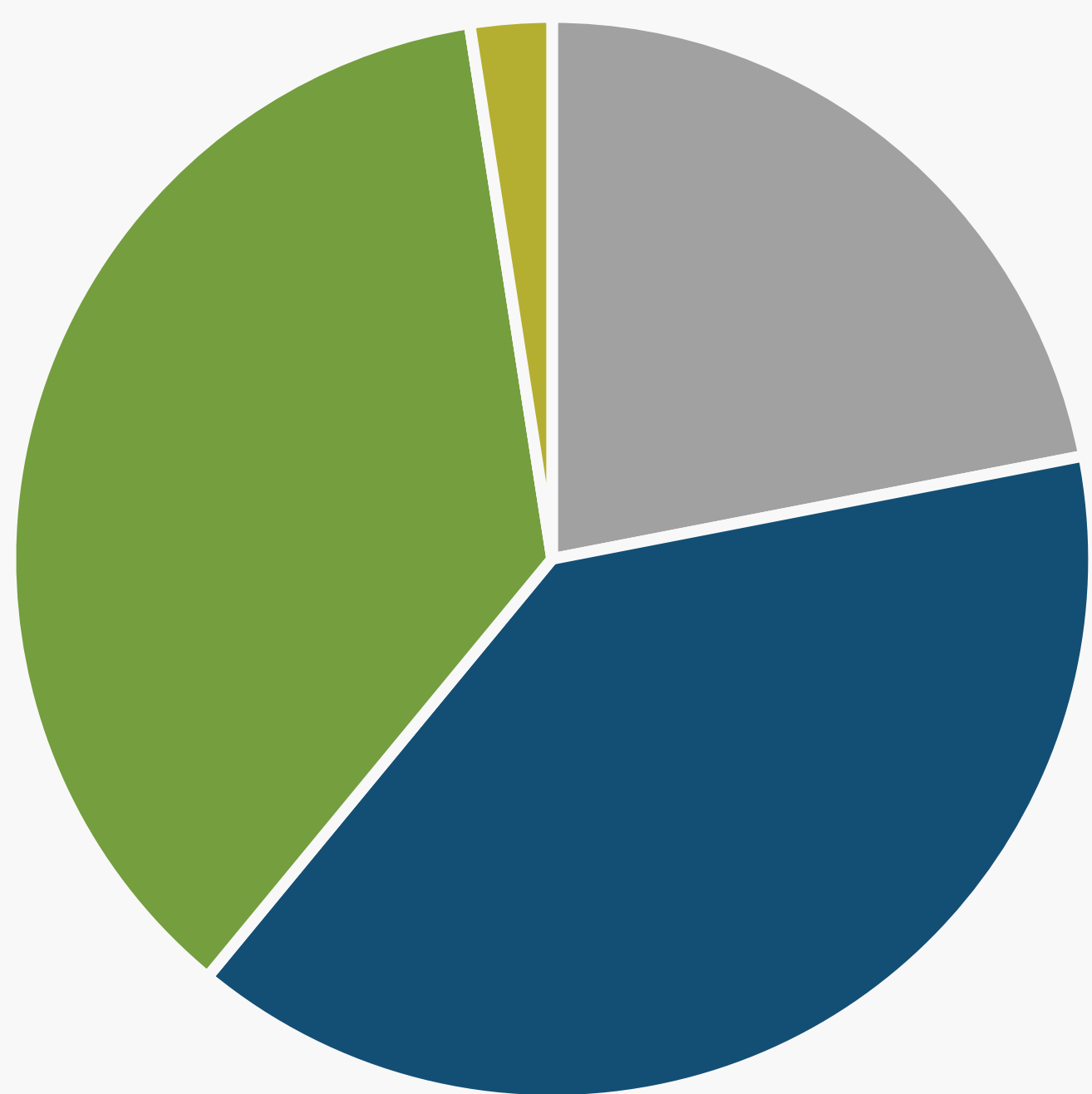
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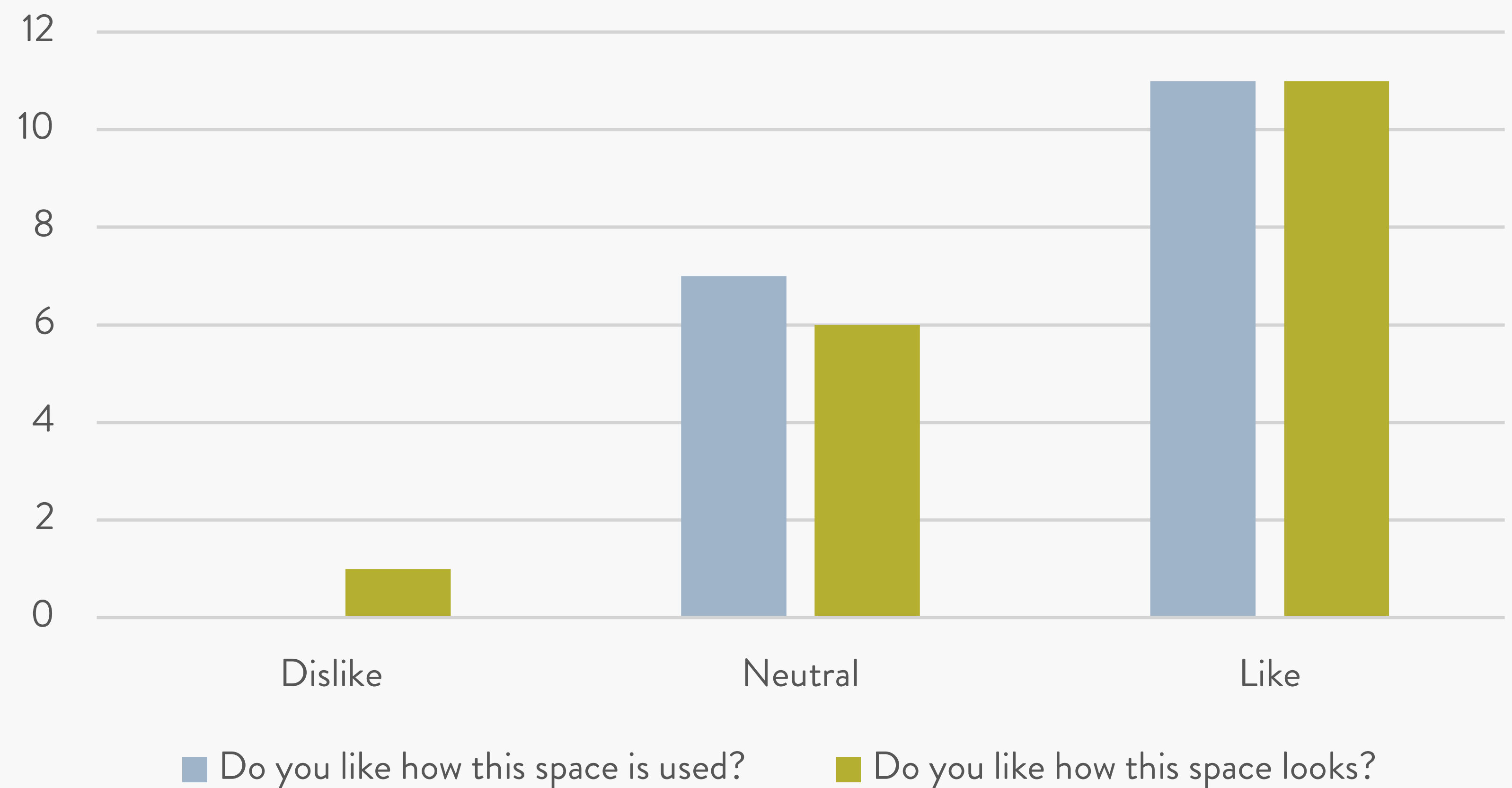
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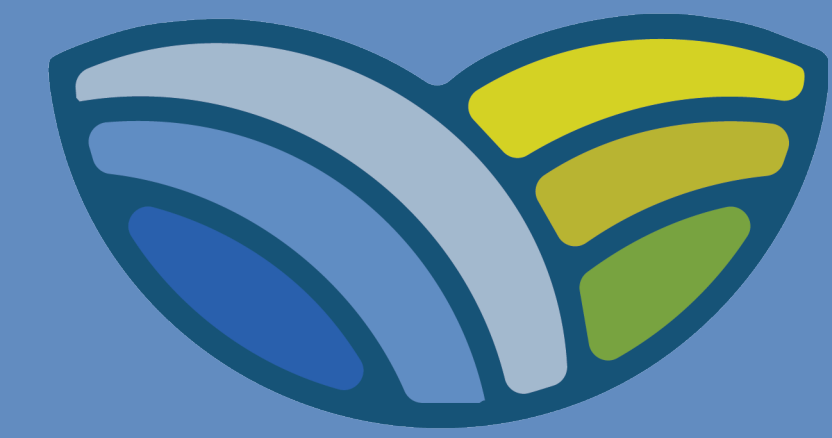


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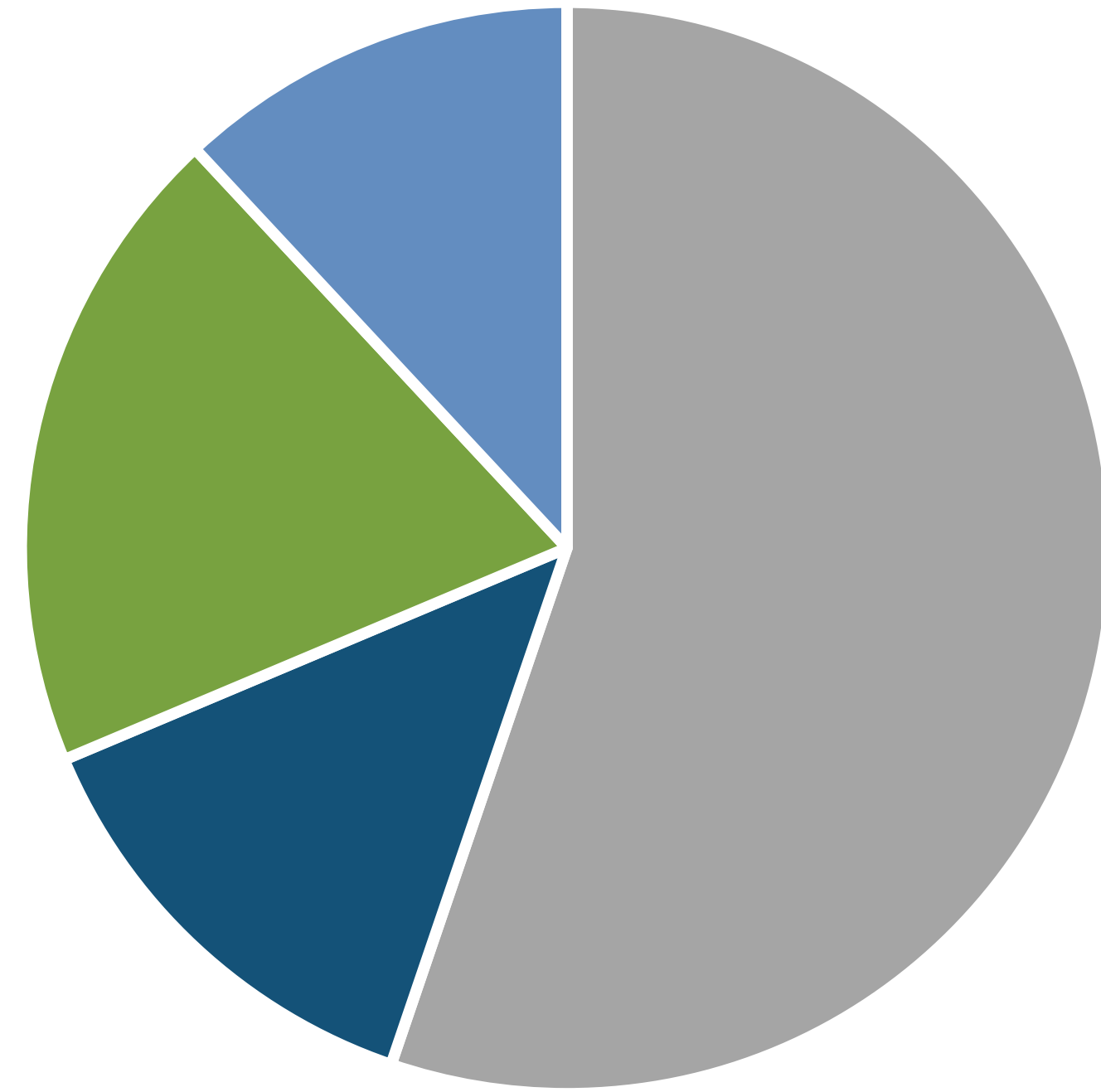
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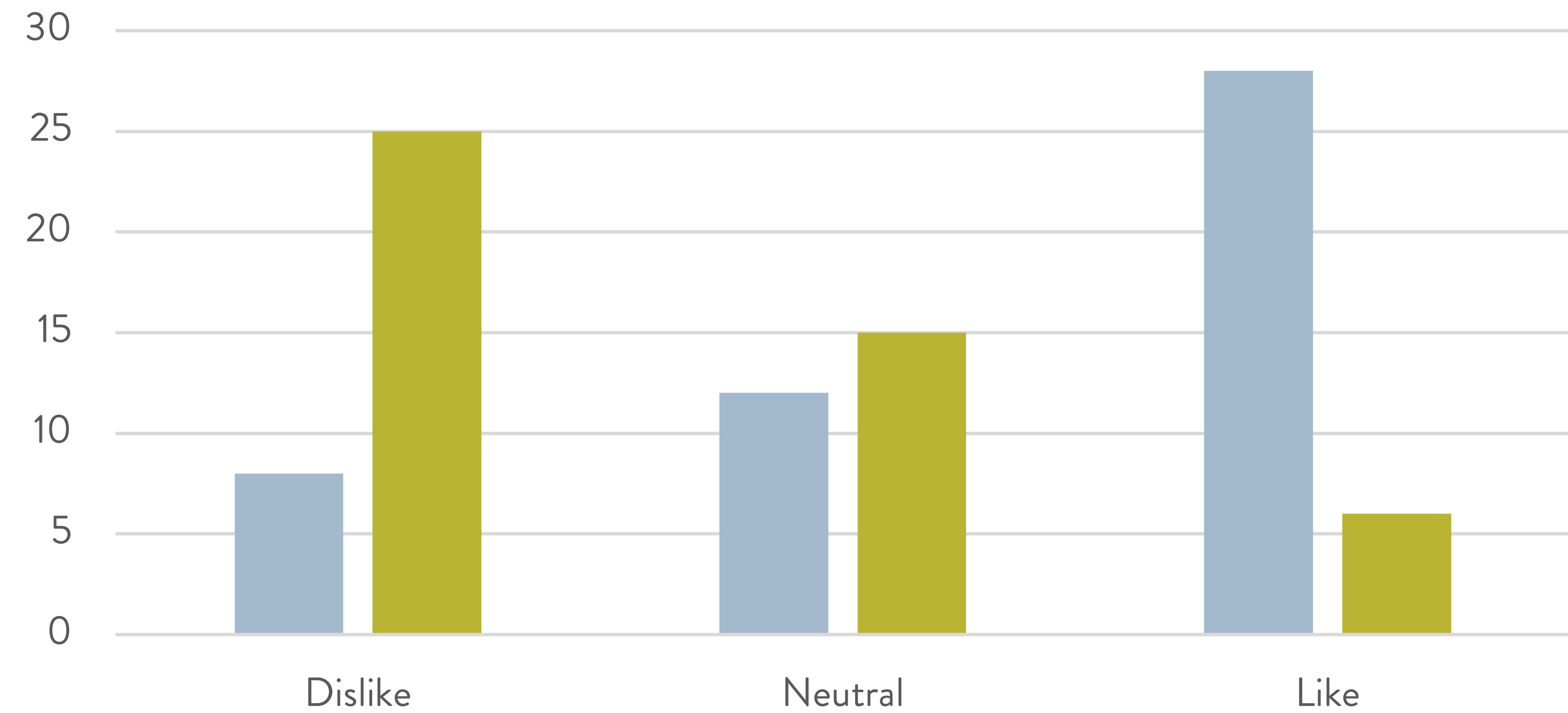


“How frequently do you visit the pool?”

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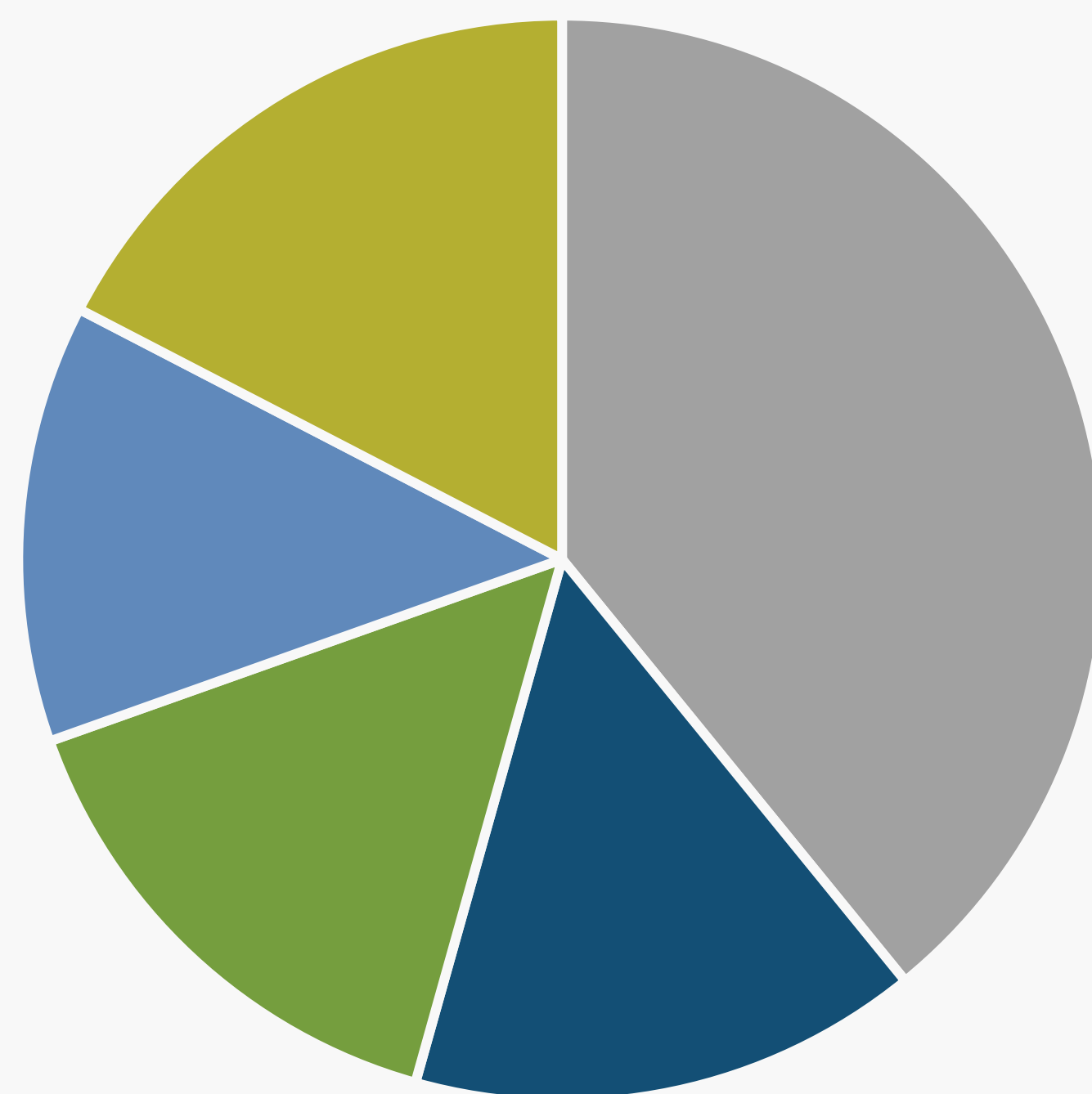


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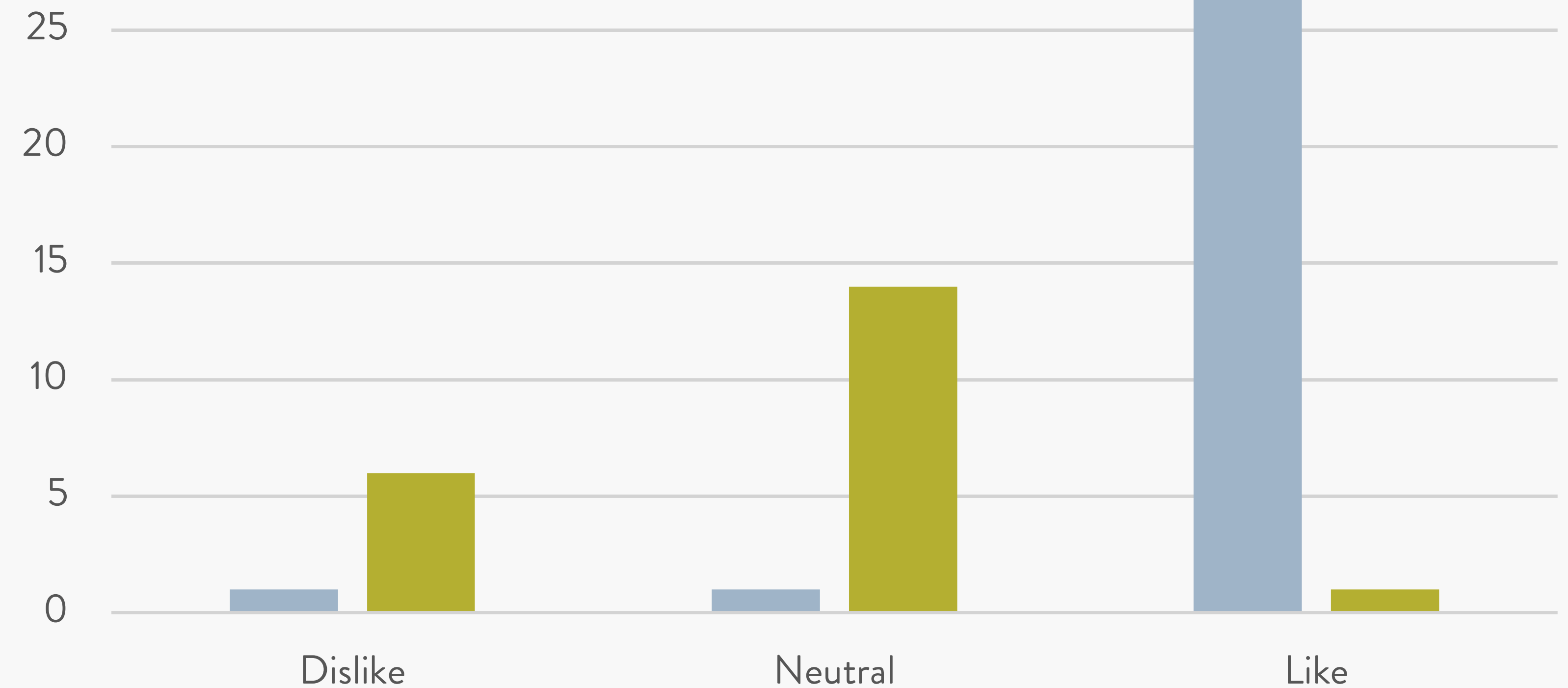


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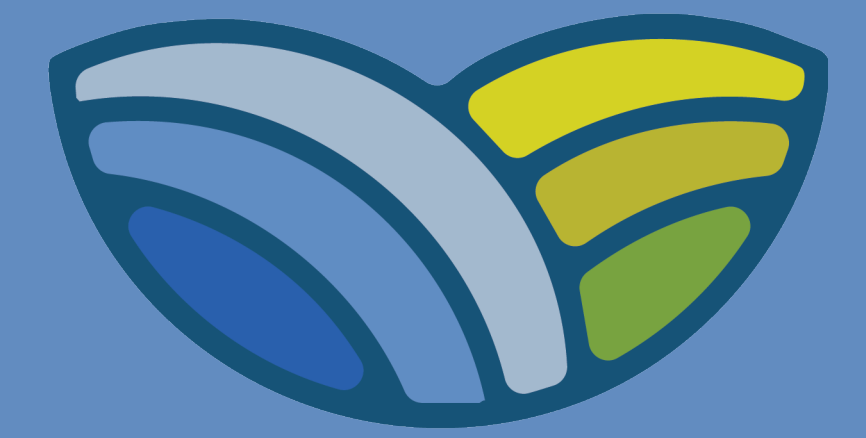
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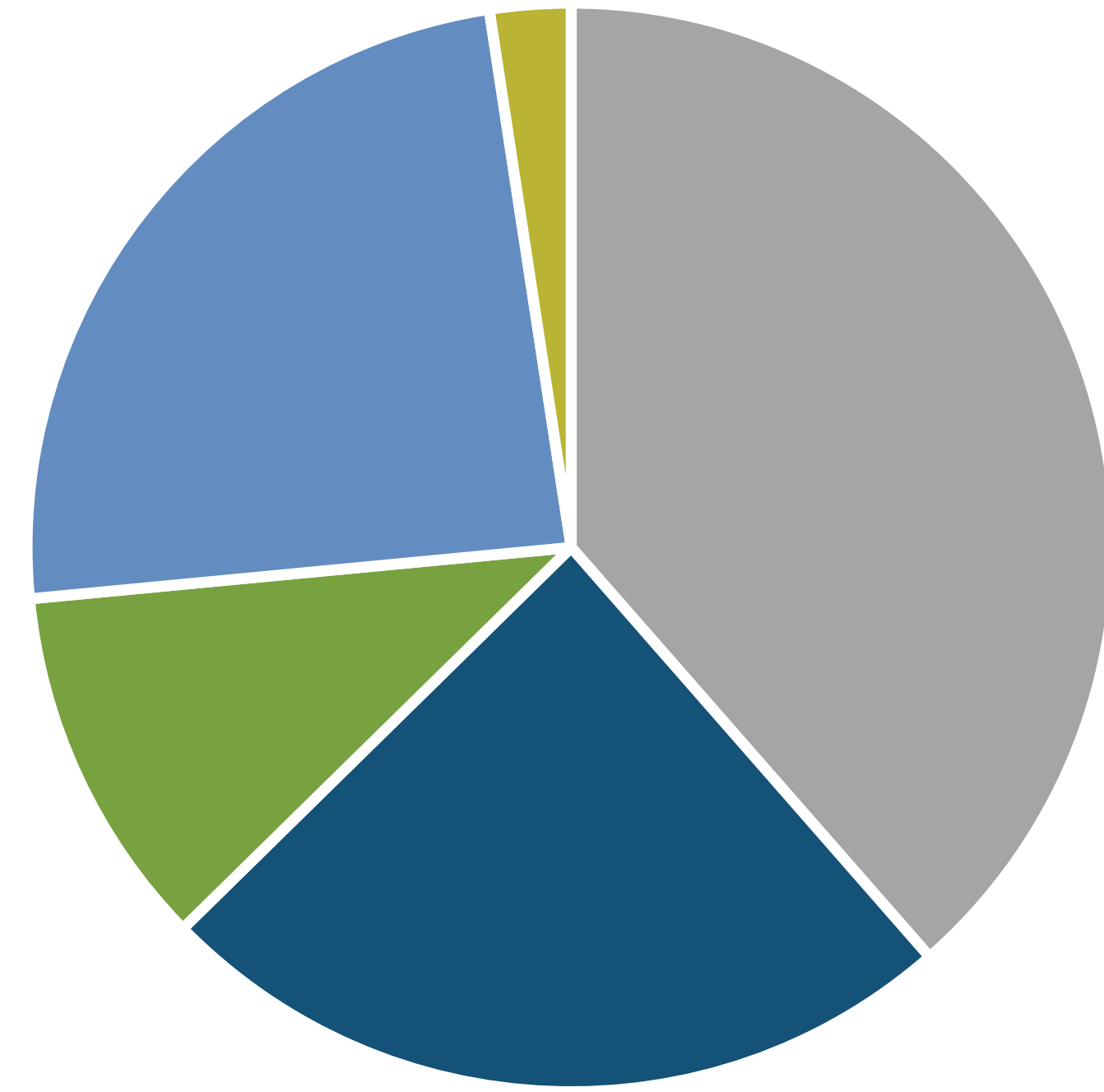


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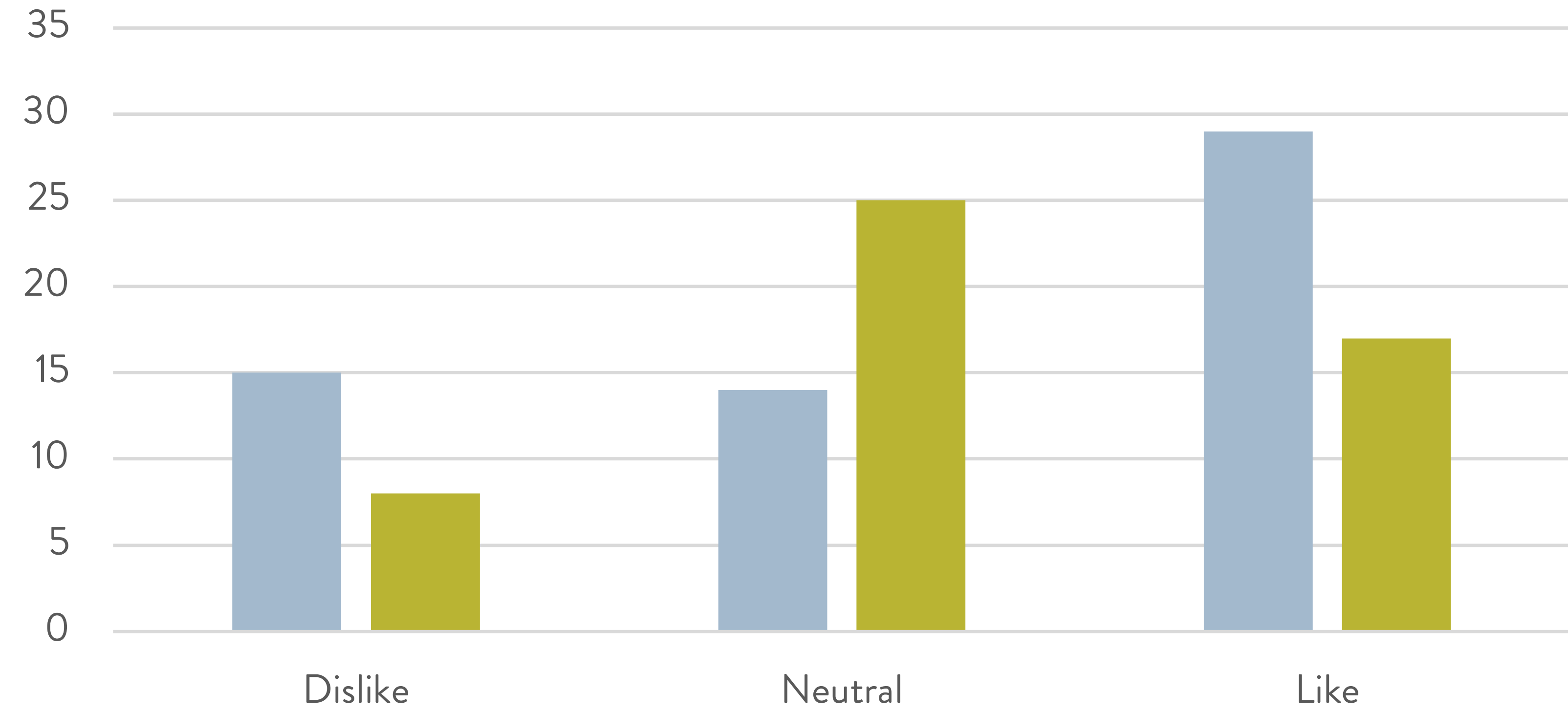


“How frequently do you visit Rennicke Field?”

WORKSHOP #1

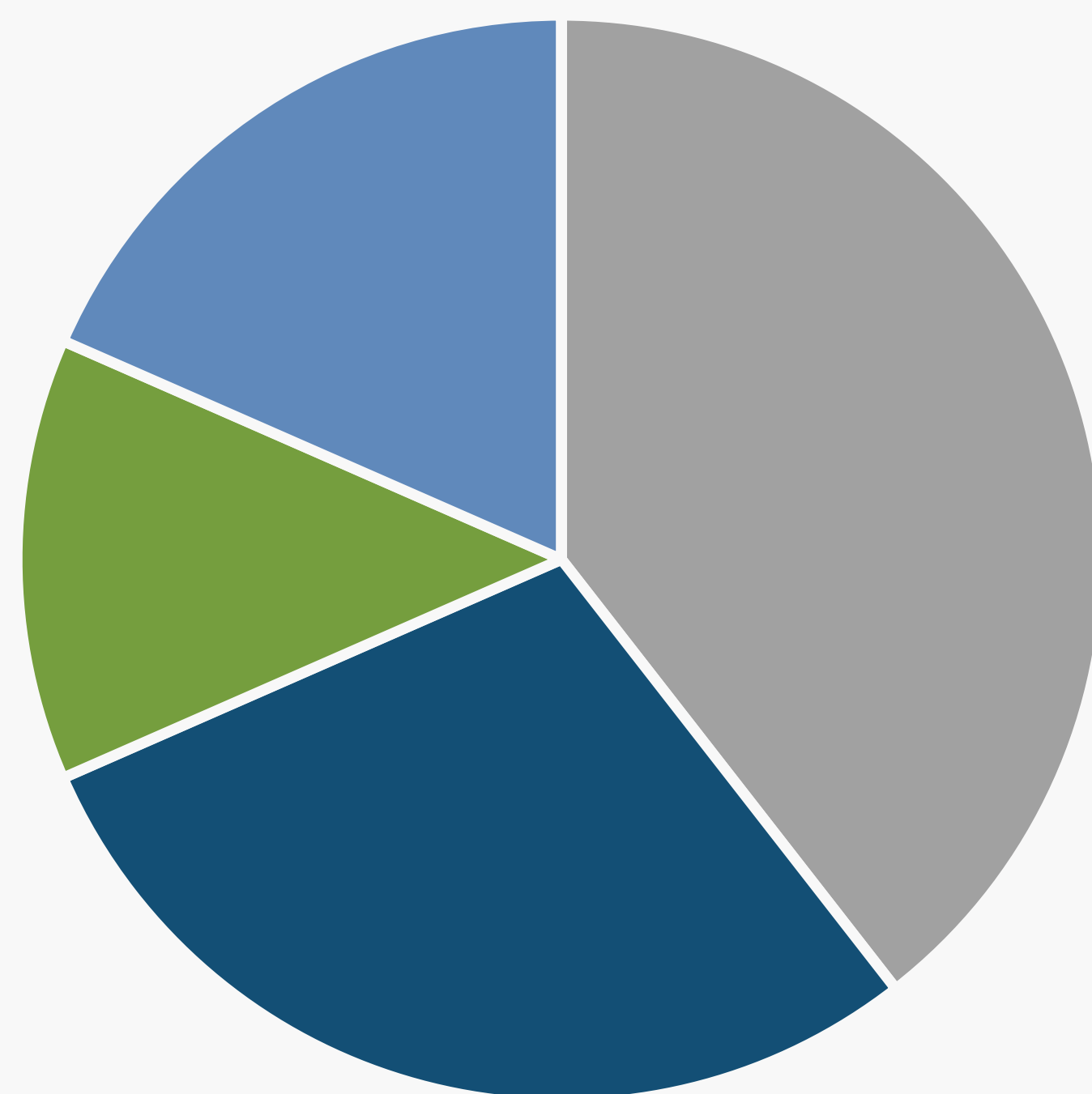


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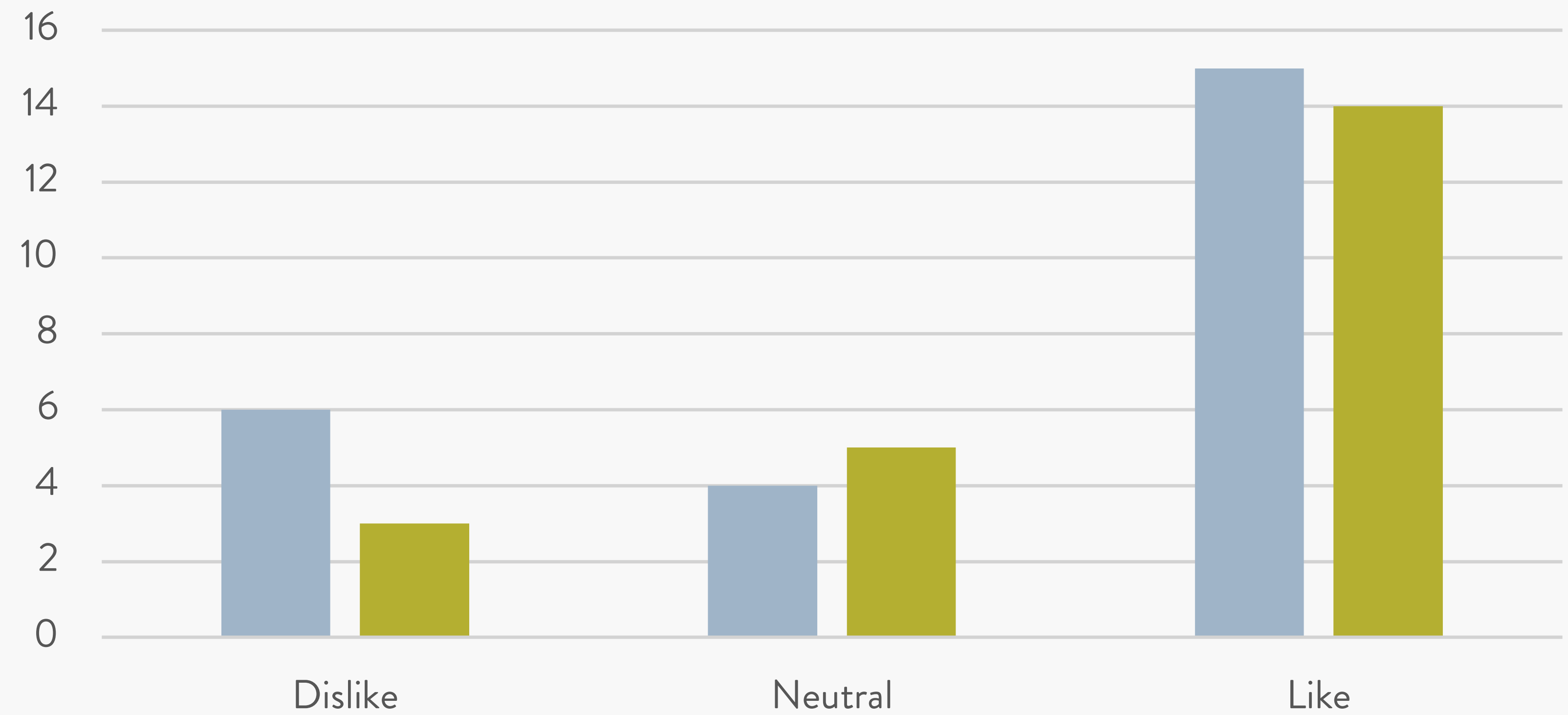


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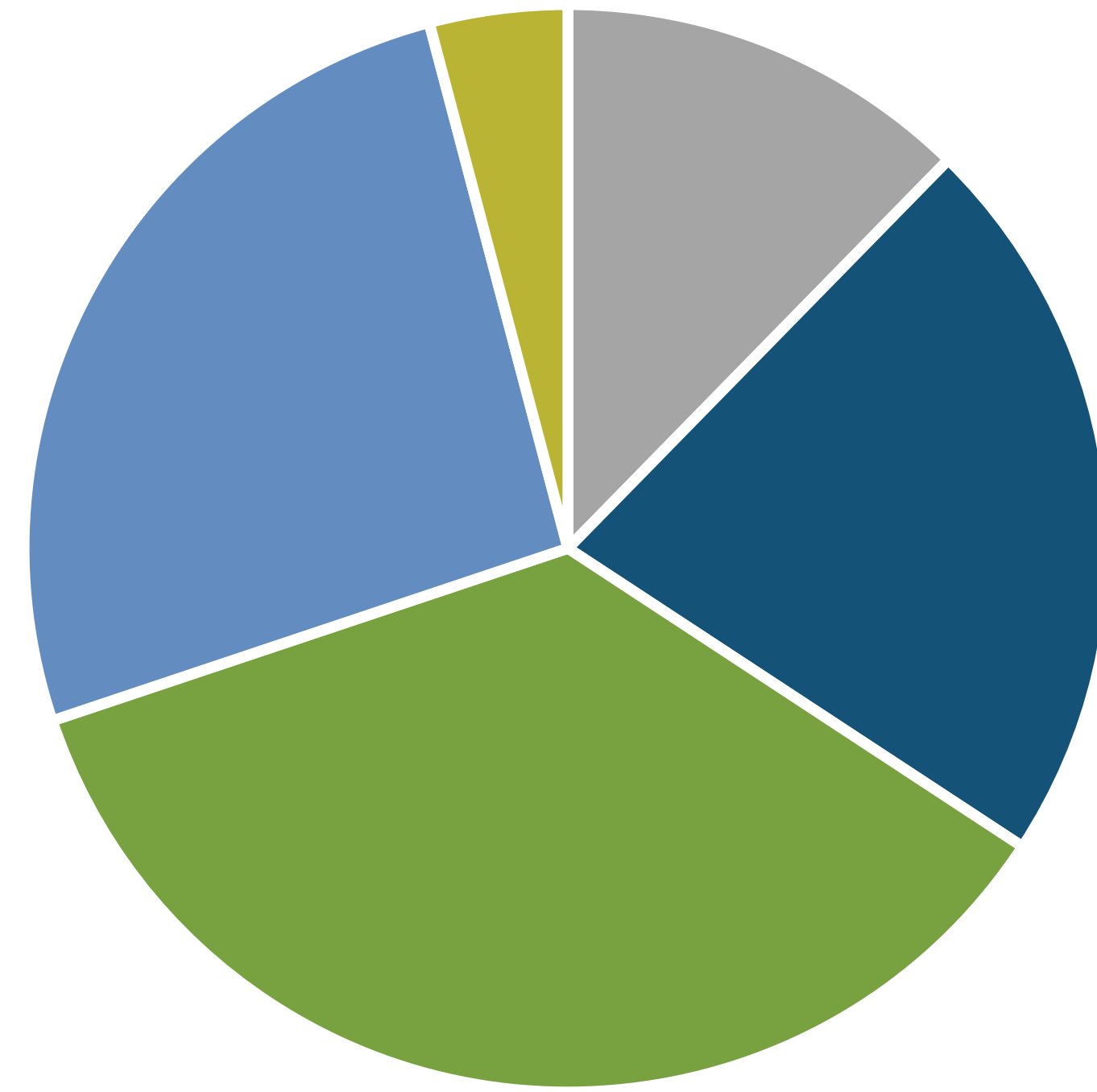


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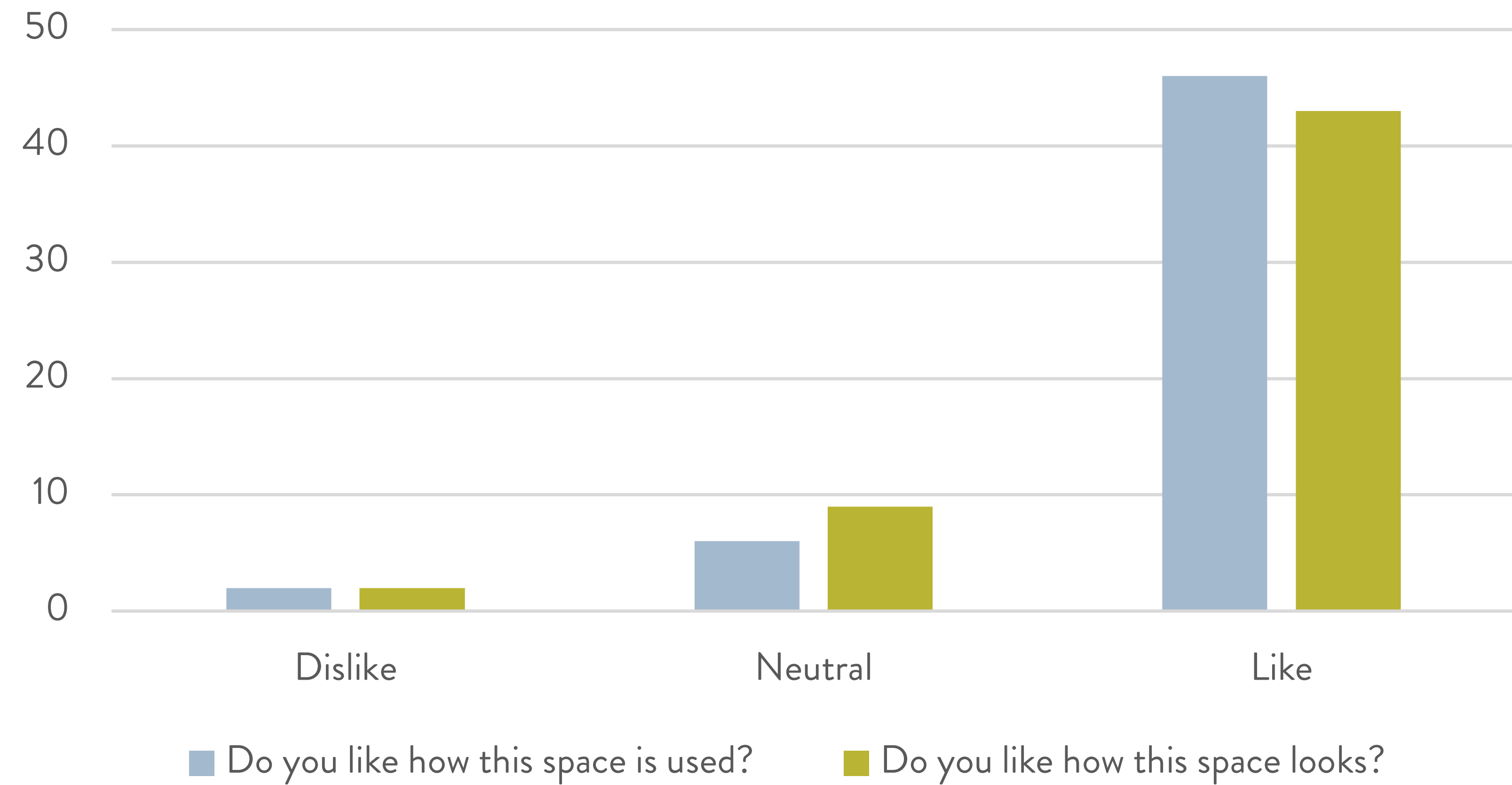


“How frequently do you visit the Library?”

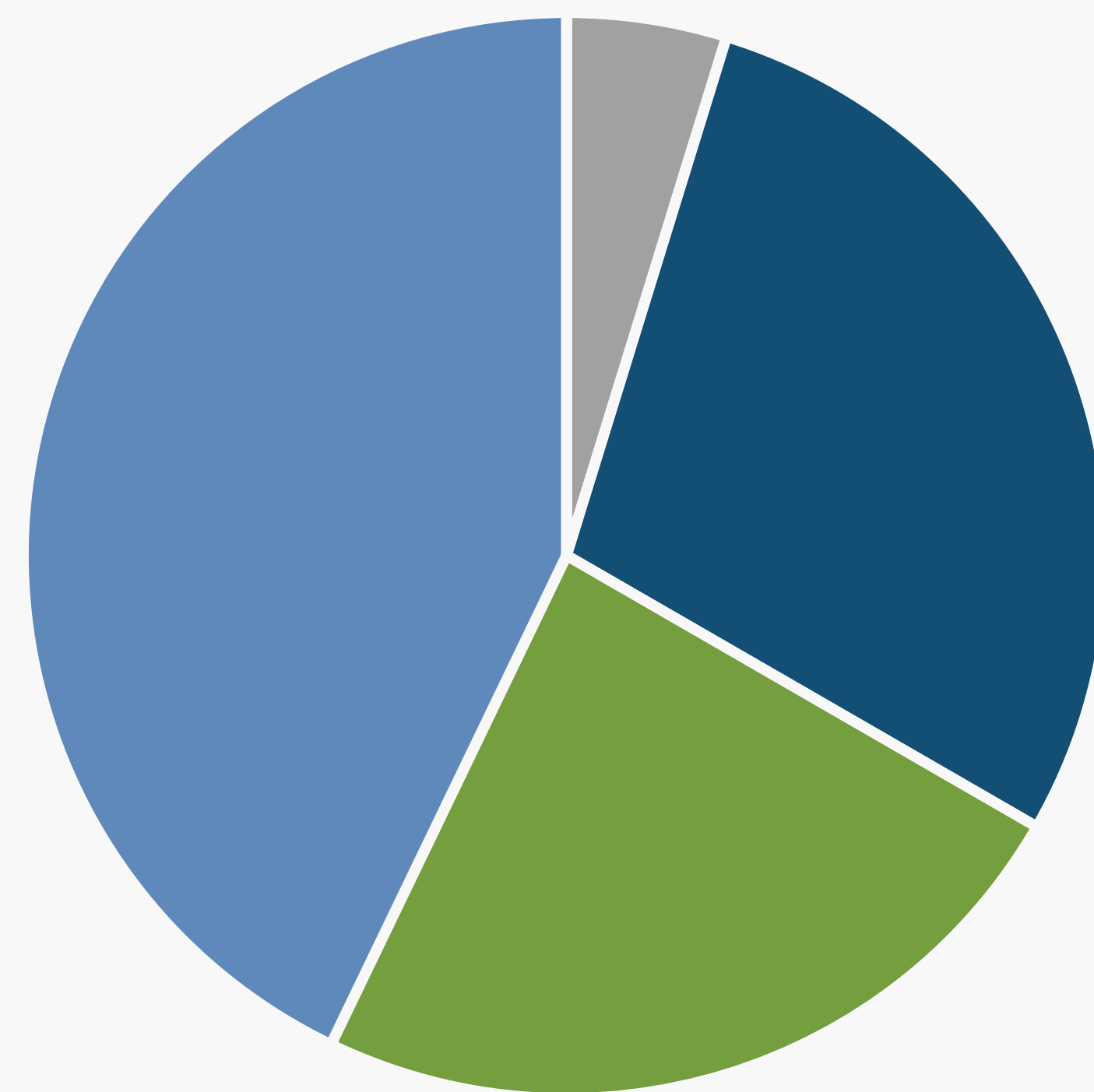
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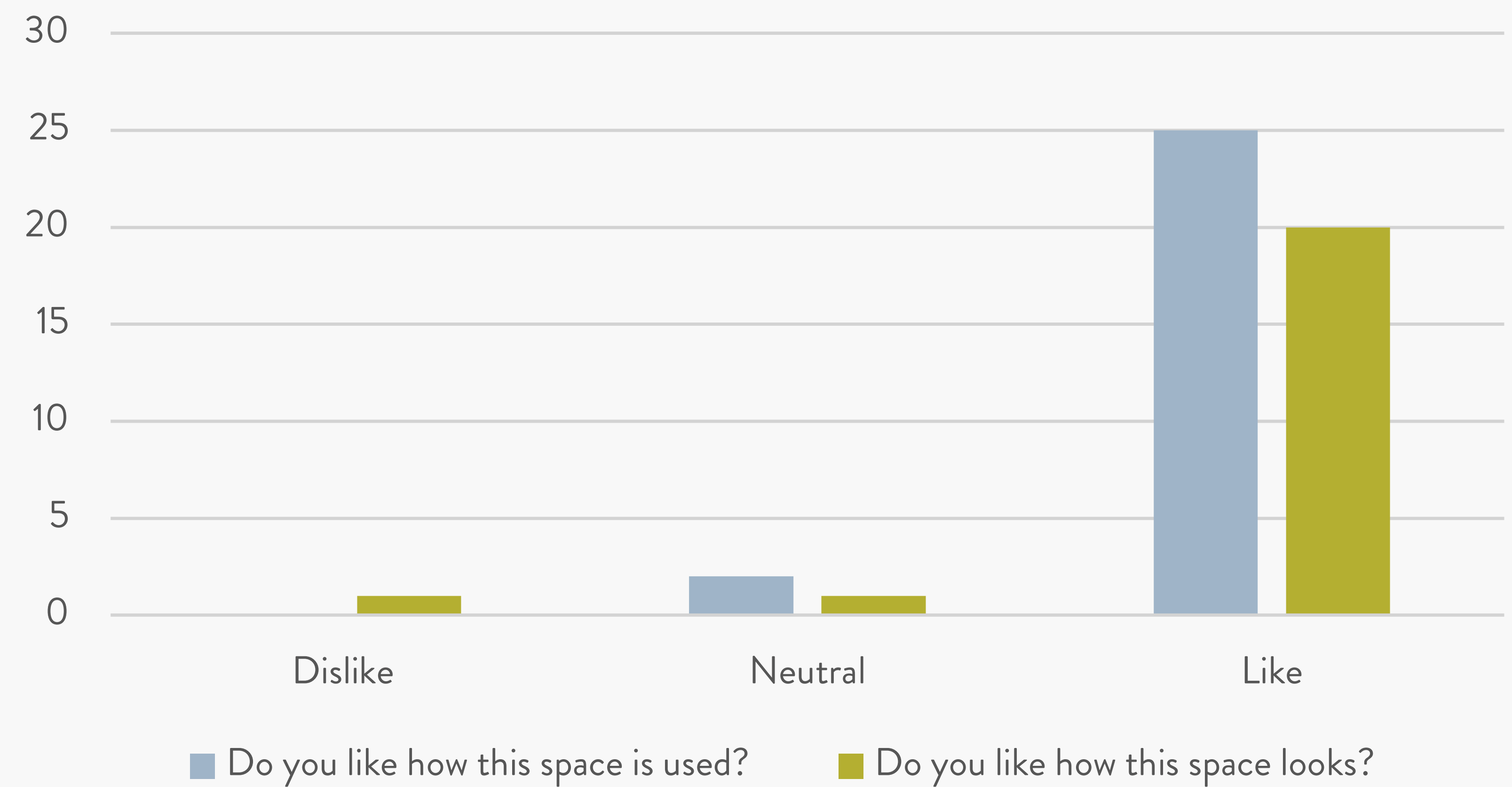
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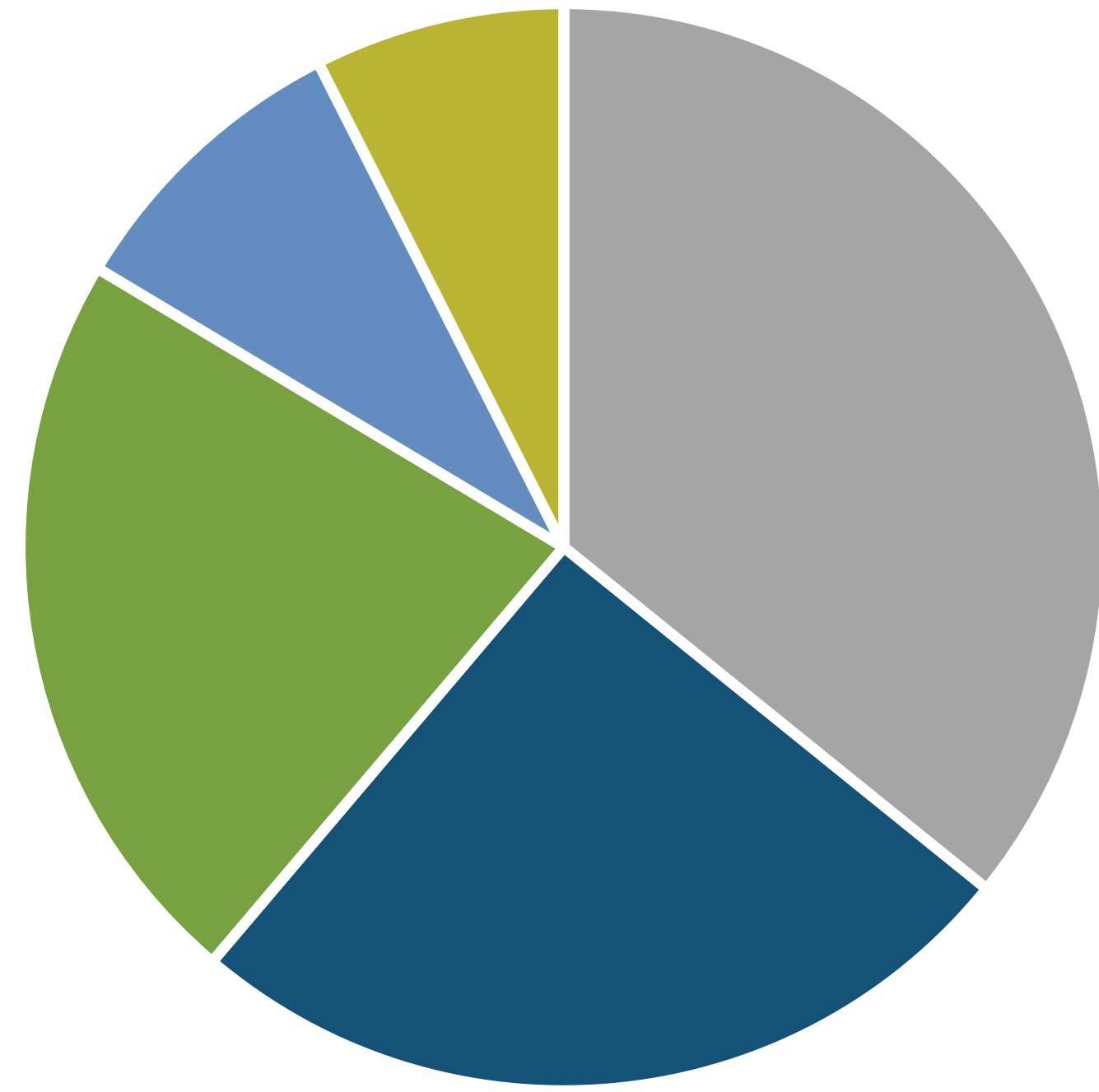
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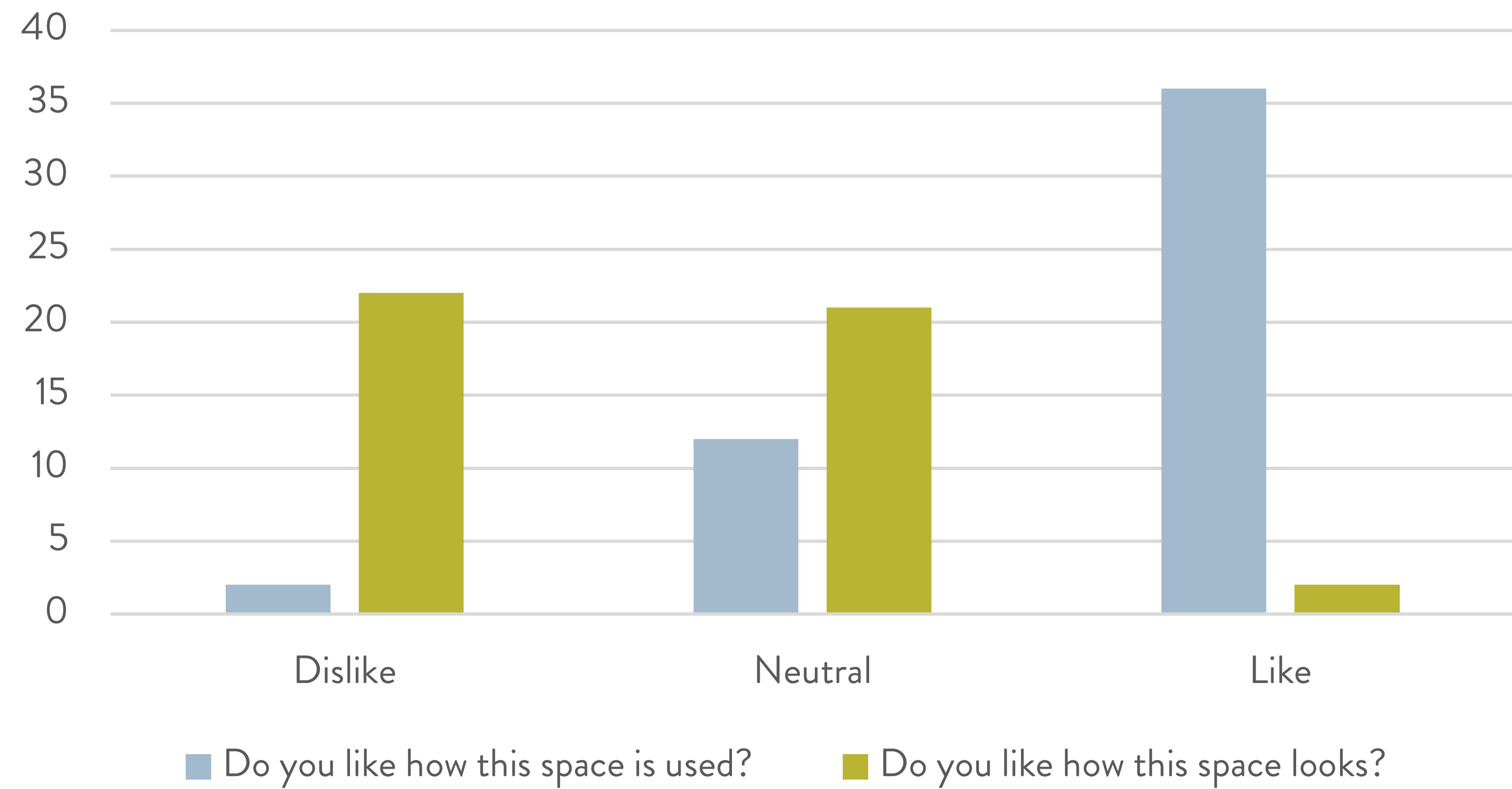


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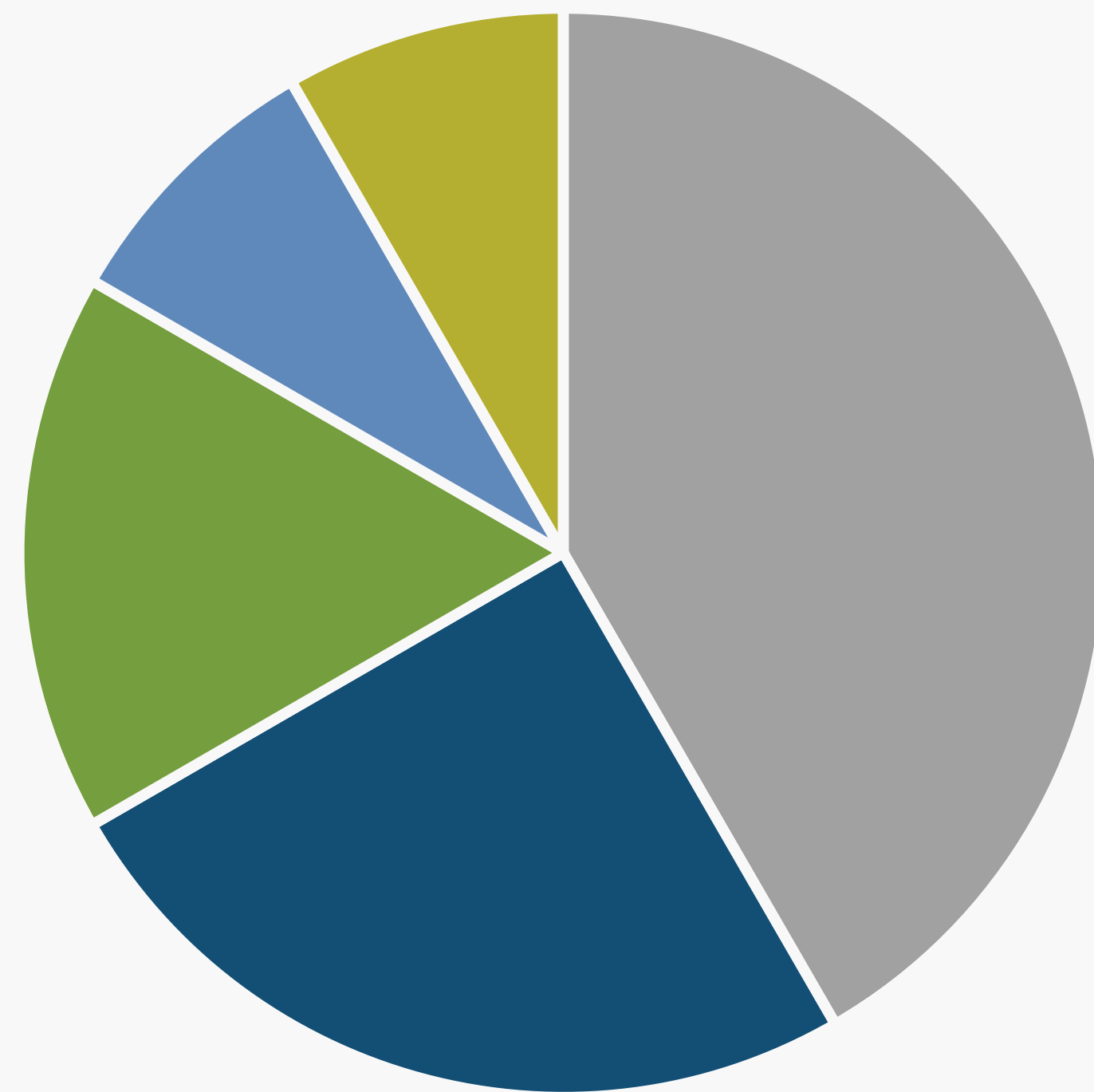
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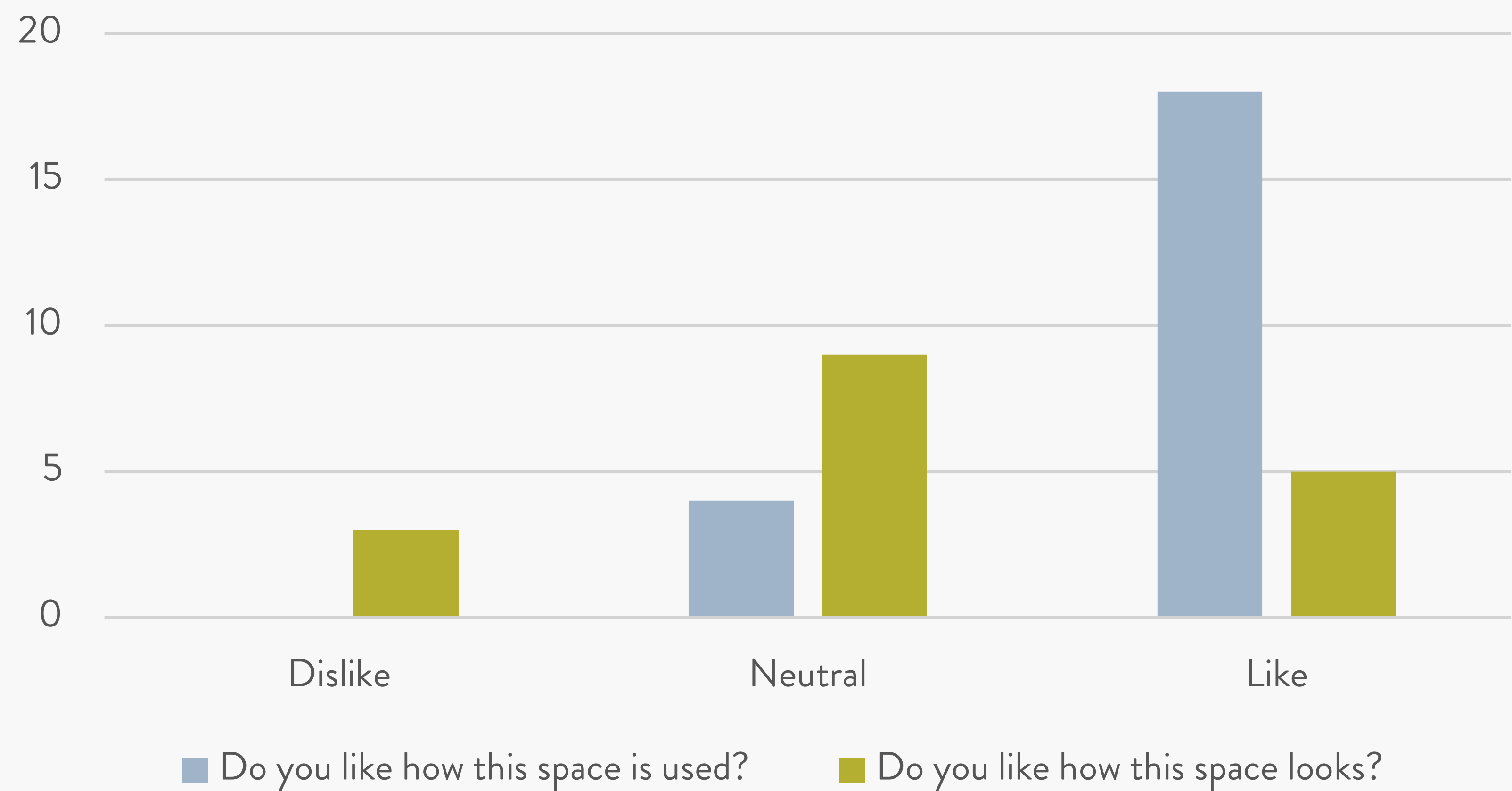
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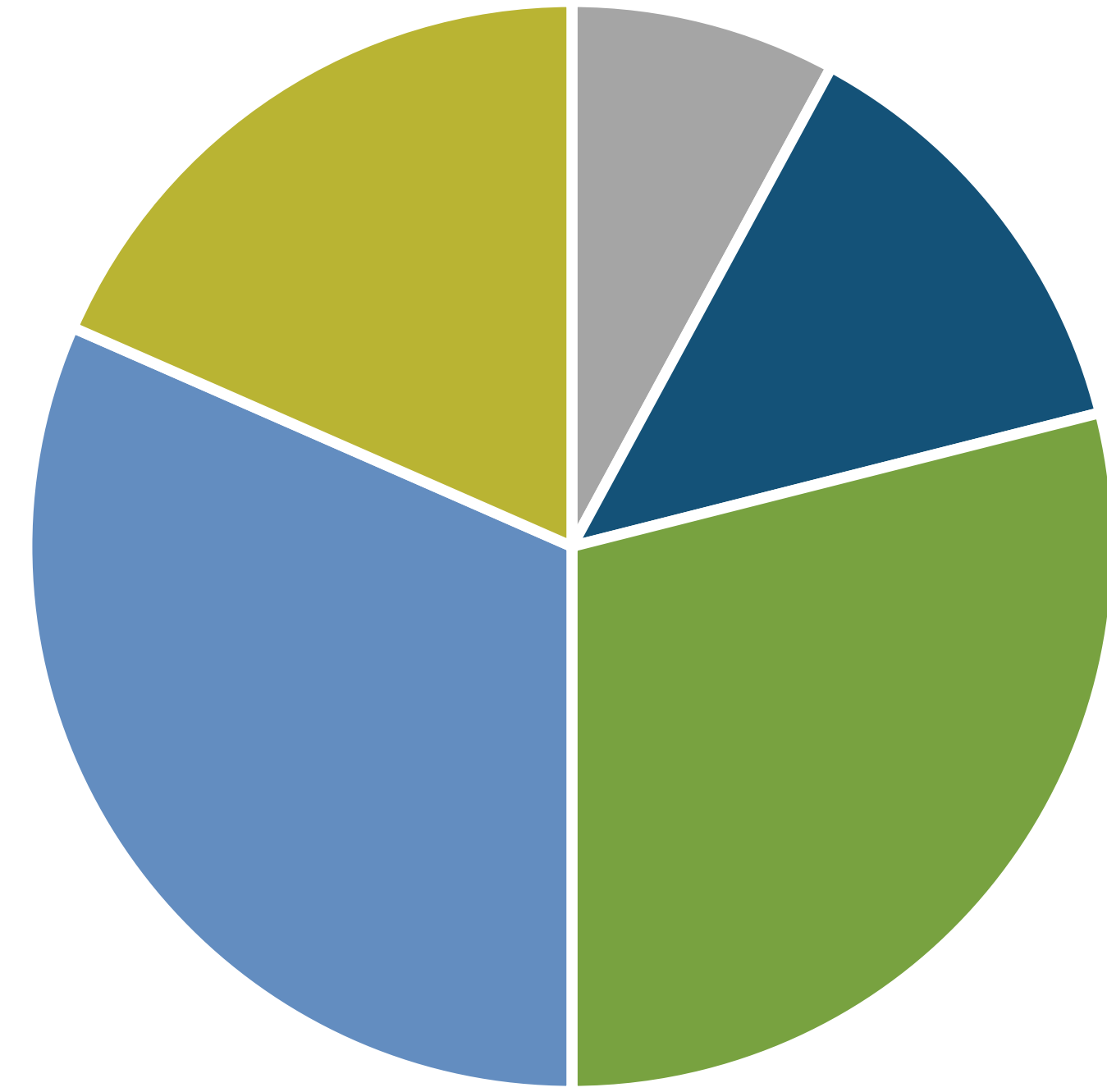
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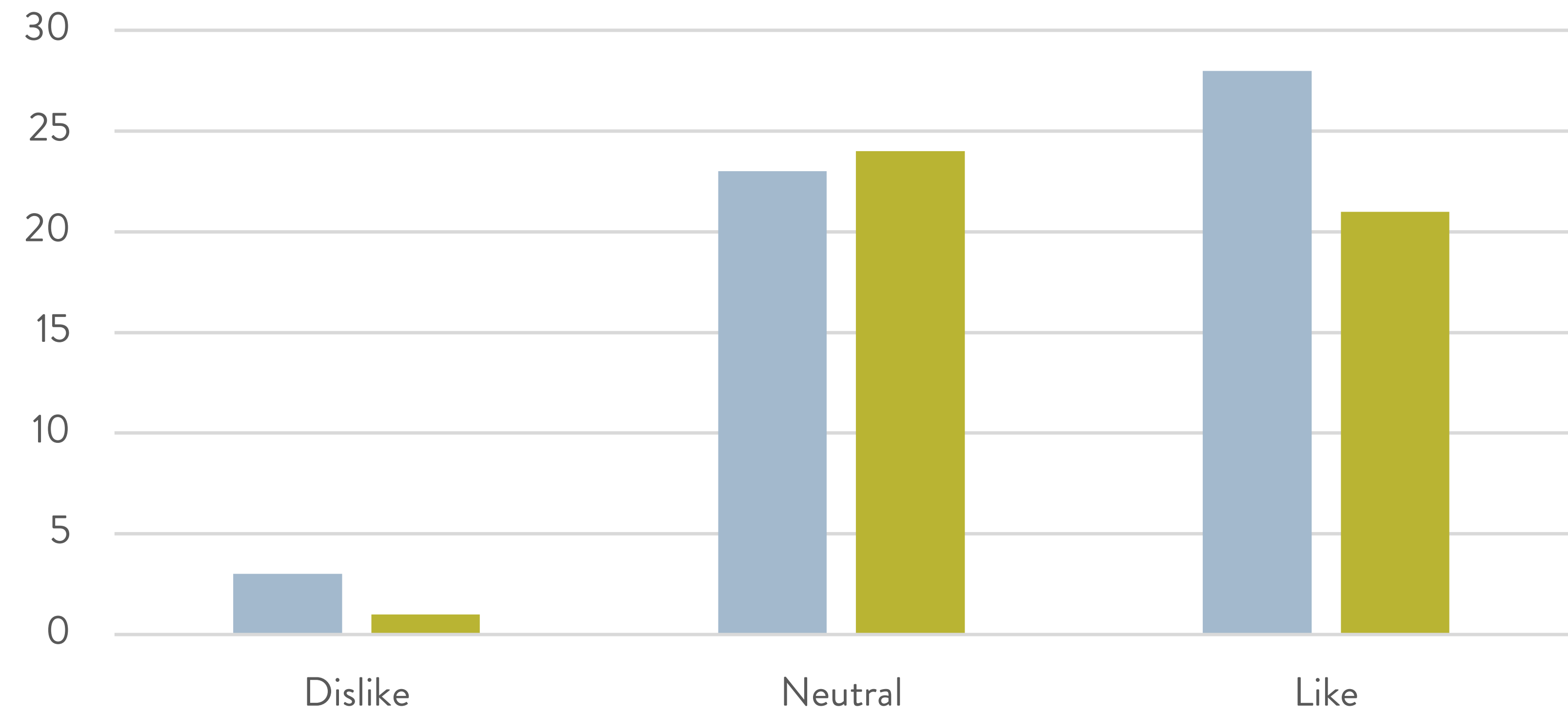


“How frequently do you attend festivals?”

WORKSHOP #1

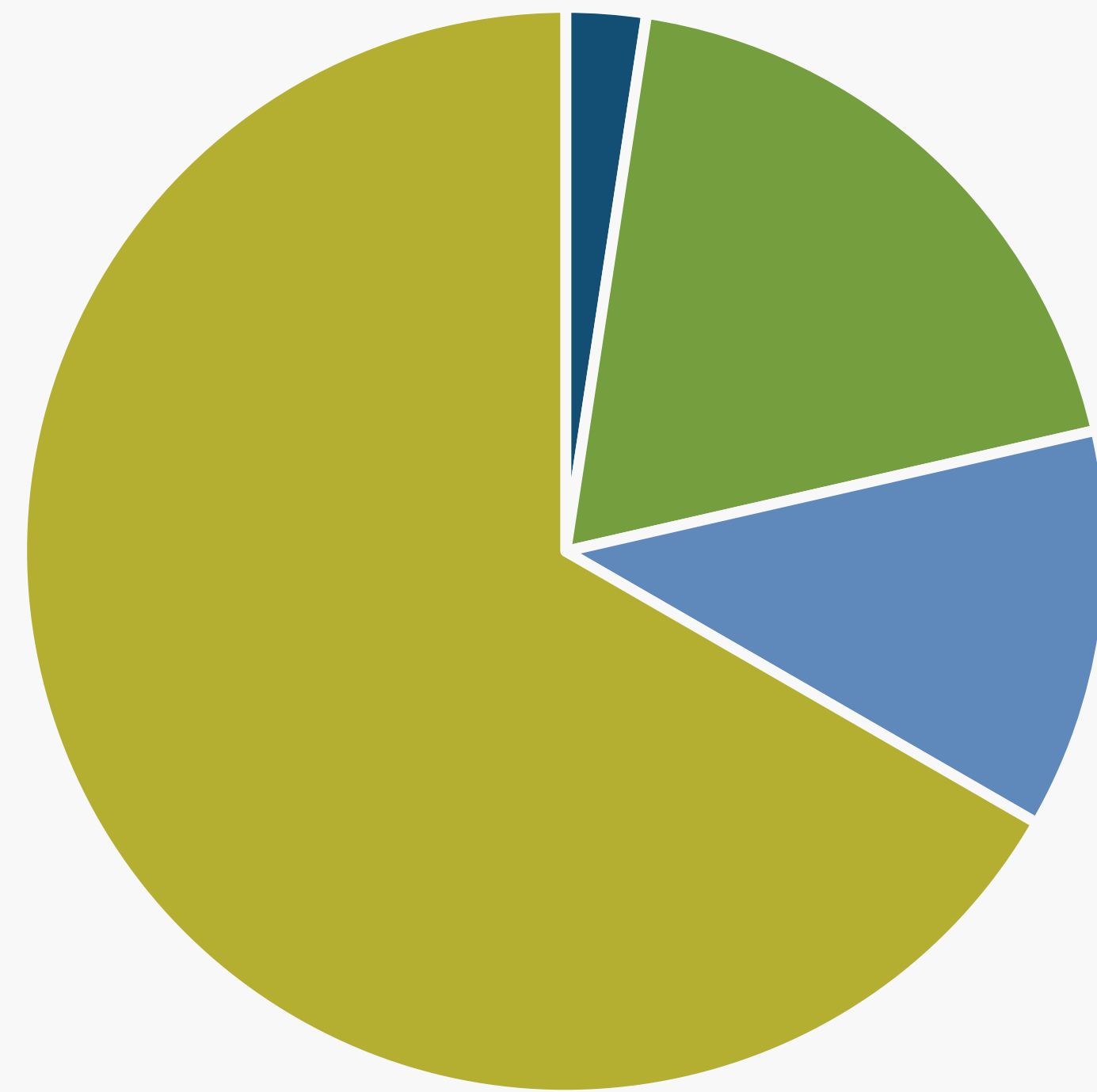


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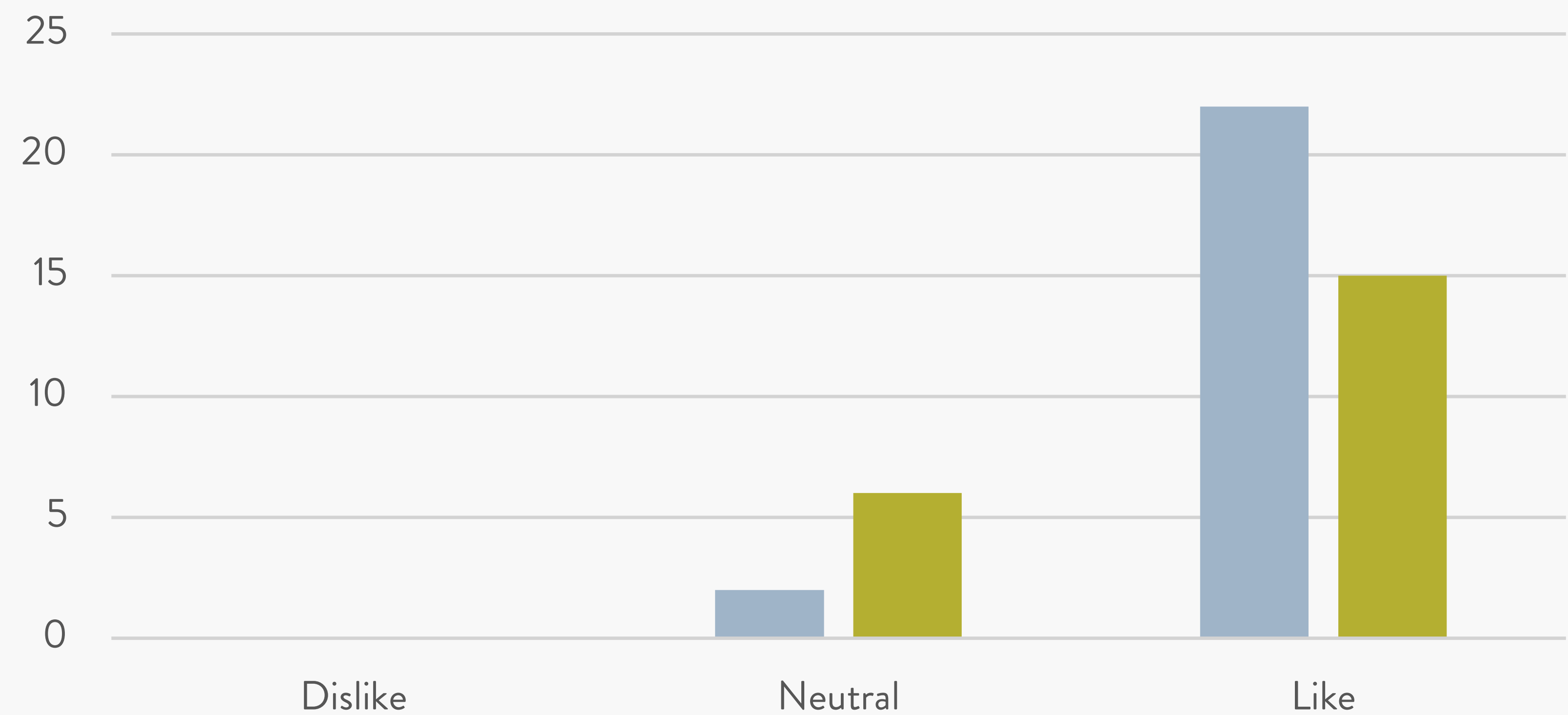


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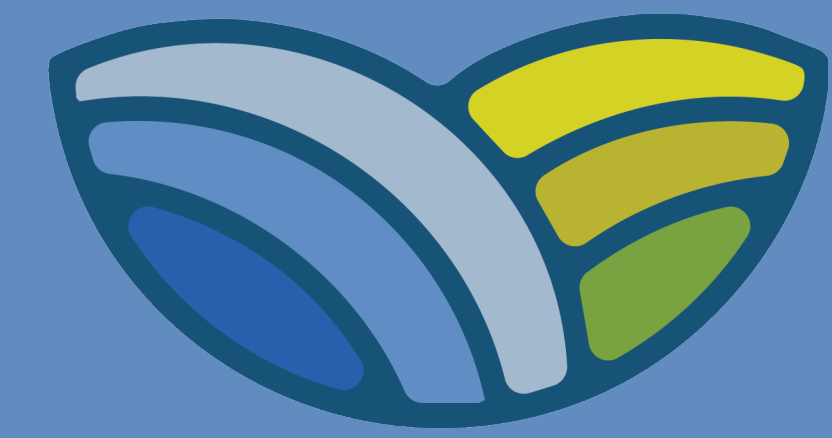
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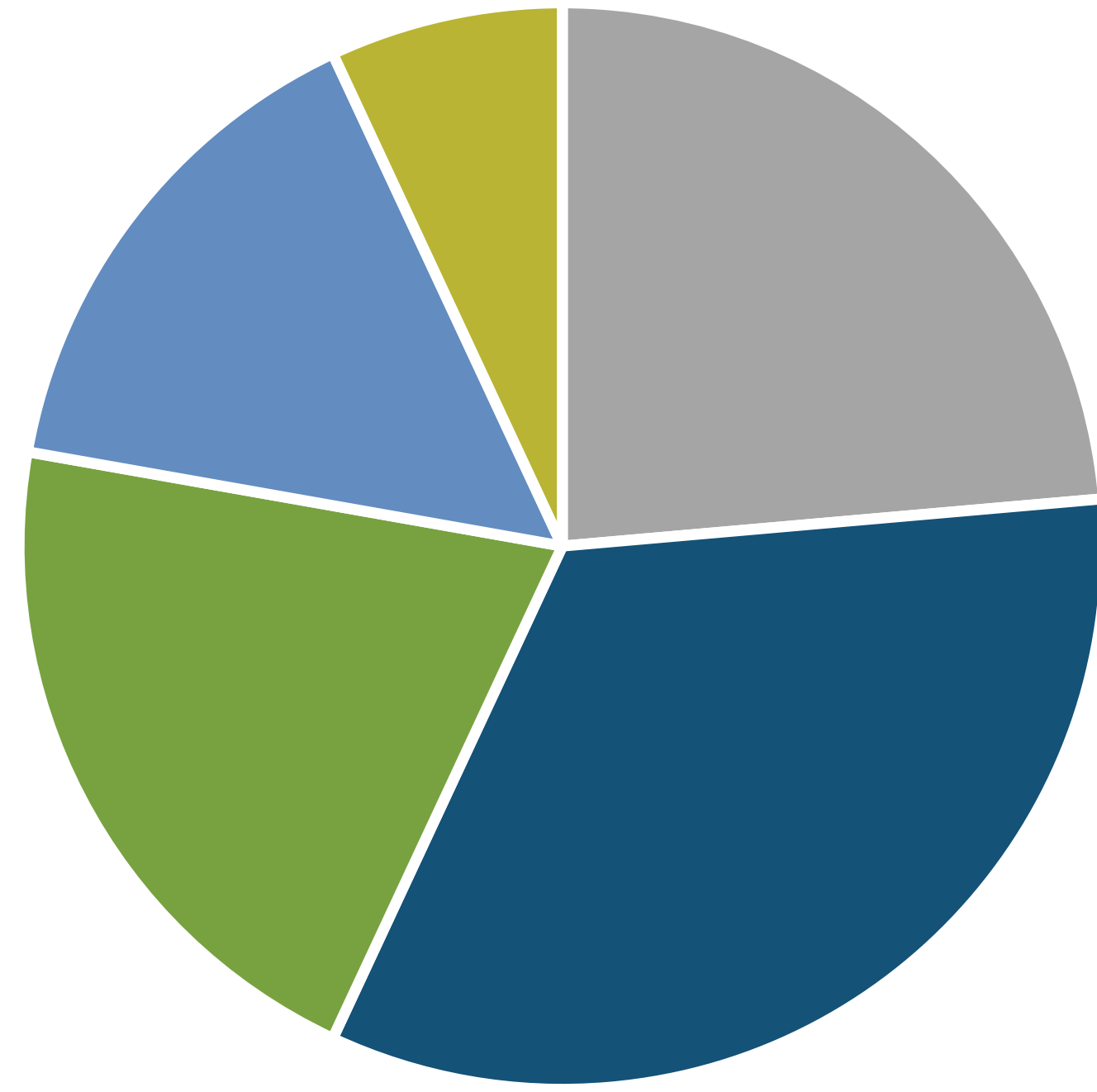


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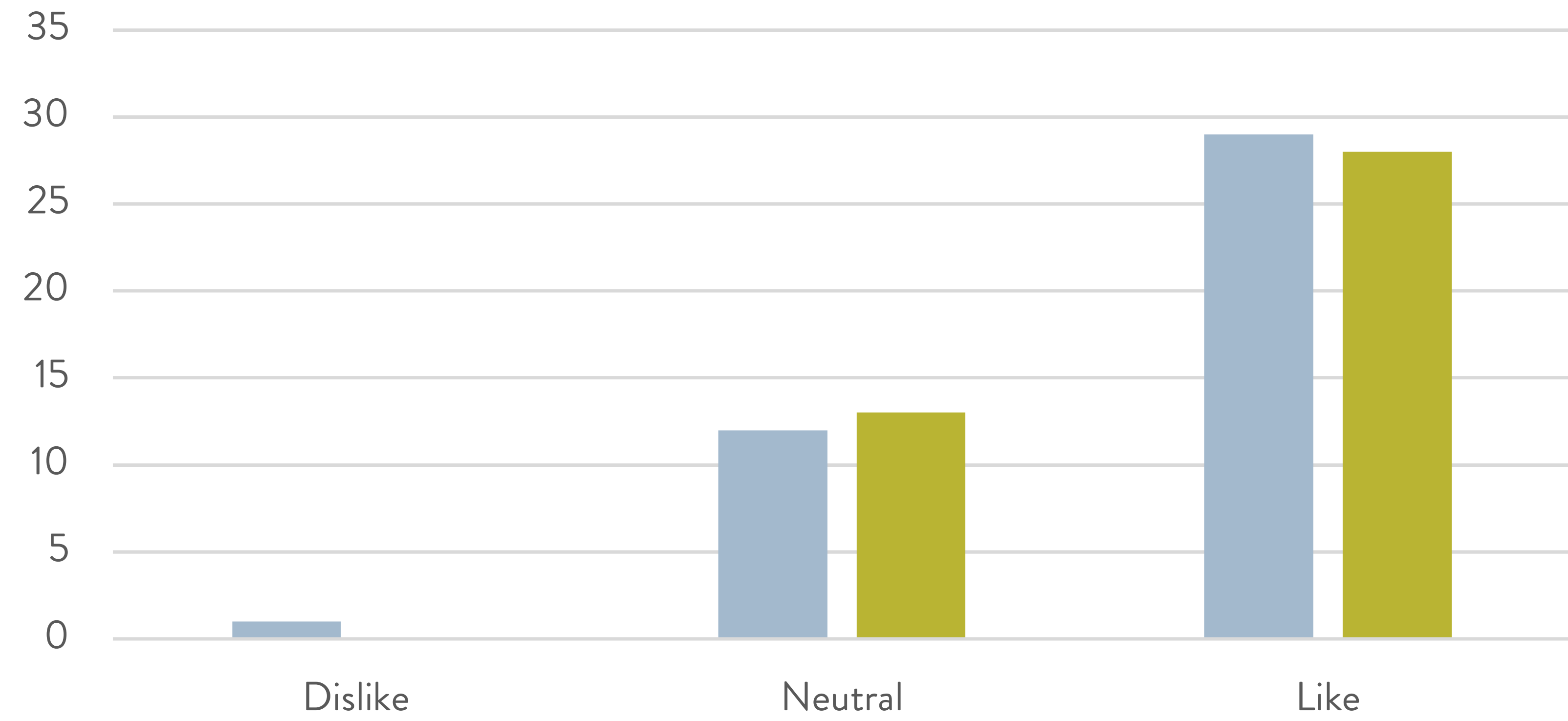


“How frequently do you visit the riverwalk?”

WORKSHOP #1

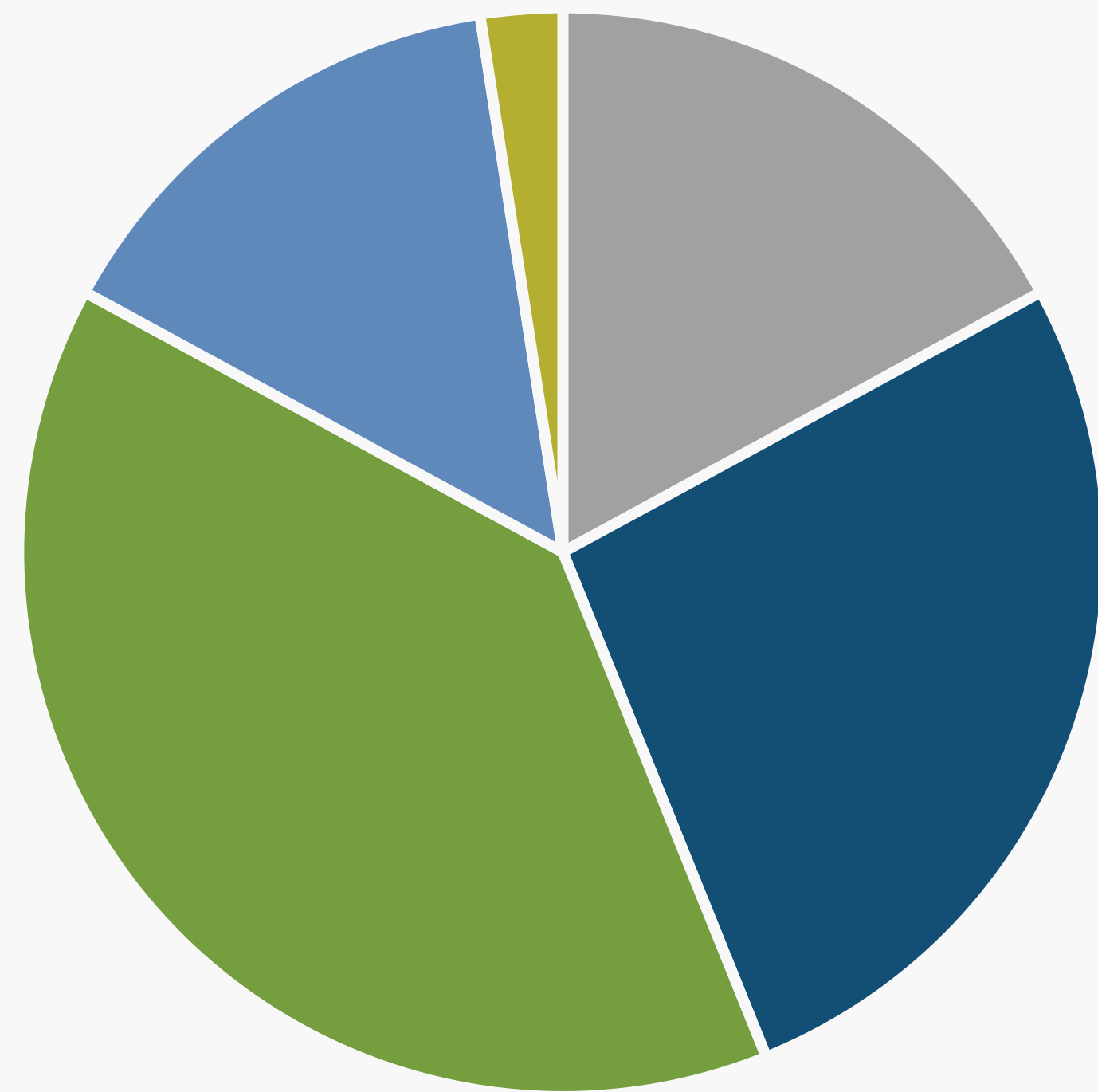


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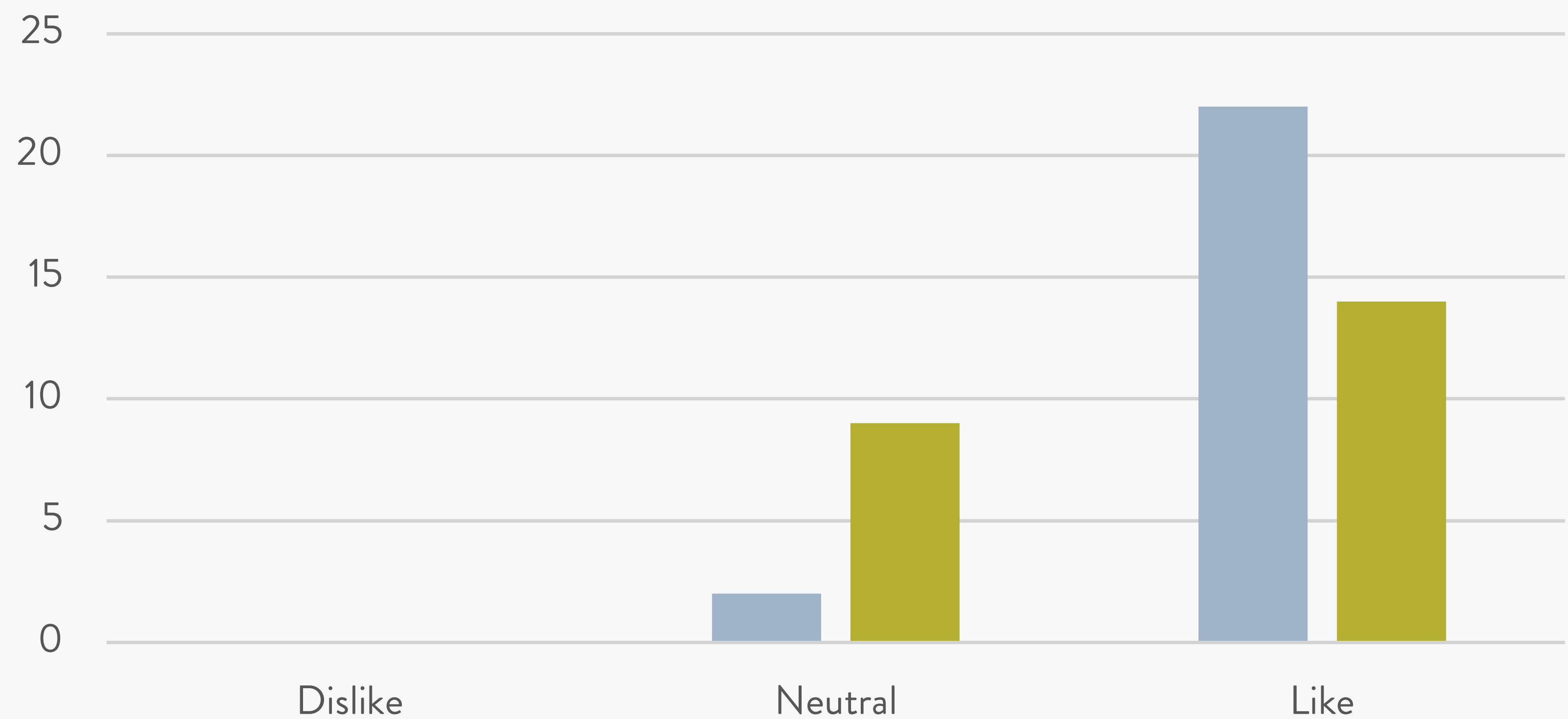


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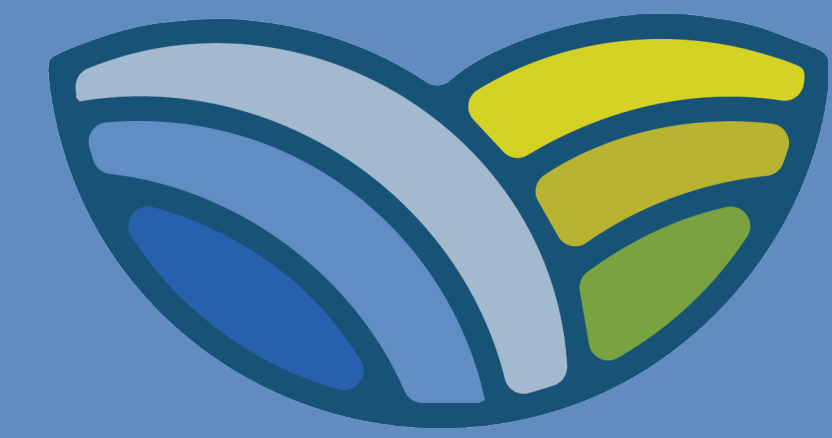
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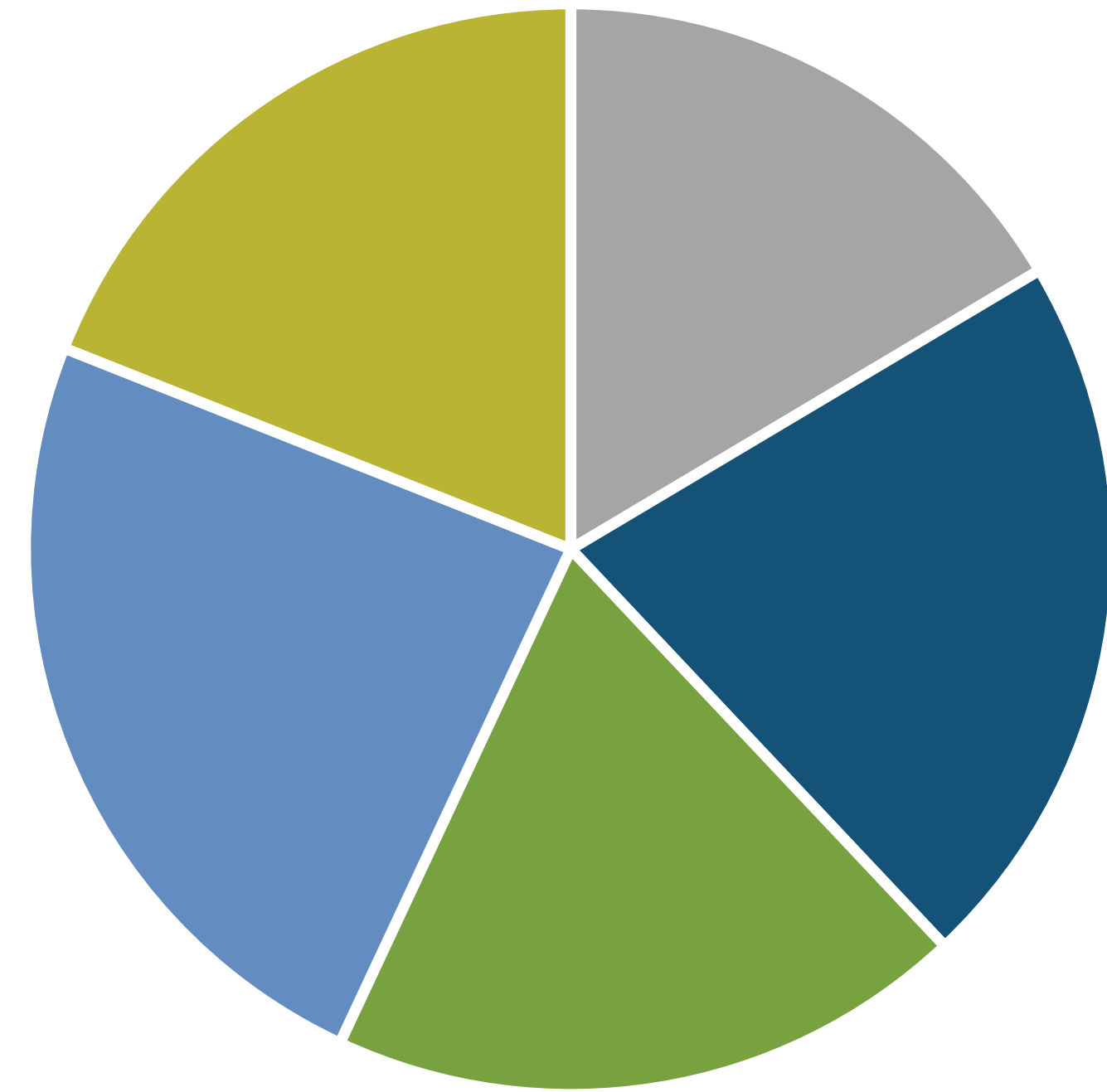


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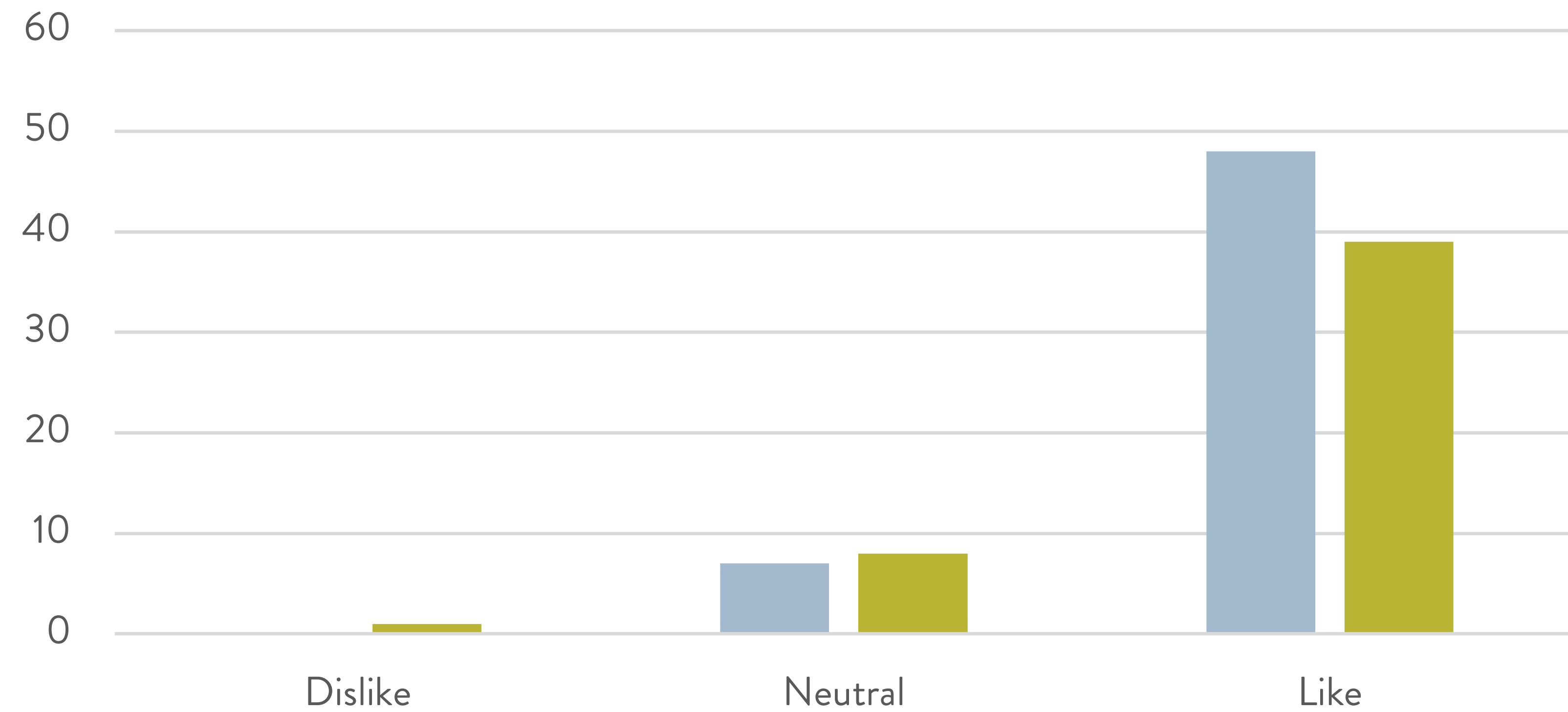


“How frequently do you visit the trail?”

WORKSHOP #1

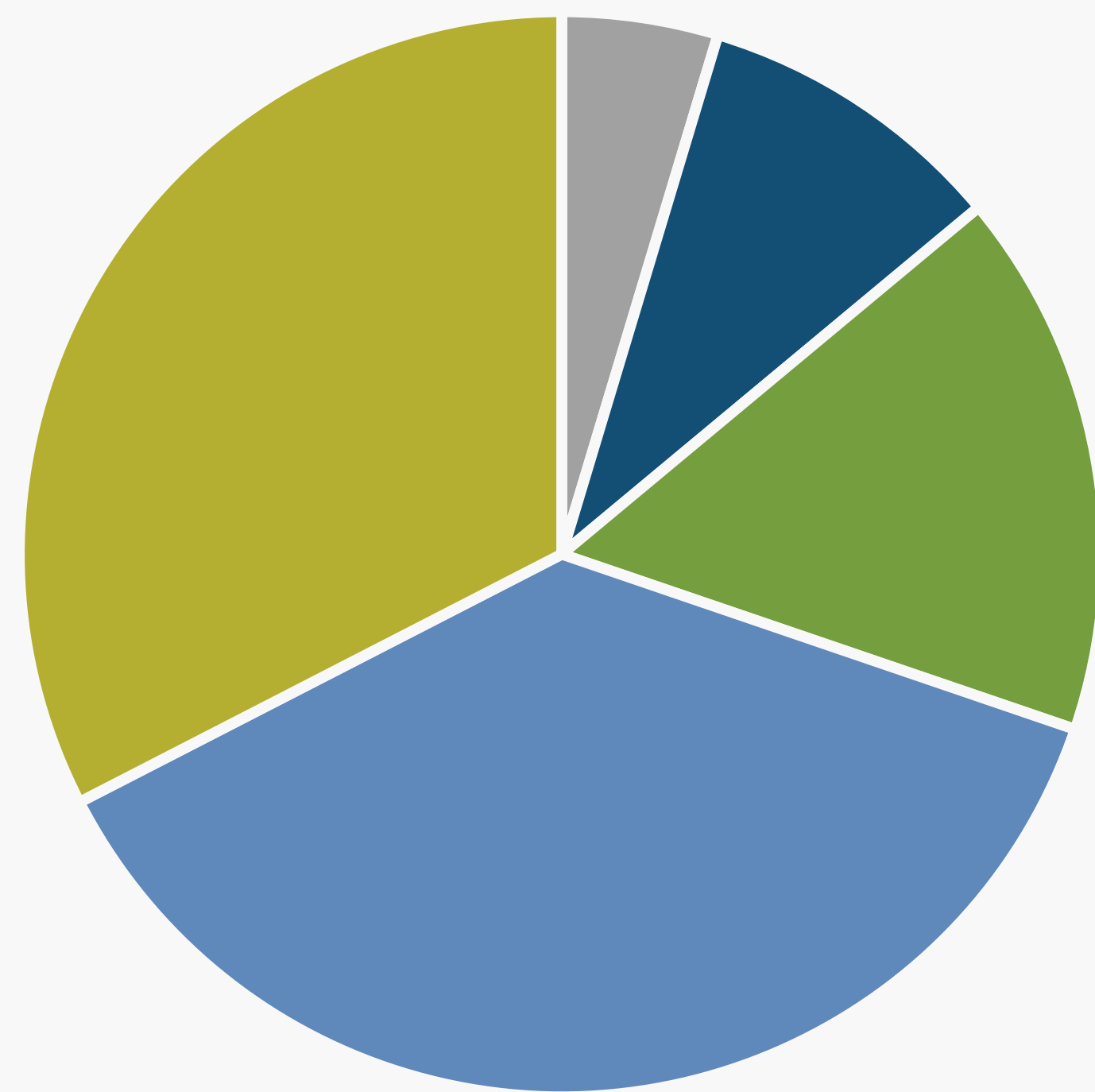


■ Never ■ Not Often ■ Sometimes ■ Often ■ All the time

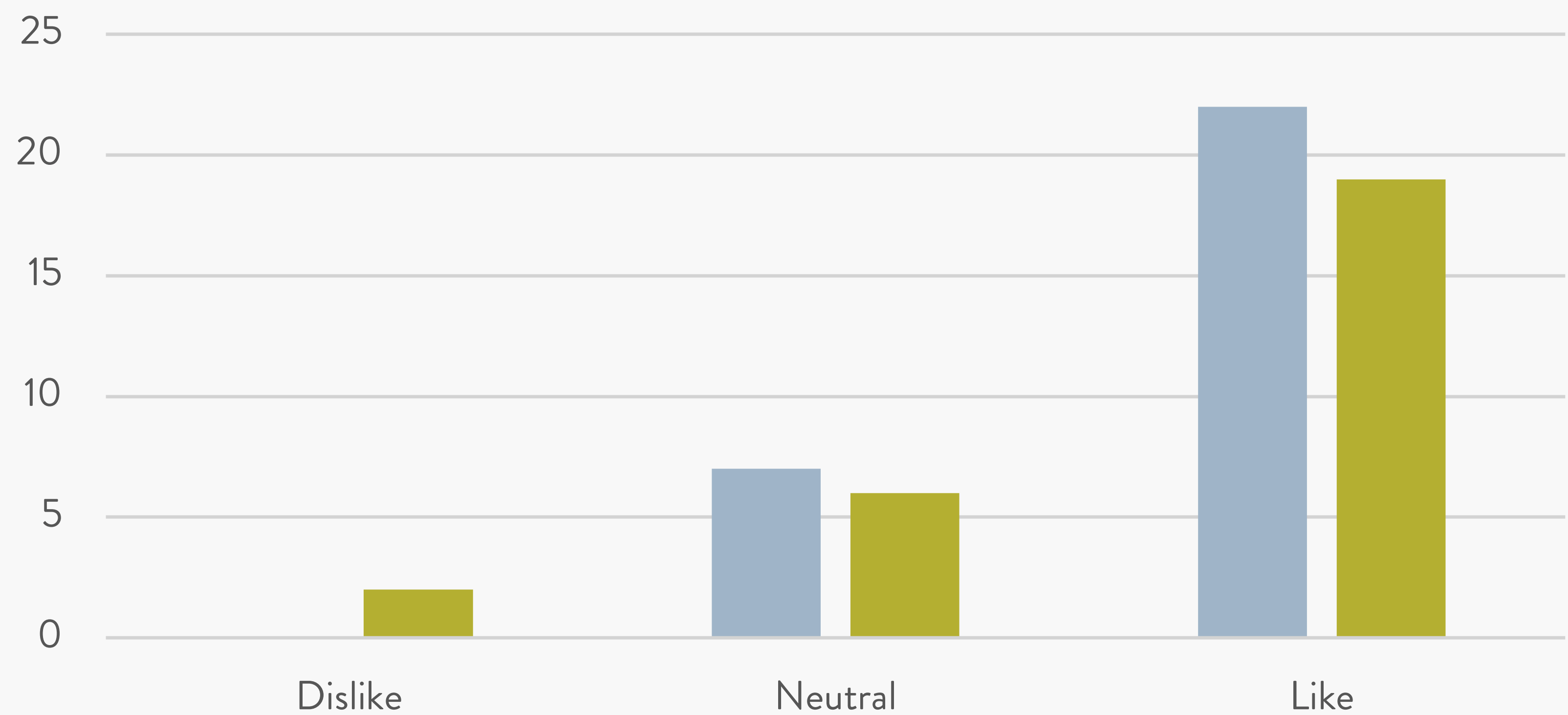


■ Do you like how this space is used? ■ Do you like how this space looks?

FESTIVAL POP-UP



■ Never ■ Not Often ■ Sometimes ■ Often ■ All the time



■ Do you like how this space is used? ■ Do you like how this space looks?

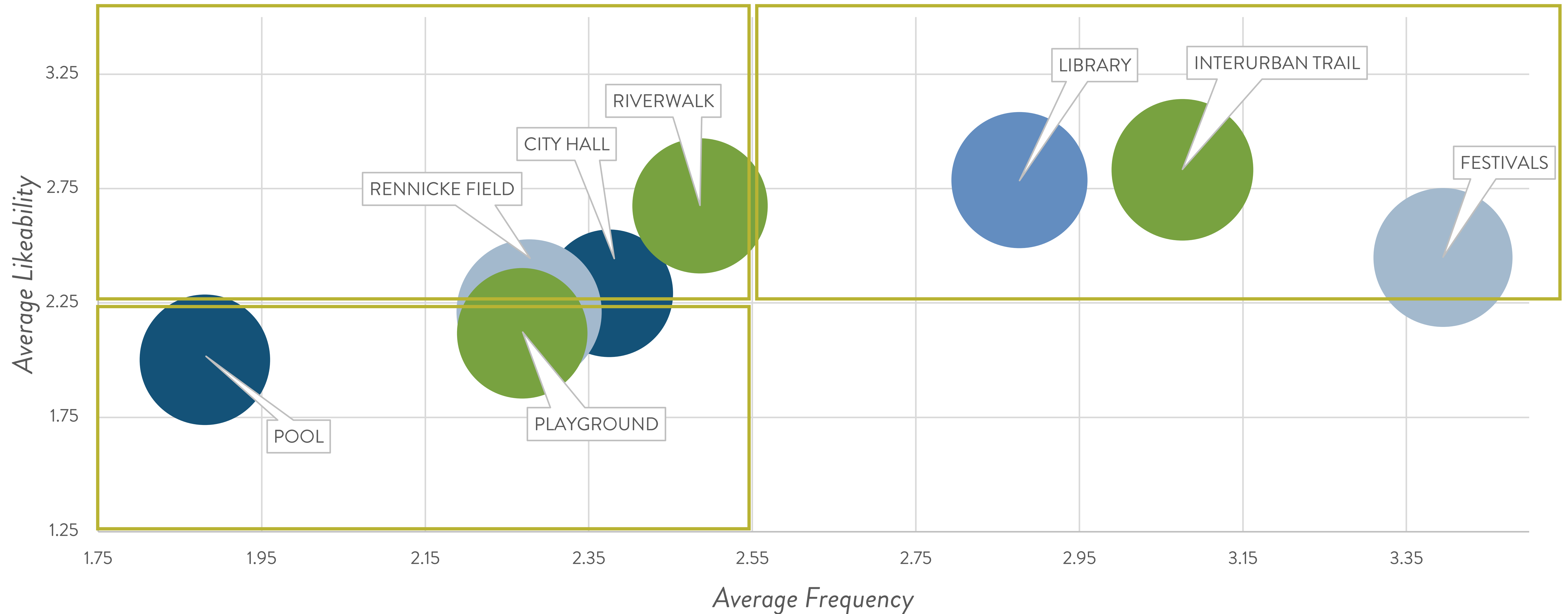


Average Likeability vs. Average Frequency

WORKSHOP #1

HIDDEN GEMS (Low Use, High Likeability)

STARS (High Use, High Likeability)

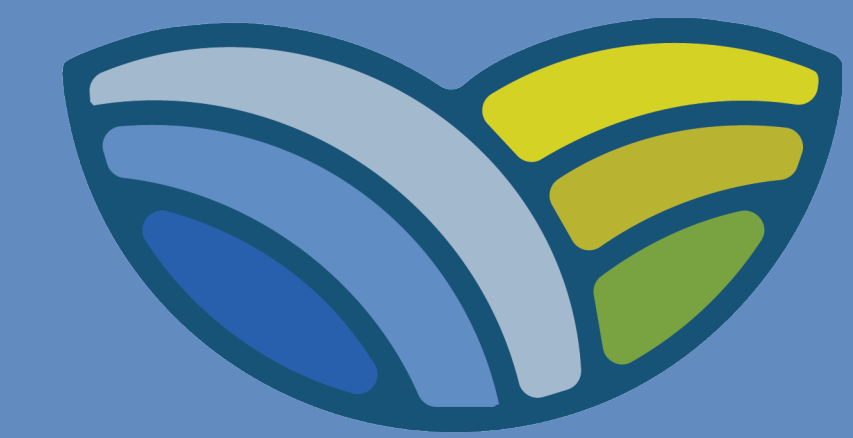


SPACES TO REIMAGINE (Low Use, Low Likeability)

Stars: Library, Interurban Trail, Festivals

Hidden Gems: Rennieke Field, City Hall, Riverwalk

Spaces to Reimagine: Pool, Playground

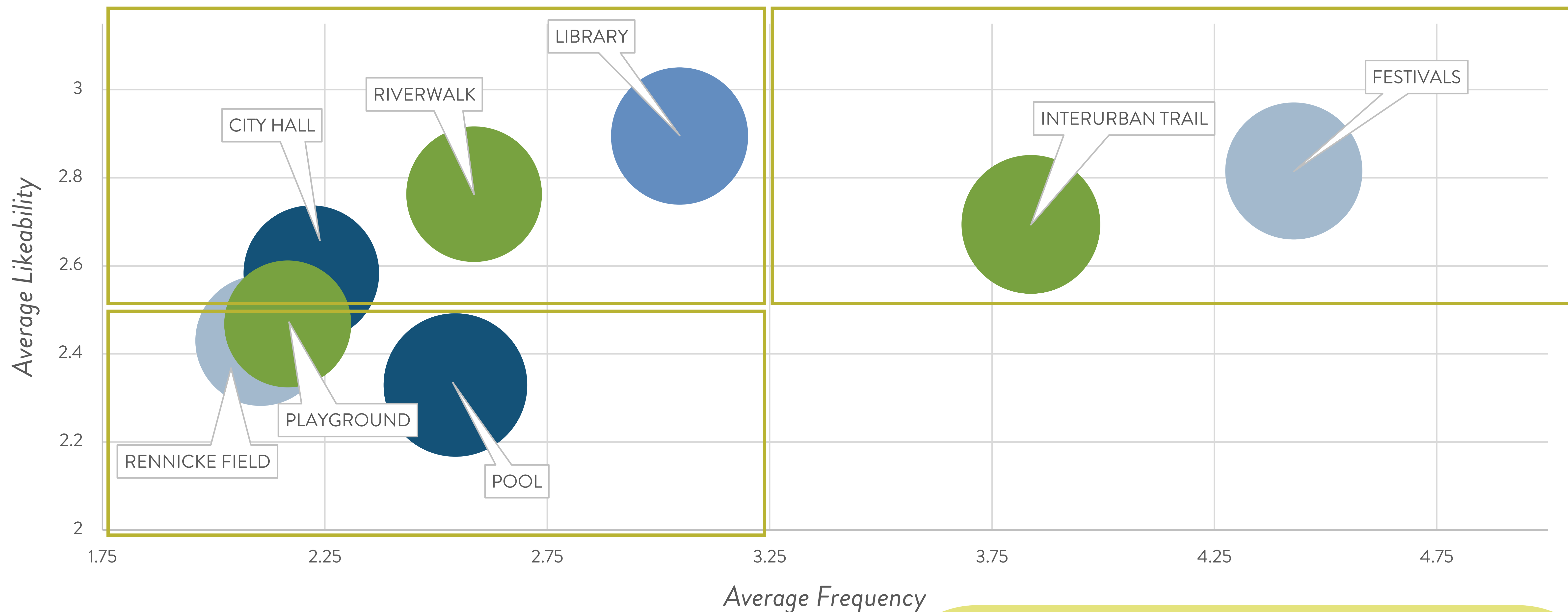


Average Likeability vs. Average Frequency

FESTIVAL POP-UP

HIDDEN GEMS (Low Use, High Likeability)

STARS (High Use, High Likeability)



SPACES TO REIMAGINE (Low Use, Low Likeability)

Stars: Interurban Trail, Festivals

Hidden Gems: City Hall, Riverwalk, Library

Spaces to Reimagine: Rennieke Field, Playground, Pool

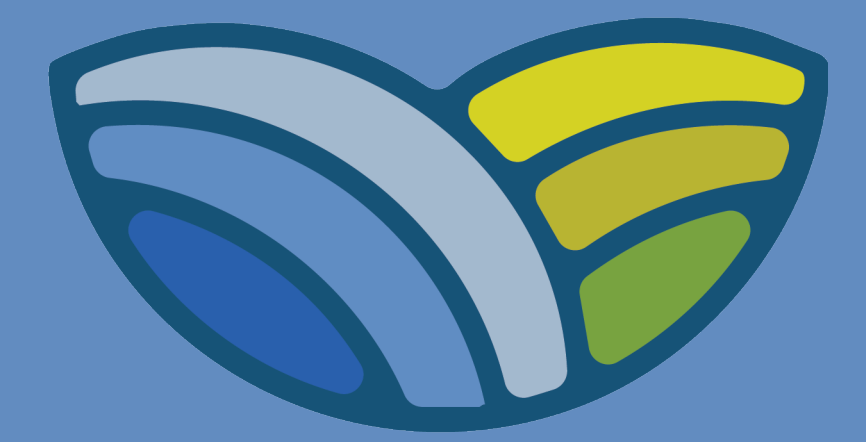


What Did We Hear?



VISUAL PREFERENCE

Open Space



Native planting and pollinator habitat

Baseball field

Community green

Green infrastructure

Formal garden spaces

Passive open space

Flexible plaza

Event lawn

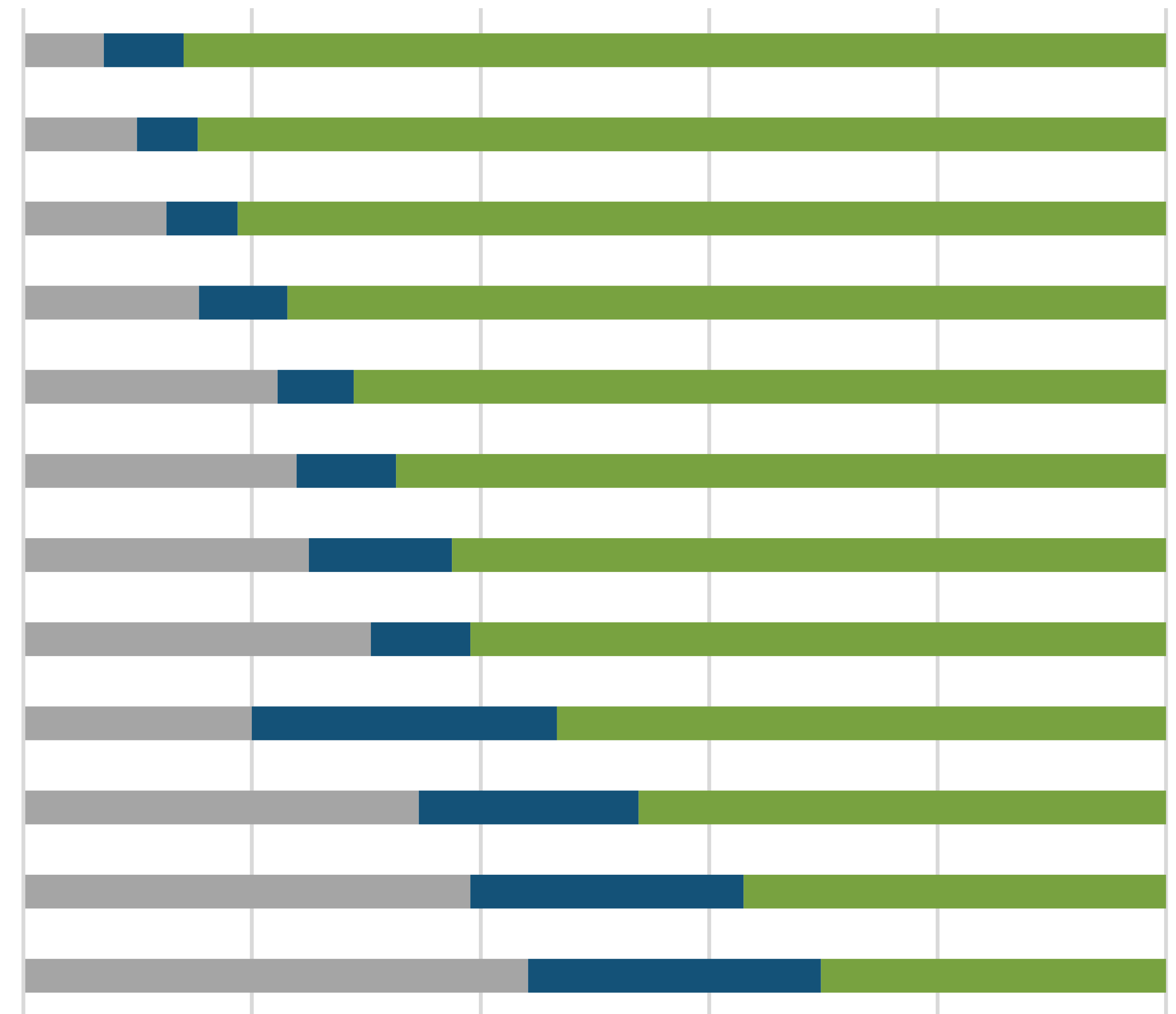
Lawn amphitheater

Multiuse field

Grassy mounds

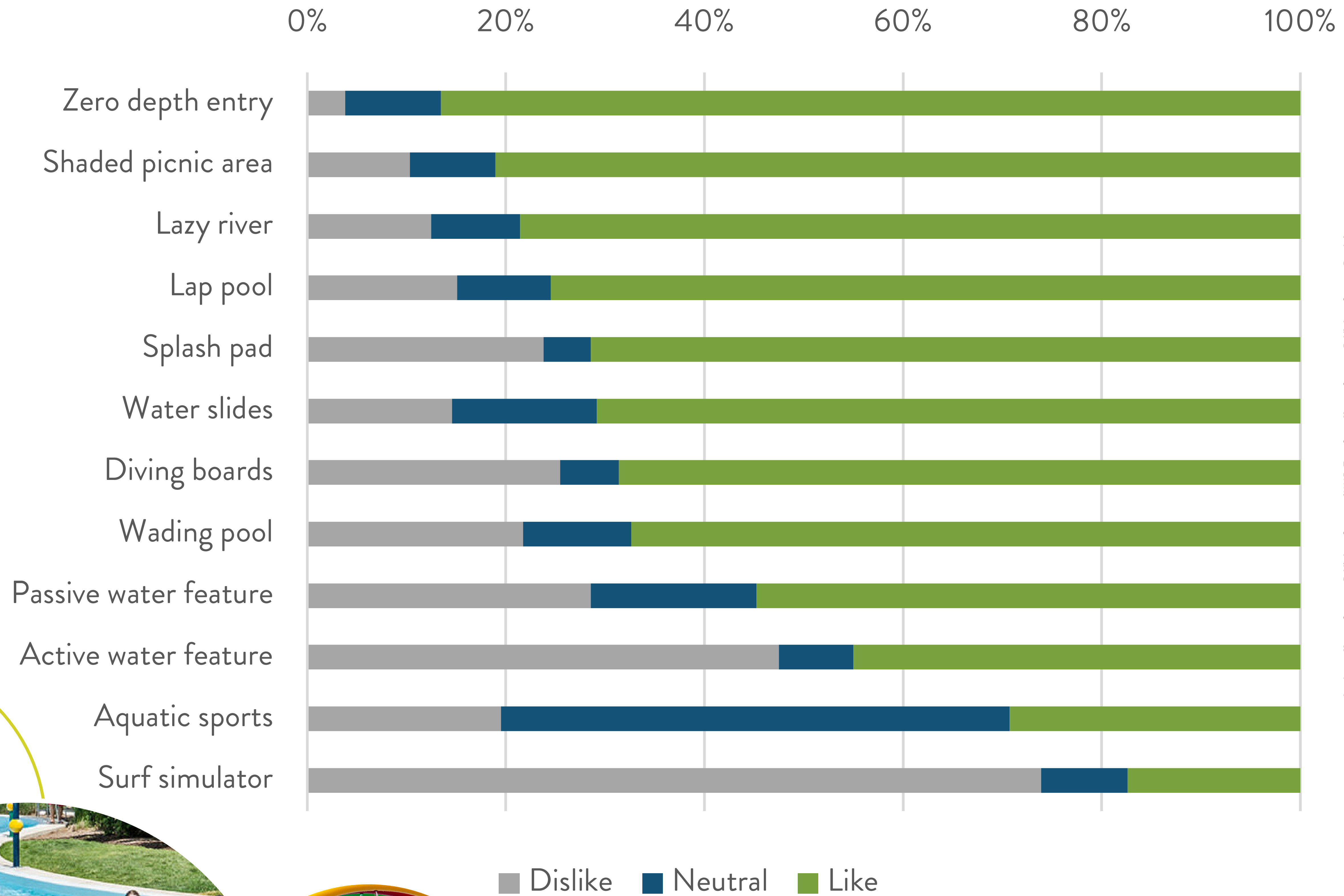
Community garden

0% 20% 40% 60% 80% 100%

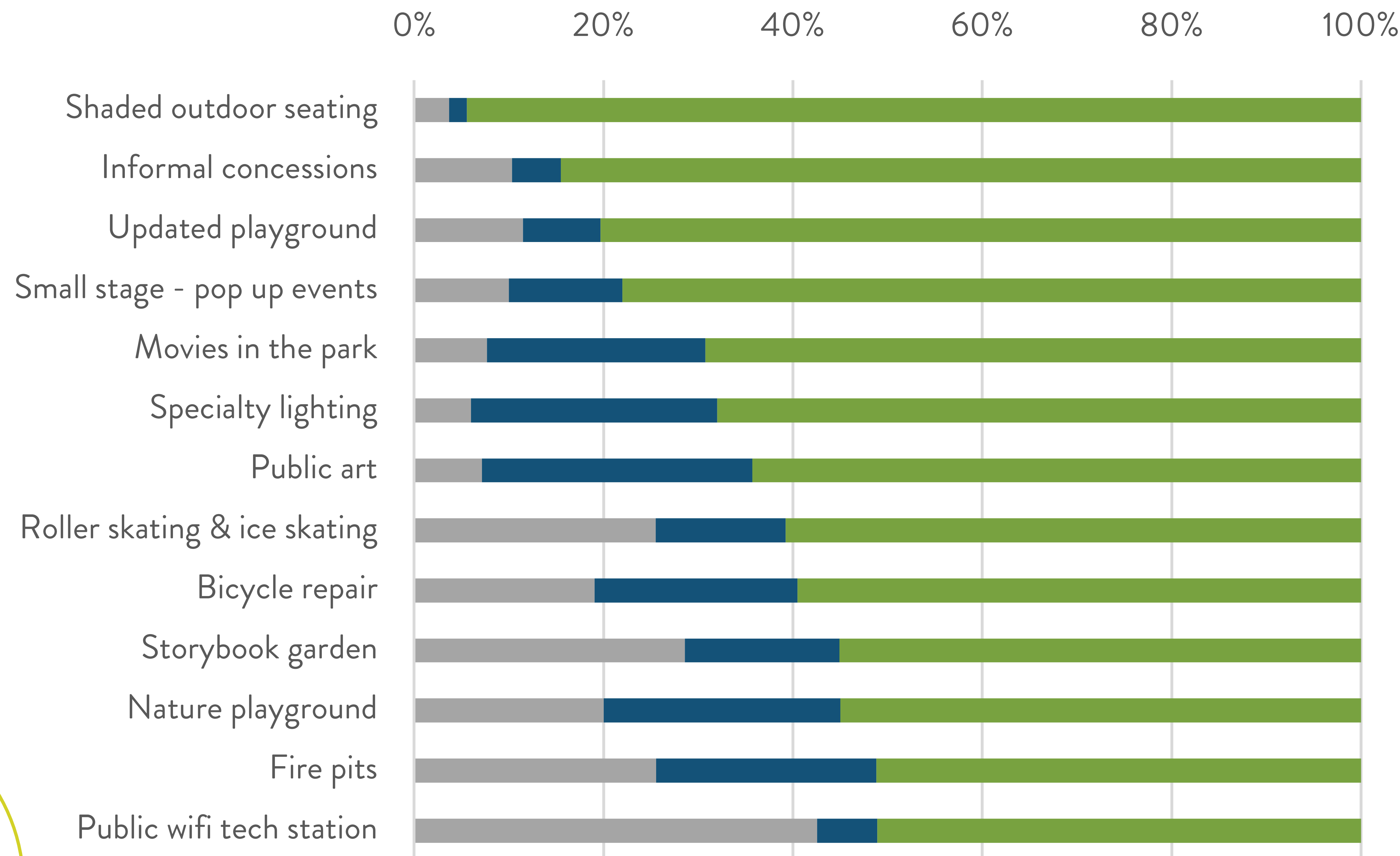
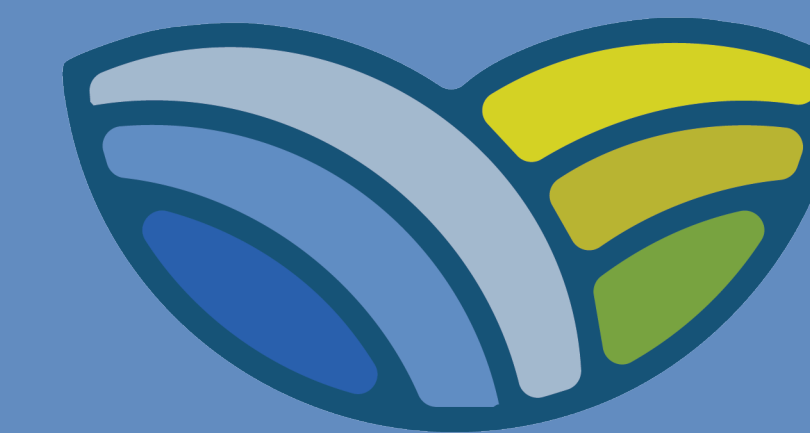


Dislike Neutral Like

Pool and Aquatics



Special Amenities

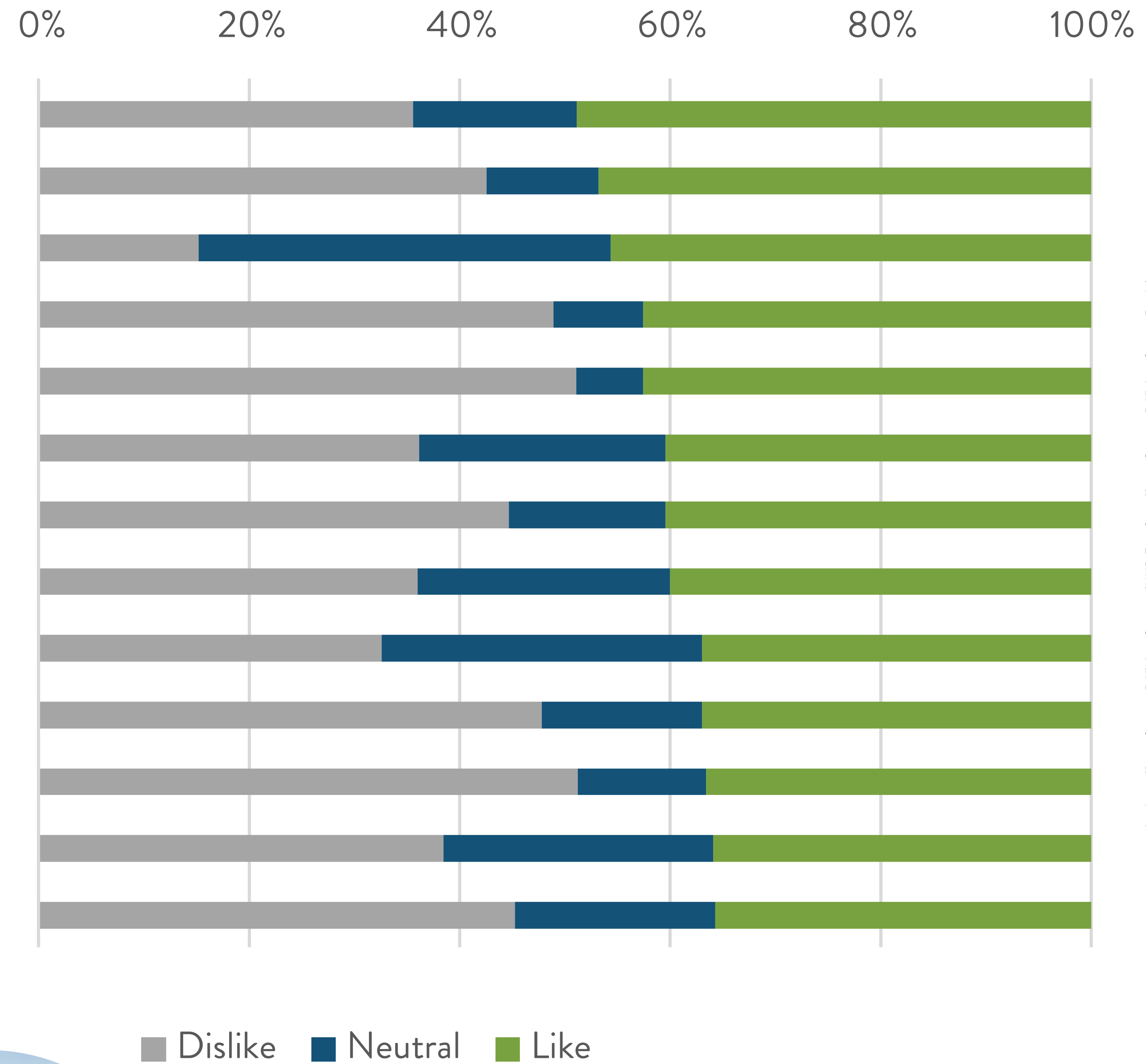


■ Dislike ■ Neutral ■ Like

Special Amenities



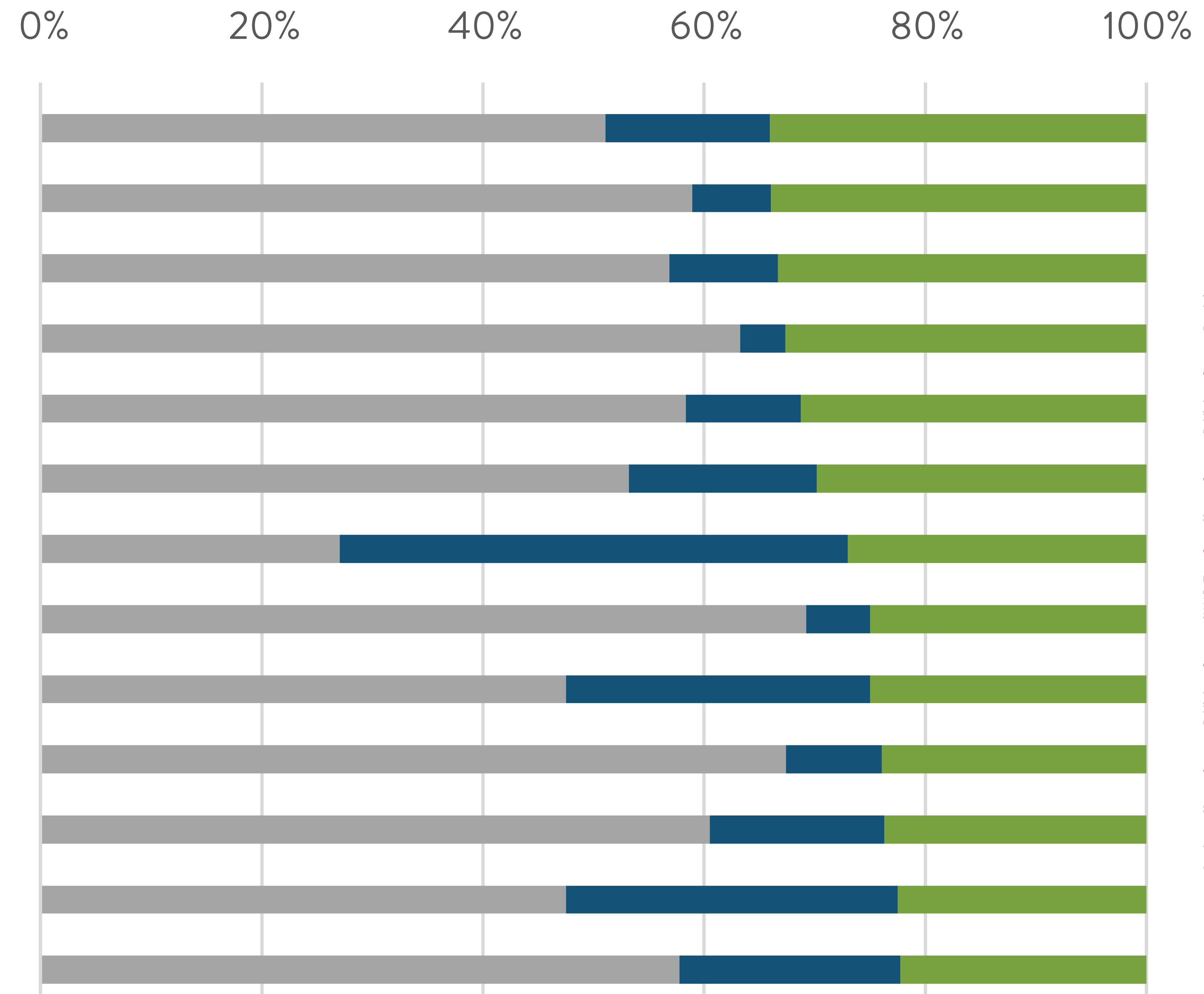
- Fire tables - entertainment
- Formal concessions - café
- Lawn games
- Bandshell
- Sled hill
- Multiuse courts
- Mural - community art
- Pop up vendor spaces - kiosks
- Fitness stations
- Rock climbing
- Immersive garden
- Modern pavilion seating
- Corn hole - bags



Special Amenities

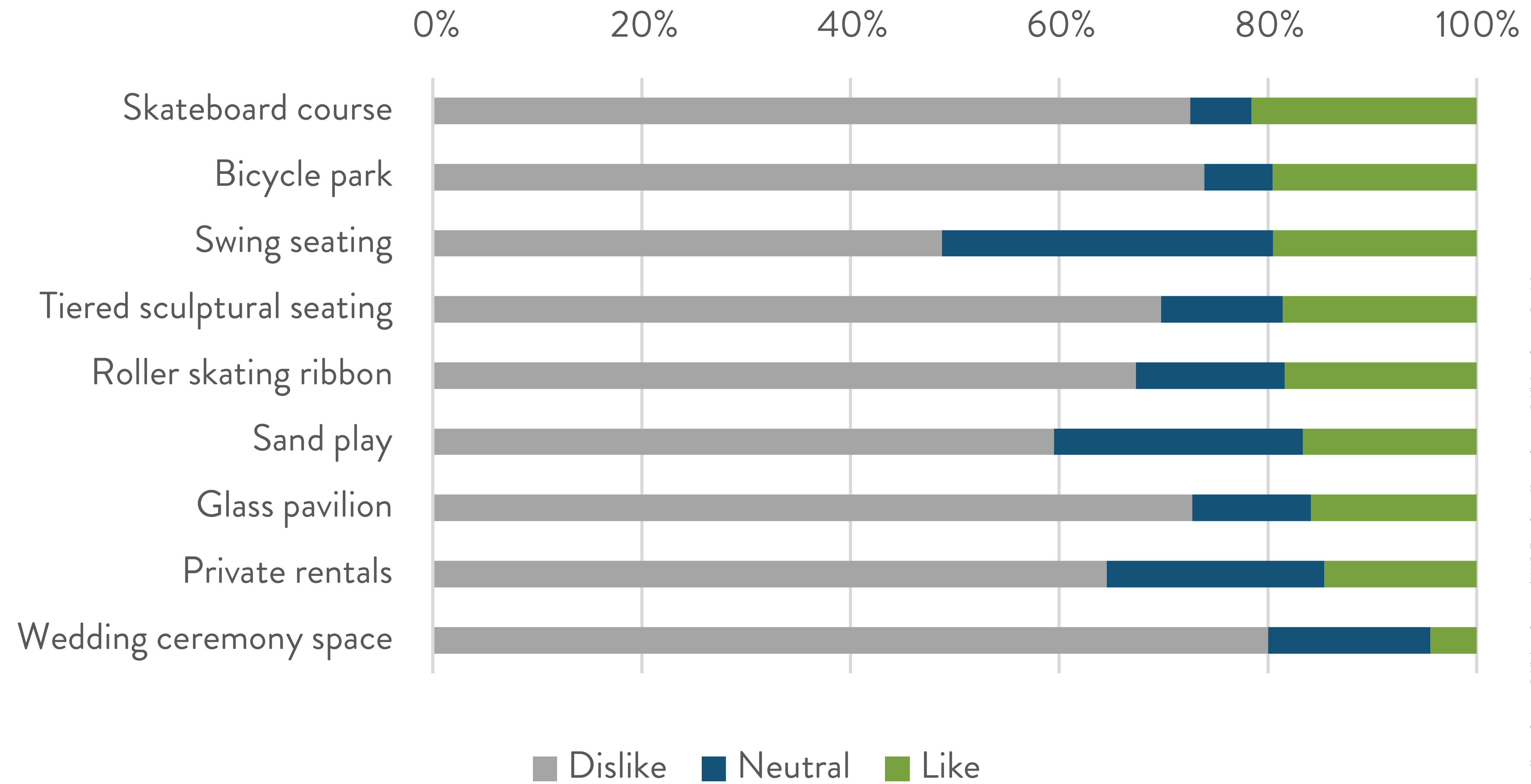


- Interactive art & music
- Dog park
- Zen zone - yoga space
- Off road bicycle track
- Ping pong
- Golf hole garden
- Temporary stage
- Bicycle ribbon
- Passive play - games
- Glow snow tubing
- Badminton
- Sensory garden
- Gateway signage

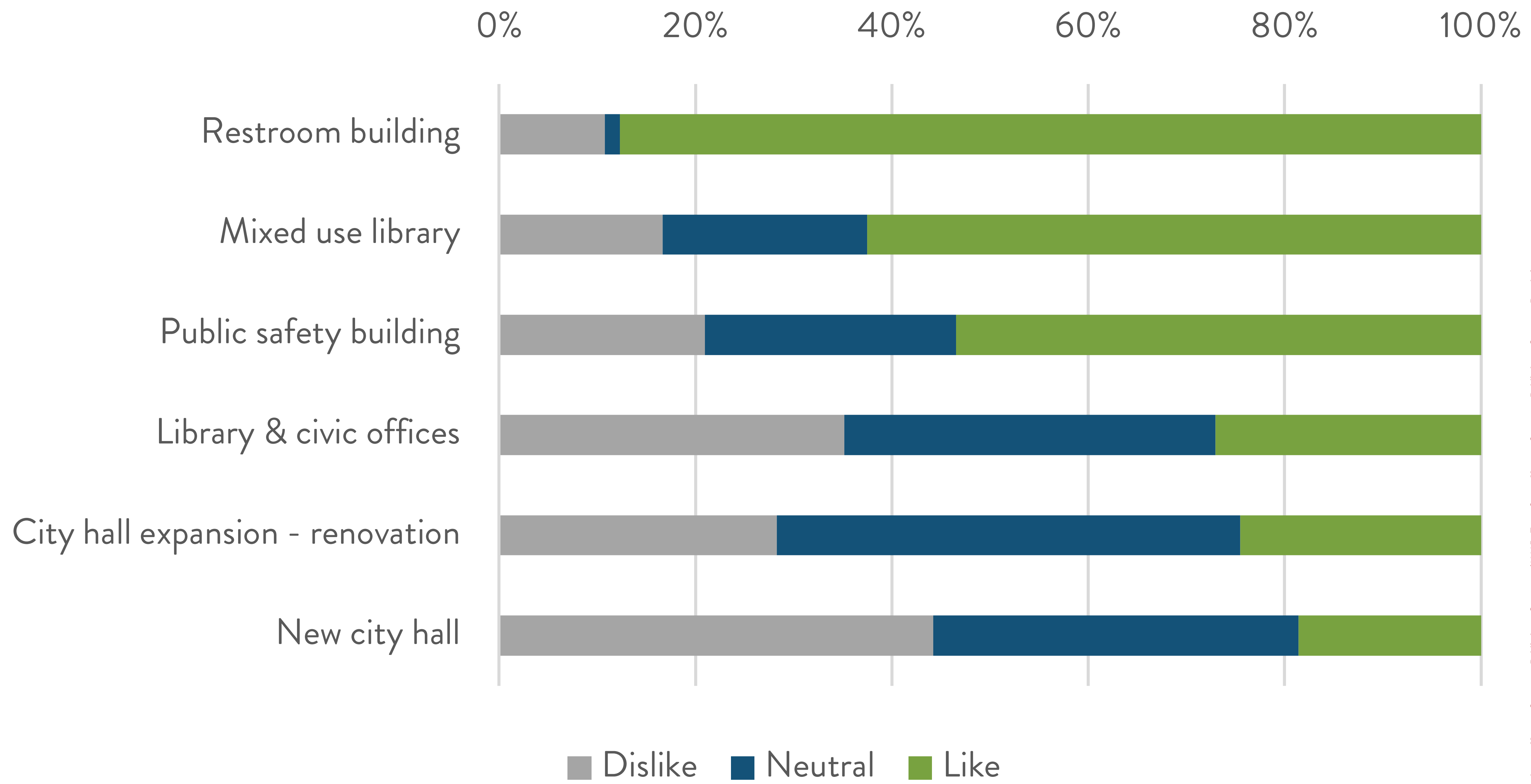


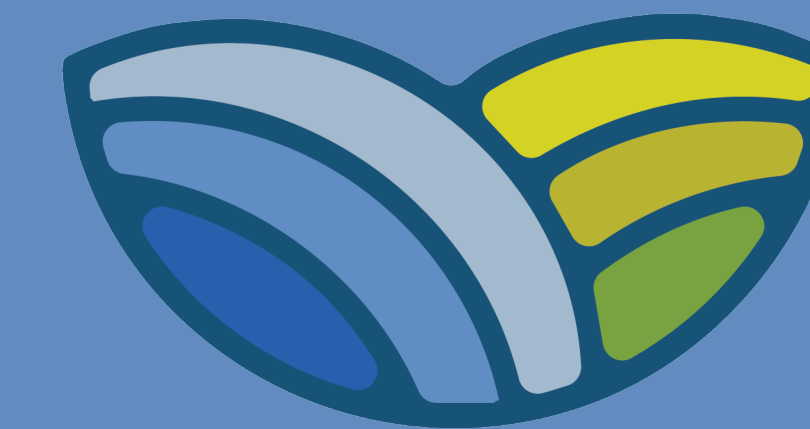
■ Dislike ■ Neutral ■ Like

Special Amenities



Buildings





Visual Preference Summary

Open Space

- *Native planting & pollinator habitat (86%)*
- *Baseball field (85%)*
- *Community green (81%)*
- *Green infrastructure (77%)*
- *Formal garden spaces (71%)*
- *Passive open space (67%)*

Pool & Aquatics

- *Zero depth entry (87%)*
- *Shaded Picnic Area (81%)*
- *Lazy River (79%)*
- *Lap Pool (75%)*
- *Splash Pad (71%)*
- *Diving Boards (71%)*

Buildings

- *Restrooms (88%)*
- *Mixed-Use Library (63%)*
- *Public Safety Building (53%)*
- *Library & Civic Offices (27%)*
- *City Hall Expansion (25%)*
- *New City Hall (19%)*

Special Amenities

- *Shaded Outdoor Seating (94%)*
- *Informal Concessions (84%)*
- *Updated Playground (80%)*
- *Small Stage/Pop-Up Events (78%)*
- *Movies in the Park (69%)*
- *Specialty Lighting (68%)*
- *Public Art (64%)*
- *Roller/Ice Skating (61%)*
- *Bicycle Repair (60%)*
- *Storybook Garden (55%)*
- *Nature Playground (55%)*
- *Fire Pits (51%)*

**Thank
You!**

**THE
LAKOTA
GROUP.**



11333 N. Cedarburg Road
 Mequon, WI 53092-1930
 Phone: 262-242-3100
 Fax: 262-242-9655

www.cityofmequonwi.gov

Office of Community Development

TO: Committee of the Whole
FROM: Kim Tollefson, Director of Community Development
DATE: June 10, 2025
SUBJECT: Town Center Gateway and Banner Signage

Background

As part of the Town Center Neighborhood improvements occurring through TID expenditures, a sign package, including a series of seasonal street light banners, are being developed to coordinate with planned directional and gateway signs. The signs are one of many coordinated design elements signaling the sense of arrival to this unique neighborhood within the City.

- All five gateway sign designs match and reflect the design of the M-T gateway promenade.
- Banners should coordinate by maintaining color palettes – these signs can have customized verbiage and will have an alternating and coordinating Mequon TC logo banner.

Analysis

Monument / Gateway Signs

Innovative Sign Company has constructed the TC logo and developed a sample for staff's viewing. The illuminated logo (halo glow) has LED lights housed within the logo, and it reflects a skeletal illumination on the black cabinet's surface, which is not desirable (see Exhibit A). Staff has worked with the sign company to develop alternatives for Council's final approval. One option is a patina cabinet with a black logo. The second, and preferred, option, is a brown cabinet with a patina (brown) logo (Exhibit B).

Banner Package

Banners will be installed on Cedarburg Road, Mequon Road, Weston Drive and Buntrock Avenue. A seasonal banner package is being designed, and the initial installation will occur to acknowledge July 4th. Staff intend to utilize this banner annually from mid-May through July 4th to celebrate Memorial Day, Flag Day and Independence Day. The following options for Council's final approval are shown in Exhibit C.

Fiscal Impact

There is no additional fiscal impact on these design decisions. The cost for the gateway signs and banner package are approved as TID expenditures. The streetlights and brackets for the banners are already installed.

Summary

Prior to fabrication, staff is sharing the proposed designs with the Council to address any questions and/or additional interests.

Attachments:

Exhibits A - C: Sign Package (PDF)



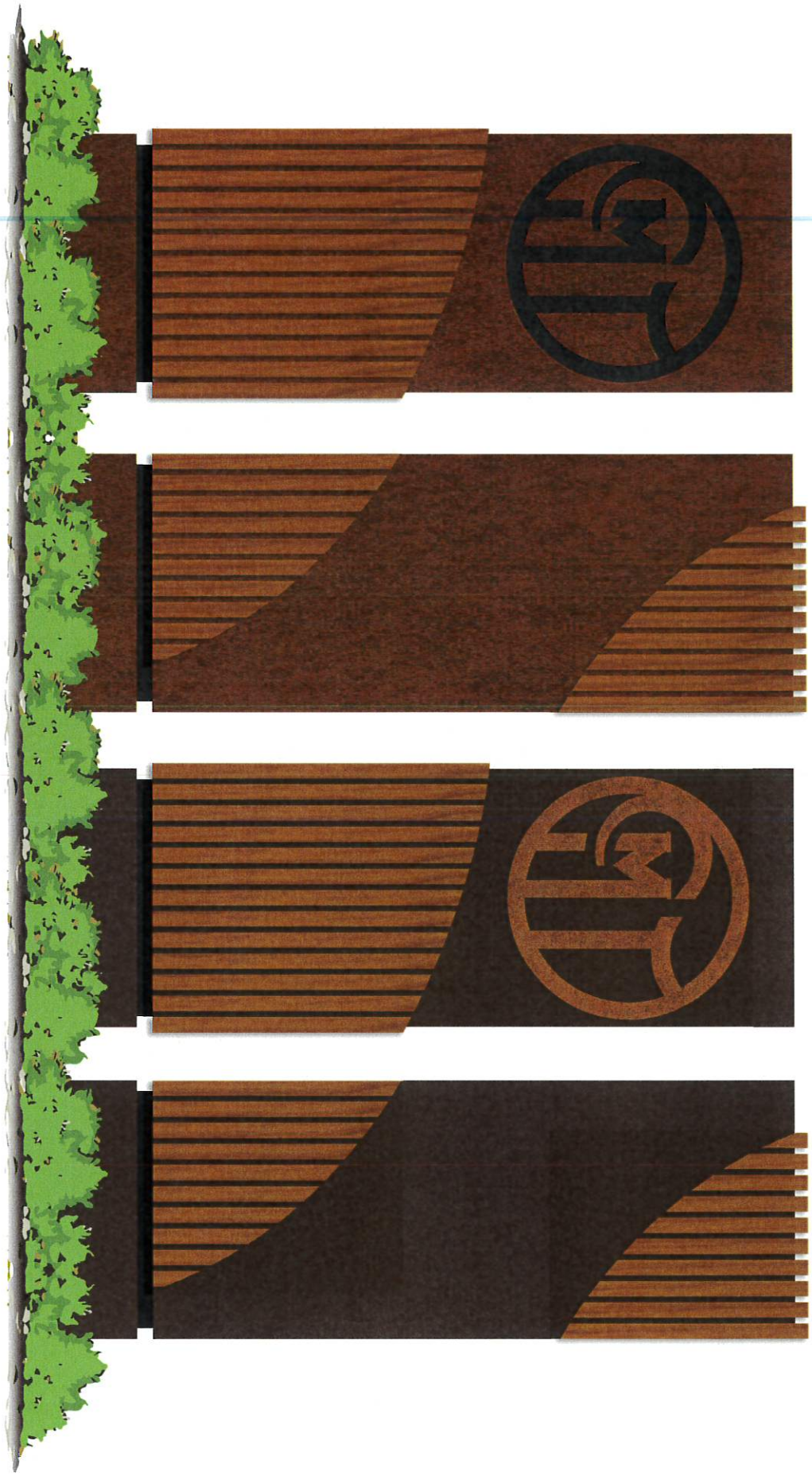
Attachment: Exhibits A - C: Sign Package (10394 : TC Sign Package)



City of Mequon



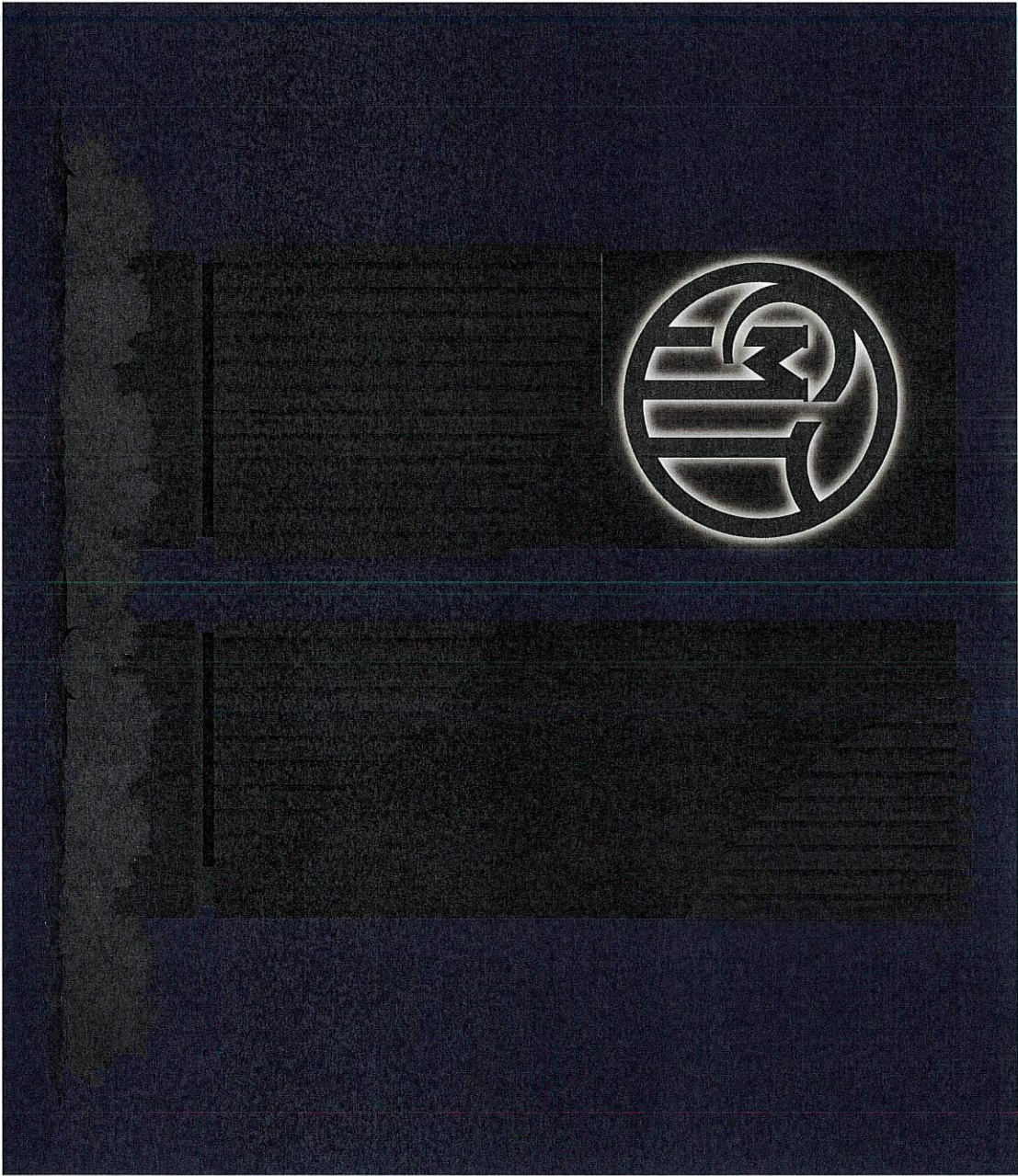
21700 DORAL ROAD
WAUKESHA WI 53186
262.432.1330
www.innovative-signs.com



All Sides Rendering



Attachment: Exhibits A - C: Sign Package (10394 : TC Sign Package)







www.innovative-signs.com



Rendering

3.b.a

Attachment: Exhibits A - C: Sign Package (10394 : TC Sign Package)

Packet Pg. 45

EXHIBIT C: BANNER SELECTION OPTIONS



A
OPTION



B
OPTION



C
OPTION



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Mequon, WI 53092-1930
Phone: 262-242-3100
Fax: 262-242-9655

www.cityofmequonwi.gov

Office of Administration

TO: Committee of the Whole
FROM: William Jones, City Administrator
DATE: June 10, 2025
SUBJECT: Resolution Request - Campaign Finance Reform

Background

At the May 13 Common Council meeting, resident Kim Ebinger appeared during the Public Comment portion of the meeting to request Council consideration of a resolution in support of campaign finance reform. Attached are a copy of the resolution that was shared with members of the Council that evening, as well as additional background material supplied by Ms. Ebinger.

Analysis

Time has been set aside at Tuesday's Committee of the Whole meeting to allow for discussion as it pertains to Ms. Ebinger's request. Pending the Council's direction, the resolution could be forwarded to the Public Welfare Committee for additional review or placed on an upcoming agenda for Council adoption. Alternatively, the Council may decide to forgo further consideration of a matter that transcends the realm of local government, and take no further action at the present time.

Recommendation

Council discretion.

Attachments:

Campaign Finance Reform (PDF)

Throughout our State and Country, citizens are expressing their displeasure with the current state of affairs when it comes to money in politics. In a recent PEW survey, where participants were asked their opinions about important national economic issues, the role of money in politics was number one. Citizens across the country are imploring their legislators to take action.

Voters want Congress and the president to address the influence of money in elections, and they overwhelmingly support the proposal and ratification of the ***For Our Freedom Amendment***.

The ***For Our Freedom Amendment*** returns power from wealthy elites to American voters by empowering the States and Congress to set reasonable limits on political spending, ensuring every American voice counts. We believe that each generation has a responsibility to ensure that the promise of self-government is open to all Americans. However, the corrupting influence of excessive money in politics has distorted representation in American by concentrating power in the elite donor class. The influence of money in politics isn't just a political challenge -it's a constitutional one. This Amendment provides States with the authority to regulate campaign financing.

The movement for a constitutional amendment is, at its core, a grassroots effort driven by very real concerns about challenges to our democracy that reverberate in each and every community. Many of the improvements to the constitution came by way of citizens forcing change. Each time the citizens demanded change, the politicians acted only when enough people spoke out. Only when the citizen voice was big enough did the politicians create a constitutional amendment. Our nation was founded on the principle that "We, the People" are to govern ourselves as a democratic republic.

Proposed Text of the Amendment to the Constitution

Section 1. We the People have compelling sovereign interests in the freedom of speech, representative self-government, federalism, the integrity of the electoral process, and the political equality of natural persons.

Section 2. Nothing in this Constitution shall be construed to forbid Congress or the States, within their respective jurisdictions, from reasonably regulating and limiting contributions and spending in campaigns, elections, or ballot measures.

Section 3. ~~Congress and the States shall have the power to implement and enforce this article~~ by appropriate legislation and may distinguish between natural persons and artificial entities, including by prohibiting artificial entities from raising and spending money in campaigns, elections, or ballot measures.

To date, 23 States – Red and Blue - have called on Congress to propose the Amendment so far. 12 States, including Wisconsin, are considering resolutions in 2025. The number of Wisconsin Communities that have called for an Amendment is now at 179. Our ask today is for you to make Mequon number 180.

We want Wisconsin to become the 24th State to pass a Resolution calling for Congress to act. At this moment, Senate Joint Resolution 121 is moving through our State legislature with bipartisan support –

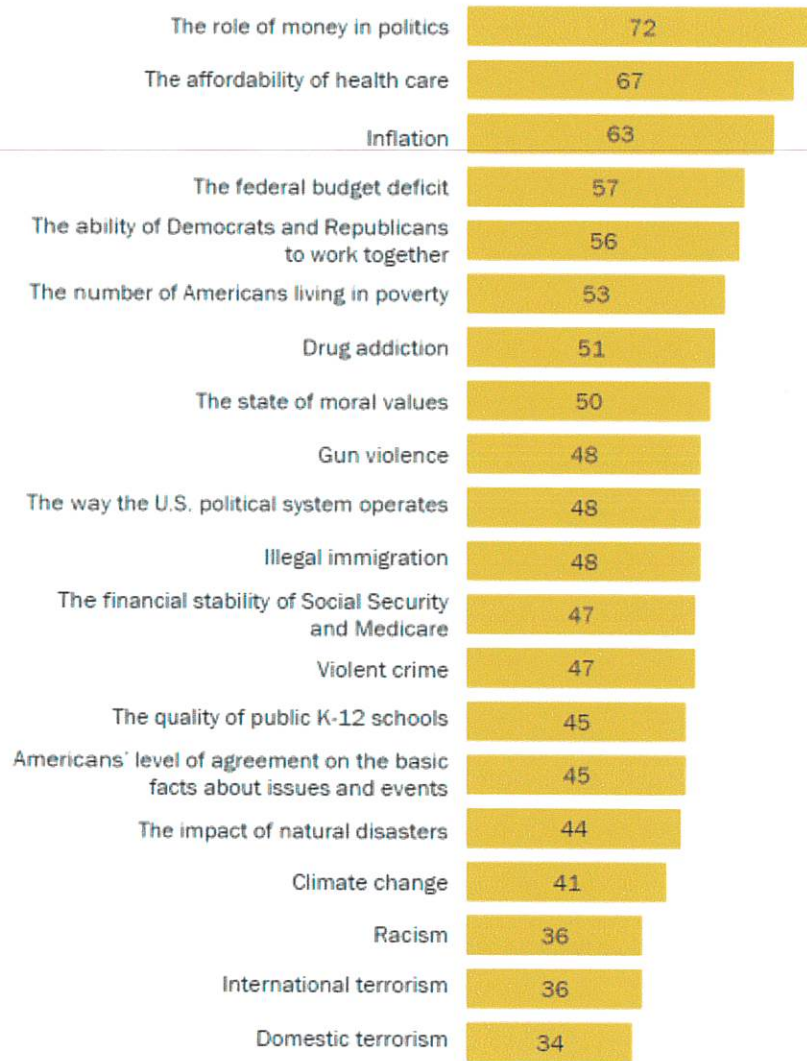
Resolved by the senate, the assembly concurring, That the Wisconsin Legislature, on behalf of the people of Wisconsin, declares its support for a constitutional amendment to clarify that states may regulate the spending of money to influence federal elections, and that in doing so, the states and Congress may distinguish between natural persons and legally recognized entities such as corporations, unions, and government authorities; and, be it further

Resolved, That a suitable copy of this resolution be prepared and submitted to the Speaker of the U.S. House of Representatives, the Majority Leader of the U.S. Senate, the Minority Leader of the U.S. Senate, and each member of the Wisconsin congressional delegation.

We are working to get as many municipalities in our State to pass a Resolution supporting this so that our State legislators see how important it is to their constituents. Our request is for the Mequon Common Council to support this by passing a Resolution already passed in 179 municipalities in Wisconsin.

Economic issues top the public's list of national concerns – including the role of money in politics

% who say ___ is a very big problem in the country today



Note: Refer to the topline for a full list of items.
Source: Survey of U.S. adults conducted Jan. 27-Feb. 2, 2025

PEW RESEARCH CENTER

Attachment: Campaign Finance Reform (10424 : Resolution Request - Campaign Finance Reform)



Wisconsin Communities that have Called for an Amendment

1. City of Madison – petition referendum on ballot April 5, 2011, with 84% approval.
2. Dane County – board placed referendum on ballot April 5, 2011, with 78% approval.
3. City of West Allis – petition referendum on ballot April 3, 2012, with 70% approval.
4. Town of Westport – board passed resolution May 7, 2012.
5. Dunn County – board passed resolution July 25, 2012. Then put on ballot and passed 72% on Nov 4, 2014.
6. Eau Claire County – board placed referendum on ballot Nov. 6, 2012, with 71% approval.
7. Chippewa County – board placed referendum on ballot April 2, 2013, with 68% approval.
8. City of Fort Atkinson – petition forced referendum on ballot April 2, 2013, with 77% approval.
9. City of Whitewater – petition referendum on ballot April 2, 2013, with 84% approval.
10. Douglas County – board of supervisors unanimously approved resolution June 20, 2013.
11. Town of Exeter – town board unanimously approved resolution July 8, 2013.
12. Jefferson County – board of supervisors voted 23-5 to approve resolution July 9, 2013.
13. Town of Koshkonong – town board approved resolution with a July 10, 2013 80% ballot approval.
14. Town of Oakland – town board unanimously approved resolution July 16, 2013.
15. City of Kenosha – city council voted 13-2 to approve resolution August 5, 2013.
16. Town of Sumner – town board unanimously approved resolution August 12, 2013.
17. Town of Watertown – town board unanimously approved resolution August 12, 2013.
18. Kenosha County – board voted 19-4 to approve resolution August 20, 2013.
19. Town of Jefferson – town board voted 4-1 to approve resolution September 5, 2013.
20. Town of Farmington – town board unanimously approved resolution September 5, 2013.
21. Town of Spring Valley – town board unanimously approved resolution September 9, 2013.
22. Town of Lake Mills – town board unanimously approved resolution September 10, 2013.
23. Town of Richmond – town board unanimously approved resolution September 17, 2013.
24. Town of Cross Plains – town board unanimously approved resolution November 11, 2013.
25. Town of Avon – town board unanimously approved resolution December 2, 2013.
26. Town of Porter – town board voted 2 for and 1 abstaining to approve resolution December 16, 2013.
27. Town of Plymouth – town board unanimously approved resolution January 14, 2014.
28. Town of Newark – town board unanimously approved resolution February 10, 2014.
29. City of Waukesha – petition referendum on ballot April 1, 2014, with 69% approval.
30. City of Wauwatosa – petition referendum on ballot April 1, 2014, with 64% approval.
31. City of Edgerton – petition referendum on ballot April 1, 2014, with 87% approval.
32. City of Elkhorn – petition referendum on ballot April 1, 2014, with 69% approval.
33. City of Delavan – petition referendum on ballot April 1, 2014, with 76% approval.
34. City of Lake Mills – petition referendum on ballot April 1, 2014, with 73% approval.
35. Village of Belleville – petition referendum on ballot April 1, 2014, with 85% approval.
36. Village of Shorewood – petition referendum on ballot April 1, 2014, with 76% approval.
37. Village of Whitefish Bay – petition referendum on ballot April 1, 2014, with 65% approval.
38. Village of Waunakee – petition referendum on ballot April 1, 2014, with 79% approval.
39. Village of DeForest – petition referendum on ballot April 1, 2014, with 70% approval.
40. Town of Windsor – town board approved resolution with an April 1, 2014 71% ballot approval.
41. Town of Waterloo – board placed referendum on ballot April 1, 2014 61% ballot approval.
42. Town of Viroqua – town board approved resolution per citizen unanimous vote April 20, 2014.
43. Town of Janesville – town board unanimously approved resolution July 7, 2014.
44. Town of Dunn – town board unanimously approved resolution Aug 28, 2014.
45. Milwaukee County – board placed referendum on ballot November 4, 2014 with a 70% approval.
46. City of Green Bay – petition referendum on ballot November 4, 2014 with a 77% approval.
47. City of Appleton – petition referendum on ballot November 4, 2014 with a 74% approval.

48. City of Fond du Lac – petition referendum on ballot November 4, 2014 with a 73% approval.
49. City of Neenah – petition referendum on ballot November 4, 2014 with a 79% approval.
50. City of Menasha – petition referendum on ballot November 4, 2014 with an 80% approval.
51. City of Ripon – petition referendum on ballot November 4, 2014 with a 79% approval.
52. City of Wausau – petition referendum on ballot November 4, 2014 with a 77% approval.
53. City of Stoughton – petition referendum on ballot November 4, 2014 with an 82% approval.
54. Village of Oregon – petition referendum on ballot November 4, 2014 with a 79% approval.
55. Village of Park Ridge – petition referendum on ballot November 4, 2014 with an 83% approval.
56. City of Watertown – petition referendum on ballot April 7, 2015 with a 69% approval.
57. City of Evansville – petition referendum on ballot April 7, 2015 with an 80% approval.
58. Town of Reedsburg – board placed referendum on ballot April 7, 2015 with a 63% ballot approval.
59. Town of Ellington – town board approved resolution April 21, 2015.
60. City of Mauston – city council unanimously approved a resolution June 23, 2015.
61. City of New Lisbon - city council unanimously approved a resolution July 20, 2015.
62. Town of Greenville – town board voted 3-2 to approve resolution October 12, 2015.
63. Village of Belmont – petition referendum on ballot April 5, 2016 with an 88% approval.
64. City of Beloit – petition referendum on ballot April 5, 2016 with a 74% approval.
65. City of Brodhead – board placed referendum on ballot April 5, 2016 with an 85% approval.
66. Town of Clarno – board placed referendum on ballot April 5, 2016 85% ballot approval.
67. City of Darlington – petition referendum on ballot April 5, 2016 with an 81% approval.
68. City of Janesville – board placed referendum on ballot April 5, 2016 with an 84% approval.
69. City of Lancaster – petition referendum on ballot April 5, 2016 with an 85% approval.
70. City of New London – petition referendum on ballot April 5, 2016 with an 81% approval.
71. City of Monroe – board placed referendum on ballot April 5, 2016 with an 82% approval.
72. City of Platteville – petition referendum on ballot April 5, 2016 with an 84% approval.
73. Town of York – board placed referendum on ballot April 5, 2016 with an 86% ballot approval.
74. Town of Fountain – town board approved resolution per citizen vote (8-1-1) April 20, 2016.
75. Town of Mt. Pleasant – unanimous board approval May 16, 2016. Referendum passed November 8, 2016 with a 88% approval.
76. City of Milton – city council unanimously approved resolution August 16, 2016.
77. Town of Marion – town board unanimously approved resolution September 8, 2016.
78. Rock County – ballot referendum passed November 8, 2016 with a 86% approval.
79. City of Reedsburg – ballot referendum passed November 8, 2016 with a 86% approval.
80. City of Manitowoc – ballot referendum passed November 8, 2016 with a 81% approval.
81. City of Delafield – ballot referendum passed November 8, 2016 with a 79% approval.
82. Village of Neshkoro – ballot referendum passed November 8, 2016 with a 88% approval.
83. Village of New Glarus – ballot referendum passed November 8, 2016 with a 88% approval.
84. Village of Spring Valley – ballot referendum passed November 8, 2016 with a 91% approval.
85. Village of Osceola – ballot referendum passed November 8, 2016 with a 86% approval.
86. Village of Mount Horeb – ballot referendum passed November 8, 2016 with a 84% approval.
87. Village of Monticello – ballot referendum passed November 8, 2016 with a 86% approval.
88. Village of Clayton – ballot referendum passed November 8, 2016 with a 86% approval.
89. Town of New Glarus – ballot referendum passed November 8, 2016 with a 83% approval.
90. Town of Harris – ballot referendum passed November 8, 2016 with a 65% approval.
91. Town of Springdale – ballot referendum passed November 8, 2016 with a 86% approval.
92. Town of Decatur – ballot referendum passed November 8, 2016 with a 89% approval.
93. Town of Cadiz – ballot referendum passed November 8, 2016 with a 87% approval.
94. Town of Lake Tomahawk – ballot referendum passed November 8, 2016 with a 91% approval.
95. Town of West Point – ballot referendum passed November 8, 2016 with a 67% approval.
96. Town of Clayton – town board unanimously approved resolution January 18, 2017.
97. City of Sturgeon Bay – council unanimously approved resolution March 21, 2017.
98. City of Racine - ballot referendum passed April 4, 2017 with a 81% approval.
99. City of Monona - ballot referendum passed April 4, 2017 with a 91% approval.
100. Village of Fox Crossing - ballot referendum passed April 4, 2017 with a 81% approval.
101. Village of Blue Mounds - ballot referendum passed April 4, 2017 with a 88% approval.
102. Town of Blue Mounds - ballot referendum passed April 4, 2017 with a 84% approval.
103. Town of Jordan - ballot referendum passed April 4, 2017 with a 71% approval.

104. Town of Crystal Lake - ballot referendum passed April 4, 2017 with a 79% approval.
105. Town of Caledonia - ballot referendum passed April 4, 2017 with a 70% approval.
106. Town of Bailey's Harbor – board unanimously approved resolution June 12, 2017.
107. Town of Egg Harbor – board unanimously approved resolution June 19, 2017.
108. Town of Liberty Grove – board unanimously approved resolution July 5, 2017.
109. Village of Egg Harbor – board unanimously approved resolution July 10, 2017.
110. Village of Ephraim – board unanimously approved resolution July 11, 2017.
111. City of Merrill – board voted 7-1 to approve resolution July 11, 2017.
112. Town of Forestville – board unanimously approved resolution July 18, 2017.
113. Town of Gibraltar – board voted 4-1 to approve resolution August 2, 2017.
114. Town of Sturgeon Bay – board unanimously approved resolution September 4, 2017.
115. Town of Jacksonport – board unanimously approved resolution September 26, 2017.
116. Town of Brussels – board unanimously approved resolution November 8, 2017.
117. Village of Forestville – board unanimously approved resolution November 21, 2017.
118. Town of Clay Banks – board unanimously approved resolution December 14, 2017.
119. Town of Nasewaupee – board unanimously approved resolution December 15, 2017.
120. Town of Union – board unanimously approved resolution February 14, 2018.
121. Green County – ballot referendum passed April 3, 2018 with a 78% approval.
122. St. Croix County – ballot referendum passed April 3, 2018 with a 77% approval.
123. City of La Crosse – ballot referendum passed April 3, 2018 with a 88% approval.
124. City of Marshfield – ballot referendum passed April 3, 2018 with a 81% approval.
125. City of Sun Prairie – ballot referendum passed April 3, 2018 with a 83% approval.
126. City of Rice Lake – ballot referendum passed April 3, 2018 with a 81% approval.
127. Village of McFarland – ballot referendum passed April 3, 2018 with a 79% approval.
128. Village of Wittenberg – ballot referendum passed April 3, 2018 with a 83% approval.
129. Town of Sand Creek – ballot referendum passed April 3, 2018 with a 77% approval.
130. Town of Gardner – board unanimously approved resolution April 17, 2018.
131. Door County – board of supervisors voted 19-2 to approve resolution April 17, 2018.
132. Village of Sister Bay – board unanimously approved resolution May 24, 2018.
133. City of Black River Falls – board approved resolution 7-0 in support of the Jackson County referendum August 7, 2018.
134. Jackson County – ballot referendum passed November 6, 2018 with a 69% approval.
135. Sauk County – ballot referendum passed November 6, 2018 with a 72% approval.
136. Wood County – ballot referendum passed November 6, 2018 with a 80% approval.
137. Village of Readstown – ballot referendum passed November 6, 2018 with a 91% approval.
138. Village of Westfield – ballot referendum passed November 6, 2018 with a 87% approval.
139. Village of Weston – ballot referendum passed November 6, 2018 with a 83% approval.
140. Town of Kickapoo – ballot referendum passed November 6, 2018 with a 85% approval.
141. Town of Rib Mountain – ballot referendum passed November 6, 2018 with a 78% approval.
142. Town of Vermont – ballot referendum passed November 6, 2018 with a 86% approval.
143. City of Shawano – board voted 5-1 to approve resolution December 12, 2018.
144. City of Richland Center – board voted 6-1-1 to approve resolution December 18, 2018.
145. City of Phillips – board voted unanimously to approve resolution October 1, 2019.
146. City of Park Falls – board voted unanimously to approve resolution October 14, 2019.
147. City of Rhinelander - ballot referendum passed April 7, 2020 with a 89% approval.
148. City of Eagle River - ballot referendum passed April 7, 2020 with a 87% approval.
149. Town of Wescott - ballot referendum passed April 7, 2020 with a 86% approval.
150. Town of Newbold - ballot referendum passed April 7, 2020 with a 87% approval.
151. Town of Crescent - ballot referendum passed April 7, 2020 with a 83% approval.
152. Town of Pelican - ballot referendum passed April 7, 2020 with a 85% approval.
153. Town of Woodruff - ballot referendum passed April 7, 2020 with a 85% approval.
154. Town of Pine Lake - ballot referendum passed April 7, 2020 with a 86% approval.
155. Town of Hazelhurst - ballot referendum passed April 7, 2020 with a 86% approval.
156. Town of Arbor Vitae - ballot referendum passed April 7, 2020 with a 87% approval.
157. Town of Presque Isle - ballot referendum passed April 7, 2020 with a 79% approval.
158. Town of Winchester - ballot referendum passed April 7, 2020 with a 79% approval.
159. Town of Boulder Junction - ballot referendum passed April 7, 2020 with a 86% approval.

160. Town of Phelps - ballot referendum passed April 7, 2020 with a 81% approval.
161. Town of Lac du Flambeau - ballot referendum passed April 7, 2020 with a 85% approval.
162. Town of Plum Lake - ballot referendum passed April 7, 2020 with a 82% approval.
163. Town of Manitowish Waters - ballot referendum passed April 7, 2020 with a 77% approval.
164. Lafayette County – board voted unanimously to approve resolution May 19, 2020.
165. Winnebago County – ballot referendum passed November 3, 2020 with a 76% approval.
166. Town of Land O' Lakes – ballot referendum passed November 3, 2020 with a 84% approval.
167. Town of Red Springs – ballot referendum passed April 5, 2022 with a 89% approval.
168. Town of Bartelme – ballot referendum passed November 8, 2022 with a 88% approval.
169. Brown County – board voted 22-2-1 to approve resolution December 21, 2022.
170. City of Viroqua – ballot referendum passed April 4, 2023 with a 91% approval.
171. Town of Dale – board voted unanimously to approve resolution November 13, 2023.
172. Town of Grand Chute – board voted unanimously to approve resolution December 5, 2023.
173. Town of Roxbury – board voted unanimously to approve resolution February 19, 2024.
174. City of Oshkosh – board voted unanimously to approve resolution March 12, 2024.
175. City of Middleton – board voted unanimously to approve resolution May 7, 2024.
176. Town of Middleton – board voted unanimously to approve resolution May 20, 2024.
177. City of Eau Claire – board voted unanimously to approve resolution August 27, 2024.
178. Village of Rockdale – board voted unanimously to approve resolution November 18, 2024.

De Pere

Average "Yes" votes of all communities where citizens voted on a ballot = **81%**

In total, 3.5 million people (62% of Wisconsinites) live in jurisdictions that have called for the United To Amend Amendment. Nationwide, over **840 communities** have passed resolutions and **22 states** have called for an amendment.

States that have Called for an Amendment

1. Hawaii (April 28, 2010)
2. Maryland (January 19, 2012)
3. New Mexico (February 7, 2012)
4. Vermont (April 19, 2012)
5. Rhode Island (May 30, 2012)
6. California (July 5, 2012)
7. Massachusetts (July 31, 2012)
8. Connecticut (September 12, 2012)
9. New Jersey (Oct. 18, 2012)
10. Montana (November 6, 2012)
11. Colorado (November 6, 2012)
12. West Virginia (April 10, 2013)
13. Maine (April 30, 2013)
14. Illinois (May 31, 2013)
15. Delaware (June 10, 2013)
16. Oregon (July 1, 2013)
17. New York (June 15, 2016)
18. Washington (November 8, 2016)
19. Nevada (May 25, 2017)
20. New Hampshire (June 6, 2019)
21. Alaska (November 3, 2020)
22. Virginia (January 28, 2021)

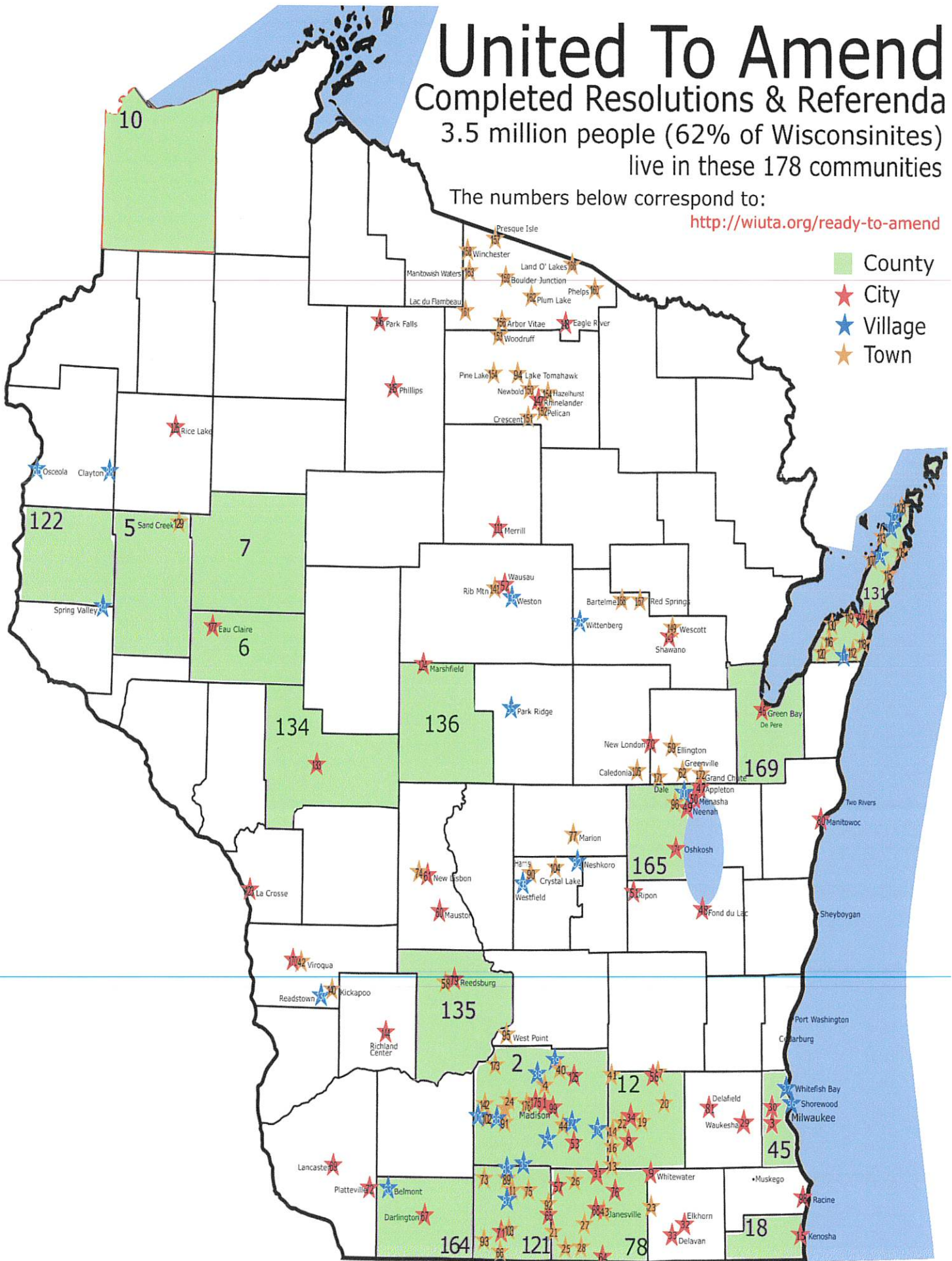
23. Utah

United To Amend Completed Resolutions & Referenda 3.5 million people (62% of Wisconsinites) live in these 178 communities

The numbers below correspond to:

<http://wiuta.org/ready-to-amend>

- County
- ★ City
- ★ Village
- ★ Town



Attachment: Campaign Finance Reform (10424 : Resolution Request - Campaign Finance Reform)

**RESOLUTION
By the City of De Pere
Supporting a Constitutional Amendment**

Whereas, government of, by, and for the people has long been a cherished American value, and;

Whereas, free and fair elections are essential to democracy and effective self-governance, and;

Whereas, corporations are not and never have been human beings or persons, and therefore are rightfully subservient to human beings and governments as our legal creations; and rightly are provided ONLY privileges by the states, and;

Whereas, interpretation of the U.S. Constitution by appointed Supreme Court Justices to include corporations in the term "persons" has long denied We the People's exercise of self-governance by endowing corporations with Constitutional protections intended by the Framers for ONLY We the People, and;

Whereas, in 1976 in the ruling on *Buckley v. Valeo*. The untenable decision of the Supreme Court changed the course of American elections and established the doctrine that spending money to influence elections is a form of speech; and;

Whereas, on January 10, 2010, in *Citizens United v. Federal Elections Commission*, the Supreme Court overturned a century of precedence by ruling that corporate spending on elections cannot be limited under the First Amendment; now therefore,

Resolved, that "We the People" of the City of De Pere, Wisconsin, seek to reclaim democracy from the expansion of corporate personhood rights and the corrupting influence of unlimited political contributions and spending. We stand with communities across the country to support passage of an amendment to the United States Constitution stating:

- 1. **Only human beings are endowed with constitutional rights – not corporations, unions, nonprofits or other artificial entities, and**
- 2. **Money is not speech, and therefore limiting political contributions and spending is not equivalent to limiting speech.**

APPROVED by the Council of the City of De Pere, Wisconsin, [Date].

By: _____
[NAME]
[TITLE]

This approval section is a place holder. The City likely has their own approval format.

Attachment: Campaign Finance Reform (10424 : Resolution Request - Campaign Finance Reform)

COMMITTEE OF THE WHOLE PLANNING CALENDAR - 2025

ITEM	PRINCIPAL	TIME
January 14		
Community Pool Discussion	Lundeen	15
February 11		
Civic Campus Planning	Tollefson	30
March 11		
Floodplain Modeling Review Presentation	Zader	60
Community Survey Discussion	Schoenemann	30
April 8		
No Meeting	-	-
May 13		
Lake Michigan Bluff Text Amendment	Tollefson	15
Hotel Feasibility RFP	Tollefson	15
June 10		
Civic Campus Master Plan Update	Tollefson	30
TID #3 Public Improvements - Banners, Signs, Etc.	Tollefson	15
Resolution Request: Campaign Finance Reform	Parrish	15

Attachment: COTW PLANNING CALENDAR (10412 : Committee of the Whole Planning Calendar)

COMMITTEE OF THE WHOLE PLANNING CALENDAR - 2025

ITEM	PRINCIPAL	TIME
July 8		
Southern Ozaukee Fire & EMS Department - Annual Update	Bialk	30
Police Department Reaccreditation	Riley	15
August 12		
2026 Budget Workshop (Early Start)	Jones	90
September 9		
2025 Community Survey	Schoenemann	60
October 14		
Legal Compliance Update	Sajdak	60
November 11		
Water Utility Master Plan Update	Lundeen	45
December 9		
Forestry Update Emerald Ash Borer/Specimen Tree Ordinance	Lundeen	60
Future/Other Policy Items for Discussion/Consideration/Analysis		
Employee Handbook; Fleet Study Update; SW Industrial; Opitz		

Attachment: COTW PLANNING CALENDAR (10412 : Committee of the Whole Planning Calendar)