

A January 12, 2015, Village Board meeting of the Village of Brooklyn was called to order at 6:30pm in the Village Hall by President Nadine Walsten. Trustees present were Todd Klahn, Pat Hawkey, Zach Leavy, and Susan McCallum. Trustee Frandy arrived at 6:39 pm. Trustee McNaughton was absent. Others present were Clerk Strause, PW Director Langer, Police Chief Barger, Heather Kirkpatrick, Brit Springer, Wm Springer, Roland Arndt, Michelle and Isabelle Brewer. All stood for the Pledge of Allegiance.

Michelle Brewer, Village Municipal Court Clerk since June 2013, dealt with court reporting backlog and continued through January 2015. Next month the Village's court will start to be held in Belleville. Walsten presented a certificate to Michelle thanking her and stated how appreciative the Village is of her services.

Public Comments: Brit Springer questioned an email last week regarding having access to the Village website/facebook/twitter accounts. Brit gave a review stating a previous Trustee, Dean Van Den Eng, who chaired the website committee in 2013, asked Brit to set up a twitter a/c for the Village. Brit stated she has access to the Village's twitter account and Brooklyn recreation website, twitter, and facebook accounts but not the Village's facebook. Brit said all this social media access brings positive light to the Village. From Jan 2013 through Dec 2013, there were 252 contacts on social media who visited the recreation website; in 2014, 700 visits visited the rec website have come thru social media; and Dec 1 2014 to yesterday, there were 200 visits to website from social media. (Trustee Frandy arrived.) Wm Springer stated if information is not available online, it is not available for him to know about. Brit read a letter from Stacey Hardy, recreation committee chair, stating the social media usage has helped recreation tremendously to get the word out bringing people in from surrounding areas for zumba & yoga. Springer also referred to several other posts from Facebook asking the Village to support social media for communication. One user stated facebook is the only place she gets recreation info. Heather Kirkpatrick reported there are good studies on social media becoming more common as time goes on. Brit and Heather support the need for the Village to create a social media policy. With a change in our society, social media reaches out to our residents and those in surrounding areas. Trustee McCallum interrupted Ms. Springer to ask why she is bringing this information to public comments because it is an item on the agenda. Ms. Springer responded that she was trying to inform the Board of why social media accounts are serving the Village and should not be limited.

Trustee Hawkey moved, second Klahn, carried to approve the minutes of 12-8-14. Trustee Frandy abstained. Trustee Hawkey moved, second Klahn to approve the 12-16 minutes. Hawkey moved, second Klahn to amend the motion to remove Trustee McCallum's restitution fund statement and place in the 12-8-14 minutes. With Trustees McCallum, Frandy, Leavy abstaining, the motion failed for lack of majority vote. Klahn moved to postpone approval to the next meeting, second Hawkey, carried. Trustee McCallum moved to amend 12-8 minutes to add 12-16 restitution statement, second Hawkey, carried. Trustee Frandy abstained.

Board consensus was to move up two items on the agenda: 1) **Report on Fire/EMS** and 2) **approval for Brit Springer as manager of Village social media accounts**. Roland Arndt reported on current Fire/EMS items being discussed by the District Board. The last meeting of the Fire Board was on 12-17-14. The Fire budget for 2015 was approved at \$285,687, \$274,476 of which was funded by Municipalities with the balance from a drawdown of unallocated funds from previous years. EMS budget is \$226,433, \$133,200 paid by municipalities, \$67,500 from run calls, and \$25,733 from draw down from previous year's unallocated funds. An election of officers has Tom Bowers chief and Leif Spilde, assistant chief. The new EMS director is Dan Dean, assistant is Ryan Schmidt. Funds have been budgeted for hiring two part time staff (1 FT position) cross trained for both fire and EMS departments. Hiring will be done later in the year. Two prospective EMT volunteers are starting class soon. A Nov audit by the state shows the department is in compliance with their protocols and reporting. A new secretary-treasurer has been hired with the retirement of Joanne VanNorman. The next meeting is Jan 21st.

New Business: Approval for Brit Springer as **manager of the Village's social media accounts pro tem** was discussed. Brit has been donating her time to assist recreation and EDC managing facebook and twitter accounts. Pres Walsten stated the Village needs to bring Brit in under the village's umbrella as she has not been officially appointed. The Personnel committee has been discussing development of a social media policy, one in general and the other for employees specifically. Walsten stated social media is an ideal way to have dialog

between elected officials and residents in many communities. Citizen engagement is essential and is a critical issue. Walsten continued saying the average age for Brooklyn residents is 33 years, and they are not using print media, less so for email and websites for information. One form or another of social media is the primary vehicle for communication with these residents. Walsten requested to put together a work group for developing a social media policy which will develop procedures/protocols for use of Facebook, Twitter and other accounts to communicate Village information, promote citizen engagement, and marketing/PR for Village. Brit has offered to volunteer as a manager of social media and monitor the accounts she has access to. Trustee McCallum stated "the cart is ahead of the horse" suggesting the manager role needs to be defined and "control is done unilaterally" before going further. McCallum said she is "all for Facebook for marketing for EDC or the business park but before having someone manage the accounts, a policy is needed". Trustee Hawkey agreed. Walsten asked who had the expertise in the Village to create a policy if Springer was not involved? Would need to contract with a consultant? Walsten stated that Brit is a social media manager for other clients, is knowledgeable and volunteering her time to help with monitoring our accounts and help with policy development. Trustee Klahn stated "perhaps the approach is backwards; however, we need to bring someone in with interest and knowledge and volunteer to be a part of the Village to jumpstart this process". McCallum stated Brit has already been given permission from Van Den Eng and EDC committee and she should be appointed to the website committee. Brit stated she has been in an advisory role for other business clients and is very careful on how and what information is posted, knowing the liability on how people post and their responses. Walsten stated Brit has been doing this but was not officially appointed, and making her advisor or manager will recognize her authority and empower her to address the needs we have. Hawkey recommended taking the issue to the website committee.

Kirkpatrick stated the website committee should be renamed to include social media. Klahn said he liked the idea of an advisor better than a manager and also likes an electronic media committee. Klahn moved to appoint Brit as chair of an expanded designated standing social media committee, second Pat. Klahn amended his motion to make Brit chair and able to post until policy and procedures have been created, second Hawkey, carried. Walsten will make social media committee appointments for the next meeting's approval.

President Walsten attended the Madison Regional Economic Development Partners meeting in Verona. Walsten stated she has had reports she and/or other businesses are discouraging new businesses coming to Brooklyn. This rumor has come and gone for years, but Walsten wants to make it known that the two businesses that were declined in the past would violate the zoning code. Before the business park was created, one wanted to make cement forms in general business district and the other was for a dog kennel in the business park, which was not allowed as intrusive noise is not permitted because of the S. Kerch neighborhood. McCallum stated the dog kennel should have been permitted because the dogs would be trained not to bark. McCallum asked who meets with prospective businesses and they should not be meeting with just one person. She wants any business inquiry to meet with the prospect committee (i.e. Village Clerk, economic development consultant, Public Works Director, local business person (Scott Meier), chair of EDC, President). Hawkey asked what the process is. Walsten stated she and Heather Kirkpatrick, chair of EDC, are initial contacts and if there is serious interest, a committee meets with the prospective company to discuss preliminary plans.

Clerk Strause gave the financial report for November with \$187,698.40 revenue, \$119,446.20 expenses and balance in all funds of \$1,389,900.03. There is no need for a Feb primary because less than 7 trustees are running with the April 7th Spring Election ballot line up as follows: Village President: Pat Hawkey, Nadine Walsten; Village Trustees: Kyle Smith, Heather Kirkpatrick, Todd Klahn, Russell A Cazier, Jr, Brit Springer. Ballot positioning was drawn Wed evening before the finance committee meeting.

Public Works—PW Director Langer reported on **DNR's approval of a \$5,000 grant for maintenance of our tree program. ATC again sent \$500 for our tree program** as they had done last year. RFQs were sent out for water tower inspection due in 2015. Another broken (2nd) water main was repaired at 204 Division St. Seasonal water running letters have been sent and phone calls made. Spilde is working on yearly reports. Dec 8th the WWTP plant had another upset. The bio-solids tank had 70,000 gallons hauled out. There were generator issues on both holidays. Emergency management committee met on 12-18. Holiday trees are being picked up, gym door lock needed locksmith to repair, loader tires have been sold. There were no burials this month. Brush pile is growing larger. A request to keep flags up from Memorial Day through November for Veterans Day was

discussed in committee. Committee wants the flags up for Veterans Day, but PW may take down before this and put back up if time allows. Walsten thanked Langer for sending thank you letters to ATC and DNR for funds received.

Safety: The computer server purchase for the office was ordered and delivered last week. Barger will be working with his IT person to get this and the squad computer installed. The Brooklyn P.D. has a new ORI number having switched from; WI0230500 to; WI0132900. This is a number assigned by the FBI and is a national and international identifier for our agency. This change aligns our agency with Dane County rather than Green County and streamlines our daily data connections at the County, State and Federal levels and especially with dealing with TIME (The Transaction of Information for Managing Enforcement). Barger reported he noticed some minor damage to the right rear of the squad a couple weeks ago and believe it may have been caused by a bicyclist hitting the vehicle while parked. The estimate from Kayser Ford on repair was sought but Chief is waiting for feedback from Wisconsin Sign & Graphics before deciding on how to proceed. Barger is working on the 2014 Year-end-Report. Policy 107 on Uniform issues is complete and waiting for Safety Committee to approve before coming to the Village Board. The background investigation on the new part-time officer hire is almost complete. Brooklyn P.D. participated in the "Booze and Belts" traffic safety initiative December 12 – 20, 2014 and received a recognition plaque for our participation.

New Business: Leavy moved, second Frandy, carried to reserve booth space for the **In business expo Oct 21, 2015**. The booth needs to be reserved by 1-31-15 at a cost of \$975 +\$50 for electricity.

Unfinished Business: Walsten reported the **BBComplex marketing plan** update was completed and turned over to the CDBG specialist. Listing the park on commercial property networks is being worked on. Loopnet, Costar and on Locate WI, all networks, are national/international. There were thirty-four hits in five days on the Loopnet site, going up on 12/24. Walsten stated she is now the representative on the Green County Development Corporation Board since the Village re-joined again this year. Mike Johnson, GDC executive director, met with EDC previously and is coming back to work in developing a business recruitment plan. **Capital Improvement Plan**-would like to have as targeted item on agenda on how to prioritize CIP projects that are waiting. McCallum asked to add potential future liabilities, such as greater budget expense due to additional hiring needed from Fire/EMS and possible issue should Village need to payback the CDBG grant.

Ordinance recodification-Committee of the Whole: Walsten reported on the changes she was asked to make at the 12-16-14 meeting: **Chapter One--Municipal Code** was approved pending changes: bottom of page 3, "Brooklyn" was added; page 5, section 1.08 added "proper publication and/or posting as required by state Statutes". Section 1.11 states "if a person defaults in payment of any forfeiture, he may be imprisoned in the county jail until the forfeiture and costs are paid" Attorney Fenner advised Walsten/Klahn at meeting in the morning, this provision more than likely would not be enacted or pursued but could be left in the ordinance. Consensus was to leave in. **Chapter 21 Parks &Other Public Places-** page 3 Sec. 21.10(c)(1) " see attached snowmobile route" is changed to "see map in clerk's office". Article 1 Sec 21.01 Use of shelters, etc, "available to the public" was added and "to the residents and non-residents alike" was struck.

Chapter 2 Administration- Article IX, section on "Lost and Abandoned Property" needs to be created and a proposed draft was referred back to Safety Committee and Ordinance Committee. **Chapter 22 Public Nuisances** Sec 22.08 The new abatement procedures for snow removal (unshoveled walks) and lawn height violations was inserted. Chapter 24 was repealed 12-16-14 and incorporated in Chapter 22. McCallum requested Sec 22.10 be removed from this Chapter "Junk and Salvage yards" because she felt this was a zoning issue, not nuisance. Hawkey moved, second Frandy, carried to refer this to the zoning administrator. **Chapter 20 Traffic and Vehicles-**page 2, B.Deposit, Chief Barger wanted "he/she" added in two places. Sec 32.06 "operation of motor vehicles in public or private parking lots" is inserted. Snow removal vehicles on public streets is inserted in 32.07. Old 32.07 "jaywalking" is removed all together. Page 8, Sec 32.16 Non moving Traffic Violation and Registration Program is inserted. Page 9, 32.20(b) dead end street parking added. Deleted 32.22 already in 32.07. Sec 32.25 (c) small case Display changed. Sec 32.28 added per discussion "no bicycle operated on Village sidewalks unless under 12 years of age. **Chapter 23 Offenses** is not completed, Barger is to add verbiage on open carry of weapons and will bring back to Board after corrections. **Appendix I—Mailboxes was discussed.** The regulations for placement of mailboxes are dictated by the post office and current ordinance has the PW staff acting on behalf of the post office, which the Board felt was inappropriate and needs to be revised. Langer

stated adding Diggers Hotline to the revision will trigger PW to review. Ordinance committee will work on getting installation guidelines and regulations and revising ordinance. Klahn stated he would like mailbox information be handed out to residents. Walsten brought up the need to resurrect creating a Welcome packet for new residents, also including public works, recreation committee, Chamber businesses, etc. information along information about mailboxes. Hawkey moved, second Klahn, carried to send mailbox information to Ordinance for more work. **Chapter 25 Animals and 29 Building Regulations** were not revised. Klahn moved, second Frandy, carried to postpone Chapter 25 and 29 until next meeting. Klahn moved, second Leavy, carried to **repeal Chapter 33 as it is incorporated into Chapter 2 Surplus and Obsolete Material**. Revision to "Lost and Abandoned Property" is referred to safety and ordinance committees per motion by Hawkey, second Klahn, carried.

Municipal Court: Next session will be held in Belleville Feb 3. Our bond book needs to be the same as Belleville. Walsten will contact Judge Gehin and hopes to have updated bond book ready for approval at next meeting.

Consent Agenda: Hawkey moved, second Frandy, carried to approve payment of all bills as submitted in addition to \$100 to the Oregon Area Chamber for the annual meeting for Walsten and Kirkpatrick to attend.

Committee Reports: **Planning and Zoning** will meet on Jan 26th. **Ordinance** will not be meeting in January waiting for the recodified ordinances to be sorted out. **EDC**-will meet on Thurs night, 1-15 at 6:30 pm. **Recreation**- Frandy reported on the house decorating contest with the committee voting on the winners. Next year's event may have new categories. A health fair is being worked on for Sept. The craft show did well this 2nd year collecting \$267 from the donation jars. **Emergency Management** met last month. All trustees are reminded to be up to date on NIMS certifications. **Personnel committee** met this a.m. with the Village's new attorneys, Lori Lubinsky and Tim Fenner, in Madison to discuss personnel questions and Fenner's requiring agendas/minutes/packet information before meetings for him to review, and other information as part of the attorney orientation. It was questioned whether the meeting was legal because there was no address for the law firm on the agenda. The legal opinion offered by Atty Fenner and Lubinsky stated the agenda met the condition of open meeting law, time, place, date, subject, as there is only one Axley firm in Madison. Information readily available in phone book, website, etc. Trustee Hawkey stated she wanted to attend and didn't know where it was held because the address wasn't on the agenda. She also stated the agenda was not done timely on Friday. In addition to the comment in the email noted above, Atty Fenner requested packet info be emailed to him for review before meetings. The goal is to prevent a lawsuit before we act on it. There is no cost for review to the Village. **Finance:** Clerk Strause reported 48.7% Green County taxes were collected by 12/31 and 63.7% of Dane County taxes. **Act 274**, effective 1/1/15, requires landlords be notified of delinquent utility charges within fourteen days after the charge becomes past due only if the landlord provides in writing certain criteria to the municipality. Our past practice has been to send landlords the same notice every month that goes out to delinquent tenants which complies with Act 274. **Recycling**-no meeting. **Website** committee may sunset with the new social media committee replacing it.

Klahn moved, second Frandy, carried to adjourn at 9 pm.

Carol A Strause, Clerk-Treas
MMC, WCMC, CMTW