



**VILLAGE BOARD MEETING
MONDAY, DECEMBER 2, 2024 AT 7:00 P.M.**

Lake Hallie Municipal Building
13136 30th Avenue
Lake Hallie, WI 54729

MINUTES

1. Meeting called to order according to Chapter 19.84 of the Wisconsin State Statutes by President Spilde at 7:00 p.m.

2. Roll Call: Mr. Greenwood, Mr. Hudson, Mr. Spilde, and Mr. Berg all present. Mr. Lehmann arrived at 7:04 p.m.

3. Pledge of Allegiance.

4. Approval of the December 2, 2024 Village Board Meeting Agenda as presented

Mr. Hudson made the motion to approve the December 2, 2024 Village Board Meeting agenda as presented, seconded by Mr. Berg. Motion carried on unanimous voice vote by members present.

5. Public Comments: Public comments are limited to two (2) minutes and will be limited to issues that have an impact on the Village of Lake Hallie. An exception to the two (2) minute limit may be made at the discretion of the Village President.

No comments from those present.

6. Committee/Department Reports:

A. Board Member Update

President Spilde informed the Board that Richard "Dick" Pahl, 47-year veteran Firefighter, Lieutenant, Captain and Deputy Chief passed away on December 1, 2024. Mr. Spilde also asked the Board Members if the Village would want to consider donating to the Hope Village, as Mr. Spilde had been sent a card asking for the donation from the Village. Board Members stated they would rather keep a donation in the Village of Lake Hallie and asked Chief Edward Orgon if he had a suggestion. He would look into the possibility of something with the motels and The Hub for the homeless and will get that information back to the Board in January.

B. Police Chief/Police Commission Update

Chief Edward A. Orgon, Jr. provided an update to the Village Board as follows:

1. On November 3, 2024, Officers Jamie Court and Danielle Nelson laid flowers at the girl scout crash site on County Highway P in memory of the lives lost on that tragic day.
2. The Village was reimbursed \$2,640 by the State of Wisconsin for FY2023 Annual Officer Recertification.
3. All Police Department Personnel has completed their annual Wellness visits with Hakes Wellness Solutions for the calendar year 2024.
4. On November 11, 2024, Chief Orgon had a meeting with Senator Jessie James, Eau Claire County Juvenile Detention, Chippewa County Juvenile intake, and the Chippewa Falls Police Department regarding the holding of violent juveniles after they have been authorized for placement.
5. In February 2024, a female reported harassment via social media. A male subject she had been in contact with was unhappy how their relationship went. The male subject created numerous fictitious social media accounts on Snapchat, TikTok and Facebook, in her name, and distributed sexually explicit photos of the female without her consent and began to harass/stalk her. Detective Bowman identified a subject which was located by a police department in Maine and his phones were seized. Multiple search warrants were executed for social media accounts and the phones. The suspect was also arrested for the same type of behavior in Maine with another female. After 10 months of investigating, a male subject in Maine was referred to the District Attorney's Office for multiple felony charges of Stalking and Representations Depicting Nudity.

6. On November 13, 2024, a male subject passed a fake check at a bank in Lake Hallie. The check had been forged from a business in Eau Claire that was meant for another business also in Eau Claire. Detective Bowman investigated and later learned a few days later the suspect was in the custody of the Jackson County Jail for the same exact offenses in Lake Hallie. The suspect was arrested by Detective Bowman for felony charges including Forgery, Fraud Against a Financial Institution and other crimes. Detective Bowman sent out a statewide Crime Alert and since then, two other law enforcement agencies (Eau Claire PD and Vernon County) have contacted Detective Bowman related to their cases.

7. On November 19, 2024, Lake Hallie officers/detective responded to the area of W. Park Ave and 49th Ave for a report of a crash. Prior to arrival, Officers learned the lone female driver was deceased. Upon arrival, Detective Tim Bowman and the Coroner were able to determine the female died as a result from health issues, not related to the crash.

C. Park, Recreation & Tourism Commission Update

No updates.

7. New Business:

A. Discuss Tourism update/year-end report presented by Sue Leonard, Chippewa Falls Area Chamber of Commerce
Sue Leonard provided the following information to the Village Board Members:

-Wisconsin PPA Challenger series event announcement scheduled for Dec 3rd.

- Professional Pickleball Assn. – finalizing memorandum of understanding between Eau Claire and the Chippewa Valley Pickleball Club

-Grant applications:

- Travel Wisconsin - Ready Set Go Grant for 2025 Pickleball Tournament
- Awarded **\$11** for 2025 event support

Leisure Marketing:

-Digital marketing efforts:

- Social media exposure:
 - Facebook - 15.3K followers with 4501< reach
 - 244% increase in reach over all of 2023
 - Instagram - 3.1K followers with 14K reach
 - 240% increase in reach over all of 2023
 - Popular content influencer w/ 301< followers visited in Mid-October
- Digital ads on Google, YouTube and Streaming Services:
 - WI, IL, MN, IA, MI; Minneapolis/St. Paul (MSP) & Chicago
 - Focused on early winter messaging. Will convert to snow activities weather dependent.
- Content creation for news, biogs, website
 - Bus advertising in MSP, 20 buses running campaign ad for 2 months
 - Movie theaters: 2 MN (North & South of MSP); 1 MIL suburb - ads for 12 months
 - Niche publications
 - Fun in WI Fall/Winter
 - Our Wisconsin Oct/Nov issue and Dec/Jan issue
 - Chippewa Valley Snowmobile Map

Group & Sports Marketing:

- Leads: More than 25 leads sent to hoteliers in 2024
- More than 180 prospects contacted YTD
- Event support for groups/ sports YTD: \$141<
- Meeting: Hotelier meeting this week

Visitor & Administrative Services:

- YTD Occupancy: 59.02%; October was 68.21% (previous high was 2014)
- Village of Lake Hallie Visitor Analytics:
 - Gower Park- 8.91< visits, 86 min dwell time, visitor frequency 3.24 (YTD)
 - Visitors from Chicago, Eden Prairie, West Bend, Walnut Creek, CA, St. Paul, Mankato, Minneapolis, Dallas, TX, Madison

- 1.81<visitors came directly from MSP airport
 - More than 50,000 Google views on Gower Park since April when name officially changed
- Hallie Park-118.71< visits, 67 min dwell time, visitor frequency 4.72 (YTD)
 - 11.81< visitors came directly from the MSP airport
- Hallie Soccer Fields - 23.51< visits, 49 min dwell time, visitor frequency 1.98 (YTD)
 - Visitors from Wisconsin and Minnesota
 - 5.91< visitors came directly from MSP airport
- Meeting participation:
 - Travel Northwest Wisconsin
 - Destinations Wisconsin Board Meetings & Fall Conference
- 2025 Go Chippewa County Travel Guide in production
- Website traffic YTD
 - Top cities: Chicago, Eau Claire, Minneapolis and Milwaukee
 - Top page(s): Oktoberfest, event/festivals, eat/drink, explore, stay

B. Discuss First Notice of Non-Compliance/Assessment

Mr. Spilde stated that we received the First Notice of Non-Compliance/Assessment and if this compliance is not achieved in 2026, DOR will order “Special Supervision” of the following year’s assessment for the taxation district. Mr. Spilde asked the question to the Board; do we want to bring Bowmar Appraisals in and get an estimate of what it is going to cost to get this up to date. We are currently at 68.11% for Residential and 68.72% for Commercial so we need to be within 10% so we are a long way off. Mr. Spilde stated he will get this put on the agenda after the 1st of the year for further discussion.

C. Discuss/approve the Civic Systems software upgrades at a cost not to exceed \$3,300

Mr. Lehmann made the motion to approve the Civic Systems software upgrades at a cost not to exceed \$3,300 seconded by Mr. Berg. Motion carried on unanimous voice vote by members present.

D. Discuss/approve Resolution # 2024-34 – Summer LTE Wages for 2024

Mr. Berg made the motion to approve Resolution # 2024-34 – Summer LTE Wages for 2024, seconded by Mr. Lehmann. Motion carried on unanimous voice vote by members present.

E. Discuss/approve Resolution #2024- 35 – Wages for 2025

Mr. Lehmann made the motion to approve Resolution #2024- 35 – Wages for 2025, seconded by Mr. Greenwood. Motion carried on unanimous voice vote by members present.

F. Discuss/approve clarification on use of ARPA funds for road resurfacing project in 2024 to **not** include 40th Avenue, 30th Avenue Hill or 117th Street reconstruction projects

Mr. Spilde stated that the \$606,034.14 was allocated as follows: \$375,932.89 - Road resurfacing projects for 2024, \$85,000 - Parks Concession stand improvements, \$29,610.70 - Police department Detective car w/Gen Comm, and \$115,490.55 - Lake Hallie Lodge, Village Bluffs.

Mr. Lehmann made the motion to approve the reallocation of ARPA funds for 2024 as follows \$375,932.89 Road resurfacing projects as awarded in 2024, as well as prior approvals of \$85,000 - Parks Concession stand improvements, \$29,610.70 - Police department Detective car w/Gen Comm, and \$115,490.55 - Lake Hallie Lodge, Village Bluffs. The allocation does **not** include 40th Avenue, 30th Avenue Hill or 117th Street reconstruction projects as previously approved, seconded by Mr. Greenwood. Motion carried on unanimous voice vote by members present.

8. Old Business:

A. Discuss/approve alternatives for the 117th Street reconstruction project

Stephanie Ramsey, Ayres Associates Inc. presented the Village Board with a more detailed comparison of the top two options for the 117th Street Reconstruction layout and traffic calming considerations foreach. Based on the surveys collected from the public information meeting, the preferred roadway alternatives were A and D. Cross sections for both options are attached and show existing driveway culverts and culvert crossings along the roadway. The plan sheets are also attached for referencing the alignments.

Alternate A–Added Bike Lanes

The bike lanes will provide a designated space for bicyclists and pedestrians to use. This option will have the least impact on residents' lawns and driveways as it will use less right-of-way space. Even though this will have a lesser impact to residents than option D, there will be regrading of the ditches and shifting of the driveway culverts.

It is not ideal for bike traffic to share a 5 ft lane with pedestrian traffic so an improvement to this option would be to add additional shoulder space (min. 3 ft) on one side of the road for pedestrians. Another improvement to this option to create more separation from vehicular traffic and bicyclists/pedestrians would be to provide an offset path at the intersections so the bicyclists/pedestrians could cross on the side streets.

Alternate D–Shared Use Trail at Minimum Distance off Roadway with Offset Centerline

The shared use trails safest for bicyclists and pedestrians as it provides more separation from vehicular traffic than the bike lanes. The 10 ft width of the trail gives adequate space to accommodate both bicyclists and pedestrians safely.

This option will have a greater impact on residents than Alternate A. Shifting the centerline of the roadway so it is offset from the right-of-way will help reduce the impact but there will be regrading of the ditches and shifting of driveway culverts to accommodate this option. Also, residents will not be able to block access to the shared use trail where it crosses their driveways.

Traffic Calming Considerations

Since high traffic speed was a concern among the residents, below are traffic calming considerations that could be incorporated into the project to help with this. Visuals of these are attached.

1. Narrow vehicular lanes: Both options propose 10 ft lanes with lane edge pavement markings which will make the road appear narrower to vehicular traffic and help reduce speeds.
2. Street Lighting: Adding Street lighting ,at intersections at a minimum, would give drivers more visibility to react faster and reduce speeds where there are conflicts with pedestrians and bicyclists.
3. Vegetation: Adding trees along the right-of-way corridor is another option that makes the street appear narrower so drivers naturally slow down.

Mr. Berg made the motion to approve the alternatives for the 117th Street reconstruction project and move forward with option D, seconded by Mr. Greenwood. Motion carried on unanimous voice vote by members present.

9. Approval of Minutes: Minutes are unapproved & changes could be made when it is addressed during the meeting.

A. November 18, 2024 Village Board Meeting Minutes

B. November 22, 2024 Village Board Special Meeting Minutes

Mr. Lehmann made the motion to approve the November 18, 2024 Village Board Meeting Minutes and the November 22, 2024 Village Board Special Meeting Minutes, seconded by Mr. Hudson. Motion carried on unanimous voice vote by members present.

10. Finance:

A. Treasurer's Report: (Usually 2nd Meeting of each Month)

1. None

B. Claims & Disbursements.

1. December 2, 2024 Check Register report in the amount of \$559,952.47 (Manual Check #2668- 2972 & Checks # 41131 - 41179)

Mr. Lehman made the motion to approve the December 2, 2024 Check Register report in the amount of \$ (Manual Check # & Checks #), seconded by Mr. Greenwood. On roll call vote, Mr. Lehmann, Mr. Greenwood, Mr. Hudson, Mr. Spilde, and Mr. Berg voting aye. Motion carried.

11. Licensing:

A. Operator(s):

1. See attached list

B. Social Use Permit/Temporary Class "B" Retailer's License (Village Hall Rental/Park Rental):

1. Tim Bowman 11858 42nd Street, Lake Hallie WI – Family Gathering on December 28, 2024

Mr. Lehmann on a single vote, made a motion to approve the Social Use Permit/Temporary Class "B" Retailer's License (Village Hall Rental/Park Rental) for Tim Bowman @ 11858 42nd Street, Lake Hallie WI – for a Family Gathering on December 28, 2024, seconded by Mr. Berg. Motion carried on unanimous voice vote by members present.

12. Adjournment

Mr. Greenwood made a motion at 8:06 p.m. to adjourn, seconded by Mr. Lehmann. Motion carried on unanimous voice vote by members present.

Respectfully submitted,

Cathryn Zeinert

Deputy Clerk-Treasurer