



**VILLAGE BOARD MEETING
MONDAY, FEBRUARY 3, 2025 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 and 19.85(1) (b) 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 were present. Mr. Dave Raihle was also in attendance. Mr. Lehmann arrived at 7:05 p.m.
3. **Pledge of Allegiance.**

4. **Approval of the February 3, 2025 Agenda as presented**

Mr. Hudson made a motion to approve the February 3, 2025 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 the public that were in attendance

6. **Committee/Department Reports:**

A. Board Member Reports

Mr. Spilde stated that he would like to look into Spectrum for our phone service. He also stated that in our handbook, it says that our discipline policy would come from the Village Board and he thinks we have to rewrite that and give the Public Works Director the authority to do that.

B. Police Chief/Police Commission Update

Chief Orgon update the Village Board with February 2025 Information:

1. On January 22, 2025, K-9 Kita retired from active service with the Police Department. Kita started in December 2014 and was the first K-9 in Chippewa County. Kita's stats are as follows: (375) Narcotic Finds (15) Tracks \$37,000 United States Currency and one vehicle seized (8) Illegal firearms seized. Kita's final sign off from Chippewa County Dispatch is available on the Department's Facebook page.
2. On February 10, 2025, Harper Dilley will start as the new part-time Police Clerk replacing Kelcie Kluck. Ms. Dilley is from Eau Claire and recently graduated from UW-Madison and worked for the US House of Representatives - Mark Pocan (WI-02)- District Office and Child Welfare League of America.
3. **2024 Animal Control Report:**
In 2024, the Lake Hallie Police Department responded to 154 total animal complaints and transported 34 animals to the Eau Claire Humane Association.

Expenses of Animal Control 4,102 Total Spent on Operations/Supplies (Budget amount \$2,500.00)
0.00 Wages spent on enforcement (Budget amount \$1,500.00) **\$4,102 Total Spent on Animal Control** (Budget amount \$4,000)
5. In 2024, the Lake Hallie Police Department issued 140 parking citations: (49) snow/parking; (46) at boat landing; (4) wrong side; (20) no parking zone; (12) private driveway and (9) handicap zone.
6. The Department spent \$1548 for both Dodge Charger and Ford Interceptor squad tires for the 2025 calendar year to Southside Tire.

C. Parks, Recreation & Tourism Commission
Mr. Berg stated that registration for boys and girls has begun. The Parks Board are in talks with the Strikers soccer about their water bill and how we are going to figure that part out. We did a little bit of preliminary digging, and the sprinkler system is running to the maximum capacity, running the hours that it is programmed. Over a 100-day period with only running the sprinkler system every other day, the maximum it could run was 1.6 million gallons and they got billed for 2.6 million gallons, so we do need to pay attention and see if there are leaks out there.

7. New Business:
A. Discuss tourism report by Sue Leonard, Chippewa Falls Area Chamber of Commerce
Sue Leonard, Chippewa Falls Area Chamber of Commerce, reviewed the Marketing Milestones from 2024:

Leisure Marketing:
Created 30 Pocket-Sized Adventures & 29 Biogs
All Digital Marketing Campaigns - 6.0MM impressions; 123K clicks with 1.99% click through rate
Google Search and Display in Chicago Suburbs, Twin Cities and IL, IA, MI, WI
Connected TV Ad Campaign in Southern WI and Chicago Suburbs
YouTube & Facebook Campaigns
Focus on traffic growth, engagement and room bookings

Media	Impressions	Clicks	Click Thru Rate
Google Search/Display	6.17M	123K	1.99%
Display Chicago	1,369,382	36,945	2.7%
Display Wisconsin	1,835,473	34,727	1.89%
Display MSP	1,677,199	33,033	1.97%
Display MN/IA	643,692	10,192	1.58%
Search Chicago	284,489	8,580	3.02%
Search Wisconsin	208,139	8,387	4.03%
Outdoor Display MN/IA	476,181	6,228	1.31%
YouTube Chicago	643,750	858	.13%

Media	Impressions	Clicks	Click Thru Rate
Facebook (Fall)	416K	23,366	5.61%
Retirees/Grandparents Chicago	127,769	9,926	7.77%
Retiree/Grandparents MSP	88,060	4,571	5.19%
Families/Chicago	20,863	1,437	6.89%
Families/MSP	51,112	2,307	4.18%

- Wisconsin PPA Chalfenger series event July 24-27, 2025
 - Travel Wisconsin - Ready Set Go Grant for 2025 Pickleball Tournament
 - Awarded \$10K for 2025 event support; \$5000 towards event bid fee
- Advertising:

- 3 movie theaters (2 in Minnesota; 1 in Milwaukee Suburb); total reach SOOK
- 20 buses in St. Paul Metro area in Nov/ Dec; total program impressions 9M
- Ads on Wisconsin Foodie FB page
- CV Airport ad focused on sports venues, recreational and seasonal travel activities
- Print ads in WI Bike Trails Magazine, Fun in WI ATV/Snowmobile Magazine; Travel Wisconsin; Our Wisconsin; WI Snowmobile Magazine in partnership with CVSO
- Content Influencer visited in October & December
- Email marketing - Monthly to 9,000+ subscribers
- **Social media:**
 - FB - Organic Reach 526K (304% increase); total views 940K
 - IG - Organic Reach 30K (260% increase); total views 72K
 - Followers 15,400 Facebook & 3,100 Instagram
 - Median age: 35-54, female
- **Group & Sports Marketing:**
 - Leads: More than 25 leads sent to hoteliers in 2024
 - More than 180 prospects contacted in 2024
 - Event support for groups/ sports: \$141<
- **Visitor & Administrative Services:**
 - 2024 Occupancy: 56.22%, .34% Increase
 - 2024 Room Tax Collection \$404,657.29; 11.18% Increase
 - 2023, 5.5% increase in Tourism Economic Impact
 - 2024 Website traffic
 - 8731< - 38% increase for page views; all event count @ 1.685M
 - 2381< active users; with 3.5 page views
 - Overview of sessions:

Organic Search	Direct	Paid Search	Display Ads	Referrals
112K	44K	45K	36K	19K
+47%	-60%	+481%	+10000%	+114%
6.57 events p/session	5.88 eps	5.38 eps	4.33 eps	6.40 eps

Village of Lake Hallie Visitor Analytics:

Location	Visits 2024	Visitors	Frequency	Avg. Dwell Time	YOY Visits
Village of Lake Hallie	77.2K Overnight Trips, +2.8% YoY		144.9K Visit Nights +.5% YoY		
	\$45.2 Million in Total Visitor's Spend				
Village of Lake Hallie	6.2M	619.7K	9.92	132 Min	-4.1%
Lake Hallie Pickleball @ Gower	8.9K	3K	2.99	87 Min	212.3%
Kemper Woods	2K	1K	1.93	34 Min	-12.1%
Lake Hallie Golf Course	44.7K	18.5K	2.41	45 Min	7.4%

Peace Memorial Park	2.9K	1.5K	1.88	31 Min	-29.2%
Valley Sports Academy	136.5K	25.5K	5.43	106 Min	-2%
Hallie Park- Softball/Baseball	122.8K	26K	4.71	67 Min	-25.8%
Hallie Park - Soccer	11.9K	5.3K	2.24	61 Min	77.4%

2025 Guide & Budget

- Prospecting for leisure, group and sports visitors; increased event support budget for 2025 o
 - Sports:
 - Potential support for Chippewa Strikers 5v5 at Hallie Soccer Park, May 10, 2025
 - Support CVPC Tournament, June 21-22, 2025
 - Assist with Wisconsin Bike Fed Ride Across Wisconsin July 12, 2025
 - Support PPA Challenger Series, July 24-27, 2025
 - Support Valley Sports Academy for event, August 29-31, 2025
 - Support CVPC Tournament, September 6-7, 2025
- Marketing
 - o Digital Package to include Google Search, Display and YouTube - Twin Cities, Chicago/Northern IL, WI
 - o Connected TV Spring and Fall Campaigns
 - o Continue with Pocket Sized Adventures
 - o FB & IG Advertising during the Year
 - o Print advertise in outdoor recreation and tourism publications
- Maintain Placer.ai subscription
- Tourism meetings:
 - Destinations Wisconsin, Travel Northwest Wisconsin, RPN, County Tourism Council, hotelier

B. Discuss/approve Graceland Holdings, LLC/Christian Gawin, at the request of the petitioner and current property owner to withdraw petition 2024-1000

Mr. Spilde stated that this on the Wiltout property, parcel # 22808-1711-74978001, 14773 50th Avenue, Lake Hallie, where they presented us with some apartments, duplexes and 6-plexes and when they did some further testing, it became apparent that the soil was not conducive to a large septic system so they didn't see how they could support those duplexes. They have formally requested to withdraw the petition.

Mr. Lehmann made a motion to approve the Graceland Holdings, LLC/Christian Gawin, at the request of the petitioner and current property owner to withdraw petition 2024-1000, seconded by Mr. Greenwood. Motion carried on unanimous voice vote by member present.

C. Discuss/approve the payroll system and outsourcing to a company for payroll

Mr. Spilde stated that the payroll has become quite overwhelming, so I had asked Ms. Zeinert to get a couple of quotes. She went to WIPFLI and ADP and Mr. Spilde felt that ADP would be the best choice. Mr. Greenwood stated that from knowing people that have used it, ADP has been phenomenal. Mr. Spilde stated they will be able to take care of the taxes and W2's at the end of the year and they will keep up on all of the regulations. There was discussion on how they will clock in and Mr. Berg would like Ms. Zeinert to get a quote on a time clock for those that will not want to use their personal device.

Mr. Berg made a motion to approve the payroll system with ADP with pricing out for the additional digital time clock, seconded by Mr. Lehmann. Motion carried on unanimous voice vote by member present.

D. Discuss/approve guaranteed minimum tax for Mast Realty, parcel 22809-1334-73030002

Mr. Spilde stated that this property was sold, the new people came to pay their taxes, and they didn't know anything about this guaranteed minimum tax amount. What they are asking is if we would settle the whole thing out now so that the seller will pay it out of the proceeds, and it appears that it is about \$2,000 a year. Mr. Spilde's suggestion would be that we charge \$2,000 a year for the 4 years that are still owed and if they pay it now, it will come off of the county tax record. Mr. Lehmann stated that he just doesn't know how we can take one parcel out of the tax formula.

Mr. Lehmann made a motion to approve guaranteed minimum tax for Mast Realty, parcel 22809-1334-73030002, for \$2,000 a year for the 4 years of 2024, 2025, 2026 and 2027, seconded by Mr. Berg. Motion carried on unanimous voice vote by members present.

E. Discuss/approve moving the February 17th meeting to the Old Municipal Building

Mr. Berg made a motion to approve the February 17th meeting to the Old Municipal Building, seconded by Mr. Hudson. Motion carried on unanimous voice vote by members present.

F. Discuss/approve Resolution 2025-03 for the 1st reading of the tobacco ordinance

Chief Orgon stated that we have a little gap between 18 years old and 20 years old so by state statue, anyone under the age of 21 cannot purchase tobacco.

G. Discuss/approve Resolution 2025-04 for the sale of Canine Kita to Sergeant Daniel Sokup

Mr. Berg made a motion to approve the Resolution 2025-04 for the sale of Canine Kita to Sergeant Daniel Sokup, seconded by Mr. Greenwood. Motion carried on unanimous voice vote by members present.

H. Discuss/approve employee discipline process

Mr. Spilde stated that he has already mentioned this in the Board member comments so will get that wording changed in the employee handbook.

8. Old Business:

A. Discuss 117th reconstruction project

Mr. Spilde stated that after talking to Ayres Associates, we need to determine if we are going to charge residents to get the water main by foot or by the parcel. Everyone that does not have a curb stop will get charged for a curb stop no matter what per the PSC. We also need to decide on the timeframe. Mr. Greenwood asked why this is a question? Is this the first time that water lines have gone past existing houses? Mr. Spilde responded that it is really a mix because we have some water on part of it and there are some curb stops put in on part of it. Mr. Spilde stated that the reason he is asking these questions is because Ayres Associates is scheduling the public hearing and they are working on the final costs. Mr. Lehmann stated that according to the Village ordinance, we offer all three assessment formulas and the Village Board may choose foot, area or unit assessment. We also described that a Class 1 notice has to be mailed 10 days prior to the public hearing of the nature of the work. Mr. Spilde stated that he met with Brian Lambert, Ayres Associates, this morning and they looked at that small area on 44th Avenue and directional boaring is cheaper than anything because of the number of driveways that are in place so they can directional boar and that saves about \$40,000. The Village Board decided to go by the foot and curb stops are extra. It will be the same charge for everyone that needs a curb stop. We will do up to 15 years with interest accruing and if the house sells, it becomes due.

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

A. January 20, 2025 Village Board Meeting Minutes

Mr. Lehmann made a motion to approve the January 20, 2025, Village Board 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. February 3, 2025 Check Register in the amount of \$630,993.23 (Manual Check # 2990 - 2995 General Fund Checks #41272 – 41357 Tax Collection checks # 16364 - 16365)

Mr. Lehmann made a motion to approve the February 3, 2025, Check Register in the amount of \$630,993.23 (Manual Check # 2990 – 2995, General Fund Checks #41272 – 41357 Tax Collection checks # 16364 - 16365), seconded by Mr. Hudson On roll call, Mr. Lehmann, Mr., Hudson, Mr. Spilde, Mr. Berg and Mr. Greenwood voting aye. Motion carried.

11. Licensing:

A. Operator(s):

1. Jessica Johnson @ 710 ½ Hobart St. Eau Claire, WI 54703 for Hallie Sportsman's Club
2. Angie Goss @1703 Valmont Ave. Eau Claire, WI 54701 for Next Door Pizza

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

1. Maryann Ludwigson 11988 35th Avenue Lake Hallie, WI 54729 for a family event

C. Liquor Renewal(s) Agent Name Change

1. Class A Combo ~ Cenergy, LLC DBA Mega! CO-OP #3711 Ashley Stuber, Agent
2. Class A Combo ~ Cenergy, LLC DBA Mega! CO-OP #3721 Michelle Vincent, Agent

D. Tobacco License Renewal(s) Agent Name Change

1. Class A Combo ~ Cenergy, LLC DBA Mega! CO-OP #3711 Ashley Stuber, Agent
2. Class A Combo ~ Cenergy, LLC DBA Mega! CO-OP #3721 Michelle Vincent, Agent

Mr. Berg made a motion to approve the **Operator(s)** for Jessica Johnson @ 710 ½ Hobart St. Eau Claire, WI 54703 for Hallie Sportsman's Club and Angie Goss @1703 Valmont Ave. Eau Claire, WI 54701 for Next Door Pizza; **Social Use Permit/Temporary Class "B" Retailer's License** (Village Hall Rental/Park Rental) for Maryann Ludwigson @ 11988 35th Avenue Lake Hallie, WI 54729 for a family event; **Liquor Renewal(s) Agent Name Change** for Class A Combo ~ Cenergy, LLC DBA Mega! CO-OP #3711 Ashley Stuber, Agent, Class A Combo ~ Cenergy, LLC DBA Mega! CO-OP #3721 Michelle Vincent, Agent; and **Tobacco License Renewal(s) Agent Name Change** for Class A Combo ~ Cenergy, LLC DBA Mega! CO-OP #3711 Ashley Stuber, Agent and Class A Combo ~ Cenergy, LLC DBA Mega! CO-OP #3721 Michelle Vincent, Agent, seconded by Mr. Hudson. Motion carried on unanimous voice vote by members present.

12. Convene to closed session under 19.85(1) **(b)** for the purpose of considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, or considering the grant or denial of tenure for a university faculty member, and the taking of formal action on any such matter; provided that the faculty member or other public employee or person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. This paragraph and par. (f) do not apply to any such evidentiary hearing or meeting where the employee or person licensed requests that an open session be held.

Mr. Greenwood made a motion at 8:42 p.m. to convene to to closed session under 19.85(1) **(b)** for the purpose of considering dismissal, demotion, licensing or discipline of any public employee or person licensed by a board or commission or the investigation of charges against such person, or considering the grant or denial of tenure for a university faculty member, and the taking of formal action on any such matter; provided that the faculty member or other public employee or person licensed is given actual notice of any evidentiary hearing which may be held prior to final action being taken and of any meeting at which final action may be taken. The notice shall contain a statement that the person has the right to demand that the evidentiary hearing or meeting be held in open session. This paragraph and par. (f) do not apply to any such evidentiary hearing or meeting where the employee or person licensed requests that an open session be held, seconded by Mr. Berg. Motion carried on unanimous voice vote by members present.

Action of Closed session: The Village Board accepted Eloise Rowan's resignation from the Plan Commission Board. Mr. Brad Hudson, Plan Commission Liaison, to assume the position.

13. Re-convene to open session. Announce any action taken in closed session.

Mr. Berg made a motion at 8:42 p.m. to open session, seconded by Mr. Hudson. Motion carried on unanimous voice vote by members present.

14. Adjournment.

Mr. Greenwood made a motion at 8:42 p.m. to adjourn, seconded by Mr. Hudson. Motion carried on unanimous voice vote by members present.

Respectfully submitted,

Cathy Zeinert
Clerk-Treasurer