



**VILLAGE BOARD MEETING
MONDAY, AUGUST 18, 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 of the Wisconsin State Statutes. Mr. Spilde @ 7:00 PM
2. **Roll Call:** Mr. Greenwood, Mr. Hudson, Mr. Spilde, Mr. Calkins were all present. Mr. Lehmann arrived late at 7:45 p.m.
3. **Pledge of Allegiance.**
4. **Approval of the August 18th, 2025 Agenda as presented**
Mr. Spilde noted that the date of the Approval of Minutes needed to be fixed to August 4, 2025, not August 7, 2025, and that the Roll Call after Claims & Disbursements needed to be deleted. Mr. Hudson made a motion to approve the August 4th, 2025, Village Board Meeting Agenda as presented with the changes mentioned above being fixed, seconded by Mr. Calkins. 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. Joe Ramer @ 11582 46th Ave N - Question about ordinance about solicitors and have had about 21 different solicitors show up at his house wanting to check his roof. Mr. Spilde stated the solicitors needed to be registered and Chief Orgon stated to call the PD when they are there and there is only company that has peddler permit (Danny Boys). Mr. Spilde restated calling the police if they show up again.
6. **Committee/Department Reports:**
 - A. **Board Member Report**
Mr. Spilde noted that the 117th Project is nearly done, and everything is paid for except retainage fee. We will hold that because Haas needs to come back and fix some ditch work and other items before that is paid. Mr. Spilde is working with Ayres to make sure that gets done,
Ms. Anastasia Stueber reminded Mr. Spilde of the change for September 1st, the first Monday of September, is holiday therefore the Board Meeting has been rescheduled to Tuesday, September 2nd at 7 p.m.

B. Police Chief/Police Commission Update

Monthly Activity Report

July 2025

Submitted by Chief Edward A. Orgon, Jr.

Complaints and Activities

31 Vehicle Crashes
29 Alarms and 911 Calls/Misdials
23 Animal Complaints
28 Assist Citizen/Motorist
11 Assist other Agencies
12 Battery/Disorderly/Harassment
3 Property Located
24 Burglary/Theft/Robbery
5 Child Custody/Domestic Disturbances
0 Missing Persons/Property
6 Crisis Interventions/Suicide Attempts
6 Civil Disputes & Building Checks
4 Damage to Property/Vandalism

11 Drug Related Complaints
13 Traffic Hazards
20 EMS/Fire Calls/Death
4 Fraud/Identity Theft/Fraudulent Activities
5 Juvenile Related Complaints
5 Noise/Music Complaints
2 Probation/Court Order/ Complaint
3 Sexual Assaults/Abuse of Vulnerable
53 Suspicious Circumstances
19 Traffic Complaints
3 Crimes – Other
4 Recreational Related/Trespassing
34 Municipal Code & Parking

Total – 358

Total activity and complaints handled by the Police Department are not completely reflected by these numbers. Due to computer reporting software and ease of reading, these numbers and categories have been condensed.

Arrests/Citations

14 Driver License (Susp/Revoke/None) Viol.
3 Operate while Intoxicated.
4 Vehicle Registration
0 Child/Seatbelt Violations
6 Insurance Related Violations
7 Speeding
3 Hit and Run/ Failure to Notify
3 Too Fast/Inattentive/Too Close
1 Miscellaneous Traffic Citations
3 Failure to Obey Sign/Signal
2 Underage Drinking/Tavern Related Offenses

17 Warrant/Probation/Parole Arrest
1 Damage to Property
3 Other Ordinance Violations
9 Battery/Disorderly Cond/Resisting/Obstruct
21 Theft of Property/Vehicle
1 Burglary/Robbery/Trespass to Dwelling
3 Financial Crimes
10 Drug Related Arrests
1 Sexual Assault/Child Crimes
0 Reckless/Disorderly Driving
6 Other Criminal/Weapons

Total – 118

Total Traffic Stops: 129

Written Traffic Warnings: 13

Issued Parking Citations: 4

Amount of Property Damaged/Stolen: \$5,617

Property Recovered: \$3,541

C. Public Works Department Update

August 18, 2025

Water

- Crane Engineering was here on Thursday August 14 and replaced the Spline Sleeve on booster pump #1 at well house 4.
- Van Ert Electric was here on Friday August 15 and replaced the transformer in the cabinet at the cluster.
- We continue to flush hydrants throughout the Village.
- We are pumping an average of about 750,000-890,000 gallons of water a day from the wells

Roads

- Last week we fixed the wash out on 90th Ave Hill by Matt Jaspers property.
- This week we are planning on fixing the ditching problems at Wissota Tool and 50th Ave by Kempers Woods.
- Carl Bowe finished mowing around the Village for the first time. We will begin mowing for the second time on August 25.
- The weed harvester was put in the water on August 8.

D. Tourism Update

TOURISM OVERVIEW

Village of Lake Hallie | Jan - July 2025

Chippewa County Economic Impact 2024

Department of Wisconsin Travel

- Released press release for Annual Tourism Economic Report – June 10, 2025 o \$193 Million; 4.9% increase from 2023
 - \$11.6 Million in Local/State Tax (up 5.6%)
 - Employment up 2.7% to 1,440

Marketing Activities from 1H2025

Placer Data Jan – Jun 2025

- Overnight Trips: 28.5K (up .9% over 2024); Visit Nights: 58.6K (up 18.1%) o Visitor origination: MSP, Madison, Milwaukee, La Crosse, Duluth

<u>Location</u>	<u>Visits (Jan-Jul)</u>	<u>Visitors</u>	<u>Frequency</u>	<u>Avg. Dwell Time</u>
<u>Gower Park</u>	<u>8.9K</u>	<u>2.9K</u>	<u>3.08</u>	<u>118 minutes</u>
<u>Hallie Soccer Park</u>	<u>5.2K</u>	<u>2.4K</u>	<u>2.11</u>	<u>128 minutes</u>
<u>Baseball/Softball Fields</u>	<u>91.1K</u>	<u>22.8K</u>	<u>3.99</u>	<u>146 minutes</u>
<u>Lake Hallie Boat Landing</u>	<u>4.7K</u>	<u>3.1K</u>	<u>1.5</u>	<u>38 minutes</u>
<u>Weber Fields</u>	<u>2.3K</u>	<u>1.7K</u>	<u>1.34</u>	<u>97 minutes</u>
<u>Peace Memorial Park</u>	<u>1.5K</u>	<u>1.1K</u>	<u>1.38</u>	<u>58 minutes</u>

PPA WI Challenger event at Gower Park

- More than 330 players; 30 states, 6 international players; 300 spectator tickets sold
- Vendors:
 - Knights of Columbus; SmackDaddy, Bubbles BBQ, Olson's Ice Cream, Up North Acai, Big Dam Farms, and Cesspool Cleaners, H&R Electric, TDS; Partners of PPA
- Play only held at Gower Park, not at NorthStar as originally planned.
- 17 media stories: radio, print and television
- Will complete the Travel Wisconsin Ready, Set Go Grant Application for matching \$7500
- Event recap in progress; discussion for 2026 in the works

Leisure Marketing:

- Go Chippewa County website, 1H2025: o Top cities: Chicago, Minneapolis, Eau Claire, Dallas, CF, Milwaukee
- Page views YoY 1/1/25 – 6/30/25 – 22% increase in 2025
- Website traffic 1H2025 100K+ new users
- Content creation for e-news (9K subscribers), blogs, pocket sized adventures, various events
- The movie theater ad is still running: 1 South of MSP and 1 MIL suburb - ads for 12 months
- Niche publications
 - Our Wisconsin Apr/May issue; July/August
 - Travel Wisconsin E-Newsletter Feb, May, August, October
- Social media: Views 1MM+, Reach 300K+, Followers 17.1K FB & 3.3K IG. Median Age: 35-54, F
- **Group & Sports Marketing:**
 - Prospecting for groups for 2025; two large groups already confirmed for June 2026
- **Visitor & Administrative Services:**
 - YTD Occupancy: January – July even
 - Updated WI State Trails bike map; consolidated Chippewa County major trail system bike map
 - Tourism team working on multiple projects, social, partnerships, PSA's, website updates, website SEO audit with updates completed
 - 3,000 travel guides shipped to Central Wisconsin DOT Travel Stop

Marketing Services for the Remainder of 2025

- **Partnering with:**
 - Northern Wisconsin State Fair, July 9-13 (completed)
 - PPA WI Challenger, Lake Hallie Pickleball @ Gower Park, July 24-27 (completed)
 - Schuetzky's Tavern, along with Leinenkugel's to support local filming of Mad Dog & Merrill at their Jubilee, August 17 (completed)
- **2nd Half Marketing:**
 - Digital search, display and YouTube, plus Facebook marketing for Fall, holiday and snow-related advertising and specialty campaigns
 - Improve functionality of website listings, search results and SEO performance
 - Continue with Pocket-Sized Adventures, blogs, social posts
 - Targeted campaigns for group / motorcoach travelers
 - Updating business/event listings on Travel Wisconsin
 - Our Wisconsin fall and winter magazine
 - Exhibiting at the Assn of Great Lake Outdoor Writers event; holding fishing contest on LW

- Travel Wisconsin e-newsletter ads (Aug-Orchards/Wineries; Oct-Winter Wonderland)
- Plan for 2026 Go Chippewa County travel guide

7. New Business:

- A.** Discuss/Approve Resolution 2025-41 add Anastasia Stueber to Independence State Bank accounts
Mr. Hudson made a motion to approve Resolution 2025-41 add Anastasia Stueber to Independence State Bank accounts, seconded by Mr. Greenwood. Motion carried on unanimous voice vote by members present.
- B.** Discuss/Approve Purchase of Microsoft Office 365 E3 license for Scott Decker's computer for \$69.00
Mr. Greenwood made a motion to approve Purchase of Microsoft Office 365 E3 license for Scott Decker's computer for \$69.00, seconded by Mr. Hudson. Motion carried on unanimous voice vote by members present.
- C.** Discuss/Approve Review of proposed modifications to the approved Planned Unit Development site plan, which would allow a Pavilion to be constructed on the property prior to the construction of the other principal buildings. (Rezone Petition 2009-0007)
Mr. Greenwood made a motion to approve Review of proposed modifications to the approved Planned Unit Development site plan, which would allow a Pavilion to be constructed on the property prior to the construction of the other principal buildings. (Rezone Petition 2009-0007), seconded by Mr. Hudson. Motion carried on unanimous voice vote by members present.
- E.** Discuss/Approve Jacobs Well Aerobic Treatment Unit (ATU) Septic System
The board stated they are not interested in approving the ATU Septic System for Jacobs Well at this time.

8. Old Business:

- 1. None

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

- 1. August 4, 2025, Village Board Meeting Minutes
Mr. Calkins made a motion to approve August 4th, 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
Reports will be presented at the September 2nd meeting.

B. Claims & Disbursements.

- 1. August 18, 2025, Check Register in the amount of \$359,446.50 (Manual Check #3057 - #3064 / General Fund Checks #41937 - #41978; voided Check #41936)
Mr. Hudson made a motion to approve August 18th, 2025, Check Register in the amount of

\$359,446.50 (Manual Check #3057 - #3064 / General Fund Checks #41937 - #41978; voided Check #41936) seconded by Mr. Greenwood. Motion carried on unanimous voice vote by members present.

Roll Call: Mr. Greenwood X Mr. Hudson X Mr. Spilde X Mr. Calkins X Mr. Lehmann X

11. Licensing:

A. Operator(s):

1. See List

Mr. Hudson made a motion to approve attached list, seconded by Mr. Calkins. Motion carried on unanimous voice vote by members present.

B. Temporary Operator(s):

1. See List

Mr. Hudson made a motion to approve attached list, seconded by Mr. Calkins. Motion carried on unanimous voice vote by members present.

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

1. See List

Mr. Hudson made a motion to approve attached list, seconded by Mr. Calkins. Motion carried on unanimous voice vote by members present.

12. Adjournment.

Mr. Greenwood made a motion to approve adjournment at 7:57 p.m., seconded by Mr. Hudson. Motion carried on unanimous voice vote by members present.

Respectfully submitted,

*Alexandra Magnuson
Deputy Clerk Treasurer*