

VILLAGE BOARD MEETING

THURSDAY, SEPTEMBER 18, 2025 – 11:30 AM

Sister Bay Liberty Grove Fire Station – 2258 Mill Road

To access the meeting electronically, click:

<https://zoom.us/j/4439901723?pwd=yAVpi40M1OlqgNufcVUE8XWCUSkKaH.1&omn=97063638580>

Meeting ID 443 990 1723, Code 304078; Connect by Phone 1-301-715-8592, Meeting ID 4439901723#

[Deviations from the agenda order shown may occur](#)

For additional meeting information visit: www.sisterbaywi.gov, click 'Agendas and Minutes'

AGENDA

1. Call to Order & Roll Call (Zoom Participants Mute Devices)
2. Approve Agenda
3. Comments, Correspondence and Concerns from the Public (Public comment limited to 3 non-transferable minutes per person)
4. Discussion/Action Items
 - a) Job Description; Village Administrator/Zoning Administrator
 - b) Contract; Innovative Public Advisors; Administrator Recruitment
 - c) Contract; Finalize Administrator Agreement
5. Matters to be Placed on a Future Agenda or Referred to a Committee, Official or Employee
6. Adjourn

Public Notice

Public participation at meetings and correspondence is welcome. Submit emails or letters to the Village Clerk at (vacant – in the interim email to julie.schmelzer@sisterbaywi.gov). Letters may not be read at the meeting but referenced and/or summarized. Depending on when submitted, they will be emailed to the Board members. Questions regarding the nature of the Agenda items or more detail on the items listed can be directed to Julie Schmelzer, Village Administrator, at julie.schmelzer@sisterbaywi.gov. It is possible that members of and possibly a quorum of members of other governmental bodies may attend the meeting to gather information; no action will be taken by any governmental body other than the body specifically referred to above. Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid or accommodation at no cost to the individual. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible, preferably a minimum of 48 hours. For additional information or to request this service, contact the Sister Bay Village Administration Office at 854-4118; (FAX) 854-9637; or by writing to the Village Administration Building, 2383 Maple Drive, PO Box 769, Sister Bay, WI 54234. Copies of reports and other supporting documentation are available for review online and at the Village Administration Building during operating hours (8 a.m. to 4 p.m. Mondays – Thursdays, 8 a.m. to noon on Fridays). ***The Village of Sister Bay is an Equal Opportunity Provider and Employer***



Village of Sister Bay

Job Title: Village Administrator/Zoning Administrator

Department: Administration

FLSA Classification: Exempt

JOB SUMMARY

The Administrator serves as the Chief Administrative Officer for the daily operation of the Village of Sister Bay, Door County, Wisconsin, and reports directly to the Village Board of Trustees and Village President. This is a full-time, salaried position appointed by the Village Board. The Administrator serves the Board in the development and implementation of its legislative policies. The Administrator manages department directors and provides leadership to all full-time and part-time employees. This person is responsible for the duties of the Village Administrator as outlined in the municipal code, statutes, and all other applicable laws of governance. The Administrator shall manage, analyze, direct, supervise, evaluate, and be responsible for and coordinate all departments, divisions, and services of village government and of all officers and employees thereof which are under the control and jurisdiction of the Village Board as provided by law, and to make recommendations respecting the same to the Board, and shall also serve as the Zoning Administrator and Human Resources Manager for the village.

Essential Duties and Responsibilities

The primary responsibilities of this position include but are not limited to the following:

- Carry out directives of the Village Board which require administrative implementation, reporting promptly to the Village President and Village Board any difficulties encountered therein;
- Work collaboratively with management staff, assisting them in their day-to-day needs and advice;
- Administer all day-to-day operations of village government, including the administration of all village ordinances, resolutions, policies, statutes and administrative codes, and decisions made at Village Board meetings;
- In cooperation with the Village Treasurer/Financial Specialist, serve as the primary staff contact responsible for the presentation and monitoring of the Capital Improvement Plan and annual operating budget in accordance with all statutory requirements;
- Work with the Village Treasurer/Financial Specialist regarding investments, policies, and other recommendations to make the village more financially stable;
- Serve as the Human Resources Manager by advertising available jobs, coordinating with department directors on the hiring processes, discipline, and termination; file personnel claims with the appropriate agencies. If the Administrator is unskilled in benefits administration, coordinate with the HR Consultant on employee benefits and the presentation and administration of the most cost-effective benefits that are in the best interests of both the village and the employees;
- Oversee the engagement of outside consultants and contractors through drafting RFPs or bid requests, review the bids or proposals and make a recommendation to the Village Board; drafting contracts for review by the Village Attorney, monitoring contracts, and ensuring the thorough and satisfactory completion of all contracted and consultant work;

- Review and process all zoning and land use applications and related plans, processes, and applications that are submitted to the Village Office, make referrals to the Plan Commission and/or the Village Board, serve as staff to the Plan Commission, monitor permits and Development Agreements for compliance;
- Draft administrative procedures to increase the effectiveness and efficiency of village government according to best practices in local government;
- Keep informed concerning current federal, state, and county legislation affecting the village;
- Remain responsible in all aspects of intergovernmental relations by staying current on local issues and by positioning the village, by all necessary means, for long-term sustainability;
- Establish and maintain procedures to facilitate communications between citizens and village government to assure that complaints, grievances, recommendations and other matters receive prompt attention by the responsible official;
- Perform all other duties as may be assigned by the Board.

Secondary, Incidental Duties and Responsibilities

In addition to the essential duties and responsibilities of this position, other needs arise on an as needed or less frequent basis. Some of these duties include:

- Oversee public hearing notices and press releases on a timely basis to ensure all materials included therein are current and published per law;
- Respond to employee requests, concerns or grievances in a timely and professional manner;
- Attend promptly to all resident inquiries, concerns, issues, etc. ensuring that all ordinances are followed;
- Attend conferences, seminars, workshops and court proceedings as needed;
- Discuss and negotiate with developers, builders, business-owners and others attempting to procure development within Sister Bay.

Supervisory Responsibilities:

The supervisory responsibility of this position includes, but is not limited, to the following:

- Provide administrative direction to all department directors and managers and Administrative Office Staff;
- Recommend to the Personnel Committee the appointment, promotion, and, when necessary, for the good of the village, the suspension or termination of department directors;
- In consultation with the appropriate department director, be responsible for the appointment, promotion, and, when necessary, for the good of the village, the suspension or termination of employees below the department director level;
- Serve as personnel officer for the village with responsibilities to see that complete and current personnel records, including specific handbooks are current, job descriptions for all village employees are maintained, evaluate in conjunction with department directors the performance of all employees on a regular basis, recommend salary and wage scales for village employees, assure that village employees have proper working conditions, and work closely with department directors to promptly resolve personnel problems or grievances;
- Work closely with department directors to assure that employees receive adequate opportunities for training to maintain and improve their job-related knowledge and skills.

Minimum Education and Experience Requirements:

Bachelor's Degree in Business Administration, Public Administration, Planning, Law, Political Science or related field and a minimum of three (3) years direct employment experience in public sector management. A preference will be given for strong accounting and budgeting skills, or strong planning and zoning skills, and for those holding a master's or related advanced degree. Furthermore, the desired candidate would possess the following:

- Proficiency in general accounting principles, public finance, municipal accounting and budgeting;
- Experience in cost-benefit analysis, risk and project management principles;
- Community Development;
- Thorough knowledge of public record and open meeting laws;
- Human Resources Management;
- Verbal and writing skills associated with public and customer service for effectively interacting with citizens, colleagues, elected officials and various outside contractors;
- Basic research and recordkeeping principles and disciplines.

Work Environment/Physical Demands:

Work is performed in a general office setting. Noise is minimal, but other interruptions such as ringing phones, fax/copy machines, etc. are experienced on a constant basis. At times it is necessary to leave the office setting to transport documents or complete errands in conjunction with village business. Must be willing to travel long distances to attend seminars, conferences and workshop. Additionally, the Administrator must keep abreast of issues by attending legislative votes, court proceedings or other settings that have direct impacts on the village's position.

Interaction with other Departments/Staff:

This position must interact and openly communicate with all staff on a regular basis. The Administrator must always maintain an open and honest dialogue with department directors to ensure adequate communication of work priorities.

Transfer or Assumption of Duties in Absence or Incapability:

In the event that the Administrator shall be absent from the village or incapable of discharging such duties and responsibility for any reason, the Administrator's designee shall oversee that the needs of the position are met for the duration of the absence.



Innovative
Public Advisors

**Proposal for Village Administrator
Executive Recruitment Services**

Innovative Public Advisors

August 29, 2025

Proposal for Village of Sister Bay Village Administrator Executive Recruitment Services

Dear Village Administrator Julie Schmelzer:

Innovative Public Advisors (IPA) is pleased to submit our proposal for executive recruitment services to fill the important leadership position of Village Administrator for the Village of Sister Bay.

The IPA team offers a modern and efficient approach to executive recruitment, emphasizing urgency without compromising quality. Partner Jay Shambeau, ICMA-CM, brings 32 years of City and County administration experience and will lead the recruitment. Our process leverages our broad network and professional relationships to quickly identify and engage top candidates—streamlining every step of the process from position development and recruitment, to interviews and candidate selection.

IPA is a premier public sector executive recruitment and strategy firm dedicated to empowering counties and municipalities with tailored solutions that enhance leadership, optimize operations, and drive positive community impact. Founded by experienced municipal professionals, our team combines decades of experience with innovative methodologies to help local governments navigate complex challenges and strengthen their capacity to serve their communities effectively.

We look forward to the opportunity to bring our expertise to the Village of Sister Bay, and to partner with you and your leadership team to secure your next Village Administrator.

Sincerely,



Jay Shambeau, ICMA-CM, MPA
Partner, Innovative Public Advisors
jay@public-advisors.com | 262-355-6102



Jess Wildes, MPA, MS
Partner, Innovative Public Advisors
jess@public-advisors.com | 262-339-5658

Scope of Work

Executive Recruitment for Village Administrator

- **Recruitment Marketing**
 - Conduct position assessment survey (Village Board and key staff), review and enhance position description, profile brochure, custom landing page, and marketing materials.
 - Produce a brief video that highlights the position and Village (*if desired*).
 - Advertise position on Wisconsin City/County Management Association (WCMA), League of Wisconsin Municipalities, LinkedIn, and the American Association of Municipal Executives.
 - Promote position to IPA network and extensive LinkedIn connections (5,000+) with targeted outreach to dynamic administrator professionals.
- **Application and Interview Process**
 - Recruit applicants, collect application materials, review/screen candidates, and make recommendations to hiring team.
 - Coordinate community tour and in-person interviews with Village leadership, hiring team, and key staff.

IPA staff will be present to facilitate the entire process.
- **Candidate Selection and Contract Negotiation**
 - Facilitate contract terms and negotiations.
 - Prepare press release and announcement timeline.



Innovative

Public Advisors

Timeline

- Week 1: Kick-off call, develop marketing collateral, and post position.
- Weeks 1-4: Recruit and review/screen candidates.
- Week 5: Initial applicant review, schedule in-person interviews.
- Week 6: In-person interview(s), candidate selection, offer and negotiations
- *Dates will be based on the Village of Sister Bay preferences.*

Project Budget

Executive Recruitment Services for Village Administrator: \$17,500.00

The total project cost includes all professional services outlined in this proposal, travel (two visits), and expenses to produce the recruitment video and facilitate an engaging interview process.

Thank you for your consideration!



Executive Recruitment References

IPA Partner Jay Shambeau will be the primary recruiter for the Village of Sister Bay. With 32 years of leadership experience, Jay is known for his expansive professional network, relationship skills, and proactive approach to recruitment.

City of Beaver Dam

Interim City Administrator

City Administrator Executive Recruitment

The City of Beaver Dam engaged Innovative Public Advisors (IPA) to provide interim City Administrator services (30 hours per week) and to lead the executive recruitment for its next permanent City Administrator. IPA supported the City through a key leadership transition by delivering experienced interim management, ensuring continuity of operations, and collaborating closely with elected officials and department heads. In addition to managing a professional and inclusive recruitment process, IPA Partner Jay Shambeau facilitated a strategic workshop with the Common Council to help guide the transition and lay a foundation for long-term leadership success.

Reference: Mayor Bobbi Marck

mayor@ci.beaverdam.wi.gov, 920-382-1356



Village of Waunakee

Deputy Administrator/Community Development Director

The Village of Waunakee hired IPA to recruit for a new, key leadership position that oversees planning, economic development, and community development functions. This position was created specifically as the succession plan to the current village administrator—providing meaningful opportunities for learning, mentorship, and collaboration until his retirement in 2027. Over the course of a four-week process, IPA surveyed elected officials and key staff, developed a suite of recruitment materials, promoted the position, and successfully facilitated the candidate interviews and selection process.

Reference: Village Administrator Todd Schmidt

tschmidt@waunakee.com, 608-850-5227



Innovative Public Advisors

Advancing local government a different way—the IPA way.

Innovative Public Advisors (IPA) is a premier public sector executive recruitment and strategy firm dedicated to empowering municipalities with tailored solutions that enhance leadership, optimize operations, and drive positive community impact.

Founded by experienced municipal professionals Jay Shambeau, ICMA-CM, MPA, and Jess Wildes, MPA, IPA offers a wide range of services. With a focus on delivering innovative, sustainable solutions, IPA is committed to helping local governments navigate complex challenges and strengthen their capacity to serve their communities effectively.

Services



**Executive Recruitment
& Interim Services**



**Economic Development
& Grant Writing**



**Strategic & Specialty
Plan Development**



**Professional Coaching
& Mentorship**



**Communications &
Marketing Strategies**



**Governance Training
& Facilitated Retreats**

IPA Team

Innovative Public Advisors is led by partners Jess Wildes and Jay Shambeau, two seasoned professionals with extensive experience in public sector management and strategic consulting.

Together, they bring a wealth of expertise in government administration, operations, communications, and leadership development—offering innovative solutions to help local governments thrive.



JAY SHAMBEAU¹¹

ICMA-CM, MPA

jay@public-advisors.com | 262-355-6102

EDUCATION

MASTER OF PUBLIC ADMINISTRATION

UW - Oshkosh

BACHELOR OF SCIENCE

Regional Analysis and
Geography, UW - Green Bay

LEADERSHIP WISCONSIN

UW-Madison, 2014

ACCOLADES

Credentialed Manager
International City/County
Management Association, 2024

Recipient of ICMA's prestigious
30 Years of Service Award

SERVICE

Rotary International
West Bend Sunrise Rotary Club

Boys and Girls Club of
Washington County
Board Member

United Way of Washington
County, Campaign Co-Chair

West Bend Area Chamber of
Commerce, Board Member

West Bend Tourism
Commission, Chairman

Kettle Moraine Lutheran High
School, Board Member and
President

INNOVATIVE PUBLIC ADVISORS, PARTNER

Jay is a highly experienced public sector professional with 32 years of expertise in city and county government management, strategic planning, and public policy. Jay has worked with municipalities of all sizes to drive organizational efficiency, enhance governance, and secure critical funding. His background includes leading complex projects, facilitating collaborative planning efforts, and providing executive coaching to local government leaders. Jay is known for his relationship skills and practical approach, blending deep knowledge of governmental processes with a commitment to delivering impactful results. His leadership and insight have helped numerous local governments achieve their goals and navigate the challenges of an ever-evolving public sector landscape.

CITY ADMINISTRATOR

City of West Bend, West Bend, Wisconsin, 2016–2025

- Responsible for the administration of daily city operations and implementing policies established by the City Council.
- Oversee \$30M budget, lead economic development activities, manage department head team, foster community engagement, ensure efficient delivery of services, and promote the city's growth and development.

ASSOCIATE

Public Administration Associates, LLC, Wisconsin, 2024

PLANNING AND PARKS ADMINISTRATOR

Washington County, Wisconsin, 2014-2016

COUNTY ADMINISTRATOR

Calumet County, Wisconsin, 2008-2014

- Responsible for the daily operations of county government, ensuring efficient delivery of services and adherence to budgetary guidelines.
- Collaborated with elected officials, managed staff, and facilitated communication between departments to promote effective governance and community engagement.

VILLAGE ADMINISTRATOR

Village of Kewaskum, Wisconsin, 2006-2008

- Responsible for the management of municipal operations, including implementing policies set by the Village Board and managing all departments.
- This position involved budgeting, community planning, economic development, and fostering relationships to ensure effective service delivery and enhance community development.

PLANNING DIRECTOR

Clark County, Wisconsin, 1993-2006



JESS WILDES¹² MPA, MS

jess@public-advisors.com | 262-339-5658

EDUCATION

MASTER OF PUBLIC ADMINISTRATION

University of Wisconsin
Oshkosh

MASTER OF SCIENCE

Integrated Marketing
Communications
Eastern Michigan University

BACHELOR OF ARTS

College of Saint Benedict &
Saint John's University

SERVICE

Rotary International
West Bend Sunrise Rotary Club

International City/County
Management Association
(ICMA) Assistant Chief
Administrative Officer (ACAO)
Committee Member

Wisconsin Economic
Development Association
(WEDA) Board Member

Mid-Moraine Municipal
Court Board Member

Downtown West Bend Business
Improvement District (BID)
Board Executive Director

Visit Washington County Board
Member and Vice President

Honored as one of ELGL's
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Jess is a seasoned strategist specializing in local government communications, public relations, and grant acquisition. With a proven track record of securing significant local, state, and federal funding, Jess has helped municipalities access critical resources to support community development, infrastructure, and essential services. Her work also includes crafting effective communication strategies, enhancing public engagement, and building transparent, trust-based relationships between local governments and their communities. With her expertise in both strategic messaging and grant writing, Jess is committed to helping local governments secure the resources they need while fostering strong, effective communication.

ASSISTANT CITY ADMINISTRATOR

City of West Bend, West Bend, Wisconsin, 2020–2025

Also served as Communications and Economic Development Director

- Performed economic development activities to promote business development, retention, and job creation.
- Coordinated with all departments to increase the quality and consistency of the city organization's messaging and content
- Acquired alternative revenue sources through grants (\$6.5+ million), fundraising and partnerships.
- Set strategy and manage a talented team of professionals responsible for community television programming, social media, public relations, internal and external communications, brand management, and tourism promotion.
- Built meaningful relationships with constituents, community leaders, business owners, state-level officials, and economic developers.
- Managed five city departments: Assessors, Communications, City Clerk, Human Resources, and Information Technology.

DIRECTOR OF COMMUNICATIONS & MARKETING

Museum of Wisconsin Art, West Bend, Wisconsin, 2017–2020

SENIOR ACCOUNT EXECUTIVE

Trefoil Group, Milwaukee, Wisconsin, 2016–2017

DIRECTOR OF RECRUITMENT MARKETING

Mount Mary University, Milwaukee, Wisconsin, 2013–2016

Northland College, Ashland, WI, 2009–2013

Innovative

Public Advisors



Innovative
Public Advisors

**Proposal for Interim Village
Administrator Services**

Innovative Public Advisors

August 29, 2025

Proposal for Interim Village Administrator Services

Dear Village Administrator Julie Schmelzer:

Innovative Public Advisors (IPA) is pleased to submit our proposal for Interim Village Administrator Services for the Village of Sister Bay.

IPA Partner Jay Shambeau, ICMA-CM, will serve as Interim Village Administrator, bringing 32 years of municipal administration experience to the role, including 15 years in planning and zoning. Jay is known for his approachable leadership style, strong relationship-building skills, and expertise in budgeting, county operations, process improvement, and intergovernmental coordination. His interim leadership will support continuity, help navigate the transition, and position the Village for long-term success.

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We look forward to the opportunity to bring our expertise to the Village of Sister Bay, and to partner with you and your leadership team during this time of transition.

Sincerely,



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Scope of Work

Transitional Leadership

- Provide interim Village Administrator services at 30 hours per week.
- Establish and maintain strong working relationships with the Village of Sister Bay Board, department heads, and key partners.
- Ensure operational continuity, support day-to-day decision-making, and provide stable leadership during the transition period.
- Assist the Village in navigating governance, budget development, and administrative matters with professionalism and responsiveness.

Timeline

- Board Approval
- Commence Interim Services (30 hours/week)
- Interim services will continue at 30 hours per week until a permanent Administrator is hired.

Dates subject to change based on the Village of Sister Bay's preferences.

Project Budget

Interim Village Administrator Services: \$2,700/week for 30 hours/week

Additional time billed hourly (\$90/hour) as needed or upon request. No additional time will be billed unless prior written (email) approval from the Village is provided.

The total project cost is considered all-inclusive and includes the professional services described in this proposal, travel, and lodging.

Thank you for your consideration!



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Executive Recruitment References

Serving as Interim Village Administrator, IPA Partner Jay Shambeau, ICMA-CM, brings 32 years of city, village, and county administration experience—15 years in planning and zoning. He will approach the role with a high level of professionalism. Jay is known for his relationship skills and pragmatic approach.

City of Beaver Dam

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Reference: Mayor Bobbi Marck
mayor@ci.beaverdam.wi.gov, 920-382-1356



Village of Dane

Village Administrator Executive Recruitment and Governance/Position Development

The Village of Dane engaged IPA to support its transition to a Board/Administrator form of government. IPA partnered with Village leaders to develop the Board/Administrator governance ordinance, craft the position description for Dane's first Village Administrator, and update the employee handbook to align with the new structure. Building on this foundation, IPA then led the recruitment process—designing recruitment marketing materials, promoting the position, and guiding the Village through interviews, selection, and contract negotiations. These efforts culminated in the successful hiring of Dane's first Village Administrator.

Reference: Village Board President Donald Postler
DPostler@vi.dane.wi.gov, 608-849-5422



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