



# City of Middleton



# 2019 Annual Report



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## *Introduction*

The City of Middleton has a strong history of being a great place to live, work, and play. This annual report serves to highlight some of the great accomplishments of 2019. Our dedicated elected officials and staff have worked tirelessly this year and their work should not go unnoticed.

As you peruse this report, if you should find something that you wish to learn more about, please visit our [website](#). You can find many of the updates in this report in much greater detail there. Additionally, you can sign up for the [Notify Me](#) email update system to know when events and community meetings are occurring. Finally, we highly recommend you follow us on [Facebook](#), [Twitter](#), and [YouTube](#) for news and updates.



# Mayor and Common Council

Middleton's Common Council meets the first and third Tuesday night of every month at City Hall, 7426 Hubbard Avenue. Council agendas are posted on the City's website and at City Hall. The public is welcome to attend Council meetings.

The Common Council consists of eight alderpersons elected by districts and a mayor elected at large.



**District 1**  
Kathy Olson  
(2015)



**Mayor**  
Gurdip Brar  
(2017)



**District 2**  
Robert Burck  
(2017)



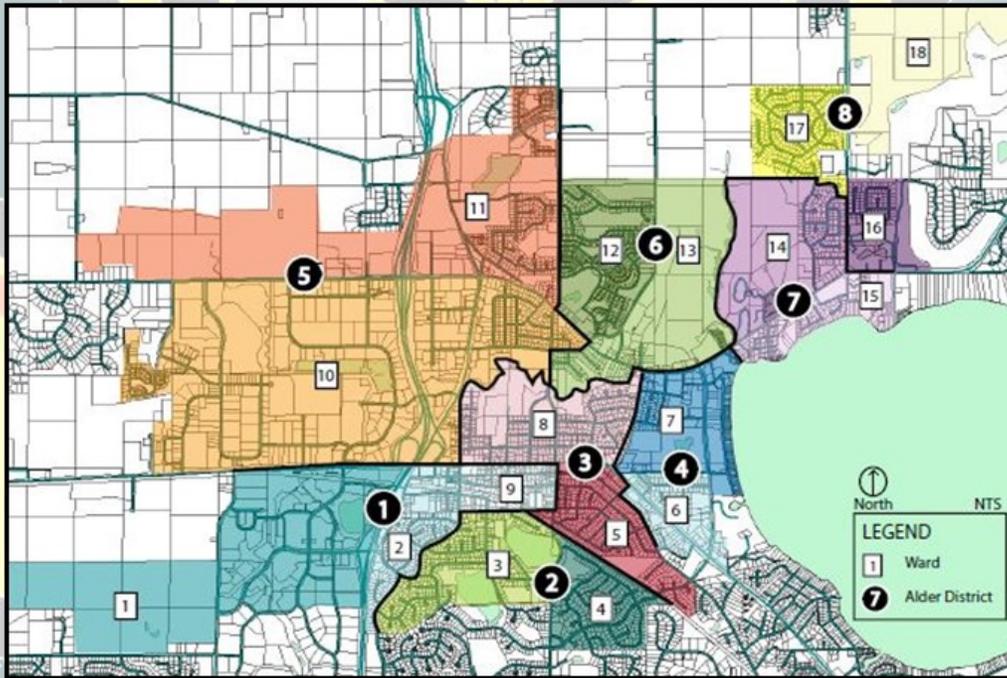
**District 3**  
Katy Nelson  
(2019)



**District 4**  
Emily Kuhn  
(2018)



**District 5**  
Luke Fuszard  
(2019)



**District 6**  
Susan West  
(2008)

**District 7**  
Dan Ramsey  
(2017)



**District 8**  
Mark Sullivan  
(2010)

# 2019 Incumbent City Staff Leadership

*(Year Started in Current Position)*



**City Administrator**  
Mike Davis  
(1998)

**Fire Chief**  
Aaron Harris  
(2003)



**Police Chief**  
Chuck Foulke  
(2014; Retired Dec., 2020)

**EMS Chief**  
Steve Wunsch  
(1994)



**Director of Finance**  
Bill Burns  
(2016)

**Building Inspection Mgr.**  
Bill Neitzel  
(2017; Retired Jan. 2020)



**Director of Public Works / City Engineer**  
Shawn Stauske  
(2010)

**Director of Planning & Community Development**  
Abby Attoun  
(2019)



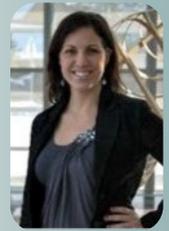
**Director of Information Technology**  
Todd Forman  
(2005)

**Director of Public Lands, Recreation & Forestry**  
Matt Amundson  
(2016)



**Director of Tourism**  
Julie Peterman  
(2016)

**Director of Library Services**  
Jocelyne Sansing  
(2016)



**Director of Senior Services**  
Tammy Derrickson  
(2018)

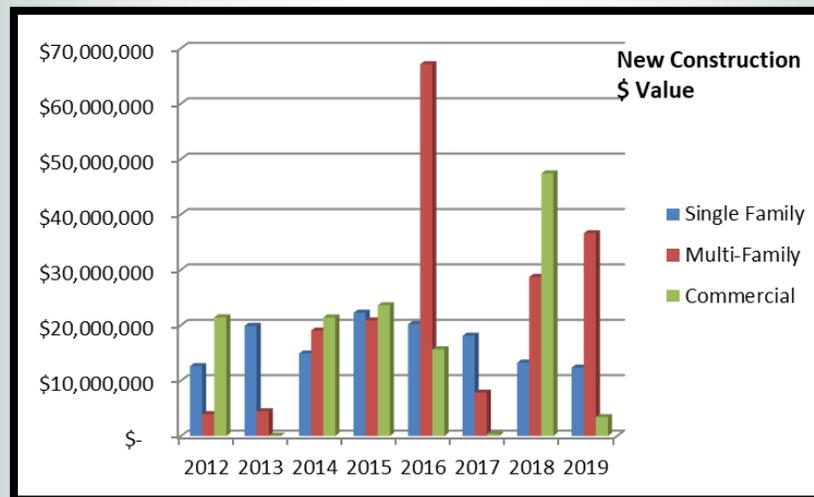
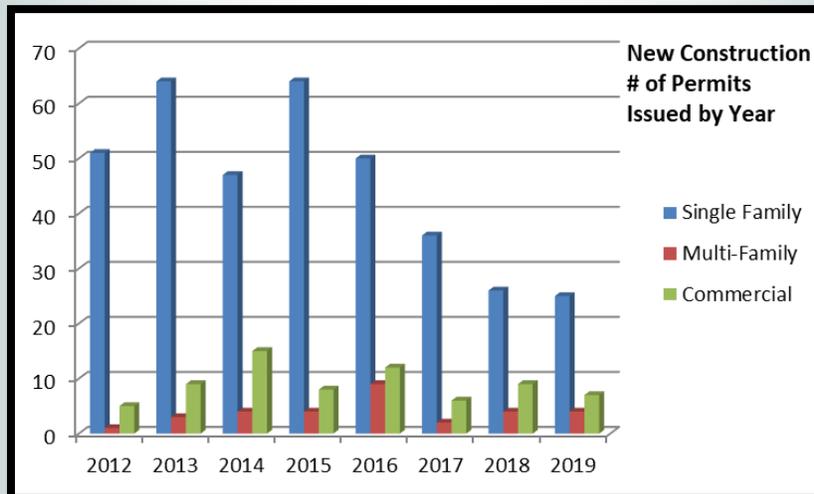
**General Manager of Pleasant View Golf Course**  
Jeremy Cabalka  
(2014)



# Building Inspection

## Construction

The City issued permits for \$164,570,800 worth of construction in 2019. This includes 25 New Single Family Homes, 7 New Commercial Buildings, 4 New Multi-Family Buildings and 1,315 other permits for additions, alterations and repairs.



**Numerous projects have been recently been started that will enhance the City for years to come. Major projects in 2019 included:**

- Marriott West, John Q. Hammons Drive. (Interior alterations)
- Goben Cars, Century Avenue. (New construction)
- PPD Building 13, Deming Way (Addition and interior alterations)
- Chartwell, Deming Way. (Addition and interior alterations)
- Springs Window Fashions, Graber Road. (Addition and interior alterations)

# Building Inspection

## Solar Energy Initiative

Middleton is committed to Energy Alternative Development. The Building Inspection Department is involved with the review of, permitting for and inspection of the Alternative Energy equipment within the City. The City has issued permits for 38 Residential Photo Voltaic Solar installations worth \$880,072, doubling permits issued in 2019 and 2018 as well as five Commercial Photo Voltaic Solar installations worth \$310,815. It is expected that this trend will continue in years to come.



## Clean up from 2018

The department finished inspection with what buildings were still damaged from the flooding of 2018. We were also busy with the late start of several commercial buildings: State Bank of Cross Plains, Miramont Behavioral Health, Holiday Inn Express, Hy Cite and the PPD remodel. Other late starts in 2018 were



Stagecoach (a 46-unit multi-family project), The Masters 2 Residences 58-unit and several commercial build-outs with Middleton Center, Phase 1 & 2.

## Commercial Plan Review

In mid-2019, the Building Inspection Department was delegated by the State of Wisconsin to perform Plan Reviews for all Commercial Building, HVAC and Plumbing Plans. This is good news for local developers and builders since the City Building Inspection staff are able to turn around most commercial plan reviews often in as little as one month. We completed plan reviews for six new commercial projects along with 36 commercial projects for Additions/Alterations.



## Staff Changes

*Retirements:* Mike Kezer, Building Maintenance/Parking Enforcement, retired in mid-2019. Bill Neitzel, Building Inspection Manager, ended his long building inspection career at the end of 2019. We wish Mike and Bill a long, enjoyable retirement.

*Staff Changes:* Mark Walther, Community Services Officer, went to part-time status focusing on parking enforcement, fingerprints and other assists to police.

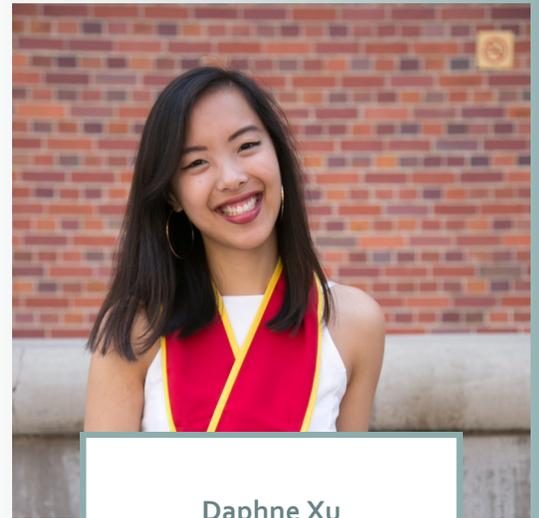
*New Hire:* Dan Cotter, Community Services Manager, was hired full-time to replace Kezer and to take over some of Walther's responsibilities.

# City Planning

## Welcome New Staff Members Kelly & Daphne

The Planning and Community Development Department was restructured in June of 2019 with the retirement of long-time Planning Director Eileen Kelley. The new department consists of Director Abby Attoun, City Planner Mark Opitz, Associate Planner Daphne Xu, and Sustainability Coordinator Kelly Hilyard. Daphne and Kelly are new employees with the City.

**Daphne Xu** recently completed her Master's Degree in Planning from the University of Southern California. Prior to that, she got a Bachelor's in Global Studies/Environmental Sustainability/French from Urbana-Champaign in Illinois. She has had internships, including with the Southern California Association of Governments and the City of Peoria, IL. In addition to assisting the Plan Commission and handling zoning permitting, Daphne serves as staff to the Zoning Board of Appeals and the Landmarks Commission.



Daphne Xu



Kelly Hilyard

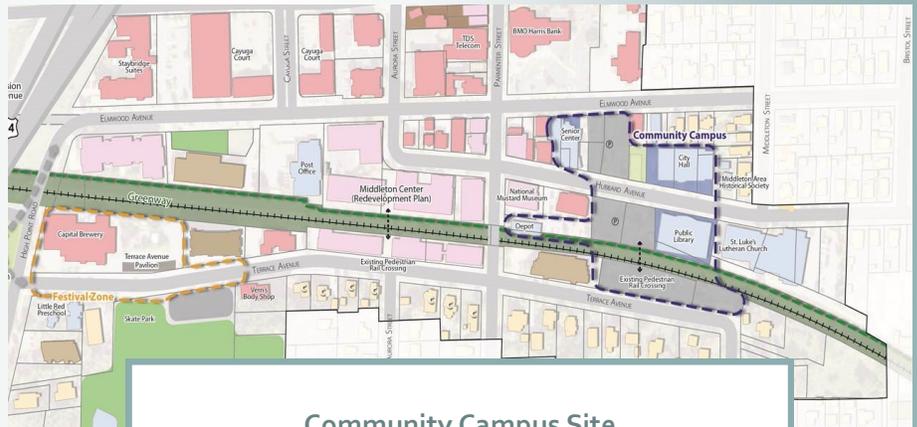
**Kelly Hilyard** has 20 years of experience working on sustainability projects as an organic farmer, landscape architect, LEED AP+ project manager in the green building industry, and as a program assistant at the Wisconsin Academy of Sciences, Arts & Letters working for the Climate and Energy Initiative. Kelly holds a Bachelor's in Environmental Studies from the University of Chicago and a Master's Degree in Landscape Architecture from the University of Texas-Austin School of Architecture. Kelly serves as staff to the Sustainability Committee.

Welcome aboard to Daphne and Kelly!

# City Planning

## Community Campus Plan

We are in the process of development of a Community Campus Plan for the properties in downtown Middleton that are owned by the City and the Community Development Authority (CDA). The City has identified six primary goals for the Community Campus Plan:



Community Campus Site

1. Identify opportunities to modernize and/or replace the City's current public facilities in Downtown Middleton where needed and appropriate.
2. Identify opportunities for more efficient utilization of land through opportunities for combined facilities, flexible spaces that can serve more than one purpose, and underground and/or shared parking opportunities.
3. Ensure that municipal facility space needs are met, and can accommodate future growth of the City.
4. Identify opportunities for private development or public-private partnerships. Mixed-use development is encouraged.
5. Enhance downtown Middleton by creating concepts for buildings that will be visually-appealing, inviting, customer-friendly, and functional.
6. Align with the City's ambitious goals related to environmental sustainability by identifying opportunities for compact urban form, renewable energy generation, energy-efficient design, water-efficient design, and sustainable storm water management and landscaping designs.

The City has engaged consultants from Short Elliot and Hendrickson (SEH) and Eppstein Uhen Architects (EUA) to provide urban planning and conceptual design services and assist with community engagement. The City has a 9-member Community Campus Committee to assess needs, assist in developing options and provide recommendations to the City Plan Commission and the Common Council. The City has held workshops and public meetings to engage residents in the process, and will continue to work with stakeholders as the process proceeds. To learn more, visit: <https://cityofmiddleton.us/cc>



Public Workshop

# City Planning

## Health in All Policies

The Department of Planning & Community Development, along with other City departments, is involved with a group called the Legacy Communities Alliance for Health (LCAH). The LCAH initiative is funded by a five year grant from the UW School of Medicine and Public Health, but the goal of the grant is to sow the seeds of health equity in perpetuity.

A growing body of research tells us that the environment in which people live, grow, work and play— commonly referred to as the Social Determinants of Health— greatly influence health outcomes. These social determinants are things that local governments influence through the decisions they make every day, like how much to invest in local programs, how to prioritize projects, and where to prioritize infrastructure.

Several City staff members, including all members of the Planning & Community Development

department, have attended trainings on Health in All Policies and health equity. Going forward, we will apply what we have learned to planning and policies to advance health equity in our community.



# City Planning

## North Mendota Trail

This 10 ft. wide, shared-use path will run along the north side of Century Avenue, linking Branch Street and the Pheasant Branch Trail with Middleton’s northeastern neighborhoods and the paved path that Dane County is planning to complete around the north side of Lake Mendota. After encountering some hurdles in large part due to unexpectedly poor soil conditions, engineering design work is nearing completion. The Common Council has budgeted funds to begin construction of the western segment of this path in 2020, contingent on the receipt of reasonable bids from contractors.



## Middleton Municipal Airport

The City’s airport consultant, Mead & Hunt (headquartered in Middleton), continues to work on drafting a new Master Plan for the airport. In 2018, the firm completed an inventory of existing facilities, surveyed existing and prospective users, and began evaluating facility requirements. In 2019, the City established an Airport Master Plan Advisory Committee consisting of a broad cross-section of the community—including non-pilots and residents of the Towns of Middleton and Springfield—to help guide the planning process. Mead & Hunt’s current focus is on addressing comments provided by the Federal Aviation Administration regarding the draft Aviation Forecasts component of the master plan. Once the FAA agrees with the forecasts, the firm will complete the Facility Requirements chapter before proceeding with the Alternatives Analysis phase. The project scope calls for analyzing the merits and deficiencies of potentially lengthening the east-west runway, upgrading the cross-wind runway, and developing additional space for hangars. A “maintain status quo” option is also part of the evaluation. A financial plan (including development of cost estimates) won’t be undertaken until after the alternatives analysis phase. City officials anticipate that a draft master plan will be available for public review and comment by summer 2020, and they have committed to conducting a community survey and to holding public hearings prior to completing the plan.

## City Planning | Sustainability

### Airport Solar: Groundbreaking, Pioneers of the Year Award from RENEW Wisconsin

The City, along with its utility provider Madison Gas and Electric (MGE) and the Middleton Cross Plains Area School District, broke ground in October on a 5-megawatt solar array project at Middleton's Airport that will supply solar power over a 30-year period to the City, the school district, and utility customers who chose to take part in MGE's Shared Solar Program. The City and the school district became the first customers in the state to receive solar power through a novel Renewable Energy Rider service structure with their utility. This 5-megawatt solar array will be located on 21 acres of land at the Middleton Municipal Airport (Morey Field) at 8300 Airport Road. The project is ten times larger than the existing Shared Solar project at the Middleton Municipal Operations Center at 4300 Parmenter Street.

Breaking Ground, October 2019.



Of the 5 megawatts, 10% will be dedicated to the City's operations and 20% will be dedicated to the Middleton Cross Plains Area School District. The remaining 70% will be available to residents and businesses in the utility's service area through MGE's Shared Solar program.

In 2018, the Middleton Common Council unanimously passed Resolution 2018-32, as recommended by the City's Sustainability Committee, to Address Global Warming Through Clean Energy (100% Renewable Energy Goals). The Resolution establishes goals to meet 25% of all City operations' electricity needs with renewable energy by 2025, 80% by 2030, and 100% by 2035. Once this new solar array is energized, along with anticipated installations of three new city-owned solar arrays in 2020, the City will be at 50% of its goal for 100% renewable energy for all electricity needs, well ahead of schedule.



RENEW Wisconsin award ceremony featured Director Abby Attoun with local MG&E representatives.

The City, MGE, and Middleton Cross Plains Area School District shared the Pioneers of the Year Award from RENEW Wisconsin on January 16th for this innovative joint project.

## City Planning | Sustainability

### Collaborative Efforts: Dane County Office of Energy and Climate Change, Dane County Municipal Working Groups, Yahara Resilient Landscapes, Office of Energy Innovation Grant with seven municipalities

This has been a year of fruitful collaboration for the City on sustainability measures. The City continued to serve on working groups organized by the Dane County Office of Energy and Climate Change. A draft Dane County Climate Action Plan was released in late 2019, and it is currently under review. This plan is comprehensive in scope and will serve all municipalities both rural and urban with actionable steps for how we can more rapidly decarbonize together.



Collaboration with Dane County and Madison.

In August 2019 Dane County Executive Joe Parisi along with Madison Mayor Satya Rhodes-Conway spearheaded an effort to bring county municipalities together and commit to scaling up work on climate change. The City is now an active member of four facilitated municipal working groups tackling city Fleet Emissions, Green Infrastructure and Resiliency, Renewable Energy Procurement and Energy Efficiency. The City sent elected officials and representatives from our Public Works Department, Sustainability, Public Lands and Forestry, Planning, and Operations and Maintenance to each of these working group meetings. Initial presentations highlighted Focus on Energy programs, PACE Financing for energy projects, fleet transition data from Madison, regional resiliency efforts and climate/rainfall trend data, and landfill renewable gas development. Early actionable ideas include organizing multi-municipality, cost-effective group buys for items such as LED bulb replacement for streetlights, fleet vehicles, HVAC upgrades, and solar.

Middleton, along with six other municipalities in Dane County, received a \$200,000 grant in 2019 from the State Office of Energy Innovation to create tailored energy plans for each community. The project's energy consultant, Slipstream, conducted walk-throughs of buildings in participating communities last year, gathered robust energy data from each community for benchmarking purposes, and provided both near and long term strategies for energy savings for City operations as well as larger community-wide policies and strategies. It has been extremely valuable to have comparable data between our City's buildings and similar buildings in other municipalities and to share our best strategies with one another during in-person meetings. The energy plan will be finalized in early 2020. The City serves as the fiscal agent on this grant.

Kelly Hilyard, the City's Sustainability Coordinator, is part of a Resilient Landscapes Joint Collaboration that aims to provide the community with guidance for effective and practical actions that promote healthy ecosystems and yards. Partners include Madison Audubon Society, Olbrich Gardens, City of Middleton, UW-Madison Arboretum, Allen Centennial Garden, the Wisconsin Nursery Association and Weed Man. The project will go public before Earth Day 2020 with media coverage and a set of actions individuals can take at home in their landscapes and in concert with their local governments. We are stronger together!

# City Planning | Sustainability

## Yahara CLEAN Compact - Capital Lakes Environmental Assessment and Needs



Public art message.

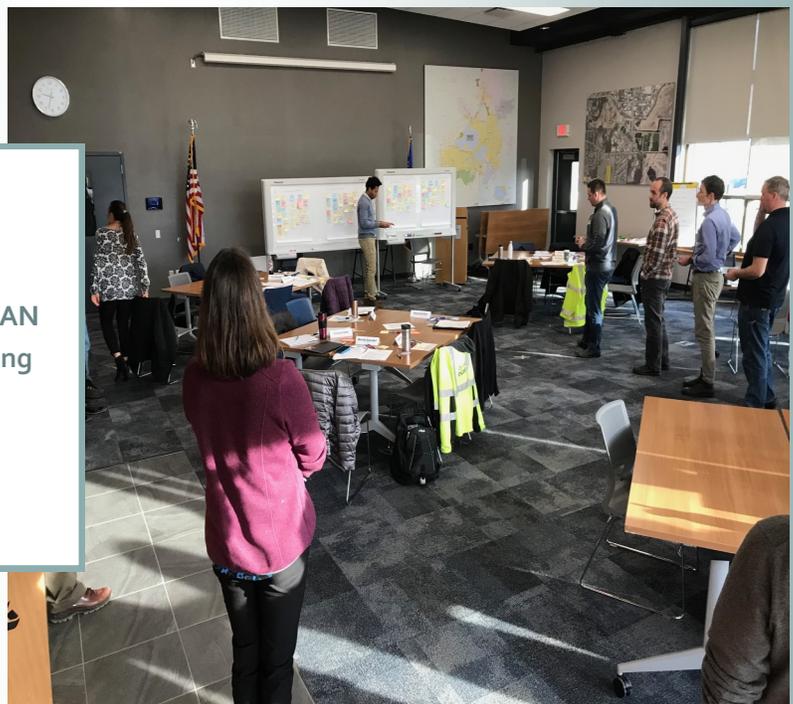
The City's Sustainability Committee expressed their desire to work more closely on water related issues (both quality and quantity) in 2019 and onwards. After the flooding in 2018 in Middleton and with ongoing beach closures on the Yahara chain of lakes mostly due to phosphorous loads and bacteria present in stormwater runoff, the Committee voted to take a more active role in the Yahara CLEAN Compact and sign on as a Strategic Collaborator as it goes through its third iteration. The Yahara CLEAN Compact seeks to restore the designated uses of lakes and beaches in the watershed under the Clean Water Act by expanding and strengthening partnerships, efforts and investments. The goal is to develop and adopt a shared action plan for

achieving water quality goals by working together to update and build upon Compact guidance set forth in 2012. The Sustainability Committee believes it is important for the City to be at the table to help guide the action plan, especially because of our proximity to Lake Mendota.

The Yahara CLEAN Compact Steering Team consists of agricultural groups, University of Wisconsin departments, Department of Natural Resources, Dane County, Cities of Madison and Middleton, Madison Metropolitan Sewerage District, Realtors Association, UW Extension, and others. To learn more visit the Compact website: [www.cleanlakesalliance.org/yahara-clean/](http://www.cleanlakesalliance.org/yahara-clean/)



The Yahara CLEAN Compact Steering Team.



# City Planning | Community and Economic Development

## Stone Horse Green Progress

The City now has a final design from Saiki Design for the downtown plaza project, Stone Horse Green. The name Stone Horse Green reflects the site's history as the original livery stable of Middleton dating back to 1876. The design for the site includes a theater to allow for scheduled and pop-up performances of all kinds, four restrooms, a slight grade separation and retaining wall to provide additional seating while keeping small children



Stone Horse Green vision for Downtown Middleton.

safely within the lawn, and a circular pathway to provide accessibility for wheelchairs, strollers, and those with mobility challenges. The design includes plenty of benches and bistro tables to provide spaces to socialize and picnic. Solar panels will power about half of the lighting used on site. There are two interactive sculptures by Stoughton artists Actual Size Artworks. The Barn Lights sculpture incorporates artistic lighting that can activate and shine down onto pedestals where kids of all ages can play. The Herd of Boulders sculpture is heated and will honor the history of the site.

The City received an award of \$15,000 from the Madison Community Foundation for a full year of programming of events at the Stone Horse Green.

The City hopes to begin construction of the space in spring of 2020, with completion in fall of 2020. The City has contributed \$500,000 to the project, but we need to raise an additional \$1,000,000 to begin construction. Visit [www.stonehorsegreen.org](http://www.stonehorsegreen.org) for additional information.

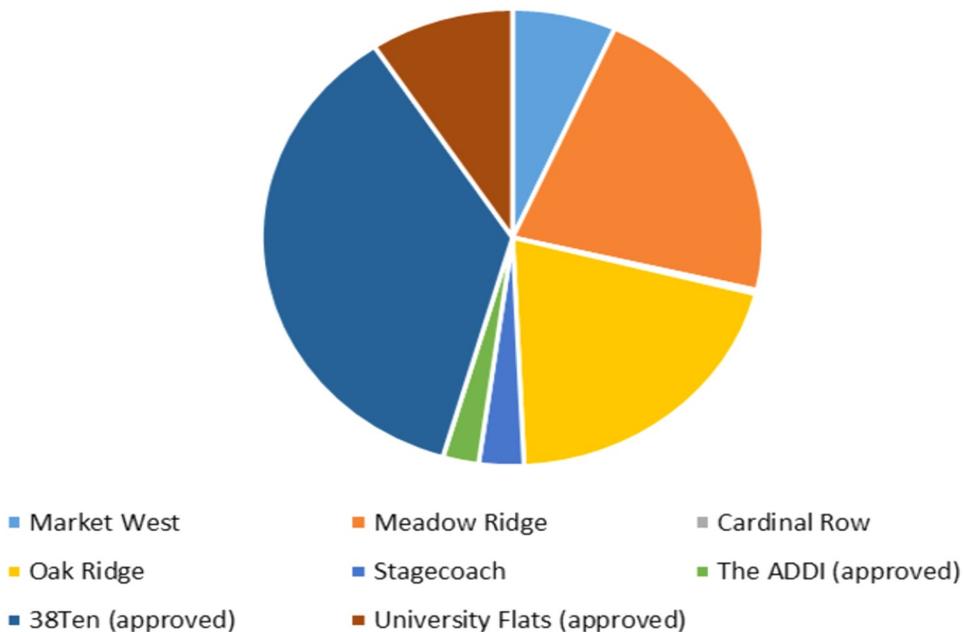
# *City Planning | Community and Economic Development*

## Workforce Housing Goal Status

In late 2015, the City adopted a Workforce Housing Strategy, which set a goal of increasing Middleton’s affordable housing supply by at least 295 units in the next 3-5 years (2018-2020). Assuming three recently approved developments proceed as planned, the City will have met our goal and incentivized the development of an additional 345 units in that timeframe. Unfortunately, new figures in the Dane County Housing Needs Assessment show that the “Housing Gap” in Middleton has continued to grow. Middleton continues to pursue a goal of supporting the growth of the community as an emerging job center by encouraging compact development and a mixed-income and diverse community where people who work in Middleton are able to afford to live in Middleton.

Developments	No. of Affordable Units
Market West	23
Meadow Ridge	76
Cardinal Row	1
Oak Ridge	70
Stagecoach	10
The ADDI (approved)	8
38Ten (approved)	125
University Flats (approved)	32
<b>TOTAL</b>	<b>345</b>

Workforce Housing Developments



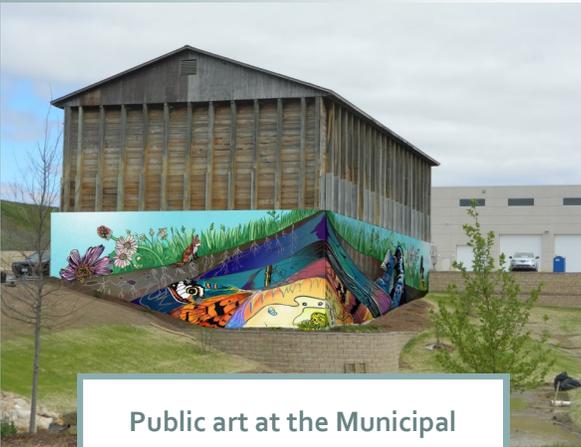
# City Planning | Community and Economic Development

## Dane Arts Mural Arts (DAMA) Mural

Parmenter Street now features a vibrant mural depicting layers of the earth with the theme “making the invisible visible.” The design is produced by Dane Arts Mural Arts (DAMA) with Jenie Gao and Rhea Ewing serving as lead artists.



DAMA muralists.



Public art at the Municipal Operations Center.

Students from Clark Street Community School and the Middleton Youth Center have fabricated phase 1 of the mural, which was funded by the American Girl Fund for Children, Julann Jatzcak and Mike Davis, Meg Pekarske, Hallman Lindsay Paints, and the Middleton Arts Committee. Phase 2 of the mural needs your help! Visit the DAMA website to help complete this project!



Clark Street Community School student artists collaborating.



PAINTING WITH THE CLARK STREET COMMUNITY SCHOOL STUDENTS MIDDLETON

## *City Planning | Memorial to Wayne Pferdehirt*



Wayne Pferdehirt

Wayne Pferdehirt, a distinguished faculty associate and program director in engineering professional development, and a valuable member of the Middleton Plan Commission passed away August 26, 2019. Wayne was a thoughtful, caring, intelligent, kind and loving neighbor and community collaborator.

Known for his contagious enthusiasm as a Badger and his passion to help students advance in their careers, Pferdehirt joined UW-Madison in 1991 and helped establish the University's Solid & Hazardous Waste Education Center. In that role, he provided technical assistance and training to manufacturers and local governments across Wisconsin to reduce the generation of hazardous wastes and hazardous air pollutants.

He transitioned to engineering professional development in 1998 as part of a team developing the University's first wholly online degree, the Master of Engineering in Professional Practice (MEPP). As one of the first online engineering graduate degrees in the nation, the MEPP program became a benchmark for other institutions and programs to follow. Due to its groundbreaking design, MEPP proved that engineering professionals from around the world could obtain a rigorous graduate degree in engineering leadership, without interrupting their thriving professional careers. In 2014, MEPP was renamed the Master of Engineering Management (MEM) and continues to be one of the nation's top-ranked online graduate degree programs. Ever a leader in innovation, he also recently directed one of EPD's newest degree programs, the Master of Engineering in Engineering Data Analytics.

Over the past 20 years under Pferdehirt's leadership, the MEPP/MEM program graduated more than 600 engineers who have worked in capacities ranging from project managers to chief executive officers of major organizations. In 2007, a group of MEPP alumni collaborated with him to launch a philanthropic fund to support children undergoing treatment at UW-Madison's American Family Children's Hospital. The fund, named Badger Pals, connects children and their families with fun activities and athletic event opportunities during the course of their treatment. Badger Pals was a cause that was very important to Pferdehirt and it will serve as an important part of his legacy.

He received his bachelor's degree in civil engineering from Carnegie-Mellon University in 1974 and a master's degree in civil engineering from Northwestern University in 1975. In his early career, he was a water resources engineer and environmental scientist at the Army Corp of Engineers and Argonne National Laboratory, respectively. Thereafter, he spent a decade as a consulting engineer working on solid waste in the Chicago area.

# Emergency Medical Services

## 2019 Statistical Data

The EMS annual call volume has increased 4.22% from 2018 to 2019, as shown in the following table:

WORKLOAD ACTIVITIES	2017 ACTUAL	2018 ACTUAL	2019 ACTUAL	2020 PROJECTED
Annual Number of EMS Responses	1,814	1,845	1,976	2,013

Additionally, in 2019 Middleton EMS was involved in four (4) cardiac arrest resuscitation “saves”. A “save” is a classification given to a patient who experienced a cardiac arrest event, and after resuscitation is performed by the paramedics, had a return of spontaneous circulation (ROSC). The patient is also subsequently discharged from the hospital in a status that is equal or better than their overall medical condition prior to their cardiac arrest event.

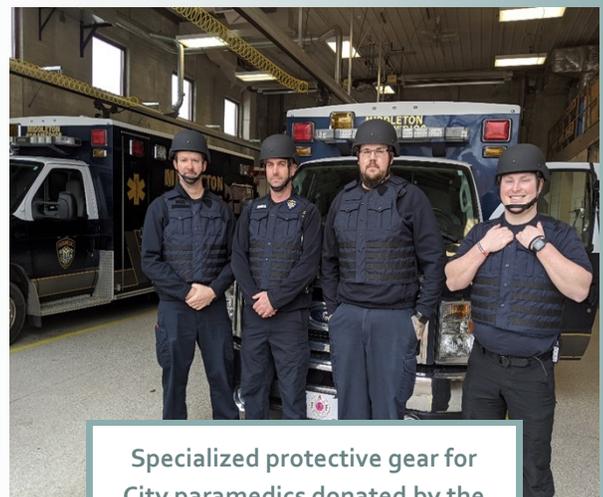
## New Equipment!

In 2019, we added several pieces of new equipment to the EMS operations:

- After completing the lengthy process of evaluating products and vendors, and finalizing the purchasing specifications, a manufacturer for two replacement ambulance vehicles was chosen in April. Factory production commenced in July (a photo from the early stages of manufacture is shown, right), and we are expecting to take delivery of both new ambulances in late February, 2020.
- Thanks to a generous donation from the Paradigm Foundation, we acquired specialized protective gear in the form of individual custom fitted ballistic armor vests and helmets that will be used by paramedics when operating in certain high-risk environments on a daily basis, as well as during an active shooter incident. Unfortunately, the number of EMS responders nationwide who are injured or killed in the line of duty by acts of violence continues to climb each year, and this gear will help to keep our paramedics safe as they perform their duties. Without the donation from Paradigm this acquisition would not have been possible.



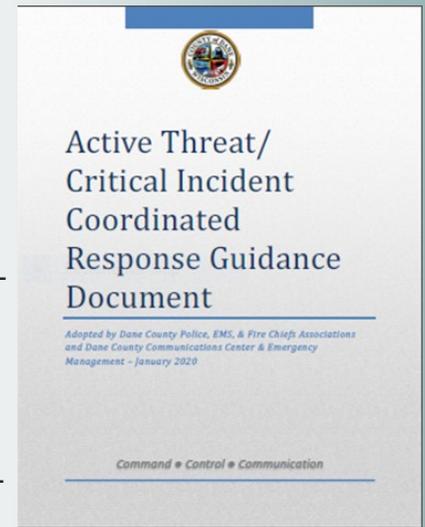
City EMS has two fully equipped modern ambulances.



Specialized protective gear for City paramedics donated by the Paradigm Foundation.

## Emergency Medical Services

**In 2019 a concerted effort** was made to collaborate with key representatives from other Dane County EMS, Fire, and Law Enforcement partner agencies to create a new comprehensive Active Threat/Critical Incident Coordinated Response Guidance Document. This guidance document jointly was developed to provide general guidelines for public safety organizations serving Dane County which are likely to respond to active killer/assailant incidents. The purpose of this effort was to emphasize rapid deployment of police and other public safety personnel to neutralize threats, establish unified command, and use warm zones to provide emergency medical services to injured people as expeditiously as practical. The entire process involved numerous meetings and unprecedented inter-agency cooperation which from an EMS perspective, ultimately allows for more rapid transportation and facility routing of multiple patients during such critical incidents.



**We have made a comprehensive revision** and redesign of our inventory and ordering processes for pharmaceuticals, disposable medical supplies and equipment. As a result we have reduced inefficiencies and eliminated items that are no longer used or applicable to current practice. The cost of pharmaceuticals used by EMS providers continues to rise to unprecedented levels, which in turn has significant negative impact on the EMS annual operating budget. During 2020 we will be working cooperatively with other partners in the Dane County Ambulance Life Support (ALS) Consortium to address the ongoing challenges of managing repeated medication supply shortages through better vendor purchasing processes, and we hope to leverage the expanded purchasing power of regional hospitals to help alleviate the ongoing cost increases.

**Middleton EMS also worked cooperatively** with other Dane County EMS agencies throughout 2019 to develop a robust Peer Support Network for EMS providers that are at risk for experiencing Post Traumatic Stress or other forms of mental health crises following involvement in “Critical Incidents”. Critical Incidents are defined as unusually challenging events that have the potential to create significant human distress and can overwhelm one’s usual coping mechanisms. We have developed policies and procedures that can be implemented sooner, and in some cases automatically, after such incidents occur. Implementation of this program involves recruitment and extensive training of team personnel through the International Critical Incident Stress Foundation in order to create an effective team that can be relied upon to respond when needed 24/7 across Dane County. We must begin to build awareness of the ongoing impact of repeated exposure to traumatic stress and focus upon such programs in order to maintain the overall health and well-being of our first responders.



# City Administration and Finance

## Certificate of Achievement for Excellence in Financing Reporting

The Government Finance Officers Association (GFOA) has awarded the City the Certificate of Achievement for Excellence in Financing Reporting for its 2018 Comprehensive Annual Financial Report (CAFR). This program recognizes governments that go beyond the minimum requirements of generally accepted accounting principles to prepare comprehensive reports that demonstrate superior transparency and full disclosure. This is the first time in Middleton's history that it has achieved the award. In 2018, only 32 of Wisconsin's 1,851 municipalities were recognized. This award recognizes the hard work and dedication of the Finance Department staff and the entire City organization.



**Bill Burns, Assistant City Administrator/Finance Director & Melissa Bohse, Assistant Director of Finance /Human Resources Manager.**

## Citizen's Annual Financial Report in 2019

In addition to preparing a CAFR, the Finance Department prepared a Citizen's Annual Financial Report in 2019. This report, also known as a Popular Annual Financial Report (PAFR), contains a brief easy-to-read summary of the City's financial statements. It is intended to make the City's financial information more accessible to general public. Both the CAFR and PAFR are available on the City's website.



**Award of Financial Reporting Achievement for 2018.**

# City Administration and Finance

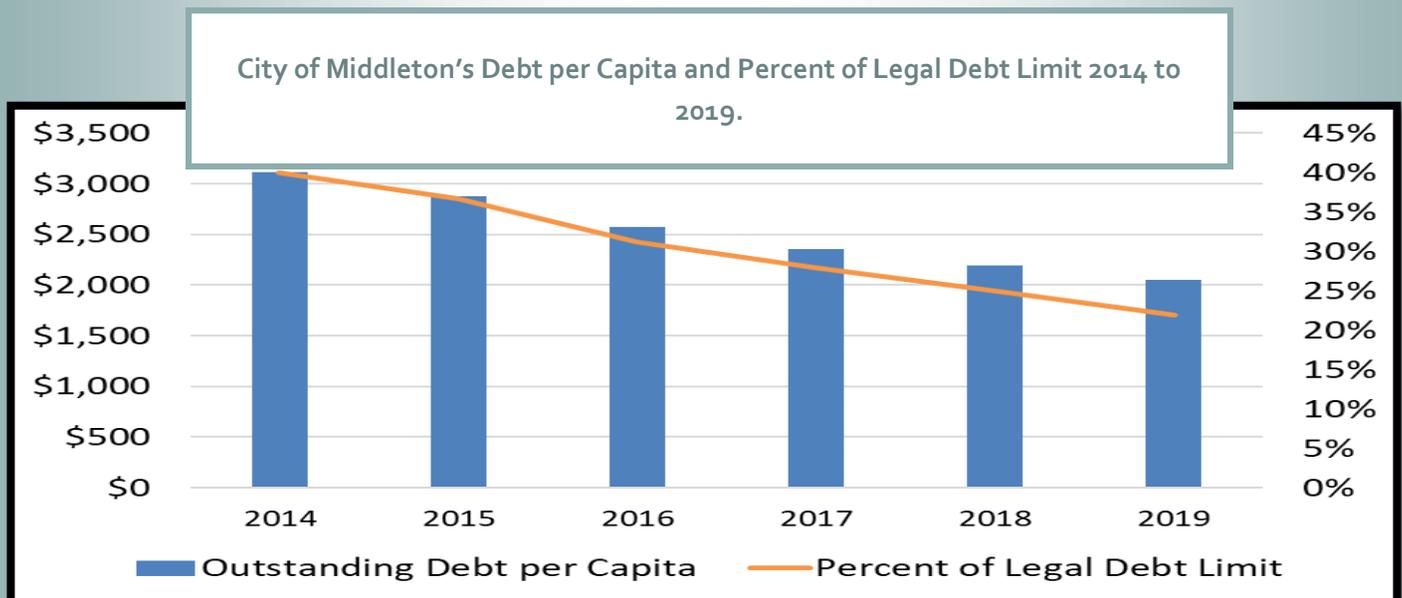
## City's Aa1 Bond Rating Affirmed and Savings from Debt Refinancing



Annually Moody's Investors Service evaluates the City's financial condition and assigns a credit rating for the City's outstanding debt. In 2019 Moody's affirmed Middleton's Aa1 bond rating. This is the best possible rating after AAA and reflects that the City's debt obligations are of high quality and subject to very low credit risk. This strong credit rating helps to keep interest costs low for the City's debt. In their most recent credit report, Moody's noted that Middleton has a robust financial position, a sizeable tax base, an above average wealth and income profile, strong financial operations, and an average debt burden.

One measure of the level of the City's debt is the total amount of the City's general obligation debt outstanding divided by the total assessed value of all property in the City. Wisconsin state law limits the City to issuing general obligation debt equal to no more than 5.0% of the City's total value. Middleton's debt management policy further restricts the City to 3.3% of total value. From 2018 to 2019, Middleton's outstanding general obligation debt as a percent of total equalized value decreased from 1.25% to 1.09%, well below both limits. In addition, the amount of outstanding general obligation debt per capita has decreased from \$3,116 in 2014 to \$2,052 in 2019.

In November of 2019, the City took advantage of low interest rates to refinance the City's 2010 Taxable General Obligation Build American Bonds. These bonds were issued to provide financing for the Middleton Police Station. By refinancing the debt, the City was able to reduce future debt service payments by \$417,640, resulting in present value savings of \$379,326 which is 6.6% of the amount refinanced.



# City Administration and Finance

## Investments Portfolio Earnings

The City adopted a revised investment policy in November of 2016 with three objectives of safety, liquidity, and return. As a municipality, Middleton is restricted by state law and its own policy as to the types of allowable investments. The City has developed a diversified and laddered investment portfolio that seeks to obtain a reasonable return while ensuring the protection and availability of public funds.

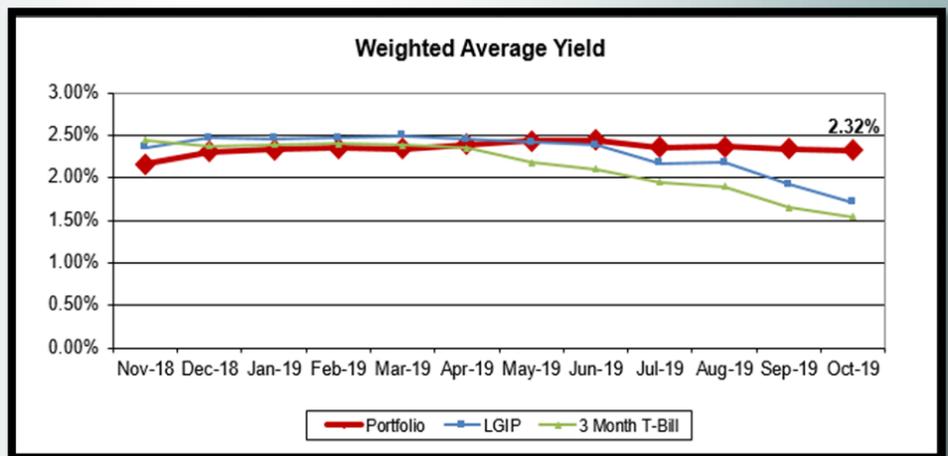


The structure of the portfolio has allowed the City to lock in higher interest rates in 2018 and the first half of 2019. Short-term interest rates began to decline in 2019 following a 30% decrease in the Federal Funds Rate from 2.50% to 1.75% between July and October. During that period the weighted average yield of the City's investment portfolio has remained relatively constant. In total, interest earnings in 2019 are projected to be about 40% higher than in 2018 with nearly \$1 million in revenue.

## Human Resources

The City is continuing its efforts to centralize the Human Resources functions coordinated by the Finance Department and City Administration.

This process started in 2018 with the creation of the Assistant Finance Director/Human Resources Manager position and Human Resources Audit. Human resources support is provided to all City departments in the areas of performance coaching, recruitment and selection, salary and benefit projections, compensation analysis and employee relations. In total, the Human Resources Manager provided assistance with 17 performance coaching matters and coordinated 19 recruitment cycles.



## 2020 Elections and Electronic Poll Books

The City is excited to announce the purchase of 20 Badger Books (electronic poll books) for the start of the 2020 elections! The main functions of the electronic poll book include checking in voters, processing Election Day Registrations and recording absentee ballots. The electronic poll books will not only help with voter wait times and worker efficiency on Election Day, but they will also help the Clerk's office complete post-election activities in a timely manner.

# Library

## Next Chapter Project and Beyond

The modern library is far more than a warehouse for books. Today, more than ever, it is an essential place for community connection and a cornerstone of our social infrastructure.

The Middleton Public Library, founded in 1927, has undergone seven major evolutions. Since its last update in 2004, total programming attendance has grown a staggering 688%. Technology use at the library continues to surge, with on-site Wi-Fi use increasing 325% over the last three years. At the same time, the library has



Updated Marketplace entry.

maintained its position as a national leader in circulation for a city of its population.



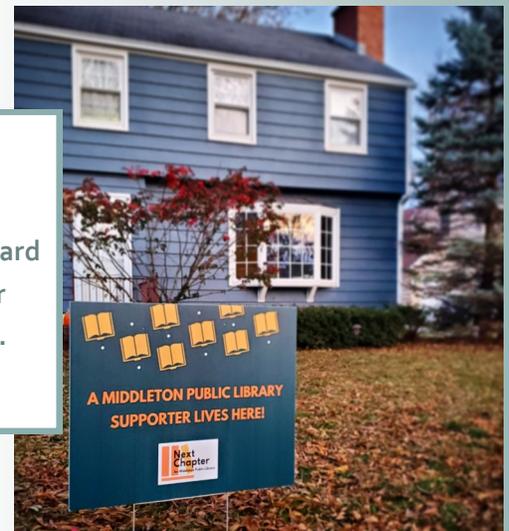
Head of Youth Services Lori Bell in front of demolished Help Desk.

In order to maintain the same high standard of service now and into the future, the Middleton Public Library embarked on its Next Chapter project in 2019. A 2015 building study determined that in order to meet service demands, the library requires three times its existing square footage. To make the most of the current facility, Next Chapter focuses on re-

newing and maximizing interior spaces of the beloved downtown location. To address long-term needs such as increased square footage, the library is working closely with the Middleton City Planning Department on a Community Campus Plan for the future.

The total Next Chapter project budget is \$500,000, which includes \$300,000 of existing library funds and a \$200,000 fundraising goal. Next Chapter is not using any additional taxpayer dollars nor capital funds.

Next Chapter yard sign for donors.



# Library

In 2019, the Next Chapter project began through an implementation of a six-phased approach focusing on three urgent priorities:

1. Increase Square Footage Available to the Public
2. Create Flexible Spaces for New Ways of Gathering
3. Improve the Customer Service Experience

Phases 1-5 achieved these goals throughout the building by: improving connectivity between floors, combining and upgrading service desks for better ergonomics and ADA access, replacing high maintenance carpeting with easy-to-clean flooring, offering a variety of new seating, creating a family tech space on the first floor, upgrading broken shelving to compact mobile shelving and utilizing vibrant colors for wayfinding. As the building continues to get louder

with increased visitors there are now two designated quiet spaces, one on each floor with the lower level room featuring Middleton's local history. The Friends of the Library Book Shop moved upstairs thus enabling them to increase the hours the shop was open from twelve hours/week to seventy-two.

The former shop is now the Friends of the Library Community Room and serves as additional programming space.



Rinse and Read Outreach to local laundry mats.

2019 ended the year at just over half way to the fundraising goal. Next Chapter does not include construction, and Phase 6 will complete the project with painting in the lower level, furniture replacements, technology improvements, play and learn elements, and signage. Staff not only did a great job of keeping waste out of landfills by offering disposal items to other libraries, city departments, and the public, but the library remained open for full-service the entire time!

# Library

## Staffing Changes

2019 was also an exciting year for staffing changes. Two vacancies triggered the hiring and promotion of six key leadership positions including two Department Heads. Youth Services staff immediately took advantage of the newly created flexible spaces by expanding on existing programs like the popular Young Entrepreneurs' Craft Fair and offering new programs such as Crochet Club, on the main level. The Adult Services staff worked hard to create new relationships with



Young Entrepreneurs selling their hand-made goods in Fall 2019.

other city departments to maximize program offerings and strengthen commitments to service lenses like Dementia Friendly Communities. The Technical, Information, and Circulation Departments all worked tirelessly through a major South Central Library System update, revising collection management procedures, and creating additional family tech space. Library Outreach and Engagement Services continue to expand, through offerings like 'Rinse and Read'. All of these programs and services help to create library users, bring in new patrons and strengthen the quality of life in our community.

Through continued public input, the library's updated five-year strategic plan, and long-term planning with the Community Campus Plan Committee, the library board and staff will continue to work



Greenway Station playdate.

towards communicating and striking a balance between visibility, functionality, and desirability – for the Next Chapter and beyond!

# Pleasant View Golf Course



## Best of Madison – Gold Winner

The Best of Madison Readers' Poll is an annual survey asking local customers to vote for their favorite establishment and people. Pleasant View Golf Course was awarded the gold medal for best public golf course in the area in 2019—the third gold award presented to our facility in the last four years.

## Continued Success for Women's Chip and Sip

Our Chip and Sip program throughout the summer is an opportunity for women to learn the game of golf in a comfortable and fun environment. Run by our Head Golf Professional, Becky Halverson, this popular program has consistently sold out with opportunity for further growth in 2020. Each class is five weeks long and consists of three different levels based on ability: beginner, intermediate, and more advanced.



Women's Chip & Sip participants.

## Pleasant View Invitational hosted by Wisconsin Badgers

In collaboration with the University of Wisconsin-Madison men's golf team, Pleasant View Golf Course hosted a two day collegiate golf invitational in October where seven regional teams sent their up-and-coming players to showcase their abilities. Harrison Arnold, from the University of Minnesota, won the invite with a two day score of 138 – shooting a 71 on day one and a 67 on day two on Pleasant View's par 72 Woods and Prairie courses.

Player	Day 1	Day 2	Total
Arnold, Harrison (Minnesota)	71	67	138
Bailey, Luke (Wisconsin)	75	72	147
Blair, Josh (Wisconsin)	75	72	147
Collins, Scott (Wisconsin)	75	72	147
Dobson, Luke (Illinois)	76	72	148
Fraser, Cameron (Wisconsin)	76	72	148
Hansen, Austin (Illinois)	77	71	148
Leahy, Austin (Iowa State)	77	71	148
Leahy, Scott (Iowa State)	77	71	148
Looney, Will (Minnesota)	74	74	148
Melanson, Ian (Illinois State)	75	73	148
Moyle, Chase (Iowa State)	78	70	148
Radt, Dan (Wisconsin)	75	73	148
Sanford, Ryan (Iowa State)	75	73	148
McKinnell, Tyler (Illinois)	77	71	148
Mohr, Matt (Wisconsin)	75	73	148
Murphy, Harrison (Wisconsin)	75	73	148
O'Brien, Austin (Illinois State)	75	73	148
Pleasant-Shipman, Harry (Minnesota)	74	74	148
Reagan, Ryan (Iowa State)	75	73	148
Seaman, Chip (Wisconsin)	77	71	148
Schlaack, Adam (Iowa State)	77	71	148
Stinson, Ryan (Iowa State)	77	71	148
Winters, Parker (Illinois State)	76	72	148

## Expanded Parking Lot

In May of 2019, Pleasant View Golf Course's parking lot received a much needed expansion of roughly fifty stalls. Over the years, golf and non-golf events have created a great deal of success for PVGC; however, with the increased business, our previous parking lot couldn't handle the traffic. With the help of Strand Associates, Inc., and Badgerland Excavating, our new parking lot has proven its worth.



More parking!

## Best Golf Course for Business Outings Finalist

Chosen by a select group of Greater Madison business executives, the winners of this annual program represent the top business-to-business vendors in Greater Madison. Pleasant View was a finalist in 2014, 2016, 2018, and again in 2019 along with University Ridge (winner), Bishops Bay Country Club and The Oaks Golf Course. Finalists are chosen from a fill-in-the-blank survey, which means Pleasant View Golf Course achieved top-of-mind awareness in our community.

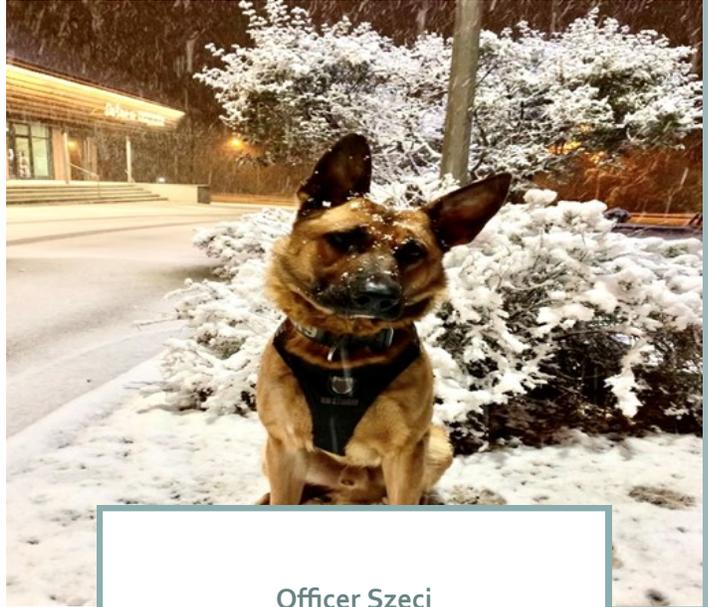


## *Police Department*

### **Police Departments Canine Unit – Meet Szeci!**

In 2019, the Middleton Police Department welcomed police canine Szeci to the family. Canine Szeci is a two-year-old Belgian Malinois and German Shepherd mix who began his life in Budapest, Hungary. In April of 2019, Officer Statz and Szeci completed their six weeks of training at Shallow Creek Kennels in Pennsylvania and returned to Middleton to start their transition to living, training, and working together on a daily basis.

Since returning to the City, Officer Statz and Szeci have found their place within the community. In 2019, they were deployed over 35 times for a variety of reasons. They even received statewide recognition at a Wisconsin Law Enforcement Canine Handler Association banquet where they received the Meritorious Article Find award. This award was presented to them because of their work in locating a handgun hidden in some bushes while they were assisting the University of Wisconsin – Police Department with a stolen vehicle case.



Officer Szeci



Officer Szeci and Officer Statz

In addition to their patrol assignment, Officer Statz and Szeci have been very active getting to know various members of our community. They have been involved in numerous demonstrations, meet and greets, and other outreach activities throughout our community. The Canine Unit has been a great addition to the police department since its deployment in the spring 2019 and we look forward to showing off this great asset to everyone in our community.

# Police Department

## 2019 Battle of the Badges Event

For the eighth consecutive year, Middleton Police Department staff teamed up with Middleton Fire and EMS Departments to host Battle of the Badges in 2019. Battle of the Badges is a fundraiser that was started in 2012 and held each year on the second Saturday in August. This event includes a 5K fun run/walk followed by a police vs fire softball event complete with games, concessions, prizes, giveaways and lots of fun and surprises.



Battle of the Badges—Police vs. Fire for a great cause—to help a child and family dealing with cancer.



Sean McGrath & Family.

With the help and generous support of many local businesses and private citizens, 100% of funds raised are donated to a local family affected by childhood disease. **This year the event raised \$23,032.65** which was given to the family of Sean McGrath. When Sean was four years old, he was diagnosed with Neuroblastoma and endured numerous vigorous treatments and surgeries. Three months after the fundraiser, Sean and his family came in to share that he was in for follow up scans and he was showing **NO SIGNS OF CANCER** and all scans were clear!

Over the past eight years, this great community event has not only enhanced the camaraderie amongst local first responders and their relationship with the community, but it has raised **over \$67,000** that has gone directly to local families affected by childhood disease.

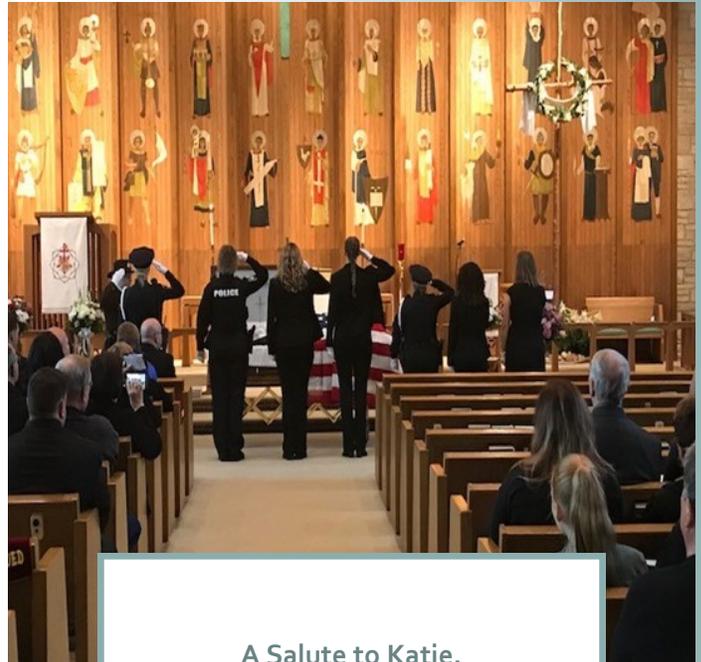


Great results for families in need.

# Police Department | Memorial To Katie Barrios

## Katie Barrios Funeral and Recognition

On May 2<sup>nd</sup>, members of the Police Department and City staff paid their respects to their beloved co-worker, Officer Katie Barrios, who passed away after a more than two year battle with brain cancer. Even though Katie had only been a member of the Police Department since 2016, she was well respected within the department and within our community, and she had an impact on everyone she met. Prior to starting her career with Middleton, Katie was an accomplished police officer with Warminster PD (Pennsylvania), Mount Horeb PD, Barneveld PD, and the Iowa County Sheriff's Department. In addition to her work family, Katie is survived by her husband Joe, sons Cole and Joey and daughters Samantha and Abigail.

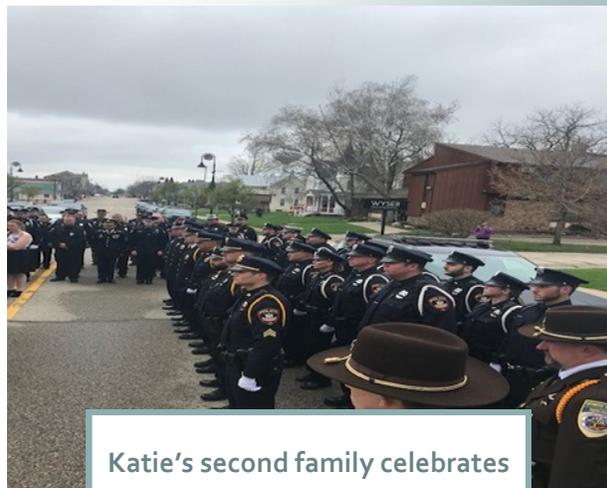


A Salute to Katie.



Katie's Uniform.

In December, the Police Department proudly put on display one of Katie's uniform shirts to keep her memory alive and to help her remain a part of our Police Department family forever. Present during this ceremony were some of Katie's immediate family and a large number of Police Department personnel.



Katie's second family celebrates her impact on the P.D.

# Police Department

## 2019 Department Promotions

On April 1<sup>st</sup>, Chief Foulke held a ceremony to recognize three members of the Police Department who were promoted to the ranks of Captain and Patrol Sergeant. Jeremy Geiszler, who has been a police officer for the City since 2002, was promoted to the rank of Captain to replace Captain Steve Britt. Dave Haselow, who has been a police officer for the City since 1997, most recently as a Detective for the department, was promoted to the rank of Patrol Sergeant. Tyler Loether, a member of the Police Department since 2012, and most recently the Middleton High School Resource Officer, was also promoted to the rank of Patrol Sergeant.



Captain Geiszler, Chief Foulke and Sergeants Haselow and Loether

## 2019 Retirements

**Chief Charles Foulke.** On December 13<sup>th</sup>, after 38 years of service to the City, Chief Charles Foulke retired from the Police Department. During his tenure at the Police Department, Chief Foulke was a Patrol Officer, Juvenile Detective, School Resource Officer, Detective, Patrol Sergeant, Detective/Sergeant, Lieutenant, Operations Captain, and since 2014, the Chief of Police. Chief Foulke and his famous jokes and one liners, will be missed by many at the Police Department as both have generated many laughs throughout the years. Chief Foulke will be remembered for his leadership and calm demeanor as he guided the Police Department through one of the more challenging events that any Police Department could encounter—the 2018 active shooter event at WTS Paradigm.



Chief Charles Foulke

**Captain Steve Britt.** After 26 years of service to the Middleton Police Department, Captain Steve Britt retired from the department on August 16<sup>th</sup>. Captain Britt, who was well known for his love for food and for grilling some of the best burgers in town, will still be in the Madison area after retirement as he embarks on a new career as a realtor. Prior to joining the Middleton Police Department in 1993, Captain Britt, who is a Middleton native, started his career with the Montana Highway Patrol and in his first year of service at the Highway Patrol was chosen as the Trooper of the Year.



Captain Steve Britt

## *Police Department | Communication Center*

### **Communication Center - NextGen 911**

Technology is changing how Police Departments do business and the 9-1-1 industry is no exception. The field is constantly trying to balance current technological capabilities with citizen and stakeholder expectations. 2019 came with some big decisions regarding our 9-1-1 phone system. The Positron Viper installed in 2008 was reaching its end of life and needed replacing. At the same time, the State of Wisconsin began researching improvements to the NextGen 9-1-1 infrastructure in the state. People who contact 9-1-1 can now do so via landline, cellular, and VoIP voice or text message. Video messaging will not be far behind. The Middleton Police Department Communication Center had to replace an aging call handling system while being mindful for the future.

In October, after several months of preparation, our Solacom Guardian NextGen phone system was installed. Solacom is used at each of our four workstations to answer both non-emergency and emergency calls and route them appropriately. The program also comes with an information management system that allows us to gather important data regarding call volume and its impact to the Communication Center.



Most importantly, Solacom functions in today's call taking environment and will grow with us as technology changes. When the State of Wisconsin infrastructure is readied for video messaging to 9-1-1, our Solacom system will be updated so that we're prepared to receive them.

The Middleton Police Department is one of a few Communication Centers in the state that receive a multitude of different 9-1-1 contacts to us including voice, cellular, and text messages. The investment in that technology – while keeping an eye on future technology—speaks volumes to the important work that we do.

# Public Lands, Recreation, & Forestry | Parks

**Emerald Ash Borer (EAB)** 2019 saw the conclusion of ash tree replacement plantings with 327 trees planted throughout Middleton. Diversity is still a major goal and this was ensured with the planting of 29 different kinds of trees. Monitoring of trees to assess the impact of the 2018 flood event was also a priority this past year and will continue to be so for the next few years.



Wise planning for Ash tree replacements with diversity.



Better traction on City boardwalks.

**The SE Trail of the Pheasant Branch Conservancy** had the boardwalk decking replaced in 2019. Fiberglass grip strips were added to every other deck board to provide increased traction on the surface in wet conditions. This method was first tested in 2017 on the Marina Drive entrance boardwalk as a pilot program. The work was completed utilizing the skills and talent of City staff.

**A new playground was installed at Woodside Heights Park.** This project was completed as part of the playground replacement program developed in 2017. The original playground was installed in 1994. The new playground was supplied by Bolland Recreation.

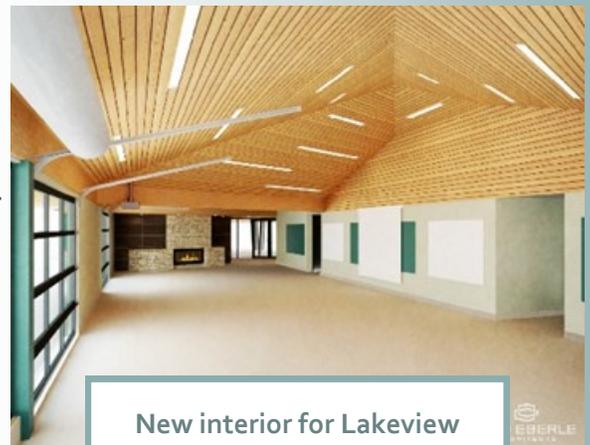


Woodside Heights Park playground replacement.

**A design process for the Lakeview Park Shelter** was completed by Aro Eberle Architects following several opportunities for public input. The original design included an addition of a 2nd interior space and was scaled back to include a smaller addition to the existing structure. Included in the project is the replacement of major utilities, expansion of interior space, and modernization of the facility. The project will be bid and constructed in 2020.



2020 exterior vision.



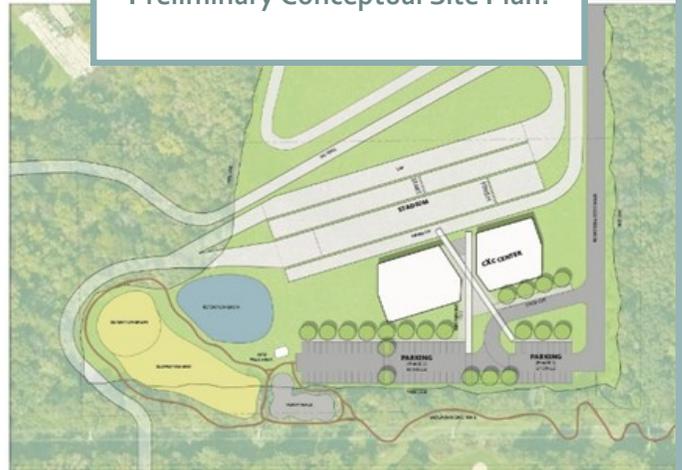
New interior for Lakeview Park Shelter by Fall 2020.

# Public Lands, Recreation, & Forestry | Conservancy

## Bike park improvements

The planning process for bike park improvements in conjunction with the Central Cross Country Ski Association's planned development was a focus of 2019. A lease agreement was developed, land donation, easement and annexation documents were drafted to set the stage for execution in 2020. The planning for the bike park includes an asphalt pump track, trailhead and connections to the existing trail network, and a bike skills course.

Preliminary Conceptual Site Plan.



Planning for long-term management of the Conservancy.

## Master Plan for the Pheasant Branch Conservancy

Work is underway to update the Master Plan for the Pheasant Branch Conservancy. Last done in 1998, this plan will help guide restoration activities, prioritize management units and create a more unified management approach with the County. Vegetation surveys were conducted this past winter with significant help from Tom Bernthal of the DNR and Friends of Pheasant Branch. These surveys highlight what we have here now, and identify both opportunities and threats to this great asset.

## Employee Recognition

The Wisconsin Parks and Recreation Association (WPRA) recognized Rebecca Price (Assistant Director for Recreation) as the Recreation Professional of the Year and Matt Amundson (Director of Public Lands, Recreation & Forestry) as the Parks Professional of the Year at the 2019 Annual Banquet in November.



Professionals of the year—Rebecca Price & Matt Amundson—surrounded by their outstanding staff.

# Public Lands, Recreation, & Forestry | Recreation

## Recreation

While the Walter Bauman Aquatic Center saw a record number of enrollees in swim lessons this summer (1552), the facility was closed on several occasions due to mechanical failures and a lack of staff to safely operate the facility. The Walter Bauman Aquatic Center is an aging facility in need of significant maintenance to ensure viability until a future renovation can be completed. The season opener was delayed as two of the pumps and motors failed just prior to the originally scheduled opening date. Then one pump's return valve cracked and had to be shut down until it was replaced. The chemical controller was adversely affected by this and will need to be replaced in 2020. Adequate funding will need to be available to maintain the facility and to attract and maintain staff. Lifeguard shortages are affecting most of the country. The current pay scale is not encouraging new staff or helping retain current staff.



The Bauman Aquatic Center is a true community asset.

**The Recreation Division** continued to see an increase in revenue and participation in programs for 2019. Approximately 2500 participants of all ages took part in recreational programs ranging from sports to fitness classes and enrichment activities. Furthermore, another 1200 participants partook in offerings at the Hubbard Activity Center. The Creative Drama program had a record number of participants in their presentation of Charlie and the Chocolate Factory. With casts under the direction of Ms. Abbie Hannam, hundreds of

patrons attended the performances over three days at the Middleton Performing Arts Center. The track program, a long time staple in the summer, concludes the program with a track meet. The track meet has evolved into a regional meet, which is a direct result of our increased cooperative programming efforts with parks and recreation agencies in Dane County. Staff have increased efforts to develop partnerships and networks to assist local high school students in volunteering, securing internships and opportunities for work experience which have resulted in additional support for the department during special events and programs.



Performing arts programs through the City's recreation offerings.

# Public Lands, Recreation, & Forestry | Youth

In September of 2019, the Middleton Youth Center moved into Kromrey Middle School. This change has increased access for students, who are now able to easily walk to the Youth Center area after school, after school clubs and sports practices. The move has also allowed the center to offer transportation home for students through the Kromrey after school activities bus, and more sports programs with daily access to the Kromrey gym.



Youth Center sports activities.



Creative arts at the YC.

**Further developed the 1:1 mentoring program.** Starting in September, five Youth Center staff members dedicated one day per week to mentor meetings with students during their lunch hours or study halls. Mentoring focuses on relationship and trust-building, helping students to set academic and personal goals, learning self-care strategies, and identifying students in need of academic support or families in need of community resources.

**Created a partnership with Middleton Community Church,** whose members pack and donate weekend food bags to the Youth Center. The Youth Center distributes approximately 10-15 weekend food bags to food insecure families each week.



Field trips provide means to teach love of nature and the outdoors.



Food bags donated to youth by Middleton Community Church.

# Public Lands, Recreation, & Forestry | Flood Edition

## Flood Edition

Public Lands staff members Kurt Meinholz, Dennis Hellenbrand, and Mike Meier developed a plan to re-open the creek corridor trail by temporarily hoisting bridge ends and re-building temporary abutments. This work allowed each bridge to re-open to the public.



New Stricker Park tennis courts.

The Stricker Park tennis courts were re-constructed as a result of damage from the August 2018 flooding. An ADA compliant entrance was added and the court was resurfaced using a product called TitanTrax which increases the longevity while decreasing surface cracking.



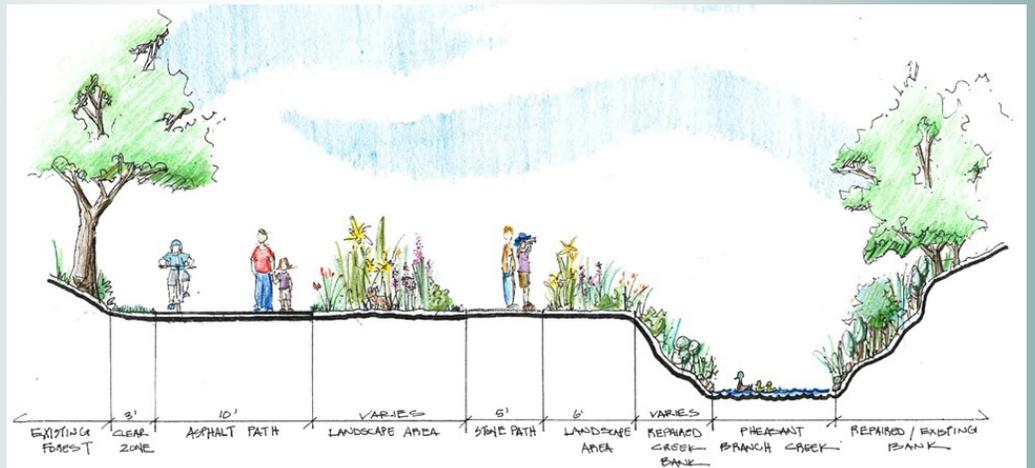
Temporary bridge restorations.

Ayres & Associates was hired to complete design work for the entrance to Woodside Heights Park and to re-construct the Airport Road and Market Street underpasses. An adjacent pedestrian bridge at Market Street was also included in this project. The bid was awarded to Janke Construction and work began in late November.

Thanks in part to a generous donation from the Friends of Pheasant Branch, a Master Plan for reconstruction of the Pheasant Branch Creek Corridor was started in July to gather public input and propose alternatives for streambank stabilization, trail layout, bridge design and locations, vegetation, and even the possibility of stream channel realignment. This work also incorporates water flow modeling from other flood-related projects Middleton has been undertaking this past year. The final approved plan will guide the design and construction process for the creek corridor and will create an area that will (hopefully) be more resilient to future flood events. A consultant team of Cardno, KL Engineering, Jensen Ecology, and Vandewalle & Associates has partnered on this master planning effort.



New underpass at Market Street.



## *Public Works*

### **New Traffic Control Devices**

To draw driver attention to pedestrian crossings of busy roadways, the City directed installation of rectangular rapid flashing beacon (RRFB) equipment with pedestrian crossing warning signs on:

- Century Avenue at Valley Ridge Road.
- High Road at Northside Elementary School.
- Maywood Avenue midblock crosswalk to Lakeview Park.



New RRFB on Century Avenue at Valley Ridge Road.

### **New Pedestrian Connection**

The Street Crew began construction of a new path connection from the south end of Webber Road to Century Avenue. When time allows in 2020, the crew intends to place asphalt pavement over the current gravel path. This is intended to improve pedestrian and bicyclist connectivity from the neighborhood north of Century Avenue to bus and business services along nearby Century Avenue and Parmenter Street.

### **Storm Sewer Improvements**

In addition to taking on numerous repairs of storm sewer structures that had been damaged in the 2018 flood, the Street Crew cleaned several ditches and sediment traps. This work not only minimized sediment from reaching Lake Mendota and reduced the number of contracts that had to be administered, but it also saved considerable money.

Due to high groundwater and a potential new spring location, parts of the Middleton Springs Drive roadway and sidewalk had been wet since the 2018 flood. The engineering department designed a location for new underdrain, and our Street Crew did the installation. While there are still intermittent puddles in the area, the majority of that pavement is now reasonably dry.

# Public Works | Engineering and Operations

## Street Maintenance

In addition to routine filling of potholes and patching work done by the City's Street crew, the City hired a contractor to seal pavement cracks on more than 6 miles of roads. The rubber crack filler is intended to prevent water intrusion into the pavement which can lead to potholes. This is a very cost-effective way to keep relatively good roads in good condition, and prolong their useful life.

For the first time, the City hired a contractor to apply GSB-88 asphalt seal coat on a mile of our roads that are in good condition. This type of seal coat involves the application of a very thin coat of asphalt to protect the roadway pavement from oxidation.



GSB-88 seal coat on  
Prairie Drive.

## Street Improvements

The Common Council allocated the majority of the 2019 capital budget for rehabilitation and reconstruction of existing streets. In the past construction season, the following major street improvement work was completed:



University  
Avenue

*University Avenue Reconstruction* - Dane County partnered with the City to replace broken concrete pavement from Cayuga St. to about 450' west of Park St., with the City taking the lead on right-of-way acquisition and design, and the County leading on the

construction work. The City's Water & Sewer Utilities contracted several facility upgrades with the construction project, and the Street Crew self-performed installation of new traffic signal equipment and street light relocations. Now that the project is completed, the City accepted a jurisdictional transfer for future maintenance and repairs of this section of road.

*Maywood Avenue Reconstruction* - Maywood Ave. was resurfaced east of Branch St., and completely reconstructed between Branch St. and Park St. Reconstruction work included replacement of water mains and repairs to sanitary sewer mains and storm sewer facilities. Deficient portions of curb & gutter and sidewalk sections were replaced and new asphalt pavement was placed throughout. New rectangular rapid flashing beacons were placed at the crosswalk to Lakeview Park, and two speed humps were installed on Maywood Ave. east of Park St.

*Bristol Street and North Avenue Reconstruction* - Bristol St. north of University Ave. and North Ave. east of Bristol St. were reconstructed in 2019. The project included replacement of water mains and repairs to sanitary sewer mains and storm sewer facilities. Deficient portions of curb & gutter and sidewalk sections were replaced before placing new asphalt pavement.

Several residential streets were resurfaced to eliminate extensive cracking and minor surface defects, and crosswalk ramps were updated to new standards, including:

- Terrace Avenue and Middleton Street from Parmenter Street to South Avenue
- Pheasant Lane, including Adler Circle

# Public Works | Water Resources

## Flood Repair

The City completed the repairs to the embankment failure of Pheasant Branch at Park Street. The repair included new concrete deflector walls on the downstream end of the 14 foot diameter culvert pipes beneath Park Street. The toe of the embankment was stabilized with a mix of hard armoring (gabions and riprap) and “soft” armoring in the form of root wads and vegetation. The upper bank was seeded and covered with an erosion control mat.



Installation of root wads.



New deflector walls, gabions, riprap, and erosion mat.



Erosion control mat on the left (North) bank.

## Public Works | Water Resources

### Donna Drive Pond Repair

Donna Drive Pond, located just southeast of the Police Station, blew out in the August 2018 flood. Additional damage occurred in the March 2019 flood, toppling various manhole structures, separating storm sewer pipes and further eroding the pond bottom. The latter damage necessitated a re-design of the proposed repairs.

Despite this setback, the repairs to the detention pond were completed in late fall, 2019. The final design included a more robust reinforcement of the embankment between the pond and Pheasant Branch, an improved outlet system more resistant to clogging by debris, and an expansion of the pond to provide more flood control storage and sediment trapping capability.



Failed embankment between pond and creek prior to repair.



Downstream slope of the embankment after repair.



Pond fully restored, green matting will decompose as vegetation grows.

# Public Works | Water Resources

## Baskerville Harbor Flood Repair

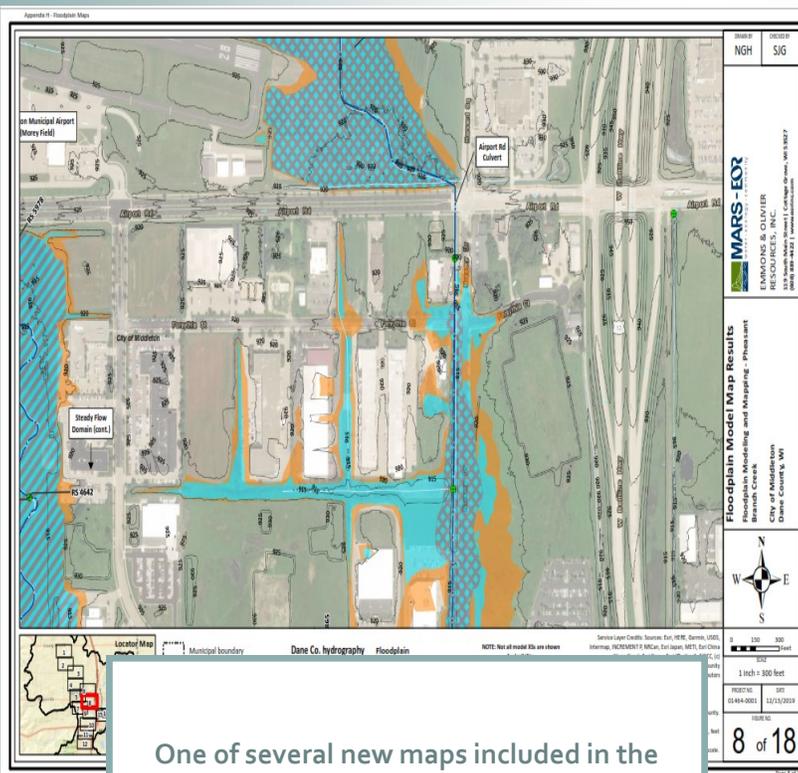
The bulkhead pilings along the banks of Baskerville Harbor suffered severe damage in the August, 2018 flood. Replacement of the sheet piling posed several challenges: the only access was by water which required the launch of a barge to hold the excavation equipment; the high lake levels throughout the summer delayed repairs until fall during which time ice appeared on the lake earlier than normal, and the failed pilings tipped over and became buried posing great difficulty in removal. Their complete removal was necessary to allow the new sheet piles to be driven in. The repair is scheduled to be complete in early 2020.



Barge-Mounted backhoe placing fill behind new sheet piling.

## Floodplain Study

The flood of 2018 caused extensive flooding to buildings, prompting the City to undertake a comprehensive floodplain study of Pheasant Branch and adjacent lands, including the North and South Forks. The study extended to a point several hundred feet north of Century Avenue near Branch Street. MARS-EOR was selected to perform the survey, and combined rainfall and flow modeling from which up-to-date limits of inundation could be calculated for various flood events. The final report from the study was presented at a public information meeting in January, 2020, with the schedule yet to be determined.



One of several new maps included in the 2019 Floodplain Study Report.

# Senior Center

## Senior Center Internal Focus

The Senior Center continues to provide programs, case management services and a loan closet, volunteer opportunities, and a strong nutrition program. The senior center is grateful to have such a strong core of volunteers, and outstanding community partnerships. Both are vitally important to a healthy well-rounded facility. In 2019, senior center participants experienced a brand new look to the newsletter, as well as expanded programming. Senior center attendance continues to increase.



Seniors and volunteers.



Seniors wanted!

## The Establishment of the Senior Center Endowment

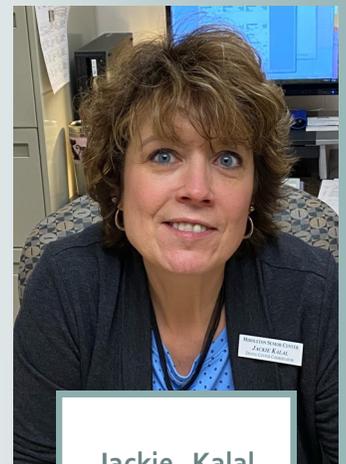
In partnership with The Madison Community Foundation, the senior center established a long-term endowment fund in 2019. This fund makes tax deductible giving even easier for those wishing to support the senior center through gift giving. It also allows donors to consider making a lasting gift and legacy. This is the beginning of a synergized relationship with donors through the foundation. The funds are to grow over time through investment.

## Staff Changes

The senior center promoted long-term staff member Ted Quincey from Dining Site Coordinator to Assistant Director. Ted took over the planning of programs after a very successful 2019 in the dining site. Dining site numbers increased by 30% in 2019, and this is attributed to the addition of another route in the area of home delivered meals, as well as programming created just for senior center dine-in participants. We welcomed Jackie Kalal as the new dining site coordinator in November.



Ted Quincey  
Quincy



Jackie Kalal

# Senior Center

## Program Highlights

*Entertainment:* The senior center established monthly large attendance special programs by bringing in a number of speakers and performers including, Jessica Michna as Mary Todd Lincoln, The Batter's Box, Rich Bauman, Craig Siemsen, The Terry & Danny show, Jessica Michna Golda Meir, Japanese Tea ceremony, History of Brooches, The sinking of the Edmund Fitzgerald, The Golden Spike The History of the transcontinental railroad, Mary Helen Conroy life's a daring adventure, Baked potato bar, the Byrd Bothers, Casey & Greg and Middleton Players Theater, just to name a few.



Plentiful programs.



Great entertainment.

*Travel:* The senior center took several trips including to The Palace Theater, off the Beaten Path, White Pines dinner theater, Rosewood Theater, Mississippi River cruise, and Diamond Jo in Dubuque. The senior center also collaborated with Mayflower tours for a trip to Sedona and the Red rocks.

*Enrichment & Assistance Programs:* The senior center continued to offer numerous enrichment and assistance programs including Restoring your physical self, balance screenings, AARP drivers safety, diabetes management through the holidays, Winter Blahs, stepping on falls prevention, brain health series, memory screenings, Aging in your home, self-defense for women, water color painting and creative program, AARP tax assistance program, AARP driving program, Two Quilts of Valor programs honoring those who served, and more.



Tremendous volunteer initiatives like Quilts of Valor.

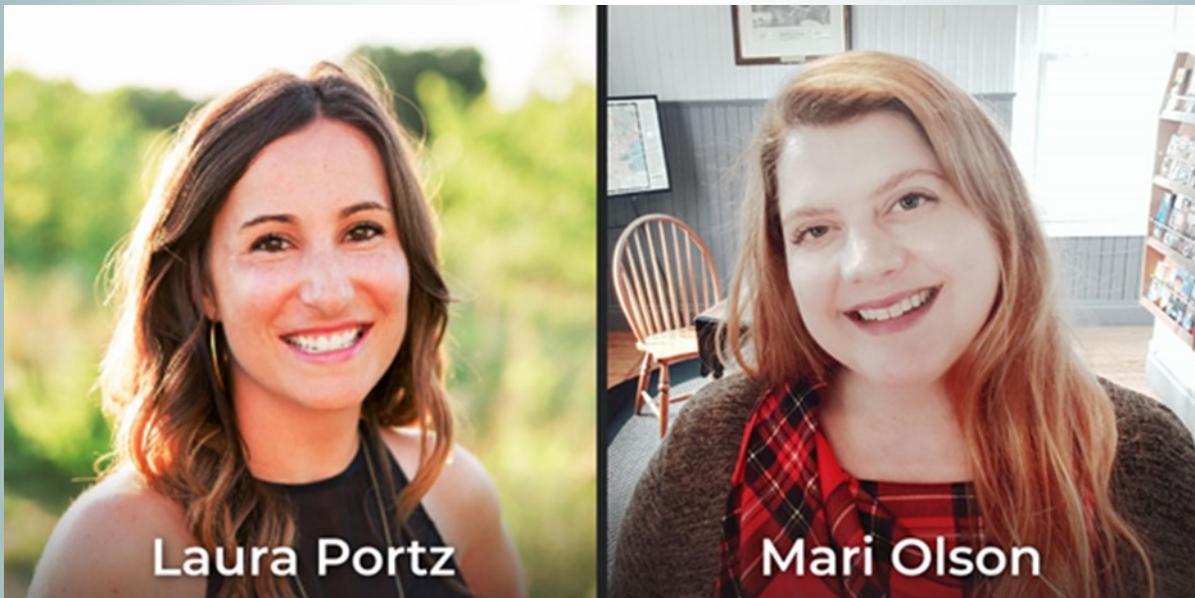
# Tourism

## Strategic Plan - Organization Restructure

In 2019, Middleton Tourism completed an office reorganization to better align with the focus, goals and mission of the office. The restructuring resulted in two new positions and hires:

**Mari Olson** is the new Tourism Marketing Manager. Mari has 10 years of marketing and communications experience and she will develop and manage the tourism commission's marketing-communications initiatives, from press releases to social media, and print to digital materials.

**Laura Portz, CMP**, is the new Convention and Event Services Manager. She will work closely with event organizers to ensure their Middleton event is uniquely customized and successful. Laura has been in the tourism and hospitality industry for more than 11 years and is a designated Certified Meeting Professional.



# Tourism

## Economic Impact Results

Middleton Tourism engaged Philadelphia-based Tourism Economics, a consulting firm that specializes in tourism analysis, to gauge the local impact of visitor spending. The firm's analysis found visitor spending in Middleton totaled more than \$180 million in 2018, a 5 percent increase over the prior year.

Some other key findings of the study:

- Visitor spending in Middleton increased \$21 million over the last three years.
- Total business sales supported by traveler activity grew to \$308 million in 2018, supporting 1,889 Middleton jobs.
- Those employees earned \$59.7 million in wages and benefits.
- Tourism related employment growth grew 1.1% in Middleton.
- State and local governments benefitted by collecting \$35.2 million in tax revenue coming from visitor activity in Middleton.
- Local governmental revenue supported by tourism reached \$16.3 million. The City of Middleton receives about \$2 million in hotel tax revenue, and 30% of that amount helps support general government funding.

## Grants

The Tourism annual budget includes funding for event and project grants. The grant program is designed to provide financial assistance to events held in Middleton, encourage multiple year commitments and support tourism development. Requesters must submit an application that includes event details, marketing strategies and anticipated outcomes. The Middleton Tourism Commission evaluates and approves all applications. In 2019:

- Eleven grants (events and projects) totaling \$97,000 were approved by the Middleton Tourism Commission.
- Events awarded grants generated an estimated 11,145 visitors to Middleton and the Greater Madison area.
- Market segments included sports, meetings/conventions, tradeshow and festivals.



# Tourism

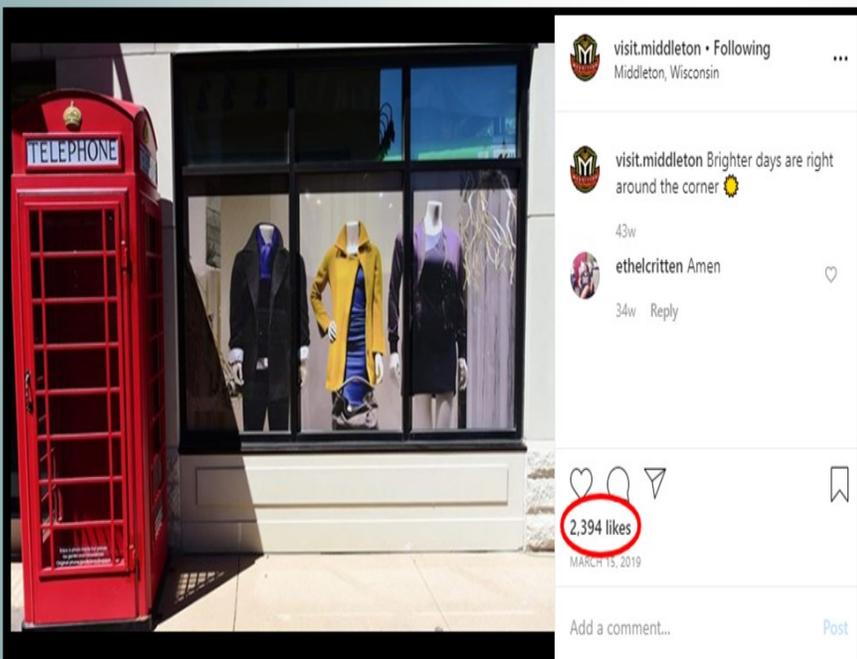
## Social Media and Promotions

In 2019, Middleton Tourism's social media platforms made impressive gains. The following statistics show substantial overall growth across all channels (statistics are through 12/31):



- Facebook fans up 11.3% (page now has 31,592 fans)
- Instagram followers up 31.9% (now 1,450 followers)
- Pinterest followers up 14.8% (now 310 followers)

Altogether, Middleton Tourism created **398 social media posts (Facebook/Twitter/Instagram)** in 2019 and YouTube viewers watched **223,128 minutes** of tourism-related videos.



Middleton also hosted **four full-scale promotions** that generated a total of **11,378 entries!**

Promotions included:

- Visit Downtown Middleton Sweepstakes, 3,826 entries
- it's tastier here. Sweepstakes, 3,558 entries
- On the Water Sweepstakes, 2,305 entries
- Kids' Shop-Til-You-Drop, 1,689 entries

## *Tourism*

### **Big Bundle Up Campaign**

For the fourth year, Middleton Tourism partnered with the Wisconsin Department of Tourism's Big Bundle Up Campaign, which collected warm coats, gloves, hats and other items to help local families in need. The campaign concluded November 25, and Middleton's donors contributed 409 items to the drive.



The clothing was donated to Middleton Outreach Ministry from five collection locations: Middleton Tourism, KEVA Sports Center, The Little Gym, Middleton Public Library and the Middleton Chamber of Commerce.

# Retirements/Departures

## Retirements



Police Chief Chuck Foulke

**Chuck Foulke:** Served 38 years in the Police Department with the last 5+ as Chief of Police. Chuck was honored as a Home Town Hero by the Wisconsin State Legislature in 2019.

**Eileen Kelley:** For 31 years Eileen Kelley served the City capably as Director of Planning & Zoning. Eileen facilitated the community's vision into its built environment that we cherish today.



Eileen Kelley, Director of Planning & Zoning (1988-2019)



Captain Steve Britt

**Steve Britt:** 26 years as A Middleton Police Officer with the last several as a Captain.

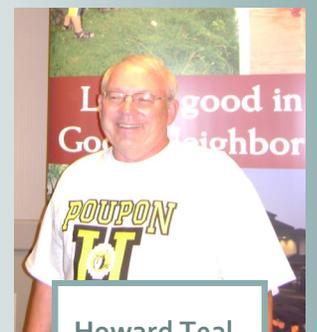


Bill Neitzel

**Bill Neitzel:** 3 years as Building Inspection Manager .

## Departures

**Howard Teal:** From 1999-2019, represented District 5, and he also served several years as Common Council President, as well as on the Public Works and Finance Committees.



Howard Teal



JoAnna

**JoAnna Richard:** Served as District 3 Council Member from 2011-2019 and for many of those years on the City's Personnel, Finance and Sustainability Committees.

# City Celebrations



Public Lands, Recreation & Forestry Director Matt Amundson and his wife Jamie welcomed baby Irie in 2019.



The Hetrick family enjoying the Library prior to the annual holiday tree lighting.

Electronic Theatre Controls celebrated a major expansion in 2019.



The second annual Candy Cane Hunt, sponsored by PLRF, was a smash with the public at Pleasant View Golf Course.



## City Celebrations



Quilts of Valor honorees at the Senior Center.



Retiring Director of Planning Eileen Kelley & Chamber of Commerce Director Van Nutt each were celebrated with a day in their honor in June.



The Wisconsin League of Municipalities sponsored "Selfie Day," and City Hall obliged on a gorgeous day in Middleton.

## *City Celebrations*



Middleton police officers were honored at the State Capitol for their heroic efforts during the Paradigm shooting tragedy of August 18, 2018.



Captain Steve Britt retired after a successful career with the Middleton Police Department, and employees past and present celebrated with Steve.

# City Celebrations



Soon to be Police Chief Troy Hellenbrand relates a story about retiring Captain Steve Britt.



The Middleton Fire District initiates new firefighters.



Captain Steve Britt and family.



MFD firefighter recruits.



Retiring Chief Chuck Foulke & wife Robyn.



Chief Foulke, with State Rep. Dianne Hesselbein, was honored as a "Hometown Hero" by the State Legislature.

# City Celebrations



In May, Mayor Brar and the Council recognized and honored several long-time City committee volunteers. From L to R with date started:  
 Pat Finnerty, Police Comm. (1994); John Wegenke, Bd. of Zoning Appeals (1989); Mayor Brar; Phil Nelson, Arts Comm. (2011); Rob Conhaim, Airport Comm. (2004); Kathy Olson, Deb Saeger & Kris Koenig, Sust. Comm. (2010); & Dave Baltes, PRFC (2005).



Mayor Kurt Sonnentag (2007-2017) with wife Kris at the unveiling of his portrait.



The City celebrated George Mavroulis Day for the retiring Schools Superintendent (pictured with wife Lisa).

# City Celebrations—Holiday Tree Lighting



Truman and Jeremiah Tucker enjoy Santa and the evening's festivities.



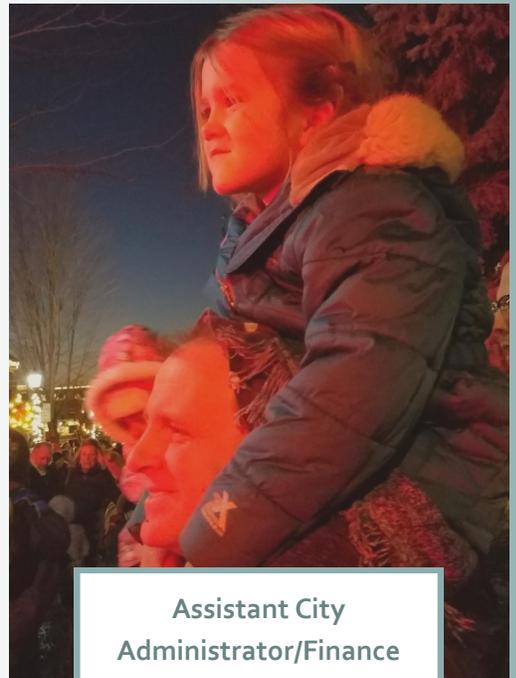
Santa (Brian Zanders) delights children of all ages in the annual tree lighting.



Tammy Derrickson and Jim Wexler at the Senior Center.



Downtown Middleton on a beautiful and festive night.



Assistant City Administrator/Finance Director Bill Burns and daughter Andrea.