



You're Invited!

WISCONSIN TOWNS ASSOCIATION 70TH ANNUAL CONVENTION

WHEN: SUNDAY, OCTOBER 8, 2017 THROUGH TUESDAY, OCTOBER 10, 2017

WHERE: HOLIDAY INN CONVENTION CENTER

1001 AMBER AVENUE, STEVENS POINT, WISCONSIN 54482

Join hundreds of town officials from around the state as we gather in one place to listen, learn and connect with each other! If you have never previously attended, our annual convention consists of three days filled with exciting opportunities to network with your peers, learn from experienced educators about the topics that matter most to towns, and become acquainted with state agency staff and other exhibitors that provide the services and products that can make your life easier. Are you looking for a chance to learn something new? Do you want to meet others that share your passion for local government? Could you use a little inspiration and time away from the regular day to day? Mark your calendar and come spend some quality time with us this October!

Sunday October 8th

Registration will be open from 1:00 p.m. until 6:00 p.m. The exhibitor area will open at 1:00 p.m. Come meet, learn from, and build relationships with vendors and companies that provide products and services of interest to towns. **There will also be a general assembly from 1:15 p.m. to 3:00 p.m.** A highlight of the afternoon will be **comedian C. Willi Myles**, a favorite from past conventions!

Sunday Evening Reception

Come watch the Green Bay Packers game with us while you enjoy the Exhibitor Reception with complimentary beer, soda, and snacks. Dinner is on your own Sunday evening.

Monday October 9th

There will be a general assembly from 8:30 a.m. to 10:30 a.m. with key featured speakers whose names will not be released until confirmed. Workshops will begin at 11:00 a.m. and run through 4:45 p.m. with a break for lunch. Monday's lunch will consist of a pasta buffet.

Monday Spouse Activity

During Monday afternoon, registered spouses and guests will have the opportunity to board a bus and visit downtown Waupaca which features a variety of unique locally owned shops, restaurants, and other places to explore.

Monday Afternoon Exhibitor Reception

There will be a reception in the exhibitor area with complimentary beer, soda, and snacks for all registered attendees. Note that the exhibitors will close down at the end of the day Monday and will **not** be present on Tuesday.

Monday Evening Banquet

The annual awards banquet will be held on Monday night of the convention at 6:30 p.m. College scholarships will be presented to the students who won the WTA essay contest and long standing town officers will also be recognized. To receive this recognition, please mark your registration form accordingly and indicate you will be attending the banquet.

The banquet is an optional event that will feature a buffet dinner at a cost of **\$25 per person** and is not included in the general registration fee. (Spouses and guests are also welcome to attend the banquet at a cost of \$25 per person.) The banquet ticket includes an evening of music and dancing, with complimentary beer and soda, beginning after the awards ceremony.

Tuesday October 10th

We'll be trying something NEW this year. On Tuesday morning we'll be offering continental breakfast featuring yogurt, whole fresh fruit and bakery! After you have enjoyed some breakfast, get ready to learn with a variety of workshops that begin at 8:30 a.m. and conclude at 12:00 noon. On Tuesday morning, a **BINGO** game for cash and other prizes

will be held for registered spouses and guests at 10:00 a.m. Tuesday's lunch will be a soup and sandwich buffet. The convention will conclude with a **general assembly at 1:00 p.m.** with a special guest speaker.

Registration Fees

Convention registration fees are \$150 for all days or \$80 for single day registrations on Monday or Tuesday. Spouses and guests that wish to attend convention events pay a \$25 registration fee. These registration fees include lunch for registered officers, but *not* spouses or guests. Lunch tickets are available at a cost of \$12 per person per day for registered spouses and guests.

Spouses and guests who pay the \$25 registration fee are welcome to attend convention functions, unless the events are optional and require an additional fee (e.g., Monday evening banquet). Registered spouses may attend these special events if the additional fees are paid.

Workshop Schedule

Please Note: Clerks please be aware that there will be a three hour long election training class provided by the Wisconsin Elections Commission on Tuesday. Assessors will want to take advantage of the assessor training that will be offered for six hours on Monday and an additional six hours on Tuesday. Finally, you'll note that we have many sessions that focus on land use topics this year, so make sure to pass this invitation on to your plan commissioners, board of appeals members, and other planning staff.

Workshop Topics

Workshops are scheduled for both Monday and Tuesday. Many have one hour time slots and will be repeated a second time. Some of the workshops will be presented only once, as noted.

Monday: 11:00 a.m. - Noon

(Repeated 1:15 p.m. - 2:15 p.m.)

- 1. Powerful Employment Models Deliver Bottom Line Results:** Do you have trouble finding qualified employees? Do you wish someone else could act as the town's human resources department? Premier Solutions is a leader in providing employment services and

governmental consulting. They provide clients unique and cost effective staffing models that deliver greater flexibility to meet any employment challenge in today's ever changing world. In this session you will hear how Premier Solutions is able to provide: staffing cost controls, recruitment, HR assistance, payroll assistance, and accounting assistance. This session will be presented by staff from Premier Solutions.

- 2. What Regional Planning Commissions Can Do For Your Town:** Nine Regional Planning Commissions exist across the State of Wisconsin and their programs/services can have particular value to both urban and rural towns. These services range from transportation and infrastructure planning, to rural economic development, to land use and zoning, and even grant writing and administration. All of which can be provided by your RPC under a number of differing arrangements. An overview of regional planning will be provided by the East Central Regional WI RPC, and is followed up with specific information on projects and services available to towns from the North Central WI RPC and the Northwest WI RPC (which are typical of many RPCs). Presented by Eric Fowle, AICP, Executive Director-East Central WI RPC; Dennis Lawrence, AICP, Executive Director- North Central WI RPC; and Sheldon Johnson, Executive Director-Northwest WI RPC.

- 3. Recycling Requirements for Town Responsible Units:** DNR staff will provide an overview of requirements to maintain an effective recycling program. In addition, best management practices for managing drop-off sites will be shared, along with new resources and other updates from the DNR's recycling program.

- 4. Public Notices:** What sort of events require notice to the public? How do you provide that notice? WTA Legal Counsel Jann Charette will discuss the most common events that trigger a public notice requirement and talk about the different options towns have available to comply with these requirements.

- 5. Zoning Update-- Recent Law Changes and How They Affect Towns:** Lynn Markham of the UW-Stevens Point Land Use Center will talk about the latest legal developments affecting land use regulation at the local level.

Monday: 2:30 p.m. - 3:30 p.m.

(Repeated 3:45 p.m. - 4:45 p.m., unless noted)

- 1. WAPA Pavement/Asset Management Program:** In this session WAPA Engineering Director, Deb Schwerman will discuss the content needed to develop a pavement and asset

management system for our roadways. Utilizing the PASER rating system of pavement conditions, the presenter will discuss different maintenance, preservation, overlay, and rehabilitation options that are available and the timeliness of when they should be considered. **NOTE:** This session will **not** be repeated and is only offered at 2:30 p.m.

2. **Surveying in Your Township:** Learn about the US Public Land Survey System (PLSS), its importance, and how to protect and maintain it. The presenters will talk about section corners of the PLSS that land in public roadways, what to do when a road project happens, and resources that are available to help with preserving section corners. Time permitting, they will also cover road right of ways, cemetery plats, and introduction to GIS and its many uses. Presented by MSA Professional Services Jeffrey DeMuth- Survey Team Leader and James Anderson-Project Engineer (who also serves as Town Chair for the Town of Nashville, Forest County).
3. **General Transportation Aids (GTA) Calculation for Municipalities:** The GTA program allows local governments to receive state aid payments to offset the cost of municipal road construction, maintenance, and traffic operations. This presentation will provide an overview of the calculation and payment process and identifies possible reductions, including penalties and how to avoid them. Presented by staff from the Wisconsin Dept. of Transportation.
4. **Clerk and Treasurer Cracker Barrel:** Join Carol Doran (formerly of Wisconsin Dept. of Revenue), WTA Assistant Director Carol Nawrocki and WTA Legal Counsel Jann Charette for an informal question/answer session on day to day issues affecting clerks and treasurers. Bring your questions!
5. **A New Public Service Approach to Attracting Millennials:** Millennials' importance to the workforce is at an all-time high, but the way Millennials approach work and life is much different than previous generations. This session will discuss the sociopolitical factors of the Millennial generation, its myths, and significance in the workplace. Additionally, the three M's of Millennial involvement will provide potential strategies to teach those working with Millennials how to define the conversation better by asking questions rather than simply provide direction. Presented by Jami Gebert, Portage County Executive Staff member.

Monday 3:45 p.m. (until completion)

The **Urban Towns Committee (UTC)** will hold its **Annual Meeting** during which it will elect three board members to the UTC Executive Board, review its financial report, consider a mission realignment and name change, and discuss other matters related to UTC.

Tuesday: 8:30 a.m. - 12:00 p.m. (will not be repeated)

1. There will be an **Election Training** session for clerks presented by the **Wisconsin Elections Commission**. Elections staff will provide the latest updates and information that will impact clerks, election inspectors and voters. This session will count for 3 hours of recertification training.

Tuesday: 8:30 a.m.- 9:30 a.m.

(Repeated 9:45 a.m. - 10:45 a.m. unless otherwise noted)

2. **Farmland Preservation Program Update:** The Farmland Preservation Law was rewritten in 2009 to reflect the changing pressures on agricultural land. Since that time, nearly all counties have updated their farmland preservation plans, many towns have opted to adopt farmland preservation zoning ordinances, and several have participated in forming an agricultural enterprise area. This workshop will explain how the program works and highlight the various benefits that landowners may receive if your town decides to participate. Presented by staff from Wisconsin Department of Agriculture.

3. **The Uniform Dwelling Code and the Department of Safety and Professional Services (DSPS) Online Permit Submittal System—What it Means for Your Municipality:** 2015 Wisconsin Act 211 requires a municipal authority charged with enforcement of the Uniform Dwelling Code for One and Two Family Dwellings (UDC) to begin implementation of an online system for building permit issuance and submittal no later than January 2, 2018. Act 211 provides potential financial penalties to municipalities that fail to implement and utilize the department's online submittal system. UDC Engineering Consultant, Lenny Kanter will present an overview of the administrative framework of the department's online submittal system, along with examples from the perspective of the permit submitter as well as the permit issuer. The presentation will provide opportunities for questions and answers.

4. **2020 Census LUCA Workshop:** The 2020 Census is fast approaching. In order to have a successful decennial census, it is critical that the Census Bureau have an accurate and up-to-date address list. The LUCA (Local Update of Census Addresses) operation is a once-a-decade opportunity for municipalities to compare their addresses to the Census Master Address File to ensure the accuracy and completeness of the addresses to be used for the

2020 Census. This presentation will introduce the program, define the participation methods, and give a brief overview of LUCA and the Decennial Census. Come learn what your town needs to know about this important program. Presented by Linda Gray, Geographer with the U.S. Census Bureau, Chicago Region.

- 5. Manage Roads, Culverts and Signs with Confidence:** PASER ratings, bid letting, and more can be made easy with a program designed to provide an interactive assessment of a town's roads, culverts, and signs. Presented in easy to use formats, including web based, color coded maps with instant access to specifications, photos and useful data, you will learn how this program will help you understand and manage these systems to make your resources go further. Presented by Jeff Delmore, Delmore Consulting.

Tuesday: 11:00 a.m. - 12:00 p.m.

- 1. Long Term Road Budget Forecasting for Town Government:** Most towns face a highway budget shortfall. Many towns struggle with deciding how to allocate road funds for current and future transportation needs. Former St. Croix County Highway Commissioner Tim Ramberg and former Town of Star Prairie Chairman Scott Counter will discuss an Excel based "Budget Forecasting Tool" they have developed that may be customized or modified to meet your town's needs and help give you an accurate picture of your current and future road budget.
- 2. Legal Cracker Barrel:** Join the WTA legal staff for an informal question and answer session on any town topic. This is always a popular session with convention attendees and we encourage you to bring your questions!
- 3. Not Just for Trash—Converting Closed Landfills into Valued Public Assets:** Closed landfills have a much broader use beyond grassed-topped fields hidden out of view. Reuse and redevelopment have also surpassed the classic sledding hill or parking lot to encompass and include playgrounds, office buildings, golf courses, recreational playing fields and hiking trails. Closed landfills can provide prime public space for a variety of design applications and bring added value to communities. Topics of discussion will include addressing reuse and redevelopment; engineering design; permitting and regulatory requirements; and funding opportunities. Presented by Gerald (Jerry) DeMers P.E, Environmental Engineer of

Wisconsin DNR Waste Management Program and Lynn Scherbert P.E., Senior Engineer and Ryan Shimko P.E., Environmental Engineer of Ayres Associates.

- 4. An Aging Workforce: Challenges and Solutions:** As workers approach advanced age, they often are more susceptible to on-the-job injuries. Our discussion will focus on the challenges of this is exposure and ideas on what you can do to prevent or reduce the severity of these injuries. Presented by Sara Leach CPCU and Bret Anderson CPCU of Rural Insurance.

The convention registration form follows in this magazine and can also be found on the WTA website. Please use separate registration forms for each person and send them into our Shawano office as directed on the form. A list of hotels near the convention center appears later in this magazine. We are excited to be planning a fun and educational experience for you. We hope to see you at the convention!

ASSESSOR TRAINING SCHEDULE:

October 9, 2017

8:45 a.m.- 11:45.am (3 Hours Appraisal Credit anticipated)

“A Cure to the Darkstore Valuation Theory—Valuing a Big Box Retail Store Using the Cost Approach”
Presented by Jim Siebers, Core Logic

1:00 p.m. – 4:00 p.m.

To Be Determined

October 10, 2017

8:45 a.m.-11:45 a.m. (3 Hours Law and Management Credit anticipated)

“Exemptions” Presented by Michelle Drea and Mark Paulat of Wisconsin Department of Revenue

1:00 p.m.-4:00 p.m. (3 Hours Appraisal Credit anticipated)

“Forestland Appraisal and the Impact of MFL on Wisconsin Towns” Presented by Ed Steigerwaldt, Richard Wedepohl (WVOA) and Mark Paulat of Wisconsin Department of Revenue