



Village of

Little Chute

AGENDA

REGULAR BOARD MEETING

PLACE: Little Chute Village Hall
DATE: Wednesday, January 20, 2016
TIME: 6:00 p.m.

REGULAR ORDER OF BUSINESS

- A. Invocation
- B. Pledge of Allegiance to the Flag
- C. Roll call of Trustees
- D. Roll call of Officers and Department Heads
- E. Public Appearance for Items Not on the Agenda
- F. Approval of Minutes
Minutes of the Committee of the Whole Meeting of January 13, 2016
- G. Discussion/Possible Action—North Wilson Street Overview
- H. Discussion—2016 McKinley Ave/Grand Ave/ North Wilson Street Project Overview
- I. Operator License:
Puffe, Richard Jack's or Better Little Chute
- J. Action—Adopt 2016 Personnel Manual
- K. Discussion—2015-2019 Strategic Plan Update
- L. Discussion—2015 Website/Social Media Metrics
- M. Department and Officers Progress Reports
- N. Disbursement List
- O. Call for Unfinished Business
- P. Items for Future Agendas
- Q. Closed Session:
 - a) 19.85(1)(e) Wis. Stats. Deliberations or negotiations on the purchase of public properties, investing of public funds or conducting other specific public business when competitive or bargaining reasons require a closed session. *Sale of Village Owned Property/Negotiations*

R. Return to Open Session

S. Adjournment

Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made with as much advance notice as possible to the Clerk's Office at 108 West Main Street, (920) 423-3852, email: Laurie@littlechutewi.org

Prepared: January 6, 2016

MINUTES OF THE COMMITTEE OF THE WHOLE MEETING JANUARY 13, 2016

Call to Order

President Vanden Berg called the Committee of the Whole meeting to order at 6:00 p.m.

Roll Call

PRESENT: President Vanden Berg, Trustee Peterson, Trustee Peerenboom, Trustee Elrick, Trustee Van Lankvelt, Trustee Hietpas, Trustee Smith

ALSO PRESENT: James Fenlon, Jim Moes, Roy Van Gheem, Teri Matheny, Laurie Decker, Adam Breest, Eric Misselt, Diana Sepe, Bruce Rowell, Dave Botz

Public Appearance for Items not on the Agenda

None

December Fire and FVMPD Reports

The board received the December Fire and FVMPD reports.

Approval of Minutes

Minutes of the Regular Board Meeting of January 6, 2016

Moved by Trustee Smith, seconded by Trustee Peterson to Approve the Minutes of the Regular Board Meeting of January 6, 2016 as presented.

Ayes 7, Nays 0—Motion Carried

Discussion/Action—Little Chute Community Area Network (CAN)

Administrator Fenlon began the discussion by stating the items that are going to be addressed at this meeting: Memorandum of Understanding, cost overviews, time schedule of project, and a list of seven questions regarding the CAN. He feels that joining the CAN is the right direction to take for the community. Superintendent Botz stated that, although we are not exactly sure where we are going, this will give flexibility and opportunities to form partnerships while also being proactive with technology. Administrator Fenlon stated that the immediate goal is to get intergovernmental agreement and by laws in place on how to maintain this asset.

Moved by Trustee Elrick, seconded by Trustee Smith to Enter into the Little Chute Community Area Network.

Ayes 7, Nays 0—Motion Carried

Discussion/Action—Memorandum of Understanding (MOU) with Little Chute Area School District (LCASD) on the Little Chute CAN.

Moved by Trustee Elrick, seconded by Trustee Smith to Enter into the Memorandum of Understanding with the Little Chute Area School District on the Little Chute Community Area Network.

Ayes 7, Nays 0—Motion Carried

Unfinished Business

Clerk Decker announced that the invitations for the recognition dinner have been mailed out.

Items for Future Agenda

Resolution for the Little Chute CAN

Closed Session:

a) 19.85(1)(e) Wis. Stats. Deliberations or negotiations on the purchase of public properties, investing of public funds or conducting other specific public business when competitive or bargaining reasons require a closed session. *Sale of Village Owned Property/Negotiations*

Moved by Trustee Elrick, seconded by Trustee Van Lankvelt to Enter into Closed Session at 6:42 p.m.

Ayes 7, Nays 0 – Motion Carried

b) 19.85(1) (c) Consideration of Employment, Promotion, or Performance Evaluation Data of any Public Employee of the Village of Little Chute. Personnel Reviews

Moved by Trustee Elrick, seconded by Trustee Van Lankvelt to Enter into Closed Session at 6:42 p.m.

Ayes 7, Nays 0 – Motion Carried

Return to Open Session:

Moved by Trustee Peterson, seconded by Trustee Elrick to Return to Open Session

Ayes 7, Nays 0 – Motion Carried

Adjourn

Moved by Trustee Peterson, seconded by Trustee Elrick to Adjourn the Committee of the Whole Meeting at 8:39 p.m.

Ayes 7, Nays 0 – Motion Carried

VILLAGE OF LITTLE CHUTE

By: Michael R. Vanden Berg, Village President

Attest: Laurie Decker, Village Clerk

Village of Little Chute
Department of Public Works

REQUEST FOR BOARD'S CONSIDERATION

ITEM DESCRIPTION: Reconstruction of Wilson St. north of McKinley Ave.

REPORT PREPARED BY: Roy Van Gheem *RVG*

REPORT DATE:

ADMINISTRATOR'S REVIEW / COMMENTS:

No additional comments to this report: *APF*

See additional comments attached: _____

EXPLANATION:

McKinley Avenue and Grand Avenue are scheduled to be reconstructed in 2016. Prior to the pavement replacement, the sanitary, storm and water utilities will be repaired or replaced. To accomplish this, the sanitary and storm sewers must also be reconstructed in Wilson Street, north of McKinley Avenue. The topography of the McKinley/Wilson intersection creates a unique situation. The utilities become relatively deep as the street elevation rises toward this intersection. Due to the unique conditions associated with this, the Little Chute Village Board discussed the Department of Public Works (DPW) recommendation to reconstruct north Wilson Street as part of the 2016 McKinley/Grand Avenue Project at the December 9, 2015 Committee of the Whole meeting.

At the December 16, 2015 Public Informational Meeting, a proposed Wilson Street layout was discussed (see attached sheet titled "Wilson Street Reconstruction"). This layout included a 27 foot, back of curb to back of curb, (back to back) concrete street with two driving lanes and one parking lane. An asphalt street could be constructed with the same layout.

Attached please find two documents titled "Opinion of Probable Cost". One is for the proposed Wilson Street constructed of concrete (\$127,895.77) and the other would be similar asphalt street (\$109,046.16). The difference in cost is \$18,849.61. Also attached are the current street assessment rates. A Wilson Street property owner would expect to pay \$95.10 per foot of property frontage for the proposed concrete street. To develop a rate for the asphalt street I assumed there would be 758 of assessable frontage. A Wilson Street property owner would expect to pay \$100.70 per foot of property frontage for the asphalt street.

Finally, attached are there cross-sections of possible Wilson Street layouts. The first shows the option discussed above. It shows two 9 foot driving lanes and one 8 foot parking lane. The second option shows a 25 foot back to back street (24 feet face to face). This option includes two 12 foot driving lanes only. The third option shows a 23 foot back to back (22 feet face to face). This option includes two 11 foot driving lanes only. Estimated cost for the 25 foot and 23 foot street options are attached.

In reviewing the options, issues considered, included construction cost, maintenance cost, storm water issues, soil condition, pavement life, neighborhood layout and public acceptance. It is the recommendation of the DPW to construct north Wilson Street as a 27 foot back to back concrete street.

RECOMMENDATION:

For the Village Board to approve the recommendations of the Department of Public Works in regards to Wilson Street, north of McKinley Avenue project.



**WILSON STREET RECONSTRUCTION
VILLAGE OF LITTLE CHUTE, OUTAGAMIE CO, WI
PUBLIC INFORMATION MEETING**

NO.	DATE	REVISION

McMahon is hereby certifying that this is a true and correct copy of the original drawing as submitted for record.

McMAHON
 CIVIL ENGINEERS
 1515 WASHINGTON STREET, NORTHDAKE, WI 54950
 PHONE: (920) 735-1000 FAX: (920) 735-1004
 WWW.MCMAHON.COM

Owner: Village of Little Chute, Outagamie County, WI
 Project Name: Wilson Street (McKinley Ave to Crystal Print South Lot Line)
 Contract No.: L0001-940643.02
 Date: Dec 2, 2015
 Project Manager: Nick Vande Hey, McMAHON

Description - Urban concrete street, 27-ft B-B
 Total Project Length = 460 feet

Street

Item	Qty	Unit	Description	Unit Price	Total
1	1,235	CY	Excavation Common	\$12.00	\$14,822.22
2	1	LS	Finishing Roadway (WisDOT Item #213.0100)	\$500.00	\$500.00
3	659	TON	Base Aggregate Dense 1½ Inch	\$11.50	\$7,575.80
4	49	TON	Breaker Run, Undistributed for EBS Areas	\$14.00	\$691.70
5	1,380	SY	Concrete Pavement 7 Inch	\$30.00	\$41,400.00
6	273	SY	Concrete Driveway 6 Inch (Residential)	\$41.00	\$11,193.00
7	27	EACH	Drilled Tie Bars (WisDOT Item #416.0620)	\$9.00	\$243.00
8	19	TON	HMA Pavement Type E-3 (Includes Asphaltic Material)	\$180.00	\$3,402.00
9	140	LF	Concrete Curb and Gutter 30 Inch Type D	\$28.00	\$3,920.00
10	866	LF	Concrete Curb and Gutter Integral 30 Inch	\$10.00	\$8,660.00
11	500	SF	Concrete Sidewalk 4 Inch	\$4.00	\$2,000.00
12	1	LS	Mobilization (WisDOT Item #619.1000)	\$3,000.00	\$3,000.00
13	658	SY	Restoration (Topsoil, Seed, Fertilizer, and Mulch)	\$5.00	\$3,288.89
14	1	EACH	Posts, Wood 4 x 6 x 14 Foot (WisDOT Item #634.0614)	\$60.00	\$60.00
15	48	SF	Signs Reflective Type II (WisDOT Item #637.0202)	\$20.00	\$960.00
16	1	LS	Traffic Control	\$500.00	\$500.00
17	1	LS	Maintenance of Previously Installed Erosion Control Devices	\$100.00	\$100.00

Construction Cost	\$102,316.62
Engineering & Contingencies (25%)	\$25,579.15
Total Cost	\$127,895.77

Owner: Village of Little Chute, Outagamie County, WI
 Project Name: Wilson Street (McKinley Ave to Crystal Print South Lot Line)
 Contract No.: L0001-940643.02
 Date: Dec 9, 2015
 Project Manager: Nick Vande Hey, McMAHON

Description - Urban asphalt street, 27-ft B-B
 Total Project Length = 460 feet

Street

Item	Qty	Unit	Description	Unit Price	Total
1	1,276	CY	Excavation Common	\$12.00	\$15,316.30
2	988	TON	Base Aggregate Dense 1 1/4 Inch	\$11.50	\$11,363.70
3	49	TON	Breaker Run, Undistributed for EBS Areas	\$14.00	\$691.70
4	273	SY	Concrete Driveway 6 Inch (Residential)	\$41.00	\$11,193.00
5	255	TON	HMA Pavement Type E-3 (Includes Asphaltic Material)	\$100.00	\$25,513.33
6	1,060	LF	Concrete Curb and Gutter 30 Inch Type D	\$12.50	\$13,250.00
7	500	SF	Concrete Sidewalk 4 Inch	\$4.00	\$2,000.00
8	1	LS	Mobilization (WisDOT Item #619.1000)	\$3,000.00	\$3,000.00
9	658	SY	Restoration (Topsoil, Seed, Fertilizer, and Mulch)	\$5.00	\$3,288.89
10	1	EACH	Posts, Wood 4 x 6 x 14 Foot (WisDOT Item #634.0614)	\$60.00	\$60.00
11	48	SF	Signs Reflective Type II (WisDOT Item #637.0202)	\$20.00	\$960.00
12	1	LS	Traffic Control	\$500.00	\$500.00
13	1	LS	Maintenance of Previously Installed Erosion Control Devices	\$100.00	\$100.00

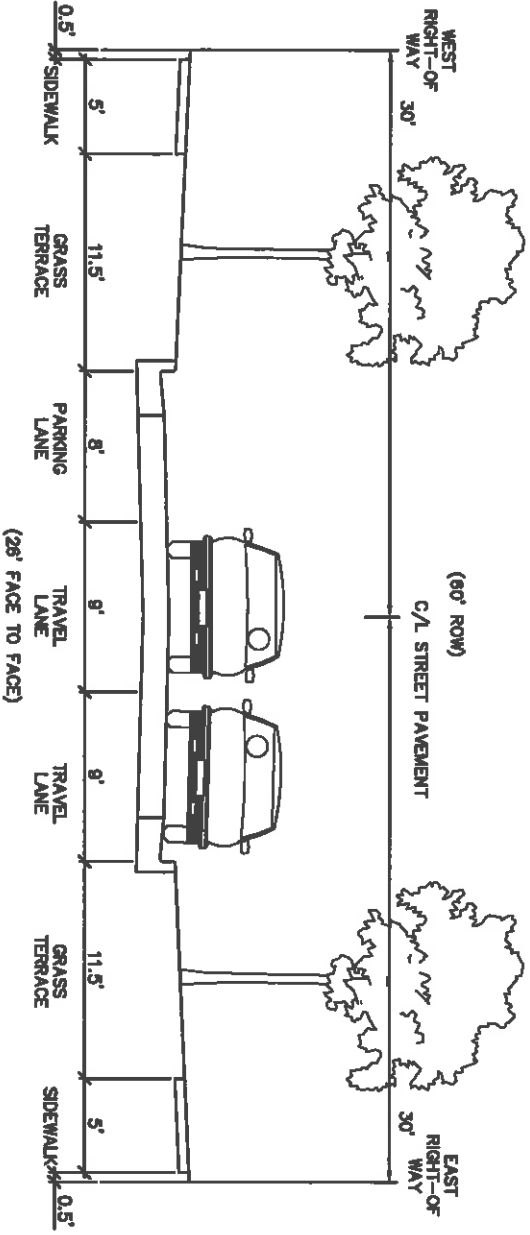
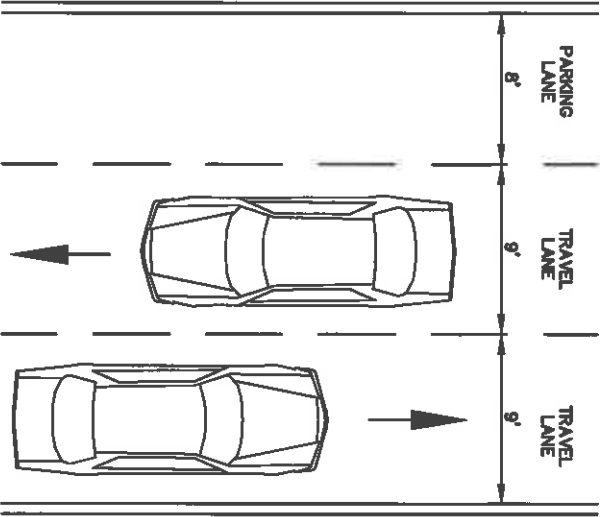
Construction Cost	\$87,236.93
Engineering & Contingencies (25%)	\$21,809.23
Total Cost	\$109,046.16

Disclaimer - The attached opinion of probable cost was prepared for use by the Owner in planning for future costs of the project. In providing opinions of probable cost, the Owner understands that the Design Professional has no control over costs or the price of labor, equipment or materials, or over Construction Professionals' method of pricing, and that the opinions of probable costs provided herewith are made on the basis of the Design Professional's qualifications and experience. It is not intended to reflect actual costs and is subject to change with the normal rise and fall of the local area's economy. This opinion must be revised after every change made to the project or after every 30 day lapse in time from the original submittal by the Design Professional.

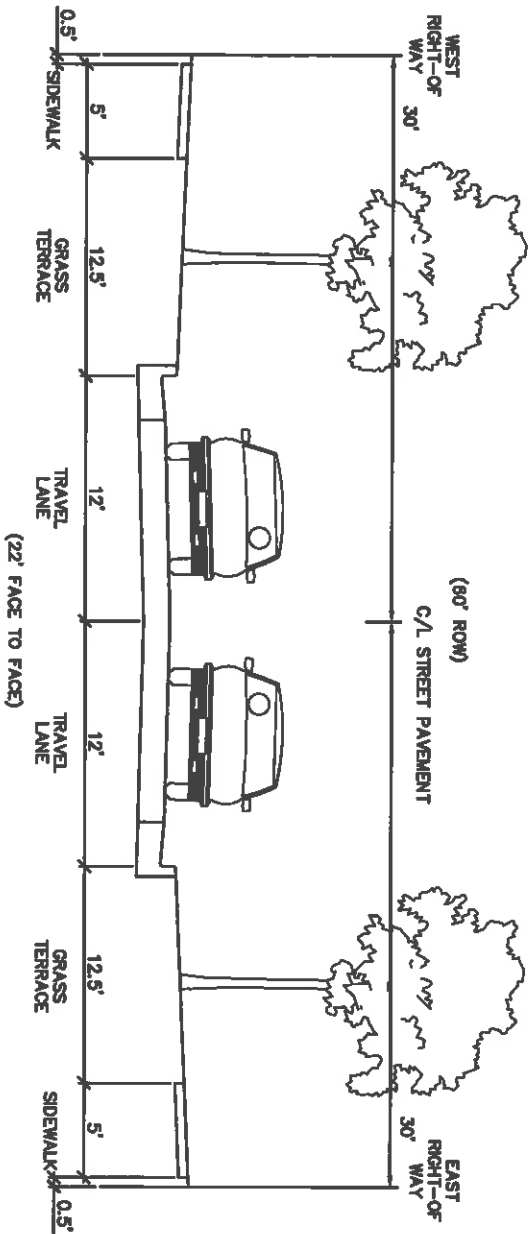
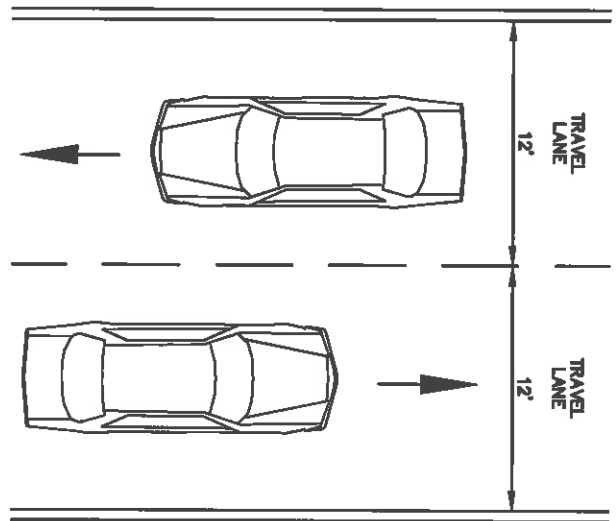
CONCRETE STREET ASSESSMENT RATES			
Street Design	2 Driving Lanes	2 Driving Lanes 1 Parking Lane	2 Driving Lanes 2 Parking Lanes
Residential Rate (RC/RT)	\$81.70	\$95.10	\$107.82
Commercial Rate (all other zoning)	\$121.11	\$121.11	\$129.01
New streets constructed on existing base course receiving its first permanent pavement will be assessed at no cost.			
Rates will be re-evaluated in January of odd-numbered years for adequacy.			

ASPHALT STREET ASSESSMENT RATES

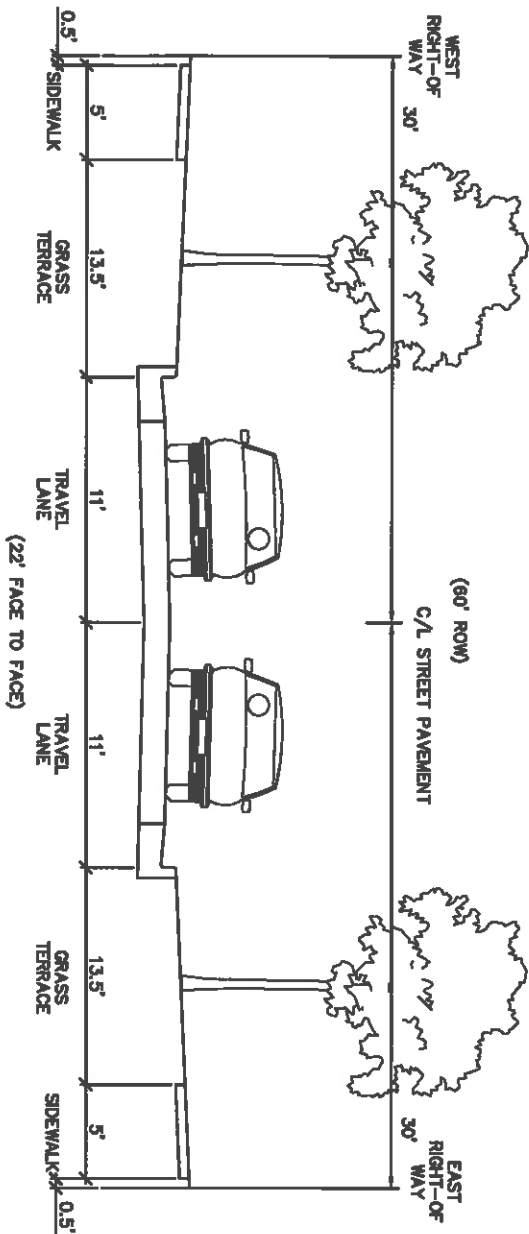
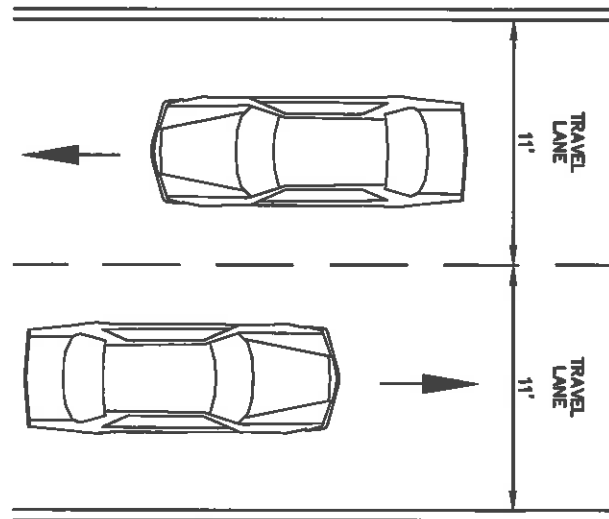
Asphalt streets will be assessed at a 70% - 30% rate.



26' STREET (PARKING ONE SIDE)



24' STREET (NO PARKING)



22' STREET (NO PARKING)

Owner: Village of Little Chute, Outagamie County, WI
 Project Name: Wilson Street (McKinley Ave to Crystal Print South Lot Line)
 Contract No.: L0001-940643.02
 Date: January 15, 2016
 Project Manager: Nick Vande Hey, McMAHON

Description - Urban concrete street, 25 ft BB (24 ft FF)
 Total Project Length = 460 feet

Street

Item	Qty	Unit	Description	Unit Price	Total
1	1,150	CY	Excavation Common	\$12.00	\$13,800.00
2	1	LS	Finishing Roadway (WisDOT Item #213.0100)	\$500.00	\$500.00
3	613	TON	Base Aggregate Dense 1 1/4 Inch	\$11.50	\$7,053.33
4	46	TON	Breaker Run, Undistributed for EBS Areas	\$14.00	\$644.00
5	1,278	SY	Concrete Pavement 7 Inch	\$30.00	\$38,333.33
6	364	SY	Concrete Driveway 6 Inch (Residential)	\$41.00	\$14,924.00
7	25	EACH	Drilled Tie Bars (WisDOT Item #416.0620)	\$9.00	\$225.00
8	140	LF	Concrete Curb and Gutter 30 Inch Type D	\$28.00	\$3,920.00
9	870	LF	Concrete Curb and Gutter Integral 30 Inch	\$10.00	\$8,700.00
10	500	SF	Concrete Sidewalk 4 Inch	\$4.00	\$2,000.00
11	1	LS	Mobilization (WisDOT Item #619.1000)	\$3,000.00	\$3,000.00
12	880	SY	Restoration (Topsoil, Seed, Fertilizer, and Mulch)	\$5.00	\$4,400.00
13	1	EACH	Posts, Wood 4 x 6 x 14 Foot (WisDOT Item #634.0614)	\$60.00	\$60.00
14	48	SF	Signs Reflective Type II (WisDOT Item #637.0202)	\$20.00	\$960.00
15	1	LS	Traffic Control	\$500.00	\$500.00
16	1	LS	Maintenance of Previously Installed Erosion Control Devices	\$100.00	\$100.00

Construction Cost \$99,119.67
 Engineering & Contingencies (25%) \$24,779.92
Total Cost \$123,899.58

Disclaimer - The attached opinion of probable cost was prepared for use by the Owner in planning for future costs of the project. In providing opinions of probable cost, the Owner understands that the Design Professional has no control over costs or the price of labor, equipment or materials, or over Construction Professionals' method of pricing, and that the opinions of probable costs provided herewith are made on the basis of the Design Professional's qualifications and experience. It is not intended to reflect actual costs and is subject to change with the normal rise and fall of the local area's economy. This opinion must be revised after every change made to the project or after every 30 day lapse in time from the original submittal by the Design Professional.

Owner: Village of Little Chute, Outagamie County, WI
 Project Name: Wilson Street (McKinley Ave to Crystal Print South Lot Line)
 Contract No.: L0001-940643.02
 Date: January 15, 2016
 Project Manager: Nick Vande Hey, McMAHON

Description - Urban concrete street, 23 ft BB (22 ft FF)
 Total Project Length = 480 feet

Street

Item	Qty	Unit	Description	Unit Price	Total
1	1,065	CY	Excavation Common	\$12.00	\$12,777.78
2	1	LS	Finishing Roadway (WisDOT Item #213.0100)	\$500.00	\$500.00
3	568	TON	Base Aggregate Dense 1 1/2 Inch	\$11.50	\$6,530.86
4	43	TON	Breaker Run, Undistributed for EBS Areas	\$14.00	\$596.30
5	1,176	SY	Concrete Pavement 7 Inch	\$30.00	\$35,286.87
6	394	SY	Concrete Driveway 6 Inch (Residential)	\$41.00	\$16,167.87
7	23	EACH	Drilled Tie Bars (WisDOT Item #416.0620)	\$9.00	\$207.00
8	140	LF	Concrete Curb and Gutter 30 Inch Type D	\$28.00	\$3,920.00
9	874	LF	Concrete Curb and Gutter Integral 30 Inch	\$10.00	\$8,740.00
10	500	SF	Concrete Sidewalk 4 Inch	\$4.00	\$2,000.00
11	1	LS	Mobilization (WisDOT Item #619.1000)	\$3,000.00	\$3,000.00
12	953	SY	Restoration (Topsoil, Seed, Fertilizer, and Mulch)	\$5.00	\$4,766.67
13	1	EACH	Posts, Wood 4 x 6 x 14 Foot (WisDOT Item #634.0614)	\$60.00	\$60.00
14	48	SF	Signs Reflective Type II (WisDOT Item #637.0202)	\$20.00	\$960.00
15	1	LS	Traffic Control	\$500.00	\$500.00
16	1	LS	Maintenance of Previously Installed Erosion Control Devices	\$100.00	\$100.00

Construction Cost	\$96,092.94
Engineering & Contingencies (25%)	\$24,023.23
Total Cost	\$120,116.17

Disclaimer - The attached opinion of probable cost was prepared for use by the Owner in planning for future costs of the project. In providing opinions of probable cost, the Owner understands that the Design Professional has no control over costs or the price of labor, equipment or materials, or over Construction Professionals' method of pricing, and that the opinions of probable costs provided herewith are made on the basis of the Design Professional's qualifications and experience. It is not intended to reflect actual costs and is subject to change with the normal rise and fall of the local area's economy. This opinion must be revised after every change made to the project or after every 30 day lapse in time from the original submittal by the Design Professional.

Village of Little Chute
REQUEST FOR VILLAGE BOARD CONSIDERATION

ITEM DESCRIPTION: Personnel Manual Adoption

PREPARED BY: James P. Fenlon, Administrator



REPORT DATE: January 15, 2016

ADMINISTRATOR'S REVIEW/COMMENTS: (See Below)

EXPLANATION: To provide a final overview, attached to this document is the most up to date comment tracker. In addition, Attorney Macy has completed the review of this document and concluded that "It is very comprehension and well done." He did make several legal recommendations and comments. During the meeting, I will present a brief and high level overview of those edits from the electronic copy that he edited.

Due to the watchful eye of one of our staff members, we have edited a portion of Series 400, specifically funeral leave. At this meeting, I will present a brief, high level overview of the completed DRAFT document. Due to file size, that document will not be printed until adopted. You will have received an electronic version of the personnel manual prior to consideration.

Moving forward, post adoption, the document will be updated to included adopted and effective dates. In addition, vendors will be approached for estimates on printing for those staff that do not have to email/computer access.

Lastly, while as an organization post adoption we will turn our collective efforts to implementation and personnel review/evaluation efforts, this is still a living document. We will no doubt encounter issues with changing technologies or times. It is important that we accept that while this review and adoption phase is complete, there will be instances where policies are upgraded or amended to suit the Village's interest as the Board sees fit.

RECOMMENDATION: Discuss the final updates and adopt the Personnel Manual.

Fall 2015

Comment	POC	Policy Section or Page	Response	Final Resolution
Type error on 103-1	Trustee Peterson	103	ADM	COMPLETE
All Department work rules/policies to be delivered to ADM	ADM	200	Dept to provide.	To be completed in 2016.
Section 207 required by Act 10	President Vanden Berg	207	LEGAL	COMPLETE
Add appendix 209	ADM	209	ADM Action	Will be added in PDF editor.
Personal Calls on long distance do not charge back to Village.	Finance Director	307	ADM Review	COMPLETE: Item has been deleted.
Move 7.2 to 6.3	Trustee Peerenboom	307	ADM Review	COMPLETE
Modify holiday pay language	Administrator Fenlon	403	ADM	COMPLETE: Proposed language included.
Create a FMLA packet for employees	ADM/Finance Director	411	ADM Action	To be completed in 2016.
Compare sick leave.	Board	411	ADM Action	COMPLETE
Poll on jury duty/sick leave	Trustee Peerenboom	413	ADM Action	COMPLETE
Does all overtime need to be approved in advance?	Trustee Peerenboom	503	ADM	COMPLETE
Overtime approval in emergency	Trustee Peerenboom	503	ADM	COMPLETE
Department heads or other exempt employees not eligible for overtime	Trustee Peerenboom	503	ADM	COMPLETE
Address 3.0 and 2.5 GPA and reimbursement issues in 5.1.4	Trustee Peerenboom	511	ADM	COMPLETE
Address wording in paragraph 7.2	Trustee Peerenboom	511	ADM	COMPLETE
Add logo to municipal vehicles (3.2)	Trustee Peerenboom	515	ADM	COMPLETE
Random Drug Testing	Trustee Elrick	701	ADM/Staff	COMPLETE: Answer provided per DPW.
Smoking, Chewing and E-Cigarettes	Chief Misslet	713	ADM/Chief	Proposed language.
Penalty Issue	Trustee Peerenboom	713.3	ADM Action	COMPLETE: No penalty for non-staff.
Language Edit - "the" 25%	ADM	601 (3.1)	ADM	COMPLETE
Premiums paid for one year. Is this per year, per occurrence or cumulative over an amount of time?	Trustee Peerenboom	601.7.3	ADM/LEGAL	COMPLETED: Discussed in Legal Review
Staff Review	ADM	603.1.4	Finance Director	COMPLETE
Staff Review	ADM	603.1.5	Finance Director	COMPLETE
Is this legal and are we trained	Trustee Peerenboom	701.3.5.1	ADM to delete pending legal review	COMPLETE: Deleted.
MSDS - online	Trustee Peerenboom	711.2.6	ADM	To be completed in 2016.
Compare VOLC private sector benefit packages	Trustee Hietpas	Compensation Policy	Board Review	TBD

Village of Little Chute
REQUEST FOR VILLAGE BOARD CONSIDERATION

ITEM DESCRIPTION: 2015 – 2019 Strategic Plan Update

PREPARED BY: James P. Fenlon, Administrator 

REPORT DATE: January 15, 2016

ADMINISTRATOR'S REVIEW/COMMENTS: (See Below)

EXPLANATION: The information provided in this overview is meant to drive discussion on the 2015-2019 Strategic Plan. As some would have suggested, general imperative actions will outweigh other external actions that are aimed at increasing organizational capacity. That being said, 2015 was a semi-successful year in implementing the strategic plan. Even just based upon the next discussion item in the agenda, you will see that the metric point to an increase in engaging our residents.

Attached to this document is the following:

- 2015 Strategic Action Overview
- 2016 Strategic Action Overview
- Village Hall and Board Room Signage Options

More so than even the personnel manual, the strategic plan is a living, breathing document. Where you see areas for improvement or for staff to focus more attention on, the Board should direct that action. As we continue to move forward in the implementation of this strategy and the strategic actions, should we change direction or action from the original intent of the plan, I would recommend reconvening the Strategic Planning Advisory Committee.

RECOMMENDATION: Provided for discussion.

2015 Strategic Actions

Strategic Issue	2015 Action	Department	POC	Status
Effectiveness and Efficiency	Conduct Lean Initiative with Departments	ADM, DPW, DPRF, FVMPD	James Fenlon	ADM ACTION; 2015 Budget
Effectiveness and Efficiency	Online sign-up for rentals	DPRF; Clerk	Laurie Decker	Action Needed - JL Effort between Clerk and DPRF
Effectiveness and Efficiency	Manage Village Fleet across Village versus by Department	DPW	Jeff Ehrick	Complete; Continuous Action Needed
Effectiveness and Efficiency	Conduct Wage and Compensation study	ADM	James Fenlon	COMPLETE
Effectiveness and Efficiency	Create staff working group/committee to focus on strategic planning/operations	ADM	James Fenlon	Continuous Action Needed
Intergovernmental Cooperation	Strengthen ties with LCASD on facilities, use and departments	ADM; All Departments	James Fenlon	Continuous Action Needed
Intergovernmental Cooperation	Cross promote events with LCASD	ADM; All Departments	James Fenlon	Continuous Action Needed
Economic Development	Upgrade current RLF/Facade Applications	ADM; CDD	James Fenlon	COMPLETE
Economic Development	Organize way finding/signage program	DPRF	DPRF	ACTION NEEDED - Delayed
Economic Development	Use LCBA to cross market LC Businesses	ADM; CDD	JPF/JM	Continuous Action Needed
Public Engagement	Enact communication strategy for specific endeavors	ADM	James Fenlon	Continuous Action Needed
Public Engagement	Village Board/Staff to speak at schools/civic groups	ALL	DPRF	ACTION NEEDED - Delayed
Public Engagement	Embrace increased social media	Clerk	Laurie Decker	Continuous Action Needed
Public Engagement	Engage Post Crescent/Times Villager more often	ALL	James Fenlon	Continuous Action Needed

2016 Strategic Actions

Strategic Issue		2016 Action		Department	POC	Status
Effectiveness and Efficiency		Conduct Lean Initiative with Departments		ADM, DPW, DPRF, FVMPD	James Fenlon	ADM ACTION: 2015 Budget
Effectiveness and Efficiency		Online sign-up for rentals		DPRF, Clerk	Laurie Decker	Action Needed: Effort between Clerk and DPRF
Effectiveness and Efficiency		Create Metrics to assess Departments Operationally		ALL	James Fenlon	ACTION NEEDED: UNDERWAY
Effectiveness and Efficiency		Manage Village Fleet across Village versus by Department (2015)		DPW	Jeff Elrick	Continuing Action: Action Needed
Effectiveness and Efficiency		Create staff working group/committee to focus on strategic planning/operations (2015)		ADM	James Fenlon	Continuing Action: Action Needed
Intergovernmental Cooperation		Strengthen ties with LCASD on facilities, use and departments (2015)		ADM; All Departments	James Fenlon	Continuing Action: Action Needed
Intergovernmental Cooperation		Cross promote events with LCASD (2015)		ADM; All Departments	James Fenlon	Continuing Action: Action Needed
Intergovernmental Cooperation		Generate collaborative efforts with Outagamie County		ADM	James Fenlon	ACTION NEEDED
Economic Development		Create multifaceted tourism development strategy featuring existing amenities		ADM; CDD; LCBA	James Fenlon	ACTION NEEDED
Economic Development		Take action on Village First Impression report		ADM; CDD	James Fenlon	ACTION NEEDED
Economic Development		Create marketing packages for business, industrial, commercial		ADM; CDD	James Fenlon	ACTION NEEDED: UNDERWAY
Economic Development		Use LCBA to cross market LC Businesses (2015)		ADM; CDD	JPF/JM	Continuing Action: Action Needed
Economic Development		Organize way finding/signage program (2015)		DPRF	DPRF	ACTION NEEDED: Delayed
Public Engagement		Conduct Community-wide survey in Village of Little Chute		ADM	James Fenlon	ACTION NEEDED: UNDERWAY
Public Engagement		Village Board/Staff to speak at schools/civic groups (2015)		ALL	DPRF	ACTION NEEDED: Delayed
Public Engagement		Enact communication strategy for specific endeavors (2015)		ADM	James Fenlon	Continuing Action: Action Needed
Public Engagement		Embrace increased social media (2015)		Clerk	Laurie Decker	Continuing Action: Action Needed
Public Engagement		Engage Post Crescent/Times Villager more often (2015)		ALL	James Fenlon	Continuing Action: Action Needed

4' (h) x 5' (w)



3' (h) x 4' (w)



Produce and install (2) PVC Signs with full color digital graphics

- One (1) of each shown
- Single Sided
- Substrate: 1/4" PVC (black)
- Vinyl: 3M U35 with digital print and laminate
- Flush mount directly to wall, white fastener covers



CLIENT	Village of Little Chute
ADDRESS	
CITY	Little Chute
SALES REP	Tavis Pfang
DESIGNER	Jeff Kirsch
DRAWING #	

PAGE NO	1
PAGE HRS	1
TOTAL HRS	1

SCALE FPO

SignCountryWI.com
920.734.SIGN (7446)
312 W. Northland Ave.
Appleton, WI 54911

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Colors shown are conceptual only and do not represent actual ink, vinyl, or sign components colors. Please refer to actual color samples.

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Produce and supply (10) PVC Signs with full color digital graphics

- Size: 18" x 24"
- Single Sided
- Substrate: 1/8" PVC (black)
- Vinyl: 3M IJ35 with digital print and laminate

CLIENT	Village of Little Chute	SALES REP	Trevi Phang	PAGE NO	1	SCALE	FPO
ADDRESS		DESIGNER	Jeff Kirsch	PAGE HRS	1	SignCountryM.com 920.734.SIGN (7448)	
CITY	Little Chute	DRAWING	Drawing #	TOTAL HRS	1	312 W. Northland Ave. Appleton, WI 54911	

Village of Little Chute
INFORMATION FOR VILLAGE BOARD CONSIDERATION

ITEM DESCRIPTION: Village Website and Social Media Metrics

PREPARED BY: Haley Mader

REPORT DATE: January 15th, 2016

SEE ATTACHED: Attachment A

ADMINISTRATOR'S REVIEW/COMMENTS:

No additional comments to this report: 

See additional comments attached: _____

EXPLANATION: Facebook, blogging, LinkedIn and the newest addition, Instagram, keeps village residents/visitors informed and interactive by providing village news, historical photographs (TBT), weather updates, and important village changes (Utility Billing).

Facebook: The village uses Facebook to connect, inform and interact with village residents. In 2014, the village Facebook page was created with the intent of providing direct information to residents. Upcoming events, updates, and village news are provided on a variety of topics posted weekly. The goal of Facebook is not to receive "Page likes" but keeping residents informed of village news. The value of "Page likes" is that we are able to see who is reaching out to us but from this we can comment and provide people with the answers they need in a quick accessible way. Topics such as, snow removal, leaf pick-up, news updates, and recognition statements seem to have been the most popular posts.

Keeping in touch with village residents especially on weather updates is considerably one of the most important issues. When the village got over a foot in accumulation of snow, the Facebook page was our primary source for reaching out to residents. Overwhelmingly the snow accumulation posts reached the most people, almost 4,000 people were reached. Of those 4,000 people 24 people shared the posts to extend the reach even further. Snow removal updates were posted in response of the original post, these updates reached almost 3,500 people. Two videos about the snow removal were posted that reached about a 1,000 people per post. Weather is a serious issue and Facebook is the best avenue to get information out quick to reach a lot of people.

Another one of the most popular posts has been Throwback Thursday, done every Thursday, a picture of Little Chute from the past is posted and residents are able to see just how far Little Chute has grown and changed over time. This approach is used to generate interest but is also something to look forward to each week.

Data collected by Facebook shows that Mondays, Wednesdays and Saturdays are the days that see the heaviest user traffic. Of those days, Saturdays from 3pm to 4pm, sees the greatest amount of user engagement, post likes/views, and overall higher activity levels. Presently, the village Facebook page has approximately 750 page likes. Facebook data shows that most of the village's Facebook page engagement comes from women, 72% while 28% of men are actively engaged. Of both men and women, the range that sees the most engagement is users from ages 25-34 (19% women and 9% men).

LinkedIn: The village LinkedIn page is a professional networking site used to keep users informed about employment opportunities and career exploration within village hall.

Blogger: Blogging is a web based application used to provide lengthier summaries of special updates and general informational. The most common point of access to the blog is through Facebook and second is the village website. Facebook is the connecting point from one form of social media to another.

Instagram: Instagram is an online photo sharing social Web service that lets you share your life with friends through photos captured with a mobile device. In an interest to recognize the historic and natural beauty of the village, Instagram uses photos taken by village staff and residents to display sites around Little Chute. Created in November of 2015, videos of the village seem to generate more interest than do pictures.

RECOMMENDATION: Discuss the importance of having a consistent social media presence and provide insight about each avenue of social media.

Attachment A

Website and Social Media Report - 2015

2014 TOTALS January February March April May June July August September October November December 2015 TOTALS

Village Website

78,506	Visits	5,544	4,861	6,811	8,703	15,648	49,012	10,328	9,191	6,989	6,891	6,709	6,492	131,179
10%	% Change	-11%	-12%	40%	28%	80%	173%	-30%	-1%	-24%	-1%	-3%	-3%	17%
5:46	Visit Length	2:20	2:26	2:11	1:52	1:27	2:13	1:42	2:25	3:09	3:16	2:50	2:53	2:23
0%	% Change	-8%	4%	-10%	-15%	-23%	59%	-35%	43%	28%	7%	-13%	2%	5%
150,844	Page Views	10,997	9,387	14,423	17,350	18,399	38,784	15,486	15,349	12,833	12,818	12,333	11,301	186,141
6%	% Change	0%	-15%	54%	23%	4%	111%	-65%	-1%	-4%	-2%	-2%	-5%	9%

Village Hall Facebook

268	Likes	283	288	324	388	490	492	338	378	603	623	686	739	320
14%	% Change	6%	2%	13%	20%	11%	14%	13%	4%	4%	3%	10%	8%	10%
48,386	Total Reach	6,596	1,325	7,672	11,015	19,448	17,499	12,480	12,593	10,553	8,721	13,715	16,990	137,934
41%	% Change	31%	-72%	314%	44%	67%	-5%	-29%	-1%	-13%	-17%	57%	24%	44%
	Popular Post	DMV	Throwback	Throwback	Tony Wonders Throwback	Grand Opening/Op en House	Flags Half Staff for GBFD - Miller	Throwback	Throwback	Part Time Employment Opportunity	LCFD Volunteer Application	Utility Billing Change	Snow Accumulation	

Little Chute Village Hall Blog

2,957	Page Views	603	188	285	260	243	206	215	220	273	390	302	342	3,527
-2%	% Change	297%	-13987%	53%	-9%	-7%	-15%	4%	2%	24%	43%	-23%	13%	9%
	Popular Post	Wheel Tar Notice - 307	N/A	Goodwill 44	N/A	N/A	N/A	N/A	Press Release- Bridge	N/A	Yard waste drop-off Site	Utility Billing Change	Habitat for Humanity	

Island Park - 50