

NOTICE OF MEETING

SHEBOYGAN COUNTY EXECUTIVE COMMITTEE

May 2, 2023 3:00 P.M.

Administration Building
508 New York Ave
Sheboygan WI 53081
Room 302

Remote Access:

(US) +1 417-719-7327

Pin: 822 194 205#

Meeting ID: meet.google.com/nag-nhzp-squ

Members of the Committee may be appearing remotely. Persons wanting to observe the meeting may come to the Administration Building or listen remotely.

AGENDA

Call to Order

Certification of Compliance with Open Meeting Law

Correspondence

Approval of Minutes for the April 4, 2023 Executive Committee Meeting

Consideration of Awarding \$500,000 to Partners for Community Development, Inc. for the Affordable Housing Taskforce Programs

Consideration of Awarding \$2,000,000 to Sheboygan County Chamber of Commerce, Inc. for the Workforce Development Taskforce Programs

Consideration of Reallocation of American Rescue Plan Act (ARPA) Funds at Health & Human Services

County Administrator's Report

(The County Administrator's Report is a summary of key activities. No action will be taken by the Executive Committee resulting from the report, unless it is a specific item on the agenda.)

Consideration and Approval of Attendance at Other Meetings/Functions

Review and Approve Vouchers

Next Meeting Date: To Be Determined

Adjournment

Prepared by:
Peggy Osthelder
Recording Secretary

Vern Koch
Committee Chairperson

Posted on 04/28/2023 at 4:00 pm

NOTE: Members of the public are invited to offer comments on topics which may or may not appear on the Agenda, and Committee members may discuss such matters, but no action may be taken by the Committee on non-Agenda topics. Individual speakers may be limited to no more than five minutes.

A majority of the members of the County Board of Supervisors or of any of its committees may be present at this meeting to listen, observe and participate. If a majority of any such body is present, their presence constitutes a "meeting" under the Open Meeting Law as interpreted in State ex rel. Badke v. Greendale Village Board, 173 Wis. 2d 553 (1993), even though the visiting body will take no action at this meeting.

If listed as an agenda item, the "Administrator's Report" is a summary of key activities for the previous month and planned for upcoming months including performance evaluations, liaison committee issues and County Board issues. No action will be taken by the Executive committee resulting from the report unless it is a specific item on the agenda.

Persons with disabilities needing assistance to attend or participate are asked to notify the County Board Chairman/County Administrator's Office at 920-459-3103 prior to the meeting so that accommodations may be arranged.

SHEBOYGAN COUNTY EXECUTIVE COMMITTEE MINUTES

Administration Building
508 New York Ave
Sheboygan, WI 53081
Room 302

April 4, 2023

Called to Order: 3:00 PM

Adjourned: 4:30 PM

MEMBERS PRESENT: Vernon Koch, Keith Abler, William Goehring, Curt Brauer, and Edward Procek

ALSO PRESENT: Thomas Wegner, Jeremy Fetterer, Stefanie Albrecht, Bernard Rammer, Crystal Fieber, Tyler Betry, Alayne Krause, and Peggy Osthelder

Chairman Koch called the meeting to order at 3:00 PM. Peggy Osthelder certified compliance with the open meeting law. The meeting notice was posted at 11:00 AM on March 31, 2023.

Correspondence was presented to the Committee. Mike Raulin of Hudson, Wisconsin sent a letter to Chairman Koch, encouraging the County to support efforts to keep the Brewers in Milwaukee. Additionally, Chairman Koch received the agenda for the Wisconsin Counties Association County Ambassador Program's Human Services Day at the Capital, and shared an overview of events with the Committee.

Supervisor Goehring made a motion to approve the minutes of the March 2, 2023 Executive Committee Meeting. Motion seconded by Supervisor Brauer. Motion carried.

The Committee discussed Resolution No. 33 – Authorizing the Finance Committee and Interim Finance Director to Balance Over Budget Departmental Accounts. Interim Finance Director Jeremy Fetterer gave an overview and answered questions. Supervisor Brauer made a motion to approve the resolution. Motion seconded by Supervisor Abler. Motion carried.

The Committee discussed Resolution No. 34 – Amending the Sheboygan County Comprehensive Outdoor Recreation and Open Space Plan. Deputy Planning & Conservation Director Tyler Betry gave an overview and answered questions. Supervisor Brauer made a motion to approve the resolution. Motion seconded by Supervisor Goehring. Motion carried.

The Committee discussed Expansion of UV-C Light Project at Law Enforcement Center and Health & Human Services. Purchasing Agent Bernard Rammer gave an overview and answered questions. Supervisor Procek made a motion to approve the proposal. Motion seconded by Supervisor Abler. Motion carried.

The Committee discussed Awarding \$2,000,000 to Sheboygan County Economic Development Corporation for the Affordable Housing Taskforce Programs. Deputy Finance Director Stefanie Albrecht gave an overview and answered questions along with Corporation Counsel Crystal Fieber. Supervisor Abler made a motion to approve the contract. Motion seconded by Supervisor Brauer. Motion carried.

County Administrator Alayne Krause reported recent meetings and tours with local private and public

partners of Sheboygan County. Additionally, Administrator Krause recently participated as a key informant for the Public Health Division and was interviewed on the top health issues facing the County. Administrator Krause also provided an updated on the status of hiring a Finance and Human Resource Director. She also noted that the 2024 Budget Development process has begun, and the official kickoff will occur at the June County Board Leadership Forum. She reported that the Sheriff's Deputy contract is in negotiation and will be finalized prior to the budget kickoff. Finally, Administrator Krause reported that negotiations with the Fixed Based Operator at the Airport are ongoing, and that Alliant Energy group is planning the decommissioning of the power plant in Sheboygan.

Supervisor Brauer made a motion to go into closed session at 3:54 pm pursuant to Wis. Stat. § 19.85(1)(c) to consider the annual goals of the County Administrator. Motion seconded by Supervisor Abler. Motion carried on a unanimous roll call vote.

Supervisor Abler made a motion to go into open session at 4:24 pm. Motion seconded by Supervisor Brauer. Motion carried on a unanimous roll call vote.

Supervisor Abler made a motion to approve the annual goals and forward on to the Human Resources Department. Motion seconded by Supervisor Goehring. Motion carried.

Vouchers were reviewed. Supervisor Abler made a motion to approve the vouchers. Motion seconded by Supervisor Brauer. Motion carried.

The next Executive Committee meeting is scheduled for Tuesday, May 2, 2023 at 3:00 PM.

Supervisor Goehring made a motion to adjourn. Motion seconded by Supervisor Abler. Motion carried.

Peggy Osthelder, Recording Secretary

William Goehring, Secretary



SHEBOYGAN COUNTY

Matthew Strittmater - Director
Health and Human Services Department



Public Health
Sheboygan County
Division of Public Health

TO: Health & Human Services Committee Members

FROM: Matthew Strittmater, HHS Director

DATE: May 2, 2023

SUBJECT: Reallocation of American Rescue Plan Act (ARPA) Funds

Sheboygan County Health & Human Services was approved to utilize \$1,050,000 of ARPA funding to embed Social Workers within City of Sheboygan neighborhoods with the most significant challenges to build family and neighborhood resiliency, self-sufficiency, and reduce the likelihood of residents needing intense and/or emergency services. The funding was approved to be utilized for a supervisor, two social workers, and flexible neighborhood investments.

We would like use \$50,000 of the approved funds to contract with the Green Bicycle Company. They are uniquely qualified to collaborate with to develop a new service of this nature. They have experience working with the City of Sheboygan to revitalize neighborhoods, and their company Vision is “a vibrant, inclusive, sustainable, and engaged community of individuals that support and learn from and with each other”. That aligns exactly with the intention of our neighborhood support program. Their proposal of how they would collaborate with us over the course of 8 months is attached.

Heather Cleveland, Green Bicycle Co. 's Founder and President, Urban Planner, Environmental Engineer, and Community Developer, will serve as Project Manager, and she brings strong leadership, communication, and strategic planning skills to the team. Nancy Maring, Urban Planner, has specific economic, community and neighborhood development experience through her previous career in municipal planning; Lorenzo Backhaus, Community Developer, brings strong data analysis and system thinking skills along with growing up in Sheboygan. Alana Wilson, brings digital expertise and organizational support specifically for the branding and communication component of the project.

While this proposal would provide fewer months of covering staff expense, we firmly believe it will provide a strong foundation of positive outcomes and enhance sustainability.

Thank you for your consideration,

Matthew Strittmater

Sheboygan County Health and Human Services Director
1011 N 8th Street
Sheboygan, WI 53081
920-459-3213
Matthew.strittmater@sheboygancounty.com



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Sheboygan County Health & Human Service
Attn: Matthew Strittmater, Director
1011 N 8th Street
Sheboygan, WI 53081

April 26, 2023

Dear Matthew Strittmater,

Thank you for the opportunity to provide an updated proposal for the Neighborhood Development and Implementation Project.

We are a dynamic and engaging firm with passion and energy for any project we pursue. Our staff always seeks to understand and build capacity around a topic or movement. We have our finger on the pulse of community and neighborhood development methods and issues and are excited to continue to lean-in and learn more about resources and networks in our community.

The attached proposal includes eight months of work and the following three phases: Discovery, Program Development, and Program Training and Support. We appreciate the collaboration with a Sheboygan County Epidemiologist on the project and will look to understand the work that has already been done and work together throughout the project.

The lump sum for the proposed project is \$50,000. The proposal includes the project approach, scope of work, project timeline, and deliverables.

The project is proposed to begin May 2023, and this quote is good until June 1, 2023. Should the project begin later than May 1, 2023, we will adjust the schedule accordingly.

Thank you for your time and consideration!

Sincerely,

Heather Cleveland, AICP

Green Bicycle Co. Urban Planner

Nancy Maring

Green Bicycle Co. Urban Planner



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SHEBOYGAN COUNTY NEIGHBORHOOD DEVELOPMENT AND IMPLEMENTATION PROJECT (v2)

Prepared for:

Sheboygan County Health and Human Services

Attn:

Matt Strittmater

Sheboygan County Health and Human Services Director

Prepared by:

Heather Cleveland, AICP

Nancy Maring

Green Bicycle Co.

1117 N 8th Street

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Phone: 920-287-3661

Date: March 31, 2023

Updated: April 26, 2023



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INTEREST

Green Bicycle Co. is dedicated to building conscious communities. This is a commitment to ensure radically inclusive engagement, meaningful communication, and a fresh perspective to every community we work with for the duration of our project and beyond. Green Bicycle Co. will engage in intensive community outreach methods to ensure that this project is equitable, sustainable, and thoughtfully constructed.

CONSULTING FIRM BACKGROUND AND PERSONNEL QUALIFICATIONS

Green Bicycle Co. is a young firm established in early 2020. We have a home office in the heart of Sheboygan with project dedicated staff members and several dedicated support staff. Green Bicycle Co. has served a variety of clients, providing services that include cultural asset mapping, non-profit strategic planning, community building, outreach planning and facilitation, and organizational structure and policy development. Collectively, Green Bicycle Co. staff hold over 45 years of experience in planning and have successfully developed strategic implementation plans for our clients near-term and long-term initiatives. While we are seasoned professionals, we pride ourselves on a fresh perspective for every project.

The Green Bicycle Co. team is a group of critical thinkers and patient listeners whose varied experiences make us a great fit for the Sheboygan County Neighborhood Development and Implementation Project.

Heather Cleveland, Green Bicycle Co. 's Founder and President, Urban Planner, Environmental Engineer, and Community Developer, will serve as Project Manager, and she brings strong leadership, communication, and strategic planning skills to the team. Nancy Maring, Urban Planner, has specific economic, community and neighborhood development experience through her previous career in municipal planning; Lorenzo Backhaus, Community Developer, brings strong data analysis and system thinking skills along with growing up in Sheboygan. Alana Wilson, brings digital expertise and organizational support specifically for the branding and communication component of the project.

All members of the Green Bicycle Co. team are committed to creating a great experience and project for the Sheboygan County Department of Health and Human Services. Green Bicycle Co. staff have access to a variety of resources, professionals, and organizations to further collaborate and contribute to our understanding of the unique needs of our clients and the projects we undertake.

Our Vision Green Bicycle Co. is a vibrant, inclusive, sustainable, and engaged community of individuals that support and learn from and with each other.

Our Mission The Green Bicycle Co. mission is to educate and engage with the community in a way that encourages and inspires a sustainable lifestyle.



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PROJECT APPROACH

Green Bicycle Co. will act as the program developer and manager, bringing together agencies, stakeholders, and neighbors to create measurable and meaningful impact in selected neighborhoods, empowering and strengthening residents and reducing reliance on emergency services.

Building partnerships and understanding is at the core of every project Green Bicycle Co. undertakes, and we approach this project with a focus on shifting to a prevention model through understanding what is currently happening and how issues are currently being addressed, and assessing how this approach could be shifted to affect the core problem.

Green Bicycle Co. will work to develop a stakeholder committee where people are welcome and heard, and we will ensure a wide representation of people and voices are at the table. Green Bicycle Co. views an effective stakeholder committee as pivotal to the success of this project.

This project is divided into three phases over eight months to ensure a solid foundation and deep understanding of the circumstances and experiences of people involved by impact, service, and continued work beyond our involvement in.

Understanding and lifting up the voices and perspectives of youth in the community is a tenant in each project that Green Bicycle Co. works on, and we will approach this project with the same lens. Youth in our community have an important role, lived experience, and are our future leaders and workforce, and should have a role in creating positive change in Sheboygan. High school students will be involved in the project in some capacity that may include engagement with classrooms and/or a high school internship.

The approach for this project is new and exciting and has the potential to make a great impact on our community. Green Bicycle Co. appreciates learning from others across the state or country while understanding the unique circumstances existing in Sheboygan.



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SCOPE OF WORK

PHASE 1: DISCOVERY

STAKEHOLDER COMMITTEE

1. Create a stakeholder committee to develop the project and provide insight and accountability.
 - a. Connect with families, students, and immediate support such as teachers or guidance counselors to better understand and humanize the data and begin connecting the dots and identifying root causes of the circumstances causing distress.
 - b. Connect with the social workers and program managers to understand their perspective, vision, and skills sets.
 - c. Bring in community partners including Child Protective Services, Youth Justice, Sheboygan Area School District Truancy, Sheboygan Police Department that will assist in the assessment of goals to reduce referrals, cases, and responses.
 - d. Create a regular meeting schedule, tasks, and milestones.

DATA ANALYSIS AND RESEARCH

2. Collaborate with the Sheboygan County Epidemiologist to analyze data to identify patterns and research proactive neighborhood resilience and self-sufficiency.
 - a. Assess readily available data (e.g. child protection system referrals, low socio-economic status, etc.) to find patterns and understand current systems and responses.
 - b. Analyze intense/emergency service utilization data to determine neighborhoods to serve.
 - c. Research system and underlying issues that may be addressed.

EXISTING PROGRAM STUDY

3. Study existing programs in La Crosse County and Dane County.

NEEDS, SERVICE, AND SUPPORT ASSESSMENT

4. Needs and service and support assessment, summary, and analysis.
 - a. Determine basic needs that need to be addressed, supported, or connected. The following, and more, will be considered: Basic needs of food, clothing, and utilities; Stable housing; Parenting, family concerns resources; Transportation, employment, and child-care; Positive path for children; and Advocacy.
 - b. Identify resources, allies, and champions including schools, Public Health, City and County, faith groups, landlords, non-profits, youth supports, and neighborhood stakeholders.



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- c. Analyze how the resources are currently meeting the needs and how the resources may need to shift or identify gaps.
- d. Assess County services versus non-profit services.

PHASE 2: PROGRAM DEVELOPMENT

PROGRAM AND STAFF PLAN

5. Create a program and staff plan for collaborative development and implementation.
 - a. Develop program vision, mission, goals, objectives, strategies, and tactics.
 - b. Establish measurable outcomes and milestones for the program.
 - c. Identify critical data elements and collection methods for outcomes and funding reporting requirements.
 - d. Understand the program budget and sustainability opportunities.
 - e. Consider bilingual and lived experience of Sheboygan neighborhood challenges.
 - f. Create job descriptions.
 - g. Secure office space within easily accessible community locations.
 - h. Hire staff.

COMMUNICATION AND ENGAGEMENT PLAN

6. Develop and initiate a communications and engagement plan for the program.
 - a. Community education and engagement of neighborhood residents.
 - b. Create program branding and outreach tools (e.g. website, newsletter).

PHASE 3: PROGRAM TRAINING AND SUPPORT

SUPPORT, FEEDBACK, AND ADAPT PROGRAM

7. Provide training, support, and feedback to staff and adapt the program accordingly.

PROGRAM SUSTAINABILITY PLAN

8. Create a program sustainability plan.



PROJECT TIMELINE

Phase	Description	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Discovery	Stakeholder Committee								
	Data Analysis and Research								
	Existing Program Study								
	Needs, Service, and Support Assessment								
Program Development	Program and Staff Plan								
	Communication and Engagement Plan								
Program Training and Support	Support, Feedback, and Adapt Program								
	Program Sustainability Plan								

DELIVERABLES

1. Monthly Progress Reports
2. June 2023 - Stakeholder Committee Charter
3. August 2023 - Data Analysis Report
4. August 2023 - Existing Program Study
5. November 2023 - Needs, Service, and Support Assessment
6. November 2023 - Program and Staff Plan
7. December 2023 - Communication and Engagement Plan
8. December 2023 - Program Sustainability Plan



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INVESTMENT

An invoice will be sent on the first of the month as a retainer for the work to follow. Hourly rates are average \$100/hour and vary depending on staff experience. Travel and other project incidental expenses such as paper and printing are included.

A retainer invoice will be sent monthly for the duration of the project:

May 2023 - December 2023: \$6,250/month

Task	Description	Hours*	Total
1	Stakeholder Committee	80	\$8,000
2	Data Analysis and Research	60	\$6,000
3	Existing Program Study	30	\$3,000
4	Needs, Service, and Support Assessment	100	\$10,000
5	Program and Staff Plan	90	\$9,000
6	Communication and Engagement Plan	40	\$4,000
7	Support, Feedback, and Adapt Program	40	\$4,000
8	Program Sustainability Plan	60	\$6,000
	Total		\$50,000

*Hours vary based on staff level working on the tasks.

ADDITIONAL FEES: Additional fees for employees to complete additional items not identified in the Scope of Work is \$100/hour plus reimbursement for mileage and supplies.



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CONTRACT

A Green Bicycle Co. standard contract is available upon request.

INSURANCE

Green Bicycle Co. holds a \$1 million liability policy in place under business insurance with State Farm. A certificate of insurance will be provided upon request.



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RELATED PROJECT EXPERIENCE

Cultural Asset Mapping

The John Michael Kohler Arts Center (JMKAC) engaged Green Bicycle Co. to begin a process of cultural asset mapping in September 2020. Cultural asset mapping identifies the resources in an area that make it unique. These assets include the people, places, and organizations that make valuable contributions to the community; they influence the cultural fabric of a region. By identifying and recognizing these assets within the City of Sheboygan, this project will make all these treasures, both tangible and intangible, more visible.

In Phase II of the project, Green Bicycle Co. worked alongside several JMKAC departments and community partners, engaged surveys and interviews, and worked towards recommendation implementation to increase representation, ownership, and a sense of belonging at Levitt AMP Sheboygan Music Series and beyond.

Telling the Full History

In 2022 Green Bicycle Co. partnered with the Sheboygan County Historical Museum, with funding through from the Telling the Full History Fund - a grant program of the National Trust for Historic Preservation, made possible through the National Endowment for the Humanities. The project's goals were to highlight the roles that underrepresented communities played in the history and evolution of Sheboygan County, as well as educating and creating a model for continued data collection, communications, and partnerships. Green Bicycle Co. worked alongside the Sheboygan County LGBTQ Alliance, Hmong community, and women in politics to collect and archive information and create opportunities for engagement and exhibition of local stories.

Neighborhood Engagement & Development

The City of Sheboygan has made neighborhood development and engagement a focus area in the recent past, which creates a stronger tie and better communication between the City and its residents, and also helps empower neighborhood groups to advocate for themselves, solve problems and improve quality of life. Nancy, as a Planner with the City of Sheboygan, was the key City liaison engaging with neighborhoods, helping them find resources, form official associations, set goals and accomplish improvement projects. Nancy helped the Sheboygan PD become more involved with neighborhood groups and supported the new Beat Cop program - where officers made deeper connections in designated neighborhoods to reduce calls for service and open lines of communication to be proactive in those areas. Heather was involved in neighborhood engagement and development as a non-profit leader in one of the designated Beat Cop neighborhoods. Heather and her group hosted events and became an incredibly valuable community resource and connector.



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GREEN BICYCLE CO. PERSONNEL

HEATHER CLEVELAND, AICP, PROJECT MANAGER

Heather's leadership experience in non-profits and community projects, consulting experience, and military experience along with her education and ability for critical thinking and communication make her a great fit for the role. Heather holds a BS in Civil Engineering and a Master of Urban Planning degrees from UW-Milwaukee. She is a compassionate listener and visionary that quickly sees processes and systems and finds inspiration and challenge from different viewpoints and experiences.

NANCY MARING, URBAN PLANNER

As an Urban Planner with Green Bicycle Co. Nancy will draw on her experience and expertise while designing and participating in public engagement and analysis, strategic goal and objective development, and on-going support. Nancy holds a Master's Degree in Urban Planning from the UW-Milwaukee and has nearly a decade of municipal planning experience which has provided her exposure to many varied projects, issues, and plans. Nancy has experience in economic development, community development and placemaking efforts.

ALANA WILSON, ORGANIZATIONAL DEVELOPER

Alana holds a Bachelor's Degree in Sociology from the University of Massachusetts Amherst and is currently in pursuit of a certificate in UI/UX Design. She brings with her experience in the nonprofit sector as a communication specialist with a particular focus on broadening the breadth and depth of an organization's online platforms in a fun and engaging way. Alana is based out of Boston, MA but has worked with various organizations ranging in locations from Denver, CO to Chennai, India. Alana is passionate about bringing awareness and resources to the organizations working to implement long-lasting change.

LORENZO BACKHAUS, MSP, COMMUNITY DEVELOPER

Lorenzo has worked with various community partners in Milwaukee, including city departments, non-profit organizations, and community leaders. Lorenzo also has international project experience, which helped strengthen his relationship building and communication skills. He has a BA in Environmental Science from the University of Wisconsin-Whitewater and holds a Master's degree in Sustainable Peacebuilding from the University of Wisconsin-Milwaukee.