



**Mayor Brar and City Council Members honoring Middleton's Public Safety heroes from flooding and active shooter events of 2018**

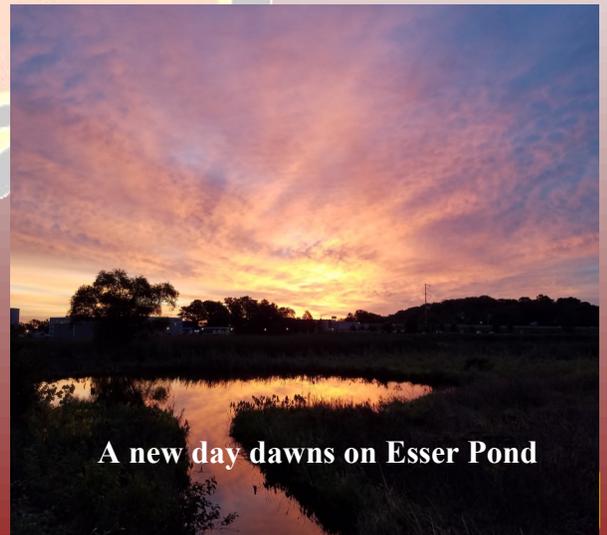
# *City of Middleton*

# *2018 Annual Report*

MIDDLETON  
*Good Neighbor*



**Pheasant Branch creek outlet to Lake Mendota during August flood**



**A new day dawns on Esser Pond**

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# Mayor and Common Council

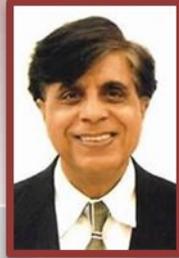


Middleton's Common Council meets the first and third Tuesday night of every month at City Hall, 7426 Hubbard Avenue. Council agendas are posted on the City's website and at City Hall. The public is welcome to attend Council meetings.

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



**District 1**  
Kathy Olson  
(2015)



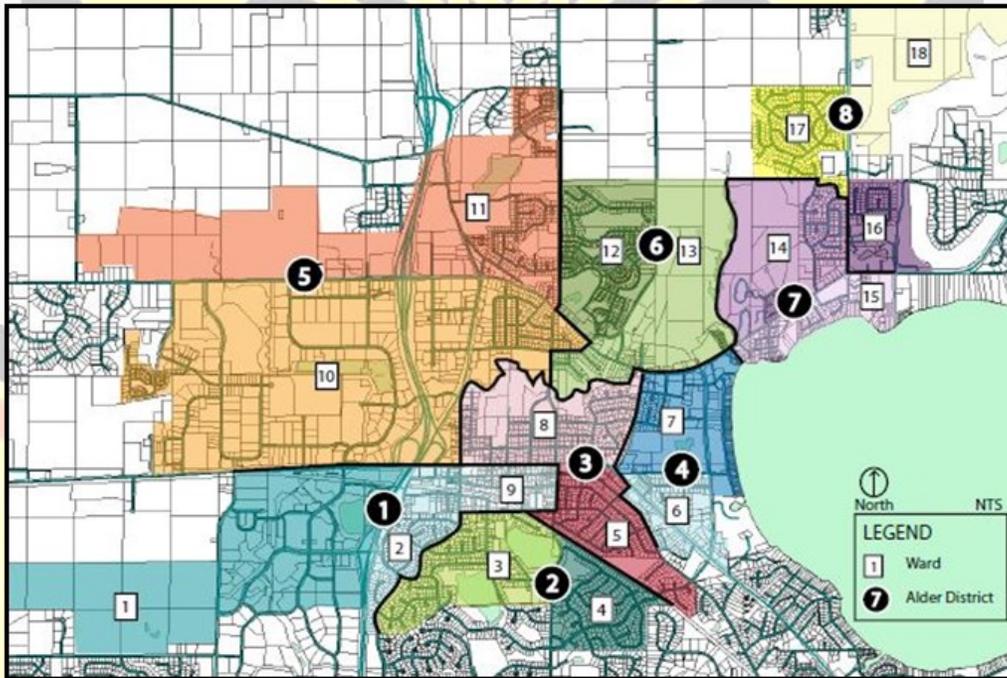
**Mayor**  
Gurdip Brar  
(2017)



**District 2**  
Robert Burck  
(2017)



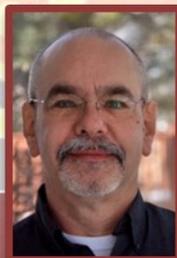
**District 3**  
JoAnna Richard  
(2011)



**District 4**  
Emily Kuhn  
(2018)



**District 5**  
Howard Teal  
(1999)



**District 7**  
Dan Ramsey  
(2017)



**District 8**  
Mark Sullivan  
(2010)



**District 6**  
Susan West  
(2008)  
**Council President**

# Incumbent City Staff Leadership

(Year Started in Current Position)



**City Administrator**  
Mike Davis  
(1998)



**Fire Chief**  
Aaron Harris  
(2003)



**Police Chief**  
Chuck Foulke  
(2014)



**EMS Chief**  
Steve Wunsch  
(1994)



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



**Chief Building Inspector**  
Bill Neitzel  
(2017)



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



**Director of Planning/  
Zoning Administrator**  
Eileen Kelley  
(1988)



**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:** Middleton issued permits for \$131,251,526 worth of construction in 2018. This includes 26 New Single Family Homes, 9 New Commercial Buildings, 4 New Multi-Family Buildings and 1061 other permits for additions, alterations and repairs.

**2018 Major Projects include:**

- Middleton Center Phase II as well as “Build Outs” in Middleton Center Phase I



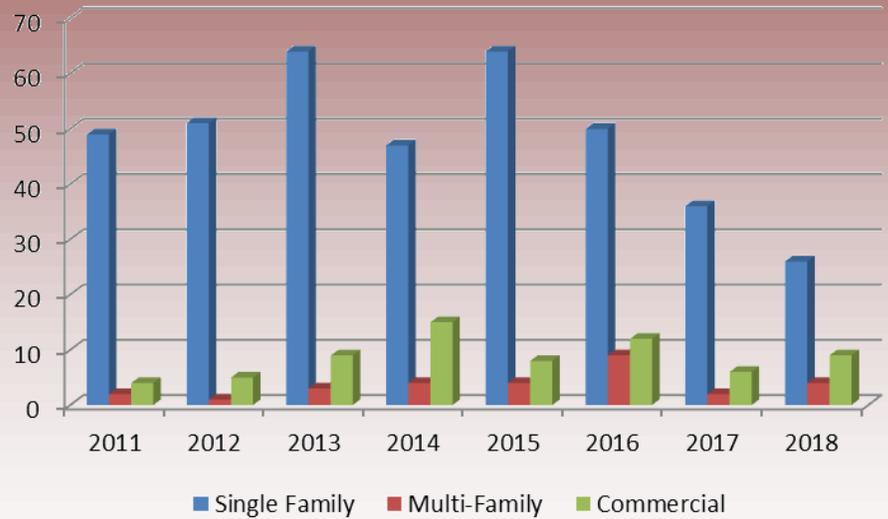
- Stagecoach Trail Apartments on Century Avenue



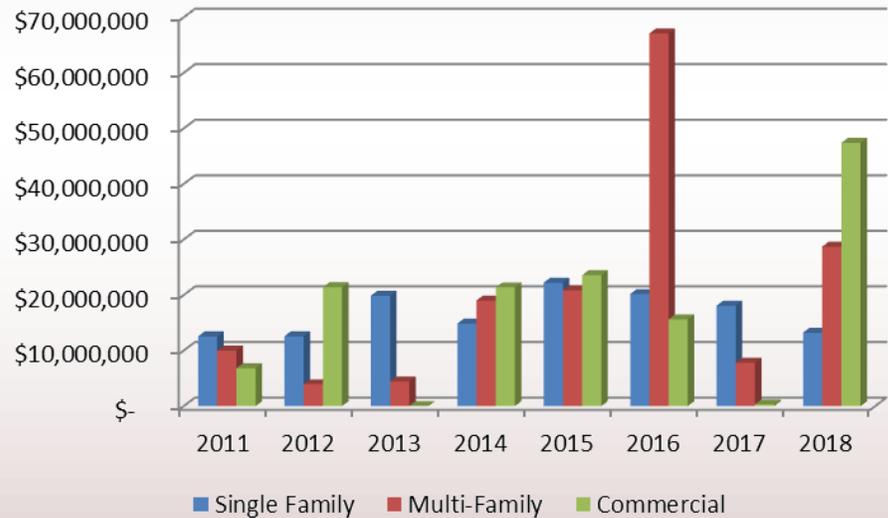
- Goodwill Store on Century Avenue



**Number of new construction permits issued by year**



**Value of new construction**



- Lycon Aggregate Storage Facility on University Avenue



# Building Inspection

## 2018 Major Projects (continued)

- Electronic Theatre Controls Addition



Numerous additional projects have recently been started that will enhance the City of Middleton for years to come.



New headquarters of Hy Cite (above)

Oak Ridge Senior Housing Apartments



**Renewable Energy Initiative:** The City of Middleton is committed to Renewable Energy Development. The Building Inspection Department is involved with the review of, permitting for and inspection of the Renewable Energy equipment within the City. Thus far in 2017 and 2018 the City of Middleton has issued permits for 14 Residential Photo Voltaic Solar installations worth \$302,390 as well as 12 Commercial Photo Voltaic Solar installations worth \$1,259,402. It is expected that this trend will continue for years to come.



# Building Inspection

**Flooding:** One of the biggest challenges that the Building Inspection Department faced was the major flooding event that occurred in August of 2018. The Department made concerted efforts to assist owners and residents of the City of Middleton regarding the hazards and recommended procedures associated with flood waters that carried a multitude of unknown contaminants. The Department worked with local, State and Federal Agencies to provide reliable information to those who needed and requested it.



**Bad News/Good News:** The City of Middleton Plumbing Inspector Shannon O'Connell left the Building Inspection Department for greener pastures. We wish Shannon well. Out of that bad news came the good news that we were able to hire Kent Larson. Kent comes to us from the City of Janesville after working as a Plumbing Inspector and a Plumbing Plan Reviewer since 2012. Kent has over 20 years of experience in the plumbing field and is also a Certified Commercial and UDC Building and HVAC Inspector. Kent has shown that he is a dedicated worker, is very knowledgeable regarding plumbing issues and is a great addition to the Building Inspection Staff. When you see Kent please be sure to welcome him to the City of Middleton.

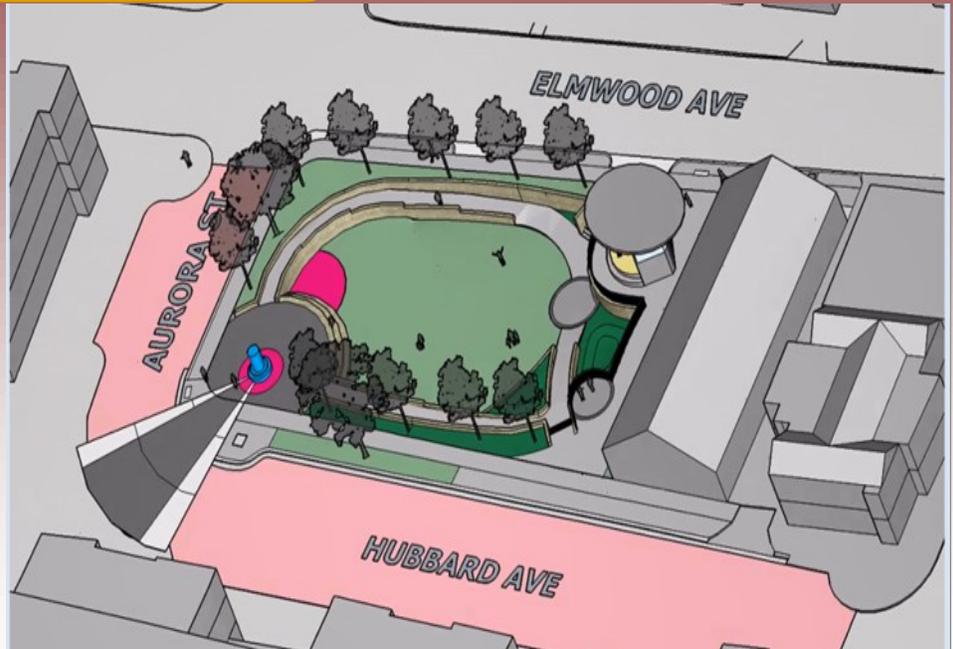


# City Planning

## Downtown Middleton Plaza

The City is developing a downtown plaza, just west of Village Green and across Hubbard Avenue from the new Middleton Center Development. After extensive public input, the Council has recommended a concept called ‘The Nest,’ which includes a bandshell, restrooms, an iconic sculpture, and a warming feature. To learn more about the plaza, see:

[cityofmiddleton.us/middletonplaza](http://cityofmiddleton.us/middletonplaza)



## Parmenter and Clark Street Redevelopment

Using tax increment financing (TIF) funding, the City purchased two properties in the Parmenter/Clark totaling just under 2 acres in order to facilitate a redevelopment project. The City sent out a request for proposals (RFP) to solicit development proposals asking for the highest creative standards for land use, site planning, and architecture and received two proposals for housing from interested developers. The City is in the process of reviewing the development proposals and selecting a developer.



# City Planning



## Bicycling Infrastructure

In 2018, the City established bicycle lanes along **N. High Point Road** to help link the Foxridge neighborhood, Greenway Center, and the far west side of Madison with downtown Middleton. This project rounded out the City's multi-year initiative to demarcate bike lanes along its major north-south streets east of the Beltline so as to encourage bicycle transportation throughout the city and connect riders with our revered trail network.

The City began working with a local engineering firm to design its segment of the **North Mendota Trail**, a shared-use path that will be located along the north side of Century Avenue to connect northeastern Middleton neighborhoods with the rest of the community. This vital path will link Branch Street and the Pheasant Branch Trail with the paved path that is planned to extend along Highway M around the north side of Lake Mendota. The Common Council has budgeted funds to begin construction of the western segment of this path in 2019, contingent on the receipt of reasonable bids from contractors.



## Middleton Municipal Airport

The City's airport consultant, Mead & Hunt (headquartered in Middleton), is making good progress on drafting a new **master plan** for the airport. During 2018, the company completed an inventory of existing facilities, surveyed existing and prospective users, submitted projections of future aviation activity to the Federal Aviation Administration, and began looking at facility requirements (e.g., runway lengths and locations for additional hangar development). The City is in the process of establishing a Master Plan Advisory Committee—consisting of a broad cross-section of the community—to help guide an alternatives analysis and preparation of a land use plan, financial plan and airport layout plan. The City intends to hold at least one public hearing on the draft plan in the late spring or summer of 2019.

# City Planning: Sustainability

## Airport Solar Project

The City approved a 2-year lease of land at the Middleton Municipal Airport for a 5 megawatt solar project for which in 2019 the City will partner with Madison Gas & Electric and the Middleton-Cross Plains Area School District for what initially promises to be the largest solar project in Wisconsin. The project area is outlined in red in the adjacent diagram.

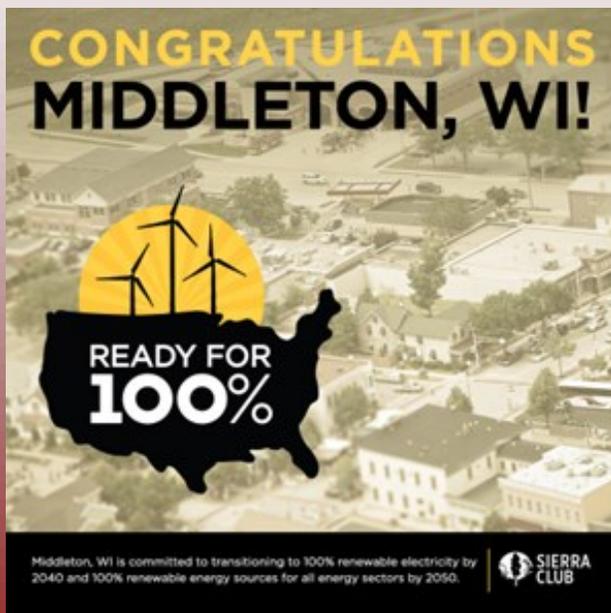


## 100% Renewable Energy Resolution

As recommended by the City's Sustainability Committee, the Common Council unanimously passed a resolution that establishes goals to meet 100 percent of all City operations energy needs with renewable energy by 2040 and 100 percent of communitywide energy needs with renewable energy by 2050.

## Grant for Comprehensive Energy Plan

The City of Middleton, working with 6 other municipalities, received a \$200,000 grant from the Office of Energy Innovation to develop a comprehensive energy plan. The plan will include strategies to achieve the goals set forward in the 100% renewable energy resolution.



## Solar Projects on Municipal Buildings

During the budget process, the City Council allocated funding for solar photovoltaics on three municipal buildings; Senior Center, EMS, Municipal Operations Building. These solar projects will be installed in 2019 and are expected to generate 213,500 kilowatt hours of electricity, which will reduce greenhouse gas emissions equivalent to over 400,000 miles driven by a passenger vehicle. With Focus on Energy funding, the projects are expected to pay back in 7 – 11 years.

# City Planning: Community and Economic Development

Several new developments gained approvals, and existing buildings expanded as well. Here are some of the highlights:

## Electronic Theatre Controls (ETC) Expansion

ETC is a global leader in the manufacturing of lighting and rigging technologies, employing over 1,000 people across 10 countries, in 11 corporate offices. They were founded, and continue to be headquartered, in Middleton. ETC is located at the southeast corner of Airport and Pleasant View Roads. In 2018, ETC completed a 75,000 square foot expansion which will provide additional office space for their employees, including some offices that are constructed out of shipping containers. By the year 2022, ETC expects to employ approximately 800 employees in Middleton.

## Miramont Behavioral Health

Miramont Behavioral Health gained approval in 2018 for a 72-bed free-standing psychiatric hospital in the Airport Road Business Park. The facility will provide inpatient psychiatric services for children and adolescents, adults and seniors, and will offer chemical dependency services for adults. Miramont expects to break ground on their facility in early 2019.

## Middleton Center Phase 2

Middleton Center Phase 2 construction is well underway. Phase 2 includes 98 multi-family apartments as well as 14,000 square feet of retail space on the ground level. Phase 1 includes 61 multi-family apartments, 24,000 square feet of office space, and 16,000 square feet of retail/restaurant space.

## Oak Ridge Senior Housing

The Oak Ridge Senior Housing development will open in 2019. The project includes 83 units of senior apartments. Of those, 85% of the units will be set aside for seniors earning no more than 60% of the area median income. Of the affordable units, 21 will be reserved for tenants with disabilities or veterans requiring supportive services. The development includes 8 three bedroom units that can accommodate “grand families,” where grandparents are acting as legal guardians can raise their grandchildren. The development is on the south side of Lisa Lane, across from the approved Treysta Middleton Market development.



ETC expansion shown above



Middleton Center Phase 2

# City Planning: Community and Economic Development

More new developments occurred, and existing buildings expanded as well. Here are some more highlights:

## Hy Cite Enterprises Headquarters

Hy Cite Enterprises has chosen to locate their new 90,000 square foot headquarters in Middleton, which will allow them to bring employees from two office locations (Madison and Fitchburg) closer to their 220,000 square foot distribution center and airport hanger in Middleton. The building will be located at the southwest corner of Airport Road and Pleasant View Road. At opening, the building will have 255 employees, and they are designing the building to eventually accommodate over 500 employees. The Hy Cite company sells cookware and kitchen products through independent distributors under the Royal Prestige brand. Construction will be completed in late 2019.



**New Hy Cite Enterprise Headquarters**

## Trevsta Mixed-Use Middleton Market Project

Approvals were granted in 2018 for the Treysta Middleton Market development, which includes 263 multi-family apartment, 13,000 square feet of retail, and an 18,000 square foot food hall/public market. The project is on the former ball fields on the north side of Lisa Lane. Construction will take place in 2019.



## Whispering Pines

The Whispering Pines development on Pleasant View Road across from ETC will be continuing construction of condominiums in 2019. The development includes 44 units currently, and the developer will be building an additional 48 units in three buildings (16 units per building).

## Community Development Authority (CDA)

The Middleton CDA plays an important role in community and economic development by overseeing the City's redevelopment plans and sponsoring events and marketing in Downtown Middleton. In 2018, the CDA sponsored National Mustard Day and Epic Nights, and served as the primary sponsor for the Strollin' Middleton jazz event and the Holiday Tree Lighting.



**Holiday Tree Lighting photos - Left: Nelia Wegner, daughter of City Forester Mark Wegner, right: Truman Tucker, son of Community Development Director Abby Attoun-Tucker on the shoulders of City Administrator Mike Davis**

# Emergency Medical Services

## EMS added new equipment:

- Vivid-Trac video laryngoscope equipment which greatly enhances the “first pass” success rates for placement of endotracheal tubes in patients needing advanced airway management. This device provides outstanding visualization of the upper airway structures and allows for proper location of key anatomical landmarks when paramedics are dealing with high-risk airway presentations.
- Additional gear in the form of Megamover tactical patient transport units and specially designed individual first-aid kits (IFAKs) that can be used by paramedics when operating in certain high-risk environments, including during an active shooter incident.



Worked with other Dane County EMS partner agencies to implement the new and improved SALT triage system. This involved designing and building specialized triage kits for use by field personnel and conducting targeted training for all Dane County EMS agencies. As part of this project we also implemented the “Base Hospital” program which allows for rapid activation of disaster procedures and support of transportation and facility routing of multiple patients during large-scale incidents.

**MEGAMOVER<sup>®</sup>**  
**TACTICAL**  
PORTABLE TRANSPORT UNIT

**TACTICAL MEGAMOVER<sup>®</sup>**

- Designed to be dragged or carried—up to 500 lbs.
- Very lightweight, ultra compact, strong, and rugged
- Preferred by small Rescue Task Force teams
- Requires only 1 to 2 responders per victim
- Can be loaded from either direction
- Center strap with buckle to secure victim; drag straps on both ends
- Patent pending
- Visit our website for our other MegaMover products: [grahammedical.com](http://grahammedical.com)

Item	Material	Color	Size	Packing
81044	Nonwoven Poly	Gray	24" x 48"	10/Case

Middleton EMS responded to an unusually high number of high profile and mass casualty incidents in 2018, including a fog-related crash involving 29 vehicles on Highway 18/151 near Verona in February; a 20 victim crash involving a semi-truck and a school bus near De Forest in May; a massive natural gas explosion in downtown Sun Prairie in July; an unprecedented widespread flooding event across central and northwest Dane County in August; and an active shooting incident at a Middleton workplace in September. In each of these cases, recently developed policies, procedures and specialized training for multi-victim and mass-casualty incidents were applied. After review it was clearly demonstrated that all of our planning and efforts, in conjunction with the newly established “Base Hospital” procedures, allowed for successful mitigation of each incident with exceptional outcomes for the patients that were involved.

# Emergency Medical Services

## (continued)

**Successfully completed negotiations for a successor labor contract with IAFF Local 311** in late 2018, with the net result of achieving the objectives outlined in the "Side Letter" that was included in the prior signed labor agreement. Of primary importance will be implementing future promotional opportunities for full-time paramedics, including but not limited to creation of additional position classifications or ranks within the organization; establish pathways for current employees to acquire the knowledge, skills and abilities to assume higher level administrative responsibilities in order to position themselves for future leadership positions with the City of Middleton EMS; and creation of a succession plan for eventual retirement of the EMS Chief within the next 10 years, as well as developing a contingency plan that could be utilized in response to any unforeseen vacancy that could occur in the EMS Chief position.

**Completed 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. We have also been working cooperatively with other partners in the Dane County ALS Consortium to address the ongoing challenges of managing repeated medication supply shortages through better vendor purchasing processes, and potentially leveraging the expanded purchasing power of regional hospitals.

### 2018 STATISTICAL DATA:

The EMS annual call volume has increased 1.7% from 2017 to 2018, as shown in the following table:

WORKLOAD ACTIVITIES	2016 ACTUAL	2017 ACTUAL	2018 ACTUAL	2019 PROJECTED
Annual Number of EMS Responses	1,776	1,814	1,845	1,872

# Finance and City Clerk



## **Golf Course Debt Retirement and City's Bond Rating**

The award winning Pleasant View Golf Course is owned and operated by the City of Middleton. The City first issued debt for the purchase of the golf course in 1994. Additional funds were borrowed in 2001 and 2006 to expand the course and construct the current club house. Strong operating results from the golf course and the utilization of savings from the City's general fund and capital projects have allowed the City to prepay debt service for the golf course. The final external debt was retired in 2018, three years earlier than required. With no remaining external debt payments, the Pleasant View Golf Course will be able to utilize its net income to repay advances (loans) from other City funds, continue to invest in capital needs at the golf course, and build a capital reserve.

Annually Moody's Investors Service evaluates the City's financial condition and assigns a credit rating for the City's outstanding debt. In 2018 Moody's affirmed Middleton's Aa1 bond rating. This is the next highest 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 borrowings. In their annual issuer comment, Moody's noted that Middleton has a robust financial position, a strong wealth and income profile, a healthy tax base, a small debt burden, and a moderate pension liability.

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 2017 to 2018, Middleton's outstanding general obligation debt as a percent of total equalized value decreased from 1.39% to 1.25%, well below both limits. In addition, the amount of outstanding general obligation debt per capita decreased from \$2,321 in 2017 to \$2,165 in 2018.

## **Property Revaluation and Change in City Assessor**

At the end of 2018, Paul Musser retired after serving as the City's Assessor for 36 years. During his tenure with the City, Middleton's population increased by over 8,000 residents and the value of taxable property in the City increased by a factor of five. Prior to his retirement, the assessor conducted a revaluation of all property to ensure that property assessments accurately reflect current market values. On average, the value of single family home increased by 15% with an average home value of \$401,500. Citywide, the average ratio of assessed values to sale prices is now at 99%.

The City conducted a competitive process to select a firm to provide assessment services following the retirement of Paul Musser. Associated Appraisal Consultants began serving as the City Assessor in 2019. Associated Appraisal is one of the leading assessment firms in Wisconsin and they bring a large staff and many years of expertise to the City. Staff from Associated Appraisal are available by phone or email during normal business hours. In addition, in order to assist with the transition to a contracted assessment service, staff from Associated Appraisal will have regular office hours at the Middleton City Hall.

## **Human Resources**

Starting January 1, 2018, the City began an effort to centralize Human Resources functions coordinated by the Finance Department and City Administration. This process started with an audit of the Human Resources functions to review current procedures and make adjustments as necessary to align with best practices. This audit was conducted by the City's insurance carrier, Cities and Villages Mutual Insurance Company (CVMIC). In addition to the audit, human resources support was provided to all City departments in the areas of performance coaching and recruitment and selection. In total, the Human Resources Manager provided assistance with 9 performance coaching matters and coordinated 20 recruitment cycles.

# Finance and City Clerk



## Audit and Financial Reporting

In June of 2018, the City released its first Comprehensive Annual Financial Report (CAFR) for its 2017 financial statements. A CAFR is considered the highest standard of financial reporting and includes a profile of the community, information about the City’s economic condition, and a ten-year history of key financial statistics. Included in the CAFR is an unmodified, or “clean”, opinion from the City’s auditors stating that the financial statements present fairly, in all material respects, the financial position of the City in accordance with generally accepted accounting principles.

In addition to preparing a CAFR, the Finance Department prepared a Citizen’s Annual Financial Report in 2018. 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.

One of the items included in the Citizen’s Annual Financial Report is a breakdown of the portion of property taxes that go toward various City Services. For the 2018 tax year, a home with an average assessment of \$401,500 would pay about \$7,183 in total property taxes. Of that amount, two-thirds goes to the Middleton Cross Plains Area School District, Dane County, and Madison College. The remaining \$2,340 goes to the City of Middleton.

Department / Service Area	Portion of City Taxes
Debt Service for Capital Projects	\$626
Police Protection	\$570
General Administration	\$205
Public Lands, Recreation & Aquatic Center	\$173
Public Works & Street Maintenance	\$154
Public Library	\$130
Risk Management, Legal, & Other	\$88
Refuse & Recycling	\$87
Fire Protection (Middleton Fire District)	\$83
EMS (Paramedic Level Ambulance Service)	\$75
Planning & Building Inspection	\$42
Transit (Madison Metro Bus Service)	\$42
Senior Center	\$41
Public Fire Protection (Fire Hydrants)	\$24
TOTAL	\$2,340

## 2018 Elections

The City Clerk’s office held four elections in 2018. The November General Election had a record turnout with 12,021 voters. This is 91% of registered voters in the City of Middleton! Of the total votes cast, 5,068 were absentee votes by email or in person at the clerk’s office. There were also 1,161 new registrants!

# Finance and City Clerk



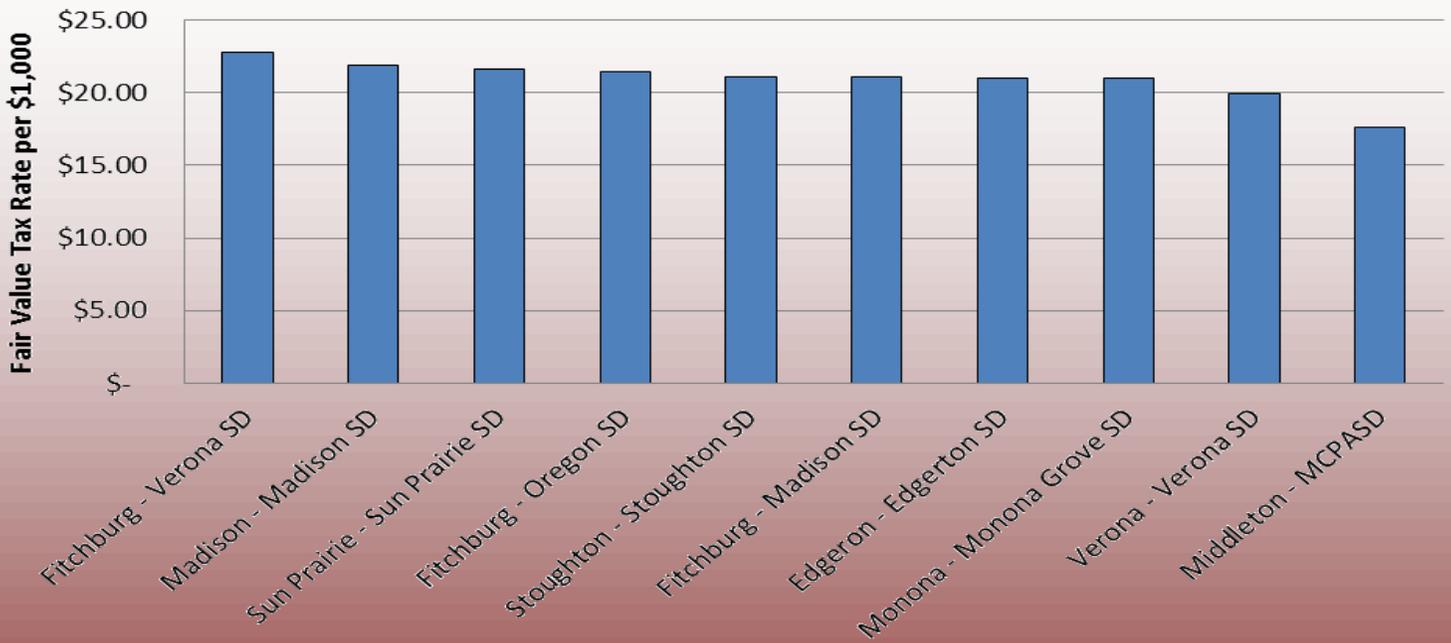
## 2019 Approved Budget and Property Tax Rates

The City of Middleton, like all Wisconsin municipalities, faces challenges with its budget due to the cumulative effect of years of property tax levy limits and stagnant or declining state aids. Property tax collections for the City’s operating budget may only be increased based on new growth, there is no adjustment for inflation. Since the City’s costs rise over time, it becomes challenging to continue to provide quality services to support a growing community. Outside of the property tax there are few other revenue options available to Wisconsin cities.

One available revenue option is to collect a fee for public fire protection on the water bill. This fee would pay for the cost of maintaining fire hydrants and increased water capacity needed to respond to fire. As part of the 2019 budget process, the City Council authorized a public fire protection fee effective July 1, 2019. By freeing up capacity in the City’s general fund, implementing this fee will help to support the City’s capital reserves for public safety equipment such as fire trucks and ambulances. It will also help to fund additional staffing in the Police, Public Works, and Public Lands departments.

Even with the new fee, Middleton’s property tax rates and fees remain low compared to other area municipalities. According to a fair tax comparison published in the Wisconsin State Journal, Middleton has the lowest combined tax rate (including City, School, County and MATC taxes) of any city in Dane County and most villages. Also, the City of Middleton has a lower storm water utility rate than many other municipalities and does not charge a separate fee for refuse collection and recycling.

### Jurisdiction (City & School District)



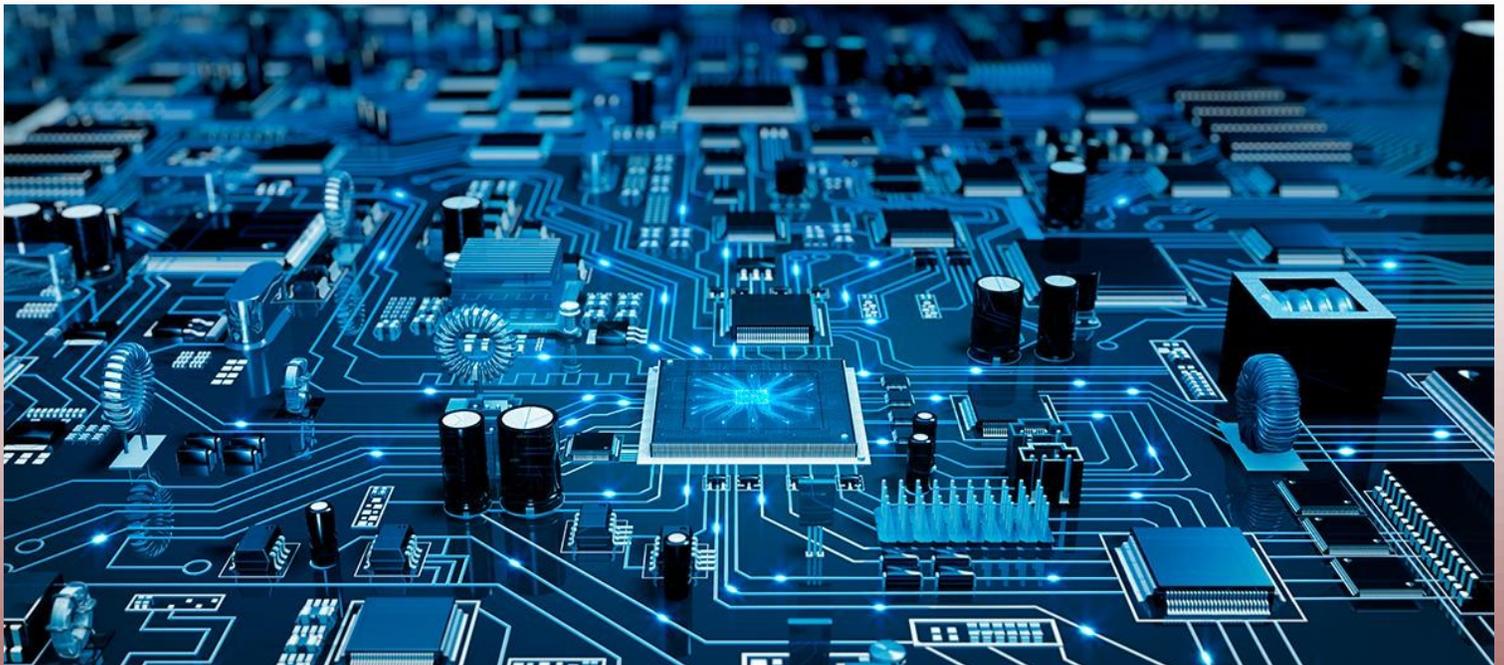
SOURCE: Wisconsin State Journal

The Fair Value Tax Rate is the combined tax rate for the City, School District, Dane County and Madison College adjusted to show the effective rate if all municipalities were assessed at fair market value.

# Information Technology



- The Middleton I. T. Department was kept busy with the City's departments in the past year. **Over 1000 help desk tickets were logged and processed.** Much of this work was done with a reduced staff of two during part of the year. Drew Montour and Dave Tallman provided exceptional service throughout the year. The IT intern, Jimmy Forman, also provided much needed help.
- In addition to daily help desk tasks, The I. T. Department **implemented a new Water Utility meter reading system** and upgraded building security with a unified card access and video monitoring system for City departments.
- The I.T. Department also provided their expertise to **assist the Police Department with numerous projects.** These included developing software with vendors for both digital dictation and evidence applications for smart devices, and upgrading body worn cameras and internal building cameras for officer safety. During the City's active shooter incident our department provided critical assistance to the officers and the State to gain timely access to video evidence.



# Library

The Library Board of Trustees, Friends of the Library, staff, and volunteers made a positive difference in the quality of life in the community by offering another exceptional year of public library service.

## Space Makes the Place

The library saw another year of record use in 2018. The average monthly visitor count was 31,100, and while most Dane County libraries are decreasing in circulation of physical materials, Middleton continued to increase. To meet the demand for print materials an average of 1500 new items per month were added to the collection in 2018. The balancing of people space vs. collection space continued to be the library's biggest challenge. To address short and long-term planning solutions the Library Board of Trustees contracted with the local architect and design firm HGA. The project will focus on three main priorities in the short-term:

1. Increase square footage available to the public.
2. Create flexible spaces for new ways of gathering.
3. Improve the customer service experience.

Outreach and engagement continued to be a successful way to reach residents and extend library service to the community. For example, there were 43 library outreach events/visits between June and August 2018 that saw a total of 5,599 participants. Additionally, for those events that offer free withdrawn or donated books, a total of 1,246 books were given away to all ages. Other outreach highlights in 2018 include the successful intergenerational monthly storytime with adult residents at Artisan Memory Care and the Time of Wonder daycare children.

## Improved Digital Access

Patrons continued to utilize the library to meet their varied technology needs. The fiber Internet bandwidth speed increased to a full gigabit connection and a new firewall/router was installed, greatly improving Internet speed and security. All remaining slower switches were upgraded, internal network reorganization completed, and a new network backup storage system was developed. Public computer usage continues to remain steady with a .8% increase over 2017. Public walk-in WIFI usage continues to soar at 36% over 2017. Improvements in behind the scenes automation, such as online card registration and self-checks, helped to improve staff efficiencies and patron access. For example, patrons can now perform authorized pickups for holds for other family members. The self-checks checked out over 325,000 items in 2018.



**2018 Middleton Public Library Staff**



**Tiny Tots Storytime**



**Minecraft Club**

# Library



## Professional Leadership

A great library doesn't happen by itself - it takes a tremendous staff and volunteer crew to make it happen! In 2018 staff represented and shared expertise by presenting at conferences such as, the Wisconsin Library Association, Circulation Services, and South Central Library System Youth Services in-service training. Four graduate students were hosted as part of the UW-Madison degree practicum requirement, and staff continued to serve on South Central Library System committees to advocate/demonstrate exceptional service.

## Volunteers

In an effort to offer more volunteer opportunities to youth, and meet the increasing popularity of the Summer Reading Program, teen volunteers were recruited and trained to assist. 38 kids between the ages of 12-18 staffed the Summer Reading Station. They did a fantastic job of registering, distributing prizes, and helping at programs. While learning valuable job skills, such as customer service and time management, they helped to hit another record setting year of over 2,000 participants registered!

## Big Programs

Record turnouts for programs had the library busting at the seams in 2018! Popular events such as Strollin' Jazz, PotterFest, Rockin' Noon Year's Eve, Jim Gill, and Teen Bands Night saw 100-600 plus attendees. To continue meeting the demand for programs like the Scholar'd for Life Lecture Series, off-site and paid use of spaces like Kromery and the PAC were prototyped. High attendance has proven to make the Middleton Public Library a desirable destination for internationally recognized scholars such as, psychologist Dr. Richard Davidson and paleoanthropologist Dr. John Hawks. A total of 43,833 people attended 1027 programs that included: author events in collaboration with the Wisconsin Historical Society Press and Mystery to Me bookstore, craft and technology programs for all ages, one-on-one instructional sessions on topics like personal computing, mobile devices, and downloadable library eBooks, dance, art, music, trivia, gaming, writing, science experiments, cooking, and much, much more!



Yoga



Summer Reading Program Signup



Captive audience for Dr. Richard Davidson

# 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 2018, which is the second gold award presented to our facility in the last five years.

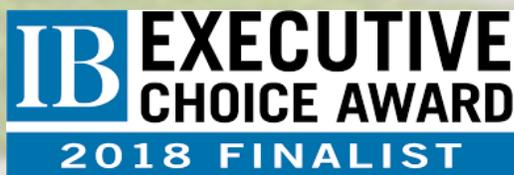
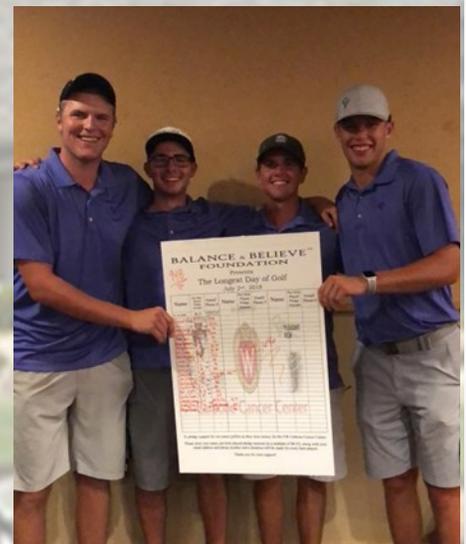


## Continued Improvements on the Golf Course

Keeping our customers engaged and excited about our facility is one of the most important goals we have on an annual basis. To help ensure this excitement, we add new features and improve processes continuously. Over the last year we have changed out our sixteen year old signs with updated cast aluminum signs, added strategic tee boxes, constructed a brick starter/service table, and, as shown to the left, added a unique, new sand trap in a strategic location. We have found that our golfers truly enjoy the improvements that are continuously being made throughout our facility.

## The Longest Day of Golf – UW Carbone Cancer Center

2018 marked the first year Pleasant View Golf Course collaborated with the Balance and Believe Foundation, a local nonprofit organization that involves growing the game of junior golf while raising money to give back to the community. During this partnership, Pleasant View Golf Course, along with four other area golf courses, participated in the Longest Day of Golf where four young juniors play as many holes as they're able in one day. Brett, Henry, Ross and Jack, all Middleton High School alumni and employees at Pleasant View Golf Course, were the representatives for our facility and they each played a whopping 237 holes and raised \$3,000. After combining all four courses, the Balance and Believe Foundation donated over \$15,000 to the UW Carbone Cancer Center!



## Finalist—Best Golf Course for Business Outings

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, and again in 2018 along with University Ridge (winner), Hawks Landing, 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.

## Better Dining Experience

We ended an era this season of calling out one's name over a loud speaker when their food was ready; which, ultimately, wasn't very loud or clear. Wondering if one's food is ready or not created unnecessary anxiety for our customers and staff alike so we decided to adopt a paging system. Similar to a host or hostess handing you a pager announcing your table is ready, when you place your order with our staff, you will now be issued a pager which will buzz when your food is ready – no more guessing if your name was called! We also replaced our ten year old tables and revamped our food pickup and condiment area, which will make the customer experience more enjoyable.

# Police Department

## Community Awareness Officer & Programs

2018 proved to be a busy year again for our Community Awareness Officer. Such events as Shop with a Cop, our annual Citizens' Academy, National Night Out, Family Safety Day and Coffee with a Cop are always favorites for both our community and our police department. We also continued to partner with the Senior Center to provide events for disposing of old medications and also to have senior citizens' vehicles weatherized for the winter months. The department also connected with local youth during our annual fishing event "Cops and Bobbers" with the Optimist Club at Lakeview Park. Close to 150 youth are outfitted with a new fishing pole and were able to fish with their families and police officers. Community Awareness Officer Wood was also busy providing tours of the police department to local groups and clubs and assisting citizens install their new car seats.

Following the events on September 19<sup>th</sup>, Officer Wood received many requests to provide active shooter trainings to local businesses and groups. Officer Wood coordinated with Dane County Deputy Josalyn Longley and Retired Deputy Cindy Holmes with trainings as well and provided two, free public Active Shooter presentations at the Middleton High School Performing Arts Center. Her two-hour trainings have been well-received and are an asset to any organization to provide their employees and members.



# Police Department

## First K-9 Unit

In 2018, the police department implemented the department's first K-9 Unit. Officer Howard Statz was selected as the first K-9 Handler for the City of Middleton. Officer Statz has been with the department since 2014 and had been working on bringing the K-9 unit to Middleton for several years. He officially began his new assignment on October 15<sup>th</sup>. Throughout the remainder of 2018, Officer Statz primarily focused on fundraising for this program. The program is completely funded by community support.



The department decided that a "dual purpose" K9 would best serve the department, citizens, and community as a whole. The "dual purpose" K9 will have the following capabilities: community relations, officer and citizen safety, tracking, evidence location, and narcotics detection. One great benefit of having a K-9 is community outreach. Dogs are often able to help break down barriers and create positive interactions with police across a diverse population.



After a tremendous outpouring of support from the community, the program was able to raise nearly \$80,000 in 2018. The police department was amazed at the scale of community support for the K-9 unit. Thanks to donation of all sizes, the K-9 program was able to move along quickly. The money raised goes directly to the K-9 program. The largest portion of the money raised went towards purchasing a new K-9 friendly patrol car and outfitting it with the latest equipment and technology. Donations also helped secure the purchase of the dog and schedule the extensive training for Officer Statz and his K-9 partner. Some large key donations came courtesy of Sentry Insurance, Capital Flight, Gino's Deli, Cabinet City by Dream, and Middleton Resident Peggy Zimmerman.

**SHIRTS ARE HERE!!!**

Designs By Shirts Printed By

In the beginning of 2019, Officer Statz will travel to Shallow Creek Kennels in Pennsylvania and will select his K-9 partner. Officer Statz will then begin the six week training course and is scheduled to be back on patrol with the dog in the spring of 2019.

# Police Department

## WILEAG Accreditation

The Middleton Police Department first became accredited under the standards of the Wisconsin Law Enforcement Accreditation Group (WILEAG) in 2014.

To become an accredited agency, or to maintain your accredited status, a Police Department must review and update each of its policies and operating procedures, making certain that they comply with all 242 WILEAG standards, every three years. Agencies must also collect annual “proofs” that document their compliance with each and every standard and dimension.

Every third year a team of WILEAG evaluators conducts an onsite assessment of each agency seeking accreditation. During these assessments, the evaluators examine both the agencies policies and proofs, making certain that they comply with each of the established standards. These on site evaluations generally take three full days as they also include facility inspections and public input hearings.

In January of 2017 the Middleton Police Department went through its second on site assessment. The team of three independent evaluators found the Middleton Police Department to be in full compliance with all relevant WILEAG standards. The assessors went on to state that the Middleton Police Department’s accreditation electronic files and proofs were some of the finest ever evaluated.

In these challenging times for law enforcement agencies around the nation, the Middleton Police Department will continue to utilize the WILEAG accreditation process to conduct ongoing self-evaluation in an attempt to maintain the highest quality standards in our operations. In early 2020 the Middleton Police Department will undergo its third WILEAG onsite assessment.



# Police Department

## Shooting at WTS Paradigm

On September 19, 2018, Middleton became yet another community victimized by gun violence, when an active shooting event occurred at WTS Paradigm. In an unprovoked attack on his work colleagues, Anthony Tong opened fire in the business. Tong shot five people, three seriously.



The first Middleton Police Officer arrived on scene 3 minutes and 17 seconds after the initial call was received in the Middleton Police Department Communication Center. Other Middleton Officers and Dane County Sheriff Deputies arrived shortly thereafter. They entered the building 6 minutes and 20 seconds after the initial call, confronted the shooter and negotiated with him for 58 seconds. The shooter turned his gun on the responding officers and shot at them. Officers and deputies responded with deadly force and neutralized the threat. Two Middleton Officers and 2 Sheriff's Deputies fired their weapons at the shooter, killing him.



Over 100 employees were in the office when the shooting began, over 500 in the office complex. Many were still in the office when officers arrived.

After one of the largest criminal investigations in state history, it was determined that the officers' actions in using deadly force was justified.

There was a massive response by first responders that day. It is estimated that over 300 federal, state, county and municipal law enforcement personnel responded when the call went out for help. There were so many in fact, that Chief Foulke had to request that no more police respond to the scene to avoid gridlock. Middleton Paramedics were joined by their EMS partners from all corners of the

county. Their prompt response into areas not completely cleared or declared 'safe', led to the quick aid and removal to the hospital of the victims. Having a Level-I trauma hospital nearby greatly contributed to victims' surviving, many with multiple gunshot wounds. Middleton Fire Department contributed greatly to the successful extraction of patients and the follow-up investigation.

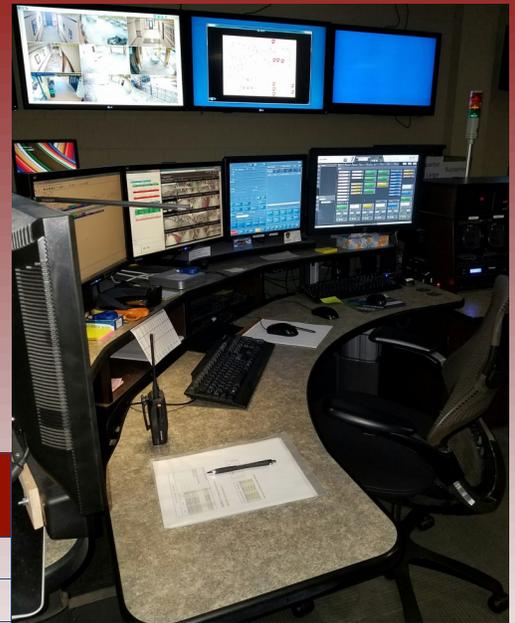
Employees of WTS Paradigm were all heroes that day and all survived. They survived because they took affirmative action to live. Some ran out of the building to safety, carrying their wounded colleagues as they fled, some hid under desks or barricaded in conference rooms for those agonizing 8 minutes before police ended the threat.

WTS Paradigm employees, first responders and our community were all greatly affected by this incident and are making continuous progress in healing from this traumatic event.



# Police Department: Communications Center

The Middleton Police Department operates a state of the art Communication Center, which includes enhanced 911 services. In 2019, the Communication Center answered a total of 33,236 calls. The following charts illustrate the types and volume of calls received by the center.



## 2018 Communication Center Phone Stats

Total Calls Answered	33,236
Incoming Non-emergency	23,221
Incoming 911 & Wireless 911	3,338
Incoming from Dane County	877
All outgoing calls	5,800
Busiest Days	Aug 21 561 calls (flood) Sept 19 505 calls (active shooter)
Busiest Hour of the Day	11:00 AM
Slowest Hour of the Day	4:00 AM
Busiest Day of the Week	Wednesday

Just as a major incident can drain the resources of Police, Fire and EMS response personnel, so too can these events have dramatic impacts on our Communications Center. 2018 saw two of these significant events with the August flood and September active shooter incidents. The chart below illustrates the top ten busiest single hours of service based upon incoming telephone calls to the Communication Center for the previous decade.

## Top Ten Busiest Hours 2012-present

Date	Hour	# of Phone calls	Causal Event
9/19/2018	1100-1200	120	WTS Paradigm Active Shooter Incident
9/19/2018	1000-1100	98	WTS Paradigm Active Shooter Incident
8/21/2018	2100-2200	85	Significant Flooding Event
9/19/2018	1200-1300	79	WTS Paradigm Active Shooter Incident
8/21/2018	2200-2300	75	Significant Flooding Event
2015		58	Denali Fireworks
2016		54	Significant local rain w/ flooding
8/22/2018	0800-0900	52	Significant Flooding Event
9/19/2018	1300-1400	51	WTS Paradigm Active Shooter Incident
2014		49	City wide power outage at rush hour

# Special Feature: Thousand Year Flood Damage



August 20-21 brought the largest rainfall ever to the area. Middleton endured a nearly 12-inch rain in less than 24 hours. **According to Dane County Emergency Management, the event exceeded the 1,000 year standard (1/10th of 1% chance of happening).** The City and State of Wisconsin immediately declared an emergency and swiftly moved to action to clear debris and fix problems. The Middleton Chamber of Commerce played a critical role as the liaison to local businesses damaged by the floods. A month later the City submitted its report to the Federal Emergency Management Administration (FEMA) detailing almost \$7 million in damage to public infrastructure. The City is anxious to hear positive news from FEMA in 2019 so that local resources can couple with FEMA's to restore Middleton's Pheasant Branch Conservancy Creek Corridor. Restoration work is anticipated to begin once the City has engaged in a public planning process to address the effects of climate change on its planning, storm water and natural infrastructure. **The City thanks its citizens for donating nearly \$25,000 to the City's creek restoration thus far! The City is still accepting donations to City of Middleton/Pheasant Branch Creek Corridor Restoration, c/o City Administrator.**



Voss Parkway adjacent to Tiedeman Park



Pheasant Branch Creek Corridor



Damage to the Pheasant Branch Conservancy Creek just east of Park Street

# Special Feature: Thousand Year Flood Damage

Confluence Pond near Spectrum looking west toward Discovery Springs & Airport Road Business Parks



Railroad tracks between  
Highway 14 and South Pond



Deming Way south toward the Hilton Garden Inn

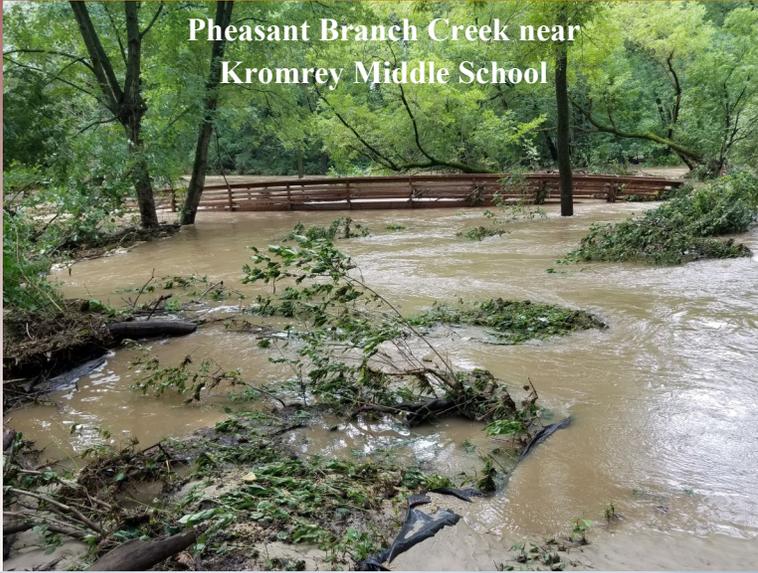


Airport Road at Middleton Municipal  
Airport/Morey Field

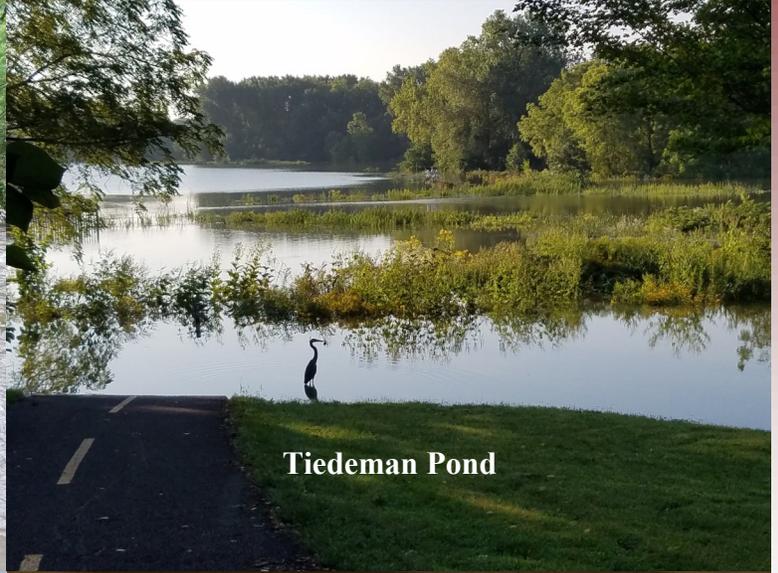


Deming Way looking north from Hwy 14

# Special Feature: Thousand Year Flood Damage



Pheasant Branch Creek near  
Kromrey Middle School



Tiedeman Pond



Highway 14 looking east toward Mounds Pet Food



Trail under Market Street bridge  
at South Pond



Adjacent to Tiedeman Pond



Pheasant Branch Creek Corridor

# Public Lands, Recreation & Forestry

The **Conservancy Lands Plan 2018-2023** is a guiding document for City of Middleton's land stewardship activities on its conservancy lands. Middleton's conservancy lands system provides over 835 acres of open space and represents approximately 14 percent of land within the City. The conservancy system includes both conservancy lands and the trails. The plan was prepared by Adaptive Restoration, LLC, and the project manager was Mark Wegner.

## 2018-2023 CONSERVANCY LANDS PLAN FOR THE CITY OF MIDDLETON



**Construction of 8 pickleball courts, a basketball court and shelter were completed at Taylor Park at the Community of Bishops Bay.** Cattell Construction was awarded a contract for the pickleball and basketball courts designed by Ayres & Associates. The Capital Area Pickleball Association assisted with fundraising and design elements for the pickleball facility.

The basketball court included a colored surfacing similar to a tennis or pickleball court and adjustable glass backboards. The shelter was designed by Aro Eberle and construction was awarded to McKee & Associates and provides year round restroom access, a water bottle filler, and seating for 50 people.



### **Planting of 450 Trees**

2018 also saw a new high in the number of street and park trees planted throughout the City. Most of these were planted to replace removed ash trees, but plantings in new developments (Bishops Bay in particular) also occurred. Twenty-two different kinds of trees were planted to promote diversity and sustainability of Middleton's street and park tree population.

# Public Lands, Recreation & Forestry

## Last of City owned ash trees removed

2018 marked the conclusion of the removal phase of the Emerald Ash Borer plan first started in 2010. All publicly owned ash trees (street and park) that have not been “adopted” by residents have been removed. This has been a long and unfortunate program, but also one that has resulted in a safer, healthier urban forest. Kudos to Mark Wegner, City Forester and Assistant PLRF Director for his successful work and leadership!

## Lakeview Park

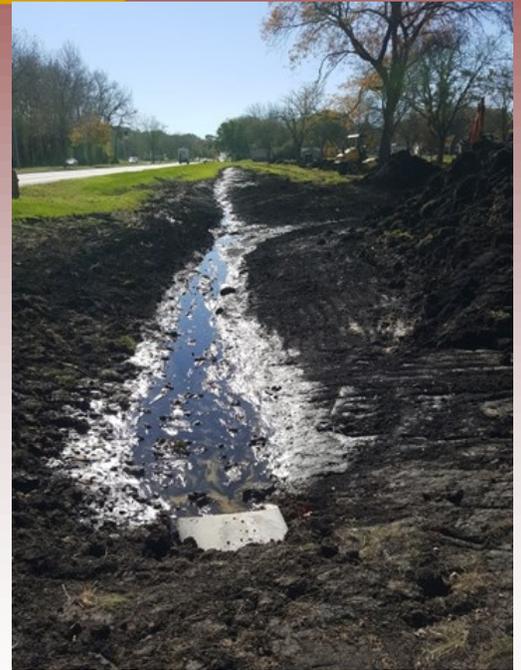
A significant portion of the path at **Lakeview Park** was reconstructed in 2018. A contract was awarded to Badgerland Excavating and the project included the installation and creation of drainage improvements in addition to repaving the path along Allen Blvd and the ring around the pond.

## New Boardwalk at Tiedeman Pond

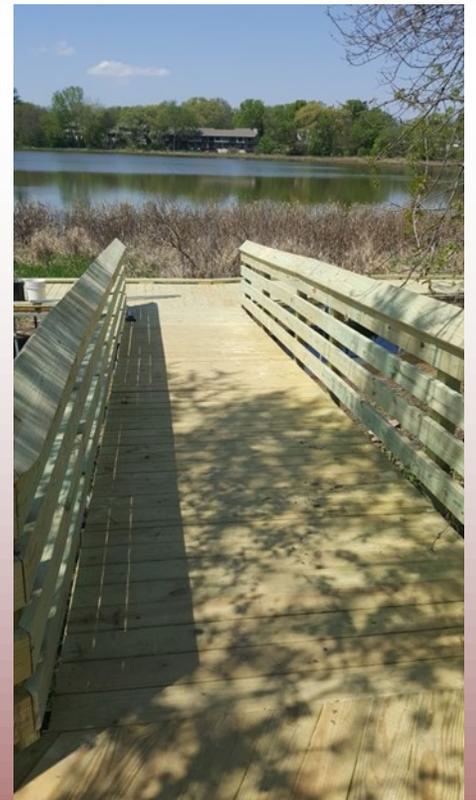
A new segment of boardwalk was installed to connect sidewalk on Park Street to a new pedestrian crossing of Park Street at Fortune Drive. The new boardwalk connects to the existing boardwalk and path around Tiedeman Pond. The new boardwalk meets ADA regulations and provides a safe and needed connection for the neighborhood to Tiedeman Pond. The boardwalk was designed and provided by Wickcraft, a company based in Madison. The boardwalk installation was led by Middleton Public Lands, Recreation & Forestry staff, Kurt Meinholz and Dennis Hellenbrand who were assisted by the Oak Hill DOC work crew.

## Park Ranger Program

A Park Ranger program was initiated in 2018 and Erik Hanewold served in this seasonal LTE capacity. Erik previously served as a Park Ranger for the City of Madison and is currently employed fulltime at the VA Hospital. The Ranger position is designed to serve in an educational capacity and address public lands violations with patrons. The Park Ranger position was developed as a pilot program and in collaboration with the Middleton Police Department. The Ranger totaled 280.5 hours of patrol and made 660 visits to public lands properties. Highlighted areas of enforcement included the dog parks and off-leash dogs.



Lakeview Park drainage work



New boardwalk at Tiedeman Pond



# Public Lands, Recreation & Forestry

## Recreation Highlights

- The Recreation Division continued to see an increase in revenue and programs for 2018. Several new programs were introduced including youth volleyball leagues, Friday Fun Day events with the Town of Middleton, and COBRA (Children Outside Being Really Active). The number of participants in recreation programs increased by over 300 people. **Revenues have increased by \$60,000 in the past 2 years.**



- The **Recreation Division won a Silver Star Award for its Candy Cane Hunt.** The Wisconsin Park and Recreation Association (WPRAs) awards annually its Silver Star Awards for excellence in Programming. Winners of the WPRAs Silver Star Awards are selected by the elected members of the WPRAs Recreation Section, with top award winners in each category receiving a plaque and recognition at the annual WPRAs conference. Entries are judged based on five criteria that are essential to having a successful recreation program: goals *and objectives*, *participation*, *operational efficiency*, *creativity and innovation*, and *marketing*.



**2018 Candy Cane Hunt**

Winners are selected based solely on the information presented in the official entry form. This marks the first Silver Star Award the Recreation Division has won. The Candy Cane Hunt is a free outdoor event at the Pleasant View Golf Course for children ages 2-10. This evening special event is one hour in length and involves a flashlight candy cane hunt, candy cane games and hot cocoa. Candy canes are spread out in the green space, and participants, divided by age groups, collect as many candy canes as they can until the candy canes are gone. The event was held December 14.



- Middleton's Recreation Division has provided quality swim lessons for the community for over 20 years, as well as engaging recreational programming every summer. **In 2018 the Division was a recipient of a \$1000 Middleton Endowment Grant to help establish a new program to provide swim lessons, lunch, and activities at no charge for low income students in grades 2 - 8.** There were 2 four week sessions of swim lessons (Tuesday and Thursday mornings) serving 20 students each session; allowing for a 1:2 or 1:3 instructor to student ratio. In addition to providing swim lessons, this program continued through the morning to offer lunch and other leisure activities. After the swim lessons, Youth Program Leaders escorted students to neighboring Firemen's Park for activities such as sports, games, and crafts. Students were able to partake in the school district's free Summer Lunch Program, which is open to any person under 18 years of age. The Youth Center and Recreation Division had additional staff on site during the lunch program to provide various activities and supervision. Students could then a bus home after the lunch program. Transportation was provide by the school district free of charge.
- The Opportunities to Swim Program was one example of how the Recreation Division is **partnering with the Middleton Cross Plains Area School District to be able to provide various opportunities to the Community.** In early 2018, the Recreation Division worked with West Middleton Elementary School to provide 6 weeks of after school offerings including basketball and art classes. The Recreation Division is also serving on the School District's Wellness Committee working on health, fitness and overall wellness initiatives for staff of the MCPASD, City of Middleton and the Village of Cross Plains. The Recreation Division worked with the Schools' Engagement Coordinators to help provide an opportunity for 5-8<sup>th</sup> grade students play.

# Middleton Youth Center

**Joined Girls Inc., a national program that inspires girls to be strong, smart, and bold.** In 2018, the Youth Center ran Girls Inc. programs focused on self-esteem, healthy relationships, communication skills, mental health and art therapy, sexual harassment, girls outdoor club, women and girls in the media, health and drug abuse prevention, and a student-led hip hop dance club. Girls Inc. also attended a women's career fair and took a rock climbing field trip.



Girls Inc. rock climbing field trip



Trick-or-Treat So Others Can Eat

Youth Center **students participated in a number of volunteer projects** including CANstruction (a fundraiser for the Middleton Outreach Ministry Food Pantry), reading buddies at Little Red Preschool, Trick-or-Treat So Others Can Eat, and making holiday cards for Voss Haus.

**Piloted a 1:1 mentoring program in September 2018 serving 55 students.** 248 individual mentor sessions were held within the first 4 months with a focus 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.



Working with Dane Arts Mural Arts



Radio Club

# 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 nearly three dozen roads. In light of a reduced road maintenance budget, for the first time in many years most of the roads treated with crack filling were not covered with a seal coat application.

Forsythia St., Tribeca Dr. and Graber Rd. were covered with a chip seal this year with which most of us are familiar with. It involves spraying asphalt over the road surface and then pressing small aggregate chips into the fresh asphalt. After a day under traffic, the excess chips are swept up. 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 a micro-surfacing seal coat on Nursery Dr. and Rolling Hill Dr. This type of seal coat involves the application of asphalt and aggregate chips in one step, which sets up quickly and doesn't require follow-up sweeping. While it is quicker and less messy, the cost was about double that of chip seal.



Chip sealing done on Forsythia St.



Micro-surfacing work done on Nursery Dr.

## Storm Sewer Pipe Rehabilitation

After noting several sinkholes developing in Orchid Heights Park, the City Street crew rented a backhoe and replaced several hundred feet of badly corroded metal culvert pipe. The new pipe is made of plastic, and it is expected to have a long useful life. We also hired a contractor to pump slurry fill around a manhole and corroded metal pipe on a slope at Pheasant Branch Creek near the high school. There were significant voids around the manhole and pipe that were causing erosion and concern with slope stability.



New storm sewer pipe at Orchid Heights Park

## New Traffic Control Devices

To better draw driver attention to pedestrian crossings of the busy Park St. roadway, the City directed installation of rectangular rapid flashing beacon (RRFB) equipment with pedestrian crossing warning signs on Park St. at the northerly Hubbard Ave. crosswalk. These signs with flashing lights have been shown to increase driver compliance with yielding to pedestrians.



New flashing beacons on Park St. shown in black circles

# Public Works: Engineering and Operations

## Street Improvements

The Common Council allocated the majority of the 2018 capital budget for rehabilitation and reconstruction of existing streets. In the 2018 construction season, the following major street improvement work was completed:

- Park St. Reconstruction – Most of the summer and into the fall, Park St. to the south of University Ave. was closed for major upgrades to water and sewer utilities, spot replacements of deficient curb & gutter, and new pavement. The project work was coordinated with the railroad for upgrades at the track crossing while the road was closed.
- Several residential streets were resurfaced to eliminate extensive cracking and minor surface defects, and crosswalk ramps were updated to new standards, including:
  - Cedar Ridge neighborhood (Highland Way and interior roads)
  - N. High Point Rd.
  - Part of the Foxridge neighborhood (Westchester Dr. and associated cul-de-sacs)

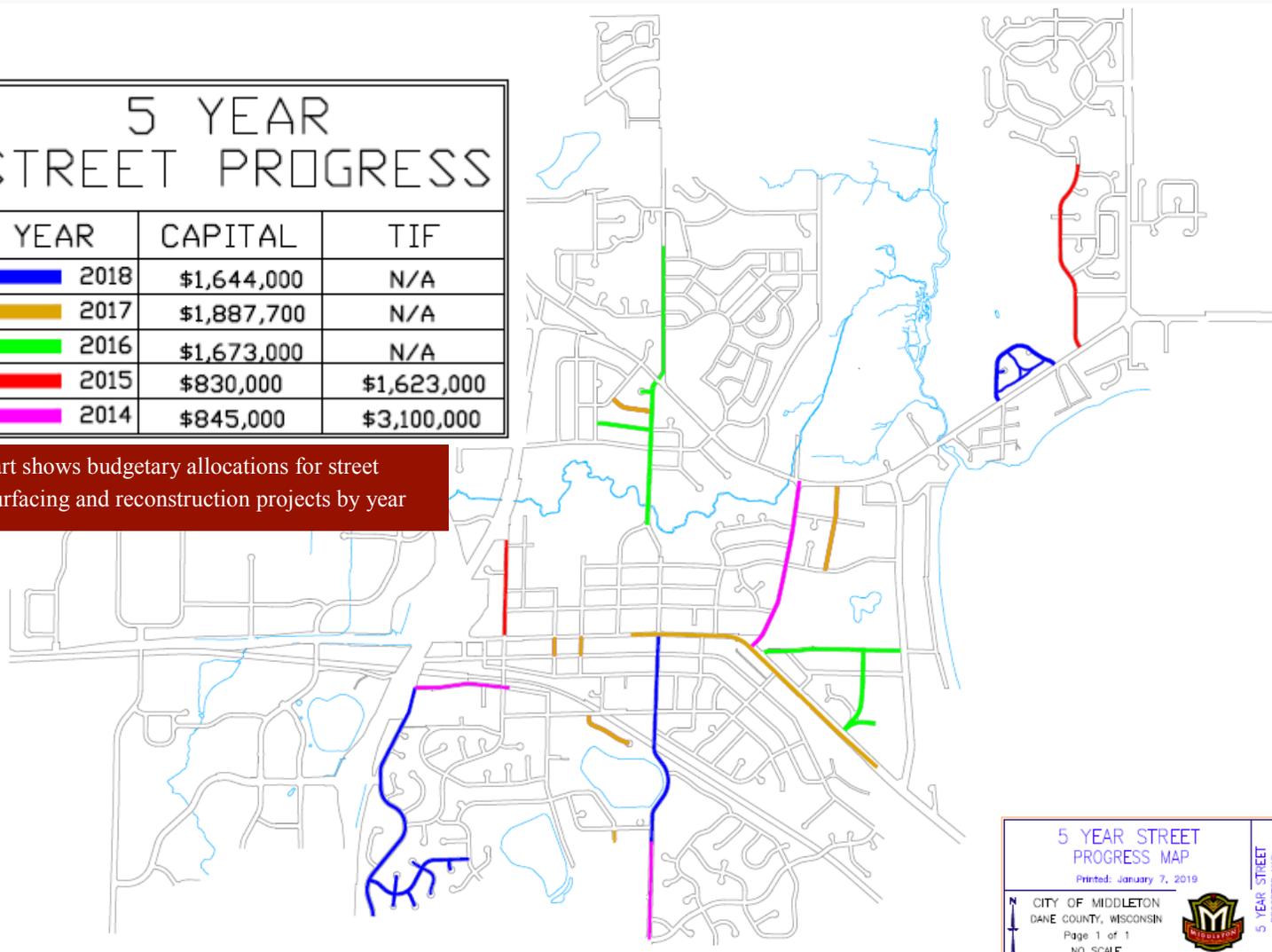


Newly reconstructed Park St.

## 5 YEAR STREET PROGRESS

YEAR	CAPITAL	TIF
2018	\$1,644,000	N/A
2017	\$1,887,700	N/A
2016	\$1,673,000	N/A
2015	\$830,000	\$1,623,000
2014	\$845,000	\$3,100,000

Chart shows budgetary allocations for street resurfacing and reconstruction projects by year



5 YEAR STREET PROGRESS MAP  
Printed: January 7, 2019

CITY OF MIDDLETON  
DANE COUNTY, WISCONSIN  
Page 1 of 1  
NO SCALE

5 YEAR STREET PROGRESS MAP

# Public Works: Water Resources

The City continued its catch-up **effort to control the proliferation of willows** and other unsuitable plant growth along the banks of its ponds and streams. Willows choke out other native vegetation and can impede flow along floodway channels.

The 2018 effort reaches the South Fork of the Pheasant Branch Creek, a major ditch along Nursery Drive, Esser Pond, the south side of Confluence Pond, and various other sites. Only a few storm water control features remain to be cleared in 2019, after which routine mowing in all these areas should keep the vegetation under control.



**Infiltration pond at Park Street and Park Lawn, just north of the Tennis Courts. Prior to clearing the pond was barely visible.**

Prior to dredging by City crews, accumulated sediments at storm sewer outfalls into Esser Pond resulted in poor drainage on Greenway Blvd. and Deming Way. With the aid of a rented back-hoe, crews were able to restore the intended drainage path from the outfall to the open water.



**Restored drainage path in Esser Pond, from storm outfall just northwest of Fairfield Inn on Greenway Blvd.**

# Public Works: Water Resources

Following the August, 2018 flood damage, City crews had to **repair the broken or missing stepping stones at the Pheasant Branch Creek crossings** (like the ones shown to the right).

Also, the City expanded its planned survey of Pheasant Branch to include nearly the entire creek, from north of Century Ave to the far upstream reaches of the North and South Forks at the City limits. The survey and assessment was carried out by Cardno, Inc under the City's direction, and included the **electronic imaging of the channel morphology using a technology known as LIDAR**.

This technology, similar to RADAR and mounted on a remote-controlled drone, bounces rapid pulses of laser light off the ground surface, at up to 150,000 pulses per second. LIDAR is able to capture the returning laser signals and construct a digital three-dimensional model of the topography of the channel and adjacent stream banks. The model is used in a before and after comparison of the channel to assess the extent of flood damage and help determine priorities for needed repairs.

The final report from Cardno is expected in late February, 2019. The LIDAR-produced image shown below demonstrates the severe damage at Donna Dr. Pond (A) and channel embankment near Park St (B).



# Middleton Senior Center: A Time of Change

The Middleton senior Center continues to be an active and energetic place for older adult programming and services. Numerous opportunities, partnerships and activities this year included:

**Expanded Exercise Classes**, 5 days per week including two new afternoon classes. Educational Classes Offered: Computer seminars, Mind over Matter program, Living well with Chronic Conditions, Mahjong Lessons, Financial Planning, the Forget—Me—Nots continue in popularity providing support to those dealing with memory loss. The Music & Memory program was also expanded this year. A new caregivers support group was also added, and a new opportunity blossomed with the Quilts of Valor Foundation, as well as Badger honor flight all in support of local veterans. A program on Suicide Prevention by the department of Veteran's affairs was also presented. The center also participated in the Strollin' Middleton Event with 200 + people in attendance. The **reestablishment of the travel program** brought excitement with a full bus to see Hamilton in Chicago. A wonderful opportunity developed with Transit Solutions and this allowed for travel to the Chazen Museum and the Governor's mansion. The Center's Facebook page and newsletter were also redesigned.



## **A Fond Farewell to Director Jill Kranz**

After 32 years of dedication to The Middleton Senior Center Director Jill Kranz retired. August 16th was declared Jill Kranz Day in Middleton. **Jill also received the National Institute of Senior Centers Founders Award, recognizing her outstanding professional leadership.** Thank You Jill !

## **City Hires Tammy Derrickson as Director**

Tammy joined our team in September, and previously served as a Senior Center Director for 22 years, and in health care for six years. She is the **2018 Wisconsin Association of Senior Centers Professional of the year award winner** from her work with the City of

# Tourism

## Meeting and Tour Website Updates

In 2018, the Middleton Tourism Commission expanded its efforts to appeal to tour groups and meeting planners through a redesign of both [tourmiddleton.com](http://tourmiddleton.com) and [meetinmiddleton.com](http://meetinmiddleton.com).

The new designs include the addition of bold, engaging videos to draw users in along with interactive maps to feature venues, lodging, dining and attractions. The sites are complementary to [visitmiddleton.com](http://visitmiddleton.com) in their layouts and style, emphasizing brand consistency throughout Middleton's marketing.

## Economic Impact Study Results

The Middleton Tourism Commission engaged in a year-long research project that has come to its close. Although a final report is not yet complete, some interesting information was uncovered:

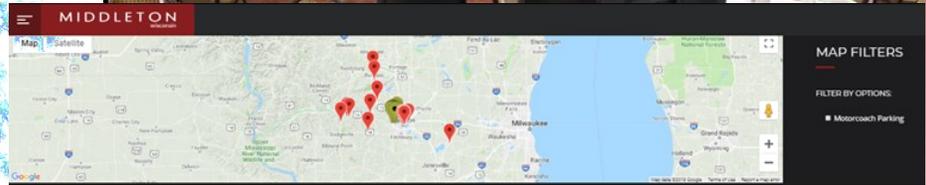
- **Middleton has strong name recognition.**
- **It is known as a friendly community.**
- **People overwhelmingly felt dining and shopping are what Middleton is known for and are the activities most participated in while people are in town.**
- **Middleton is considered an overnight destination, but has a strong daytrip response as well.**
- **Most business travelers in Middleton were in town for education, healthcare or manufacturing.**
- **Middleton's proximity to Madison was identified as its biggest asset.**
- **Business travelers, in particular, want more nightlife, as well as a gathering venue for 100-200 people, parking and public transportation.**
- **Middleton's downtown received high marks from visitors, as did the shopping at Greenway Station.**
- **Overall, shopping and dining were rated highly in all surveying methods.**

A quick look at the annual Tourism Economics Report shows why it's so critical to pay careful attention to these tourism trends and priorities:

- Visitor spending in 2017 grew 2.5%, resulting in \$172.1 million spent
- Visitor spending increased by \$23 million in the last three years alone
- Tourism supported 1,854 Middleton jobs, an increase of 1.2%, slightly higher than the state average

## Big Bundle Up

In 2018, the Middleton Tourism Commission joined forces with Middleton Outreach Ministry to collect warm clothes for neighbors in need.



# Tourism

## Grants

The Tourism annual budget includes financing for events and project grants. The intent of the grants is to assist funding for new events, conferences and/or conventions coming to Middleton, and to encourage multiple year commitments. Requesters must submit an application that outlines the criteria for evaluating the request. The Middleton Tourism Commission reviews and approves all applications.

In 2018:

- Thirteen grants (events and projects) totaling \$79,800 were approved by the Middleton Tourism Commission.
- Events awarded grants generated an estimated 28,800 visitors to Middleton and the Greater Madison area.
- Market segments included sports, meetings/conventions and tradeshows.

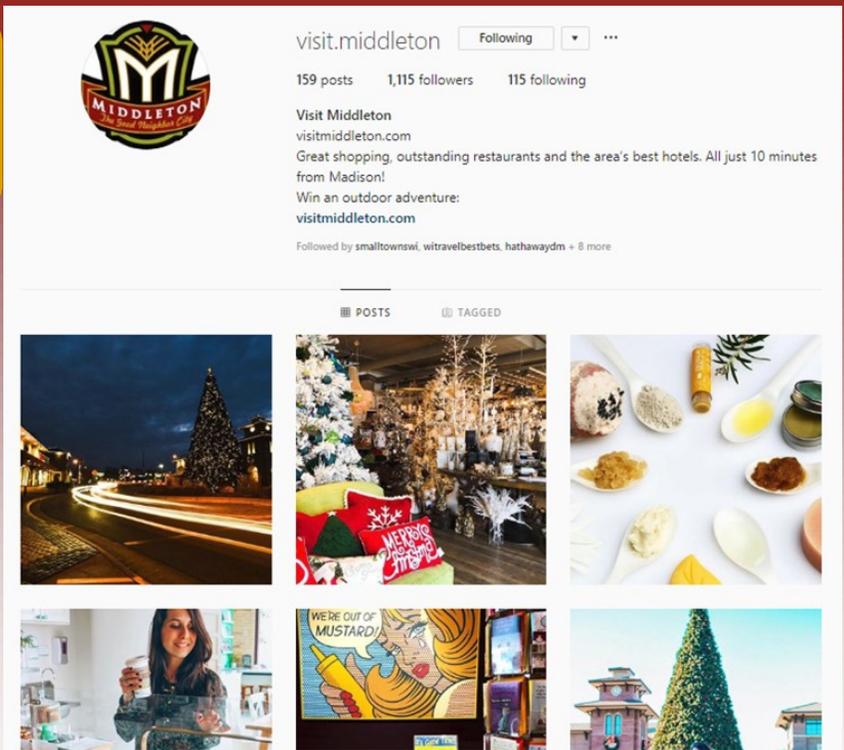
## Social Media/Promotions

In 2018, Middleton's social media platforms made impressive gains. The following statistics show substantial overall growth across all channels (stats are through 12/31):

- Facebook fans up **12.9%** (page now has **28,400+ fans**)
- Twitter followers up **29.4%** (now 1,600+ followers)
- Pinterest followers up **8.0%** (now 270+ followers)
- Instagram followers up **76%** (now 1,100+ followers)
- Altogether, the Middleton Tourism Commission created **553 social media posts (Facebook/Twitter/Instagram)** in 2018 and YouTube viewers watched **223,128 minutes** of tourism-related videos

Middleton also hosted **four full-scale promotions** with a total of **12,161 entries, an increase of 46% over 2017!** The Kids' Shop-Til-You-Drop Sweepstakes brought in more than **4,600 entries**, the most successful promotion from the Middleton Tourism Commission to date! The prize package included an overnight stay and \$400 in gift certificates to shop and dine in Middleton.

Other promotions included "it's sweeter here" "Roll into Summer" and "Kid's Shop-Til-You-Drop" sweepstakes and the "Good Morning Middleton Trolley Tour".



Middleton's social media presence has continued to gain a larger following during 2018



# Retirements/Departures

We treasure and value our dedicated City employees. This section features our colleagues who either are retiring or moving on to other work or both. We wish them all the best in their future endeavors.

Jessica Ripp,  
PLRF Office  
Manager,  
serving  
Middleton  
since 2006.



Paul Musser, City Assessor since 1982



Pictured with Deb Nichols (R) is Marilyn Mosigin,  
Public Works Office Manager, serving since 1976



Jennifer Broadley, Aquatic  
Center Manager 7 years (21  
years total service).



With the Mayor and several Common Council members is Jill Kranz,  
Senior Center Director since 1986 and National Founders Award annual  
winner for premiere recognition of a Senior Center director nationwide.

# Retirements/Departures



Officer Dave Kasdorf served our community for 27 years: 1991-2018

The Middleton Police Department experienced three retirements this past year: Officer Dave Kasdorf (L), Officer Ken Smith (R), and Office Manager Ann Ziltner (below)



Officer Ken Smith served Middleton for 18 years: 2000-2018



Ann Ziltner, Police Department Office Manager, pictured with many of her colleagues past and present, served the City for 20 years: 1998-2018



Rebecca Weiss (R), Court Clerk since 2005 with Judge Marjorie Schuett



Dave Beck, Public Lands, Recreation & Forestry service of 32 years.



Nancy Stringer, Finance Assistant serving since 2011

# City Celebrations in 2018

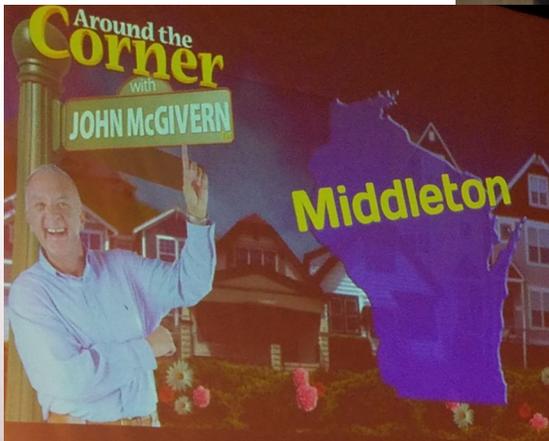
(Right) City Staff feting Ambika Sangaram ICMA Professional Fellow visiting from Malaysia for one month.



(Below Right) Council Member JoAnna Richard (R) and Mayor Brar (L) as the Council recognized & celebrated the MHS Girls Swimming & Diving team on their 3rd consecutive state championship.



(Below Left) In January, Middleton was featured on the PBS Program “Around the Corner with John McGivern.”



City employees Bowling for Kids Sake to help Big Brothers/Sisters of Dane County (right)



At the Taylor Community Park, Mayor Brar & PLRF Director Matt Amundson opening Middleton’s first pickleball courts with many of the sport’s enthusiasts (right)



# City Celebrations in 2018

Recognition of volunteers at the Senior Center (over 365 strong!) in picture to the right



The City dedicated Penni Klein Park in honor of our retired Public Lands Manager. Penni is seated second from left below.



City Administrator Mike Davis flashes a smile and wave as the Grand Marshal of the Good Neighbor Fest parade.

# City Celebrations in 2018



**Mayor Brar recognizing City volunteers & Good Neighbor Fest Award winners at the Mayor's Brunch in the Police/Court Building. Over 100 were in attendance!**



**Mayor Brar honored several long-time dedicated Middleton volunteers who have served on city committees. Pictured L to R:**

**Jon DiPiazza, Van Nutt, Steve Hansen, Cindy Zellers, Chuck Nahn, Mayor Brar, Dennis Dorn, Doris Schroeder, Terry Turner and Matt Richards.**



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**City's You Tube Meeting Videos:**

**[www.youtube.com/user/MiddletonWeb](http://www.youtube.com/user/MiddletonWeb)**

**Subscribe to City news on Notify Me at:**

**[www.ci.middleton.wi.us/list.aspx](http://www.ci.middleton.wi.us/list.aspx)**

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